



Greenline Housing
Foundation

2024

Annual Report

Dear Greenline Family,



As I reflect on 2024, it honestly feels like a blur. So much life has happened since the end of the year. Our lives have forever been changed by the wildfires that broke out on January 7, 2025. As I write this now in June, my family and I are just moving back into our home. There is still so much work to do to make it once again feel like “home” but we were one of the lucky ones that at least has a home to return to. So many in our community cannot say the same.

In this report we will go into detail about our Eaton Fire Relief response, however, this is the 2024 Annual Report and it's worth taking the time to reflect on and highlight all the good that happened through our work last year.

I'm excited to share our 2024 Annual Report. My hope is that you will walk away from reading it and feel inspired and encouraged knowing that your generous giving and involvement is tangibly helping to close the racial wealth gap by granting access to homeownership and restoring justice one person, one family, and one home at a time.

There is truly no Greenline with you, the Greenline family. So, from the bottom of my heart, thank you for your generosity and entrusting me to lead this work for such a time as this.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jasmin Shupper'.

Jasmin Shupper
Founder & Executive Director

A Year in Review



**“I literally could not
have bought my house
without Greenline.”**

—Nicole, 2024 Down Payment Grant Recipient,
La Quinta, California

Real people. Real stories. Real impact.

The work of restoring justice one home at a time is hard. There are days where it feels like the forces of the world are against us, but it's the stories of our grant recipients, stories of dreams deferred and perseverance, that continue to fuel this work. In many cases receiving a down payment grant from Greenline is the difference between someone becoming a homeowner or not and that has life-altering implications.

We sat down to catch up with a few of our grant recipients and here's what they had to say about their experience with Greenline.



What difference did the Greenline grant make in purchasing your home?

"The Greenline grant made a huge difference—it helped cover our down payment, which was one of the biggest barriers for us. Without it, we would have had to wait much longer to save up, especially with how expensive the market is in Los Angeles. It gave us the opportunity to buy our first home now, instead of years down the line."

Jose and Karla
2024 Grant Recipients
\$20,000 Down Payment Grant
Los Angeles, California

How does it feel to be a homeowner now?

"It has been the biggest blessing and personally shows the goodness of God in my life. For so long, this felt impossible and Greenline has made a difference in my life by standing in the gap for those in need."

Kiara
2024 Grant Recipients
\$50,000 Down Payment Grant
Long Beach, California





What do you see as the long-term benefits of homeownership for you and your family?

A: Homeownership means finding a place that reflects our values and supports our ambitions—a place that fosters love, resilience, and joy... It's about anchoring myself while reaching for even greater possibilities ahead."

Ray

2024 Grant Recipients
\$18,000 Down Payment Grant
Atlanta, Georgia

Do you know how much your home's value has appreciated since you bought it?

Our home value has almost doubled since we purchased and renovated it. Every dollar that we have spent on our home, we know it's going towards our family's future and legacy.

Caesar and Bonnie

2021 Grant Recipients
\$43,000 Down Payment Grant
Claremont, California



What does Greenline's mission of, "closing the racial wealth gap, granting access to homeownership, and restoring justice one home at a time" mean to you now?

