

T

breaking new ground

2019 Annual Report





11X

Welcome to Browns Mill Village! Home construction in Browns Mill will begin in summer 2020, starting with two model homes sponsored by Delta Air Lines. Over the next three to five years, Atlanta Habitat will construct houses each year to fully develop a thriving and affordable homeownership community. As our lead partner, Delta will build our first, and our last, homes in this unique community.

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Browns Mill Village Groundbreaking

Special Thanks to Chick-fil-A Foundation, The James M. Cox Foundation, Deloitte, The Delta Air Lines Foundation, Georgia-Pacific Foundation, Georgia Power Foundation, The Home Depot Foundation, The Kendeda Fund, King & Spalding, Novelis, The Rich Foundation, SunTrust Foundation, Tull Charitable Foundation, Wells Fargo, Joseph B. Whitehead Foundation and The Vasser Woolley Foundation









ceo and board chair

It is no exaggeration to say that 2019 was a momentous year for Atlanta Habitat. Because of committed supporters like you, we again broke our record for the number of families we serve each year. Because of your commitment, 208 new families were empowered last year. Your support of Atlanta Habitat's programs and affordable homeownership model created opportunities for homeowners that extend far beyond the build.

Last year, we broke ground on our most ambitious project to date: Browns Mill Village (BMV). A \$25 million development located on 30 acres of beautiful evergreens and lush foliage in the Orchard Knob neighborhood



just southeast of downtown Atlanta. Browns Mill Village will feature approximately 75 single- and two-story affordable homes. The largest development in the organization's 36-year history, the community features amenities such as modern infrastructure, community gardens and walkable greenspaces. The future mixed-income community is part of Atlanta Habitat's focus on sustainable solutions to the affordable housing crisis affecting our city. We're excited about addressing these issues and growing our partnership with our Orchard Knob neighbors.

The BMV groundbreaking was truly an historic moment for Atlanta Habitat as we also announced our \$15.5 million Commitment to Community Capital Campaign. In addition to Browns Mill Village, our capital campaign will fund Atlanta Habitat's new ReStore and service center in South Fulton. This will allow us to grow and expand our services to serve the hospitality, transportation, medical and service workers, teachers and others who need access to job opportunities at the airport and surrounding communities. The capital campaign also funds our Repair with Kindness (RWK) program, and will help 225 seniors, veterans and longtime homeowners complete critical home

repairs. RWK has emerged as an effective way to combat displacement, help homeowners age in place, and keep homes more affordable in changing communities.

As the mortgage lender and the homebuilder, Atlanta Habitat enjoys a unique, 30-year relationship with our homeowner families. That relationship gives rise to myriad opportunities and resources that we offer through our Family Services department. They include our Vision. Goals. Action! education and entrepreneurship activities, as well as scholarships and youth programming. One of our most impactful offerings is My Money. My Future., which provides yearlong, one-on-one financial counseling that helps families prepare for homeownership. The sum of these and other unique touch points means we supported 2,213 family members in 2019.

There's so much more to share, as you will see in this year-end report, all of it made possible by your generosity. Whether you gave money, time or talent, your support helps to strengthen families and revitalize neighborhoods. We greatly appreciate your commitment, dedication and passion for our mission. Thank you!

Build. Thrive. Grow.

Juin y. Gordon

Lisa Y. Gordon, CPA President and CEO

Civily Strong

Cindy Ethridge Board Chair

board and advisors



Atlanta Habitat is extremely fortunate to enjoy the support of our volunteer board and advisory council. These committed individuals bring everything they have to the table to make miracles happen for our organization.

2020 board members

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Special thanks to outgoing board members who completed their terms in 2019: Sloane N. Drake, H. Eric Hilton, Bryson Koehler, Judy Train and Christopher Waits

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a repair in time

When Nketia joined the Navy at 22, it was because she was yearning for adventure. But when the time came to settle down and raise a family, she leveraged her veteran's benefits and bought a house in Fairburn, just south of Atlanta. It was a fixer-upper, but it was what she could afford. A few months after the family moved in, a major storm blew through the area and destroyed the roof.

"It was devastating," Nketia said. The storm caused major damage and ruined the family's possessions. Insurance paid for only a partial repair of the roof when it really needed to be completely replaced. Nketia didn't know what to do.

"I didn't have the money to pay for a whole new roof. I got on the internet and searched for anything that could help. That's when I came across Repair with Kindness."

