



Beyond THE FRONT DOOR



Keep on asking, and you will receive what you ask for. Keep on seeking, and you will find. Keep on knocking, and the door will be opened to you. For everyone who asks, receives. Everyone who seeks, finds. And to everyone who knocks, the door will be opened.

Matthew 7:7-8 (NLT)



DEAR FRIENDS,

Every journey begins with a single step—and often, that step is through a door. At Atlanta Mission, the hardest door to walk through is the very first one: the front door.

For those facing homelessness, addiction, or other trauma, that door can feel impossibly heavy, weighted by fear, shame, and the unknown. What will be waiting on the other side? Will someone care enough to listen? Will this be another place that sees the problem but not the person?

And yet, every day, men, women, and children gather the courage to cross that threshold. That brave first step is where transformation begins. What they find inside is more than just shelter—it's a journey through doors that lead to hope, healing, and renewal.

There's the door to self-discovery, where they uncover the root causes of their struggles. The door to learning and growth, where they gain new skills, restore relationships, and dream of futures they thought were out of reach. And finally, there's the door to independence, the one they walk through when they graduate, stepping boldly into a new life.

This last door may be the hardest of all. It's a leap of faith—leaving the safety of the Atlanta Mission

community, carrying the lessons learned and the skills gained into the wider world. But it is also a door of triumph, a testament to their resilience and courage, and a reminder that they are never truly alone.

This year's Annual Report, *Beyond the Front Door*, is a celebration of these journeys. It's a glimpse into the lives of those who have walked through these doors and found transformation on the other side. It's also a tribute to you—our supporters, donors, and volunteers—who make it possible for us to hold these doors open.

In the last year, we have served 3,562 men, women, and children experiencing homelessness, an increase of over 60% over the last two years. We could not do this critical work without you. Thank you for your partnership, prayers, and generosity. I hope you grasp the incredible impact you made as you look through this annual report.

Together, we are not just providing shelter; we are creating pathways to lasting change. Thank you for being the key that unlocks these doors for so many.

With gratitude,


Tensley Almand
President & CEO



STEPPING THROUGH THE DOORS

“It’s a dangerous business, Frodo, **going out your door**. You step onto the road, and if you don’t keep your feet, there’s no knowing where you might be swept off to.”

J.R.R. Tolkien

We go through countless doors every day. Some doors are easier to walk through than others. Sometimes we want to run through a door and never look back. If it’s a cold, rainy day, many of us don’t want to venture out of our front door. Sometimes we look forward to a party or other celebration, and we can’t wait to walk through that door into a room full of joy. We walk through the doors of our office buildings, often not knowing what may await us on the other side.

There are also metaphorical doors that we choose to open or close throughout our lives. Some doors may be hard to open and some may be easy. Some may be locked, and some may be unlocked. Some bad decisions may lead us through doors we don’t want to open. Some doors seem scary but lead to new and exciting opportunities. Occasionally, we must knock and see if the door will be opened. In the Bible, doors and gates are significant and can represent opportunities, transitions, and divine guidance. They can also symbolize access to God’s promises, protection, and direction.

For the men, women, and children facing homelessness, addiction, and hopelessness in our city, entering the doors at Restoration House (our emergency campus for women and children), The Shepherd’s Inn (our

men’s campus), or The Potter’s House (our men’s campus for addiction recovery) for the first time can seem terrifying. The doors can seem impossibly heavy to open, with feelings of shame and fear of the unknown. When each man, woman, and child gathers the courage to walk through our front doors, what they find inside is more than just shelter—it’s a journey through doors that lead to hope, healing, and renewal.

In this annual report, you will read about the many doors our clients pass through, from when they take that first courageous step, to Make Progress, to graduation ceremonies at *Next Steps*, to moving out into a place of their own. We could not transform lives and provide hope to these men, women, and children without your support. Together, we can make a lasting impact on the lives of those facing homelessness, holding open doors for them to succeed.

God’s ever-present invitation to all of us is to step through open doors into a future He has prepared for us. Faith, courage, and action are the keys to seizing the opportunities that lie ahead, aligning our journey with God’s vision for our lives.



RYAN’S STORY

Most of his life, Ryan was on his own. Both his parents struggled with addiction. His mother died when he was a child. He had to grow up early, and he didn’t always have people to rely on. By fifteen, he had his first job, and at 17, he lived in a hotel for a year until he was old enough to sign a lease for his own apartment. He ended up pushing away his only connection in young adulthood—his wife and child.

As with many people, Ryan’s addiction was both a result and a cause of isolation and loneliness in his life. He eventually reached a point of profound sorrow, alone in his room with a gallon of vodka, wishing to drink enough so he wouldn’t wake up. Ryan says he “had just diluted who I was as a person. I didn’t know who I was anymore,” and that he “lived to just drink away that pain of the failure and regret.”

In that moment, in his room, Ryan realized that “I’ve taken away every part of me that makes me human and just washed it away with alcohol.” That’s when he knew something had to change. Because of his addiction, Ryan disconnected from everyone in his life. That’s when he knew he had to get help. That day, he courageously chose help—he put down the alcohol, picked up a phone, and asked his sister for a ride to The Potter’s House.

Ryan’s decision took courage. He felt like his life “was starting and ending at the same time.” He says of that time, “I didn’t know what I was leaving behind, but I didn’t know what I was looking forward to either.”

But soon, things began to change, because of the community that helped Ryan along his way.

The first person he met at The Potter’s House was his new roommate who showed him around, talked with him about shared experiences, and extended unending patience for Ryan’s high energy and need to vent about his struggles.

