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Fashion Meets Impact: Habitat for Humanity of Greater Palm Beach County Partners with Veronica Beard Palm Beach

Palm Beach, FL (July 8, 2025): Habitat for Humanity of Greater Palm Beach County joined forces with Veronica Beard at the Royal Poinciana Plaza for a meaningful VB Gives Back fundraiser. This event combined fashion and impact, helping raise funds to support local families in achieving the dream of homeownership.

Hosted by local Habitat supporters **Holly Hanlon, Lisa LaFrance, Robyn Raphael-Dynan, Mary Allen Saunders, and Ashley Lauren Smith**, the event welcomed guests for an evening that blended Palm Beach style with purpose. Twenty percent of the proceeds from purchases during the event will support Habitat's mission to build safe, affordable homes.

The boutique was filled with a warm, welcoming atmosphere as guests mingled with the hosts and one another, and even a few four-legged friends joined the fun. Attendees also had the pleasure of hearing from future Habitat homeowner Nicole Rose, just one example of a family impacted by their support. Nicole shared how owning an affordable home will transform her life and give her family hope for a brighter future.

This stylish event is part of a larger, national partnership between Veronica Beard and Habitat for Humanity International through the brand's *VB Gives Back* program, which supports organizations through donating online purchase proceeds to hosting in-store events to raise awareness. Since 2010, Veronica Beard has donated \$6.5 million to over 650 non-profit organizations across the country.

"Events like this show how Palm Beach style and fashion can blend beautifully with philanthropy to create real impact," said Julia Murphy, Chief Advancement Officer for Habitat for Humanity of Greater Palm Beach County. "We are deeply grateful to Veronica Beard Palm Beach, our gracious hosts, and everyone who came out to shop in

support of this cause. This national partnership will make a meaningful difference for families right here in our community.”

To learn more about this partnership and VB Gives Back, visit <https://veronicabeard.com/blogs/vb-edit/vb-gives-back-habitat-for-humanity>.

About Habitat for Humanity of Greater Palm Beach County:

Habitat for Humanity of Greater Palm Beach County is a 501©(3) organization and an affiliate of a global nonprofit, Habitat for Humanity International serving Palm Beach County. Families and individuals needing safe and affordable housing partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering, or adding a voice to support affordable housing, everyone can help families achieve the strength, stability, and self-reliance they need to build better lives for themselves. Through shelter, we empower.

For any inquiries, contact Julia Murphy, Chief Advancement Officer, at julia.murphy@habitatgreaterpbc.org

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