



Breaking New Ground

Browns Mill Village groundbreaking kicks off public phase of capital campaign

It was an historic day for Atlanta Habitat. Some 100 guests, including donors and representatives from Atlanta's philanthropic and corporate communities, Atlanta Habitat board of directors, advisory council members, capital campaign cabinet and employees came together at the groundbreaking ceremony for Browns Mill Village, our innovative model community.

Browns Mill Village encompasses more than 30 acres framed by evergreen trees just southeast of downtown Atlanta. It will be the largest affordable housing development in Atlanta Habitat's 36-year history. Construction starts in 2020 and will include more than 100 units of single- and two-story homes, greenspace, a community garden, recreation areas, modern infrastructure and amenities.

During the October 9 groundbreaking, Atlanta Habitat leaders announced the \$15.5 million Commitment to Community Capital Campaign. The ceremony was the perfect opportunity to acknowledge those whose generosity has helped Atlanta Habitat achieve 87 percent of its capital campaign goal. As the lead corporate partner, Delta Air Lines announced that it would build several homes in the community, including the very first and last, as well as a pavilion.

"Delta Air Lines is proud to partner with Atlanta Habitat in an effort to help bring more affordable housing to the Atlanta area," said Tad Hutcheson, vice president of Community Engagement, Delta Air Lines. Other major contributors include the private foundation community, the Chick-fil-A Foundation, The James M. Cox Foundation, Deloitte, The Delta Air Lines Foundation,

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As with all great teams, the fourth quarter determines if we win the game. Here at Atlanta Habitat, it's a time when we are hard at work to complete the last several houses of the year for those families who are eager to spend the holidays in their new or renovated homes. We're energizing our homeowners and providing training opportunities for aspiring entrepreneurs. We're supporting the dreams of our scholars. We do all this, and so much more, thanks to your generosity.

For months, our construction team has worked tirelessly in the record-breaking heat to build, repair and rehab homes. Staff are working hard behind the scenes to get homebuyers ready to build, close on their homes or pay off their mortgages. As the weather cools, everyone on the team, from Finance, Family Services, Warehouse, ReStore to Operations, is gearing up for the final, year-end push.

We are all very excited because, for the first time in its 36-year history, Atlanta Habitat is going to impact 200 new families in one year. To put that in perspective, consider that just three short years ago, we helped 50 new families. That's a fourfold increase! You made this possible by giving with an open heart. On behalf of all of the homeowners whose lives you positively impact every single day, we thank you.

I'm proud to announce the public kickoff to our Commitment to Community Capital Campaign. This fundraising effort will help us to fund Browns Mill Village, an affordable community; a new Atlanta Habitat operations center and ReStore to serve our neighbors in South Fulton; and to expand the critical home repair program. These efforts are key to our continued growth and our goal of serving over 1,100 families in the next five years. With you by our side, I know we'll continue to make an ever-growing, positive difference in the lives of Atlanta families and in the neighborhoods in which they live. From all of us at Atlanta Habitat, have the most wonderful and joyous of holiday seasons!

Lisa Y. Gordon, CPA
President and CEO



Build. Thrive. Grow.

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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.

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The Georgia-Pacific Foundation, Georgia Power Foundation, The Home Depot Foundation, The Kendeda Fund, King & Spalding, SunTrust Foundation, Tull Charitable Foundation, Wells Fargo, Joseph B. Whitehead Foundation and The Vasser Woolley Foundation. Additionally, Atlanta Habitat is partnering with LISC, RBC and SunTrust to utilize New Market Tax Credits as part of the financing for Browns Mill Village.

The capital campaign will help more families have access to affordable, energy-efficient and safe housing amid the nation's affordable housing crisis by funding Browns Mill Village, our expansion to South Fulton, and by supporting services focused on helping seniors, veterans and longtime homeowners to complete critical repairs and remain in their homes.

"Atlanta Habitat is on a powerful mission to address the need for stable, affordable housing and long-term economic mobility for families," said capital campaign co-chairs Brantley Barrow and Sloane N. Drake. "As we enter the final stretch of the campaign to raise the final \$2 million, now is the opportunity for others to contribute to this campaign and help Atlanta Habitat serve more families."

