2021 annual report



together







I can't begin to describe how much this home has changed our lives. My kids are thriving here!"

> -Antoinette, Atlanta Habitat Homeowner

ceo and board chair





In 2021, Atlanta Habitat staff, board, donors, and volunteers continued to face challenges presented by a global pandemic that impacted every aspect of our lives. We are all inspired by the resilience of the families we serve. Our accomplishments prove that Atlanta Habitat not only survived, but we adapted and continued to thrive in ways no one could have anticipated.

Our incredible team made significant strides in carrying out our mission and realizing the vision of the Commitment to Community Capital Campaign - opening the South Fulton ReStore, completing the development of the innovative Browns Mill Village, and building the first homes in our South Fulton expansion.

In 2021, Atlanta Habitat served 129 families, an increase over the previous year. We closed on 56 homes, the highest number of closings in 14 years; worked with hundreds of families in our education programs; and safely welcomed back the lifeblood of our projects - our volunteers.

The resilience of our community extends to donors. The impact we have on homeowners and our communities is possible thanks to the continued generosity of our donors. Our existing donors gave even more in 2021 and new donors joined in, driving a record-breaking fundraising year and helping us to exceed our revenue goals. This support kept 250 families in their homes through the Home Matters mortgage-relief fund, established in response to pandemic-related challenges faced by the homeowners already in our program.

We would like to take a moment to recognize that we are in the midst of a leadership transition. In January 2022, Lisa Y. Gordon departed the organization and we are undergoing an executive search for a new President and CEO. We are grateful for Lisa's visionary leadership over the last six years. This report demonstrates her impact not only in 2021 but also over her entire tenure with Atlanta Habitat. We look forward to seeing her commitment to affordable housing reflected in her new role as Chief Operating Officer at the City of Atlanta.

As we review the accomplishments of the previous year and look ahead to 2022 and beyond, we are excited to partner with you in our growth and impact as we continue to build together.

Rosalyn Merrick
Interim President and CEO

Danielle Cheung Board Chair

board and advisors

Atlanta Habitat's volunteer Board of Directors and Advisors represent the best of Atlanta's corporate and philanthropic communities. Each is committed to the organization's mission to empower more families year after year.

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Special thanks to outgoing board members who completed their terms in 2021:
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Charlie McDonald

"

Lisa Gordon's leadership has been critical to Atlanta Habitat's increased impact through a broad strategic focus on community transformation. On behalf of the board - and the families we serve - we are grateful for 6 incredible years.

-Danielle Cheung, Board Chair

restore expands to south fulton

The South Fulton ReStore hosted a ribbon-cutting and grand opening ceremony in August to celebrate the largest expansion in the organization's 39-year history. The new, 30,000 square-foot facility, which serves as the hub for community engagement in South Fulton County, came to fruition following 20 years of success at the original ReStore location. The new store generated \$33,000 in revenue in its grand opening weekend. All proceeds from the ReStore benefit Atlanta Habitat's programs and mission.

The new ReStore & Service Center is at 5626 Old National Highway, South Fulton. This milestone represents a significant step in the South Fulton expansion, while also fulfilling Capital Campaign promises. Through the South Fulton expansion program of the ReStore and Browns Mill Village new home builds, we are on track to serve nearly 1,200 new families from now through 2025.

This project would not have been possible without the key partners that helped us exceed our capital campaign goal of \$15.5 million. We are grateful to lead donors Joseph B. Whitehead Foundation and Delta Air Lines, and other major contributors including, Truist Community Capital and Truist Foundation, The James M. Cox Foundation, Wells Fargo Foundation, American Homes 4 Rent, The Kendeda Fund, Tull Charitable Foundation, Georgia Power Foundation, Chick-fil-A Foundation, Novelis, TG Real Estate Management LLC, and Georgia-Pacific Foundation and many more generous private foundations, companies, and individuals.