The RWK team came in, evaluated the home and told Nketia they would replace the roof, upstairs windows and driveway, which had buckled because of tree roots. The repairs wouldn't cost her a dime, but she'd have to volunteer—invest sweat-equity hours.

"We feel so safe and secure now. When the storms come, we don't worry," Nketia said. "Everyone—from the beginning of the process to the end—was so professional and so kind, the program really lives up to its name. Repair. With Kindness. That's exactly what it is."

Vision.Goals.Action! ebony's story

It wasn't a large scholarship, but Ebony accepted the check that Atlanta Habitat's Vision.Goals.Action! (VGA) awarded her as a sign that she should continue her education. She enrolled in a postgraduate program to earn her Ed.S. (Educational Specialist, a post-graduate terminal degree that provides knowledge and theory in the field of education beyond the master's degree level.) Ebony completed the program in May 2019 and is now coaching teachers in instructional strategy.

"Atlanta Habitat has played a huge part in my journey," Ebony said. "Because I had an affordable mortgage and was able to offer a stable home, my son is able to get a better education. Our quality of life is much better now because I can afford to provide a better life for him and even take him on vacations. I am no longer limited to being a teacher, although I love teaching; but now I can make a wider impact by supporting and working with other teachers and touch more children through them."

VGA is part of Atlanta Habitat's strategy to impact families beyond the build. This program supports intergenerational, local and economic mobility.





stairway to heaven

The construction of Atlanta Habitat's first two-story, single-family home means that 11-year-old Terrence has stairs, and boy is he using them! "He goes up and down the stairs every chance he gets," says his mom, Shaquanna. "He's so proud of his room that he'll take everyone he can up to see it!"

Disappointed that he couldn't help build his family's new home (build volunteers have to be at least 16), Terrence developed a ritual with Shaquanna. Every Sunday after church, the family drove to the build site to talk about and inspect the progress on their new home. Now that they've moved in and enjoyed Thanksgiving and Christmas in the home with extended family, they love it more than they ever thought possible. Shaquanna and Terrence are the first in their large, close-knit extended family to own a home. The new craftsman-style design, dubbed "The Maddox" after the late Dan Maddox Sr. and Joanne Maddox, was sponsored by the Maddox siblings to honor the legacy of their parents.

from homelessness to homebuilding

My Money. My Future. helps veteran earn stability



Disabled Vietnam combat veteran Dr. diAnna was desperately seeking solutions to homelessness brought about by an onslaught of illness, the resulting medical bills and a death in her family. Her husband passed away and her son, who is in her care, was diagnosed with cancer. She's raising her granddaughter, and she has her own health issues to manage.

"I was in no position to buy a home, but desperately needed the stability of an affordable home to take care of my family and myself," she explained. Dr. D. was licensed to practice as a psychiatrist in Germany, but before she had time to focus on establishing credentials in the U.S., her world came tumbling down. "I think it's important that people recognize that, even though things can be going well, astronomical medical bills can be devastating to any family," she said. "We used up our credit, savings and retirement trying to access medical care. That can happen to anybody."

Then, she came across Atlanta Habitat's website and My Money. My Future., a nine-month program in partnership with Catholic Charities that pairs would-be homebuyers with one-on-one financial training from a HUD-certified housing counselor. "The program offered extensive help so that I could rebuild my financial life," Dr. D. says. "It took time, hard work and discipline, but I've finally turned things around. I'm financially ready for homeownership!"

Because of My Money. My Future., Dr. D is building and moving into her house this spring. "This program has given me hope, and an opportunity to provide a home for my family. It's a lifesaver."



a party like no other

Welcome to Our Neighborhood Gala amplifies the mission

Atlanta Habitat's 2019 gala was an interactive, block-partythemed evening at Buckhead's gorgeous Flourish Atlanta. The event featured a capella doo-wop singers, dancers and classic Motown-styled performances along with dinner, a mission moment with HGTV's Chip Wade, and much more. Mayor Keisha Lance Bottoms rushed to the event to make remarks after helping her son prepare for his first prom. She joined 500 guests, including honorary chairs Liz Blake and Dan T. Cathy, CEO of Chick-fil-A, along with event hosts Angela and John Laughter, senior vice president at Delta Air Lines.