In a series of encounters—and eventually relationships—with people that truly cared about him, Ryan began to make progress. He says, “One of the most significant parts of this entire process for me is the people that have been in my path, good and bad, have made this process for me what it was.” Ryan is now a leader and mentor for guys coming into The Potter’s House. He has a stable job and is living a life of sobriety.

Now, in a community, Ryan has people to lean on. He says “I have a lot of guys around me that I can talk to. I feel like it’s easier for me to talk to about... things that... were really difficult and I was ashamed of. The Potter’s House has been the **key that unlocked the door to a life of stability and sobriety** for me.”

I will give him the key to the house of David—the highest position in the royal court. When he opens doors, no one will be able to close them; when he closes doors, no one will be able to open them.

Isaiah 22:22 (NLT)

Client Engagement:

YOUR 2024 IMPACT IN NUMBERS

Why They Knock on Our Door

- *“When home wasn’t safe, I had nowhere else to go.”*
- *“I traded everything for one more hit—until there was nothing left.”*
- *“Rent kept rising, my paycheck didn’t.”*
- *“I served my time, but the world still wouldn’t let me in.”*
- *“One hospital visit wiped out my savings, then my home.”*

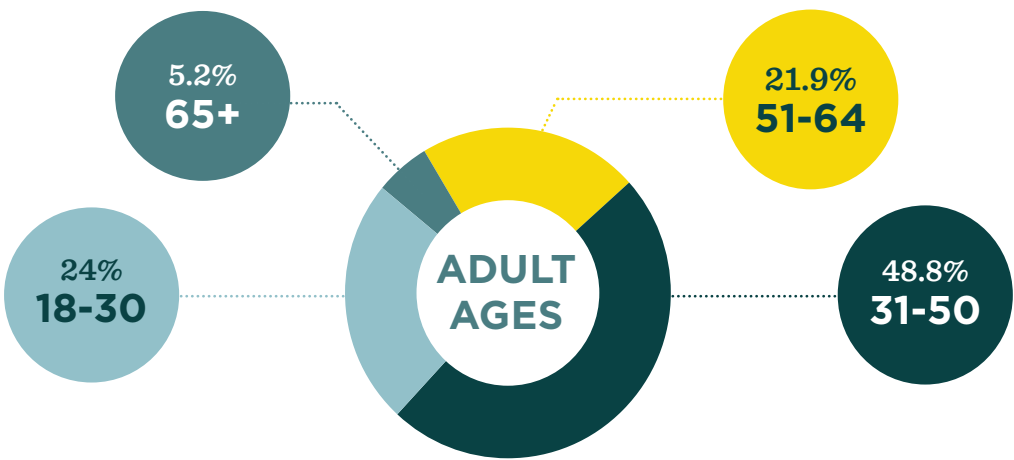


THE PEOPLE WE SERVE

A myriad of different people come to our doors every day: they are young, they are diverse, they are educated, they are struggling. Our Intake Specialists screen men and women that come to our doors seeking assistance. They follow a trauma-informed screening process with each client. The screening program helps determine what needs each client has and what they are going through.

“My job is to sit down with and intently listen to the clients that come to our door. Often, they are emotional because they feel heard and seen for the first time in a long time. I try to provide empathy for what they have been through and help them decide if Atlanta Mission will be a good fit for their needs. If we aren’t, we provide resources for other shelters that can serve them.”

—Margarita Jimenez, Intake Specialist



EDUCATION	%
● High School/GED	35.4%
● None Provided	21.5%
● Some College	17.0%
● Some High School	14.7%
● Associate’s, Bachelor’s, or Master’s Degree	8.2%
● Middle School	3.2%

RACE	%
● Black	50.4%
● Unknown or Multiple Races	40.9%
● White	7.3%
● American Indian or Indigenous	1.1%
● Asian or Pacific Islander	0.3%



