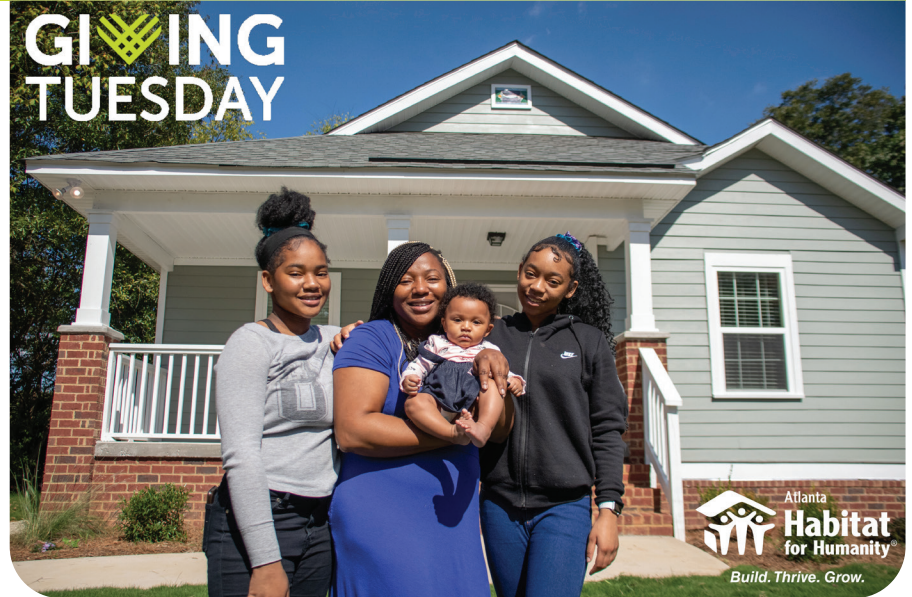


the big give

#givingtuesday
#georgiagives

The 2021 giving season kicks off with #GivingTuesday, the Global Day of Giving on November 30. Since 2012, people worldwide have activated radical generosity focused on a single day of giving to benefit the nonprofits they believe are doing great work. For Atlanta Habitat, this giving season is critical in our work to reach more families.



Atlanta Habitat families understand a deep truth:

Affordable homeownership is a gamechanger. In 38 years, Atlanta Habitat has served more than 6,000 family members because of the generosity of donors like you. On the cusp of this giving season, we thank YOU and ask that you continue, and possibly increase, your support.

For nearly two years, the global pandemic has placed the need for safe, affordable housing in sharp focus as the cost of home continues to rise and more people are priced out of the market. Atlanta Habitat serves those hardworking families whose median income is \$33,000. They are teachers, first responders, medical assistants and government, nonprofit, service, retail and social workers. They are also seniors and veterans whose houses need repairs or a fresh coat of paint to help them age in place in homes they bought long before Atlanta Habitat came to the community.

More than 300 qualified families are on a waitlist to build and buy a home with Atlanta Habitat. Our popular Repair with Kindness program also has a fast-growing waitlist as those who are living on a fixed income seek relief from leaking roofs, inadequate ventilation, and bathrooms and kitchens that are no longer accessible or safe.

These are the people you help through your donations. Atlanta Habitat's mission calls us to provide expanded opportunities in neighborhoods where we build. Hundreds of family members each year attend educational classes, earn scholarships, and participate in entrepreneurial training, personal and professional development workshops that your gifts make possible.

Your generous donations during this giving season will help families to build long-term financial security through affordable homeownership and access to resources that help them to thrive.

If you believe in the work we do, in the need for more affordable and sustainable housing and have the desire to make a transformational, generational change in a family's life, please give now at Give.AtlantaHabitat.org/GivingTuesday2021. Last year, Atlanta Habitat received a record-setting \$55,000 from generous donors on #GivingTuesday. Please help us meet or surpass that goal.

On behalf of Atlanta Habitat families, thank you for your gift.

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president's message



Recently, Atlanta Habitat hosted HUD Secretary Marcia L. Fudge, U.S. Senator Jon Ossoff, U.S. Representative Nikema Williams, Habitat International President Jonathan Reckford and others who are keenly interested in our mission and model at Browns Mill Village community. These visitors were impressed by how Atlanta Habitat works with the broader community to help build generational capacity through affordable homeownership.