"Atlanta Habitat for Humanity is a beacon of hope for many families striving to realize the dream of owning their own homes," said City of South Fulton Mayor William "Bill" Edwards. "The City of South Fulton is honored and humbled to work with such a compassionate partner as we—together—help some of these families realize this life-changing achievement."

browns mill village model homes

Model home construction at Browns Mill Village was completed in fall 2021. These are the first model homes in Atlanta Habitat's nearly 40-year history.

Atlanta interior designer Douglas Hilton of DWH Interiors generously helped beautify and furnish the model homes using items from Atlanta Habitat's ReStores. Douglas commented, "Atlanta Habitat has built a beautiful development helping families in need of affordable housing. When asked to help with interior design of the model homes, I was thrilled to say YES! I also enjoyed learning about and shopping at the ReStores, which have beautiful and timeless furniture, lighting fixtures, and more." Douglas' previous design projects have appeared in Veranda, Traditional Homes, Atlanta Homes & Lifestyles and Milieu. His work has been published in Atlanta Homes & Lifestyles, Modern Luxury, Elegant Homes and The New York Times Magazine.

Browns Mill Village is southeast of downtown Atlanta near the Cleveland Avenue exit off I-75. Less than 20 minutes from the Hartsfield-Jackson Airport, this new subdivision is centrally located for easy access to south Atlanta, downtown and central business and entertainment areas. Atlanta Habitat is partnering with Cityscape Housing and Atlanta Neighborhood Development Partnership (ANDP) to present a unique mix of affordable homeownership opportunities in SouthTown at Browns Mill Village. Once complete, Browns Mill Village will have an affordable mix of 134 homes. Atlanta Habitat will build 75 units and Cityscape will build 59.

Thank you to all our capital campaign supporters for helping to bring Atlanta Habitat's vision of Browns Mill Village to fruition. Thank you, Delta Air Lines, for sponsoring the construction of two of the three beautiful model homes.





first home build in fairburn

In August 2021, our first dedication celebrated the completion of Atlanta Habitat's first home build in Fairburn, Georgia, reflecting our expanded focus on serving South Fulton. A ribbon-cutting ceremony included new homeowner Denisha, Fairburn's then-Mayor Elizabeth Carr-Hurst, Atlanta Habitat's then-President and CEO Lisa Y. Gordon, and Supreme Lending CEO Pat Flood. The event was the first dedication to take place since the COVID-19 pandemic began. Additional home builds are planned for 2022 and beyond.

Atlanta Habitat aims to meet the need for affordable homeownership and create thriving communities in South Fulton. We partner with current homeowners in the neighborhoods where we build, repair and rehab homes. "We are elated that Fairburn has been chosen as one of Atlanta Habitat for Humanity's cities to rebuild in South Fulton. Affordable homes are drastically needed by our citizens, and the building of two homes in

Fairburn is just a step toward our goal of achieving affordable housing," says former Mayor Carr-Hurst

Atlanta Habitat's decision to expand our service area is based on a 2016 market study of data collected from participants in Atlanta Habitat homebuyer information sessions. Nearly 30 percent of attendees at monthly information sessions that year rented homes in South Fulton. Related market studies show that approximately 80,000 service workers at Hartsfield-Jackson International Airport need affordable housing in South Fulton.

First-time homebuyer Denisha was born and raised in Fairburn and, until recently, lived in Atlanta. "I'm excited to be coming back here," says Denisha. "It's quiet and I have friendly neighbors. I'm big on peace, and that's exactly what it's been like in this community."

This home, sponsored by Supreme Lending, reflects the focused expansion to better serve South Fulton.

partnering with home depot for neighborhood revitalization and veterans

The Home Depot Foundation marked ten years of improving the homes and lives of veterans and their families. The anniversary celebration included an on-field presentation honoring veterans at an Atlanta Falcons game in November. Here are the five Atlanta Habitat veterans who were honored:

Leon B., an Atlanta Habitat homeowner since 2016, served in the United States Air Force as a Security Specialist at Barksdale AFB, Louisiana. "I served my country honorably and with pride until I was medically discharged, and if given the choice, I would do it again!"

