

BRUTAL AND BEAUTIFUL

2020 ANNUAL REPORT

FOCUSED COMMUNITY STRATEGIES



Community
Funds
FREE SHOP



THIS ANNUAL REPORT TELLS THE TALE OF A YEAR LIKE NO OTHER IN HISTORIC SOUTH ATLANTA.

It represents unprecedented pain and hardship. It recounts unprecedented generosity, ingenuity, and resolve. In it, you will see the strange union of our most joyful moments intermingling with our most painful ones. Throughout, you will see the shelter of this place — the ways being rooted in Historic South Atlanta have made us resilient together.

Last year was unlike anything we've experienced in our 40+ years as an organization. The intensity of systemic injustice, coupled with a global pandemic, crashed over our neighborhood. As we responded to the waves of crisis, we realized the hedge of protection we had here. The past two decades of neighboring, dignity, and development had equipped us to weather these crises together. Our deep connection to Historic South Atlanta gave us the clarity and ability to respond decisively at each turn. We had the resources, solidarity, and relational capital to act.

It would be cavalier and untrue to act as though our neighborhood did not struggle last year. We witnessed pain, even brutality, firsthand. But we also experienced new depths of beauty and solidarity here with our neighbors. **Our rootedness here provided shelter and comfort to all of us.**

**AS YOU LOOK
BACK ON AN
UNPRECEDENTED YEAR
WITH US, WE HOPE
YOU WILL EXPERIENCE
THE SHELTER OF THIS
PLACE, TOO. ■**



WE STARTED THIS YEAR'S INAUGURAL BOARD MEETING BY ASKING EVERYONE TO SHARE AN FCS-RELATED MOMENT FROM 2020 THAT IMPACTED THEM.

Over the next 30 minutes, every person shared a different moment from 2020 that left a deep imprint of hope. People shared about the weekly Youth Group Bike Rides. About painting the mural at Carver Market. About distributing bags of groceries with Share the Love. Many shared personal interactions they had with neighbors, staff, and their own families.

It's an understatement to say that a lot happened in Historic South Atlanta last year. Sitting in that meeting, we saw that for every hard memory from last year, a beautiful memory of connection and strength emerged, too. In a profoundly challenging year, each person connected to FCS found a way to lean in. In this report, you will encounter numbers that help to quantify the impact we had last year.

The sense of neighborliness and solidarity has no measure.

This is what we mean when we talk about the shelter of this place. These relationships are our shelter. This focused love for one neighborhood builds our ability to weather storms. Time and time again, we took shelter knowing that we would all come to one another's aid in the face of an unrelenting year.

Our neighborhood has been a source of hope. It's an example of what can happen when we apply our God-given gifts to the work of neighboring over a long time. Even in the midst of pandemics and unrest, we are making lasting, local change. ■



**JIM
WEHNER**
PRESIDENT



**CHRIS
GRAY**
BOARD CHAIR

PART 01

FOUNDATIONS



JANUARY - MARCH 13, 2020

THE BEGINNING OF LAST YEAR WAS LIKE MANY OTHERS.

We spent the earliest months of 2020 deepening our partnerships with the Purpose Built Communities network. We explored racial injustice as a team. We laid the groundwork for new financing that would expand access to affordable housing. Our core programs and partnerships for neighborhood engagement were humming along. We were energized and hopeful!

Looking back on these pre-crisis months, we see the foundations for the shelter of this place. Addressing structural inequities like access to food, housing, and racial injustice have always been core to our work and DNA. These are the systems that need to change if Historic South Atlanta is to thrive. The latter portion of 2020 would only shine a light on the ever-present inequities that shape our work. ■

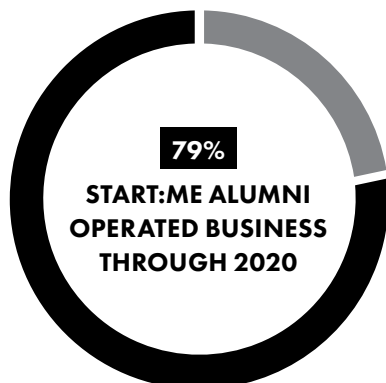


SOUTH ATLANTA FOOD CO-OP & START:ME

In January, the South Atlanta Food Co-op, a program we run in conjunction with Urban Recipe, met every other Wednesday. It runs entirely on neighborhood power. When they gathered, 43 co-op members would organize and distribute among themselves. The majority are senior women. After the food has been divvied up to take home, they would gather and share about life.



