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HOMEAID ATLANTA CELEBRATES 20TH ANNIVERSARY IN 2021

Major milestone for nonprofit focused on building new lives

ATLANTA, GA – NOVEMBER 9, 2020 – Atlanta nonprofit HomeAid Atlanta celebrates its 20th anniversary in 2021. HomeAid Atlanta’s mission is “building new lives for families and individuals experiencing homelessness through housing and community outreach.” Established in 2001 by members of the **Greater Atlanta Home Builders Association**, HomeAid Atlanta is a local chapter of **HomeAid America**, a leading national nonprofit provider of housing and resources for people experiencing homelessness, operating through a network of 19 chapters in 13 states. HomeAid Atlanta builds, renovates, and maintains facilities for organizations that provide shelter, programs, and services in the nine-county metro Atlanta area. HomeAid also manages several outreach initiatives to meet immediate needs of people experiencing homelessness.

“Twenty years is quite a milestone! We are grateful to be a part of the effort to end homelessness in metro Atlanta for all these years,” said Lori Rousseau, HomeAid Atlanta 2020-2021 Board President. “It is a great privilege to work alongside incredible organizations that make a huge difference in the lives of so many of our neighbors in need. We are amazed at the generosity of our partners in the building industry. We could not be more proud of the impact we have made throughout our twenty-year history.”

HomeAid Atlanta and its building industry partners have saved shelter provider organizations over \$5,000,000 in construction costs through 142 projects, adding 605 beds at shelter facilities since 2001. Outreach initiatives include the Essentials Drive to collect baby supplies for families experiencing homelessness, which has collected over 1.3 million items. Over the years, HomeAid has filled and donated 8,300 CareKits (hygiene kits) for distribution through outreach programs assisting people experiencing homelessness, and the newest effort, Stock the House, established in 2015, has collected \$133,500 in furniture and housewares to provide a warm welcome for residents rebuilding their lives at HomeAid-built facilities.

For its 20th anniversary in 2021, HomeAid has eight projects planned including six major renovations around metro Atlanta and two new builds at Covenant House Georgia on Atlanta’s westside and Gigi’s House in Clayton County. Twenty outreach activities are planned: 15 HomeAid CareDays, which are volunteer workdays that provide maintenance and repairs at shelter facilities (including a 100th Care Day milestone), as well as five donation drives, such as the Essentials Drive, HomeAid CareKits, and the Stock the House Drive.

To commemorate the 20th anniversary, HomeAid will host a Fun Run in spring 2021, and a 20th Anniversary Celebration, scheduled for May 2021 in Tucker. HomeAid will launch a “Twenty Years in Twenty Days” social media campaign to kick off the celebration. Photos, videos, and stories will feature the people and projects that have helped establish HomeAid Atlanta as a vital force in eliminating homelessness in metro Atlanta. The campaign will begin on November 11. On Giving Tuesday, a global day of generosity that takes place on December 1, HomeAid will launch its “\$20 for 20 Campaign,” to raise \$100,000 in increments of \$20, to include a team fundraising challenge. The fundraising campaign will run until May 2021 with all funds raised befitting HomeAid’s work.

To learn more about HomeAid Atlanta’s past and present, and contribute to the \$20 for 20 Campaign, visit www.homeaidatlanta.org. Follow @homeaidatlanta on Facebook, Twitter, and LinkedIn, and @homeaidatl on Instagram.

HomeAid Atlanta is a nonprofit organization founded in 2001 that builds new lives for homeless families and individuals through housing and community outreach. HomeAid builds, renovates, and maintains facilities for nonprofits serving people experiencing homelessness. HomeAid has completed over 140 projects at locations for victims of domestic violence, teen mothers, veterans and more, utilizing connections with building industry professionals and community organizations. HomeAid also provides essential items like diapers, wipes, and hygiene products to those affected by homelessness. HomeAid is the designated charity of the Greater Atlanta Home Builders Association. Learn more at www.homeaidatlanta.org.

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