



Habitat Homefront

SPRING 2018



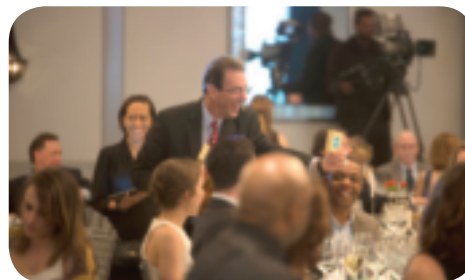
Welcome to our Neighborhood

It was a beautiful day for Atlanta Habitat's neighborhoods as supporters raised more than \$500,000 to serve more families.

It was a magical evening, wrapped in a balmy breeze that felt like spring a month ahead of time. The very air was shimmering with excitement as more than 500 Atlanta Habitat sponsors, donors, volunteers and other guests donned their finest cocktail attire to join Atlanta Habitat for its inaugural gala celebrating the organization's 35th anniversary. The elegant evening was spiced with smooth jazz, gourmet food, comic opera (it's a thing!), and hosted by Clark Howard. The event, with The Home Depot Foundation as presenting sponsor, raised more than \$500,000.

The Welcome to Our Neighborhood gala featured an astonishing four-dimensional neighborhood experience complete with a virtual Brush with Kindness, home dedication, Repair with Kindness, a meet and greet with our Vision. Goals. Action! 2017 business contest winner, and tributes to sponsors. "Aside from being a fabulous evening, unlike anything Atlanta Habitat

has ever done before, the gala allowed us to reach a larger audience and share our expanded mission," says Darryl A. Hicks, Atlanta Habitat board chair. "Because it was so successful, we'll be able to serve more families."



People loved the 4-D neighborhood. "I'm amazed at the interactive neighborhood and being able to pick up a paint brush and see your work being done, in real time, right there," says Kelly Wolfensperger, a member of Atlanta Habitat faith sponsor, Peachtree Presbyterian Church. "It was so impressive!"



Funds raised from the gala will support Atlanta Habitat's expanded mission to be a catalyst for neighborhood revitalization through education, partnerships, and by developing long-term relationships with families that go beyond the build. It will also power innovative development, including a new South Fulton campus and Browns Mill community, as well as the

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Is it just me, or is time really speeding by faster? We're well into the second quarter and already, so much has happened.

Top of mind is our incredibly successful inaugural "Welcome to Our Neighborhood" gala. That event, with the support of our generous sponsors, generated resources that will be put to good use as we expand our reach to serve more new families in 2018. Clark Howard was our special guest host as he channeled the famous Mr. Rogers and exhorted guests to invest in helping build self-sufficiency and stability in Atlanta families and communities. Simultaneously, we're celebrating Clark's 25th year of volunteering and sponsoring homes with Atlanta Habitat.

If you attended the event, I hope you got a chance to meet our new Chief Development Officer Shari Henning at the Gala. She and her team were front and center, welcoming guests and providing tours through our 4-D experiential neighborhood. Shari brings a wealth of diverse experiences in senior leadership, revenue development and business acumen to the key role of chief fundraiser for us as we continue our growth. Her visionary leadership and experience in generating revenue for large nonprofits are essential assets to our expanded mission, as we increase the number of families we serve to record levels.

This year also marks 50 years since Dr. Martin Luther King Jr. was assassinated, and the passage of the 1968 Civil Rights Act, also known as the Fair Housing Act. These events continue to have repercussions throughout the nation and beyond. Here in Atlanta, we're at the epicenter of a renewed movement to establish Dr. King's vision of the "Beloved Community." In the words of Dr. King: "We must take initiative and show love to those in need around us. We must throw their trials and tribulations on our own backs, working together to bring them the environment that we, ourselves, would desire." This is the future he longed for and it is what we work toward each day at Atlanta Habitat.

We are joining with Habitat for Humanity affiliates across the nation to bring renewed attention to the "Beloved Community" as we formally dedicate eight of our 2018 house-builds—starting with the Clark Howard and Cox Enterprises builds in January and including our faith builds—in support of Dr. King's vision. Nearly two dozen faith-centered house partners are helping Atlanta Habitat homebuyers to build homes in Atlanta's Hammond Park, Hunter Hills and Orchard Knob neighborhoods as we work with the King Center's MLK 50 Forward to engage in the Beloved Community initiative throughout the year.

