

NEWS RELEASE

March 5, 2026

Media contact: Cara Scarola Hansen
The Lord's Place Public Relations Counsel
cara@yourmissionmarketing.com
561-632-6747

350+ Community Members March to End Homelessness and Raise More than \$400K

Step by step, The Lord's Place is building 'a community where everyone belongs.'

More than 350 individuals gathered at The Lord's Place (TLP) 2nd Annual March to End Homelessness in downtown West Palm Beach on February 27. The community made their voices heard in support of our vulnerable neighbors and raised more than \$415,000, to be matched by The Honorable Ann Brown. All funds support TLP's programs and services that break the cycle of homelessness for men, women, and children in our community.

Beginning at Centennial Square, participants walked for 45 minutes through the city streets—holding signs high with phrases like, “Solutions, not silence” and “Housing is a human right,” and bellowing chants such as, “R-E-S-P-E-C-T, that is what all people need” and “No hate, no fear. We help the homeless here.”

Corporations, businesses, community leaders, and groups of friends united in the common belief that everyone deserves a home. At the conclusion of the walk, TLP clients shared inspirational stories and testimonials of their resilience and perseverance through their journey out of homelessness.

As the new CEO of TLP, Christine Frederick spoke about the agency's exceptional staff of 130 who serve with love and compassion, its 2,200 clients a year who demonstrate extraordinary perseverance, and the reasons we march as a community:

“It's a commitment. And it's not only TLP's commitment to end homelessness, but what I see here is our collective commitment—to work together, to make sure that our homeless community never feels unheard, is never unseen, and is never forgotten.”

GL Homes VP of Community Relations Sarah Alsofrom—a corporate partner and the Lead Advocate sponsor of the March—gave [Searcy Denney Scarola Barnhart & Shipley](#) The M.A.R.C.H. Award (Mobilize, Advocate, Respond, and Commit to end Homelessness). Senior Partner Jack Scarola accepted the award on behalf of the firm.

In Scarola's acceptance speech, he described the moral character of a community as not judged by the level of luxury achieved by those at the top of the ladder but judged by the character and compassion shown to those who are at the bottom rungs of the ladder.

"And The Lord's place has been extending a hand out to those at the bottom rungs of the ladder, not with handouts but with help up."

In 1979, [late Brother Joe Ranieri](#) opened a soup kitchen on Dixie Highway in West Palm Beach. Those being served were sleeping in the parking lot, so Brother Joe decided he had to raise money to create a place where the homeless could be housed. To call the community's attention to the problem of homelessness and to solicit financial support, he slept on the steps of St. Ann's Church and later spent weeks living in a dumpster. Scarola admired Ranieri's work and joined him sleeping on St. Ann's steps and in the dumpster. Those efforts raised more than \$100,000 to finance the opening of TLP's first family housing campus in 1983.

"And it has been a great honor to have been part of this organization from the time that it began as a storefront soup kitchen...to what is now a national model for what a community can do, and must do, to assure that the quality of life of all of its citizens is persevered," said Scarola.

Board Chair Cornie Thornburgh closed the event:

"This March transcends a single event – it's a declaration. A declaration that every human being deserves shelter and security. A declaration that homelessness isn't merely about physical housing—it's about restoring connection, access, possibility, and dignity. As you depart today, hold onto this: every step you walked, every voice you lifted, every contribution you made restores dignity to someone who has experienced profound loss...Let's sustain the momentum... Let's continue to mobilize, advocate, respond, and commit to ending homelessness. Because together, step by step, life by life, we can build a community where everyone belongs."

For more information on The Lord's Place and its programs and services, visit TheLordsPlace.org.

PHOTO IDs:

Photo Credit: Gail Haines, Florida Weekly

[001](#): John Rothberg, Sarah Alsofrom, Rachael Bonlarron, Todd Bonlarron

Photo Credit: Tracey Benson Photography ([click here for album](#))

[002](#): Christine Frederick, Jack Scarola, Cornie Thornburgh

[003](#): The Honorable Ann Brown, Anne Noble

[004](#): Chris Rodgers, Maria Marino

[005](#): Annie Cardelus Jones, Ellen Kaufmann, Kathryn Henderson

[006](#): Bill Proctor, Kerry Diaz



[007](#): Wendy and John Glidden
[008](#): Esmeralda Cullen, Bri'Anna Vernon
[009](#): GL Homes team of Marchers
[010](#): Olujimi Adebisi, Rupert Williams
[011](#): Anita and Jack Scarola
[012](#): Christine Frederick, Jim Kukla
[013](#): Will Searcy handing out water at Rosarian Academy water station
[014](#): JT, Crosby and Ford Noble
[015](#): Amanda Otero
[016](#): Joey Nieves, Brittany Diem, Charles Hill
[017](#): Janise Earle
[018](#) and [019](#): Participants lined up to start the 2nd Annual March to End Homelessness.
[020](#) and [021](#): CEO Christine Frederick's shoes that were decorated by the children who reside at The Lord's Place family campus.

About The Lord's Place

For more than 45 years, The Lord's Place, a non-sectarian agency, 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 Café Joshua; 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 82 scattered site apartments, to help house about 300 individuals every night. For more information, visit thelordsplace.org.

###

