



Westside Future Fund





Dear Friends,

When Westside Future Fund (WFF) launched in 2014, our purpose was to equitably revitalize and preserve the culture of four Historic Westside neighborhoods (Vine City, Ashview Heights, English Avenue and Atlanta University Center). Today, we have made significant strides in our quest to revitalize

these four neighborhoods with a focus on resident retention and education.

2020 was a year unlike any we have ever experienced. In the midst of a global pandemic, WFF was able to pivot and to change the way in which we serve the community. Following the inception of our signature Home on the Westside program, last year, we launched our Home on the Westside Campaign which focused on food delivery and rental assistance for Westside residents. With the money raised, we fed over 6,000 residents between July and December and provided rental assistance to over 200 families on the Westside.

Racial equity was also a dominant theme of 2020. Protests and the fight against systemic racism reverberated around the world. The pandemic shone a light on how communities of color are affected by systemic racism – especially regarding affordable housing and education. Our Home on the Westside program was created to drive equitable and inclusive community revitalization on Atlanta’s Historic Westside.

We help Westside residents live in the place they love by improving cradle-to-career education and connecting current and future residents with quality affordable homes.

With the effective leadership of a committed board of directors along with a team of action-oriented staff members, we are optimistic about the trajectory of the Westside! As we continue to advance our mission through four impact strategy areas: mixed-income communities; cradle-to-career education; community health & wellness and safety & security, by way of this annual report, I am happy to share the remarkable progress WFF has made toward improving the quality of life on Atlanta’s Westside and delivering on the promise to create a thriving mixed-income community that Dr. King would once again be proud to call home.

Thanks to you and the support of many donors, partners, and volunteers, I am proud of the progress we have made. I am hopeful and most grateful to all who have contributed to WFF’s work. We will continue our work at full steam.

Thank you again for your support and for taking this journey with Westside Future Fund.

My best,
John Ahmann
President & CEO



WHO WE ARE

Westside Future Fund was formed with a commitment to restore economic mobility and elevate the quality of life in Atlanta’s four historic Westside neighborhoods: Vine City, English Avenue, Ashview Heights and Atlanta University Center (AUC).

Westside Future Fund is driving four impact strategies proven to have the most immediate impact, with success indicators outlined for each area: 1) mixed-income communities 2) community health & wellness 3) cradle-to-career education, and 4) safety & security.

Community retention is foundational to our work. The neighborhood’s rich culture and history lives within its residents. To successfully revitalize the Westside, we must ensure that current residents are able to remain in the community. We do this by identifying and connecting resources with needs; convening the right people around the table; collaborating on strategies; and coordinating all these efforts, which are vital to the Westside’s long-term success.

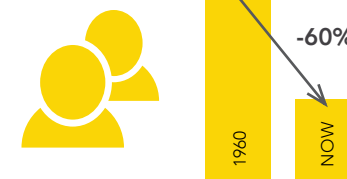
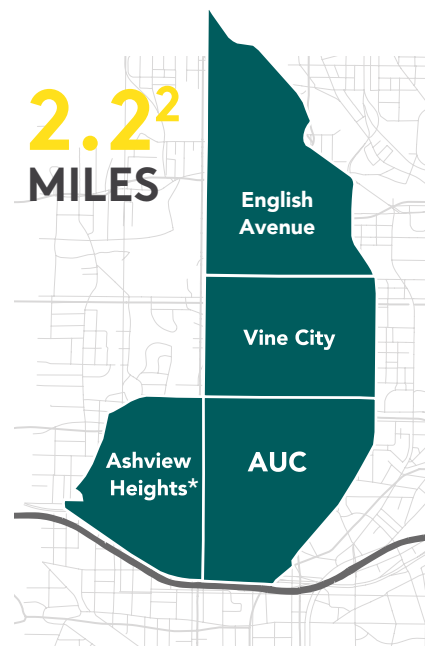
It is our hope that all Atlanta residents can experience prosperity, and supporting the Westside offers a tremendous opportunity for current and future residents to flourish; for businesses to grow and employees to live; and for Atlanta to honor its history and bring vitality back to the heart of the city.

We are grateful to the supporters that have demonstrated a strong interest in the work we do and are making a positive difference throughout Atlanta’s Westside. We partner with these passionate individuals and organizations with the intent to maximize impact and support the Westside’s long-term success.

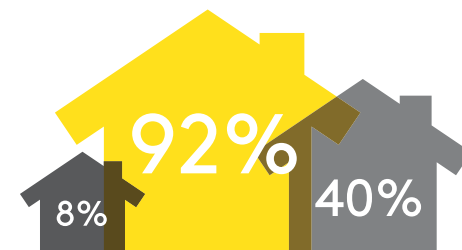
WHO WE SERVE: A 2020 SNAPSHOT

OUR GEOGRAPHIC FOOTPRINT

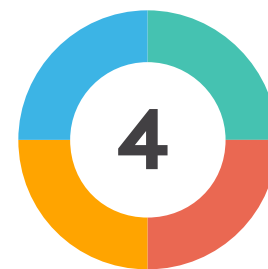
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MILES



POPULATION DECREASE SINCE 1960
16,000** TOTAL RESIDENTS DOWN FROM A POPULATION OF 50,000 IN 1960



8% OF HOMES ARE OWNER OCCUPIED
92% OF RESIDENTS ARE RENTERS
40% OF HOUSING UNITS ARE VACANT



FOUR IMPACT STRATEGY AREAS:

- Mixed-Income Communities
- Community Health & Wellness
- Cradle-to-Career Education
- Safety & Security

40% OF FAMILIES AT OR BELOW THE FEDERAL POVERTY LEVEL



African American residents make up 90% of the population

*JustUs and Booker T. Washington neighborhoods are co-located in Ashview Heights neighborhood

**8,000 residents are Atlanta University Center students

ANTI-DISPLACEMENT TAX FUND

The Anti-Displacement Tax Fund, which is part of the Home on the Westside program, continues to support legacy homeowners on the Westside by providing financial relief for the rapid rise in property taxes. Currently, 129 homeowners have been approved through the program. WFF has plans to conduct aggressive outreach efforts in the coming year to enroll eligible participants.