The "Beloved Community" aligns with our own vision of "an Atlanta where all people have access to quality affordable housing in safe, vibrant neighborhoods with opportunities to thrive." Dr. King once said, "Agape is love seeking to preserve and create community." Thanks to your ongoing, generous and passionate support, we at Atlanta Habitat continue to build those visions into realities.

Lisa Y. Gordon, CPA
President and CEO



Build. Thrive. Grow.

CONTACT INFORMATION

824 Memorial Drive SE
Atlanta, Georgia 30316
(404) 223-5180
www.atlantahabitat.org

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.

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Welcome to our Neighborhood

organization's goal to serve 175 new families in 2018. "At the end of the day, empowering families to thrive is what our mission is about," says Shari Henning, Atlanta Habitat's new chief development officer. "We wanted people to walk away understanding why they were there, where their money was going, and why they should continue to invest in Atlanta Habitat for Humanity; and they did!"

Dana Halberg, Atlanta Habitat board member and chair of the Gala committee couldn't agree more. "We need so much more than money. We need volunteers, homeowners, goodwill and a larger group of people who can spread the word about the great work we do," she said. "The Gala was a chance for homeowners, Atlanta Habitat employees, volunteers and long-time supporters to be together to enjoy each other, have fun, enjoy great food and an amazing, and at times, very funny program!"

"It was an extraordinary evening!" Darryl says. "The evening lingered on as people stayed to laugh and chat after the auction and dessert. That's the best kind of party, when people come together for a great cause and stay because they're having a great time!"

Presenting sponsor, The Home Depot Foundation, was joined by sponsors Sherry and David Abney, The Arthur M. Blank Family Foundation, BNY Mellon Wealth Management, Cox Enterprises Inc., Delta Air Lines, Georgia-Pacific, Novelis. William B. and Brooke Pendleton also supported the fundraising event with leadership from gala event chairs Dana H. Halberg and Larry Pless. Thanks to the sponsors, volunteers and staff members who supported the event, making the magic live on in the lives of Atlanta Habitat families. Plans for the 2019 gala are underway. Details to come later this year.



25 Years and Building

Clark Howard and Atlanta Habitat

Clark Howard and his team of hundreds of volunteers have built at least two homes annually with Atlanta Habitat for the past 25 years, working with 64 families in Atlanta to achieve the milestone of homeownership. They build during the coldest part of the year.

This past winter, Mail Chimp, Coupon Mom and the Dan and Merrie Boone Foundation again partnered with Team Clark Howard to kick off Atlanta Habitat's first build of 2018. Together, they completed homes 62, 63 and 64 in Atlanta's Orchard Knob neighborhood, just southeast of downtown Atlanta.

Clark and his wife, Lane, began volunteering with Atlanta Habitat in 1993 and sponsored their first house in 1996. Throughout their 25-year journey, Clark and Lane have engaged hundreds of volunteers to work with Atlanta Habitat through his nationally syndicated Clark Howard radio show and sponsored builds through the Clark Howard Society.

"I love Atlanta Habitat because together, we offer families the opportunity to become homeowners and to help improve their neighborhoods," Clark says, reflecting on the last quarter century. "House by house, street by street, neighborhood by neighborhood, we turn things around."



Vision. Goals. Action!

Scholarship Winners Set Higher Education Goals

Scholarships can make all the difference to Atlanta Habitat homeowners trying to reach higher educational goals. That's why—since Fall 2016's inaugural scholarship awards ceremony—Atlanta Habitat has focused on making sure that homeowners understand that the build is only the beginning.

“Building and buying a house, learning what it takes to be financially responsible, learning to maintain their investment—that is a strong foundation,” says Atlanta Habitat President and CEO, Lisa Gordon. “But to really make dreams come true, to reach the next big goal, education is the key.”

