



Twice the Impact: A New Home in Store



Building community. Supporting seniors. Sustaining our environment.

twice *is* **nice**
twice RESALE BOUTIQUE

executive summary

For 40 years, Twice Is Nice has been more than just a store — we are the heart of a vibrant community where sustainability meets social impact. Our thrift store model generates crucial funding for Charlottesville-area organizations serving seniors in need, while promoting environmental sustainability and providing affordable goods.



Our Foundation:

- More than \$2 million in grants distributed to nonprofits serving seniors over the past decade
- Over 100% growth in sales since 2019, with \$270,000 awarded to 30+ organizations in 2024 alone
- 140 dedicated volunteers providing 75% of our workforce
- Approximately 35% of customers arrive on foot or by public transportation
- 140 dedicated volunteers providing 75% of our workforce, contributing over \$609,518 in service value annually*

The Opportunity:

After years of strategic planning, we've been able to secure a new property at 600 Preston Avenue—a permanent home that will transform our capabilities while keeping us rooted in the neighborhood we've served for four decades.

The Investment:

Through careful fiscal management, we've raised over 70% of the \$7.7M needed for this pivotal project. The success of our \$2M capital campaign will complete the renovation while maintaining our current grant-giving levels during the transition.

Your Impact:

Your support of this one-time capital campaign will create lasting change across our entire community—greatly increasing our grant-giving capacity, expanding environmental impact, and creating a dynamic neighborhood and community hub for generations to come.

*based on the April 2024 federal volunteer rate of \$33.49/hour

our vision

Step into a Twice is Nice where customers browse light-filled aisles filled with affordably-priced treasures, volunteers work comfortably in well-designed spaces, and donors easily drop off items that will find new homes. A lively community hub where every purchase helps local seniors thrive, a community cornerstone where recycling powers positive change, and a trusted gathering place where generations of neighbors connect. *This isn't just a dream – it's our future and yours, at 600 Preston Avenue.*



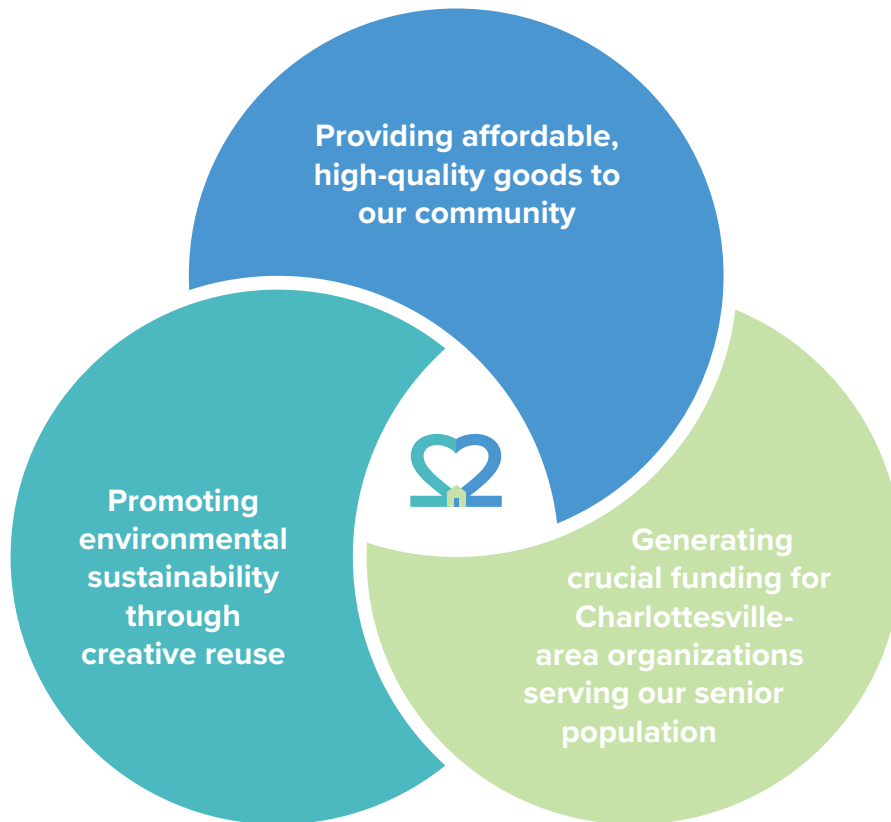
"Twice is Nice is exactly what the name is. I shop there because of the nice, clean merchandise, and affordable prices. Even more, I shop there because of the politeness and smiling faces of the workers. They are great. Definitely the best secondhand store in town. They are well-talked-about around town."