Dr. DiAnna G., an Atlanta Habitat homeowner since 2020, was one of the first female combat photographers. She served on the ground in Vietnam and earned several medals, including a Bronze Star. She was a commissioned officer with the rank of captain and served overseas for six years. She later became a Doctor of Osteopathic Medicine (D.O.) in Psychiatry and served with the CIA for 20 years. Today Dr. G. works in private practice.

Gregory M., an Atlanta Habitat homeowner since 2018, is an active member of The Georgia Army National Guard and devotes the majority of his time to the health and well-being of his fellow soldiers and their families.

Monica M., an Atlanta Habitat homeowner since 1996, is a 32-year veteran who served in both Desert Storm and Iraqi Freedom as a Logistics Specialist in the United States Army. She joined the Hyatt Hotels, where she worked for 26 years.

Farid W., an Atlanta Habitat's Repair with Kindness program participant, is receiving critical repairs to his home. Enlisted in the United States Army in 1944 through 1947, his decorations include the WWII Victory Medal and the Army of Occupation Medal.

A big thank you to The Home Depot Foundation for your generous annual support. In 2021, 110 families were served through The Home Depot Foundation's direct support with new homes, critical home repairs, light aesthetic home repairs, financial literacy, budgeting, savings and homebuyer education, scholarships, and career opportunities.





clark howard's the house we built from home

Due to the pandemic, Atlanta Habitat needed to become creative about fundraising and bringing volunteers together to continue serving our homeowners. Long-time supporter Clark Howard once again stepped up in a big way by publicizing and matching dollar for dollar The House We Built from Home virtual home build campaign. Through our volunteers, donors, and Clark's match, we were able to raise a total of \$85,000 to fund a new home for Chanel and her family.

Thank you, Clark, for being a loyal volunteer and supporter of Atlanta Habitat for over 25 years.

repair with kindness – atlanta's seniors aging in place

Larry C. appreciates dry shelter and updates from a new roof, decking, and a remodeled bathroom. New windows bring more sunlight to Marilyn C.'s life. Carolyn A. is grateful she'll be able to stay in her home longer with a new HVAC system, bathroom remodel, front door, and windows. Part of Atlanta Habitat's Repair with Kindness (RWK) program with wrap-around aging-in-place services, these three homeowners have the Lowe's Foundation to thank for funding their repairs. Lowe's granted Atlanta Habitat \$60,000 to complete critical repairs for three families.

RWK helps longtime homeowners, often seniors or veterans who live on lower incomes, maintain their homes.



gift of home, giving tuesday and end of year campaigns

Thanks to the incredible support of our community, Atlanta Habitat's 2021 Gift of Home Giving Tuesday and End of Year Appeal fundraising campaigns raised more money than previous years. We raised a combined total of over \$272,000.

Giving Tuesday generated over \$118,000 and our End of Year appeal brought in over \$155,000.

These donations help continue to empower Atlanta Habitat families through affordable homeownership, critical home repairs, education, financial coaching, scholarships, and mortgage-relief support helping them build, thrive, and grow.

congratulations to atlanta habitat homeowners syeshea b. and angela b.





Atlanta Habitat's Vision. Goals. Action. (VGA) program supports Atlanta Habitat homeowners seeking higher education, employment, and professional opportunities. Through the VGA scholarship and business mentorship program, many scholarships were awarded in 2021. Atlanta Habitat homeowner Syeshea B. was encouraged, coached, and mentored through the VGA program to apply for the Women In Technology Single Mothers Cyber Security Certificate Program at Emory University. Syeshea graduated from the program and is now certified to work in cybersecurity, one of the fastest growing professions in the country with annual salaries starting at \$50,000. She currently works at Equifax.

Atlanta Habitat also awarded cash, technology prizes and business mentorship as part of the third annual VGA Launch! Business Competition event. The special guest speaker was Jay Bailey, President and CEO of Russell Innovation Center for Entrepreneurs. Inspired by Atlanta Habitat entrepreneurs in the past, Angela B. stepped out of her comfort zone to participate in the competition. Her business pitch, great product and confidence in her brand won her the winning spot. Her business Exquisite Hair Collection, a hair extension boutique offering a variety of premium quality hair, not only fulfills her dream but also establishes a legacy for her children.