"Our capital campaign supports our commitment to address the affordable housing crisis with strategic solutions for families through first-time homeownership, education and thoughtful neighborhood revitalization," said Lisa Y. Gordon, Atlanta Habitat President/CEO.

Help us reach our goal! Capital campaign contributions can be made at atlantahabitat.org/donate.



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Gifts That Keep on Giving

Tax-free giving from your Individual Retirement Account

As we grow older, we begin to think about legacy and what impact we might have on future generations. Gift planning is an essential and efficient way to support the causes that are important to you. It can also help you to reduce your tax obligations.

This season, consider a tax-free charitable gift to Atlanta Habitat as part of your retirement plans. It's easy to make a Qualified Charitable Distribution from your traditional or Roth IRA. If you're at least 70½ years old, you can donate directly to Atlanta Habitat from a taxable IRA instead of taking the required minimum distributions, without incurring income taxes on the distribution.

Inform your Individual Retirement Account administrator of your intent to make a charitable gift from your IRA and provide them with our mailing address. You set the amount, up to \$100,000. Your administrator will send the funds directly to our organization, and you will receive the tax credit.

Another simple strategy is to name Atlanta Habitat as a charity beneficiary of your retirement plans. Designate a specific dollar amount or a percentage, and the amount is distributed tax-free.

Tell us about your plans. We will ensure your gift is managed correctly. Contact Carla Lavender, major gifts director, at 404.465.1018, or clavender@atlantahabitat.org.



Legacy of a Lifetime

Giving that empowers generations

Eleven-year-old Terrence longed to help build his family's new home, but build volunteers have to be at least 16. So he and his mom, Shaquanna, developed a ritual. Every Sunday after church, the family drove to the construction site to talk about and inspect the progress on the new home. And what a home it is! It is especially significant to Terrence, since no one in his mom's close-knit family had ever owned a home. Yet, Atlanta Habitat's first two-story, single-family craftsman style house goes beyond Shaquanna's compelling journey from hard times to homeownership. It extends to everyone who made that journey possible—especially Dan Maddox Sr. and Joanne Maddox.

Dan and Joanne lived inspirational lives, and their four children wanted their legacy to be lasting and visible. Their son, Dan Jr., has worked with Atlanta Habitat for 25 years in various capacities, from volunteer, board member and board chair to, more recently, executive vice president and chief operating officer. He sees firsthand the difference a generous gift can make. Dan gathered his siblings and together, they pooled their money, sponsored



and helped to build the beautiful craftsman-style home with Shaquanna and her family in the Lakewood Heights neighborhood.

The Maddox family is an example of giving to honor loved ones, an example we share to show the impact of generosity.

Your support leaves an enduring legacy—one that will echo through generations and help lift families. Your giving is a powerful gesture. Atlanta Habitat is able to change lives and communities in incredibly positive ways because of you.

Your support allows us to build communities through new construction, rehabs and renovations. Your donations also fund Repair with Kindness, our critical repair program that helps established homeowners, seniors and military veterans to keep their homes safe, dry and accessible.

Your gifts fuel the Vision. Goals. Action! scholarships that support homeowners to earn technical, academic and other professional training. They power Launch!, an entrepreneur business training and competition. Your generosity makes it possible for aspiring homebuyers to reach their stretch goals.

