

## NEWS RELEASE

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For immediate release

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### **Local Homebuilder to be Honored at Inaugural March to End Homelessness**

*The Lord's Place is honoring GL Homes with the MARCH Award for its unparalleled efforts in helping to break the cycle of homelessness.*

70-year-old Lenwood was chronically homeless for more than fifteen years when he met [The Lord's Place](#) outreach and engagement team at its [Meal Mobile](#) feeding site in Belle Glade. Lenwood began receiving weekly hot meals and essential life-saving services. A few months ago, the outreach team moved Lenwood into his own apartment in Riviera Beach through The Lord's Place supportive housing program. Thanks to the Meal Mobile—a comprehensive service delivery bus for those experiencing homelessness that is operated by The Lord's Place and fully funded by [GL Homes](#)—Lenwood's hopelessness was transformed into hopefulness. Today, Lenwood has restored dignity, a support system, and a place to call home for the rest of his life.

Lenwood's story is a testament to how community partnerships can assist local agencies in doing the work needed to serve those less fortunate. It is also one of the many reasons why The Lord's Place is recognizing GL Homes as a phenomenal corporate partner that has made unparalleled contributions in helping to break the cycle of homelessness and combat hunger in Palm Beach County. The Lord's Place announces it will honor GL Homes with the first M.A.R.C.H. Award (Mobilize, Advocate, Respond, and Commit to end Homelessness) on Friday, February 28, 2025, at the inaugural [March to End Homelessness](#).

"We recognize and applaud GL Homes' philanthropic philosophy and its Vice President of Community Relations Sarah Alsofrom who, together with company employees, make a difference in the communities where they live and work throughout Florida," stated Diana Stanley, CEO of The Lord's Place.

Managing GL Homes' statewide philanthropic efforts since 2015, Alsofrom oversees the organization's focus on homelessness, hunger relief, and children and education through its donations to 150 charities throughout Florida and beyond.

The Lord's Place and GL Homes are celebrating their 10th anniversary in partnership. Since 2014, GL Homes has donated more than \$900,000 to The Lord's Place. Their most notable project together is the Meal Mobile, a transformative vehicle that delivers meals and drives its wrap-around services directly to the most vulnerable individuals living on the streets.

GL Homes has been the presenting sponsor of The Lord's Place Annual [Ending Homelessness Breakfast](#) since 2019. The local home builder is also the presenting sponsor of The Lord's Place inaugural March next month.

In addition to GL Homes being part of the solution in addressing homelessness through The Lord's Place, the corporation also supports Gulfstream Goodwill and has built affordable housing in The Pines (Delray Beach) for those doing farm work in the Glades.

"GL Homes is excited and honored to be recognized with The Lord's Place inaugural M.A.R.C.H. award! Our commitment to ending homelessness in Palm Beach County is unwavering. It is through our collective advocacy, compassion, and commitment that we will break the cycle of homelessness," stated GL Homes President Misha Ezratti.

Homelessness is a serious social and economic issue impacting all levels of our society. The Lord's Place recognizes that all people deserve respect and a place to call home. The inaugural March to End Homelessness is part of The Lord's Place's effort to spread community and national awareness, raise the much needed funds to provide the resources, programs, and services needed, and recognize those who are partnering in helping to break the cycle of homelessness.

The significance of the event is to educate participants and change the lives of those who are homeless. By marching through West Palm Beach, The Lord's Place wants to raise awareness of the estimated 3,000 men, women, and children without a home on any given night in Palm Beach County. In the United States, many Americans are forced to choose between basic necessities like purchasing food, paying rent, or going to the doctor. [The fact](#) is more than 770,000 Americans are homeless on a typical night.

Since 1979, The Lord's Place has been finding solutions and providing services to take more people off the streets and into homes. All are invited to join this profound movement advocating for those who are homeless and raising crucial funds to support them.

"Carry your sign high and show that you believe everyone deserves a roof over their head. Homelessness is often unseen or pushed aside, but let this be a day to stand strong and march to break the cycle of homelessness for our most vulnerable neighbors living in Palm Beach County," commented Stanley.

The 5k march is open to everyone in the community. Participants can choose to march beginning at The Lord's Place Fortin Family Campus (2808 North Australian Ave) at 2:00 PM, join at any point along the route, or come for the program at the final destination in downtown



West Palm Beach. Individuals, corporations, business and community leaders, schools, and groups will gather at Lake Pavilion for the celebratory event that will take place from 4:00 PM - 6:00 PM.

Participants can help raise money for this event by creating a team and challenging their friends and co-workers to help end homelessness. The goal is to have 200 people march and attend the program and to raise a minimum of \$350,000. Funds raised will be matched by The Honorable Ann Brown.

“As we march forward, we speak for those who cannot and lift up those who have lost their way. Our path to raise awareness about the men and women living on the streets is only possible with the support of our friends, neighbors, and other generous corporate partners. Please join us as we give voice to the most vulnerable and neglected in Palm Beach County,” encouraged Alsofrom.

Visit [TheLordsPlace.org/march](https://TheLordsPlace.org/march) for more information.

### **About The Lord's Place**

*For more than 40 years, The Lord's Place has been working to break the cycle of homelessness for men, women, and children in Palm Beach County, FL, through innovative, compassionate and effective services. The Fortin Family Campus in West Palm Beach provides training and support services including: the operation of Joshua Catering; job training and placement services; clinical and care coordination; community engagement services; and a reentry program helping men and women transitioning from incarceration. The agency also owns or rents 15 supportive and graduate housing locations, as well as 47 scattered site apartments, to help house about 275 individuals every night. For more information, visit [thelordsplace.org](https://thelordsplace.org).*

### **PHOTO IDs:**

**001:** Misha Ezratti, Sarah Alsofrom, and Diana Stanley in front of the Meal Mobile. (Photo Credit: Tracey Benson Photography).

**002:** Individuals experiencing homelessness receiving hot meals from the Meal Mobile at its feeding site in Belle Glade. (Photo Credit: Downtown Photo).

**003:** Sarah Alsofrom and Diana Stanley at the Engine Starting Ceremony for the Meal Mobile on September 18, 2023 (Photo Credit: Tracey Benson Photography).

**004:** Lenwood, client of The Lord's Place, sitting in his new apartment.

**005:** Lenwood, client of the Lord's Place, with Robbie Yancy, peer advocate of The Lord's Place.

[Click here to view the news release.](#)

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### **EVENT DETAILS:**

Friday, February 28, 2025



March starts at 2:00 p.m. at 2808 N. Australian Ave.  
Celebration from 4 - 6 p.m. at Centennial Square, Downtown West Palm Beach  
Celebratory Program from 4:30 - 5:30 p.m.

There will be Water/Snack Stations along the route.

FREE food (including water, lite bites and to-go bags for those in need) will be provided at the event by the Meal Mobile (joint partnership between The Lord's Place and GL Homes).

**WALK ROUTE (subject to change):**

- Start Point 2808
- South on Australian Avenue
- East on Palm Beach Lakes Blvd.
- South on Sapodilla
- East on 6<sup>th</sup>
- South on Rosemary
- East on Clematis Street
- North on Quadrille
- East on 3<sup>rd</sup> Street
- South on Dixie Highway
- East on Clematis
- Finish at Lake Pavilion