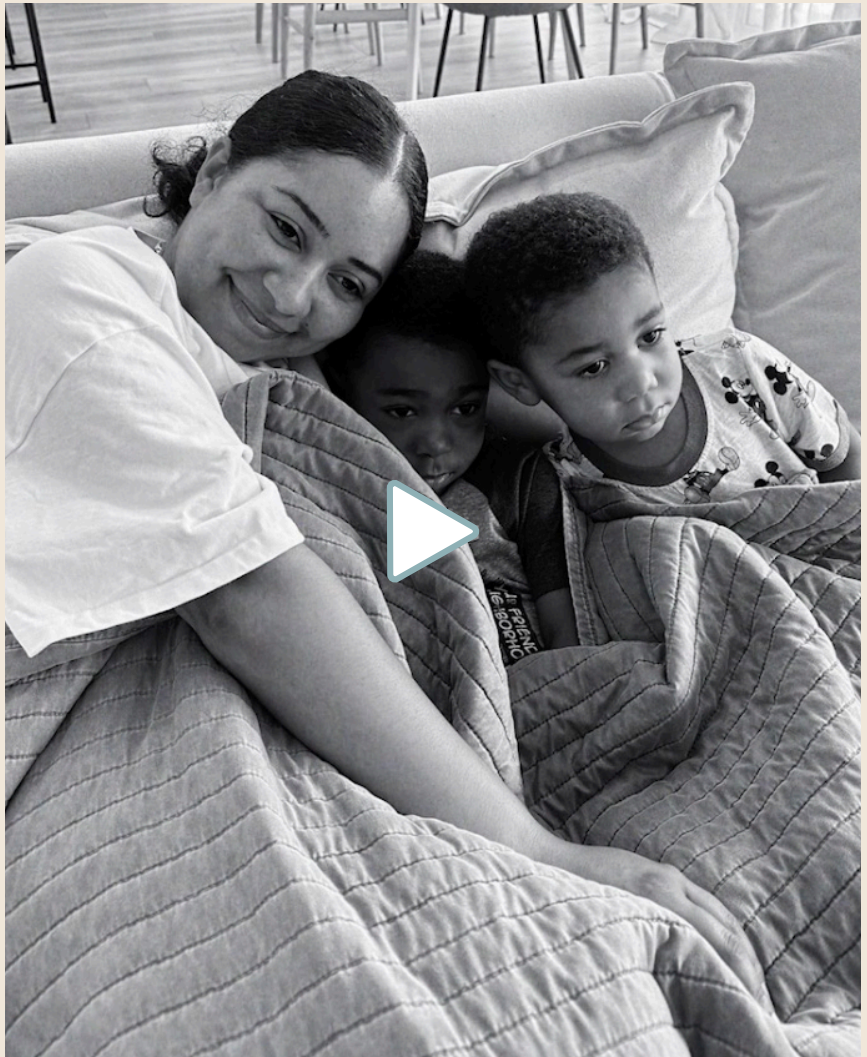
Without this grant we could not have completed the repairs. Our options for homes in Los Angeles County were in what are considered urban transitional neighborhoods. Our budget limited us to fixer uppers, so being able to renovate and remodel transforms not just our home but also our community. We have a long way to go but we are far closer to turning our home into our sanctuary. Thank you, Greenline.

Anthony

2024 Grant Recipients
\$10,000 Home Maintenance Grant
Los Angeles, California

“The journey to homeownership was a doozy...”

In 2024, with the help of a \$25,000 down payment grant from Greenline, Mike and Nia were able to purchase their first home in Beaumont, California. Watch and learn about their journey to homeownership and the impact the Greenline grant has made.



Grant Growth

As you can see, we've been able to steadily increase our grant-making each year and impact more and more families for generations to come.



2024

28 grants awarded

2023

17 grants awarded

2022

7 grants awarded

2021

2 grants awarded



Radical Generosity

Our grant-making increased 65% from 2023 to 2024, and it's because of you that we were able to do that.

Here's an interview with Blair Miller, a Pasadena resident who works in affordable housing development for the City of Los Angeles who gave a portion of the proceeds from the sale of her parents' home to Greenline.

Greenline: What led you or prompted you to give a portion of the proceeds from the sale of your parents' home to Greenline?

Blair: I was inspired by a video shown at the Greenline Foundation gathering in September. Pastor Mike Kinman was interviewed about selling his parent's home, and setting aside a percentage for Greenline. Coincidentally, the sale of my parent's home was scheduled to close a few weeks later, and that's when I decided to share a portion of the profit with Greenline.

Greenline: How did it feel to give to Greenline and in this particular way?

