



Habitat for Humanity®

NW Metro Atlanta



Our commitment to serve

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort on a community farm in southern Georgia. Founded in Christian values, our mission is ***seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope.*** The organization has since grown to become a leading global nonprofit working in nearly 1,400 communities throughout the U.S. and in nearly 70 countries.

Then in 1985, Chrys and John Street of Georgia met Millard Fuller, who challenged them to start an affiliate of Habitat for Humanity in Cobb County. They distributed brochures to local churches and gathered 12 people to form a Board of Directors. On April 1, 1986, Cobb County Habitat for Humanity was officially incorporated as an affiliate of Habitat for Humanity International. In 2008, the organization expanded to include Douglas and Paulding counties and the name changed to Habitat for Humanity of Northwest Metro Atlanta. **Since 1986, over 600 homes have been built, rehabilitated, or repaired as part of our pursuit to provide decent, affordable housing in Cobb, Douglas, and Paulding counties.** These vital efforts continue today as we strive to achieve proper housing for all families in need in our communities, one of which is the city of Austell, Ga.

Introducing the Austell Community Revitalization Program

The mission of neighborhood revitalization is to serve more families by responding to community aspirations with an expanded array of products, services and partnerships, empowering residents to revive their neighborhoods and enhance their quality of life.



For 37 percent of Austell, Ga, owning a home seems impossible. Of the 7,200 residents, 37 percent are renting, with the average rent being between \$900 - \$1,100 per month. What is more, most of these renters also have families of four or more individuals per home. With the median household income being \$49,384 per year, far too often families struggle to make ends meet by choosing to pay their rent over buying groceries or needed medications. Then severe flooding in 2009 placed Austell in an emergency, and the city is still

recovering. Younger families are fleeing, and the community has many older adults on a fixed income. Their homes are in dire need of repair and they cannot afford those costs.

Long-time residents are concerned that developers have started to come in and purchase the land in the surrounding area due to its proximity to downtown Atlanta, and because it is the most affordable land available in all of Cobb County. They know their taxes will rise and eventually they will no longer be able to afford the place they have called home for generations. Austell has a hometown old fashion feel that is becoming appealing to more and more people who like the opportunity for walkability and small business.

Gentrification is increasing, making it harder for many families to stay.

This is a story about breaking the cycle of generational poverty through creating wealth, and a story of restoration. Keeping folks rightfully on the land passed down for three generations without gentrification taking over.

In Austell, the chance of becoming a victim of either violent or property crime is 1 in 34. A total of 8.4 percent of Austell residents fall below the poverty level. Many homes are in severe disrepair. There is litter, abandoned cars, and unattractive buildings. These conditions undermine the health and well-being of residents, reduce social cohesion, and influence the level of crime in a neighborhood.

Communities don't crumble overnight, and they can't be rebuilt overnight. But they can be built hand in hand, house by house, repair by repair.

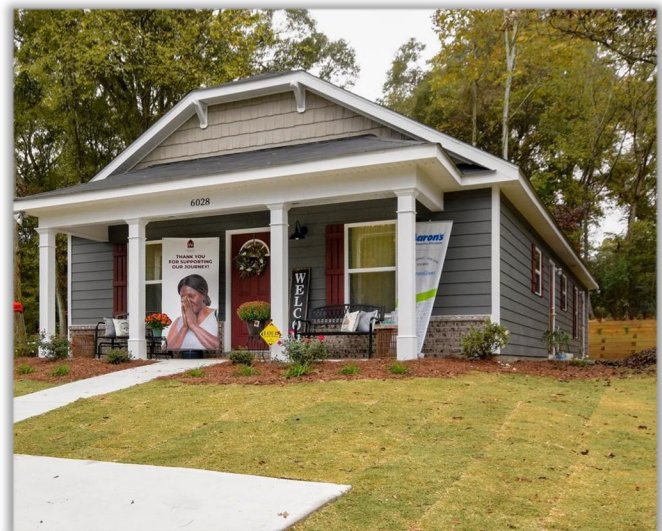
The characteristics of a decent home are affordability, security, safety, accessibility, safeguarding of health and connection to opportunities.