3,562

Clients Served



233,192

Nights of Shelter



699,576

Meals Provided



4,549

Counseling Sessions



809

Enrolled in Addiction Recovery Services

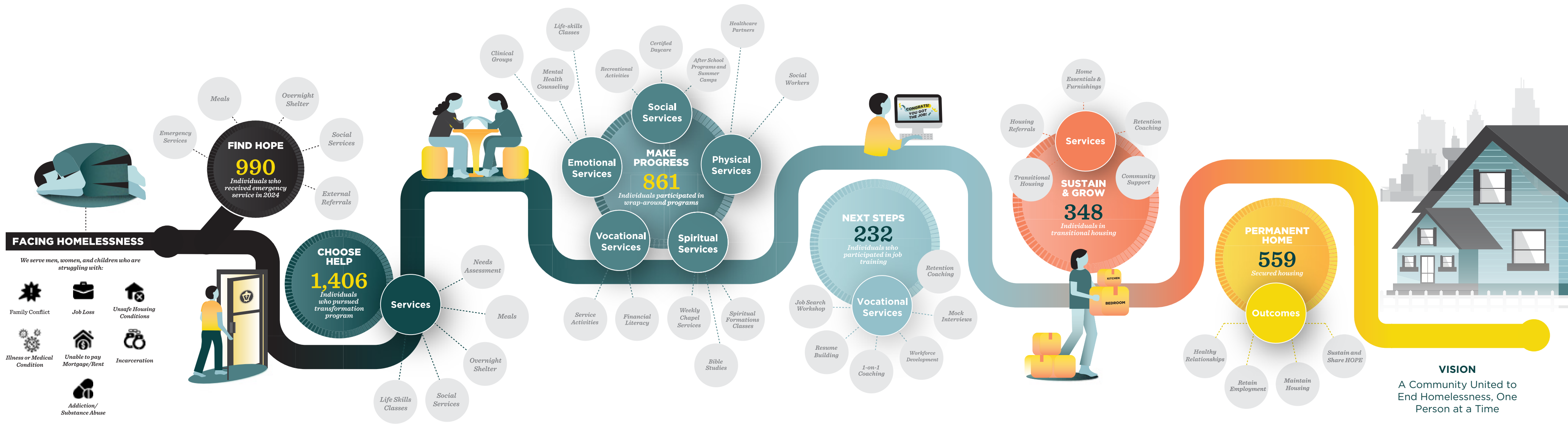


21,000

Volunteer Hours

TRANSFORMATION MODEL & CLIENT PROGRESSION

Our Transformation Model seeks to best meet the needs of a diverse population—walking with them on a journey to security, stability, and sustainability. We have structured this work into distinct phases in order to maximize support for the client and increase milestones and celebration of success.





The Door to Self-Discovery: **FIND HOPE & CHOOSE HELP**

Though the cause of each person's homelessness varies, the actual experience is truly frightening for all. Not knowing if you will have a safe place to sleep, where your next meal will come from, or how to stay out of harsh weather conditions is exhausting and demoralizing. On top of this, many of those facing homelessness are treated inhumanely—often times no one looks at them in the eye or calls them by their name.

More than 80% of those individuals facing homelessness have experienced some sort of trauma in their life, either as a result of their homelessness or that led to their homelessness.

These traumas are major barriers to healing. They often increase hopelessness and decrease individual agency. Many men, women, and children we serve are also experiencing relational poverty, meaning they have no healthy relationships in their lives.

For most, stepping through the doors of Atlanta Mission for the first time is the hardest step they will take in their journey to wholeness. Coming into a homeless shelter, especially for the first time, is daunting. The door might feel heavy with shame or hopelessness, but once they take that step onto our campuses, they can begin to heal.

Some people feel immediate relief when they come in our doors. Allison and her five-year-old daughter, Sasha, were the first clients to walk through the doors of Restoration House on its opening day. They were in complete awe that

God would build and open this place just for them. “I felt so much weight drop from my shoulders,” Allison shared. “We finally had a safe place to breathe.”

When clients take the courageous first step to come to Atlanta Mission, we greet them with a smile and kind words. We look them in their eyes and call them by name. We want to ensure a sense of dignity, whether or not they end up staying with us.

Our *Find Hope* and *Choose Help* Services provide critical services to people coming in off the street. Individuals facing homelessness come through our doors will immediately receive emergency services such as food, clothing, and shelter. Our teams assess each individual's overall needs and recommend a plan of care indicating the best next steps for an individual. Taking the next step to combatting homelessness, our clients engage in our services and explore the underlying causes of their homelessness.

Those who just need to stay with us for thirty days while they get back on their feet opt for our *Find Hope* track. Alternatively, an individual who would like to stay with us longer and explore our more holistic programming would select the *Choose Help* track. Our teams work with each client to determine the appropriate service track for them, empowering them to take ownership in their recovery.

Our goals for clients in this phase are to experience peace and discover that spark of hope, which are the keys to unlocking the doors to their next steps in healing.



“I felt numb. My addiction had taken over my life and sucked out all my emotions.” —Ryan



“Walking through the doors, I felt a sense of peace and relief. God wanted me to be here.” —Chloe

How I felt walking through the doors...



“I had never been in a homeless shelter before, so I was scared. I didn't know what kind of people would be around me and if I would be safe.” —Kendrick



“I was apprehensive. My life was chaotic, and I just wanted some stability for my two kids.” —Sherry



*The Door to
Learning & Growth:*
MAKE PROGRESS

Yes, I am the gate. Those who come in through me will be saved. They will come and go freely and will find good pastures.

John 10:9 (NLT)

Once clients have completed *Choose Help* services, they enter the next phase of our program, *Make Progress*. They meet with a dedicated staff team that helps them determine the causes of their homelessness. Then, together with their team, they design a personalized plan to address these causes.

During this phase, men, women, and children receive comprehensive services, including counseling vocational and educational development, addiction recovery programming, and mentoring. Our trauma-informed approach enables our clients to break through barriers to finding healing and restoration. We offer personalized services in five key areas: physical, emotional, spiritual, social, & vocational.

Addiction Recovery Services

The root causes of addiction and homelessness are complex and interwoven. For many, trauma, poverty and mental health issues are often at the root of the problem. 70% of people experiencing homelessness struggle with their mental health (vs. 20% of the non-homeless population). Many of those struggling with mental illness develop alcohol or drug addictions in an attempt to self-medicate or numb their pain. Homelessness is often a consequence of addiction, but conversely, homelessness can also lead to addiction.

Atlanta Mission offers comprehensive addiction recovery programs for both men and women. Men dealing with addiction receive help at The Potter's House, in Jefferson, Georgia. Women are treated at My Sister's House in West Midtown. Our staff are clinically trained and we are utilizing evidenced-based approaches to treat the men and women in our care.

The recovery team is comprised of a Substance Abuse Counselor, a Social Worker with addiction training, and a Certified Peer Specialist (someone with lived addiction experience and in active recovery).