Blair: I work for the City of Los Angeles and I'm surrounded by examples of success: people who overcame generations of poverty, immigrants who were the first in their family to go to college. But those challenges can be daunting, and it's clear the difference it makes having access to family wealth - the stability

it provides, the opportunities, the resources. I think it's important for those of us who benefited from the financial success of their parents and grandparents to pay it forward.

Greenline: What would you say to encourage others to give to an organization that is trying to close the racial wealth gap, grant access to homeownership, and restore justice one home at a time, like Greenline?

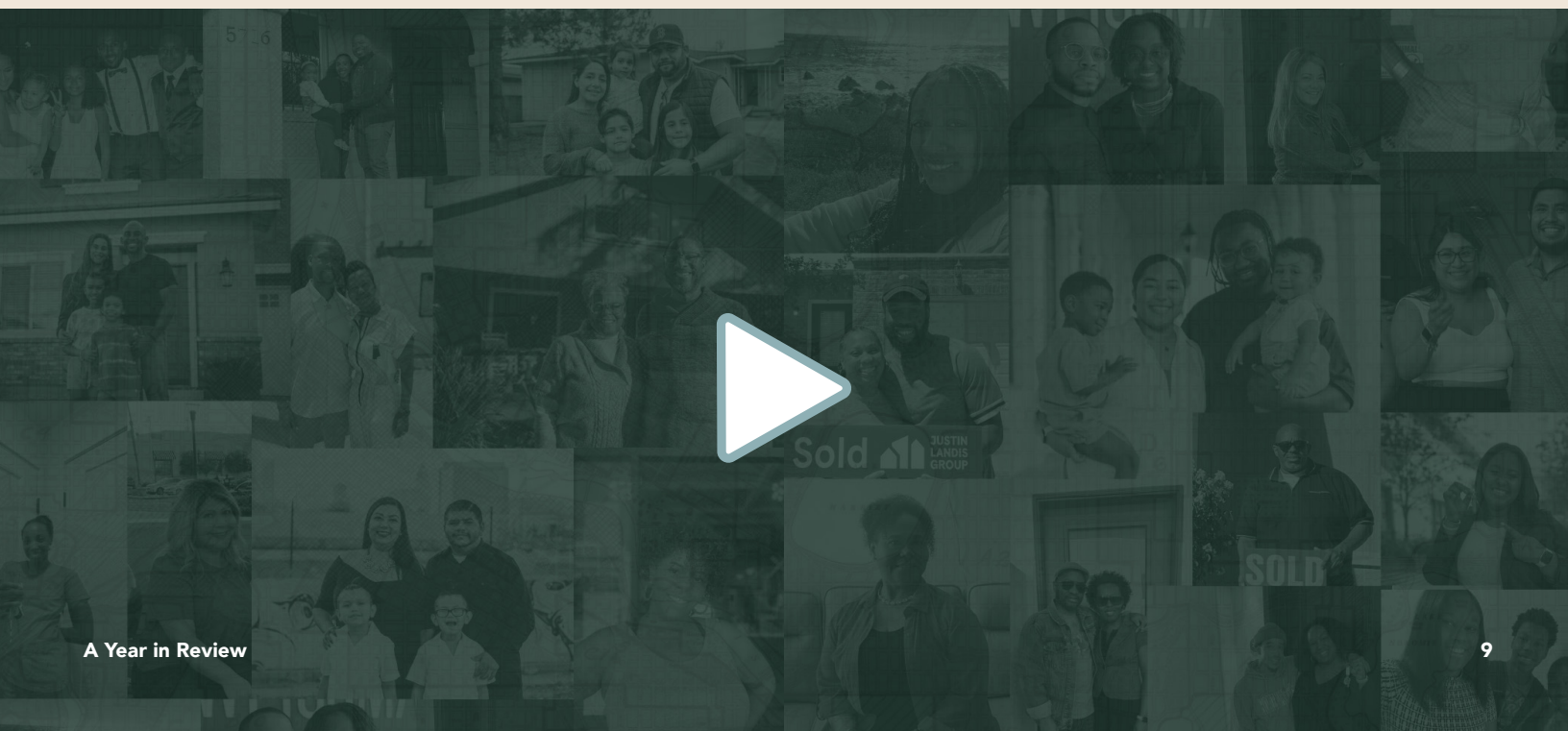
Blair: Working in real estate, specifically affordable housing development, I know that it takes having money to make money. A homeowner can't borrow money unless they already have some. If they can't borrow money, they can't take advantage of leverage, and tax benefits, and all the other advantages of owning real estate. Homeownership has less tangible benefits too, pride and rootedness and stability - no landlord to raise the rent and kick you out. I appreciate Greenline because of how it focuses on this specific mission, and how it is effective in changing people's lives.