74,000 LBS OF FOOD
WERE DISTRIBUTED
THROUGHOUT THE CO-OP



While the food co-op members were swapping wisdom and recipes, 15 entrepreneurs from the southside of Atlanta revved up with Start:ME. Every year, this accelerator teaches local business owners how to nurture and scale their businesses. We run the 14-week program in partnership with Emory University's Goizueta School of Business and Purpose Built Schools Atlanta.

To date, Start:ME has served over 45 small businesses in the Southside. Across Start:ME, 84% of enterprises have people of color at the helm. Despite the stressors of 2020, 79% of Start:ME alumni were still actively operating by the end of the year. ■



FCS STAFF SEES JUST MERCY WITH PBC NETWORK MEMBER EAST LAKE FOUNDATION

On January 17, the FCS team joined the staff of East Lake Foundation to watch “Just Mercy” together. The film follows the story of attorney Bryan Stevenson as he works to appeal a wrongful conviction. The film highlights racial injustices in our criminal justice system. Together, we discussed how racial justice informs our place-based work.

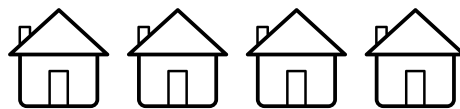
The outing was a highlight of our growing relationship with Purpose Built Communities and other Atlanta network members. ■

FOUNDATIONS

GROUNDWORK FOR FCS COMMUNITY FINANCE BEGINS

To make homeownership attainable, FCS created mortgage products for southeast Atlanta decades ago. To date, we have serviced over 400 mortgages! Early in January, our team began to lay the groundwork for a new Community Development Finance Institution: FCS Community Finance. Equitable access to housing that empowers neighbors to thrive.

We started off 2020 with the strong desire to scale and reimagine the program. We had no idea that the need for affordable housing and homeownership would explode in the later part of the year. ■



**OVER 40 YEARS, FCS HAS
CREATED OVER 400 MORTGAGES!**

PART 02

A NEW REALITY



MARCH 13 - MAY 2020

OUR LIVES CHANGED ON MARCH 13TH.

A national emergency had officially begun. Stores, businesses, and schools began shutting down nationwide. We faced a stark choice: we could either slow our programming until the impact of the pandemic took clearer shape, or we could adapt and respond.

We chose to lean in. We know our neighbors too well and love our neighborhood too much to retreat in a crisis. The following three months saw FCS launch new initiatives throughout our four pillars. We collaborated closely with our neighbors and partners to listen for ways we could support each other. The situation was changing everyday; we changed with it.

This was the spring of sheltering in place. It was also the season where we began to see the shelter of this place. Quickly, we were coming together to protect our community from the worst of the pandemic. ■



YOUTH GROUP BEGINS BIKE RIDES TO SUPPORT YOUTH MENTAL HEALTH

By May, the toll of virtual school and social distancing were etched onto the faces of our youth. Youth Development Coordinator, Michelle Witherspoon, saw it. She recognized that they needed more space for fun and freedom to make it through the pandemic.

She and Leader Devron Woodruff sprung into action. Together, they began to offer Bike Rides for youth 3 times every week. In addition, Devron led crossfit-style workouts for the youth 2 times every week.

Throughout the summer and fall, Michelle and Devron estimate that they rode 500 miles with 50 riders. These activities served as a shelter for innocence in a world that was laden with stress and worry. ■

BIKE RIDES 3X/WEEK

**CROSS-FIT STYLE WORKOUTS
OFFERED 3X/WEEK**

RODE 500 MILES WITH 50 RIDERS



FCS LAUNCHES COVID-19 RELIEF FUND

Almost immediately after the national emergency declaration, FCS got to work making sure that neighbors would be able to stay in their homes. FCS had long maintained a relief fund for neighbors in crisis. In March, we rededicated this fund to Covid-19 relief and expanded it.

