

# Annual Report 2024

ITHACA



ITHACA

Mobile Laundry for the Homeless

[www.ithacalaundry.gr](http://www.ithacalaundry.gr)  
[info@ithacalaundry.gr](mailto:info@ithacalaundry.gr)



# Contents

Director's Message	3
Ithaca	4-5
Our Team	5-6
Homlessness	7-8
Impact	9-10
Hygiene Services	12-19
Reintegration Services	20-35
Awareness & Advocacy	36-43
Supporters & Financial Report	44-53



## Director's Message

2024 was another year of challenges, change, and growth for Ithaca, as we continued our efforts to improve our services and strengthen support for our homeless fellow citizens.

Ongoing economic uncertainty and the rising cost of living continued to affect the most vulnerable households, creating even more precarious conditions. At the same time, the housing crisis affecting all of Europe—and especially Greece, which has the highest housing cost relative to disposable income in Europe, at over 35%—paints a bleak picture for vulnerable groups and the wider population.

Throughout 2024, we maintained and expanded our services, both through the Mobile Unit and the Integrated Homeless Center of the Municipality of Athens, offering daily hygiene services to more than 1,300 homeless individuals. In parallel, through our social services, we supported over 1,500 requests, providing a holistic approach to care.

Additionally, we launched monthly Pop-Up Villages, offering comprehensive support in the field through the Mobile Unit. With the support of LDSC, we upgraded the Mobile Unit by replacing it with a newer model.

Our collaboration with Ariel was further strengthened, allowing us to enhance the quality of services provided at the Multipurpose Homeless Center. Employment reintegration remains a cornerstone of our work. In 2024, 7 individuals joined Ithaca's workforce through our program, gaining work experience and skills aimed at gradually re-entering the labor market.

As part of our action expansion, we implemented the H.O.P.E. (Hope for Homelessness) program this year in collaboration with Emfasis, funded by the Bodossaki Foundation, traveling to six regions in Greece to inform and empower vulnerable communities.

As homelessness continues to grow, Ithaca remains active in advocacy, participating on the board of the Network for the Right to Shelter and Housing, with the aim of promoting substantial policy change and raising public awareness.

In parallel, we conducted a nationwide study on homelessness, documenting the needs of people living in precarious conditions and identifying gaps in broader understanding of the phenomenon.

Through strategic partnerships with municipalities, institutions, organizations, and companies, we continue to strengthen our work, expand our actions, and achieve greater social impact. 2024 brought us one step closer to a more organized, sustainable, and effective support network.

**We remain committed to our mission and continue with the same dedication and energy!**

**Dimitra Kountourioti,  
Director of Ithaca**

# Goal

The non-profit organization Ithaca was founded in 2015 and aims to improve hygiene conditions and the reintegration of homeless individuals and other vulnerable groups. Ithaca operates Europe's first mobile laundry unit, providing clean clothes at no cost, while simultaneously offering employment opportunities to people from socially vulnerable groups.

Ithaca's activities focus on addressing the complex issues faced by individuals excluded from basic social goods and are developed around three main pillars:

# Action Pillars



## Emergency & Relief Services

The first pillar focuses on providing hygiene services to individuals living on the streets and those belonging to vulnerable social groups. Given the lack of adequate hygiene services in Athens, Ithaca operates Europe's first mobile laundry unit. At the same time, Ithaca has undertaken the operation and management of the laundry facilities at the Shelter in the Multipurpose Homeless Center of the Municipality of Athens.



## Reintegration Services

At Ithaca, our goal is the holistic reintegration and support of individuals from vulnerable groups. We achieve this through the following services:

- a) Social service in the field of the mobile unit, providing psychosocial support and practical help with social requests.
- b) Employment opportunities for individuals from vulnerable groups within Ithaca's services, along with daily psychosocial support and workforce empowerment.
- c) Career counseling for individuals from vulnerable groups, aimed at facilitating their integration into the labor market.
- d) Workforce empowerment workshops for Ithaca beneficiaries and individuals from the Municipality of Athens' "Housing and Employment" program.



## Awareness and Advocacy Actions

The third pillar focuses on raising awareness and educating both the public and the State about homelessness. Through creating campaigns, participating in networks, and engaging with relevant authorities, Ithaca advocates for the improvement of living conditions, services, and access to basic goods for all individuals.



# Team

# Team



Thanos Spiliopoulos  
Founder & President of the Board.



Fanis Tsona  
Co Founder & Member of the Board



Tasos Repouskos  
Communications & CSR Events Coordinator



Eleni Toufexi  
Operations Coordinator



Dimitra Kountourioti  
Director



Michaela Konstantellou  
Fundraising Manager



Dimitris Perantzakis  
Responsible for Hygiene Services Support



Chrysa Balomenou  
Responsible for Hygiene Services Support



Marilli Gianakopoulou  
Operations Coordinator



Natalia Markopoulou  
Integration Manager



Christos Arabatzis  
Responsible for Hygiene Services Support



Konstantina Plessa  
Responsible for Hygiene Services Support



Eirini Anagnostelli  
Social Worker



Anna Gouma  
Administrative Support & Financial Manager



Konstantinos Fotopoulos  
Responsible for Hygiene Services Support



Georgia Bereri  
Responsible for Hygiene Services Support

# Αστεγία στην Ελλάδα

In Greece, the issue of homelessness remains under-researched, as no official and detailed count of people without housing or living in precarious housing conditions has yet been conducted.

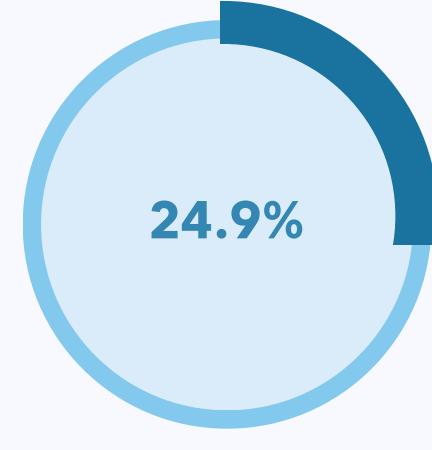
The most up-to-date data available comes from the 2021 census, which reveals approximately 45,000 people experiencing homelessness. However, even this data is not reliable as a precise measurement, as it was the first report published by Eurostat and contains significant margins for error.

However, individuals living on the brink of poverty and social exclusion are a visible indicator that highlights the precariousness in which a large portion of the population lives, with the risk of becoming homeless at any given time.

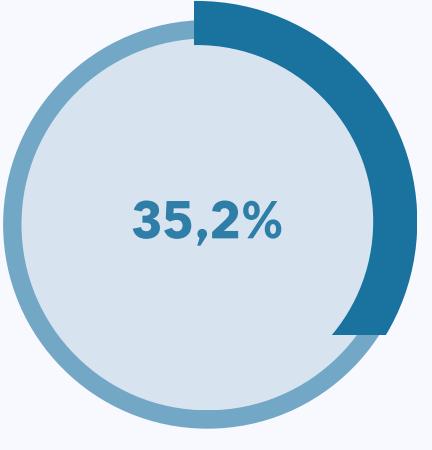
Meanwhile, unemployment figures, while they have stopped rising overall, remain consistently high, especially among the long-term unemployed, a group that includes people experiencing social exclusion and unable to access the same opportunities as others.



Are at risk of poverty or social exclusion.



Of the total population, has difficulty paying fixed bills on time.



The share of income allocated to housing costs.

# Αστεγία στην Ευρώπη

In Europe, with the exception of certain countries—including Greece—this year's report by FEANTSA on the number of homeless individuals continues to show an upward trend, similar to previous years.

The total number of people recorded as experiencing homelessness exceeds 1,200,000, marking an increase of approximately 300,000 people compared to last year's report. Amid the ongoing housing crisis affecting all of Europe, the situation continues to worsen, with the EU establishing a specific committee for housing-related issues.