— Doris, Regular Shopper & Neighborhood Resident



who we are

Twice Is Nice creates a unique triple impact in our community:



Our deep community connections define who we are—a vital neighborhood institution that brings together people from all walks of life.



"Twice is Nice is a rare gem where you can do something for yourself and help the community. I am a huge fan of TIN. I am there several times a month to treat myself and to get something for friends and family. I love TIN. Often, I proudly say, 'everything I have on today I purchased from TIN!' It's a place that I go to meet friends, help the community, and treat myself."

— Juandiego Wade, Mayor, City of Charlottesville



"For the past 5 years, the Alliance for Interfaith Ministries has been both a recipient of TIN grant funds that enhanced our senior program, and a partner in obtaining and distributing furniture and household items. Through our mutual recycling efforts, usable items are no longer going to the landfill and have a welcome second life. We are deeply grateful for this ongoing partnership and look forward to assisting you as you expand your footprint in our area."

— Jean Bourbeau, Director, Alliance for Interfaith Ministries

a proven model of impact

MEASURABLE COMMUNITY IMPACT

Our impact on the Charlottesville community is both substantial and growing:

Supporting Seniors:



\$270,000 awarded to 30+ organizations in 2024 alone

Sustainable Growth:



Over 100% increase in sales and grant-making capacity since 2019

Community Engagement:



140 dedicated volunteers providing 75% of our workforce*

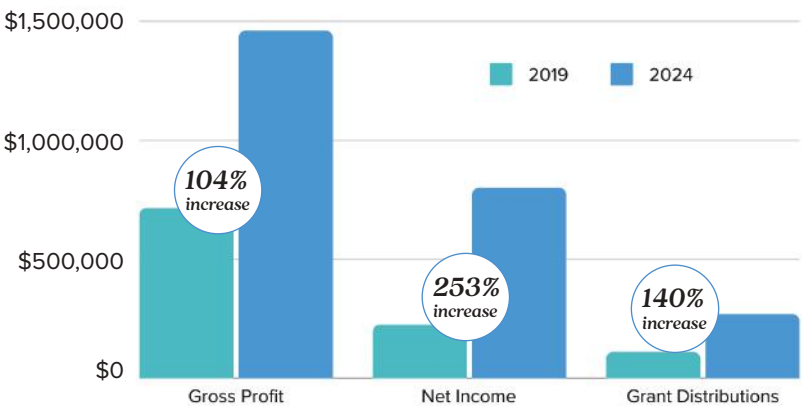
Neighborhood Integration:



Approximately 35% of customers arrive on foot or by public transportation

DEMONSTRATED FINANCIAL GROWTH

Twice Is Nice has demonstrated remarkable financial growth and increasing community impact over the past six years:



- Gross profit has more than doubled, growing from \$716,007 in 2019 to \$1,462,291 in 2024 (104% increase)
- Net income has surged by 253%, rising from \$226,963 in 2019 to \$801,675 in 2024
- Annual grant distributions have increased from \$112,500 in 2019 to \$270,000 in both 2023 and 2024

During this six-year period, we've generated nearly \$4.5M in gross profit and achieved \$1.87M in net income. While we've distributed almost \$800,000 in grants to organizations serving seniors in need since 2019, our board has strategically directed our remaining net income into a dedicated building reserve fund. This forward-thinking approach has allowed us to accumulate significant resources toward securing our future home, demonstrating both our financial stewardship and our long-term commitment to the community we serve.

