



GREYSTONE CARES

ANNUAL REPORT 2015



125,000 HEARTS
TOUCHED IN 2015

Where People Matter

Caring for others is the foundation of Greystone's business. Since inception, it has been our goal to share and support - as an expression of love for those in need. We support our mission of reducing suffering worldwide by sharing a significant percentage of our profits. None of this would be possible without all of YOU.

I am truly fortunate and grateful that you all value being a part of a caring organization. We will continue to let our love and passion for helping others drive us to do more. Thank you for making a difference and being an inspiration to me each day.

- Stephen Rosenberg

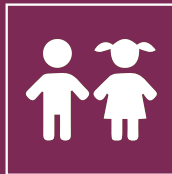
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Day of Service



Hunger



Children



Homeless



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Pay it Forward

DAY OF SERVICE

2  15

April 16, 2015

5,000

hours contributed

720

volunteers made a difference
in their communities

Greystone's Annual Day of Service is a companywide event that reflects two of the most essential pillars of our shared culture - charity and camaraderie.





CARING HIGHLIGHTS

ATLANTA - Covenant House (homeless shelter)

BIRMINGHAM - Habitat for Humanity

BOSTON - Pine Street Inn and Rosie's Place (homeless shelters)

CALIFORNIA - Habitat for Humanity

CHICAGO - Lincoln Park Friendship Center (food pantry)

DALLAS - Rise School of Dallas, pre-school for mentally handicapped kids

INDIANAPOLIS - Gleaners Food Bank

MEMPHIS - Memphis Food Bank

NEW YORK - Food Bank of NYC, Queens Prep Academy

RALEIGH - Stop Hunger Now

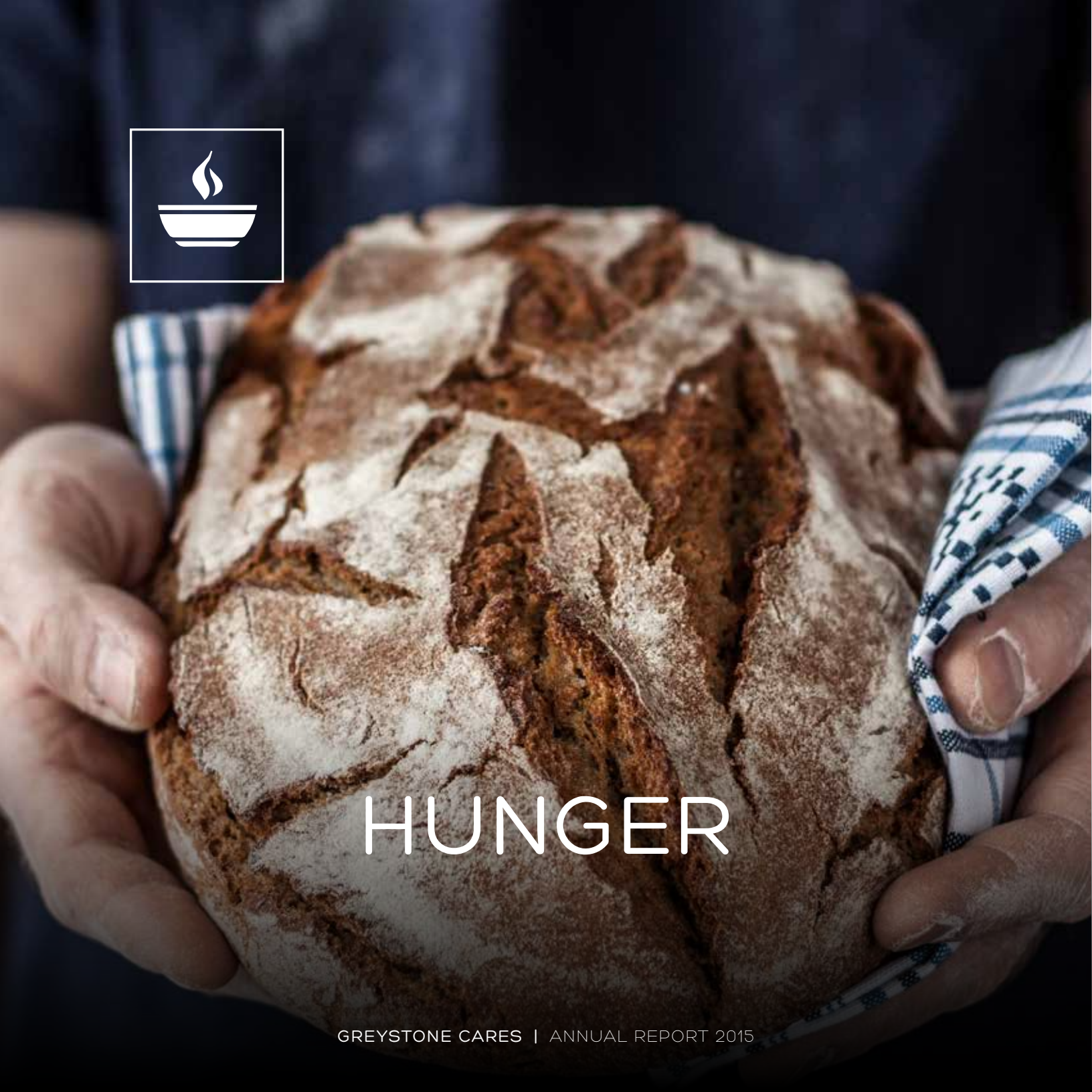
ROCKVILLE - A Wider Circle (provides basic need items, education, long-term support)