Thank you to The Atlanta Women's Foundation, Bank of America, The Home Depot Foundation, and Wells Fargo Bank for their funding support of our VGA program and events.



habi\$ave - homeowner success with savings match

Habi\$ave is a dollar-for-dollar savings match program taught by volunteers (like Chad V., pictured above) and offered to Atlanta Habitat homeowners as part of our My Money. My Future. (MMMF) financial literacy and homebuyer education program. To qualify for our first-time homebuyer program, homebuyers must have \$200 in savings. To empower continued savings habits, we created the Habi\$ave Savings Club, which also includes "Bank On It" budgeting classes along with the savings match program. New, current and long-time Atlanta Habitat homeowners are encouraged to enroll in the Habi\$ave Savings Club program.

On December 21st, we hosted a virtual event to celebrate the success the Habi\$ave participants. Jacolvy Garcia, Atlanta Habitat Family Services Education Program Manager, who manages the Habi\$ave program, praised the participants for their savings account growth saying, "You all need to

celebrate. You pushed yourself above and beyond to make this happen." Eddy, an Atlanta Habitat homeowner and Habi\$ave participant, said, "I signed up for Habi\$ave to be able to save for emergencies or expenses I may need to keep up with the house." New Atlanta Habitat homeowner Dominese followed with, "I know the importance of saving. Going through a pandemic, we don't know what's to come and I have to be responsible and save. That's why I joined Habi\$ave, and I am happy I did."

Many thanks to: Cecilia Bailey and her team at Regions Bank for funding MMMF and teaching many of the Bank On It classes; The Atlanta Women's Foundation, The Home Depot Foundation, and Bank of America for additional funding; and our volunteers who have generously donated their time and expertise to teaching and working with participants. Most of all, congratulations to our Habi\$ave participants; your hard work has paid off!

2021 volunteer recap

\$340k 1,506 11,905 volunteers volunteer time

The enthusiasm and know-how of the Atlanta Habitat Volunteer Skilled Supervisors (VSS) is top notch. This team has always played an integral role on Atlanta Habitat build sites and in the warehouse, where they lead small groups of volunteers on construction-related tasks. They are vital to ensuring our volunteers have a great experience at the build site and are a testament to why nearly 100% of our volunteers say they will volunteer again.

In 2021, not only were they among the first volunteers to return, but they also took on additional responsibility as they provided crucial skilled support to our house leaders on build projects before we were able to re-engage larger volunteer groups.

Beyond the work they do on site, we value their role as ambassadors for Atlanta Habitat. Seventy-two dedicated VSS volunteers gave over 3,200 hours, valued at over \$93,000 in labor costs.





value of



I enjoy knowing that what I do in the warehouse helps the Atlanta Habitat house leaders do their job.