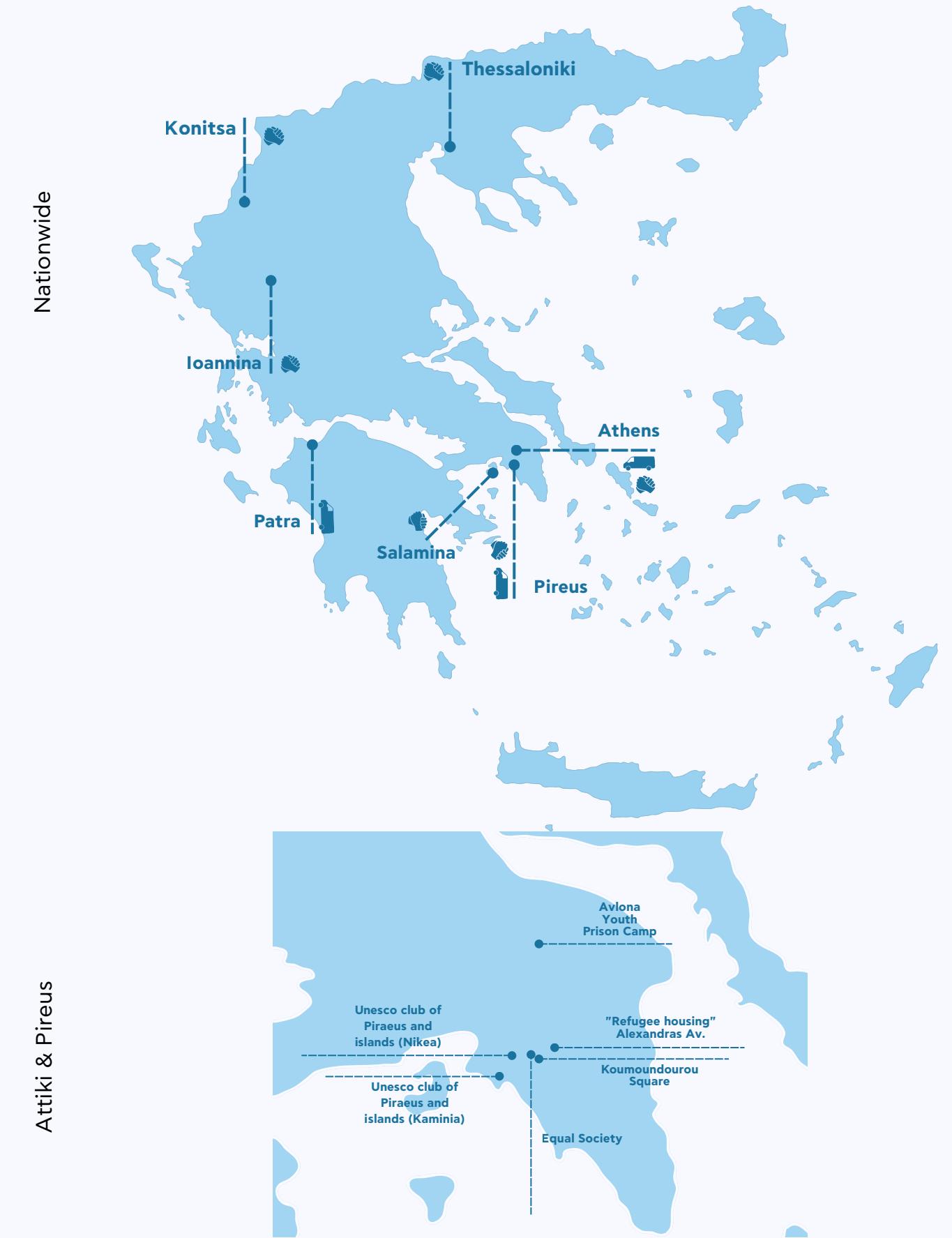
An equally significant issue arises with minor homelessness, with the number of minors exceeding 400,000. This figure highlights the importance of Housing First for Youth programs, which are increasingly being implemented throughout Europe.



# Impact



# Action Areas

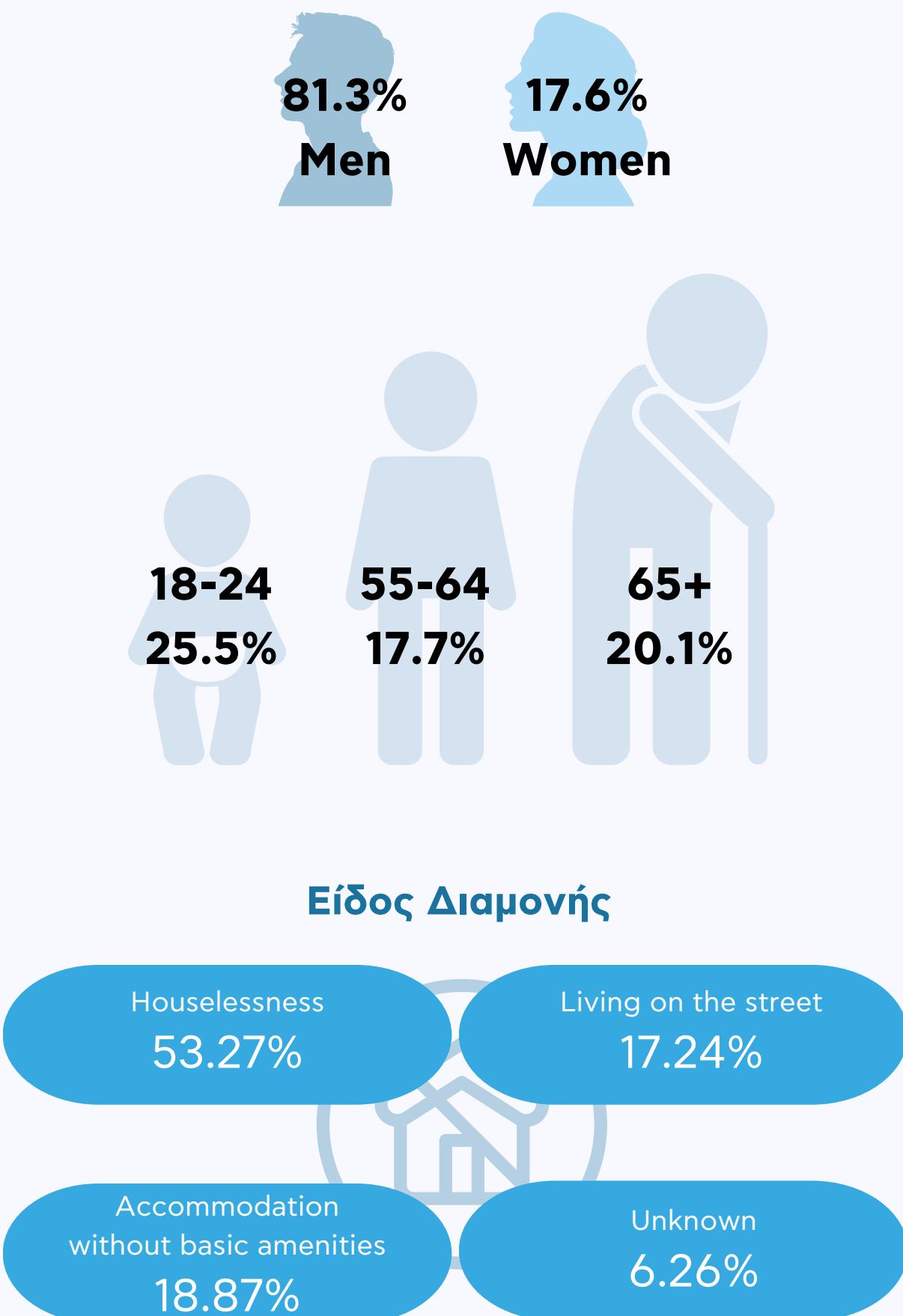


# Hygiene Services

The first level of action of the organization focuses on providing hygiene services to individuals living on the streets or in other precarious conditions, targeting all vulnerable groups in the population. Given the lack of adequate hygiene services, Ithaca operated Europe's first mobile laundry unit and has further expanded its field of action. Every year, new locations for operation are sought based on emerging needs, and the organization remains on standby for emergency actions and visits to the regions, such as its presence during the floods in Thessaly. The hygiene services are categorized as follows:

1. With the Mobile Unit, we operate daily at different locations in Athens, following a specific schedule. Before the unit's presence at each location, research is conducted to identify where the highest concentration of homeless individuals is, and thus where it is most necessary to provide services to those in need. All points are also selected based on complementary services available, to ensure beneficiaries receive holistic support.
2. Additionally, the Ithaca team has taken on the operation of laundry facilities and provision of equipment at the Multipurpose Homeless Center of the Municipality of Athens. On a daily basis, Ithaca staff members, who belong to a vulnerable group, ensure that the clothes of individuals hosted at the Center are kept clean and dry. We continuously provide our expertise through training for the municipality staff, with the aim of further improving the services.
3. The nature of the Mobile Unit allows it to carry out Emergency Intervention and Relief Actions during periods of crises and disasters. After carefully assessing the needs, we strive to be present as soon as the circumstances allow, providing hygiene services to people affected by crises, ensuring a smooth and safe return to normalcy.

