

INVEST IN **ATLANTA**



2025 ATLANTA MISSION IMPACT REPORT

Atlanta is a city built on resilience. At Atlanta Mission, we see that spirit every day, in neighbors rebuilding their lives after homelessness, addiction, and deep loss. When you chose to **Invest in Atlanta** this year, you invested in them. You stepped into community with us, shared your resources, and said with your actions: everyone in our city is worth the journey to wholeness.

Because of your faith-rooted generosity in 2025: **3,427 men, women, and children** began (or continued) a path to stability. And hope grew—measured not only in data, but in the joy on the faces of those who finally feel seen and safe.

Our Impact Report is far more than statistics; it's a picture of **shared transformation**. Healing happens within relationship, and you are part of that relationship. Thank you for believing, alongside us, in the God-given dignity of every person who walks through our doors.

CLIENT ENGAGEMENT

We meet people where they are, provide them with hope, and support them step-by-step on their journey to a better life. Our model—coupled with our intensive data-driven analysis and monitoring—places Atlanta Mission at the forefront of a national movement to provide customized services for men, women, and children facing homelessness, poverty, and addiction.

3,427 CLIENTS SERVED



773,160

Meals Provided



6,943

Unique Volunteers



257,720

Nights of Shelter



33,480

Volunteer Hours



297

Beds Added for Cold Weather



4,224

Counseling Sessions



THE PEOPLE WE SERVE



1,829
TOTAL MEN



1,079
TOTAL WOMEN



519
CHILDREN



302
MOTHERS



1.7
AVERAGE # OF
KIDS PER MOM



695
ENROLLED IN
ADDICTION
RECOVERY



105
VETERANS

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 to maximize support and success for the client.





STRATEGIC PLAN UPDATE

As we pursue Vision 2030, Atlanta Mission's strategic plan, this past year has been about more than incremental change—**it's been about rethinking what's possible for those we serve.** We've invested in new tools and systems that empower clients to take ownership of their journeys—like a portal for real-time progress tracking and dashboards that help us adapt care to their needs. We opened a licensed childcare center because we know a parent's stability often begins with their child's security.

Transformation, though, doesn't happen in isolation. This year we also looked outward, conducting research to understand Atlanta's evolving needs, exploring affordable housing solutions for graduates, and hosting discovery workshops with community partners to spark collective action.

And we've turned inward too—investing in our team with a talent strategy to grow and retain great people and launching a trauma-informed care curriculum to create a culture of awareness and compassion. At the same time, we began reimagining our facilities and strengthening revenue streams to sustain this work for the future.

Each step brings us closer to a city where lives are restored, families are strengthened, and communities unite to break cycles of homelessness, poverty, and addiction. **This is the work of hope—and it lives here.**

Tensley Almand
President & CEO

2030 STRATEGIC PLAN OBJECTIVES

For the last three years, Atlanta Mission has been investing our time, treasure, and talents into something bold: our 2030 Strategic Plan.

This isn't just a roadmap. It's a commitment to multiply our impact and amplify God's love—to break the cycles of homelessness, poverty, and addiction across our city.

BROADEN OUR REACH

By meeting the needs of new client communities.

Establish innovative services that cater to the evolving need of those facing homelessness, including those currently employed

INVEST IN OUR FOUNDATIONAL SERVICES

In order to serve clients with renewed efficiency, care, and confidence.

Enrich the client experience through enhanced operational effectiveness, guided by clearly defined and measurable outcomes.

AMPLIFY ALUMNI SUCCESS

By offering the critical services and relationships needed for clients to thrive independently.

Better understand post-graduate needs and respond with adaptive services designed to sustain growth and rehabilitation.

WHO WE SERVE

IGNITE OUR COMMUNITY

Through leadership and collaboration drive shared understanding, meaningful engagement, and significant change.

Cultivate relationships locally and nationally amongst civic, corporate, and non-profit organizations to realize our collective impact.

ESTABLISH WORLD-CLASS FACILITIES

Designed for trauma-informed care that inspire hope and healing to all who walk through our doors.

Build and maintain facilities that are a tangible representation of our mission, vision, and strategy.

HOW WE SUPPORT

EMPOWER OUR TEAM

With the resources and support they need to transform lives.

Foster a powerful culture of ownership, collaboration, and continuous improvement where people love the work as much as where they work.

FUEL SUSTAINABLE GROWTH

To ensure a legacy of service & innovation.

Design a diversified resource model that enables us to fuel growth, foster innovation, and optimize experiences and outcomes.



CHILDREN'S SERVICES

2025 has been another outstanding year for Atlanta Mission's Children's and Family Services. Our teams have crafted and implemented powerful initiatives aimed at elevating excellence across multiple facets of the educational and family environment. We have focused intently on raising standards and refining practices in key areas such as education, leadership, curriculum development, and teaching methodologies. Our commitment to enhancing the overall quality of care has been unwavering, ensuring that every element of our learning environment is designed to support and nurture the diverse needs of families and students who have faced challenges including, but not limited to, trauma and educational gaps. By aligning our program closely to state standards, we have created targeted interventions that equip our families to thrive.




