



Westside  
Future Fund



Power of Storytelling  
on the Westside"

# Transform Westside Summit

Convene | Communicate | Collaborate

Westside Future Fund  
Friday, November 6, 2020

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Westside  
Future Fund

## VISION

A community Dr. King would be proud to call home.

## MISSION

To advance a compassionate approach to neighborhood revitalization that creates a diverse, mixed-income community, improves the quality of life for current and future residents and elevates the Historic Westside's unique history and culture.

## VALUES

**Do with the Community, not to the Community**  
We know that residents are the real experts on the challenges in their community. Therefore, we learn from residents and involve them in all we do.

**Be Compassionate**  
We meet residents where they are in a spirit of empathy and respect.

**Have Integrity in Everything**  
We stand behind all we say and do. We are open, honest, and courageous.

**Be Creative**  
We bring high energy and fresh ideas to tackling the long-standing challenges on the Westside. We're dedicated to trying different approaches to get different results.

**Deliver Results**  
We're committed to driving transformation in the long term, with a focus on measurable outcomes today.



# 2020 Board of Directors



**Beverly Tatum**  
Board Chair,  
President Emerita,  
Spelman College



**Peter Muniz**  
Board Vice-Chair  
Vice President and Deputy  
General Counsel,  
The Home Depot



**Reverend Kenneth Alexander**  
Pastor,  
Antioch Baptist Church North



**Michael Bond**  
Atlanta City Council  
Post 1 At-Large



**Rodney Bullard**  
Vice President of  
Community Affairs and  
Executive Director,  
The Chick-fil-A  
Foundation



**Mark Chancy**  
Retired Corporate  
Executive Vice  
President  
of Wholesale Banking,  
SunTrust, Inc.



**Kathleen S. Farrell**  
Executive Vice President  
Commercial Real Estate  
Line of Business  
Truist, Inc.



**John Gamble**  
Chief Financial  
Officer,  
Equifax



**Jim Grien**  
President & CEO,  
TM Capital



**Dan Halpern**  
Chairman & CEO,  
Jackmont Hospitality,  
Inc.



**Shawntel Hebert**  
Partner,  
Taylor English



**Virginia Hepner**  
Retired,  
CEO Woodruff Arts  
Center/Wachovia Bank



**Tommy Holder**  
Chairman & CEO,  
Holder Construction  
Company



**Derrick Jordan**  
Senior Project Leader,  
National Church  
Residences



**Wonya Lucas**  
President and CEO,  
Public Broadcasting  
Atlanta



**Penny McPhee**  
President,  
The Arthur M. Blank  
Family Foundation



**Helen Smith Price**  
President,  
The Coca-Cola Foundation  
and Vice President of Global  
Community Affairs for The  
Coca-Cola Company



**Valerie Montgomery Rice**  
President and Dean,  
Morehouse School of  
Medicine



**AJ Robinson**  
President,  
Central Atlanta  
Progress



**Sylvia Russell**  
Retired President,  
AT&T Georgia



**Dave Stockert**  
Retired CEO,  
Post Properties



**Beverly Thomas**  
Vice President of  
Communications and  
Public Affairs,  
Kaiser Permanente



**Nicole Yesbik**  
Principal  
PricewaterhouseCoopers

## EX-OFFICIO MEMBERS



**Shan Cooper**  
Executive Director,  
Atlanta Committee  
for Progress



**Eugene Jones, Jr.**  
President & CEO,  
Atlanta Housing



**Dr. Eloisa Klementich**  
President & CEO,  
Invest Atlanta



**Terri M. Lee**  
Chief Housing Officer,  
City of Atlanta

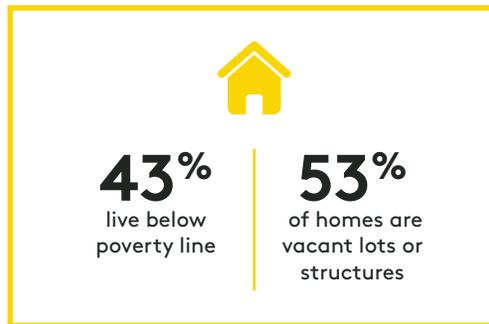
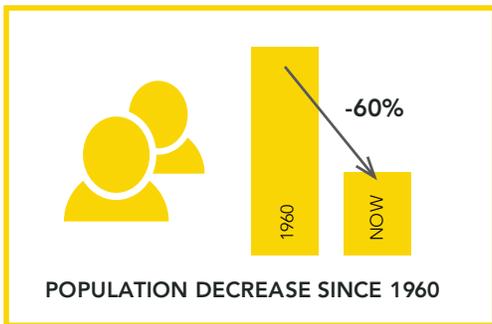