This year's Vision. Goals. Action! scholarship winners, Moneqi D. and Precious O., couldn't agree more.

“Going to college was always a terrifying thought for me, because I grew up in a household that believed that a high school education was all I'd need to get by in life,” says Moneqi, an Atlanta Habitat homeowner since 2007. “After years of being denied promotional opportunities because of educational deficiencies, I decided to defeat my fears and enroll in school. Now, I am a graduate student with a 3.95 GPA; and I'm determined to use my skills to help my children, community and my professional life.” In addition to working as a data report analyst for the City of Atlanta, Moneqi will graduate with a master's degree in Business Administration from American Intercontinental University this spring.

“I plan to counsel young people on how to make themselves more marketable for employment and teach the skills that will help them become successful in the workforce, she says. “There are

so many negative factors that influence young people. I want to help them understand the importance of setting goals and striving to become productive citizens. Atlanta Habitat helped me with that, and I want to pay it forward.” Moneqi plans to use her \$2,500 VGA scholarship to help relieve some of her school debt and focus on a well-rounded college experience.

Precious O., who grew up the youngest of five children in an Atlanta Habitat home, graduated from the University of Notre Dame and received her master's degree in Political Science and Administration of Justice. She was recently accepted to Mercer University's law school while also serving as a mentor in Metro Atlanta's Big Brother, Big Sister program. The \$1,500 VGA Scholarship will help Precious come closer to her dream of becoming a lawyer.

“I grew up in Summerhill, which was a neighborhood plagued with violence, drugs and teen pregnancy,” Precious says. Her family's Atlanta Habitat home helped bring stability to her family. “I found my passion in being a voice for those who come from similar backgrounds.”

Owning an Atlanta Habitat house, even in a challenged neighborhood, gives families a great start to a better life. More than 30 percent of Atlanta Habitat homeowners go on to graduate from college. VGA gives Atlanta Habitat homeowners resources to reach higher goals, while also building long-term relationships with families. This year's Vision. Goals. Action! scholarship winners were selected from among 10 other candidates, all of whom submitted a formal application, purpose statement and letter of recommendation.



Making a Difference in the DR

Atlanta Habitat's 2nd annual Global Village trip to the Dominican Republic proves that there are no limits on our positive impact!

A group of 12 volunteers led by Atlanta Habitat's Dorothy Hammond, family services outreach manager, and Drew McGuffin, senior volunteer manager, spent a week building in the island nation. The trip was made possible by a partnership with Habitat Dominican Republic, which has been developing projects in San Juan since 2002, thanks to a local church initiative in concert with the community. Atlanta Habitat's volunteer group—which also included Dan Maddox, Atlanta Habitat's COO, and Chris Martin, the organization's HR director—worked tirelessly painting, repairing roofs and pouring cement floors and slabs for new and existing homes.

"One of the biggest takeaways was seeing the impact of Habitat for Humanity, not just here in Atlanta, but across the globe," Dorothy said. "It's great to see the same work we do towards our mission every day being done in other countries too." The group enjoyed learning about culture and history and exploring the country. "A small team of volunteers giving up a week of their time can make a huge impact on a place like the DR," Drew said. "I'm really lucky to have a job where I get to do this, and I'm looking forward to going again next year."

Deconstruction Fuels Construction

Atlanta Habitat ReStore's new program turns tear-downs into new builds

Raj Shah, a loyal Atlanta Habitat volunteer, recently purchased an older home in Atlanta with plans to tear it down and build a brand-new one. When he saw the great quality of the cabinetry, appliances and bath fixtures, he knew exactly who to call.

"My law firm has actually sponsored an Atlanta Habitat build for the past five years, so I am very familiar with the ReStore." Shah wanted to



donate all of the interior items of his home. This gracious offer led to a new initiative for the ReStore: deconstruction.

Through a new deconstruction initiative, ReStore teams dismantle anything that can be repurposed or sold. Doors, windows, architectural trimmings, bath fixtures, cabinets, appliances—anything that is not part of the structure of the house can be donated. Most items from a recent deconstruction sold within a week at the ReStore, generating thousands of dollars to support Atlanta Habitat's mission.