Clients participating in the Addiction Recovery Track receive the following services:

- Substance assessment
- 8+ weeks of Recovery classes
- Individual counseling sessions focusing on issues that led to use
- 12 Step Work/Wellness Plan
- Relapse plan
- Sponsor support
- A minimum of 3 support group meetings a week
- Consistent drug screens



Make Progress Services

EMOTIONAL SERVICES

Meeting the emotional needs of our clients is essential to their success. Most have undergone extreme trauma and stress. They have counselors and advocates available to provide one-on-one counseling (rooted in trauma-informed care), clinical groups, process groups, and life skills classes to meet their emotional needs.

VOCATIONAL SERVICES

During the first phase of our vocational program, clients engage in service activities (e.g. dining services). Here they will receive personalized coaching from our staff against five key workplace competencies: Time management, Communication, Professionalism, Conflict Management, and Teamwork.

PHYSICAL SERVICES

Our physical services address health barriers to employment and permanent housing. Our staff work with clients to make healthcare appointments and provide transportation to those appointments. Our Housing Social Workers help clients find sustainable living options. We promote financial literacy for everyone as a way to ensure their future success through financial management classes.

SOCIAL SERVICES

Community partners engage our clients in spiritual, educational, and recreational activities. Our clients are also encouraged to be involved in a local faith community that walks alongside them. For our children, we provide on-site certified daycare during the day, after school programs, and summer activities.

SPIRITUAL SERVICES

We want every client who comes through our doors to Know Christ, Walk with Christ, and Live for Christ. We have daily devotions at each campus, as well as Bible studies, chapel, spiritual formation classes, and small groups. Our staff and volunteers share the light of Christ day in and day out in the way they love, encourage, and build up our clients.



The Door to Independence: ATLANTA MISSION *NEXT STEPS*

**“I know all the things you do,
and I have **opened a door** for
you that no one can close. You
have little strength, yet you
obeyed my word and did not
deny me.”**

Revelation 3:8 (NLT)

NEXT STEPS

One of the main barriers our clients experience is unemployment. Many of the men and women we serve are either unable to keep a job or are underemployed because they lack essential professional soft skills. Our *Next Steps* program helps them close the door on unemployment and gives them the keys to a successful career.

We train men and women in the following soft skills so they can both obtain and retain a job: time management, communication, professionalism, conflict management, and teamwork. Our program is important for our clients and the community because it specializes in workforce development for people who are ready to lift themselves out of homelessness. We do this through innovative personal and professional skills training and access to employment opportunities. Coupled with evidence-driven workforce training and curriculum, and Atlanta Mission’s proven model for ending homelessness, the *Next Steps* program has been able to impact the community through empowerment and self-sustainability.

In 2024, 232 students from Make Progress enrolled in our *Next Steps* program. Of those enrolled, all completed our Job Search Workshop (JSW) which includes how to develop a resume, navigate online applications, and manage their job search. Highly motivated clients then proceeded to Transformations, an intensive three-week course during which they built core competencies needed to obtain and retain jobs.



232

Next Steps
Participants



164

Jobs Secured



\$16.34

Average
Starting Pay



64

Days to Obtain
Employment



76%

Retention Rate
% of those who have been in
their job for at least a year



THE GREAT WALL CEREMONY

The Great Wall Ceremony is the moment all the *Next Steps* clients and staff have been waiting for. This is a time to celebrate becoming an alumnus of the *Next Steps* program because you have successfully made it one year on the job. We cheer loudly for them to let them know we are so proud of what they have accomplished and who they have become.

Our alumni become the biggest inspiration for those clients who are earlier in their journey. When clients witness the celebration of alumni at the Great Wall Ceremony, they clearly see what they are working towards. The Great Wall Ceremony brings the whole client journey full cycle—with those who made it cheering on those who are still wondering if they can.

In December, we celebrated four clients who made it a year at their respective jobs. Among them were four honorees whose journeys stood out: David works as a car mechanic. Jarel has a job in the food service industry. Ja-Kail works at a property management, investment and development company, and has helped other *Next Steps* graduates get housing there. Danielle loves her job at a beauty supply store.

DANIELLE’S STORY

Danielle’s journey is a testament to resilience and transformation. Always passionate about hair and beauty, she found a job at a beauty supply store for salon owners—a role that not only aligns with her interests but also brings her joy and stability. She now lives in her own apartment with her two children, Aiden (10) and Joseph (5), and looks forward to going to work every day.

But her path to this point was not easy. When Danielle first arrived at Atlanta Mission, she was in crisis. The loss of her beloved grandmother sent her into a deep depression. She was trapped in an abusive relationship with her children’s father and turned to alcohol to cope with the pain. Moving from one family member’s home to another, she eventually found herself with nowhere left to go.

“Before I got to Atlanta Mission, I lived a total of nine years being just broken—in the wilderness, alone,” she shares. “And I went to Atlanta Mission, and they had a bed for me. I was scared and afraid, but I was willing to go.”

With the support of our staff and the *Make Progress* services, Danielle and her children began to thrive. She built a strong connection with her counselor, who helped her process past traumas. Daniel really enjoyed the *Next Steps* vocational program—it was there that she gained self-confidence and developed professional skills that prepared her for future success.

“The *Next Steps* staff was helpful. They were patient and kind with me. I feel like if you come there prepared for class and you do your best and you’re willing to understand, even at the moment that you get frustrated, as long as you know can conduct yourself with grace, they are willing to listen to you. God has just opened up doors for me, and I’m so thankful.”



The Door to Independence: **SUSTAIN & GROW**



After securing employment, clients transition into our housing program, allowing them time to save money and plan for life outside of Atlanta Mission. Our *Sustain & Grow* team actively seeks creative and affordable housing solutions to support their next steps.