# Demographics



# New Mobile Unit

In 2024, we were extremely pleased to replace the Mobile Unit with a newer model!

Always focusing on the best service for our vulnerable fellow citizens' basic hygiene needs, the new Mobile Unit allows us to move more easily according to the traffic regulations of downtown Athens, while also providing an additional Mobile Unit for emergency interventions and actions in the regions, operating seamlessly at our daily service points.

We sincerely thank LDSC for supporting the purchase of the new Mobile Unit, as well as Diastasis S.A. for managing its design.



# Integrated Homeless Center

Ithaca's hygiene services are not limited to the Mobile Unit. In 2024, we also had the honor of operating steadily at the Integrated Homeless Center of the Municipality of Athens.

Both at the shelter and at the day center, with a team member from a vulnerable background, and with equipment provided by LG Hellas Electronics, we served homeless individuals seeking refuge.



This year, we were especially delighted to receive support from Ariel for this action.

Ariel has been by our side since the launch of our Hygiene Services, and this year, they have further contributed by providing necessary materials such as detergents and fabric softeners for the hygiene services at the Integrated Homeless Center, ensuring the quality of the clean clothes we offer to those in need.



# Pop - Up Village

This year marked the start of a new initiative for our team: the Pop-Up Villages. Once a month, the area at Koumoundourou Square is transformed into a "small village" of support, offering a range of holistic services. Along with the Mobile Unit and Psychosocial Support, the Ithaca Employment Consultant is also on-site, and we provide fresh meals in partnership with other organizations, hairdressing services, and many other offerings, with the aim of gathering essential services for our vulnerable fellow citizens in one location!



As part of the Pop-Up Villages, we were delighted to begin our collaboration with the TUI Care Foundation and the Giving Hands program! Through this major initiative, with the support of the TUI Care Foundation, we are able to provide kits with essential items for the homeless, thus strengthening the impact of our services!



For the fourth consecutive year, Avin supported our initiatives.

Not only by providing fuel for the Mobile Unit, but we also had the great pleasure of welcoming employees who volunteered by distributing essential goods and sharing wonderful moments with those we serve!



## Easter for All

With personal hygiene products and Easter baskets, we were able to support more than 70 individuals, both young and old, ensuring that everyone has the right to celebrate the holidays!



## Smiles for All

Through autumn and school supplies, we welcomed the new school year with Avin employees, helping the families we serve!



## Christmas for All

The right to celebrate the holidays belongs to everyone. With this in mind, together with Avin, we provided necessary winter items and treats, spreading smiles and beautiful moments to all!



For another year, with Genesis Pharma and its employees by our side, we carried out a support initiative for the people visiting the Mobile Unit, offering hygiene kits and enhancing the impact of our Pop-Up Village efforts!

# Holistic Offer



## Odyssea

Together with Odyssea and KETHEA en Drasei, for another year, we provided over 900 servings of fresh food to individuals and families in vulnerable situations.



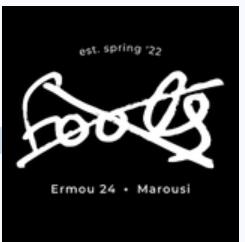
## Humanity Greece

Our collaboration with Humanity continued consistently this year, with us providing more than 1,600 servings of freshly prepared vegan meals every Tuesday, ensuring access to food for our homeless fellow citizens.



## Genesis Hellas

This year, we were thrilled to have Genesis Hellas by our side, offering food together every second Thursday of the month. In 2024, we provided over 800 servings of food.



## FoolsBar

This year, we were very happy to collaborate with FoolsBar. The Marousi-based venue organized an art exhibition, with proceeds going towards essential goods, which were distributed by the FoolsBar team through the Mobile Unit!



## GoodWill

Together with the GoodWill Caravan organization and its volunteers, we had the opportunity to distribute food and essential items to the people we serve, thereby improving their daily living conditions.

# Volunteerism through Collaborations



## Elix

In 2024, we began a direct collaboration with the volunteer organization Elix, aimed at increasing our impact and strengthening volunteerism. We were delighted to welcome many volunteers with enthusiasm, and a significant percentage of people from the elderly community showed interest in volunteering at Ithaca.



## ImpactTrip

For yet another year, we had ImpactTrip by our side, enhancing our work by connecting volunteers with our team.

Both large groups of people from abroad and individual volunteers joined us, offering their time and enthusiasm for our cause!



## Housing and Employment

At the end of 2024, our collaboration with the "Housing and Employment" program of the Municipality of Athens expanded.

Beneficiaries of the program now have the opportunity to volunteer with Ithaca, gaining direct experience in the workplace and contributing to the organization, while also becoming familiar with the labor market.



# Distribution at the street with LG

For yet another year, through our collaboration with LG, we found ourselves directly on the streets, among the people who experience homelessness in its harshest form.

Together with LG employees, for the 6th consecutive year, we equipped ourselves with blankets, winter clothing, and sleeping bags, ensuring that we could alleviate the hardships of those who will spend the winter on the streets and protect them from extreme weather conditions.



We met people who used the blankets right as we offered them, others who guided us to find more people sleeping outside, and there were several who hesitated to accept what we were distributing, saying that they might be depriving others who need it more.

However, what we saw once again is how equally precious warmth is, not only through a blanket, but also through a conversation, a smile, or a moment of connection.

# Actions in the rest of Greece

Once again, we were in Patras at the "Foteino Asteri" (Bright Star), meeting the immediate hygiene needs of families experiencing difficult living conditions.



The ability to reach and meet needs outside of Athens enhances our impact and allows us to reach as many people as possible.



In the summer, we went for the first time to Corinth, to the Day Center "Cheirapsies" of the organization Vasilika Moon, with the goal of covering the personal hygiene needs of people visiting the center.

Always operating with the aim of addressing the needs of the people we serve, this specific action will become a regular part of our work in the coming year.



# Reintegration Services

Ithaca, aiming to reintegrate vulnerable groups into the social sphere and the workforce, implements and provides a holistic model of support. The opportunities for empowerment of those served, so that they can become independent and lay the foundations to rebuild their lives, pass through work and taking on responsibilities. Through three programs that fall under the Integration Services offered, Ithaca creates the conditions to strengthen vulnerable groups and achieve the following goals:

## 1. Social Service on the Street:

Since 2021, when the service began, we have been by the side of the people we serve, responding to their needs immediately and ensuring their dignified living and life organization. The need for medical care and the issuance of necessary documents has increased, and Ithaca's social worker is on the street, trying to support the individuals who trust us.

## 2. Employment:

This includes the employees of Ithaca who come from vulnerable groups. The goal is to empower these individuals at all levels, so that after working with Ithaca, they have the skills and knowledge to find permanent, stable jobs and support themselves. In addition to their employment and the strengthening of their skills, these individuals serve as role models for the people we serve, providing a powerful example of reintegration.

## 3. Employment Counseling:

Listening to the needs of those we serve and observing the data from society, Ithaca developed an Employment Counseling Program for individuals from vulnerable groups who want to reintegrate into the workforce. Through daily sessions, empowerment workshops for those served by the Athens Municipality's programs, and those from other organizations, we support the dreams of people who wish to rebuild their lives by starting with finding a job. Over the past year, a large percentage of women from vulnerable groups have expressed a desire to become independent.