Using this fund, we supported more than 100 families in Historic South Atlanta. These funds have gone towards food, utility assistance, rent and mortgage assistance and forgiveness. Every renter and homeowner in an FCS home remains housing-secure. It's a tangible testament to the ways we could provide literal, dignifying shelter for our neighbors during a crisis. ■

FCS ORGANIZES LOCAL RUN TO HONOR AHMAUD ARBERY

Our neighborhood continued grappling with the realities of racial injustice. On February 23, we were shocked to hear of the slaying of Ahmaud Arbery in Brunswick, Georgia.

To express our solidarity, neighbors gathered on the morning of May 8th, Arbery's birthday. Together, the group of about two dozen ran through the streets of Historic South Atlanta to honor his memory.



Looking back, this run would become a model for the summer to come. It showed how our community could shelter together and forge beauty in the face of brutality. ■

CARVER MARKET LEAPS INTO PANDEMIC RESPONSE

When the pandemic erupted, Carver Market sprung into action as an essential business. Staff worked around the clock restocking supplies. As the weeks pressed on, the economic fallout of the pandemic came into clearer focus. We heard that more action was needed to keep food on the table for many in South Atlanta.



By April, we launched our Share the Love initiative as a response. People like you purchased \$50 grocery bags from Carver Market. Every week, the FCS team delivered these bags to neighbors throughout Historic South Atlanta. In addition to delivering groceries directly, we supplied neighbors with gift cards to Carver Market.

To date, 500+ bags of groceries have been hand-delivered to neighbors through the Share the Love Campaign. Over 2400 households have received gift cards to Carver Market to stretch their food budget.

And just as importantly, we have been able to retain all 12 of our Carver Market and Community Grounds employees through the pandemic. ■



OVER **500** GROCERY
BAGS WERE HAND-
DELIVERED TO
NEIGHBORS



OVER **2400**
HOUSEHOLDS HAVE
RECEIVED GIFT CARDS
TOWARDS FOOD



RETAINED **ALL 12** OF
OUR CARVER MARKET &
COMMUNITY GROUNDS
EMPLOYEES

PART 03

BEAUTY & BRUTALITY



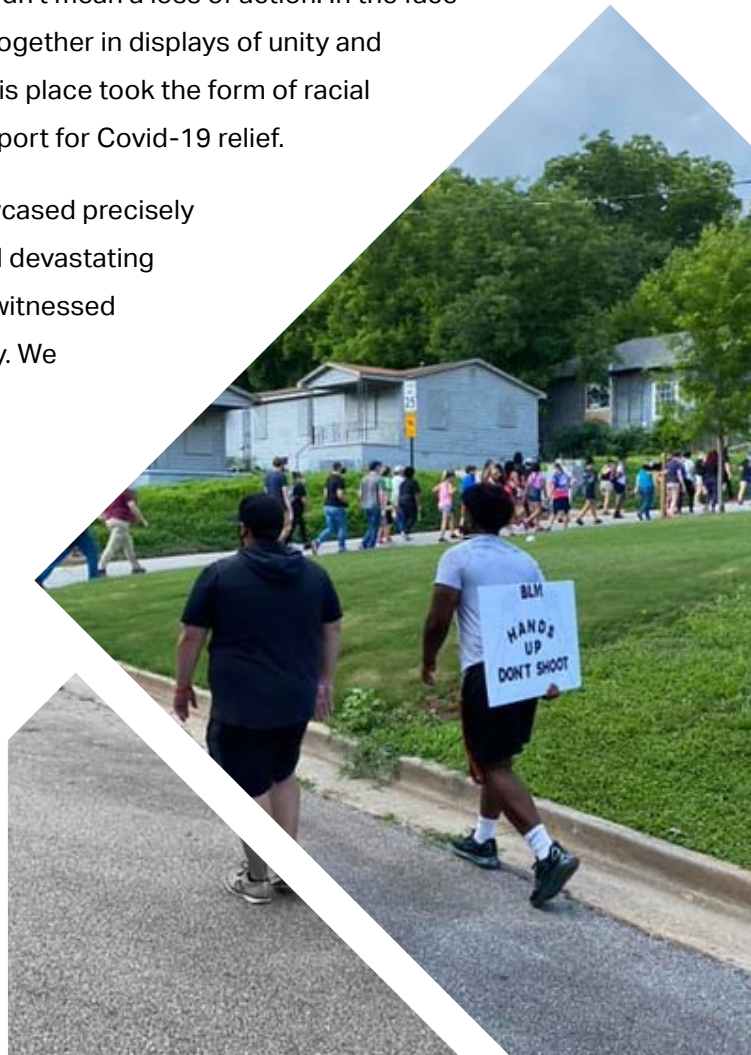
MAY 29 - SEPTEMBER 2020

THE END OF MAY USHERED IN A SUMMER OF BEAUTY AND BRUTALITY.

