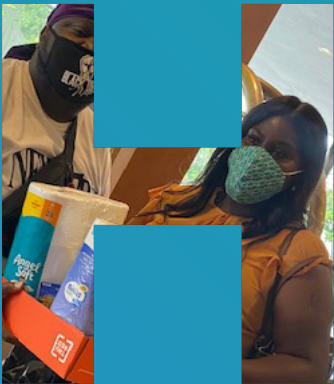


HOUSING



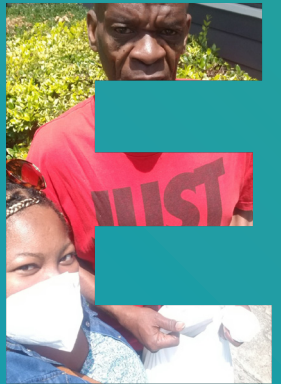
OUTREACH



PREVENTION



EMERGENCY SERVICES



2020 ANNUAL REPORT



34 PEACHTREE STREET #700
ATLANTA, GA 30303
404-817-7070

HOPEATLANTA.ORG

LETTER FROM THE CEO

Friends,

To say that the past year was “unprecedented” is a gross understatement. Our staff’s brave efforts to mobilize and serve the vulnerable amid COVID-19 will become the stories they still tell decades from now, just as our clients’ stories contribute to a powerful narrative that’s finally drawing attention to long-standing issues.

This year found our outreach team masking up and working around-the-clock to educate, screen, and assist people on the streets, transit stations, and the airport. Our case managers quickly found ways to stay connected with clients virtually. We safely kept our office open as we saw calls for help quadruple, especially among those seeking rental assistance and eviction prevention.

Even more inspiring were the ways our community rallied together to help. Thanks to our supporters and advocates, we helped an additional 1,977 (and counting!) people and worked to flatten the COVID-19 homelessness curve. 2020 even found community members sewing masks for our frontline workers and donating much-needed supplies.

While there were many “firsts” this year, it’s not the first time we’ve seen our community through a crisis. From WWII to the HIV/AIDS epidemic of the 90s to Hurricane Katrina, we’ve fought on behalf of displaced and marginalized people for 120 years.

We believe this year (despite all of its challenges and heartbreak) will be seen as a turning point in the fight to end homelessness and inequality. That’s thanks, in no small part, to our supporters—friends like you who refuse to accept these issues as a normal part of society.

The stories, outcomes, and promising numbers from 2020 give us HOPE for the future of our communities. We hope you feel the same.



Jeff Smythe
HOPE Atlanta CEO



OUR IMPACT BY THE NUMBERS

9,934
total served in 2019



72%



of our clients
remained
**permanently
housed**

1,556

People reached through
outreach, including
our airport and
MARTA programs

42%

of those we serve
are **families with
children**



1,427

Families rapidly re-housed
with **74% remaining
housed after discharge**



384

Evictions
prevented with
rental assistance

460

Medically-vulnerable
people housed in
Healthy Hotels amid
Covid-19



500%

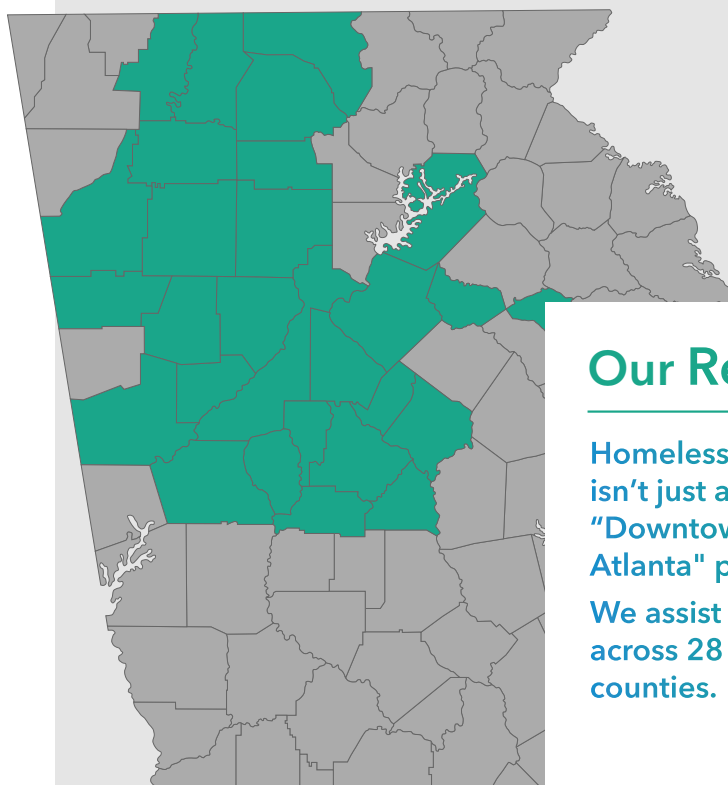
increase in
emergency lodging
amid the Covid-19
pandemic