* contributing over \$609,518 in service value annually based on the April 2024 federal volunteer rate of \$33.49/hour

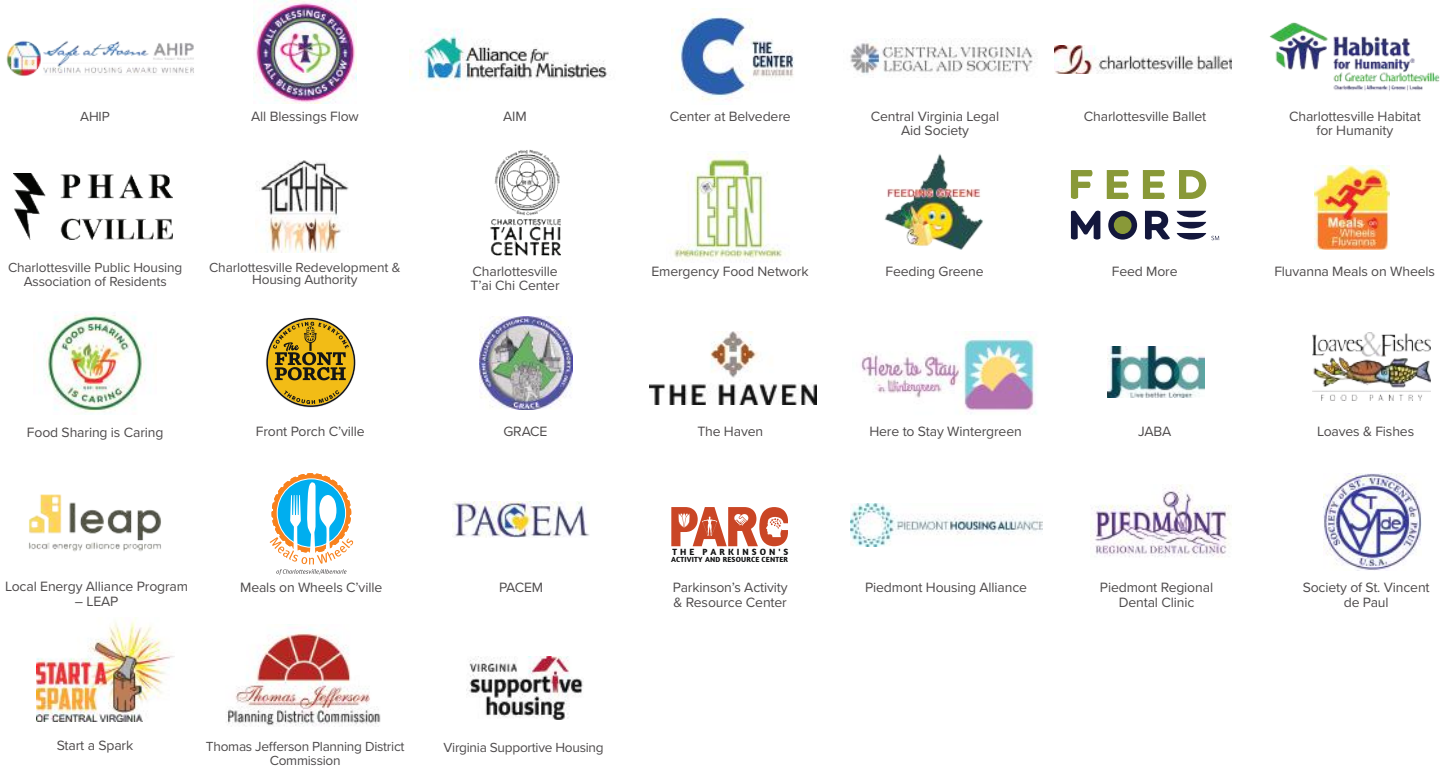


“Since 2020, grant support from Twice is Nice has enabled Loaves & Fishes to provide groceries to more than 400,000 individuals in 125 households, including 64,000 seniors aged 60+.”

— Jane Colony Mills, Executive Director, Loaves & Fishes Food Pantry

OUR GRANT RECIPIENTS

In 2024, TIN distributed \$270,000 to 31 organizations serving seniors throughout the Charlottesville area.



