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Laurel Oak Estates

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KATHRYN BRASS-
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DELIVERING NEIGHBORHOOD CONNECTIONS



An interview with PEL Exec. Director Jennifer Pierson and LO Resident Lori Moran

“Today’s teenage community faces unprecedented challenges while operating with limited resources,” Jennifer Pierson, Executive Director of Personalized Estate Liquidation (PEL) explains a growing need that her organization addresses. “Modern teens navigate complex issues including cyberbullying, prescription drug abuse, eating disorders, low family income and the rising threat of fentanyl-related deaths.” If you think about it, teenagers are facing more conflict, pressure and stress with today’s lifestyle with all the technological advances, more so than any other generation. They are a unique population where

they are no longer children living under the supervision and protection of parents/guardians and yet they’re not completely independent as adults, therefore vulnerable to hardship, anxiety and strife. In today’s age they need safe places to spend time, positive environments for community service and adults who are willing to guide them through challenging conversations without any judgment attached.

This is where PEL comes in, addressing a critical need in the Sarasota community by supporting at-risk youth through innovative fundraising. As a 501(c)(3) nonprofit, PEL raises funds through estate and

consignment sales, then distributes those proceeds to organizations serving disadvantaged and troubled youth throughout Sarasota County. PEL partners with many local nonprofits including Holiday House SRQ, Big Brothers Big Sisters of the Suncoast, Safe Children Coalition, Booker High School Foundation, Boys and Girls Club, Teen Court of Sarasota, and more. Some of the highlights showcasing PEL’s impact include Holiday House SRQ, Booker High School Foundation and Teen Court. They use PEL donations to create magical experiences for Title 1 elementary school aged children providing holiday gifts and new shoes. This program

allows kids to select presents for family members, especially siblings, while receiving new footwear for the year ahead. Something as basic as new shoes fosters self-esteem and joy to families who would otherwise go without.

Also, the annual donation to Booker High School Foundation directly supports scholarships for technical school and college students, helping graduating seniors take their next important life steps with financial support. Additionally, PEL supports the youth referred to Teen Court of Sarasota with funding to provide programs and counseling allowing teens to receive a second chance in lieu of a juvenile arrest or school expulsion. Working alongside local law enforcement agencies and the public school system, Teen Court of Sarasota’s goal is to reduce recidivism and give families services to make one poor choice not affect their future. If you would like to donate to Teen Court of Sarasota they can be made at www.sarasotateencourt.org

“The organizations PEL supports offer teens safe havens and caring leaderships, meeting youth where they are on their journey,” Jennifer shared. “When customers shop at PEL, they’re not just finding unique items—they’re supporting a mission that directly impacts the lives of vulnerable young people in our community.” PEL’s flexible donation approach doesn’t restrict how the money is spent, allowing partner organizations to fill the void in their funding.

One of our Laurel Oak residents, Lori Moran, used to work as COO at Teen Court for 7 years and couldn’t be more impressed with PEL. “I was able to see firsthand how they make an enormous impact in our community by giving back. Teen Court is humbled and grateful for their generosity,” Lori said. “Sharing PEL’s mission will provide our neighbors with an opportunity to shop, while giving back and have a resource to utilize for an estate sale, consignment, or furnish a rental property.” PEL has been providing gifts to Sarasota nonprofits focusing on helping at risk youth. Lori has also bought some beautiful items from their showroom. PEL has an enormous inventory including living room



ensembles, bedroom suits, dining room sets, art, décor, household items, jewelry, accessories, lanai furniture and more.

Interested in donating? PEL accepts donations with a minimum resale value of \$1,000 of one or multiple items combined reach this threshold. Potential donors can email photos and details to estate1520@gmail.com or call 941.993.8757. For any community members interested in volunteering, please contact the organization via the same contact info. Volunteers can work three-hour shifts on the sales floor during regular operating hours or assist with special events throughout the year. Those with expertise in fine art, antiques or consignment can help with pricing items on intake days, particularly on Tuesdays when additional help is desired.

PEL has been operating at its current location for seven and a half years

and during that time has donated an impressive \$756,000 to support special interest youth organizations across the community. PEL has a 9,400 square foot store located on 1520 North Lime Avenue, in Sarasota and is open Wednesday through Saturday from 10am – 4pm, welcoming both shoppers and volunteers. Come on down, they will be happy to greet you when you arrive!

To follow PEL online on Instagram or Facebook they are PEL Sarasota. Their website lists their New Inventory every Wednesday morning at <https://personalizedestateliquidation.com/new-inventory/> or you can shop from the convenience of your home at ShopPELSrq.com for pick-ups in store or having items shipped to anyone’s door! Shop local, shop sustainably, shop with purpose and support our mission at PEL.