"Atlanta is simply not an affordable place for all," said Mayor Bottoms. "Thank you to [Atlanta] Habitat for Humanity for the work that you continue to do to make sure that those who need it most are able to call our great city home."

"Atlanta Habitat continues to have a transformative impact on the people and communities across our city," Cathy affirmed. "From the westside to the eastside, Atlanta Habitat is doing fantastic work to support families in an empowering, sustainable way that will span generations," Blake added. The event raised more than \$700,000.







ReStore: full-circle sustainability

Devoted shoppers know that the Atlanta Habitat ReStore is a great place to find deals on new and gently used home goods while directly helping families and neighborhoods. Not as widely known are the ReStore's efforts and accomplishments at operating as sustainably and eco-friendly as possible.

Each day, the store accumulates large quantities of waste materials such as plastic, cardboard, Styrofoam and metal that are meticulously sorted. In addition to those materials, other potentially landfill-bound items, like nonworking appliances and electronics, are processed for parts, recycling or proper disposal.

In 2019, the Atlanta ReStore's internal recycling program diverted roughly 10 commercial-size dumpster loads of waste from landfills. This saved nearly \$4,200 in waste-disposal costs. The ReStore earned another \$4,000 in revenue by taking waste materials to paid recycling centers.

Not only does the ReStore sustainably manage its own waste, it also diverted 1,313 tons of materials donated items that would have been thrown out—from the landfill. That brings the total to almost 15,000 tons since the store opened in 2001.

By aggressively recycling and giving donated items a second life, the ReStore has lowered its environmental impact and, in effect, helped reduce air and water pollution as well as reduce the negative impact waste has on wildlife.







sponsor spotlight

The Arthur M. Blank Family Foundation

The Blank Family Foundation continued its commitment to Atlanta's Westside communities by supporting two families who have either lived or worked in the Westside and wanted to return there to put down roots through homeownership.

Atlanta Women's Build (AWB)

One of Atlanta Habitat's most popular theme builds, the AWB brings together women from all walks of life to fund and build two homes each year for single working mothers. The two homebuyers often volunteer on each other's build and get to know each other. After all, they'll be neighbors in the years to come. The AWB celebrated 16 years of building homes and empowering women in 2019.

Clark Howard

Clark Howard and his team of intrepid volunteers always kick off the Atlanta Habitat building season at the beginning of each year. He often shares that he loves working with Atlanta Habitat homeowners because he can see, week after week, how empowered they become as a result of working and earning the opportunity to help build their own homes. Clark's enthusiasm for Habitat's mission is infectious.

Delta Air Lines

Delta loves working with Atlanta Habitat. All 600 employee-volunteer slots are filled in a matter of days because the volunteers always have a safe, productive and enjoyable experience. As a result of their involvement with Atlanta Habitat, Delta volunteers are reminded how rewarding it is to be part of the organization's vision of creating a world where everyone has a decent place to live.

Dunwoody UMC

Parishioners look forward each year to building with Atlanta Habitat. It brings the Dunwoody UMC community together to work alongside a homebuyer with whom they stay in contact through the years. In fact, they have sponsored four Brush with Kindness projects on homes they built two decades ago. 2020 marks 25 years and 30 homes funded entirely through Dunwoody UMC's annual Holiday Festival.

Equifax

Last summer, Equifax went C-suite crazy! Their CISO, CTO and CFO all personally led volunteer days during their build. One of Equifax's favorite things about working with Atlanta Habitat is the thoroughness, prep work and execution on the day of the build. Because of Equifax's involvement with Atlanta Habitat, their volunteers learned more about the need for affordable housing on the Westside.

sponsor spotlight

Atlanta Falcons

Falcons rookies worked alongside an avid fan and homebuyer on her new house build as part of a social justice initiative that has the newly minted NFL players in the community making a difference. This marks the second year that the Falcons and Atlanta Police Department officers from Zone 1 have joined forces to help build an Atlanta Habitat home.

Georgia-Pacific (G-P)

Home is at the center of what Georgia-Pacific is all about, and the company believes in helping build strong communities and improving people's lives. In 2019, Georgia-Pacific sponsored its 30th home and celebrated more than 20 years of homebuilding with Atlanta Habitat! Collectively, G-P volunteers have contributed more than 62,000 hours to make the dream of homeownership possible for Atlanta families.