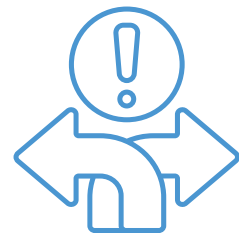
Each request for funds undergoes a rigorous review process to ensure funds create meaningful impact for seniors in need. These partnerships extend our reach far beyond our retail operations, creating a network of care that touches thousands of lives annually. The Twice is Nice Fund at the Charlottesville Area Community Foundation supports organizations and programs that enrich the lives of seniors and family caregivers while also managing the challenges that emerge later in life.

why now? *the challenge*

Despite our remarkable growth, we've reached the limits of what's possible in our current space:



- Our ability to accept donations, process inventory, and serve our community is increasingly constrained by our physical limitations
- Future development plans have created uncertainty about the long-term viability of our current rental properties
- Rising rental costs reduce the funds available for our core mission of supporting seniors



why now? *the opportunity*



600 PRESTON AVENUE

We have secured an ideal facility in the heart of our service area—not just a building, but a foundation for expanding our mission while maintaining the strong neighborhood connections that have defined Twice Is Nice for decades.

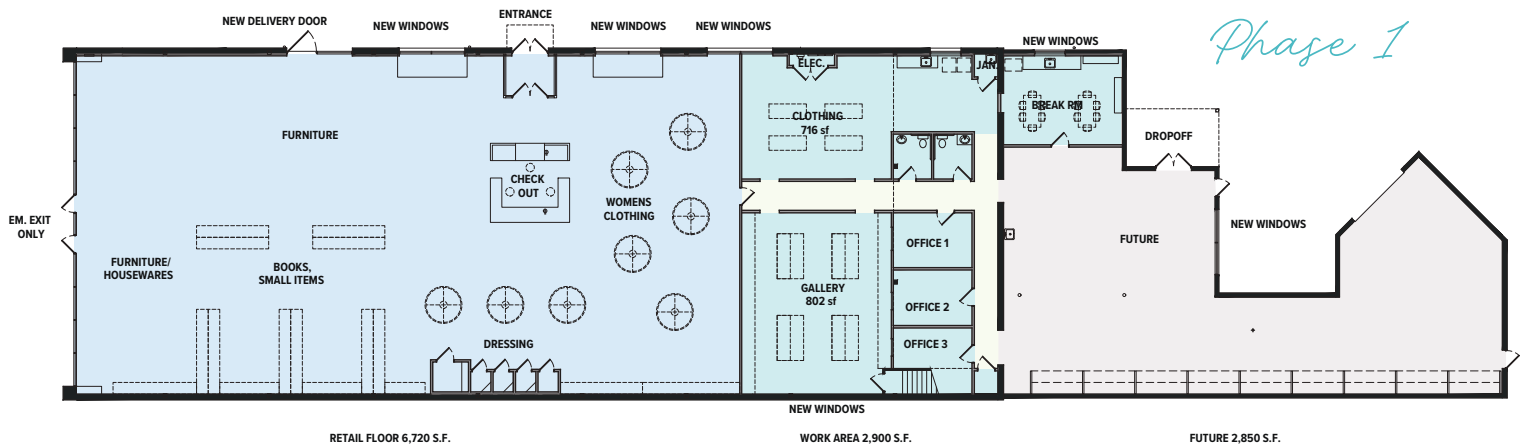
The 600 Preston Avenue property offers a once-in-a-generation opportunity to:

- **Consolidate operations** into one efficient and accessible location
- **Create an enhanced shopping experience** for all community members
- **Expand volunteer opportunities** and community engagement
- **Reduce operational costs** and thereby increase grantmaking
- **Preserve the design fabric** and integrity of the Preston Avenue corridor
- **Secure our long-term future** in our historic neighborhood
- **Dramatically increase capacity** to accept and process donations
- **Expand grant giving capacity** through increased sales

“We’re proud to know that Twice is Nice will be renovating the space, preserving its character, and transforming it to better serve those it serves. Their work will directly impact the people who live and work right here, and we couldn’t be more excited about the positive changes they will bring.”

— Sue Clements, Co-Owner, Reid's Market (formerly at 600 Preston Ave.)

preserving neighborhood heritage



Our commitment to preserving the historic character of Preston Avenue goes beyond mere renovation. As a cornerstone business in this corridor for four decades, Twice is Nice understands the importance of maintaining the architectural integrity and neighborhood culture that makes this area special.