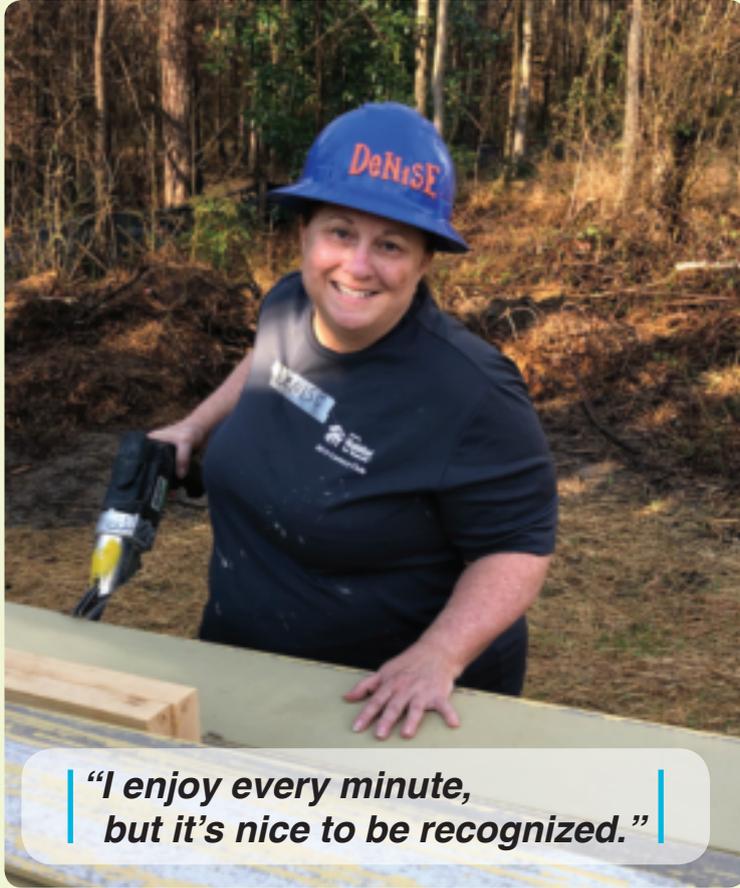
Our commitment is to empower more families each year with your help. Our families are people you might see every day in the doctor's office, at the airport or at your child or grandchild's school. They, and the expanding opportunities you provide them, are part of your enduring legacy.

We are deeply and sincerely grateful for you. You bring joy to our families and help us stabilize communities. Your continued support is key to the positive momentum.

Please visit atlantahabitat.org/donate and give in honor of someone you care for, in honor of generations past and those upcoming, in honor of your own lasting legacy.



Atlanta Habitat's Do Everything, Everywhere Volunteer



"I enjoy every minute, but it's nice to be recognized."

Our committed volunteers are a driving force behind our mission to provide low-income families with safe, attractive and affordable housing. Denise Bier, fondly known as the "Everywhere Volunteer," exemplifies that commitment, literally everywhere at Atlanta Habitat.

Denise has earned her nickname because of her dedication to helping wherever she is needed. Since 2013, she has been volunteering in Atlanta Habitat's ReStore, warehouse and on build sites. Denise also serves as an Intake Counselor and as a member of the Family Selection Committee.

"I love the work," Denise explains. "I love learning new things, but I especially love all of the people that I meet out here." With more than 2,000 lifetime volunteer hours under her belt, Denise was named a 2019 Volunteer of the Year.

"It's an honor to be picked from so many people," she said. "I enjoy every minute, but it's nice to be recognized." It is through the work of dedicated volunteers like Denise that Atlanta Habitat has continued to build, thrive and grow. To volunteer, contact drew.mcguffin@atlantahabitat.org.



Atlanta Habitat joins GA Gives this giving season

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Atlanta Habitat's ReStore

A secret to our success

Atlanta Habitat's ReStore is a vital part of our mission to make sure that more Atlanta families have the opportunity to own an affordable home. Therefore, it is no surprise that, as the ReStore thrives, so does our mission and the neighborhoods and families we serve.

One way to build a house for a family without lifting a tool is to donate to the ReStore. We are grateful for those who allow us to come into the homes they are remodeling and professionally deconstruct and salvage items that would ordinarily end up in a landfill. We appreciate everyone who donates gently used home goods so that they may have a second and maybe third, life.

Ceva is one of our regular donors, providing brand-new, high-quality items that always offer customers something, unique and exciting for their homes. Ceva donations keep customers coming back for more, often selling out before each piece has the chance to get too comfortable on the sales floor! Myers Carpet helps our customers upgrade and refresh their living spaces. We appreciate their donations, which consistently allow us to offer high-quality floor coverings at great savings.

Tools are always a coveted purchase for ReStore customers. They fly off the shelves and into the hands of excited doers, makers and fixers of the ReStore community. Thanks to Milwaukee Electric Tools Corporation, the ReStore can fill its shelves with the type of equipment that can satisfy projects, large and small.

For everyone who supports our mission by donating time, money or items, we sincerely thank you. It is because of you that we can improve the lives of people in our community by providing affordable housing and educational opportunities. We are pleased to have you as part of the Atlanta Habitat family.

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