# Labor Employment



Ithaca offers part-time positions for a specific period to individuals from socially vulnerable groups. These positions are connected with the provision of hygiene services, both in the mobile unit and in other service provision points such as the Multipurpose Center of the Municipality of Athens. Offering work is Ithaca's first step towards the reintegration of these individuals.



In the early months of the program, employees receive counseling and empowerment in their new start from a specialized Social Worker at Ithaca and through our developed network of collaborators. Any gaps and/or skills that can be further developed through their work with us are identified so they can be more prepared for the job market.



Through the program, over a period of 10-12 months, individuals are able to secure a full-time job that matches their previous experience and interests, making the most important and final step: successfully reintegrating into both the workforce and society.



The Ithaca team supports people in their job search. We advise them on preparing their resumes, assist with interview preparation, and aim to build partnerships with companies to hire them for full-time positions that match their professional profiles.

# Our People



*"Every day, we try to support as many as we can, as the needs are growing."*

Our beloved Christos started working with our team in February 2024. Every day, as the Mobile Unit Service Manager, he stands by the people we serve, ensuring the cleanliness of their clothes and the restoration of their dignity.



*"My journey with Ithaca so far has been exciting, as we are every day in different locations, relieving the unfortunately increasing number of people who need it!"*

Konstantina joined us in July 2024, actively participating in the service and improvement of the daily living conditions of the homeless population we serve, while simultaneously developing her skills after years away from the job market.



Our Konstantinos began his "journey" with Ithaca on August 1, 2024, serving people who are homeless.

Alongside psychosocial support and employment counseling from our team, he continues with us, striving for his smooth reintegration and a better future, while caring for the improvement of the daily living conditions of the homeless people we serve.

# Our People

Our beloved Chrysa completed the Employment Program in 2024, finding her next career step in life.

In the following video, she shared her entire experience with us, along with the moments she gained by being with us daily and assisting vulnerable groups!



Georgia managed to find a job within the six months of the Employment Program, quickly securing stability for herself and her child.

She shared with us the memories that will stay with her from our team, as well as from the daily service and the bonds she formed with the people we served.



# Social Service

Since 2021, consistently responding to the growing and essential needs of its beneficiaries, Ithaca has created and maintained a Social Service in the field of its operations.

This year, we were pleased to continue, with the support of the "TIMA - Charitable Foundation", to be by the side of the elderly and vulnerable members of our community, offering workshops to strengthen and inform them about their specific needs.

Additionally, this year, we saw a significant increase in the number of people visiting us for medical appointments, with a 32% rise, highlighting a major issue of access to healthcare for vulnerable groups. In 2023, we managed to assist a total of 297 individuals, responding to 1,569 of their requests through 1,185 sessions.

# H.O.P.E. Program

The program titled "HOPE for Homelessness - Building Bridges for Social Inclusion" was funded by the Bodosaki Foundation as part of the "Protection and Promotion of the Rights and Values of the European Union" initiative and was implemented by Ithaca in collaboration with Emfasis Non Profit. The program lasted 12 months, starting in March 2024, with the aim of providing comprehensive support, training, and empowerment to homeless and vulnerable individuals living in precarious conditions, with the ultimate goal of their inclusion in 5 regions of Greece (Athens, Piraeus, Thessaloniki, Salamina, Ioannina).



Φορέας Υλοποίησης:  


Εταίρος:  


Με τη συγχρηματοδότηση:  


ΙΔΡΥΜΑ  
ΜΠΟΔΟΣΑΚΗ  


# Support for the Elderly

Vulnerable groups in the 3rd age face significantly increased risks of social exclusion. With this in mind, and with the support of the TIMA Charitable Foundation, we continued for a second year the program of supporting vulnerable elderly people. We provide them with psychosocial support as well as free accounting and labor law services.



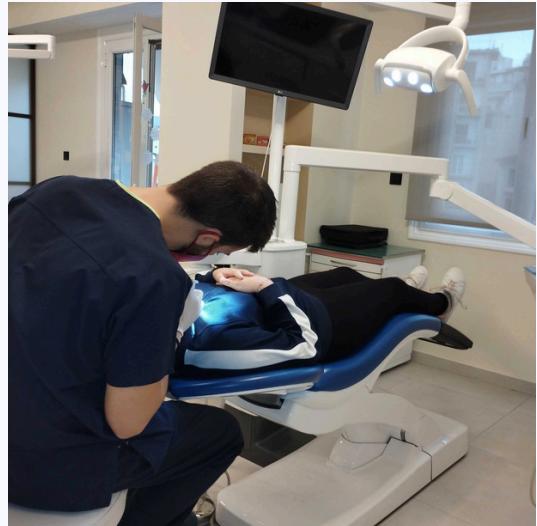
These services are vital for individuals without a family or support network, who face serious health problems and social exclusion. At the same time, our beneficiaries are informed about their rights, such as benefits and pensions, helping them secure financial support and autonomy.

Through the Erasmus+ program, "Motion Through Awareness", we collaborated with the organizations HVO Querido from Amsterdam and WFX from Marseille, aiming to create a tool that deepens the "Meaning of Life" for the people we serve.



With this tool, and through the presentation of stories from people who have experienced vulnerability, we "shed light" on the deeper aspects and motivations of people who continue to strive daily to improve their lives.

# Support Network



This year, we had the great pleasure of having a team of dentists by our side, offering their services pro bono to people in need, giving them health and self-confidence. Just as Ithaca provides clean clothes, they too support the most beautiful gift: the smile.

In collaboration with Attica Warehouse, we organized two actions throughout the year, distributing 20 pairs of shoes to our beneficiaries, ensuring their protection from the cold and maintaining their hygiene!

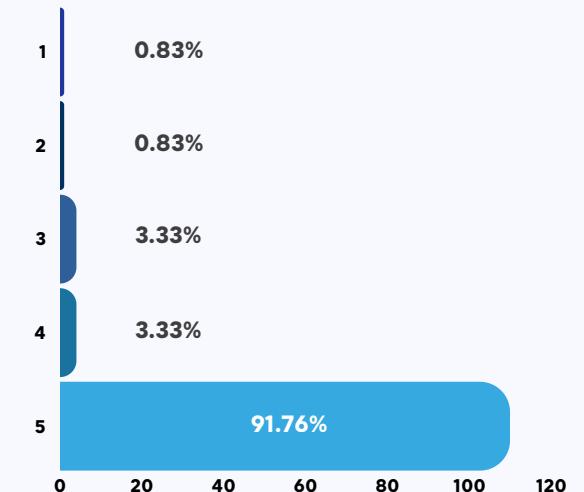


# Services Evaluation

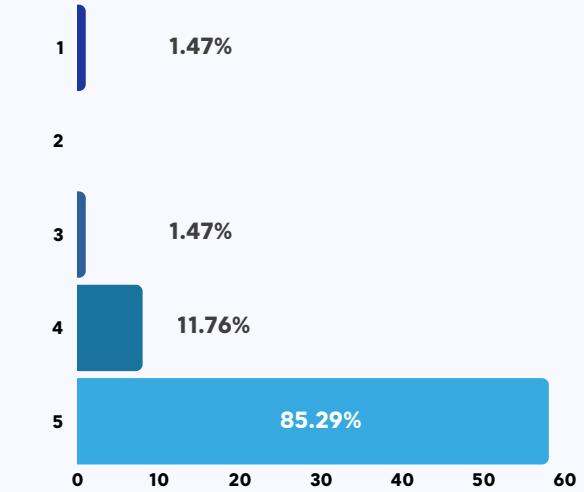
As every year, within the framework of the Social Service in the field, we conducted an evaluation survey of our services—at the Mobile Unit, Social Service, and the Multipurpose Homeless Center. The goal of the evaluation was to better understand the needs of the people we serve, as these needs continuously evolve, while also examining possible developments of existing services as well as new ones to optimize service delivery. The surveys yielded findings that help us shape the strategy for our services, aiming to improve our support.

Specifically, 90% of respondents stated that the services of Ithaca are crucial for their daily lives and improving their living conditions through the provision of clean clothes. Regarding our social service, a significant percentage of 97% rated the service as extremely helpful for their requests, while the largest percentage said it was very useful that the service operates in the field.

