

# KEYnotes

NEWS FOR HOMEWARD BOUND SUPPORTERS



## “The best feeling”

*Tiffany's journey toward housing and belonging*

Tiffany has fought hard to find her sense of self-worth and belonging. Growing up, she often felt invisible—overshadowed by her older brothers and treated as an outcast. Sick of the neglect, Tiffany left home and became homeless at 17 years old. By age 30, Tiffany was chronically homeless, spending each day of the last three years of her life outside.

**“I was accustomed to thinking I was nothing,”** shares Tiffany. **“I wasn't doing much of anything that I was proud of. Now, I'm doing good and I know it.”**

Tiffany was introduced to Homeward Bound in 2010, not long after moving to Asheville for a second chance. She remembers meeting Amanda Thomas, a long-time Homeward Bound staff member who became her first Case Manager. **“Amanda has seen how far I've come—she's seen the beauty that's come out of my story.”**

Tiffany moved into her first home in 2011, but transitioning out of homelessness isn't always linear. Like many of us, her stability depended on her surroundings—and the right housing placement made all the difference. With continued support and a home that truly meets her needs, Tiffany has found her footing in Homeward Bound's HACA program. She has now been stably housed for nearly two years.

**“Homeward Bound never gave up on me. They never did. And it's been nothing but great for me. I've got a sense of belonging. I have a sense of security. I call it my sanctuary because I get to make decisions in my life today. I get to say who comes in and out of my house. And having that freedom and independence is just absolutely the best feeling. A euphoric feeling comes over me every time I put my key in my lock.”**

Tiffany loves cooking in her kitchen, relaxing on her back porch, creating art, and spending time with her



Zoey & Tiffany

dog and best friend, Mystical. In addition to having her own space, Tiffany's relationship with her current Case Manager, Zoey, has been transformative. **“She showed me how to present myself, how to advocate for myself. Zoey tells me, ‘Tiffany, it's okay to say no. No, period.’ I never thought I could say that. I always felt like I had to please somebody.”**

With this new confidence, Tiffany feels strong enough to live on her terms, and she wants to use her story to help others, especially women escaping domestic violence or navigating life after homelessness. Above all, Tiffany wants Asheville to see the humanity in every person experiencing homelessness.

**“These people out here on the street—they're amazing people, and they deserve a chance. What you see isn't always the whole story. Take the time. Sit down and talk to one of us. I think it would change your whole outlook.”**

Tiffany plans to set up an art display next to an alcove on a street in downtown Asheville where she used to sleep. She hopes to turn a part of her journey into something inspiring.

# 2025 Welcome Home Luncheon

## Changing the Story

### Growing Through Partnership

In the last four years alone, Homeward Bound has grown significantly. We launched our Home is Key Capital Campaign, opened Compass Point Village, and expanded our housing and homeless services programming to meet the needs of our community. None of this progress would have been possible without the individuals, initiatives, businesses, and fellow nonprofits who also call WNC home.

This year's Welcome Home Luncheon focused on the importance of these partnerships, which was highlighted in the discussion, "Solving Homelessness Together", and the short film, "Creating Community."



Homeless Services Director,  
Alanna Kinsella & CPV Resident, Zack

### Solving Homelessness Together

During "Solving Homelessness Together," attendees heard from Homeward Bound CEO Simon Dwight; Emily Ball, Homeless Strategy Division Manager with the City of Asheville; and Andrew Yavorski, Program Officer of Human Services at The Leon Levine Foundation.

The discussion focused on the state of homelessness in Asheville following Hurricane Helene and the collective steps we need to take as a community to address this growing crisis. Solutions included the need for more shelter beds, increased community support, and stronger advocacy for affordable housing in Asheville, which has the highest cost of living in North Carolina.

### Creating Community

Being part of a community helps us develop a sense of identity and belonging. When someone experiences homelessness, the focus shifts to meeting basic needs like shelter and safety. There's little room to explore growth, goals, or connection. But once housing is in place, the story begins to change.

Jonathan became homeless after losing his job during COVID-19. He stayed in hotels and with friends until he met his Homeward Bound Case Manager, Nicholas. Now, more than 16 months into housing, Jonathan works in the restaurant industry, has the peace of mind to focus on his aspirations, and is preparing to graduate from the program this December.

Homelessness is part of Jonathan's story—but not the whole story. With housing, people like him gain the stability to move forward, a sense of belonging, and the freedom to write the next chapter of their lives on their terms. Housing gives them the chance to change their story, and YOU are the reason why that's possible.

### Join the Solution

If you did not have the chance to attend the luncheon, we encourage you to watch "Creating Community" to hear the powerful words of Jonathan, Zach, and Skylar—stories that show just how much one person's life can be changed by the care, support, and community Homeward Bound helps them build.