New Development Chief Brings Mission-Driven, Forward-Thinking Solutions

Shari Henning was recently tapped to be Atlanta Habitat's Chief Development Officer, and in that role, she is responsible for a visionary multi-year fundraising strategy in alignment with the strategic plan, neighborhood revitalization focus, and the organization's expansion to South Fulton.

With a team of development professionals, Henning manages the growth of the organization's financial and in-kind resources. Prior to joining Atlanta Habitat in February 2018, Shari was Executive Vice President for the South Atlantic Division of the American Cancer Society.

Shari has an accounting degree from Rockford University and began her career as a senior staff accountant for Rockford Memorial Hospital, a major health system in northern Illinois. Shari stopped for a few minutes between meetings to answer a few questions...

What do you want people to know about you?

Shari: I have an accounting background, but I poured myself

into nonprofit because it satisfies my deep desire to leave the planet better than I found it. I began and grew my career with the American Cancer Society because the disease impacted my family. What drove me to Atlanta Habitat after 20 years with ACS was my deep passion and belief that everyone deserves to have a place to live and the means to thrive. My skills aligned very well with this position, but I was more interested in Atlanta Habitat's mission of empowering families through homeownership and expanding that core action into community rebuilding and extended education. I believe that—as we are building and repairing homes—it brings together everything about family; and to me, that is what is at the core of it all.

How are you sculpting Atlanta Habitat's development strategy to meet the organization's expanded mission?

Shari: Lisa's vision is to serve growing numbers of families and to transform neighborhoods by helping families thrive. That is north star for me as I set about learning and leading the development of the organization. I really want us to focus on making strategic decisions driven by what our mission says

The Cox Connection



We often spotlight the partnership between Cox Enterprises and Clark Howard on house builds but Cox's independent partnership with Atlanta Habitat is noteworthy. Cox consistently sponsors two house builds each year and to date, the company has helped 28 families build new homes. Additionally, several women who work at Cox volunteer and raise money to support Atlanta Habitat's Women's build, as individuals.

Judy Train, vice president of Human Resources for Cox and an Atlanta Habitat board member, talks about how Cox's commitment to Atlanta Habitat—which begins at the top with new CEO Alex Taylor—benefits her organization in many ways.

“Alex Taylor has articulated the purpose of Cox Enterprises to be: “Empowering People to Build a Better Future for the Next Generation.” Atlanta Habitat embodies that purpose; we empower homeowners to create homes for their families – literally for the next generation. Cox's purpose is tied to its long history of community service, and as Atlanta Habitat redefines its mission to include neighborhood revitalization, we expect Cox to continue to support Atlanta Habitat because it's such a natural fit.

To see the benefit to Cox, all you have to do is visit one of the houses in progress. There, you can see coworkers working alongside each other and the homeowner. Sometimes entire departments will make working on a Cox build – on a Saturday – their teambuilding activity for the year. I've installed siding next to colleagues, people I didn't know before, who have become lifelong friends. Of course, the benefits to community service enhance our brand, but the real value is in living out what we stand for.

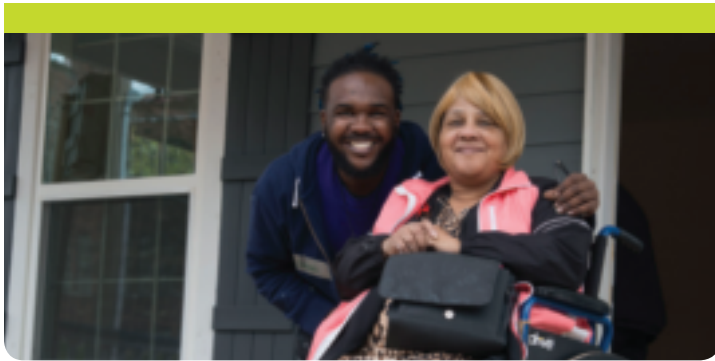
As for me personally, being a volunteer at Atlanta Habitat is so meaningful, whether it's participating in a board meeting and discussing the organization's strategic plans, or being on a rooftop installing shingles next to Clark Howard. I am a better employee for Cox through these experiences, and I'm so proud to work for a company that values this type of experience.”