On behalf of Atlanta Habitat families who now enjoy the life-changing benefits of homeownership: Thank You. Whether you have been an essential part of our organization's mission as a donor, volunteer, ReStore shopper or partner, we can't thank you enough for your continued support, especially during this pandemic.

The legacy of your investment has a ripple effect beyond what you may see. It impacts generations. Take Atlanta Habitat homeowner Mari, for example. Mari is a divorced mother of three children under the age of seven and is a medical assistant in a doctor's office. She has owned her home for three years, and since moving in, her life has stabilized considerably. Without the stress of paying most of her salary for substandard housing, she has been saving money; she even took her family on their first vacation to the beach.

But then, she was furloughed from her job for six months because of the pandemic and the stress returned. Mari suddenly became an at-home 4th grade, 2nd grade and preschool teacher. She faced tough decisions in order to care for her child with special needs, and insurance co-payments were mounting. Money began to run out; and Mari was afraid of losing the one thing that meant stability to her: home.

Multiply Mari's family by the hundreds that we serve and the dozens waiting to build their homes. It becomes easy to see the ripple effect and the potential of your investment. Years after they have bought their homes, our homeowners express gratitude for everyone who helped their families to thrive along the way.

Thank you for your life-altering generosity. We are humbled and forever grateful for this work that builds communities and for you, who make it possible.

Lisa Y. Gordon, CPA
President and CEO



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Homefront is produced for donors, sponsors, volunteers and friends of Atlanta Habitat for Humanity—one of the largest nonprofit builders of affordable, single-family homes in Atlanta.

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OUR MISSION

Atlanta Habitat for Humanity transforms communities by acting as a catalyst for neighborhood revitalization through education, innovative development, partnerships and long-term relationships with families.

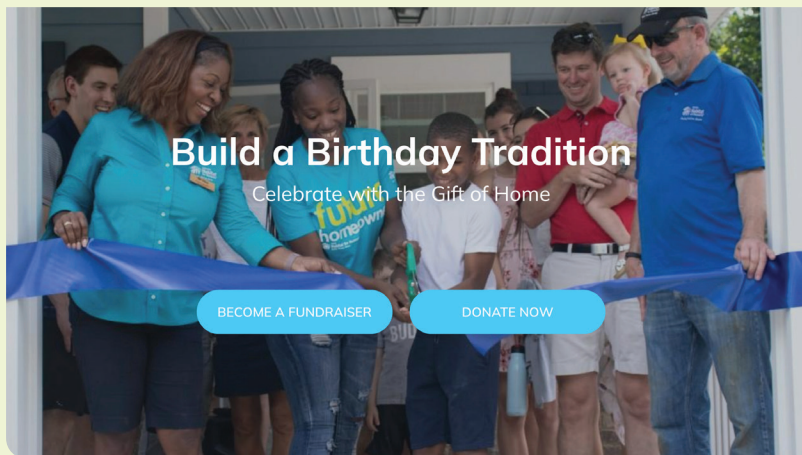


a new way to impact

As trends often do, this one started quietly. An Atlanta Habitat fan pulled friends together to raise money to build a house to celebrate his 50th birthday. A prominent doctor tapped friends from several temples for the first all-Hindu build, Upahar, to celebrate the gift of affordable homeownership. A

grieving but grateful widow and her community raised money in honor of a beloved husband and friend. A longtime Atlanta Habitat staffer and volunteer and his siblings pooled their money to sponsor Atlanta Habitat's first two-story home in honor of their parents.

"My home is my sanctuary and a source of joy for me. It's not the four walls and objects within, but what it represents, the memories our family has built, the protection and sense of pride it has provided," said Mansoor Charaniya of the personal fundraiser he launched to build a home in honor of his 50th birthday. "I wanted to celebrate by giving that same blessing to an Atlanta Habitat family."



That grassroots engagement is called peer-to-peer (P2P) fundraising and it is a powerful way to effect change. "There are few things more compelling than a friend or family member working within their networks to raise

money for a good cause," says Rosalyn Merrick, Atlanta Habitat's chief development officer. "Sponsoring and building an Atlanta Habitat home with a qualified aspiring homebuyer is one of the most satisfying ways to make a life-changing difference for a family for generations."