# Westside Future Fund

CREATING A NEW WESTSIDE FUTURE

Westside Future Fund (WFF) is a nonprofit formed by Atlanta’s public, private and philanthropic partners who believe in the future of Atlanta’s Westside and are committed to helping Historic Westside neighborhoods revitalize and develop into a community Dr. King would be proud to call home

English Avenue • Vine City • Ashview Heights\* • Atlanta University Center



## Role of the Westside Future Fund

With an emphasis on community retention and a compassionate approach to revitalization, Westside Future Fund is focused on creating a diverse mixed-income community, improving quality of life, and elevating and celebrating the Historic Westside’s unique history and culture.

## Impact Areas

Westside Future Fund’s holistic, partner-driven model is proving successful. Through our roles as participant, amplifier, convener, strategist and accelerator, WFF is delivering results in our four impact strategies.



**SAFETY & SECURITY**



**COMMUNITY HEALTH & WELLNESS**



**MIXED-INCOME COMMUNITIES**



**CRADLE-TO-CAREER EDUCATION**

\* Includes Just Us and Historic Booker T. Washington



## HOME ON THE WESTSIDE

### Investing in a New Westside Future

- Westside Future Fund is deeply committed to community retention
- We created Home on the Westside as a signature initiative in partnership with Mayor Bottoms to drive equitable and inclusive redevelopment in the Historic Westside neighborhoods
- WFF's community retention guidelines prioritize individuals and families with ties to WFF's historic neighborhoods to be first in line for housing opportunities and do not discriminate based on income

### Using these guidelines, Home on the Westside prioritizes Westside legacy residents by providing high quality, permanently affordable housing opportunities

- Providing renters housing they can afford as area rents continue to rise
  - Renters should not have to pay more than 30% of their gross income on rent
- Enabling homeownership with financial coaching and counseling
- Constructing and renovating new single-family homes, available for purchase and for lease-to-purchase, supported by down payment assistance
- Covering increases in property taxes for qualified legacy homeowners

If you are interested in housing opportunities through Home on the Westside, start by completing an interest form.

[REGISTER NOW](#)



# A Dedicated Team



**John Ahmann**  
President and CEO



**Jaren Abedania**  
VP of Real Estate



**Rachel Carey**  
VP of Project  
Financing



**Brenda Dalton**  
Chief Operating  
Officer



**Sonia Dawson**  
Special Assistant to  
the President & CEO



**Lee Harrop**  
VP of Real Estate  
Development



**Raquel Hudson**  
Director of Westside  
Volunteer Corps



**Deidre Strickland**  
Development  
Manager



**Joan Vernon**  
Director of Neighborhood  
Engagement



**Christal Walker**  
Staff Accountant



**Robyn Washington**  
Development  
Coordinator



**Elizabeth Wilkes**  
Program  
Coordinator



**Cristel Williams**  
Chief Development  
Officer



# Agenda

7:15AM – 7:30AM  
**Welcome**

John Ahmann  
*President & CEO*  
Westside Future Fund

Ebony Ford  
*Westside Resident*  
English Avenue

7:30AM – 7:45AM  
**Opening Devotion**

Regina Katz (Grant)  
*Program Director*  
On the Rise Financial Center

7:45AM – 8:30AM  
**LIVE PANEL:**  
**Westside**  
**Impact Center**

Leonard Adams  
*Founder & Chief Executive Officer*  
Quest Communities

Anna Foote  
*SE Regional Director*  
On the Rise Financial Center

Cindy Simpson  
*Vice President, Chief Operating Officer*  
CHRIS 180

8:30AM – 8:45AM  
**Q&A**

*All viewers can submit questions via social media channels for the duration of the program.*

8:45AM – 8:55AM  
**WESTSIDE IMPACT**  
**HIGHLIGHTS** featuring  
interviews with...