At The Potter's House, we provide transitional housing for clients that have successfully graduated from *Make Progress* services. This transitional housing program is called New Start. The graduates live communally on our campus while they have jobs out in the community. They also have access to staff members that continue to encourage them to maintain sobriety.

At The Shepherd's Inn, men who complete the *Make Progress* services transition to Fuqua Hall, our downtown transitional housing program. Each resident has a private bedroom and bathroom, with shared kitchen and living spaces. While gaining more independence, they continue to receive support from Atlanta Mission staff. Pastor Mike Sheppard, our Fuqua Hall Leader, helps connect them with housing resources in the community.

When they are ready to move into permanent housing, we provide clients with a Homecoming Kit, which includes essentials like furniture, bedding, and kitchen supplies to help furnish their new home. A retention coach stays in touch for the next year, offering guidance and support as they navigate challenges in their job. Just as they needed time to process their experiences in our shelters, they need time to adjust to life on their own. Knowing they have a community that cares about them is essential to their long-term success.

A job and a house are not the only outcomes for the men and women we serve, and our clients' transformation does not stop once they move into permanent housing—it's an ongoing journey. Our goal is to help them sustain the progress they've made and continue growing. This type of growth requires community support and encouragement. By walking alongside them, we empower our clients to thrive and keep the door open to the future God has planned for them.

PARTNERSHIP WITH PADSPLIT

Most Fuqua Hall residents who transition out move into a PadSplit home. Key benefits include:

- Affordable housing option
- Easy approval process
- Locations across the city
- Close proximity to public transportation
- No deposit required
- Utilities and furniture included
- Excellent customer service

A STORY OF SUPPORT AND STABILITY— PASTOR MIKE

A year ago, one of our residents moved into a PadSplit home in a great neighborhood off Interstate 85. The house had been recently refurbished with a modern grey-and-white interior, and the other residents were respectful and supportive. It was truly the best PadSplit I had seen, and our resident was very pleased with his new home.

A month ago, another resident was preparing to leave Fuqua Hall. He was in poor health, visually impaired, and deeply anxious about his transition. As it turned out, he knew the former resident who had moved into that PadSplit home a year earlier. I immediately thought it would be a great fit if we could secure a room for him there.

We reached out to our former resident and were thrilled to learn that a room had just become available. However, I couldn't find it listed on the PadSplit website. I contacted PadSplit's customer service, explained the situation, and provided the host's name and general location. Their team went above and beyond, locating the available room and providing the necessary details.

Today, these two former Fuqua Hall residents are thriving together in the same PadSplit home. They look out for one another, offering support and companionship. It has been a tremendous blessing to witness.

ATLANTA MISSION STRATEGIC PLAN 2030

IMAGINE TOMORROW

We find ourselves at a pivotal moment in the life of Atlanta Mission. Standing on the shoulders of those who have gone before us, building on our rich history, a strong faith, and a legacy of love and service; we are poised to embark on the next chapter of this bold journey. The stark reality of homelessness in Atlanta and across our nation continues to call for our immediate, united action. We witness daily the diverse and changing faces of those experiencing homelessness, each with their own story, struggles, and hope for a better tomorrow.

The urgency to act has never been greater. Changes in our community and the evolving needs of those we serve compel us to innovate, to expand, to adapt, to partner, and to lead. Our mission—to transform, through Christ, the lives of those who are experiencing homelessness—drives us to deeply understand this shifting landscape, so we can respond effectively and compassionately.

We are attempting to open our front door even wider and say yes to the evolving populations we see come to our door. We are also trying to extend our back door services—offering stronger alumni networks, resources, and community. We want to give our clients multiple doors to choose from as they walk away from Atlanta Mission into the lives God has envisioned for them.

Our 2030 Strategic Plan is more than a roadmap; it's a commitment to utilize the strength and heart of Atlanta Mission to lead our city to break the cycles of homelessness, poverty, and addiction. Alongside a community of partners, we will multiply our impact and amplify the promises of God's love.

OUR ASPIRATION

By 2030, Atlanta Mission will lead our city to break the cycles of homelessness, poverty, and addiction. Alongside a community of partners, we will multiply our impact and amplify the promises of God's love through trauma-informed teams, programs, and facilities.



WHY NOW?

UNDER PRESSURE

The pressures facing our neighbors are growing. Access to safe, affordable housing options continue to push Atlantans out of their neighborhoods and homes and into the margins. Paying for safe, affordable housing is taking a bigger bite out of limited paychecks, forcing people to choose between housing, food or other essentials.

In 2023, 21.5 million American households were severely cost burdened, devoting more than 50 percent of their income to housing, marking an all-time high. Fully 24 percent of homeowners were burdened by housing costs.

According to the Federal Reserve Bank of Atlanta, there is a deficit of 22,000 affordable and available units of housing to meet the needs of people impacted by low-income and homelessness. 40% of Atlanta is at risk of housing displacement due to housing pricing pressure.



NEW POPULATION AT RISK

Supporting those facing homelessness is becoming more complex as we strive to serve new, growing populations with unique needs. More and more people who are fully employed are facing poverty, and there's been an increase in those facing homelessness for the first time. The struggles of those facing mental health issues and addiction continue to grow, and the impact of homelessness on children and families becomes more evident.

OUR CITY'S NEEDS OUTPACE CAPACITY

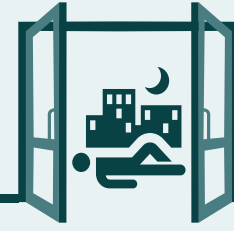
Atlanta is more committed than ever to take action and build cohesive, sustainable solutions, but current providers strain to meet the growing needs for shelter and services. We must act now to address known gaps in housing, mental health and job support.