Our mission at Habitat is to partner with people for a hand up through shelter. Historically, that has meant building houses from the ground up. We have re-imagined what revitalizing a community in need looks like in our own back yard. Every property in the 6-block area we have identified to build on has a unique story waiting to be told through this Revitalization Story.

We have partnered with the City of Austell and the Sweetwater Mission to specifically target the Austell Sweetwater Neighborhood. The Atlanta Regional Commission ranks this submarket as a high priority. It is:

- One of the lowest priced suburban neighborhoods in Metro Atlanta,
- Has a high population of renters,
- Has experienced significant increase in poverty, and
- Has seen a decline of 14,000 owner-occupied housing units since 2010

However, we can't do this alone. Habitat and our partners need local businesses and corporate sponsors to come together to help with financing for repairs and undertake community beautification. Secondly, we need land and money for materials. When we put a new homeowner in a house, that homeowner begins paying property taxes to the county. With an affordable mortgage, they now have more money to spend at local businesses and restaurants. **Homeownership is a win-win for everyone. We need you to help us provide strength, stability, and self-reliance through shelter to Austell families.**



Quality of Life Outcomes include:

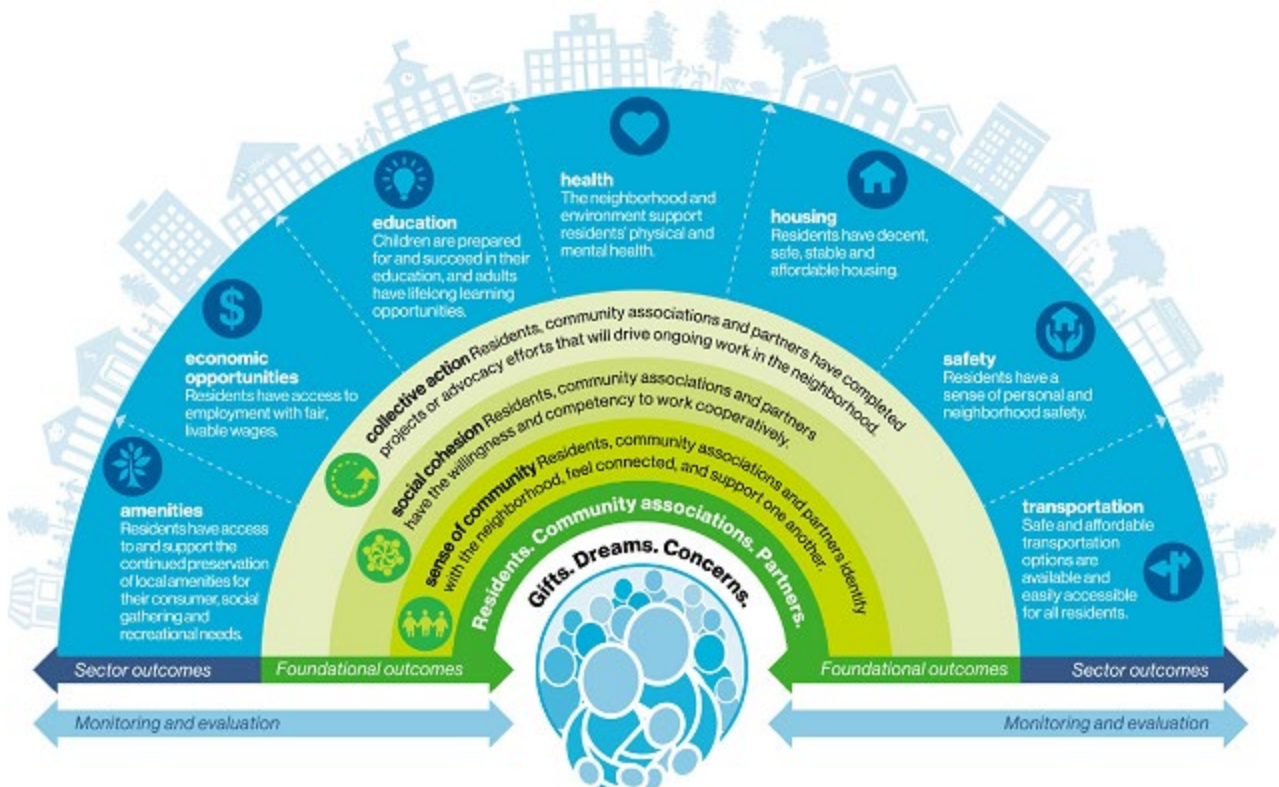
Sense of community,
Social cohesion,
Collective impact,
Education,
Health,
Housing,
Safety,
Access to services and amenities