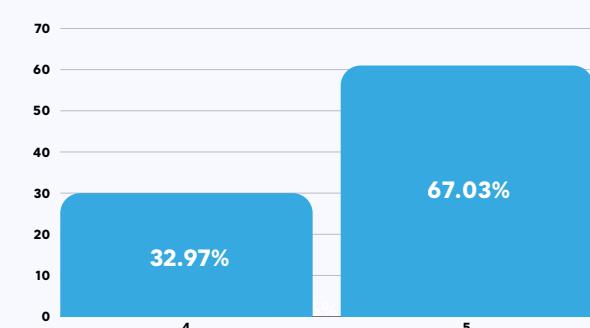
How important is it to have clean clothes for your personal hygiene?  
(1 = Not important at all, 5 = Very important)



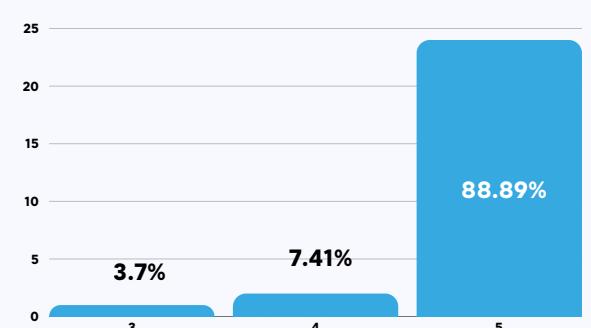
How satisfied are you with the cleanliness of your clothes through the Ithaca laundry service?  
(1 = Not at all, 5 = Very)



How satisfied are you with the employment counseling service of Ithaca?  
(1 = Not at all, 5 = Very)



How satisfied are you with the social service of Ithaca?  
(1 = Not at all, 5 = Very)



# Job Counseling

In 2024, Ithaca, responding to the needs of the individuals it serves, continued its Employment Counseling program within the framework of its Inclusion Services.

This specific service is no longer limited only to the staff of the team but also serves individuals who face difficulties in finding work due to their current situation and wish to make a fresh start.

Through referrals from other organizations, the employment counselor connects with these individuals and helps them with basic issues related to job searching. Both at a technical level and in the context of boosting their confidence and skills, Ithaca supports them throughout the process until they become independent and able to fully support themselves.

This year, we observed a significant increase in the number of vulnerable women, from a wide range of ages, seeking employment counseling, highlighting the crucial need for employment in their reintegration process.

On a total level, we assisted over 606 requests from 261 individuals, with 23 people finding employment through our support.

# Vulnerable Women Empowerment



In 2024, Ithaca received invaluable support from the Karl Kahane Foundation for the Job Counseling program, which focuses on empowering vulnerable women to find work and regain a safe and stable life.

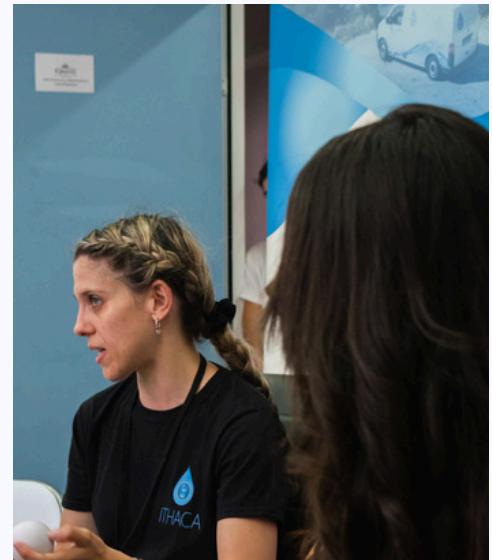


Through individualized career counseling, professional training, and dedicated guidance, the program provides women with the tools and confidence they need to navigate the labor market and secure sustainable opportunities.



This generous support enables Ithaca to accompany these women on their long journey toward financial independence and social inclusion. We are deeply grateful to the Karl Kahane Foundation for helping us make a real difference in the lives of those we serve.

# H.O.P.E. Program



The program titled "HOPE for Homelessness - Building Bridges for Social Inclusion" was funded by the Bodosaki Foundation as part of the "Protection and Promotion of the Rights and Values of the European Union" initiative and was implemented by Ithaca in collaboration with Emfasis Non Profit.

The program ran for 12 months, starting in March 2024, with the goal of providing comprehensive support, training, and empowerment to homeless and vulnerable individuals living in precarious conditions, with the ultimate goal of their inclusion in five regions of Greece (Athens, Piraeus, Thessaloniki, Salamina, Ioannina).



The ACCMR Career Days offer a two-day event every year filled with job opportunities for people from vulnerable groups. This year, our team actively participated in organizing and implementing this very important initiative aimed at reintegration.



At the same time, our team participated in the LivelyHoods committee, where through the exchange of views and good practices, the committee focuses on actions and initiatives that strengthen and promote reintegration for vulnerable groups.

# Career Fair

In collaboration with the One&Only Aesthesia hotel group, we organized a career day aimed at creating opportunities for employment reintegration.

Through 12 interviews, we connected beneficiaries seeking employment, boosting their hopes and efforts for a better future.

Through the interview process, at least five individuals successfully found employment with the group, showcasing the significant impact of this action.



In 2024, through the Pop-Up Villages initiative, we had the opportunity to provide all our services gathered at the field level of the Mobile Unit.

This way, Employment Counseling was brought to the field, conducting sessions to equip individuals with the right tools and confidence to reshape their future, as they deserve.

As with our other services, our beneficiaries have frequently expressed a preference for outdoor field locations. By listening to their needs and preferences, we were able to meet them where they are!



# Empowerment Workshops

With the primary goal of enhancing and developing the skills of individuals from vulnerable groups, Employment Counseling strives to create partnerships so that these tools reach as many people as possible.



For this reason, in 2024, through programs such as BUILD, and collaborations with the "Housing and Employment" program of the Municipality of Athens and shelters for unaccompanied minors of IOM, we held many Employment Empowerment workshops for beneficiaries of these organizations.



# Collaborations with Organisations



Emfasis Non-Profit

In excellent collaboration with the Emfasis Non-Profit team, the "BUILD" program was implemented, in which numerous Employment Counseling seminars were conducted throughout Greece.



Boroume

"Boroume" supported the Employment Counseling service with the invaluable help of its volunteers in interpretation roles.



ACCMR

As every year, this year too, our collaboration with ACCMR, both through the Livelyhoods committee and the Career Fair, aimed at employment empowerment for migrants and refugees.



IOM Greece

Once again, in ongoing communication and cooperation with IOM Greece, we conducted Employment Empowerment workshops for their beneficiaries.



Koi.S.P.E. PLORI

In 2024, we held an introductory meeting with the team from Koi.S.P.E. PLORI to channel vulnerable groups for employment.

# Awareness & Advocacy

At Ithaca, we aim to inform and raise public awareness about the issue of homelessness, addressing citizens and all relevant stakeholders. At the same time, the framework of advocacy for the rights of people experiencing social exclusion is equally important. Ithaca has been integrated as an administrative member in the Network for the Right to Housing, with the goal of strengthening this aspect. Through three frameworks, we strive to make these goals achievable:

1. Participation in Advocacy Actions with collaborations with other organizations. It is very important for the significant issue of homelessness to be made known, while also highlighting the rights that are being violated. For this reason, through various actions, we continuously strive to inform and raise awareness among the general public. Since 2023, Ithaca has been a member of the Board of Directors of the Network for the Right to Housing, thereby strengthening efforts to co-create programs and policies for the homeless population.

2. Building Partnerships. Appreciating the contribution to the progress and well-being of Greek society, we collaborate with companies and foundations, while also receiving significant support from private individuals. This is aimed at increasing our impact and highlighting the contribution of our supporters. Our partnerships are based on the pillar of reciprocity, as through these collaborations, the uninterrupted provision of free hygiene services and the inclusion of homeless individuals in society is secured. At the same time, supporters are given the opportunity to further develop their social profile through contributions to the community, while companies and foundations have the chance to participate in volunteer activities.

3. Active Volunteering. From the very beginning, Ithaca's operation has heavily relied on voluntary support. The individuals who choose to offer voluntary social work are very important to us, as they strengthen our efforts in addressing social exclusion.