PERSISTENT PRESSURE IN KEY NEIGHBORHOODS

In Atlanta, we continue to struggle with the north/south divide as poverty persists in South Atlanta, South DeKalb, North Clayton, Chamblee-Norcross corridor and Athens-Clarke County.



WHY NOW?



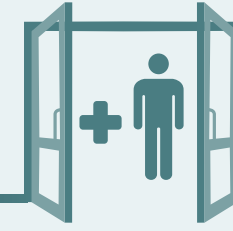
Our country's homeless population is growing.

After a decade of decline, there's been an uptick in homelessness nationwide over the past 5 years, with an estimated **650K people facing homelessness in 2023**.¹

Among this population, **1 in 5 are experiencing chronic homelessness**, that is, with long-term or repeated incidents of homelessness.¹

The number of those facing homelessness in Atlanta has increased by more than **30%** between 2022 and 2023.

Nationally, the number of those facing homelessness has grown by **11%** since 2022.



Atlanta is expected to grow in population and employment over the next 20 years (2020-2040)

Atlanta is the **#3 fastest growing large city**.²

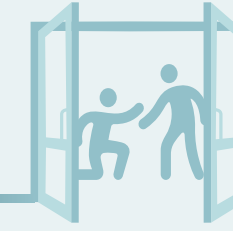
Atlanta's population will **grow +30% or +2M people**, and we'll add **~1M jobs**.³

Atlanta will become even **more racially diverse**, and **62% will be people of color**.³

Metro Atlanta's **employment** is forecast to **grow by 22%**.³

Currently in Georgia, a lack of training and wage stagnation has created a **"workforce gap" in key industries**.

There are **238k more open positions than available, qualified workers**, and our gap is **>2x** the national average.⁴



At the same time, more neighbors are at risk of housing displacement

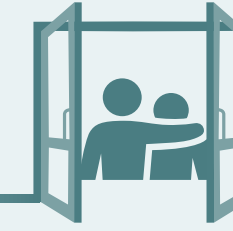
The rising cost of housing and supply pressures have put **~40% of our city at risk of housing displacement**.

In 2023, there were **144,325 eviction filings** in the five-county Atlanta region. This is almost double the number of filings in 2020.

In 2023, **21.5 million American households** were severely cost burdened, devoting more than 50 percent of their income to housing, marking an all-time high.

24 percent of all homeowners in 2023 were burdened by housing costs.

There is a **shortage of 22,000** affordable and available units of housing in Atlanta.



Too many children and students are impacted by homelessness in Georgia⁵

+45,500 children experience homelessness each year in Georgia.

Children experiencing homelessness are sick **4x more often** than other children.

Homeless children go hungry at **2x** the rate of other children.

Children experiencing homelessness are **4x** more likely to show delayed development and **twice** as likely to have learning disabilities.



Many neighbors face chronic homelessness often combined with addiction and mental health issues

One in three of those in chronic homelessness are struggling with chronic substance abuse.

Mental Health by the numbers⁷

1 in 5 U.S. adults experience mental illness each year, with 1 in 20 experiencing serious mental illness.

1 in 6 U.S. children aged 6-17 experience a mental health disorder each year.

Georgia ranks last out of 50 states for access to mental health care.

¹ National Alliance to End Homelessness (2023) "State of Homelessness"

² AJC Atlanta in Top 5 Fastest Growing Cities 2020

³ ARC Atlanta Regional Commission Population & Employment Forecasts

⁴ McKinsey Research: Investing in Georgia today for the economy of tomorrow. March 2022

⁵ Georgia DOE McKinney-Vento collects data on public school students. Homeless students' residences are defined as NOT fixed, regular, or adequate. HUD PIT Count data has a narrower definition of homelessness.