Neighborhood revitalization focuses on listening to residents' challenges and aspirations and then creating partnerships to make changes that are important to those residents. As one partner of many, Habitat can create a mix of affordable housing products and services to help measurably improve overall quality of life in many communities such as this one. Partners might offer help in reducing crime, building parks, making jobs more available and improving education outcomes.

Neighborhood Revitalization Quality of Life Framework

Ultimate outcome: improved quality of life – the sense of well-being and happiness experienced by individuals, groups, and communities.



Plans for the Austell Community Revitalization Program:

Habitat for Humanity of Northwest Metro Atlanta seeks to create a future where conditions where we all live and work are transformed, to offer the opportunity to live the healthiest life possible. We will do this by **creating an environment where amenities, economic opportunities, education, health, safety, and transportation combine to rebuild the community, along with the tie that binds it all together - HOUSING.** Through these efforts, as well as policies and programs, together we change health factors, which then improve health outcomes.

The entire initiative will utilize a budget of \$2.5 million to:



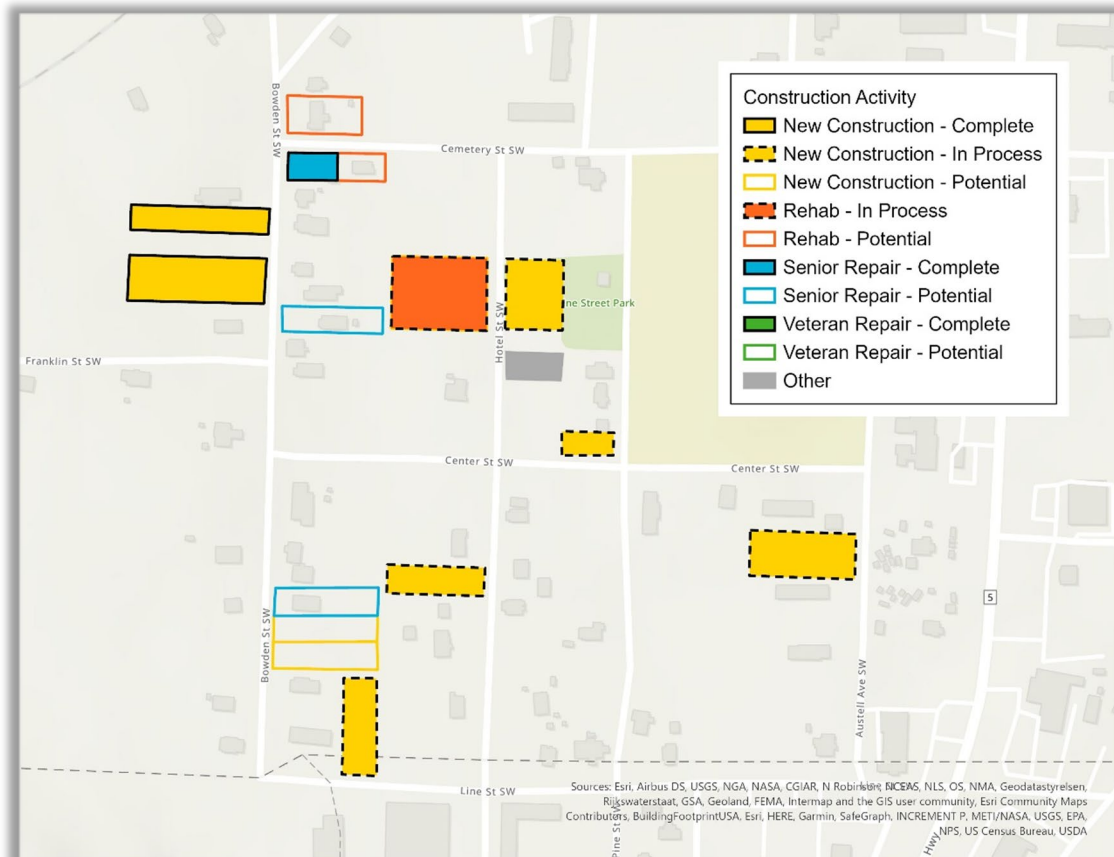
Build eight (8) new homes,



Refurbish eight (8) homes in need of major repairs, and



Complete a MINIMUM of twelve (12) repairs for Seniors and Veterans



Additional areas of community impact:

In 2018 we launched our **Senior Home Repair Program**, to assist adults ages 50+, many living on fixed incomes, with little or no resources for costly repairs. In addition, as homeowners age, they are often in need of expensive home modifications to make accessibility easier. Through our mission, the Senior Home Repair Program helps individuals who own their own home but are unable to afford needed repairs or accessibility modifications due to aging and/or disability. Projects have included: repairing a broken HVAC system, installing a new roof, and building a wheelchair ramp for access into a home. **We have completed over 40 repair and modification projects since 2018 in the Tri-county area for senior adults.**

We also have a long-established **Veteran Home Repair Program**, funded in large part by the Home Depot Foundation. One of the gaps we identified was a need for repair and modification services for widows and widowers of Military Veterans. It is vitally important that we assist these surviving spouses in being able to remain in their homes safely after the loss of their partners.

Examples of current needed repairs: 969 Cemetery Street — Ms. Sarah Clure



6052 Hotel Street — Mr. Willie Payton



Sponsorship Opportunities

Austell Community Revitalization Program