Our Story in Numbers

As you can see, we exceeded our financial goals in 2024 which led to an increase in our grant-making.

	2023	2024 Goal	2024 Actual	Percentage Increase (YOY)
Revenue	\$560,000	\$700,000	\$776,000	38.5%
Expenses	\$394,000	\$650,000	\$652,000	65%
Net Revenue	\$164,000	\$50,000	\$131,000	-20%

Additionally, we reached a significant milestone in 2024. We surpassed \$1 million dollars in grant funds awarded. Check out the video below:



Music for the Movement

Last Fall, we held our 2nd Annual Music for the Movement, a benefit concert supporting our work of restoring justice one home at a time. We once again partnered with the Composers Diversity Collective, a like-minded organization that amplifies the work of composers and musicians of color in the entertainment industry. They performed several pieces by composers of color and they did not disappoint!



Our Founder and Executive Director, Jasmin Shupper, gave a presentation on the history of housing and how that informs our work, Arielle Estoria performed an original spoken word, Pasadena City Councilmember, Justin L. Jones presented Greenline with an award for our work in the city, and Allisonne Crawford closed out the night with a rousing rendition of *Lift Every Voice and Sing*. It was a beautiful night of great music, storytelling, and community and all for a great cause.

It's because of you and your generosity that we were able to raise \$55,000 at the event.



Advancing Redemptive Entrepreneurship



In 2023, we applied for and were accepted to be a part of Praxis Labs 2024 Non-Profit Accelerator. Praxis is a venture-building ecosystem with a redemptive imagination, supporting founders, funders, and innovators motivated by their faith to address the major issues of our time. The program, which consisted of three events throughout the year over the course of 12 days, helped founders to become more deeply formed leaders of their non-profit organizations, more effective in leveraging philanthropic capital, and more redemptive in their impact through expert mentoring, spiritual formation, and more. Greenline also received a \$50,000 grant from Praxis as part of the program and through exposure to their network of donors, we've been able to raise an additional \$230,000 so far.

Homeownership Preservation

As a relatively young organization, we are constantly refining our processes, systems, and approach to our mission and vision through research, feedback, and collaboration, ultimately with the goal of shaping and molding Greenline into the most impactful organization it can be.

To that end, we've realized that facilitating access to homeownership through down payment grants is a crucial but, in and of itself, incomplete approach to closing the racial wealth gap.

As we move forward, we want to be more intentional about offering support at each phase of the homeownership journey. Specifically, before a home is purchased, we want to offer more homeownership preparedness, financial education, and coaching and after purchase, we want to offer pro/low-bono estate planning, legal services, and expand our home maintenance grants to help preserve homeownership and maximize the wealth-building potential of the asset for generations to come.

We call it Homeownership Preservation.

In 2024, we were invited to apply for a \$50,000 grant from the Tshua Foundation. We received those funds in Q1 of 2025 which will help provide funds for administrative support, developing a homeownership resources guidebook, and funds for low-bono estate planning services for our grant award recipients.

Additionally, we partnered with Pepperdine University and their Service Leadership class, where small teams of business students opt-in to work with a non-profit organization on a specific project. We had our team of students working on our Homeownership Preservation model to help build out the framework for scale, including identifying and contacting potential partners for pro-bono to low-bono estate planning services.