⁶ CDC NHIS Report Adults 18-29

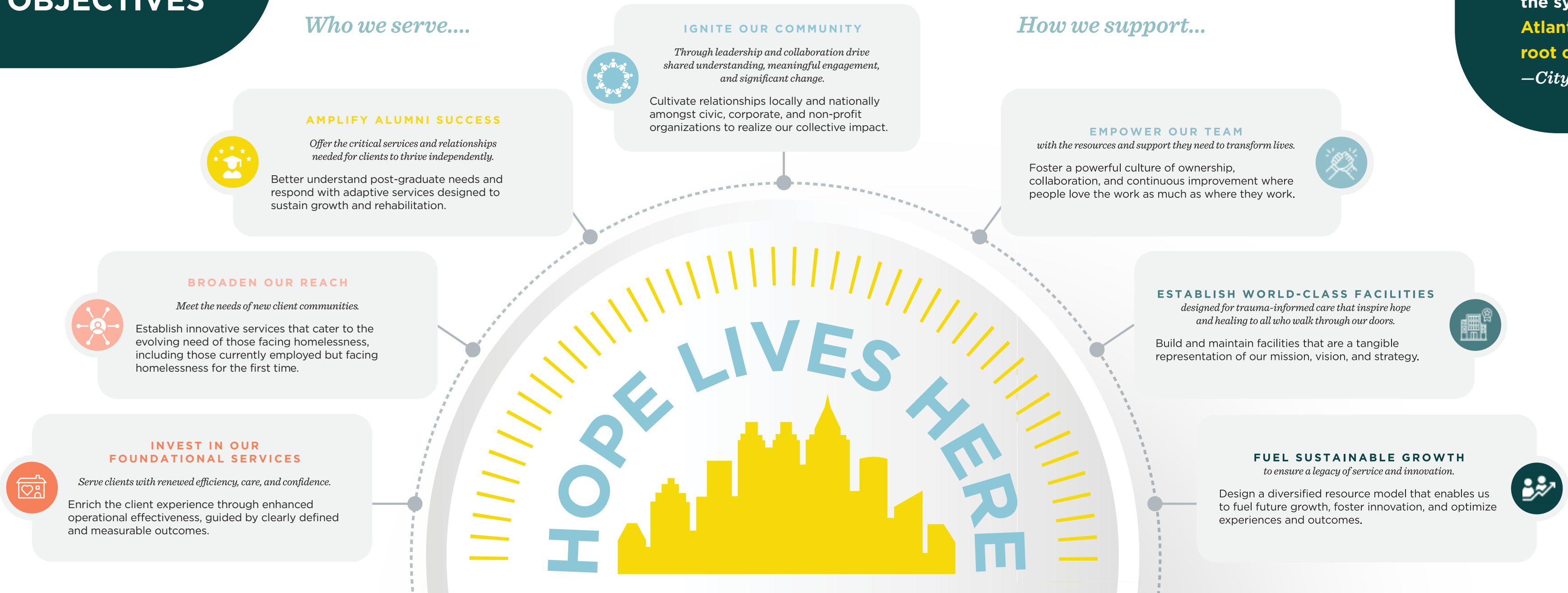
⁷ NAMI Mental Health by the Numbers

Strategic Plan:
OBJECTIVES

There are many providers in our community who are only treating the symptoms of homelessness. **Atlanta Mission addresses the root causes.**
—City of Refuge

Who we serve....

How we support...



COMMUNITY SPOTLIGHT

Our vision is “a community united to end homelessness, one person at a time.” We cannot do this critical work without the support of our community. We are so grateful for all of our creative and generous partners (like those highlighted below), whose support allows us to serve our clients with excellence, dignity, and joy.



Buckhead Beans

“Because of the donation from Buckhead Beans, our clients in *Next Steps* are able to walk into a more relaxed environment before they start their day. They look forward to that fresh cup of coffee, because it brings a sense of normalcy and routine to a reality that can be inconsistent. The coffee in the morning is somewhat of a privilege for individuals who made it through our programs at Atlanta Mission as many are not afforded the opportunity to start their day this way. When they are met with the smell of fresh coffee as they walk into the building, it helps them to slow their morning down and get off on a great start as they process what’s ahead before them.”
—Anthony Green Jr.

“We are proud to partner with such a terrific organization and recently donated over 100 pounds of local coffee to support their staff and the unhoused. We want to take this time to thank you, our customers, who have supported us as a local business and all of the local roasters we partner with. Our partnership with the Atlanta Mission is only possible with all of you.”
—Buckhead Beans December Bean Blast (newsletter)

Buckhead Beans, a cherished local business known for suppling local offices with fresh roasted specialty coffees and organic teas, has made a lasting impact on our *Next Steps* program. Through their generous donation of over 100 pounds of locally roasted coffee and a high-quality brewer, they did more than revitalize our breakroom—they transformed the daily experience of our clients.

For those working tirelessly on their vocational goals, this gift represents more than just a beverage; it’s a moment of comfort, a source of energy, and a reminder that their hard work is valued. Every cup brewed in our breakroom now fosters a sense of connection, positivity, and hope, ensuring our clients start their day on the right note. Their contribution highlights the incredible power of local businesses to create meaningful change.



Tini Younger

Tini Younger is a chef, cookbook author, and TikTok celebrity. She has been instrumental in raising awareness and sharing Atlanta Mission with the world. She has served lunch at My Sister’s House with her family, and has also donated kitchen supplies to our shelters. Instead of having a traditional wedding registry, Tini generously asked all her followers to donate items and money to Atlanta Mission. With her large following of over 10 million people, she encouraged her followers to donate 2,000 items to support Atlanta Mission’s Welcome Home Closet.

Tini also hosted a cooking class for women in the later stages of our program, many of whom were interested in the food industry and already followed Tini on TikTok. They had an amazing time learning to make stuffed chicken breast and connecting with Tini. *“I feel honored to partner with Atlanta Mission,”* Tini shared. *“The work they do, especially with women and children, really makes a big difference in the community. I can’t wait to come back and cook with the incredible ladies again!”*

Thank you, Tini, for sharing your time, treasure, and talents with the women and children at Atlanta Mission!





LRG Cares

LRG Cares Foundation is a 501(c)3 non-profit organization based in Cobb County, committed to giving back to the community by assisting preemies to THRIVE, homeless women to STRIVE, and to REVIVE displaced children by providing dignity with life's basic essentials. They have partnered with us by managing our “Welcome Home Closet,” which collects and stores essential household items for individuals and families transitioning from the shelter to independent housing, helping turn a house into a true home. To top off their generosity, they donated Christmas gifts for our front-line staff’s children during the holidays. LRG Cares also purchased Nike shoes for over 100 kids in our care to ensure they feel confident and prepared for back-to-school time. We are so thankful for Tracy and the LRG Cares team for providing joy and opening new doors for our clients.



Ecoslay

Ecoslay is a beauty brand that creates high quality, plant-based hair care products designed to nourish and enhance natural curls. But beyond their commitment to clean beauty, they are a company that truly lives out their values by giving back in meaningful ways.