Home Is the Key

Drew and Jonathan Scott of HGTV's Property Brothers joined Habitat for Humanity International and Atlanta Habitat to build a home with an Atlanta homebuyer. Home is the Key highlights the importance of homeownership and raises awareness about the critical need for affordable housing across the nation.

The Home Depot

The Home Depot is Atlanta Habitat's largest sponsor. In 2019, Home Depot's IT Department sponsored a new home build, Team Depot rehabbed a house, and The Home Depot Foundation grant award of \$450,000 allowed us to expand our Repair with Kindness program. Over the past three years, Home Depot grants have funded 77 RWK home projects, of which, 41 are owned by U.S. military veterans.

Intercontinental Exchange

Intercontinental Exchange employees came together for the eighth consecutive summer to help build an Atlanta Habitat house. They see the experience as a life-changing event, both for the family buying the home and for the volunteers who build it.

Kabbage

Care Deeply, one of Kabbage's core values, starts with caring about one another and extends to caring about customers and their communities. Kabbage employee-volunteers enjoy building with Atlanta Habitat because the experience allows them to come together, work hard and make a tangible difference in the community.





sponsor spotlight

The Maddox Family and The Muntzing Family Legacy builds

In 2019, two families sponsored builds as a heartfelt remembrance of family members who passed away. The generosity of family and friends who supported these builds is a testament to the amazing people who were being honored.

Northpoint Ministries

Through its *Be Rich* campaign, North Point Ministries helps Atlanta Habitat empower homeowners and improve its operating efficiencies. From our Repair with Kindness program, implementation of customer relationship-management system to annual neighborhood cleanups, North Point Ministries has been there to help since 2013. Atlanta Habitat is humbled by the generosity of the *Be Rich* campaign, which awards donated funds to nonprofits with a strong record of service, leadership and financial health.

Novelis

Recycle for Good Novelis, the world's largest aluminum-recycling company, once again joined forces with the Atlanta Falcons, Mercedes-Benz Stadium, the Arthur M. Blank Family Foundation and thousands of fans to recycle three million aluminum cans and fund an Atlanta Habitat house build.

RESICAP

RESICAP's Founder & CEO, Andy Capps, worked on Habitat for Humanity homes during his youth and was excited to come full circle this year by helping to sponsor an entire home build. RESICAP helps build, renovate, lease and sell homes every day, so being a part of the whole process benefiting a new homebuyer was an enjoyable team-building opportunity for their volunteers.