“Greenline was an important partner for us because our students had to become educated on the foundational purpose of the organization and then work to develop products that would benefit not only Greenline but also the beneficiaries of Greenline’s services. We hope the project will help reseed and foster new connections for Greenline and the communities it serves.”

–Chris Collins, Ph. D., Professor of Teaching and Organizational Behavior



2025 Looking Ahead



As we stepped into 2025, we felt encouraged with how we finished 2024. We surpassed our financial goals and were able to significantly increase our grant-making. We were excited about expanding Homeownership Preservation, our new office space, and much more.

And then on January 7th, Los Angeles went up in flames.

As a Pasadena-based organization, many of us work in the area and were evacuated and displaced. We watched our friends' homes, our favorite businesses, and our community get destroyed.

While we know that natural disasters such as wildfires do not intentionally discriminate on the basis of race or class, in the days following the Eaton Fire it became clear that the fire had disproportionately impacted the Black and Hispanic communities of Altadena because of legal discriminatory practices such as redlining, and we knew that the recovery for these communities would be that much harder because of systemic inequity and lack of access to resources.

A month after the fire, UCLA released their findings on the aftermath of the Eaton Fire. Here were some of their main points and statistics:



Disproportionate Impact

61% of Black households in Altadena were located within the fire perimeter, compared with 50% of non-Black households.

Nearly half (48%) of Black households were destroyed or sustained major damage, compared with 37% of non-Black households.

An Aging Population at Risk

With 57% of Black homeowners in Altadena over the age of 65, many face unique barriers to recovery, including the possibility of insufficient insurance and risks of financial exploitation related to rebuilding or restoring their homes.

Interruption of Generational Wealth and Declining Homeownership

The fires will directly disrupt the passage of property to younger Black community members, making the transfer of generational wealth in this community uncertain. Additionally, rising property values and pre-existing barriers to homeownership for Black buyers prevent younger Black people from buying in the area. These two factors threaten to erase Altadena's Black community altogether.

Source: UCLA Ralph J. Bunche Center for African American Studies, the UCLA Center for Neighborhood Knowledge, and the UCLA Latino Policy and Politics Institute

As an organization with a mission to help close the racial wealth gap by granting access to homeownership and thus, restoring justice one home at a time, we knew we needed to respond.

Recognizing that there were so many amazing organizations and individuals coming together to address the most immediate needs of the people, we started to focus on the medium and long term needs and solutions knowing that the path to recovery and restoration would be a marathon and not a sprint.

To that end, we launched Rebuild, Restore, and Remain, our Eaton Fire Relief Fund and Response.



Long Term Temporary Housing & Rental Assistance

We started out by crafting an intake form. The form allowed us to assess the specific needs of the people impacted by the fire and helped us determine how we can best help. To date, we've had over 200 families complete the form.

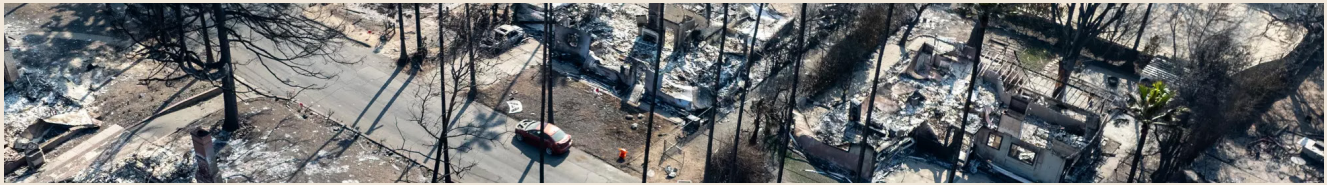
One of the biggest needs identified from those that lost their homes in the fire is long term temporary housing and rental assistance so that they can have stable housing while they rebuild.

Statistically, we know that when natural disasters strike, the further away people are displaced to, the less likely they are to rebuild and return to their community. We also recognize that, for many of our homeowner families, it is not feasible to pay market rent because housing costs have increased significantly since they purchased their homes.