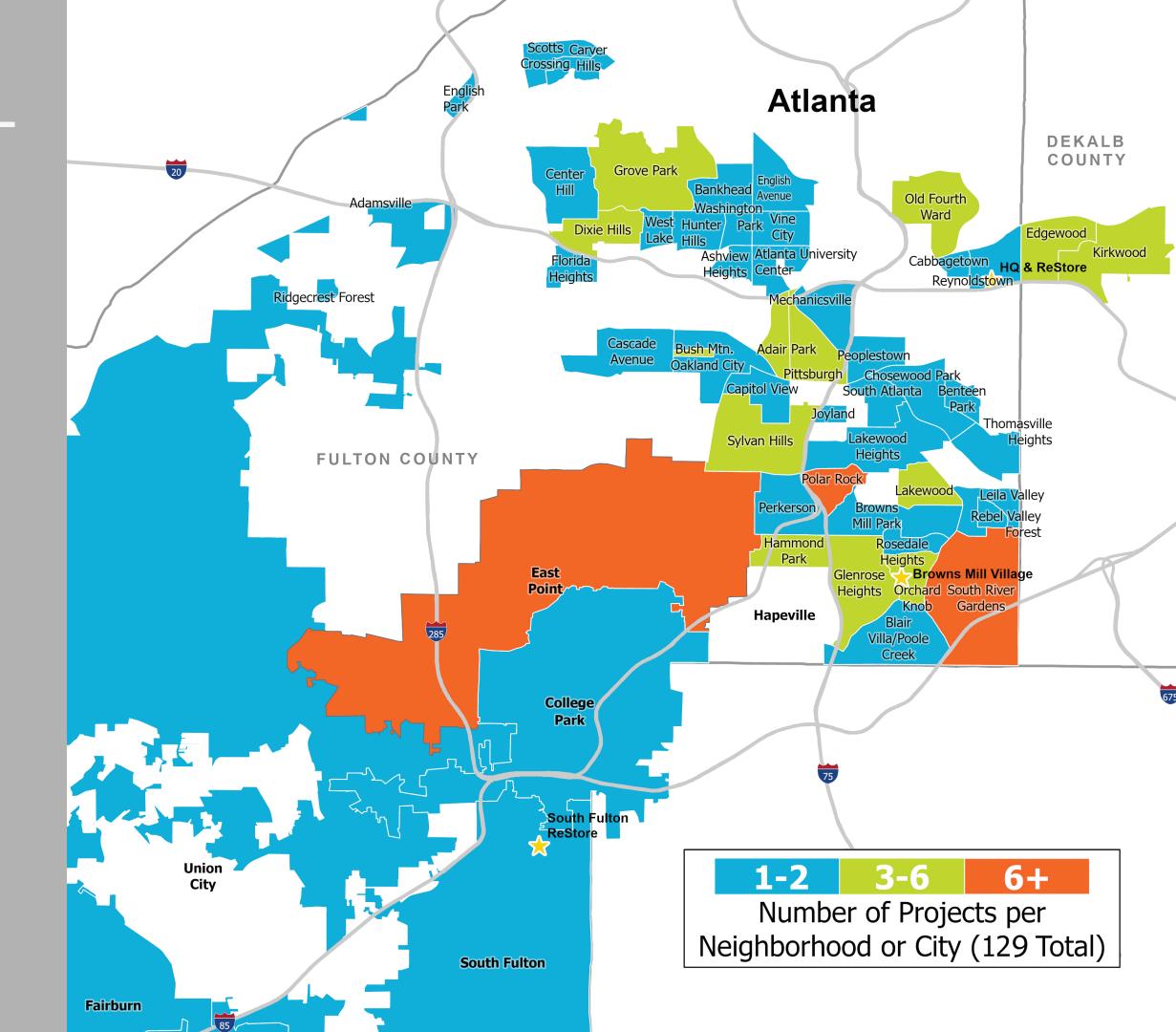
> -anonymous volunteer skilled supervisor

2021 impact









sponsor spotlight

Atlanta Women's Build (Legacy Building)

Sisterhood is special. The Atlanta Women's Build - now 18 years running - is about women from all walks of life working together to build community while building a home for another woman. This year's build included a special tribute honoring the late Polly Simpson, who founded the Atlanta Women's Build. This incredible group of donors rallied around that inspiration and raised enough money to cover the full cost of the house.

Blaising Fund

As a long-time donor to Atlanta Habitat, Camry Blaising has witnessed the tremendous impact of homeownership on families and communities. In 2021, her generous sponsorship supported a new home in our expanded territory of South Fulton.

Clark Howard

Atlanta icon Clark Howard is a familiar face to Atlanta Habitat. Always enthusiastic and ready for a challenge, he came through in a big way in 2021. He funded four homes, including stepping up as the matching donor for Atlanta Habitat's first ever crowdfunded house. Incredibly, he has built 88 homes to date.