A Growing Need for Homelessness Prevention & Relief

Stable housing is tantamount to a person's ability to thrive. Yet, a number of factors put affordable housing out-of-reach for low-income Georgians. The affordable housing crisis has continued to escalate for years, and, contrary to popular belief, it's not just a "Downtown Atlanta" problem. It's reached the suburbs and beyond.

Securing housing can be even more difficult for veterans (who often face physical and mental setbacks), people who have been incarcerated, people living with HIV/AIDS, and those with limited means of transportation.

These problems had been worsening before the COVID-19 pandemic. Now, some economists estimate that homelessness rates in the United States could increase by 40-45%.



Our Reach

Homelessness isn't just a "Downtown Atlanta" problem. We assist people across 28 Georgia counties.

WE WORK ONE-ON-ONE WITH
CLIENTS TO UNDERSTAND THEIR
UNIQUE NEEDS, TRANSITION
THEM TO PERMANENT HOUSING,
AND BECOME SELF-SUFFICIENT.

MORE THAN STATISTICS:

JOHN AND TONYA'S STORY

Imagine living on the streets for three years with a disability. Until recently this was the case for John and Tonya, who were sheltering under a bridge on Ponce de Leon. A stroke had left Tonya in a wheelchair—and particularly vulnerable to COVID-19.

After a brief stay in the HOPE Atlanta Healthy Hotel, John and Tonya moved into their new apartment and on to a new chapter.



“

For 17 months we were
on the streets, **struggling to
figure out how we were
going to get by and survive.**

We prayed and prayed...
then my friend Genevieve
showed up.”

FLATTENING THE COVID-19 HOMELESSNESS CURVE

Seemingly overnight, our outreach team found themselves fighting the battle of a lifetime.

Not only did our team of “essential workers” provide critical emergency services and support to people experiencing homelessness. We played an important public health role, helping to curb disease spread by screening, educating, and sheltering people on the streets, MARTA stations, and at the airport. More than 460 unsheltered people found safety within the walls of our “Healthy Hotels,” an unprecedented rehousing effort we launched along with Partners for Home and the City of Atlanta.

As the pandemic’s economic fallout disproportionately affected low-income families, we knew swift action was needed to prevent homeless cases from spiking and “flatten the COVID-19 homelessness curve.” We saw a 400% increase in calls for rental assistance and other prevention services, and our staff rose to the occasion.

Our Response

Calls for help increased drastically in 2020 amid COVID-19.

↑ 20% calls for help to our central intake line

↑ 500% emergency lodging placements

↑ 75% requests for eviction prevention services

Our Impact

460 | 1,977

Individuals placed in emergency lodging



Additional people helped during the pandemic

222

Families protected from eviction

334

Individuals permanently housed



PROVIDING HOUSING AND HOPE FOR PEOPLE LIVING WITH HIV/AIDS

Before COVID-19 arrived, another public health crisis was worsening. Although HIV/AIDS cases have been falling nationally, Metro Atlanta remains a “hot spot.” **Because of unique challenges like criminal histories, no income, poor credit histories, and social stigmas, almost 70% of people living with HIV/AIDS face homelessness at some point in their lives.** Around 30% of them are chronically homeless, and would likely remain homeless without the individualized assistance we provide.

In 2020, we connected 669 individuals living with HIV/AIDS with housing services.