Civil unrest roiled Atlanta after the deaths of George Floyd, Breonna Taylor, and Rayshard Brooks. At the same time, we watched our city physically exhibit what we have known since our inception: racial injustice can tear our communities apart.

Truthfully, our neighborhood grieved a lot over this summer. Many times, we were at a loss for words. But a loss of words didn't mean a loss of action. In the face of every heartbreaking event, we came together in displays of unity and solidarity. In these days, the shelter of this place took the form of racial justice walks, murals, and continued support for Covid-19 relief.

In some ways, these trying months showcased precisely why FCS exists. Each day, we confronted devastating hurt and violence. At the same time, we witnessed the beautiful resilience of our community. We experienced how being rooted here in Historic South Atlanta can begin to undo the effects of race-based segregation and discrimination. In a world marred by racial injustice, we are working to create a neighborhood where all can thrive. ■





WALK FOR RACIAL JUSTICE

June 2020 was a tumultuous month in Historic South Atlanta. We were already reeling from the recent deaths of Ahmaud Arbery, George Floyd, and Breonna Taylor. Then, Rayshard Brooks was killed less than a mile from our offices. In response, South Atlanta residents gathered together for a walk promoting racial justice. On that day, over 200 neighbors joined us in this local action.

Through the pain, we were humbled by the ways our neighbors came together. We were honored that neighbors joined FCS when we organized the walk. We were equally honored that our campus served as the gathering place. Whether it's for celebration or resistance, the walk showed us how 1297 Jonesboro Road had become a rallying point for unity. ■

NEIGHBORS COME TOGETHER TO RESTORE CARVER MARKET

On June 16th, our staff arrived at Carver Market ready to open the store for the day. Instead, they found graffiti and shattered glass littering the sidewalk. It was a painful moment.

As soon as word of what happened spread, our neighbors took action. Later in the same day, neighbors poured in to help clean up and board up the broken windows. They organized themselves and came out in groups. They decried the vandalism and praised FCS on social media. They spoke to the news crews on our behalf. Later that week, neighbors came to paint a mural that local artist, Andre Thompson, designed. The mural adorned the same boards our neighbors had installed. Side-by-side, we created images to express the mix of anguish and hope we felt over racial injustice.

It was a moment that showcased the shelter of being rooted in Historic South Atlanta. Our community experienced a painful act. But even more quickly, our neighborhood came together to illustrate its strength and unity. ■



IMPACT OF COVID-19 RELIEF EFFORTS INCREASE

In light of the increased stress on our neighborhood during the civil unrest, we redoubled our Covid-19 relief efforts. Our Share the Love initiative picked up even more momentum. We continued to support neighbors through our Covid-19 Resilience fund. By the end of August, we had raised over \$1 Million in Historic South Atlanta via this fund.

In a boon to these efforts, Purpose Built Communities received a grant to support Covid-19 relief efforts in Atlanta. The Harlem Children's Zone awarded \$2 Million to Purpose Built Communities and its network members. FCS received a portion of these funds to support our ongoing Covid-19 relief.



100 RESIDENTS HAD THEIR
RENT, MORTGAGES, AND
UTILITIES FUNDED



500 HOUSEHOLDS WERE
PROVIDED WITH FOOD & PPE



150 CHROMEBOOKS WERE
GIVEN TO STUDENTS TO
ADDRESS THE DIGITAL DIVIDE



15,000 MASKS WERE
DISTRIBUTED TO NEIGHBORS

These funds supported rental, mortgage and utility assistance for residents. They supplied vital food, personal care and cleaning items. The grant ensured families in need could access critical fee-based education and wellness programs. It gave students access to technology for virtual learning. To date, we have distributed 15,000 masks, and 150 Chromebooks to local students thanks to this grant. ■

LUPTON CENTER LAUNCHES TEACHABLE SERIES

Throughout the summer, the Lupton Center fielded requests for resources on racial justice. In response, they launched their digital course series. Opening this platform meant that the Lupton Center could equip community developers nationwide despite Covid-19.