Two High School Graduates



Standardized test scores have **increased by 75%**

Student Math Skills on grade levels **increased by 50%**


9 Students made a public declaration of their faith

Our preschool became a **fully accredited DECAL Bright from the Start Childcare Academy** site with certified early childcare educators


Five 8th Grade Graduates


Student attendance **increased by 85%**

One Georgia State Freshmen Year Completed


12 Boyce Ansley Scholarships Awarded

Six Berean Christian Academy Scholarships Awarded

100% of students completed at or above grade level standards

NEXT STEPS

Our clients are provided with vocational services that may include GED classes, soft skills classes, computer training, help with applications, and interview preparation. All participate in Job Search Workshop (JSW), which includes how to develop a resume, navigate online applications, and manage their job search. Highly motivated clients will also enroll in Transformations, an intensive three-week course through which they build core competencies needed to obtain and retain jobs.



136

Jobs Secured



\$18.27

Average Starting Pay



61

Average # Days to Obtain Employment



33

Alumni that reached one year of employment

209

TOTAL NEXT STEPS PARTICIPANTS



100%

Completed Job Search Workshop



78%

Graduated Transformations



KISHA

*"I lost my job after getting really sick. After that, I ended up having nowhere to go. I was devastated because I'm 50. I've never been homeless. I was scared. I think people assume someone who's homeless is lazy. They think we're on drugs. They think we don't have education. We do. I graduated with my business management degree. **We're not lazy. We've just had a bad break in life.**"*

COMMUNITY ENGAGEMENT

UNSEEN ATLANTA PODCAST

Unseen Atlanta, an Atlanta Mission podcast, premiered its first season in 2025! The podcast, sponsored by The Scott Pryor Law Group, shines a light on the untold stories of those who have experienced homelessness, revealing the hidden realities of this struggle and inspiring listeners to see hope, resilience, and the possibilities for change in Atlanta and beyond.

Each episode tells the real-life story of a journey through hardships like housing insecurity, hunger, trauma, and addiction. Each episode also features a subject matter expert—like a neuroscientist or a shelter director—to further contextualize the subject.



14
EPISODES



1,845
DOWNLOADS



3,782
VIEWS ON YOUTUBE



**SUBSCRIBE TO
UNSEEN ATLANTA**

4TH ANNUAL RESTORATION HOUSE GALA

September 21, 2024



OVER
500
ATTENDEES



OVER
\$1M
RAISED

15TH ANNUAL HOPE IN ONE GOLF TOURNAMENT

May 5, 2025



\$392K
RAISED



116
GOLFERS

22ND ANNUAL 5K RACE TO END HOMELESSNESS

February 15, 2025



2,190
PARTICIPANTS



\$445K
RAISED



CANDY

*"I was sleeping on trains and bus benches, not even caring about eating. I was just trying to survive. When I got to Atlanta Mission, I was skin and bone. They fed me, gave me shelter, and treated me like a person again. That's when hope started to come back. This is the first time I've ever been in a shelter long-term—and I never imagined a place like this existed. The staff here? They're angels. They hold you accountable, but they do it with so much love. **It's not just a program. It's a community that truly cares.**"*

JOHNNY

*"There was a night I stood on the edge of a MARTA platform, ready to end it all. I thought I had nothing left. But when the train stopped because of an explosion on the track, I knew God wasn't finished with me yet. That moment led me to The Potter's House, and it saved my life. The Potter's House didn't just give me a bed. It gave me brothers, structure, and people who challenged me to be honest—really honest—for the first time. **That kind of community changed everything.** I'm still connected today, because I know healing doesn't happen in isolation."*



MORGAN

*“When I first showed up at The Shepherd’s Inn, I just wanted a shower—I didn’t expect anything more than that. But once I got inside and saw how they treated people, something shifted. **For the first time in a while, I felt human again.** I said yes to the program, and it was the best decision I’ve made. I hadn’t been that happy to put on a tool belt in my life. After everything I lost, just going to work again felt like a gift. **Atlanta Mission reminded me that I’m resilient—that I’ve still got fight in me. I’m grateful every day now, even for the hard ones.**”*



**“LET US NOT GROW WEARY OF DOING GOOD, FOR AT THE PROPER TIME WE WILL REAP A HARVEST IF WE DO NOT GIVE UP.”
—GALATIANS 6:9**

When you **Invest in Atlanta**, you invest in hope, recovery, and community—one life at a time, multiplied across families, neighborhoods, and the city we love. You’re not on the outside; you’re part of the story. And because of you, Atlanta is stronger, more compassionate, and more resilient.

Thank you for walking with us.





ATLANTA MISSION

Hope Lives Here.

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atlantamission.org