Supports all five activities including: *New Home Construction, Neighborhood Revitalization, A Brush With Kindness, Weatherization, and Homeowner Education*

Community Visionary Sponsor

\$100,000

This level of support will help us to fulfill the vision to build stronger, healthier communities by implementing all five of the Community Revitalization activities throughout the Austell Sweetwater Initiative.

With your sponsorship you will receive:

- First priority for volunteer participation on all of our community revitalization activities such as: a home build, A Brush With Kindness, etc.
- Acknowledgement on Habitat for Humanity of Northwest Metro Atlanta (Habitat NWMA) website with link to your organization's website
- Custom Habitat NWMA t-shirt with your logo
- Online photo gallery of your community revitalization activities
- Your organization's name and logo included in all marketing and public relations materials including: Habitat NWMA website, newsletter, and/or media releases
- Your organization's name and logo prominently displayed at community revitalization activities and events to include home sites, home dedications, homeowner education classes, and rehabilitation projects

Community Foundation Sponsor

\$50,000

This level of support will help us establish a foundation for implementing community revitalization activities throughout the Austell Sweetwater Initiative.

With your sponsorship you will receive:

- Priority for volunteer participation on community Revitalization activities of your choosing (up to 4 activities)
- Acknowledgement on Habitat NWMA website with link to your organization's website
- Your organization's name and logo included in all marketing and public relations materials including: Habitat's website, newsletter, and/or media releases
- Your organization's name and logo prominently displayed at community revitalization activities and events to include home sites, home dedication, homeowner education classes, and rehabilitation projects

Community Sole Sponsor

\$25,000

This level of support will select from one of the identified rehabilitation projects and adopt the home and the family inside.

With your sponsorship you will receive:

- Your choice of one of the identified rehabilitation projects and ability to adopt the home to be renovated
- Acknowledgement on Habitat NWMA website with link to your organization's website
- Your organization's name and logo included in all marketing and public relations materials including Habitat NWMA website, newsletter, and/or media releases
- Your organization's name and logo prominently displayed at community revitalization activities and events to include home sites, home dedications, homeowner education classes, and rehabilitation projects.

Built-to-Order Sponsorship

With this sponsorship, a dedicated staff person will customize a proposal to your needs and budget. Let us know your areas of interest and we can determine the right mix of sponsorship types and levels to ensure your satisfaction.