In light of the civil unrest, the Lupton Center complemented the online launch with a series of virtual conversations. These videos highlighted racial justice and its effects on community development work. To date, they have been viewed nearly 25,000 times. ■



VIDEOS
VIEWED NEARLY
25,000 TIMES



PART 04

THE SHELTER OF THIS PLACE



OCTOBER - DECEMBER 2020

BY OCTOBER, WE HAD SETTLED INTO A NEW SEMBLANCE OF NORMAL.

The systems we had put in place for Covid-19 relief were running at full steam.

We continued to pursue racial justice as a neighborhood and with partners.

Against all odds, we recognized that we were weathering this storm together.

Ultimately, our roots in Historic South Atlanta had equipped us to face each challenge together.

We began to recognize and name the shelter we had in Historic South Atlanta. Relationships had enabled us to find solidarity and resources to blunt some of the worst effects of the year.

Still, we knew that the road ahead was long. In these final months of 2020, we focused on moving forward together. We continued the long work of creating an equitable, mixed-income community. ■





FCS RECEIVES \$1 MILLION TO EXPAND LUPTON CENTER PROGRAM

In October, FCS was awarded a \$1 million grant from Lilly Endowment, Inc. to expand The Lupton Center's City Shapers program. City Shapers is a place-based, cohort program that invites churches and organizations into a two-year process of discovery, collaboration, and innovation. Essentially, it equips others to replicate FCS' model in their own city-wide context.

Over the next 5 years, funds from the grant will go towards launching City Shapers in 12 cities. The Lupton Center has already fielded nearly 100 inquiries from interested community developers. Initiatives like City Shapers are one way we enable others to create rootedness and shelter in their own neighborhoods. ■

THE SHELTER OF THIS PLACE

FCS COMMUNITY FINANCE CLOSES FIRST LOAN

After months of preparation, we launched FCS Community Finance in December. We closed on our first loan using this emerging CDFI in the same month.

Our inaugural mortgage made our longtime neighbors, Michelle and Larry Witherspoon, South Atlanta homeowners. We were thrilled to see our Youth Development Coordinator and her family sink even deeper roots into this place. Ultimately, this institution empowers neighbors to build credit history more widely and effectively. ■



PURPOSE BUILT COMMUNITIES NETWORK EXTEND COVID RESPONSE

By the fall, it was obvious that the pandemic had no clear end in sight. Fortifying the shelter of this place meant banding together with partner organizations. We leaned into our relationships with the Purpose Built Communities network.

Thanks to funding from the Harlem Children's Zone grant, we collaborated to offer free Covid-19 testing at three sites in South Atlanta. We teamed up with The East Lake Foundation to bring Share the Love to their neighborhood.



Together with Purpose Built Communities, East Lake Foundation, and Grove Park Foundation, we launched the digital #StayCoveredTogether campaign. The campaign spread information to neighbors about Covid-19, staying safe, and vaccines. Together, we supported local schools and distributed protective equipment to neighbors. ■

AFFORDABLE HOUSING CREATION PERSISTS DURING THE YEAR

Despite all of the unknowns of the year, one thing remained abundantly clear - affordable housing was needed more than ever. The FCS housing team was able to continue their good work undeterred by our new reality.

During 2020, FCS created 9 new homes for ownership welcoming 9 new families into South Atlanta. Homeownership is the heart of FCS's neighborhood stabilization and we were thrilled to bring stability during a year of such uncertainty. At the same time, FCS created 3 additional rental homes for families in the neighborhood. Meanwhile, we ensured that our homeowners and renters had access to our Covid-19 relief fund and any other support necessary to keep them stably housed during the economic crisis.

This year put the need for affordable housing on full display. We were thrilled to start enacting a new model for creating affordable housing using



Accessory Dwelling Units (ADUs).