# Research for Homelessness

As part of our mission to raise awareness about the multifaceted issue of homelessness, in collaboration with Ierax Analytix, we conducted a nationwide survey involving 1,257 participants. The findings revealed that Greeks primarily perceive homelessness as a lack of shelter, overlooking other aspects such as the inability to access basic services. At the same time, financial hardship is considered the main cause of homelessness, while issues like domestic violence are not sufficiently recognized.



Regarding the workforce, the responses from business owners showed hesitation in hiring individuals without permanent housing, while citizens believe that the state should take action. The survey reinforces our commitment to providing information and meaningful support to homeless individuals through innovative initiatives.

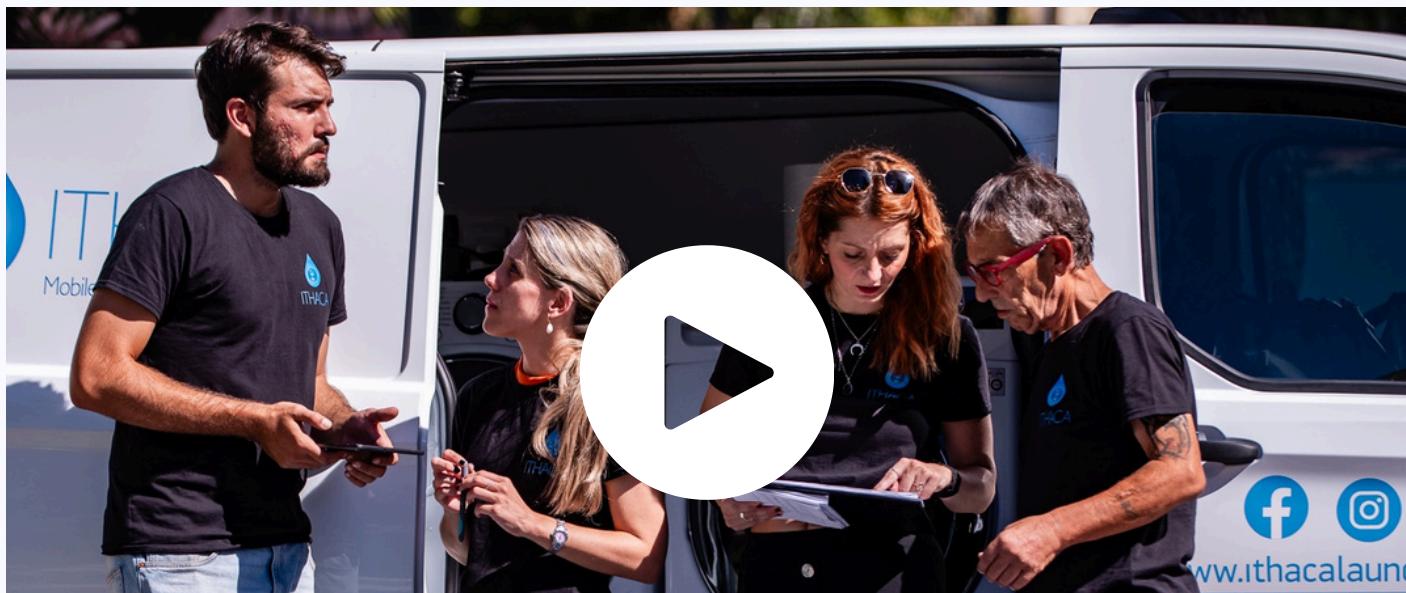
You can read the full results of the survey.

The Research

# Ithaca's People

On this year's World Homelessness Day, in collaboration with LG, we created a video in which our team members shared their experiences at Ithaca, the challenges they encounter in working with vulnerable groups, and their everyday goals.

This provided us with an opportunity to raise awareness about the complex phenomenon of homelessness and allow the public to better understand Ithaca's work and the people behind it.



At Ithaca, our commitment to supporting homeless individuals was further strengthened through our participation in the "Intersites UCSD" event on the "Housing First" model in Strasbourg, in October 2024.



Our presence at this significant conference allowed us to exchange experiences and best practices with international organizations, enhancing our knowledge on effectively addressing homelessness. Our participation highlights our commitment to adopting innovative approaches, such as "Housing First," to provide immediate housing and support to our homeless fellow citizens. This experience strengthened our efforts to offer comprehensive solutions, tailored to the needs of Greek society, promoting social inclusion and the dignity of our beneficiaries.



# Communication's Actions

At Ithaca, we stand every day by individuals fighting for their reintegration, often facing "invisible" homelessness – a situation that remains less recognized by society. Through our participation in the "Fasma" TV show, we had the chance to highlight the challenges faced by our beneficiaries, from homelessness to access to employment. We warmly thank journalist Alexia Kalaitzi for the interview, which gave us a platform to share our vision for an inclusive society where dignity and support lead to meaningful change.

You can watch the show by clicking the image.



# Communication's Actions

At Ithaca, we recognize the importance of international awareness on the issue of homelessness and social reintegration. In this context, we had the opportunity to speak on Rai TV Italy in their report on Athens amidst multiple crises. Through this platform, we highlighted not only our efforts, which provide access to clean clothes and employment reintegration opportunities, but also the broader reality faced by our vulnerable fellow citizens. From the financial crisis to today, the challenges remain significant, making continuous support and awareness essential. With each of our appearances, we aim to strengthen consciousness and mobilize for an inclusive society.

You can watch the full report below.

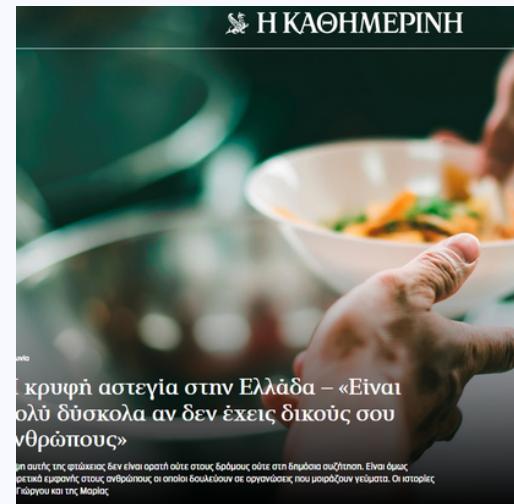


# Communication's Actions

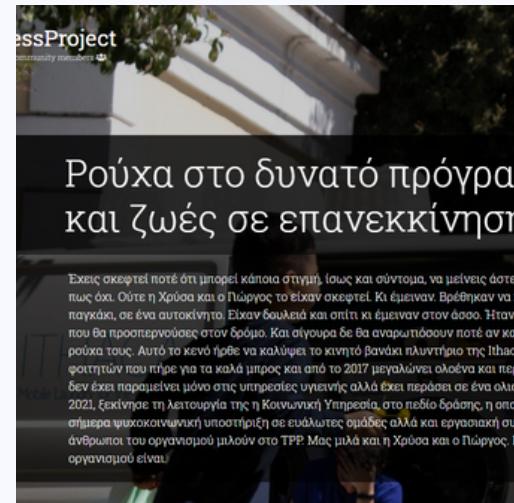
At Ithaca, we seize every opportunity provided by the media, such as Open and Attica TV, to highlight the issue of homelessness and promote solutions that support the reintegration of our vulnerable fellow citizens. Through these appearances, we speak about invisible homelessness, the daily challenges faced by our beneficiaries, and how our actions – from access to clean clothes to employment reintegration – contribute to restoring dignity and social cohesion. With each public appearance, we aim to strengthen awareness and understanding, contributing to an inclusive society.



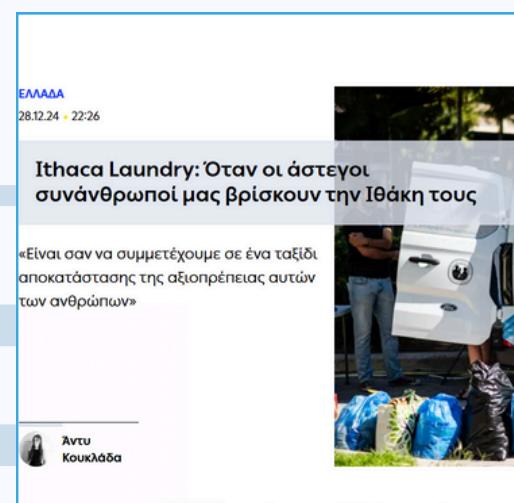
Through our interview with Kathimerini, we highlighted the phenomenon of invisible homelessness, a reality that often remains on the margins. George, one of our beneficiaries, shared his journey, the difficulties he faced, and how Ithaca supported him by providing opportunities for a fresh start. Through such personal stories, we aim to shed light on the challenges faced by people without permanent housing and promote solutions that support social reintegration with dignity and respect.