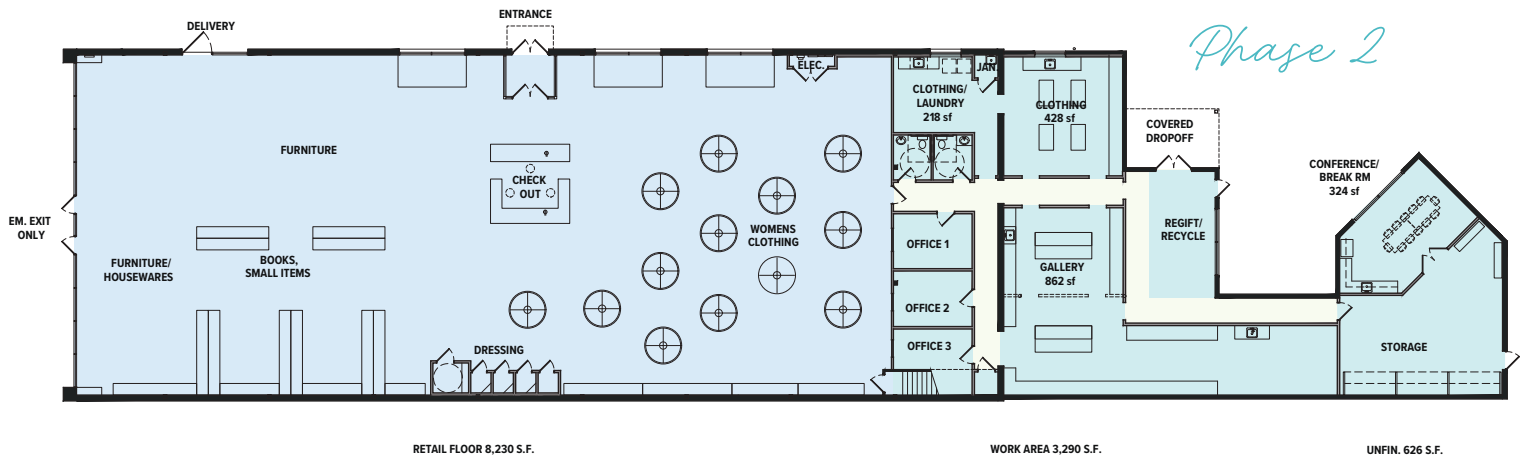
Our renovation plans thoughtfully integrate modern retail functionality with historic preservation, ensuring that 600 Preston Avenue remains a testament to the corridor's heritage while serving as a vibrant community hub for future generations.



"Our home in the 10th & Page neighborhood and our first business located in the adjoining Rose Hill neighborhood are just a few blocks away from the Twice Is Nice shops. My daughters and I would go shopping there as well as donate things we no longer needed. When I was on the board of Meals on Wheels, we received a grant from Twice Is Nice to help continue the great work that Meals does in the community. The fact that Twice Is Nice provides an affordable shopping experience for the neighborhood, a living wage for its employees and grants to nonprofits that assist our area's senior population makes the organization a strong asset to our community. Reid's was a neighborhood institution and with its closing, I'm glad to see a community organization moving in."

— Jason Becton, Co-Owner, MarieBette Café & Bakery

the financial case for ownership



Purchasing the 600 Preston Avenue property represents a strategic investment that delivers both immediate and long-term financial advantages compared to continuing as tenants:

- **Current annual rent:** \$200,356 across two locations, increasing by 3% each year
- **Operational efficiencies** through consolidation will eliminate duplicate overhead costs, streamline staffing needs, and optimize volunteer resources
- **Expanded retail space** is projected to substantially increase earned revenue based on our consistent sales growth trajectory
- **Long-term analysis** shows a clear financial advantage to purchasing, particularly when factoring in projected revenue growth and operational efficiencies

Beyond the financial returns, ownership provides strategic advantages that no rental property can match:

- Protection against market volatility and potential displacement
- Enhanced capacity to collect and process donations and serve customers
- Complete control over our space to maximize operational efficiency
- Additional parking and a loading dock to benefit shoppers and volunteers
- Creation of a permanent community asset benefiting generations to come
- As debt service is reduced or paid in full, more grant funding is available for local nonprofits

This transition from tenant to owner fundamentally transforms our financial model from escalating costs to increasing assets and stability—ultimately directing more resources toward our core mission: *to benefit seniors in need while promoting environmental sustainability.*

a vision for the future





"I started working at Twice is Nice because I saw it as the perfect option to combine my love for fashion and helping my community. My favorite purchase from Twice is Nice was a beautiful dark purple dress that I wore for my junior prom. My favorite thing about working at Twice is Nice is meeting new people and having engaging conversations. I also am a person who loves organizing and my main task of keeping the clothes and store looking orderly fulfills me. Overall, the experience of Twice is Nice has been filled with delight and fun but has taught me important life skills."