Takema Allen  
*Client*  
On the Rise Financial Center

LaDonna Jackson  
*Client*  
Westside Empowerment Center

Kimya Trotter  
*Benefits Specialist Supervisor*  
Quest Communities

8:55AM  
**Closing Remarks**

John Ahmann  
*President & CEO*  
Westside Future Fund

9:00AM  
**Summit Adjourns**

 @westsidefuturefund

 @WFFAtlanta

 @westsidefuturefund

 westsidefuturefund.org

# Our Featured Participants

## John Ahmann

*President & CEO, Westside Future Fund*

For more than 25 years, John Ahmann has been driven by the determination to improve the way communities and institutions function in Atlanta. From his early days working in Washington, D.C. to his positions with private, governmental, and organizational entities in the Atlanta area — including his eight years as an elected school board official in Decatur — he has focused his energy on solving the big problems whose resolutions can ultimately change Atlanta’s trajectory. He has worked primarily behind the scenes, bringing together diverse stakeholders and managing initiatives through to fruition, and has had a hand in some of the region’s most important public policy initiatives and cross-sector collaborations. Along the way, John has built a vast network of individuals who are impacting Atlanta and its future.

John is a native son. He was born at Grady Hospital in Atlanta in 1965, was one of Paideia School’s first graduates in 1983, and earned his BA in Political Science from Emory University in 1987. After having moved to Washington, D.C. and worked for Representative Pat Williams of Montana and then Congressman Ben Jones of Georgia, he entered Yale School of Public Private Management in 1991 and graduated with seven letters of recognition in 1993.

Within months after returning to Atlanta, John was hired by the Atlanta Committee for the Olympic Games as the Program Coordinator of Government Relations. He was soon promoted to Manager of Federal and State Government Relations where he worked with officials from four federal government offices, including the White House. Following the 1996 Olympic Games, John worked at Edington & Wade, a public affairs firm, and then Georgia’s Department of Industry, Trade and Tourism (GDITT, now the Department of Economic Development), where he led and managed strategic planning teams. From there he moved into GDITT’s newly created position of Deputy Commissioner for Strategic Planning and Research.

In 2000, John was hired by the Metro Atlanta Chamber to serve as its Senior Vice President of Community Development. There he oversaw the Chamber’s initiatives regarding transportation, education, arts and culture, the environment, and legislative affairs. In 2003, John bought the majority interest in a local public affairs firm, and in 2006 he established Ahmann, Inc. While in private practice in 2004, John began his engagement as the outsourced Executive Director of the Atlanta Committee for Progress (ACP), a group of top CEOs and university presidents that advises and supports the mayor on priorities critical to Atlanta’s economic vitality. While with ACP, he was heavily involved in launching the Atlanta Beltline, the acquisition of the Martin Luther King Jr. Personal Collection, the 2015 Renew Atlanta Bond Program, and ACP’s Westside Redevelopment Task Force that led to the launch of the Westside Future Fund. John is currently the President & CEO of the Westside Future Fund.

John has also been an elected public servant. He won his race for the City Schools of Decatur Board of Education in 2003, was re-elected in 2007 without opposition, and served until 2011. John was the first Paideia School alumni invited to join the Paideia School’s Board of Trustees where he served for four years.

John’s unwavering commitment to Atlanta and deep knowledge of specific areas such as education, economic development, infrastructure and local fiscal policy make him a unique presence in Atlanta’s change landscape. He is honored to serve the board of Westside Future Fund as its President & CEO.

# Our Featured Participants

## Ebony M. Ford

*Westside Resident, English Avenue*

Ebony purchased a home in English Avenue after moving from her home state of Michigan more than 10 years ago. She was drawn to the potential of the Westside and wanted to be apart of what was sure to be its uprising in the very near future. She is a divorced mother to a 4 year old son, and an IT Analyst for the State of Georgia. Ebony has started an organization, English Avenue Tea, to bring awareness and an image of normalcy to the rest of Atlanta about the residents that live in historic Westside neighborhoods. The Westside is on the rise and Ebony is proud to go along for the ride.



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## Regina Grant

*Program Director, On the Rise Financial Center (OTRFC)*

Ms. Regina Grant currently serves as the Program Director for On the Rise Financial Center (OTRFC). Ms. Grant's has extensive experience as a counselor, coach, facilitator and instructor in the field of "banking" and financial education.

In her role as the first Center Director of OTRFC, she was able to apply her skills and expertise to provide a high level of specialized service to the residents and stakeholders of various communities throughout the Atlanta area in group and one-on-one financial services. Her level of commitment to "reach one, teach one" is irrefutable and the passion she exhibits in all aspects of her work well qualifies her as an expert in her field.