We signed a corporate lease with a nearby apartment complex that had close to 100 units available, so that Greenline's assets and income could qualify our families, and we were able to match people with units and subsidize the amount they are able to pay. This effort was in partnership with Civic Soul, a mission-aligned nonprofit organization.

To date, we've helped 26 families secure long term temporary housing and have awarded \$509,607 in rental assistance for an average of just over \$20,000 per family.





Land-Banking

While we are encouraging everyone that lost their home to rebuild, the reality is that some will choose to sell for a variety of different reasons. One of the core values of our Eaton Fire response is to restore neighborhoods and keep the cultural and ethnic fabric of these communities intact and prevent displacement. There is already a great deal of predatory purchasing activity happening in the community, with large developers and speculative investors trying to exploit this tragedy.

To that end, we've been approached by several people who want to sell their properties to us knowing that we are a trusted partner in the community and that we will ensure that the future use of the land is community-centered and community-informed.

In March we purchased our first lot in Altadena that was impacted by the Eaton Fire with a grant from the Pasadena Community Foundation.

This transaction represented the first Altadena lot saved from private speculation and we were the first local community organization to implement an emergency land-banking initiative post-fire.

Working with community and housing stakeholders, the plan is to clear the property, restore the land, and either sell the property or develop it. Perhaps to a first-time homebuyer or a family looking to move into the community.

Since then, we've purchased an additional lot and plan to purchase more as funds allow. To date, we've invested \$1,085,000 back into Altadena through this initiative.

Rebuilding

It is possible and even likely that insurance and FEMA payouts will not be adequate to cover the total cost of reconstruction and many in our communities are under-insured or, worse, don't have insurance if they don't have a mortgage. Greenline will stand in that gap to ensure that the cost of rebuilding does not prevent our community from staying in their community. We are seeking to provide up to \$250,000 per family for 50 families to help ensure they can rebuild and remain in their community.

Increased Visibility

Over the past few months, Greenline has emerged as one of the leaders in the long-term rebuilding and recovery of Altadena. To that end, this has led to increased media exposure, shining a light on the work we were already doing and our added work of Eaton Fire relief. Here was a piece PBS recently did.



Below are links to more articles, videos, and podcasts about Greenline:

- [ABC News](#)
- [CBS News](#)
- [Los Angeles Times](#)
- [Fast Company](#)
- [NewsOne](#)
- [LAist](#)
- [The Good Faith Podcast](#)

Institutional Funding & Strategic Partnerships

As a Pasadena-based organization with now a few years of experience doing this work, we have started receiving grants from institutional funders and forming more mission-aligned strategic partnerships which will not only help with our Eaton Fire relief efforts but will help us scale as an organization and expand our impact.

Here are our newest institutional funders and strategic partners:

- [Pasadena Community Foundation](#)
- [Roy and Patricia Disney Family Foundation](#)
- [California Black Freedom Fund](#)
- [California Community Foundation](#)
- [FireAid LA](#)
- [WHH Foundation](#)
- [Albertsons Foundation](#)
- [Tshua Foundation](#)
- [Charles Schwab](#)
- [Sola Foundation](#)
- [Civic Soul](#)
- [Office of Office](#)
- [NAACP Pasadena](#)
- [Walgreens](#)
- [Dorothy Lemelson Foundation](#)
- [Mayer Foundation](#)
- [Weingart Foundation](#)
- [The United Way](#)





In Conclusion

We want to reiterate that in addition to our Eaton Fire response, the normal, everyday operations of Greenline have not ceased. We are still laser-focused in our mission to close the racial wealth gap by granting access to homeownership and restoring justice one home at a time through downpayment and home maintenance grants, and financial education.

We hope that our 2024 Annual Report has given you valuable insight on where we've been, where we're going, and how your participation has made all the difference. We hope that you feel just as inspired, encouraged, and energized as we are by what we've been able to accomplish thus far and what we will accomplish in the future, together. There is literally no Greenline without you. Thank you for being a part of the family.

Let's go!