This year HOPE Atlanta assumed the important role of central intake for the federal Housing Opportunities for Persons with AIDS (HOPWA) program. We are now the first point of contact for Georgians seeking assistance, and continue working relentlessly to secure housing, medical care and other resources for this vulnerable population.

“

There was nothing that I couldn't talk to him about. **I felt comfortable. I felt safe.**”

”

1883

clients served
this year

72%

of clients are still
permanently housed

MEET TENAY

Like too many LGBTQ+ individuals, Tenay suffered from domestic violence. After fleeing, she turned to HOPE Atlanta. At first, she feared being judged or ostracized. But she found nothing but compassion and support.

We helped secure permanent housing for Tenay along with mental health support and other resources to help keep her on her feet.



FIGHTING FOR OUR HEROES: U.S. VETERANS

As the need for veteran support grew, so did our **Supportive Services for Veteran Families (SSVF)** program. Providing a unique continuum of housing and supportive programs, we serve veterans in crisis in the Ft. McPherson area and across 25 Georgia counties. In 24 of those counties, we are the sole housing provider for veterans.

INDIVIDUALIZED CASE MANAGEMENT

EVICTIION
PREVENTION

RAPID
RE-HOUSING

WORKFORCE
DEVELOPMENT

Supportive Services for Veteran Families: Our Programs

Our veteran programs are designed to wrap around each family and meet their needs holistically, empowering them with the tools, resources and support they need to thrive.

As COVID-19 laid bare existing gaps in emergency lodging, mental health, and substance abuse assistance for veterans, we saw a 50% increase in enrollments—particularly among women, younger veterans, and veteran families with children.

50%

Increase in veteran
services enrollments

545

Veterans served

77%

placement rate for our
Veterans Workforce
Development program

28%

Of veterans served
were women

“

It's so hard being on the street. I never thought it could ever happen. **You don't choose to be homeless ... but it can happen.**”

*Jason, U.S. Marine Corps veteran
and former HOPE Atlanta client*

HEROES FOR HOPE 2019

More than 350 HOPE Atlanta supporters, staff members and friends gathered on November 7th, 2019 for our annual Heroes for HOPE gala—raising a staggering \$638,995!

Northside Hospital, one of our largest supporters over the years, was both a Presenting Sponsor and an honoree.

“[Northside] has been a hero for the Greater Atlanta community for the 50 years they’ve been in existence, and I anticipate they’ll be a hero for the next 50 years to come.”

-Dr. Raymond Allen, HOPE Atlanta Board Member

Also earning the distinction of 2019 “Hero” was local philanthropist and longtime homeless advocate, Robert LaChapelle. We’re so thankful to have the support of Robert and Presenting Sponsor CBRE.



ON PAR TO END HOMELESSNESS INAUGURAL YOUNG PROFESSIONALS BOARD EVENT

In its debut year, our Young Professionals Board hosted a fun and successful tournament and silent auction at Topgolf Midtown. The event raised more than \$24,000 to benefit people at-risk of or experiencing homelessness.

Special thanks to our 22 inaugural Young Professionals Board members for your passion and advocacy.



MEET YPB MEMBER ANTONIO RAINEY

Antonio Rainey will serve as co-chair of the 2021 Young Professionals Board.

He says, "I have seen first hand the many ways an individual or family can end up on the street, and I am honored to have the privilege to assist HOPE Atlanta in fulfilling its mission."

He is currently the Director of Client Benefits at GreenSlate LLC and has served on the Board of Directors for the Tallahassee Network of Young Professionals, National President of Progressive Black Men, Inc and is a member of Urban League of Greater Atlanta Young Professionals.

FINANCIAL STATEMENT

The Programs of Travelers Aid of Metropolitan Atlanta
Financial Position June 30, 2020
(based on audit dated January 11, 2022)

ASSETS	
Total Current Assets	\$ 3,664,160
Total Property and Equipment	\$ 92,850
Deposits	\$ 22,880
TOTAL ASSETS	\$ 3,779,890

LIABILITIES AND NET ASSETS	
Total Current Liabilities	\$ 2,921,624
Total Long Term Liabilities	\$ 30,752
TOTAL LIABILITIES	\$ 2,952,376