Having spent the past 18 years as a trained and certified homeownership counselor, Ms. Grant has also become a Certified Credit Builder Master Trainer and has successfully trained interns, staff and consultants that are currently working with agency clients.

In addition to serving in this capacity, she has also led a team of computer-software trainees through developing their skills in financial literacy and education, managed media and marketing partnerships, as well as participated in the development of the center's financial education curriculum.

Ms. Grant has successfully leveraged partnerships with very key stakeholders and philanthropic supporters that are vital to the OTRFC.

Through her, as she calls; divine calling, she has steered the agency toward community service, with programs to help moderate- and low-income families buy homes, to teach people methods to improve their credit scores and to offer financially sound alternatives to predatory lenders.

Her career as a financial educator and coach has been successful and is continuing to thrive as she embarks on her new journey of educating the residents of Atlanta's Westside Community.



## **Leonard L. Adams, Jr.**

*Founder & Chief Executive Officer, Quest Community Development Organization, Inc.*

Leonard L. Adams, Jr., is the Founder of Quest Community Development Organization, Inc.; a GA based 501c3 non-profit organization and currently holds the position of President and CEO. Mr. Adams is a true visionary taking this once grassroots organization starting with \$30,000.00 to an operating budget of just north of \$4M annually, \$39M in current assets and securing over \$100M in gov't grant and subsidy support for affordable housing under his leadership.

As an entrepreneur and social-entrepreneur of over 25 years, Mr. Adams has multi years of experience in developing affordable & supportive housing communities in challenged neighborhoods on Atlanta's Westside and Knoxville, TN's. He is a seasoned, results oriented leader with a strong record of accomplishment. He utilizes his Leadership, Fiscal, Strategic and Operational strengths as he navigates the non-profit community development superhighway in such uniquely challenging communities.

Mr. Adams gained his MBA from Kennesaw State University, a HUD-CHDO (Community Housing Development Organization) certificate from the University of Illinois and completed his undergraduate studies at Knoxville College in Knoxville, TN.

A War Veteran of the United States Army, Mr. Adams is committed to supporting urban community and economic development that serves as a catalyst for change, through his work and equitable housing models that serve homeless and low-income individuals, families, older persons and veterans living with a disability.

Understanding the delicate balance of professional and personal growth Mr. Adams serves on the Knoxville College Board of Trustees as Vice Chair. He also gives of his time serving on the Enterprise Community Partner Advisory Board and as an Enterprise Community Leadership Council (ECLC) member. He is a Leadership Atlanta Alumni Class of 2016 and a proud member of Omega Psi Phi Fraternity.

# Our Featured Participants

## **Cindy Simpson**

*Vice President, Chief Operating Officer, CHRIS 180*

Cindy has more than 35 years of experience working in Georgia's social welfare, youth homelessness, and mental health systems.

As COO of CHRIS 180, Cindy has helped develop several new programs including the TransitionZ program at Summit Trail, a 44-unit supportive housing apartment complex for homeless and transition-age youth with a mental health diagnosis; the Drop-In Center for homeless youth and young adults; the Voices Against Violence curriculum; a trauma-informed care training model (Trauma STARS); an LGBTQ training program; and a trauma informed adoption services model for special needs youth in foster care.

Cindy is also a published author with articles on subjects such as adolescent substance abuse and behavior management. Cindy has led advocacy efforts in the modifications of state delivery systems and for LGBTQ youth in foster care helping to develop guidelines that enable LGBTQ youth to feel valued and accepted. In 2011, Cindy was awarded the Gayle Bayes Vision for Children award for her leadership in social services. In 2015, the CHRIS Counseling Center received the TeleHealth Facility of the Year award and in 2016 the Keeping Families Together program received the National Innovation and Excellence Program award from the National Center for Excellence and Innovations. In 2019, The Fulton-Dekalb Hospital Authority named Cindy one of its Healthcare Champions for her tireless work in the community.

Cindy earned her BA from DePauw University and her MA and Ed.S from the University of Georgia. She is a mother of six adopted sons.

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## **Anna Foote**

*SE Regional Director, On the Rise Financial Center*

Anna Foote oversees the Atlanta-based On The Rise Financial Center, providing financial literacy services to residents in Atlanta's most economically depressed communities. Anna has over 30 years working in all roles within credit unions in Atlanta. She is the former Vice President of 1st Choice Credit Union and former CEO of Bond Community Credit Union, both members of Inclusiv. Most recently Anna worked almost 15 years as Vice President of Operations for Coca-Cola Credit Union, serving over 14,000 members world-wide, managing branch and call center operations, supporting remote access services including home-banking and leading new product development.

