



news release

IMMEDIATE RELEASE

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Atlanta Habitat breaks ground on innovative, affordable home community and announces \$15.5M capital campaign

ATLANTA—Atlanta Habitat for Humanity announced its \$15.5 million Commitment to Community Capital Campaign at a groundbreaking ceremony for Browns Mill Village, an innovative, affordable homeownership community on October 9, 2019.

Browns Mill Village encompasses more than 30 acres framed by evergreen trees just southeast of downtown Atlanta. Beginning in 2020, it will become an affordable community that will include Atlanta Habitat's single- and two-story homes, greenspace, a community garden, recreation areas, modern infrastructure, and wraparound services to ensure homeowner success beyond the build.

With a goal to help more families afford a decent, safe place to live amid the nation's affordable housing crisis, the capital campaign will fund Browns Mill Village, Atlanta Habitat's expansion to south Fulton, and services focused on helping seniors, veterans and long-time homeowners to complete critical repairs and remain in their homes.

The groundbreaking ceremony also acknowledges individuals and donors from Atlanta's philanthropic and corporate communities, including Atlanta Habitat board of directors, advisory council members, capital campaign cabinet, and employees whose generosity has helped Atlanta Habitat achieve 87 percent of its capital campaign goal.

"Delta Air Lines is proud to partner with Atlanta Habitat for Humanity as the lead donor to build two model homes at Browns Mill Village in an effort to help bring more affordable housing to the Atlanta area," said Tad Hutcheson, Delta's Managing Director of Community Engagement.

Other major contributors include the private foundation community, the Chick-fil-A Foundation, The James M. Cox Foundation, Deloitte, The Delta Air Lines Foundation, 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 Commitment to Community Capital Campaign Cabinet is honored and grateful for the amazing support this campaign is receiving. 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 to raise

the remaining \$2 million, we are inviting the public to contribute to the campaign and help Atlanta Habitat to serve more families.”

Since expanding its mission in 2016, Atlanta Habitat also revitalizes neighborhoods by providing critical home repairs, exterior home painting, purchasing and renovating blighted properties, and awarding competitive scholarships and grants to Atlanta Habitat homeowners to pursue education and entrepreneurial goals.

For the last three years, Atlanta Habitat has experienced record-breaking success in serving more new families each year—from serving 50 new families a year in 2016 to triple that number in 2018. The organization is on track to help 200 additional families by the end of December 2019 and to continue its \$6 million investment in Atlanta’s affordable housing economy.

“Today is a proud, milestone moment for Atlanta Habitat. Our capital campaign is set to add over 1,100 new families to the current 1,600 Atlanta Habitat homeowners that we serve over the next five years,” said Lisa Y. Gordon, Atlanta Habitat President/CEO. “The campaign supports our commitment to scale our impact to address the affordable housing crisis with strategic solutions for families through first-time homeownership, education, and thoughtful neighborhood revitalization.”

Contributions to the capital campaign can be made at www.atlantahabitat.org/donate

About Atlanta Habitat

Atlanta Habitat for Humanity transforms communities through neighborhood revitalization, education, innovative development, and partnerships. As one of the largest affiliates of Habitat for Humanity International, Atlanta Habitat impacts the lives of approximately 6,000 family members in 100 neighborhoods. In addition to constructing affordable, energy-efficient, well-built homes, the nonprofit homebuilder renovates blighted properties and completes critical repairs for qualifying homeowners. Houses are sold to first-time homebuyers through zero-interest mortgages in Atlanta and South Fulton County. Visit www.atlantahabitat.org.

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