TAMPA - Habitat for Humanity

WARRENTON - Habitat for Humanity, Fauquier Family Shelter, BARN (transitional housing)

THE MURRAY AND SYDELL ROSENBERG FOUNDATION -

'Ezer M'zion' (meals for people undergoing medical care)



HUNGER

82,450

People Fed

In the fight to alleviate **HUNGER**, Greystone offices volunteered at soup kitchens, food banks, hospitals, and shelters around the country.



"Do your little bit of good where you are. It's those little bits of good put together that overwhelm the world."

- Desmond Tutu



CARING HIGHLIGHTS

MUST MINISTRIES - ATLANTA

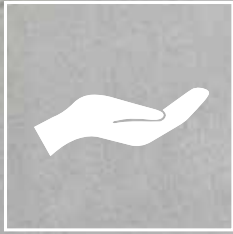
Greystone Atlanta employees volunteered with Must Ministries to plan, prepare, and serve lunch to 300 people in need. The volunteers found it so meaningful, that they committed to volunteering for one day per quarter with this organization going forward.

WEEKEND POWER PACK BAGS - WARRENTON

Our Virginia employees packed bags of food for students to bring home for the weekend through the Fauquier County FISH (For Immediate Sympathetic Help) charity. FISH sends home power pack bags every Friday for children who have been identified as at-risk of hunger on the weekends.

USDA AFTERSCHOOL SNACK PROGRAM - INDIANAPOLIS

Starting in 2015, Greystone participated in the At-Risk After School Meals program, providing snacks to the children at the Indianapolis properties we manage. Each day after school, children visit their community clubhouse and receive a nutritious snack. The children are invited to work on their homework using the school supplies and books provided by the community.



HOMELESSNESS

9,166

Homeless people helped*

Although there isn't a simple solution to housing our country's **HOMELESS**, Greystone has always made an effort to ease the harsh circumstances of those who aren't fortunate enough to have a home. We helped collect food, water, coats and furniture to help fill basic needs. We also provided youth counseling, career and resume building workshops. We helped give **9,166** people a sense of home and belonging this year.



"Being homeless doesn't mean you wake up on the street every day. It means always moving between shelters, friends' houses and apartments that you get evicted from. Nothing ever feels like home."

– Inocente

**This number is exclusive of hearts touched through our hunger initiatives.*



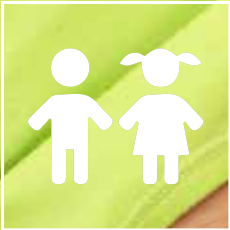
CARING HIGHLIGHTS

COVENANT HOUSE - ATLANTA

Greystone Atlanta worked with Covenant House to help sort donations, landscape the property, and tutor residents on interview dress, presentation, and preparation. The office found the experience so rewarding that they pledged to return every few weeks to help mentor Covenant House youth.

BARN - WARRENTON

The Warrenton office participated in many events at BARN, a charity providing clean, safe temporary housing for families in need. They donated computers for children to learn on; they painted and improved the shelter; they helped with a yard sale and provided food and gifts to the families using the shelter.



CHILDREN

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14,376

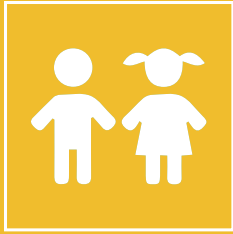
Children

Greystone touched the lives of over **14,000 CHILDREN** this year by donating backpacks and school supplies, granting wishes during the holiday season, sponsoring summer camps for disabled children, and spending time with children in hospitals and schools.



"One child, one teacher, one book and one pen can change the world."