Anna has extensive community development leadership experience. She is currently the Board Chair of a Community Improvement District in Atlanta and served nine years on the City of Atlanta's development authority Board (Invest Atlanta), by appointment of two Atlanta Mayors and chaired key committees including Finance and Tax Allocation District Oversight. Anna has worked for the March of Dimes, Community Foundation for Greater Atlanta and was Deputy Director for HOPE Atlanta, the largest nonprofit providing emergency services and housing assistance to homeless in the Metro Atlanta area.

# ANNOUNCEMENTS

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## + Good Sam

Good Samaritan Health Center and CVSHealth are offering free rapid COVID-19 testing with results in 20 minutes by appointment only.

Call **404-523-6571** to schedule.

Good Sam is located at 1015 Donald Lee Hollowell Pkwy, Atlanta, GA. Visit <https://goodsamatlanta.org/COVID-19> for more info.

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**Do you know, own, or love a business on the Westside?**

Support Westside Business Awareness

To join the Westside Business Directory or participate in an upcoming community market: email [Joan@westsidefuturefund.org](mailto:Joan@westsidefuturefund.org) with the subject line **ATTN: Westside Business**

### *IN CASE YOU MISSED IT...*

## WESTSIDE FUTURE FUND'S 2019 ANNUAL REPORT IS NOW ONLINE



HERE ARE A FEW HIGHLIGHTS:





Urban League of Greater Atlanta



Linked in Friendship, Connected in Service  
Azalea City (GA) Chapter



**FREE LIVE WEBINAR**

**NOV. 9 | 2:00 PM**

**REGISTER TO ATTEND WITH THIS LINK:**  
<https://ulgatl.org/events/protecting-your-property/>

*Presents*

# PROTECTING YOUR PROPERTY

## HEIRS' RIGHTS

\*LEARN ABOUT HEIRS' PROPERTY -  
WHAT IT IS AND WHAT TO DO ABOUT IT.\*

**FREE PRIZES AND GIVEAWAYS!!!**



**REGISTER HERE >> <http://ulgatl.org/events/protecting-your-property/>**

## THE FIX THAT! HOME REPAIR SERIES

The Atlanta BeltLine Partnership, Atlanta Community ToolBank, Atlanta Land Trust, and House Proud are partnering to bring you the Fix That! Home Repair Series, an 8-part series of free online workshops focused on helping you make simple repairs at your home, save money on repairs, and making you safer and more secure in your home. At each workshop in the series we will provide an overview of the topic and you will have a chance to ask questions live with an expert.

The Fix That! Home Repair Series is part of the Partnership's 2020 Home Empower Workshop Series, sponsored by Wells Fargo and Bank of America.



### UPCOMING WORKSHOPS:

- November 4: Electrical Safety
- November 18: Preventive Home Safety
  - December 2: Basics of HVAC
- December 16: Winterizing Your Home

Visit [beltline.org/empower](https://beltline.org/empower) to register.

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## Rental Awareness Webinar | Every Monday, 2:00 - 3:00 pm

<https://ulgatl.org/events/rental-awareness-webinar-every-monday-2-pm/>



Urban League of Greater Atlanta  
Empowering Communities.  
Changing Lives.

# WEEKLY WEBINAR

## Rental Awareness Webinar

Every Monday | 2:00pm - 3:00pm

ARE YOU SCARED OF EVICTIONS OR FORECLOSURE BECAUSE OF COVID-19 IMPACTS?

WE HAVE HUD CERTIFIED COUNSELORS ON STAFF TO PROVIDE COMPREHENSIVE HOUSING COUNSELING, RENTAL ASSISTANCE COUNSELING, AND FINANCIAL COACHING.

OUR COUNSELORS WILL ASSIST YOU IN DEVELOPING AN ACTION PLAN AND NEGOTIATIONS. PLEASE JOIN US FOR OUR NEXT RENTAL AWARENESS WEBINAR!

# WE'RE HERE TO HELP

**Call 404- 430- 8180**

## Westside Connect Help Line



One number to get the help you need: Food, Housing, Counseling, Employment, Education, Health Care, COVID-19 Testing

Feeling lonely, lost, stressed, anxious or down?