NET ASSETS	
Unrestricted	\$ 827,514
TOTAL LIABILITIES/NET ASSETS	\$ 3,779,890

REVENUE GAINS AND OTHER SUPPORT	
Gov Grants and Contracts	\$ 9,860,698
Other Grants and Contracts	\$ 857,559
Special Event Revenue	\$ 564,404
Less Direct Benefit to Donors	\$ (60,281)
Contributions	\$ 532,524
Program Service Fees	\$ 189,980
Other Income	\$ 14,204
In-Kind Contributions	\$ 1,050
TOTAL CONTRIBUTIONS AND SUPPORT	\$ 11,960,138

EXPENSES	
Program Services	\$ 11,103,699
Management and General	\$ 778,918
Fundraising	\$ 408,113
TOTAL EXPENSES	\$ 12,290,730

CHANGE IN NET ASSETS	\$ (330,592)
NET ASSETS AT BEGINNING OF YEAR	\$ 1,158,106
NET ASSETS AT END OF YEAR	\$ 827,514

BOARD OF DIRECTORS

David Zanaty

Board Chair

Zanaty Capital Partners

Rocky Atkins

Vice-Chair

Consultant

John Spillman

Secretary

Smith, Gambrell & Russell

Alex Idichandy

Treasurer

Wells Fargo

Raymond J. Allen M.D.

Georgia Perinatal Consultants

Kathleen Brownlee

Purpose Built Communities

Ellen Brooks

PwC

James Caldwell

Deloitte (ret.)

Rodrick Glass

Allure Global Solutions

Robert Kadoori

CBRE

Anthony B. Magee Jr.

Arcuity

Cheryl Naja

Alston & Bird

Heather Olson

Walker & Dunlop

James Paige

Collard Green Café

Alexis Davis Smith

PRecise Communications

Rhonda Taylor

Consultant

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Rocky Atkins

Community Volunteer

Board of HOPE Atlanta

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Founder, President/CEO

Food Well Alliance

Alan Bradford

President

Saint Joseph's Health System/

Mercy Care

Ann Cramer

Senior Consultant

Coxe Curry & Associates

Kirk Elifson

Research Professor

Emory University

Aaron Goldman

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Noel Khalil

CoFounder, Chairman & CEO

Columbia Residential

Susan Kost

Chief Marketing Officer,

Tax and Legal

Deloitte

Kathryn Lawler

Executive Director

Atlanta Regional Collab.

For Health Improvement

Milton Little

President & CEO

United Way of Greater Atlanta

Egbert Perry

Chairman & CEO

Integral

John Spillman

Partner

Smith Gambrell & Russell LLP

Meaghan Shannon Vlkovic

Vice President and Market Leader

Enterprise Community Partners

Steve Tedder

President

Live Oak Capital Partners LLC

Matthew Toddy

Former General Counsel

Bon Secours Health System

David Zanaty

Community Volunteer

Board Chair of HOPE Atlanta

YOUNG PROFESSIONALS BOARD

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Alston & Bird

Tom Boardman

Entertainment Risk

Melissa Brownlee

McLarens

Edwin Coffie

Emory University

Jerry Getant

JD Getant Investments LLC

Cameron Greene

Social Media Solutions

Taylor Lanier

Newport US RE

Anthony B. Magee, Jr.

Co-chair, Arcuity

Chanden Marzette

Siemens Industry Inc.

Antonio Rainey

Greenslate

Carlton Reed

Northern Trust Wealth Management

Josh Roepke

Michael Saulnier

Aprio

Clark Seydel

Transwestern

Stefanie Small

INROADS



HOPE Atlanta is more than helping our Atlanta's most disadvantaged. HOPE Atlanta exemplifies HOPE with rapid re-housing, staying housed, and connection to needed services.

To me the most important is the compassion, commitment, and true love all the staff provide and show to everyone they serve—always with HOPE. I am proud and humbled to be a HOPE Atlanta Board Member.

*Kathleen Brownlee
HOPE Atlanta Board Member*

HOPE + ACTION: HAND IN HAND

In 2021, HOPE Atlanta and Action Ministries are uniting to build a comprehensive solution to end homelessness and hunger in metro Atlanta and across Georgia.

LEARN MORE AT [HOPEATLANTA.COM/MERGER](https://hopeatlanta.com/merger)



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