At Atlanta Mission, Ecoslay’s generosity and selfless mindset are evident in everything they do. As a donor and proud sponsor of our annual Restoration House Gala, they help sustain the work we do each day. Every month, their team shows up to volunteer, offering hands-on support to our clients and staff. Perhaps most powerfully, they invest in the future of our clients by hiring them, creating career opportunities that provide stability and hope.

Ecoslay proves that any business—no matter the industry—can make generosity part of its identity. Ecoslay’s partnership with us has transformed lives because they believe in doing what they can to help others thrive. They’ve shown us that when businesses in-vest in their communities, everyone benefits—and they’ve inspired us to believe that anyone can be part of that ripple effect.

“Partnering with Atlanta Mission is a no-brainer for us at Ecoslay. Their commitment to tackling housing insecurity aligns perfectly with our values, and it’s an honor to hire, donate, and volunteer alongside them. This partnership isn’t just about giving back—it’s about rolling up our sleeves, being part of the solution, and seeing lives transformed firsthand. For our team, it’s a reminder that the work we do can ripple out into something much bigger than ourselves.”

—Adria Marshall, Founder & CEO of Ecoslay



GPS Hospitality

GPS Hospitality has been an incredible partner to Atlanta Mission for the last eight years. They partner with us in many diverse and generous ways. In 2024, GPS Hospitality participated in our annual Fall Festival for the kids at My Sister’s House, organized the clothing closet, and did a complete makeover of the My Sister’s House dining room. They sorted donations at our main office and served lunch on campus. In December, GPS Hospitality held a gift card donation drive for us. GPS has also been an Atlanta Mission 5K Race to End Homelessness sponsor since 2020.

We are so grateful for the fantastic people at GPS. They provide dignity and hope for the clients we serve. We could not continue changing lives without their support.

“GPS Hospitality has been a proud supporter of the Atlanta Mission since 2017. Our team looks forward to participating together in the 5K every February and throughout the year, we enjoy serving in smaller groups at various campuses. Whether it’s serving lunch, organizing the clothing closet, or collecting needed supplies, we are proud to partner with the Atlanta Mission and be able to help end homelessness in our hometown.”

—Lisa Grier, Director of Communications at GPS Hospitality

2024 FINANCIALS



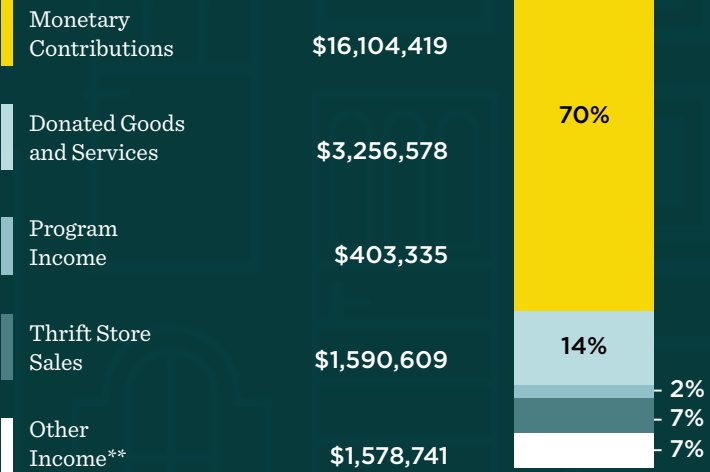
As we reflect on 2024, we are filled with gratitude for your incredible generosity. Your contributions have opened so many doors for individuals facing homelessness in our community. Thank you for partnering with us as we strive to create lasting change and brighter futures for those we serve.

—Bill Holby
Chair of the Atlanta Mission Board of Directors

Operating Income & Expenses*

Income Total

\$22,933,682

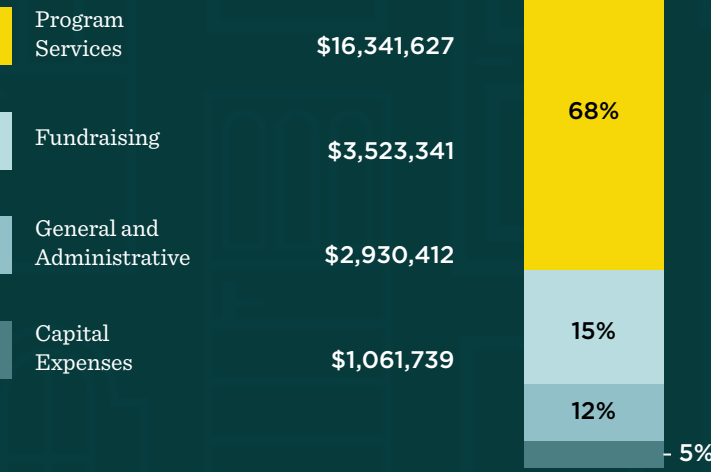


*Audited

**Other Income includes funds authorized for operating purposes, vending receipts, property rental income, and farm revenue.

Expenses Total

\$23,857,119



Atlanta Mission is a certified 501(c)3 organization, 100% privately funded, and accredited by ECFA, the Evangelical Council for Financial Accountability. We are also a member in good standing of the Association of Gospel Rescue Missions.



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We are truly grateful for each and every one of the donations we receive to support the men, women, and children we serve.

While we would like to thank all of our supporters by name in our Annual Report, the list is almost 24,000 strong! The list above includes all donors that have given \$5,000 or more to our operating and/or capital budgets in fiscal year or calendar year 2024.



ATLANTA MISSION

Hope Lives Here.

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atlantamission.org