Need help managing your health condition?

**Call 404- 430- 8180 today!**

**Need a  
Doctor?**

**Text: Westside  
to 51555**

**CHRIS180** 

Changing Directions.  
Changing Lives.

**CHRIS180.ORG**

# VIEWPOINT: Fulfilling our vision of the beloved community

By D. Makeda Johnson | First published in the Atlanta Business Chronicle May 5, 2017

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Gentrification of urban American cities is a complex phenomenon with social, political and economic implications.

It represents a double-edged sword with both opportunities and challenges. The infusion of higher-income individuals into urban centers generates increased renewal investments in formerly neglected and abandoned blighted communities. It provides needed revenue to local municipalities to meet the expense of much-needed infrastructure and service delivery improvements. Unfortunately, gentrification and displacement are manifesting as symptoms nationally as the urban center across our nation strives to attract upper-middle-income families while displacing current residents with increasing housing costs that exclude the working poor and altering the cultural and historical fabric of urban America cities.

Gentrification can be managed and provide an opportunity for Atlanta, Georgia, to honor its most noted son and drum major for social justice: Dr. Martin Luther King Jr.

Atlanta can once again shine as an urban American city "Too Busy to Hate." We can redefine the G word. We are in a moment of opportunity for the creation of the "Beloved Community," a community of racial and economic diversity.

But it will not just happen, it must be intentionally developed. It is simple, but requires authentic partnership between community, political and private stakeholders committed to the possibility of the "Beloved Community." It will require a resident retention plan that prevents forced displacement, inclusionary affordable housing policy that supports mixed income and racial diversity by acknowledging the area median income, and a tax abatement program to protect vulnerable home and business owners.

The Historic Westside Community is poised with the opportunity to manifest not forced displacement, but demonstrate how to align urban transformation with Dr. Martin Luther King Jr.'s vision of "The Beloved Community." A community where justice and equality is the order of the day; an authentic mixed community where all can live, change and grow without the destruction of the Historic Westside Community's cultural integrity.

To accomplish the building of the Beloved Community, trust must be established requiring a shift

from traditional transactional approaches to community redevelopment. We had declared that our approach will be transformative and centered on the development of human capital. This innovative transformative approach to community development is no easy task. It requires that both residents, stakeholders and service providers rethink and reset traditional mindsets associated with poverty that fails to see and value the many assets within communities and design programs that empower residents with the skills and resources to be a part of the solution with equality and equity.

This writer loves living and working within the Historic Westside Community. Having chosen to call it home for nearly three decades, I proudly celebrate the beauty of community. We are a very resilient community that has, in spite of many challenges, continued to make contributions to society, especially as it relates to striving for social justice and an equitable society.

Unfortunately, too often those who seek to serve often overlook the value of relational capacity that exists within community, wealth of knowledge and ability to be a vital asset to achieving transformative sustainable communities.

Envision what could happen as residents and dedicated stakeholders shift their mindsets and reinvent how to renew communities without displacement, where there is the pollination of skills and the capacity to stay in communication even when they are difficult, seeking to establish trust and new ways of engagement that produce the greater good for humanity while creating economically healthy, thriving businesses, well-kept homes, quality affordable housing that is reflective of the earning of the communities' workforce, accessible and affordable healthcare, high-performing educational institutions. In this moment of opportunity, we can be the change that the world is looking for and create the environment that produces productive citizens with economic and social mobility by design. As residents and stakeholders, we will either fulfill or betray the vision of the beloved community based on our actions or inaction. There is a critical need for advocacy on behalf of the often-marginalized long-term residents in gentrifying communities; we have the opportunity to shift that. Where do you stand? I shall continue to strive to be a drum major for justice, equality and inclusion for the establishment of the "Beloved Community."

THANK YOU FOR YOUR INVALUABLE SUPPORT  
IN MAKING THESE SUMMITS POSSIBLE:



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## How to Connect with Us

-  @westsidefuturefund
-  @WFFAtlanta
-  @westsidefuturefund
-  westsidefuturefund.org



P.O. Box 92273, Atlanta, GA 30314  
(404) 793-2670  
[westsidefuturefund.org](http://westsidefuturefund.org)

For bulletin ideas and comments, contact Elizabeth Wilkes at [elizabeth@westsidefuturefund.org](mailto:elizabeth@westsidefuturefund.org).