— Stella N., High School Senior and TIN Volunteer

the investment & your impact

THE FUNDING MODEL

Through five years of strategic planning and fiscal management, TIN has secured over 70% of the \$7.7M in funding needed for this transformative project:

\$4.4M

loan from Locus, a Virginia-based community development financial institution (CDFI)

\$1.3M

from TIN's building reserve fund

\$2M

to be raised through our capital campaign

This formidable funding structure allows us to complete the renovation of the 600 Preston Avenue property in early 2026, while maintaining our current grant-giving levels during the transition.



A UNIQUE OPPORTUNITY

What makes Twice is Nice's capital campaign unique is that it represents the only major fundraising initiative in our 40-year history. Our proven social entrepreneurship model generates sustainable revenue through retail sales, allowing us to operate, grow and fulfill our mission without ongoing fundraising campaigns. This one-time capital investment will dramatically expand our capacity to serve the community through our successful business model.



"Twice is Nice offers a terrific outlet for the donation of gently-used items. I have been able to help many families settle their estates by donating furniture, clothing, and household goods to TIN. They arrive with a team of volunteers to pack and take away almost everything. Our community is lucky to have this organization. Thanks for all your hard work."

— Sue Plaskon, Associate Broker, Long & Foster

THE POWER OF YOUR INVESTMENT

Your support of this initiative won't just build a store — it will create lasting, positive change across our entire community:

For Seniors in Need:



- Greatly increase our grant-giving capacity to meet growing needs for vital services
- Ensure reliable funding through multi-year operating support for 30+ organizations
- Support the creation of even more innovative, cost-effective programs
- Enable more local nonprofits serving seniors to expand their impact

For Our Environment:



- Divert more items from landfills through increased donations
- Increase our community's opportunities for creative reuse
- Support a stronger circular economy
- Set new standards for retail sustainability

For Our Community:



- Enhance affordable access to high-quality, gently-used goods
- Expand volunteer opportunities, enrichment and engagement
- Maintain the civic character of our historic neighborhood
- Build a more connected, resilient and happy community



"Each of us is doing our part to support the TIN mission to help seniors in our community. And perhaps finding a treasure of our own along the way."

— Mary S., TIN Volunteer

join us

ways to give

We invite you to be part of this transformative moment through several giving options:

One-Time Gifts:

Make an immediate positive difference with a single gift that will help secure our future home and expand our community impact for generations to come. Your contribution today creates a lasting legacy that benefits seniors and promotes sustainability throughout our region.

Multi-Year Pledges:

Structure your giving over 3-5 years to maximize your impact while maintaining financial flexibility. This approach allows you to make a more significant contribution while spreading payments in a way that works with your financial planning and tax considerations.



Impact Investment:

Support our campaign through specialized giving vehicles that align your financial objectives with our mission. Your investment helps achieve our fundraising goal while potentially generating returns and meeting crucial community needs.



"With the expansion of real estate development along Preston Avenue, the time has come for Twice is Nice to take a bold step to further secure the future of its 40-year legacy – the acquisition of its own permanent home. In my opinion, few local charitable organizations engaged in capital campaigns this year are more deserving."

— Richard T. Bryant, TIN Shopper

a legacy in the making

Twice Is Nice stands at a pivotal moment in our 40-year history. With your support, we can secure our future in a new home that will dramatically expand our capacity to serve the greater Charlottesville community.

While other organizations rely on ongoing fundraising campaigns, our proven business model means this one-time investment will create sustainable growth for decades to come.

Join us in building a permanent home where every purchase, every donation, and every volunteer hour multiplies its impact by supporting local seniors, promoting sustainability, and strengthening our community for the benefit of current and future generations.





board of directors

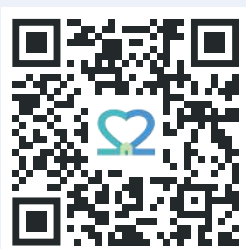
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CONTACT US

To learn more about the Twice the Impact campaign or to discuss giving opportunities, please contact:

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