Shari Henning continued on from previous page

we are supposed to be doing. If you look at our mission, it emphasizes igniting transformation and being a catalyst for revitalization, innovation and partnerships. We do that by delivering affordable homes to people, improving neighborhoods, and working on the local, regional and national levels to influence the conversation around affordable housing. That is our beacon and every decision that we make should be in alignment. I want us to appreciate and really recognize the foundational, institutional people who have built Atlanta Habitat into the largest nonprofit affordable homebuilder in the city, while growing new support. I look at it as top line, bottom line and mission impact. Those three focus areas drive revenue and efficiency, but the real impact occurs as more people understand that Atlanta Habitat is an investment in someone's ability to completely change their lives—and the lives of generations to come—through homeownership.

How will our sponsors experience Atlanta Habitat's development in a new way?

Shari: We are continuing to build our relationships with our sponsors and donors, most of whom are as passionate as we are about our mission. In that understanding, we're moving away from multiple asks for one-off projects during the year. Instead we're coming to the table to find out what are their needs, expectations and desired outcomes as organizations, foundations and philanthropists. From that, we'll put together a menu of their strategic investment. My goal is to make the experience more meaningful for Atlanta Habitat's sponsors, donors and volunteers so that we have the capacity to really increase the numbers of families we impact each year.



Atlanta Habitat Faith Builds Embrace, Embody Beloved Community

This year marks Atlanta Habitat's 35th anniversary and it's a natural time for, not only celebration, but introspection and rededication to the principles that brought the organization this far. Since 1983, Atlanta Habitat has worked to create a city where people of all backgrounds have access to affordable housing. One where everyone is granted the opportunity to thrive and live a decent life. This type of city, one of equality, accessibility and love, is what Dr. Martin Luther King Jr. envisioned as the "Beloved Community."

Atlanta Habitat homeowner, Ulysses F., is a proud resident of the 2018 Lenten Build dedicated to the Beloved Community. "I think it's absolutely amazing that my home pays homage to Dr. King's dream," said Ulysses. "It's definitely an honor and privilege."

Ulysses has come a long way. As a teenager, he faced health challenges while also trying to care for his mother, who also has significant health problems. While this kind of adversity would cause many to give up, Ulysses was determined to live his life to the fullest despite his misfortune. He began saving and looking into Atlanta Habitat. "I wanted to be able to provide a home for my Mom, and continue to take care of her, while still living my best life," he says.

Now at the age of 30, he is grateful to share his story with others who may be caregivers. "It's a blessing to be in a position to care for a loved one who has done so much for me and others," said Ulysses. "Atlanta Habitat, my faith sponsors and all of the other sponsors and volunteers who worked alongside us to build this beautiful home are truly a blessing."

The 2018 Lenten Build was sponsored by Cathedral of Christ the King/ First Presbyterian Church of Atlanta/ St. Benedict Catholic Church/ The Sally & Peter Parsonson Foundation/ Supreme Lending.

Innovative Development Meets Affordable Housing

Atlanta Habitat's Browns Mill & South Fulton expansions designed to pick up the pace of homeownership

Atlanta Habitat's mission calls for developing innovative approaches to accommodate the city's growing need for affordable housing. Starting with Browns Mill Village, Atlanta Habitat is launching an innovative, scalable development model that includes affordable, two-story homes, townhomes and a senior condominium complex, along with traditional one-story houses. "This community will feature walkable sidewalks, recreational facilities for children, and urban gardens," says Wesley Brooks, Atlanta Habitat's new VP of housing and neighborhood engagement.

Atlanta Habitat's leadership team also plans to open a new corporate campus in South Fulton to serve the needs of a growing community of potential and established homeowners. "There is a demand for homeownership in South Fulton, and we've made serving the area a key component of our strategic plan," says Dan Maddox, Atlanta Habitat's executive vice president and COO.

This new service center will be the hub for South Fulton community engagement and family services, as well as local construction and a second Atlanta Habitat ReStore. The groundwork for these expansions are underway.



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