Watch "Creating Community" at  
[homewardboundwnc.org/videos](https://homewardboundwnc.org/videos)



# Homeward Bound's Impact in 2024

Statistics for this report are compiled from Jan 1, 2024 - Dec 31, 2024

Your support and belief in our work has made a dramatic impact on the lives of thousands of individuals and families at risk of homelessness and experiencing homelessness in Buncombe County. Because of you, we can continue to move our most vulnerable neighbors into supportive housing while helping them achieve stability, so they can remain in their own homes – permanently. Here are the results of your support.

## Homeless Services

**1,548**

unique individuals served at the AHOPE Day Center.

**123**

unsheltered neighbors supported by our street and library Outreach team.

## Housing Services

**94**

housing units transformed into fully furnished homes by delivering \$101,392 worth of community donations.

**66**

households assisted, including 11 move-ins, through the NC Healthy Opportunities Pilot.

**127**

landlord partnerships, arranging 56 leases to provide stable housing.

**83**

people prevented from entering homelessness through our Supportive Services for Veteran Families program.

**43**

We ended homelessness for 43 people, including 36 veterans.

**2,648+**

**Number of people moved into safe, stable housing since we adopted the Housing First model in 2006.**

**In 2024 alone, 96.5% of individuals in our Permanent Supportive Housing programs remained stably housed and did not return to homelessness.**

## Update on North Carolina Healthy Opportunities Pilot (HOP)

The Healthy Opportunities Pilot (HOP) is a groundbreaking initiative to improve health that uses Medicaid funding to support social drivers of health across several key domains, including housing. Homeward Bound joined the HOP network in August 2024. Since then, Homeward Bound has assisted over 25 households attain stable housing through HOP.

**As of July 1st, HOP is no longer included in either the NC Senate or House budgets.** Due to this change in funding, Homeward Bound and all other agencies providing services through HOP have been instructed to pause services. This means that over 13,000 HOP participants in WNC alone will lose access to services. This potential cut in funding comes despite evidence that HOP improves health, saves money for the healthcare system, and builds rural economies. Impact Health has created a 2024 Impact Report outlining what HOP has accomplished in Buncombe County. Help sustain this critical resource! **More information and ways to advocate can be found at [impacthealth.org/hopworks/](https://impacthealth.org/hopworks/)**

# Current & Upcoming Partnerships

2025 is packed with exciting ways to support our work.

## Lexington Glassworks

We were so thankful to partner with Lexington Glassworks on their Seasonal Tumbler: Pomme. Through this collaboration, 3% of every Pomme Tumbler sold was donated to Homeward Bound, helping us continue our mission to prevent and end homelessness through permanent housing and support. **Learn more:** <https://www.lexingtonglassworks.com/>

## Moxy Asheville

Be sure to include a stop downtown at Moxy Asheville for a truly special experience! Indulge in their brand-new, refreshing Prickly Pear Margarita, served in a handcrafted Pomme Seasonal Tumbler from Lexington Glassworks. The best part: Moxy is donating 3% from every Prickly Pear Margarita sold to Homeward Bound. **Visit Moxy at:** 61 Biltmore Avenue, Asheville, North Carolina 28801

## Spicewalla: Made with Love in Asheville

Spicewalla released a 10-Pack “Made with Love in Asheville” collection, collaborating with 10 of Asheville’s most iconic chefs, restaurants, and brands. \$15 from each pack will be donated to Homeward Bound, Manna Foodbank, and Blue Ridge Public Radio. The 10-Pack will be available through the end of 2025. **Learn more:** <https://www.spicewallabrand.com/>



## Harmonies for Homes

Sunday, October 26, 2025 | 3pm - 9pm  
The Grey Eagle | 185 Clingman Ave, Asheville  
Get ready for an incredible afternoon and evening of music that makes a difference!

Our 2025 Fall Benefit Concert is at the The Grey Eagle and features eight bands, including Coconut Cake, Las Montanitas, Eleanor and Friends, Rahm Squad, Dr. Funky Squirrel, After Ours, Hype Machine, and King Garbage.

This family-friendly event features indoor and outdoor spaces and a silent auction. Mark your calendars and watch for more details coming soon.

## It's a Paw-ty!

WagWorld hosted a Dog Daze of Summer Pawty on July 26th, donating \$1 from each draft of Peach Heffner by Dry Falls Brewing sold to Homeward Bound. This fun event featured live music, water activities, dog show contests, and more to support our community’s most vulnerable neighbors.

**The work reported in KEYnotes was supported by grants from the following organizations:**

Dogwood Health Trust  
WellCare of North Carolina  
First Citizens Bank  
The Leon Levine Foundation

Sisters of Mercy of  
North Carolina Legacy  
Norfolk Southern

Thank you to our 2025 Annual Sponsors



You can prevent and end homelessness.

Scan the QR code or visit our website to donate today!



P.O. Box 1166, Asheville, NC 28802 | (828) 747-9409 | [HomewardBoundWNC.org](http://HomewardBoundWNC.org)