Historic South Atlanta had decided to create ADUs during its master planning process. In December, construction for the first one began. One of our neighbors and homeowners, Tanisha Corporal, will soon have two new units in her backyard thanks to our partnership with BackyardATL. One unit will house a long-term tenant while the other hosts short-term visitors. Tanisha will own both of the units outright after a set period of time and receive income from these long and short-term renters. We are thrilled to see this innovation come to life! ADUs build housing density in our neighborhood, boosting property values and stimulating local economic growth. At the same time, the ADUs serve as affordable rental units, meaning FCS can offer more housing options without purchasing more land. Seeing this vision materialize was a distinctly hopeful part of our year. ■

RECORD TURNOUT AND RECORD GENEROSITY AT PRIDE FOR PARENTS

We knew Pride for Parents would be more important to local families than ever. In a year marked by chaos, stress, and pain, a joyful and abundant Christmas would offer invaluable respite. A record 99 families came to shop at Pride for Parents on its first day of opening.

Despite extensive preparations, we were running low on toys after the first day of opening the store. Families were more determined than ever to make Christmas special. And our community, including people like you, responded with an outpouring of generosity. Within 24 hours of asking for help to replenish our inventory, we had raised the funds we needed. When the store closed, nearly 4000 toys had been purchased to put a smile on a loved one's face.

Pride for Parents was the perfect reflection of what we had experienced all year: beauty in the midst of troubled times. Pride for Parents powered the shelter of this place by flooding Historic South Atlanta with joy and generosity. ■



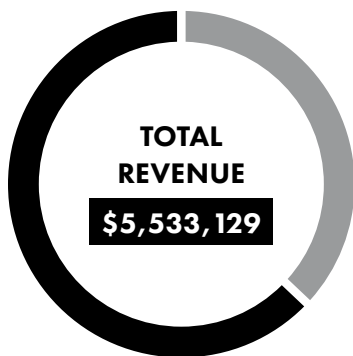
**A RECORD
99 FAMILIES
SHOPPED ON
OPENING DAY**



**NEARLY
4,000 TOYS
PUTTING A SMILE
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ONE'S FACE**

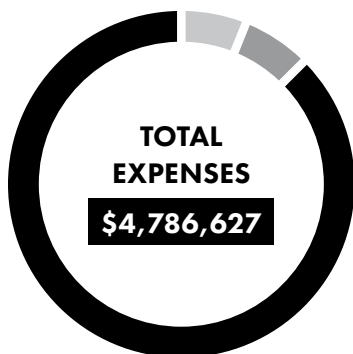
YOUR GENEROSITY BLEW US AWAY LAST YEAR.

When the pandemic struck, we knew we would have to ramp up a strong response in our neighborhood, no matter the cost. And we wanted to do it while retaining our staff and existing programs. As everyone was plunged into uncertainty, we had no idea how we would find the resources to cover these new, needed initiatives while continuing our crucial, long-term work. You made that possible. To honor your contribution and to uphold our value of sustainability, each dollar we received philanthropically generated three more dollars via our programming. We cannot thank you enough for partnering with Historic South Atlanta in this way. ■



REVENUE SOURCES

■ PROGRAM SERVICE REVENUE:	\$3,533,129
■ DONATIONS & GRANTS:	\$1,968,552



EXPENSES

■ PROGRAMS:	\$4,250,018
■ FUNDRAISING:	\$271,293
■ ADMINISTRATION:	\$265,316

THANK YOU FOR SUPPORTING THE SHELTER OF THIS PLACE.

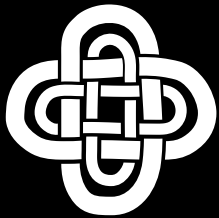
One of the core assumptions of our work here at FCS is that the neighborhood is strong. Our neighbors are strong. And our network is strong. We saw this strength on full display last year.

This Annual Report highlights the deep roots we have here in Historic South Atlanta. After 20 years, we are able to weather many kinds of storms.

We are grateful to be here and working for an equitable, mixed-income community. And we are so grateful to people like you. You made it possible for us to rise to the challenge and stay the course together.



**WE HOPE THAT THE TIME
OF SHELTERING IN PLACE
WILL BE OVER SOON. BUT
WHATEVER LIES AHEAD,
WE ARE CONFIDENT THAT
WE WILL BE PRESSING
FORWARD TO THRIVE IN
THIS PLACE. ■**



FCS

focused
COMMUNITY
strategies

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