Atlanta Habitat has made P2P fundraising easier than ever. Coming up on a milestone birthday? Want to create a legacy in honor of a loved one or commemorate your support for affordable homeownership? Email Giving and Grants Director **Peggy Still Johnson**.

awb honors Polly Simpson

Nearly a year ago, Polly Simpson, one of Atlanta Habitat's most beloved supporters, passed away. Polly and Charlie were deeply dedicated to Atlanta Habitat's mission. She served as a former member of the board of directors, advisory council, and as co-founder of our popular annual Atlanta Women's Build. The fall 2021 Atlanta Women's Build is a tribute to Polly's legacy of service to Atlanta Habitat. In honor of her, supporters raised a record-setting \$140,000 to fund the 17th Atlanta Women's Build house. Atlanta Habitat will miss Polly's servant leadership. She left a legacy of helping women that will be forever admired and used to continue to positively impact the lives of families and communities.



home matters still

When Atlanta Habitat launched the Home Matters mortgage-relief fund early in the pandemic, it was with the expectation that the fund would only be needed for a year or so by homeowners who were adversely impacted by the pandemic.

Fast forward nearly two years, and we have learned that many Atlanta Habitat homeowners who work in schools, hospitals, and in the retail, service and hospitality industries continue to be affected in unexpected ways. For example, one Atlanta Habitat homeowner has a daughter with a seizure disorder who cannot be left alone. The mother, whose work hours were cut due to the pandemic, had to hire childcare to help with her daughter. “I was working fewer hours, and my expenses had gone up. Home Matters gave me some relief from the fear that I would lose my home,” she said. Other homeowners were getting back on track until the highly contagious delta variant, and the end of supplemental unemployment benefits, put them back in a precarious position.

“Some of our homeowners are still having to choose between working, even if vaccinated, and exposing their children and other vulnerable relatives to the virus, or looking for safer jobs,” said Melissa Klein, Atlanta Habitat’s Family Services director. “Atlanta Habitat would not evict someone who is in the rental phase of their homebuying process— the period when homebuyers complete sweat-equity hours and close on their home mortgages. However, aspiring homebuyers who have been approved and are waiting to build their homes are



facing the expiration of eviction moratoriums and possible homelessness; and rental units are harder to come by and more expensive.” The demand for safe, decent and affordable housing increased during the pandemic. We need your help as we focus on creating more opportunities for housing that working families can afford.

The Home Matters campaign has been highly successful at helping families remain in their Atlanta Habitat homes. The campaign has raised more than \$760,000 so far, thanks to generous donors. However, because the need is still great, Atlanta Habitat will continue the Home Matters fund into the foreseeable future. Meanwhile, approved homebuyers are waiting for Atlanta Habitat to return to its pre-pandemic build volume. You can have a powerful impact by donating to the Home Matters campaign, making an unrestricted gift, sponsoring a home build or volunteering. Learn more at atlantahabitat.org/donate or email Giving and Grants Director **Peggy Still Johnson**

volunteers back on the block!

Atlanta Habitat is thrilled to have vaccinated volunteers building with us again! This fall, we welcomed back up to 25 volunteers on our builds, and we are hosting short dedications with limited attendance. Everyone on the construction site is practicing public health-safety protocols. Welcome back!





women in technology

When Syeshea received a call from an Atlanta Habitat Family Services staffer urging her to apply for the Women in Technology Cybersecurity Educational Program for Single Mothers, it was two days before the deadline.

“I had seen the notice, but you know how life is. Keeping up with my 16- and 5-year-old boys, a full-time job and everything else in my life, the time slipped away. I’m so thankful that they convinced me that I could still get it all done in a couple of days; otherwise, I would have missed this wonderful opportunity!”

Funded by a grant from the Atlanta Women’s Foundation, the certification program supports a rigorous 12-week curriculum that trains women to qualify for positions in the fast-growing cybersecurity field. The scholarship also offers support services and job placement with a possible \$50K starting annual salary. That would be a game-changer for Syeshea, who works in accounts payable for a local hospital system. “Not only is the starting salary higher than I earn now,” she said, “the potential is really unlimited because it is an in-demand field with a lot of opportunities for as long as anyone is using computers!” Her oldest son is interested in gaming, so Syeshea’s training is now part of their conversations about his interests and potential education and career opportunities.