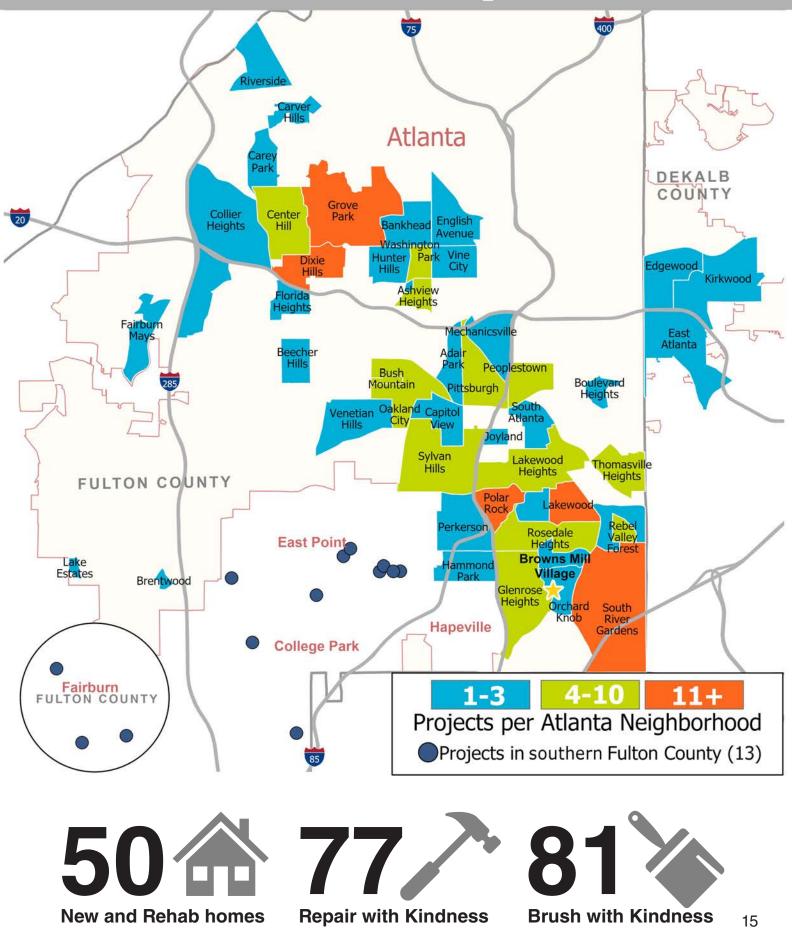
Sally & Peter Parsonson

The Parsonsons are longtime supporters of Atlanta Habitat who, over the past 14 years, have contributed to approximately 30 faith builds. The Parsonsons make every effort to participate in the first and last day of each build that they support. They enjoy getting to know the homebuyer as well as many of the faithful volunteers who work on these builds.

SPANX/The Sara Blakely Foundation

Philanthropy is embedded in the culture at SPANX, and the company is dedicated to elevating women in all that they do. Their partnership and build with Atlanta Habitat put those values into action. The entire SPANX executive team, including founder Sara Blakely, and staff came to celebrate the house dedication, one of our largest ever!

2019 impact



donors

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volunteers



Century Club Members are volunteers who donated 100 hours or more of service to Atlanta Habitat in 2019.

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volunteers of the year



Congratulations to our 2019 Volunteers of the Year

Keith Wahlig, Warehouse Volunteer, Denise Bier "Everywhere" Volunteer, Larry McDonald, Skilled Supervisor

FOUR AmeriCorps members contributed more than 2,000 service hours saving Atlanta Habitat \$3,009 saving Atlanta Habitat

*President's Club Volunteer Service Award recipient for serving more that 250 hours in 2019.

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION*

As of December 31, 2019

Assets

Cash & Cash Equivalents	\$ 3,278,212
Endowment Fund	1,857,300
Receivables	28,459,239
Other Assets	41,062,748
Total Assets	\$ 74,657,499
Liabilities & Net Assets Total Liabilities	\$ 18,477,882
Net Assets	
Unrestricted	54,139,526
Temporarily Restricted	2,040,091
Total Net Assets	56,179,617
Total Liabilities & Net Assets	74,657,499

CONSOLIDATED STATEMENTS OF ACTIVITIES AND CHANGE IN NET ASSETS*

Year End December 31, 2019

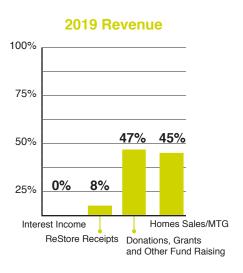
Revenues & Other Support

Total Revenues & Other Support	\$17,945,023
Interest Income	63,199
ReStore Revenue	1,380,423
Home Sales/Mortgage Amortization	8,069,800
Donations, Grants and Other Fundraising	\$ 8,431,601

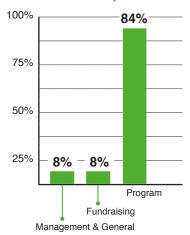
Expenses

Program Services	
Home Construction & Support Services	\$ 10,387,678
Discounts on Non-Interest-Bearing Loans	2,594,711
ReStore Expenses	934,143
Property Valuation Adjustment	453,749
Total Program Services	14,370,281
Support Services	
Fundraising	\$ 1,377,246
Management & General	1,419,012
Total Support Services	2,796,258
Total Expenses	17,166,539
Change in Net Assets	778,484

2019 Unaudited Results



2019 Expenses



2019 Atlanta Habitat At-A-Glance

families served, the highest in any one year

Commitment to Community

94% of homeowners met mortgage obligations

\$1<u>.41</u> in ReStore Sales

25N

Browns Mill Village affordable home community launched

in scholarships and

entrepreneurial awards

2019 Economic Impact

single-family home

Invested in critical repairs and paint projects for

158 families

Built first 2-story

\$8.8M invested in affordable housing



saved in labor costs thanks to 12.2K volunteers

new families preparing

built or

\$15M raised

new homes rehabbed to new condition

for homeownership



Build. Thrive. Grow.

824 Memorial Drive SE Atlanta, GA 30316 404.223.5180 AtlantaHabitat.org

Atlanta Habitat ReStore

271 Chester Avenue SE Atlanta, GA 30316 404.525.2114 AtlantaHabitat.org/ReStore





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