Delta Air Lines

Delta stepped up in a big way as the lead sponsor of Browns Mill Village, our new innovative, affordable home community in southeast Atlanta. Thanks to this generous sponsorship, Atlanta Habitat built two model homes - our first ever. These affordable homes are high-quality, energy-efficient and feature new designs for first-time homebuyers accepted into the Atlanta Habitat program.

Dunwoody United Methodist

The congregation at Dunwoody United Methodist is committed to service and community. They sponsored our second two-story home in 2021. This house represents their 30th build with us over a partnership that has spanned more than 25 years.

Georgia Pacific

Georgia Pacific remained unwavering in their financial support and commitment to affordable housing and supporting our families. They have built an incredible 32 houses to date.

Home Depot IT

Thirty houses is practically a whole neighborhood. After many years of service, that's the milestone The Home Depot IT department reached this year. Once again, they brought brains and brawn to volunteer as they helped build their 30th home alongside our homebuyer.



Marist Women Build

In 2001, the women of Marist
School formed the first high school
all-women build in the country. Their
enthusiasm and support hasn't
waned since. Particularly during
the pandemic, their partnership has
been crucial to our efforts to help
change the lives of single mothers
through homeownership. In 2021,
they completed their 21st home.

MacLean Hope Rising

The MacLeans celebrated their wedding anniversary honoring their life and love together by sponsoring an Atlanta Habitat home build. The couple celebrated with friends, family and Atlanta Habitat volunteers - working alongside our homebuyer, Jessica, to help her achieve the dream of first-time homeownership.

Novelis

Novelis knows that many hands make light work. Their team does an amazing job leveraging relationships with partners to help fund this project and to gather volunteers to help build it. As a result, their home build is also a valuable opportunity to build relationships with those partners as they come together to support homeownership. In 2021, Novelis built their 13th home.

Peachtree Presbyterian

Peachtree Presbyterian believes in building community through service. This congregation has built more than 150 Habitat homes over more than 30 years. Always ready to go the extra mile, Peachtree Presbyterian Church contributed

\$50,000 to our Mortgage Relief Campaign and provided hundreds of food boxes for our families, in addition to sponsoring a house in 2021.

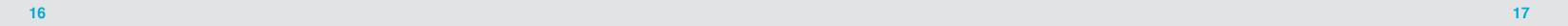


The spirit of giving flows through the members of Peachtree Road United Methodist. This community is committed to Atlanta Habitat as a way to support neighborhood revitalization, while providing wonderful opportunities for homebuyers. They have been supporting Atlanta Habitat for more than 30 years. In 2021, this dedicated group reached an amazing milestone of 50 homes built.

Supreme Lending

sponsor spotlight

Since housing is their business, Supreme Lending is a natural partner for Atlanta Habitat. They sponsored our first build in South Fulton and in the City of Fairburn. CEO Pat Flood joined Atlanta Habitat, the mayor of Fairburn and the new homeowner for a ribbon-cutting ceremony to celebrate.



2021 donors

2021 donors

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Martha Solano Spartan Technologies, Inc.

Elizabeth Spears William & Peggy Spencer

Spencer Heating & Air Conditioning St. Anne's Episcopal Church

St. Benedict Catholic Church

St. James United Methodist Church

St. Luke's Presbyterian Church

The Standard

Fredrick & Laurie Standfield Steel Technologies Foundation

SteelPro-Alco Transportation & Wayne Industries

Nicholas Steen

Albert & Dawn Stephens

Anne Sterchi Catherine Stern

Jeanette Stewart Alex and Karen Stickney

Lala Cochran & Tom Stinson Alvn Grace Stowe

The Stribling Family Foundation

Patricia Strougal Dorothy Stuit Supreme Lending Sally Swanger Bryan Swetmon

Synchrony - Alpharetta Campus

Mary Tanzy Mary-Heather Tatum

J. Michael & Jennifer Taylor Michael Taylor

TDawg Productions Thomas McGowan & Malinda Teel Texas Instruments Foundation

TG Real Estate Management LLC Kristina & Ed Thomas Thomas & Hutton

Felicia Thomas Harry and Susan Thompson

Thought Logic Consulting LLC Thrivent Financial

Willard & Wanda Timm Titanium Transportation Group Inc. Tito's Handmade Vodka

Norris Tomlinson Karen & Ed Tracv Traffix Truist

Brian Tuck Miranda Tumlin

Twin Eagle Resource Management UBS Financial Services Inc. United Way of Greater Atlanta