In our interview with The Press Project, we discussed the evolution of Ithaca Laundry over the years and our ongoing efforts to provide meaningful support to those in need. Chrysa, now a member of our team, shared her experience with homelessness and how, through the support she received, she managed to build a new, safer life. Through each story, we highlight the importance of social inclusion and the power of practical support in changing lives.



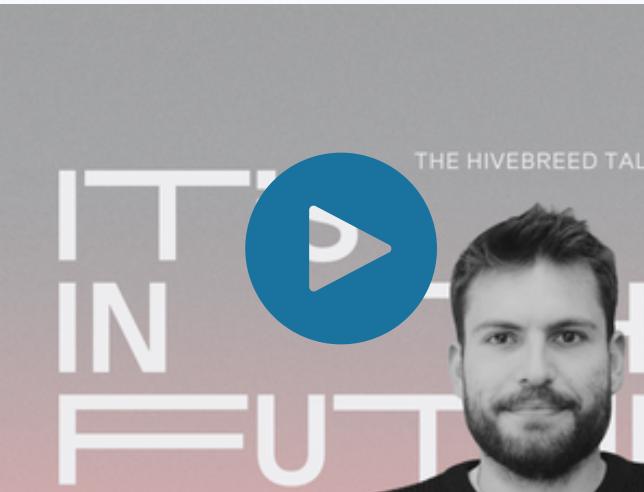
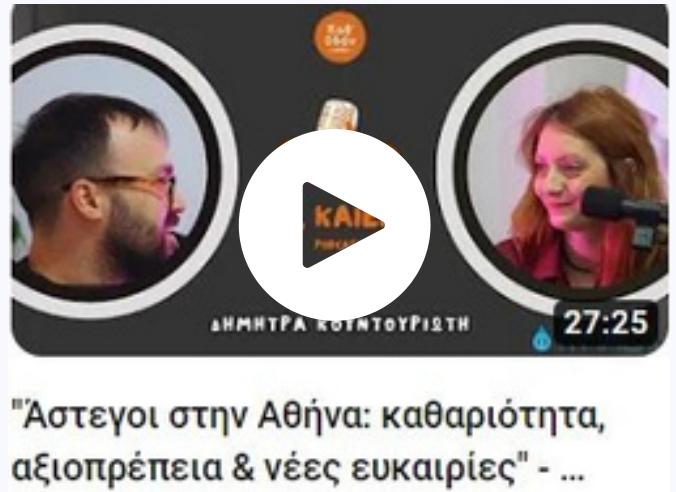
In our interview with Reader, we presented the current reality of homelessness and how our actions improve the daily lives of those experiencing it. From our very first day of operation, our goal has been not only to provide basic services but also to empower our beneficiaries by giving them the tools for a better future. With each of our initiatives, we prove that homelessness does not have to be a dead end, but rather a situation that, with the right support, can be overcome.



# Speeches & Podcast

# Events

Through our presence on podcasts, we manage to convey the message of our work and raise awareness about the broad issue of homelessness. The popularity of podcasts, along with the themes we have participated in, has given us the opportunity to address the multi-dimensional issue of support from various perspectives.



At the same time, by participating in or organizing talks, we ensure active engagement with people who are interested in learning more. One of the most significant actions in 2024 was our lecture to postgraduate students at Panteion University about homelessness as a social issue.



In March, in collaboration with the wonderful HokoCrafts, we held a Live Painting & Fundraising event at the Kypseli Municipal Market, where 12 artists painted Hoko's ovases, and the proceeds from their sale were donated to fund a dynamic workshop aimed at the employment empowerment of underage refugee women, organized by our team! We thank them very much for their support!



In April, we had the great joy of celebrating the 10th anniversary of the "Laundry Bar," while simultaneously supporting our cause. Specifically, part of the revenue from the 10th-anniversary event of the Bar was donated to our work, with the goal of supporting over 200 people by providing more than 2,500 kilograms of clean clothing.



# Volunteerism

Volunteering is a cornerstone of our mission at Ithaca. Our volunteers actively contribute to the provision of hygiene and reintegration services, supporting our fellow human beings in need. With their dedication and passion, they strengthen social cohesion and promote dignity, offering hope and new opportunities to vulnerable groups. Thanks to their contributions, we are able to expand our work and reach more lives.



This year, we had the pleasure of being supported by over 130 volunteers – people with heart, spirit, and selfless dedication. With their smiles, their time, and their open arms, they became a pillar of support for those who need us. Without them, nothing would be the same.

# Internships

The internship program at Ithaca is a unique learning and giving experience. Interns actively join our team, gaining valuable knowledge and skills while making a significant contribution to our mission. Through their daily work, they become part of an initiative that offers dignity and hope. Their energy and enthusiasm inspire us and strengthen our efforts.



This year, we had the honor of hosting Thanos, Natasha, Marilli, Yasmin, Dimitra, Evina, Andromachi, Lola, Vincent, and Alexander for their internships. A big thank you for their contribution, dedication, and passion!

# Major Supporters

As Ithaca, we are well aware that none of our accomplishments would be possible without the people and organizations that consistently stand by our side. Long-term collaborations and ongoing support are not just desired — they are essential. They allow us to continue our work seamlessly, to provide meaningful support to homeless individuals and other vulnerable groups, and to grow. We are particularly happy for our longstanding partners and for the new supporters who choose to stand with us and embrace our mission.

Every form of support, big or small, means a lot to us. It signifies that another hand is joining in a common effort to address the multi-faceted issue of homelessness — a phenomenon that, without partnerships, would be extremely difficult to tackle.

This is why we consistently invest in collaborations with other organizations in the Civil Society sector. Each of these partnerships offers an opportunity for the exchange of expertise, strengthening the field of action, and creating innovative solutions. The specialization and experience of each organization enhance the effectiveness of our interventions and create a broad, vibrant support network with a unique focus on people.

Through this collective dynamic, we enhance the impact of our work and provide more, and more substantial, opportunities for those who need them most.

Our collaboration with LG continued without interruption for yet another year. Both in the Mobile Unit and at the Multi-Purpose Shelter for Homeless People of the Municipality of Athens, we were able to support thousands of homeless individuals, caring for their personal hygiene and helping them regain their dignity! Additionally, this year, with LG's support, we conducted an awareness campaign for World Homeless Day, highlighting the people behind Ithaca through their personal stories.



Our collaboration with Metlen marked its third year this year. Over these three years of support for the Mobile Unit, we have managed to increase the number of action points, thereby reaching as many people as possible. During these three years, we have seen the needs of the people grow, as well as the number of those who have such basic needs. Therefore, Metlen's support has allowed us to stand by these people.



# Support of Foundations

This year, we were thrilled to have the support of Foundations. With their help, we were able to carry out actions, strengthen, and develop our services, maximizing the impact we have on those we serve.

Both the Mobile Unit and the entire Integration Services received support, reinforcing our goal of providing holistic assistance to homeless and vulnerable groups! We are deeply grateful!



# Supporters & Benefactors



## AvinOil - Supporter

Our collaboration with Avin continued in 2024, with the provision of fuel for the Mobile Unit, as well as with three volunteer actions, thus further enhancing the impact of the support we provide to those in need.

## Endless - Benefactor

Endless continues to stand by our side, providing the necessary equipment to maintain the health and safety of our Mobile Unit!

## Diastasis S.A. - Benefactor

During the significant change of replacing our Mobile Unit, Diastasis was by our side, responsible for the external design with stickers.

## Genesis Pharma - Benefactor

Genesis Pharma has been a steady supporter for two years. This year, we organized a volunteer action in the field of the Mobile Unit, offering essential hygiene items to vulnerable people!