Atlanta Habitat takes the long view when it comes to supporting homeowners. Because of our long-term relationships with families, staff can offer resources that help homeowners level up their careers through a range of educational and training opportunities.

“I’ve met some amazing, like-minded women who are looking to better themselves and their families through this program. I’m honored and thankful for the opportunity,” Syeshea said. “I can’t say enough good things about Atlanta Habitat and the way they give ongoing support to homeowners. Their classes are awesome. I’ve learned that I can go a little bit further, which makes me more confident in everything I do. It’s very empowering.”

Atlanta Habitat congratulates Syeshea on being selected for this opportunity.

vga update



Since its creation in 2015, Vision. Goals.

Action! has expanded each year—impacting 36 families, awarding more than \$53,000 in grants and scholarships, and influencing 274 people who attended related events. These results demonstrate that the commitment to outcomes beyond the build starts with financial and housing stability.

“Winning the Launch! competition has given me the knowledge, skills and support I need to start two businesses and earn income during the pandemic when I was laid off from my retail job,” explains Jameka, who owns Zippidy Yay Event Planning and Design LLC. Now in its sixth year, VGA continues to empower homeowners beyond the build as visualized by a generous donor who provided the initial funds for this program.

VGA supports intergenerational, local and economic mobility thanks to the generosity of sponsors that include founding sponsor, the Atlanta Women’s Foundation, Bank of America, The Home Depot Foundation and Wells Fargo.

Atlanta Habitat’s third 2021 Launch! was held November 11. To learn more, visit **Vision. Goals. Action!**



a royal reason to give:

brighter futures for families

Royal is one of those kids who leaves a warm and lasting impression. He's brimming with talent, confidence and a keen intelligence beyond his years. He's into chess, really into it. Royal won Atlanta Habitat's design contest for developing the logo for the youth chess club. He considers himself an actor, a designer, a writer and a young mogul in the making. Thanks to generous donors like you, Royal and his family are thriving in their new Atlanta Habitat home.

"We ask that people consider donating stock, making a one-time or recurring monthly gift, or creating a personal fundraiser," suggests Atlanta Habitat Chief Development Officer Rosalyn Merrick. "Making that donation on behalf of or in memory of a loved one is a way to honor their life. It makes the gift that much more special." You can even get children involved, teaching them that giving is a vital part of being a good steward of the family resources. We have many young donors who have made their birthdays a special occasion that they share with us through giving.

Your generosity means kids like Royal have a better chance to take advantage of their gifts as you share yours. Thanks for believing in a world where everyone has a safe, decent, affordable place to call home.

to repair, with kindness

Lowe's helps seniors age in place

Larry C. has been living in his home since 1959. In all that time, he says, the roof has never been replaced until now. "The roof was about to fall in and water was leaking in three rooms," he said. "I couldn't go up there and fix it, and I couldn't afford to pay someone to do it for me. Atlanta Habitat came right on time!"

Atlanta Habitat's Repair with Kindness team, led by Irene Kagika, came in and assessed the home to see what was most needed to make it safe, dry and accessible. "We tore out the entire roof and decking to replace it and remodeled the bathroom so that now Mr. C. can get in and out of the bathtub safely," Irene explained. "It's very rewarding to help seniors, veterans and others to upgrade their homes so that they can age in place safely."

Repair with Kindness (RWK), funded by donations and grants from Lowe's and our community partners, helps longtime homeowners maintain their homes, which are often in gentrifying neighborhoods. Often, RWK participants live on fixed incomes and a major repair is impossible for them to afford. Atlanta Habitat's five-year forgivable Repair with Kindness loan helps bridge the gap.

Marilyn C., who lives in East Point, is delighted with her new windows. "The windows were in terrible shape," she said, gesturing to a prominent wall of windows now in pristine condition. "Now, they let in so much more sunlight, and it just makes me so, so happy! Everything about the experience of getting my home repairs done with Atlanta Habitat was excellent, a great experience!"

Carolyn A. is more than pleased with her new HVAC system, bathroom remodel, front door and windows. As she grows older, she's happy that she'll be able to stay in her home longer. These three homeowners have Lowe's to thank for funding their repairs. The company granted Atlanta Habitat \$60,000 to complete critical repairs for three families. Thanks, Lowe's!



For more information about Atlanta Habitat, visit atlantahabitat.org or follow us on

