



ROOTED
INTERIORS

Rooted at home. Rooted in love.

2024
impact report

Rooted Interiors transforms homes, so that lives are changed for good.

Dear Friends and Supporters,

2024 has been a year of remarkable growth and transformation for Rooted Interiors. As we pause to reflect on this journey, we are filled with gratitude for your unwavering support in helping us craft beautifully designed and fully furnished homes for families and individuals transitioning out of homelessness.

What began as a vision on the day of my baptism has flourished into a mission that merges the artistry of interior design with the compassion of community care. Thanks to your generosity and encouragement, Rooted Interiors has been able to create custom designed spaces that offer not just shelter, but dignity, comfort, and the foundation for a fresh start.

Looking ahead to 2025, we are inspired by the opportunities to expand our reach and deepen our impact. The need for well-designed, welcoming homes remains immense, and together, we can ensure that no family begins their next chapter in an empty space after working so hard to regain stability.

This incredible work would not be possible without you—our supporters, volunteers, and partners—who understand the transformative power of design. Your belief in our mission motivates us to dream bigger, create more intentional spaces, and extend hope to even more families in the year to come.

Thank you for being an essential part of the Rooted Interiors family. The next chapter is filled with potential, and we can't wait to see the incredible impact we'll achieve together in 2025 and beyond.

With gratitude and hope,



Kristina McCalla
Founder & Executive Director, Rooted Interiors

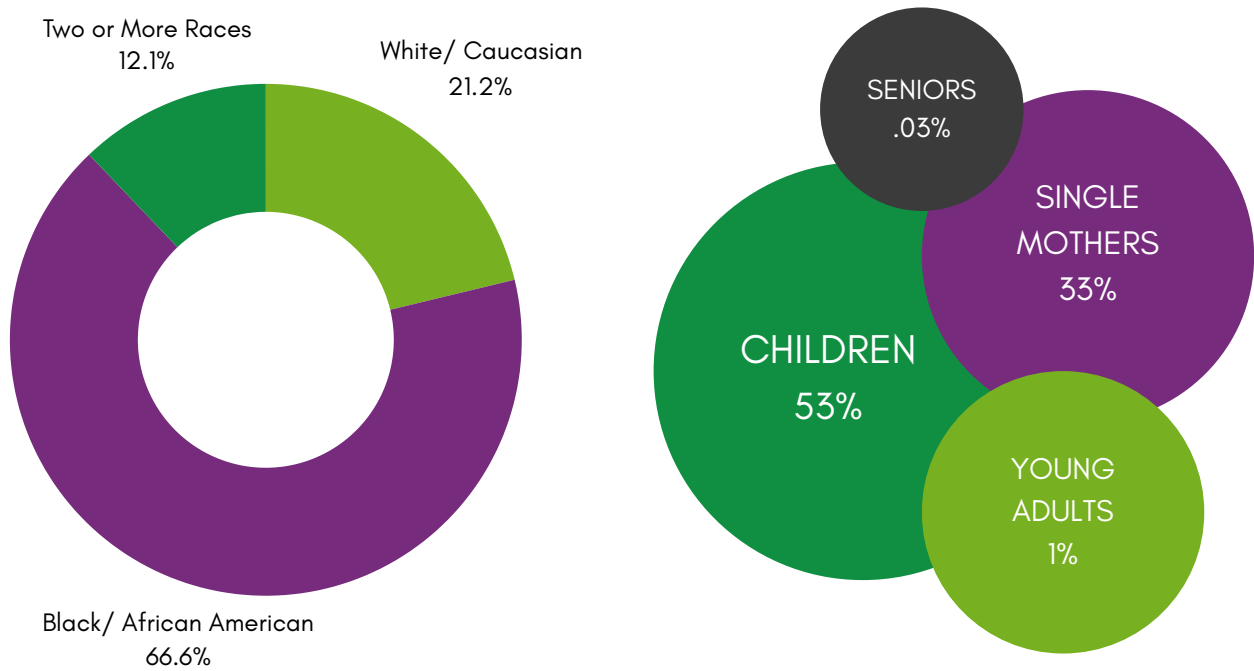


who we serve

ROOTED INTERIORS CLIENTS

We served 30 neighbors in 2024.