## Alpha Bank - Benefactor

This year, we were delighted to have Alpha Bank run in the Athens Classic Marathon, while also supporting our work!

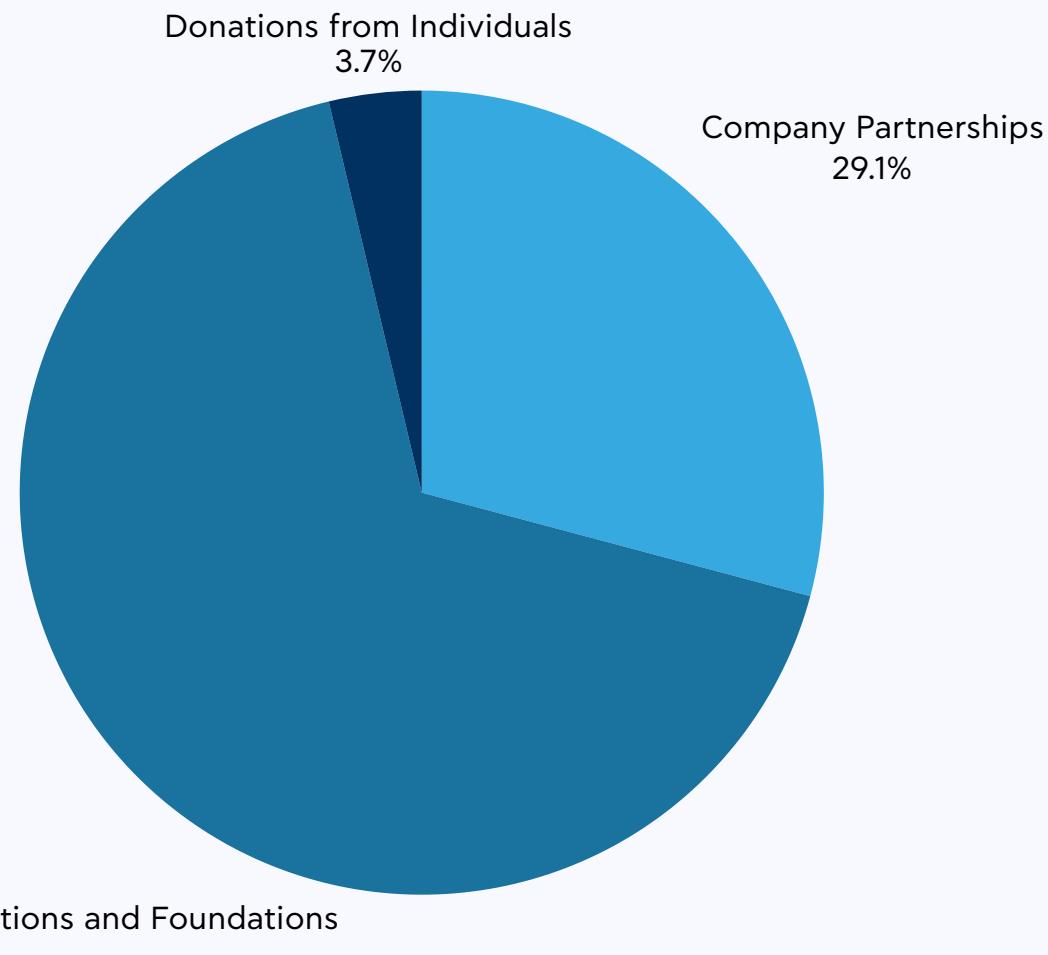
# Benefactors



# Partners



# Income

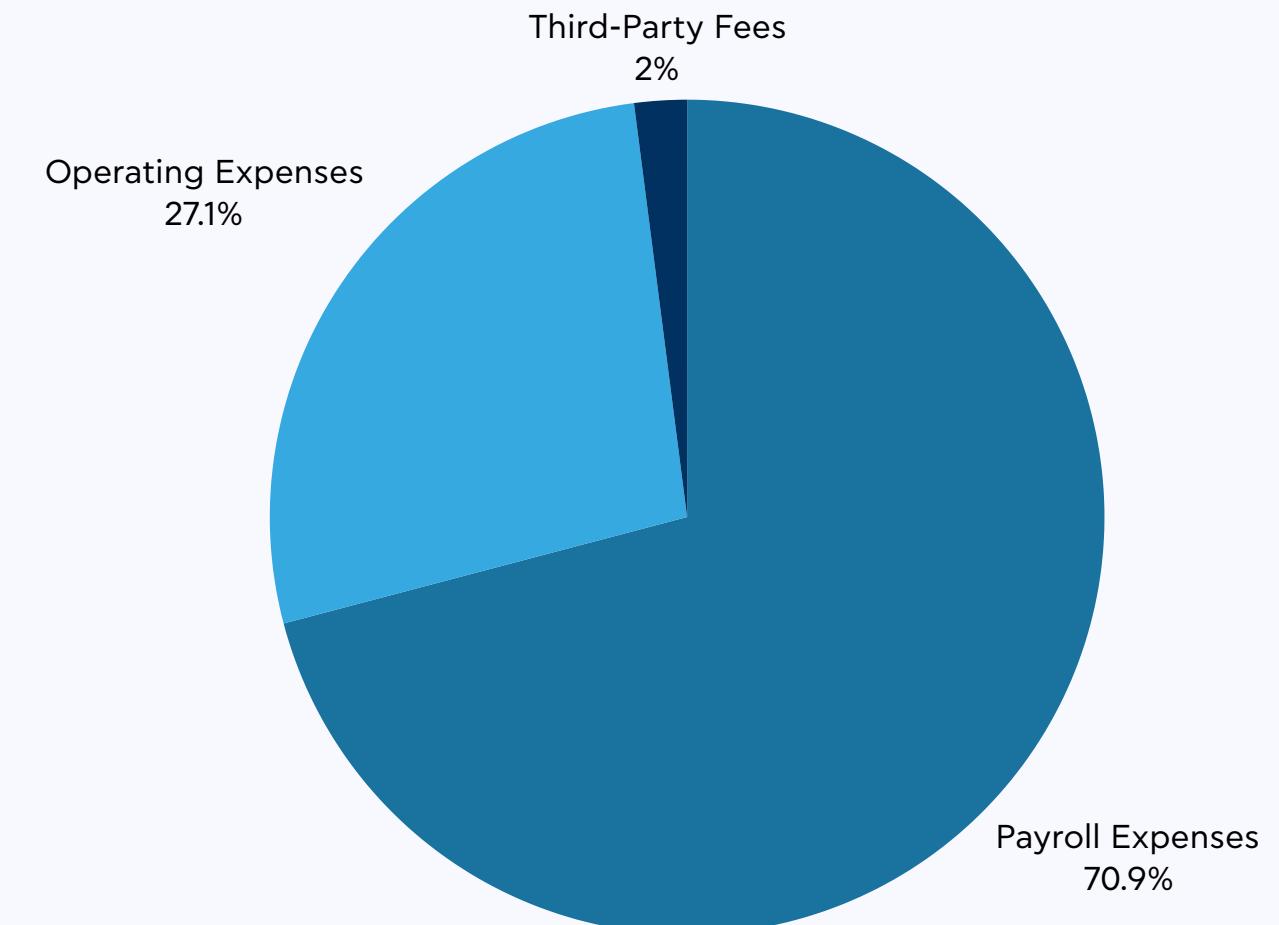


**Total Revenues 2024** **468.893,81€**

Collaborations with Foundations, State Entities, Organizations, European Programs	314.803,39€ *
<hr/>	
Partnerships with Companies	136.659,96€
<hr/>	
Donations from Individuals	17.430,46€

\*The amount of €87,831 is allocated for supporting actions that will be implemented in 2025.

# Expenses



**Total Expenses 2024** **306.710,27€**

Payroll Expenses	217.436,17€
<hr/>	
Operating Expenses	83.034,1€
<hr/>	
Third-Party Fees	6.240,00€

Chania 2A  
11257 Athens, Greece  
T: 211.001.6043  
E: [info@ithacalaundry.gr](mailto:info@ithacalaundry.gr)

**ithacalaundry.gr**

Find Ithaca at:



Dignity for All