- Malala Yousafzai



CARING HIGHLIGHTS

BACKPACKS

Our offices donated thousands of school supplies and backpacks to children who can't afford basic school supplies. No child should fall behind just because his or her family can't afford to buy pencils, notebooks and rulers. Greystonites all over the country helped over 1,000 children start the school year right.

HOLIDAY SEASON

Every year, our Greystone offices find different ways to make the holiday season special for children. In 2015, Greystonites adopted families and donated hundreds of gifts through For-the-Kids, Toys-for-Tots, Winter Wishes, Agape, The Barn, United Christmas Service and the Salvation Army's Angel Tree Program.



INTERNATIONAL AID

14,494

people helped in 2015

The Murray and Sydell Rosenberg Foundation is Greystone's philanthropic arm with a mission to alleviate suffering. With a thorough research process and direct engagement with the field, the Foundation attempts to both identify and address the most acute needs of those who are otherwise disempowered and neglected. Areas of focus include humanitarian aid, education, community enhancement, and healthcare around the globe.



"In a gentle way, you can shake the world..."
– *Ghandi*



CARING HIGHLIGHTS

- The Foundation responded to the Nepal earthquakes that took place on April 25th and on May 12th. It purchased and sent disaster relief tents to Nepal and provided on-site support for the complex job of distributing them to remote areas. Arriving just before the monsoon season, the tents provided temporary homes for over 1,000 people, including sheltering children at three orphanages and being used as temporary schools.
- A low-income family with 13 children recently lost their mother to illness. The Foundation supplied a new pair of shoes to each child in time for winter – the first time the family had new shoes.
- A young university student had a sudden aneurism and needed immediate surgery, not covered by insurance. The Foundation stepped in and the young man has returned to his studies and is on the road to a full recovery.
- A father of two young children was his family's sole breadwinner and lost his job to downsizing. Unable to pay their bills, the family received a utility turnoff and eviction notice and faced the arrival of winter with no home and heat. The Foundation covered rent in arrears and the outstanding bill.
- A single-mother with a disabled child failed to receive a renewal on her low-income subsidized lease and faced an uncertain future. The Foundation negotiated a lease extension and covered the rent for one year.
- A mother of seven children has late stage cancer and was not responding to chemotherapy. The Foundation covered new experimental medication and she took a turn for the better.
- A grassroots, volunteer-run humanitarian aid organization outgrew their warehouse and was losing their capacity to distribute the aid needed in their local community. The Foundation agreed to cover a lease on a new and improved warehouse for 18 months.
- Contributed to secondary education offerings at an orphanage in Malawi, Africa.
- Distributed vouchers for basic clothing and school supplies to families of children in disadvantaged communities, so they could start the school year right.

1,688

Hearts touched through the
Pay it Forward Project

Many of our offices participated in an initiative this year that allowed employees to perform random acts of kindness in their local neighborhoods. Greystonites gave to various organizations that support the homeless, the disabled, victims of domestic violence, disadvantaged youth, people with severe medical conditions, and those experiencing all kinds of loss. Many also decided to spread kindness to someone who just needed a small gesture to brighten up their day.



“The smallest act of kindness is worth more than the grandest intention.”

– Oscar Wilde



A FEW EXAMPLES OF HOW THE GREYSTONE FAMILY PAID IT FORWARD

- “We purchased movie tickets for our family friend and her children. Our friend has cancer, and we thought she could use a night out to enjoy her children.”
- “I gave it to the homeless veteran near my bus stop who served in the military for over 20 years.”
- “I came across a woman who took a leave from her job. Both her mom and dad are on kidney dialysis. I saw her in the Shell station. I put the money in her gas tank, it happened so quickly she only smiled, but her eyes filled with tears.”
- “Some of the folks on our floor decided to participate together. The team decided to cover a semester of tuition to help a girl (who grew up in an orphanage) living in Haiti. She was recently hired as a part time program coordinator by a nonprofit organization to help execute a community service program that provides dental service and education to underprivileged children via a partnership with a local dental school.”
- “I saw a little boy at our local flower market eye some flowers that he wanted to buy for his mother but didn’t have the money. I gave him the \$10 to help him out. It was mother’s day after all and he really wanted to do something special for her. I’m just happy I could help him do that for her.”
- “Donated it to a 14 year old girl in the Philippines who has cancer and is undergoing chemotherapy.”
- “I used the \$10 and bought a new outfit for a child in need in Queens where recently there has been a robbery. This family lost a lot and in helping the child with everyday necessities, I hope I made a difference – even if just a smile.”
- “Gave the money to my kids and had them give it to homeless in the subway.”

GREYSTONE

**IT IS WHEN YOU GIVE OF YOURSELF
THAT YOU TRULY GIVE.**