With two storage units filled with carefully curated, high-quality donated furniture and household goods, we transform empty houses into custom designed, catalogue-worthy homes for families transitioning out of homelessness. These spaces provide sanctuary, stability, and hope—key elements in breaking the cycle of homelessness. It would take the average Rooted Interiors client 24 years to afford to furnish a home as we do in just five hours, not including the cost to hire our 2 seasoned Interior Designers. We proudly serve Jackson County, Georgia, and surrounding areas, including Barrow, Hall, Clarke, and Gwinnett counties, helping families begin anew with the foundation they deserve.



who we serve

ROOTED INTERIORS IMPACT

At Rooted Interiors, we are committed to measuring the lasting impact of our work. **To ensure our services create meaningful change, we send surveys to families at key milestones: the day after their Rooting Day, at 6 months, 1 year, and 2 years.** These surveys help us understand how their fully furnished homes have improved their sense of stability, well-being, and overall quality of life. This feedback allows us to continuously refine our approach and ensure we're making a lasting difference for the families we serve.



IN KIND DONATIONS
\$153,516

2024 RAISE
\$13,885

ROOTED INTERIORS 2024 PARTNERS

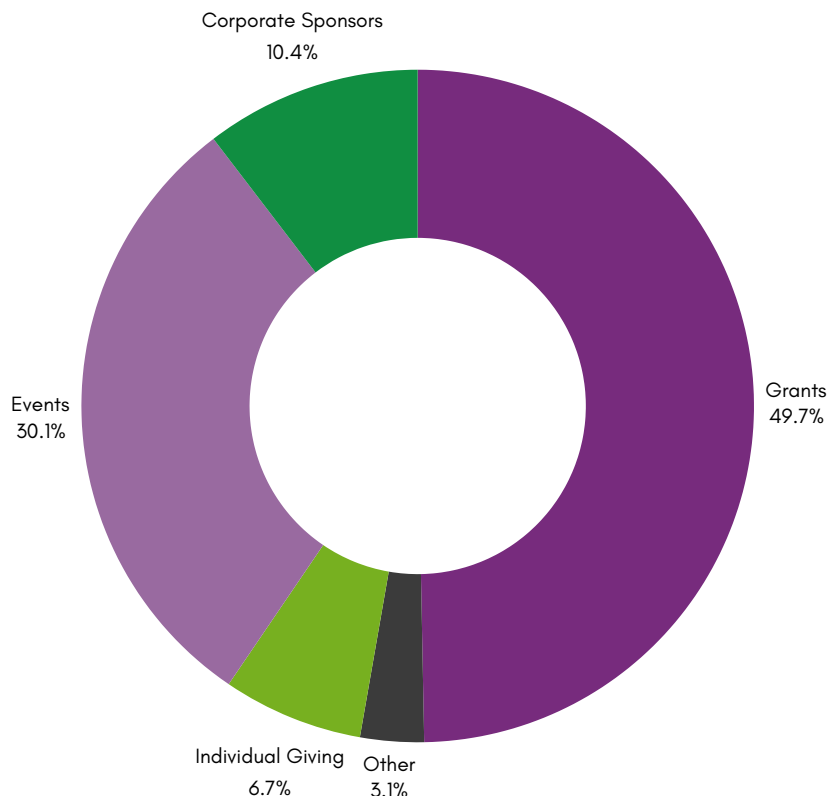
At Rooted Interiors, our mission is simple yet deeply impactful: transforming empty houses into thoughtfully designed homes tailored to provide comfort and style for families emerging from homelessness. We believe that none of us can do this alone—every supporter, donor, and volunteer plays a vital role in stopping the revolving door of homelessness and strengthening our communities.

We're proud to share that every dollar raised went directly to supporting our mission, ensuring your contributions make a meaningful difference. The 10 families served collectively saved an incredible **\$97,350** in design fees, allowing them to focus on building stability in their beautiful homes. Rooted Interiors is committed to transparency and excellence, and we strive to maintain the highest standards in everything we do.

Join us in this life-changing work and help us continue turning houses into homes, one family at a time.

2024

In Kind Assets \$150,623
In Kind Truck \$1,200
In Kind Rent \$1,693



ROOTED INTERIORS 2024

90%

clients remained housed

1,850+

volunteer hours logged

10

homes designed



30

individuals served

67,500+

pounds of donated furniture reused with purpose

24

number of years it would take Rooted families to fully furnish their homes without our services

16

children in their own Rooted beds