Esiguio Uribe US Bank Tom Usilton

The UPS Foundation

Lucy Vance

David Vancronkhite Stephen & Elizabeth Vaughan

VeinAtlanta LLC

Joseph and Carol Vivona

VMware Foundation

Bill & Judy Vogel

Vova Foundation Wagnon Family Fund

Christopher Waits Karen Walson

Thomas Ward Van E. Caswell & Wimberly Warnock

Halli Cohn & Richard Warren

Kent and Maxine Watkins Weinberg, Wheeler, Hudgins,

Gunn & Dial, LLC

Don Weitzel Wells Fargo

Michael Wentzel Kathy Werner

Andrew West Carolyn West

Jack and Bette Whitley Jill Ashmore and Anne Whitney

Michael Whitten Ronald & Lavone Wichman

Jason Wiggam Mike & Jane Will

Williams, Inc. Dixon Adair & Emily Willingham

The Wilson Family Foundation **Greg Winchester** Cecilia Winston **Bunny Winter** Sarah Winther

Virginia Wohlford The Wooster Brush Company

Yoonie Yael Yale Locks

Yamaha Motor Corporation, USA Robert Young

Susan Yow Joanne Green & Craig Zimring

Your Family's Table

Stephen Zoellick

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION*

As of December 31, 2021 Assets

Cash and Cash Equivalents	\$2,288,778
Endowment Fund	\$2,235,836
Receivables	\$37,228,705
Oher Assets	\$45,696,449
Total Assets	\$87,449,768

Liabilities & Net Assets

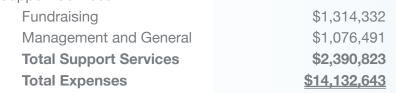
Total Liabilities	\$18,847,036
Net Assets	
Unrestricted & Current Earnings	\$66,264,313
Temporarily Restricted	\$2,338,419
Total Net Assets	\$68,602,732
Total Liabilities & Net Assets	\$87,449,768

CONSOLIDATED STATEMENTS OF ACTIVITIES AND CHANGE IN NET ASSETS*

Year Ended December 31, 2021 Revenues & Other Support Donations, Grants and Other Fundraising \$7,519,761 Home Sales/Mortgage Amortization \$5,374,619 ReStore Revenue \$1,766,383 Interest Income \$153,320 Total Revenue and Other Support \$14,814,083

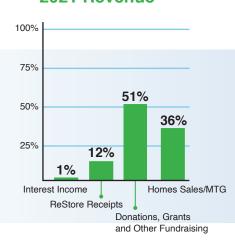
Expenses

Program Services Home Construction & Support Services \$10,180,099 Restore Expenses \$1,273,993 Property Valuation Adjustment \$287,728 Total Program Services \$11,741,820

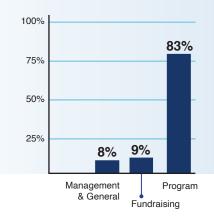


Change In Net Assets

2021 Revenue



2021 Expenses



2021 Unaudited Results

\$681,440

2021 at-a-glance

129
families
served

\$770K
raised for Home Matters
mortgage relief

homebuyers closed on their homes

\$15.5 million raised

64
coaching sessions within the MMMF program

\$4.8M

invested in affordable housing

\$1.8M in ReStore sales

VGA scholarships awarded 175

financial coaching sessions

250
provided housing payment assistance to 250 families to help them keep

their homes

1.5K
tons of landfill
diversion in 2021

\$340K

saved in labor costs thanks to 1,500 volunteers



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

South Fulton Habitat ReStore

5626 Old National Hwy. College Park, GA 30349 404.382.7615

AtlantaHabitat.org/ReStore











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