970 JEFFERSON STREET

Our 970 Jefferson Street renovation has been completed. This location will serve as WFF's new office. The location will also house Foodwell Alliance and several other food-related nonprofits in the community. The expected occupancy is Q2 2021.

COMMUNITY ENGAGEMENT: TRANSFORM WESTSIDE SUMMITS

As a result of the global pandemic, we shifted the summits to a virtual format until it is safe to resume in-person events. Via this virtual mode, we continue to convene a diverse group of individuals: residents, stakeholder, community, and civic leaders. We have hosted topics that are relevant to the community such as issues related to Covid-19, Westside entrepreneurship, youth development, Black History Month, Women's History Month and workforce development.

HOME ON THE WESTSIDE

The Home on the Westside program is WFF's signature community revitalization initiative. Since the launch of this program, 1,385 households have expressed interest in accessing our affordable housing units. Currently, 197 applications have completed the verification process.

AFFORDABLE HOUSING/MIXED-INCOME HOUSING

Since 2017, WFF has acquired 264 multi-family units as part of our mixed-income housing impact strategy area; 181 of those units are in development; 150 are currently occupied and the remaining 37 units will be available for occupancy Spring 2022. Additionally, 116 single-family homes have been acquired; six have been sold to legacy residents. These numbers don't add up – can you double check them?

CRADLE-TO-CAREER EDUCATION

Although the pandemic presented challenges, progress is being made in Atlanta Public Schools' Washington Cluster. We are currently developing a plan that allows us to support all five schools in the cluster: Booker T. Washington High School, Hollis Innovation Academy, Brown Middle School, M. Agnes Jones Elementary and Tuskegee Airmen Global Academy.

In addition to the aforementioned 2020 highlights we leveraged our Westside Volunteer Corps to engage volunteers virtually and via socially distanced in-person opportunities.

Dr. King said, "Life's most persistent and urgent question is, what are you doing for others?" Thanks to the Corps, we are building community via a service ethos. We mobilized 6,009 volunteers and logged 24,036 volunteer hours across the four neighborhoods in our footprint.



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 are dedicated to trying different approaches to get different results.

DELIVER RESULTS

We are committed to driving transformation in the long term, with a focus on measurable outcomes today.



HOME ON THE WESTSIDE

The Home on the Westside program is WFF's signature initiative, designed to drive equitable and inclusive community revitalization on Atlanta's Historic Westside. We help Westside residents live in the place they love by connecting them with quality, affordable housing and education support and strengthening the community they call home.

Home on the Westside means placed-based equity that delivers economic mobility at a neighborhood level via safe, quality housing that is attainable for all residents, whether they rent, buy, or retain an existing residence. Home on the Westside also means investment in higher performing schools and generating cradle-to-career education opportunities that lead to economic stability and success. Last but not least, it is support for collaboratively improving neighborhood safety and wellness, through great parks and green space, increased access to health care and improving the safety and security of Historic Westside neighborhoods.

WFF's community retention guidelines prioritize individuals and families with ties to these historic neighborhoods – including people who live and work in the community, or have children enrolled in the Booker T. Washington Cluster, graduates of Atlanta University Center (AUC) institutions or Booker T. Washington High School.

WFF's Home on the Westside includes housing for all – whether rental, rent-to-own, or homeownership. It also means legacy homeowners, whose who occupied their homes prior to 2017, can remain in place via WFF's Anti-Displacement Tax Fund.

We partner with On the Rise Financial Center (OTRFC) to support people who currently rent and want to own a home. Participants will have access to a broad range of financial literacy classes and individualized financial coaching to help them meet their financial goals and qualify for a home they can afford.

With the help of OTRFC's financial coaches, participants can achieve their financial goals such as building a more favorable credit score, saving for a down payment, and learning about the long-term cost of owning a home.

*Legacy residents are homeowners or renters who resided in our target neighborhoods prior to 2016.

WESTSIDE STORY: NEW BEGINNINGS

Legacy resident, Joann Guice works at Spelman College and is a Home on the Westside Program participant. She has eight grandchildren that she loves and three close-knit adult children, one of whom has also expressed an interest in the Home on the Westside program.

“I found out [about Home on the Westside] through my church. I’ve been a member at Antioch Baptist for about ten years now and the preacher [gave us] the information at church one Sunday. My aunt wrote down the information and we called and sent all of my paperwork in.”

Guice expressed how pleased she is with her new home and the proximity to her job at Spelman. Since she does not drive, she takes public transportation each morning for her commute to work.

When asked how she feels about her new home, Guice answered, “It makes me feel great! I feel comfortable. I can go to sleep and wake up knowing I can pay my bills. I can put food in my house. I stay around the corner from where I work. It’s a great feeling. I haven’t been in my own place in 18 years. So, it makes me feel terrific. I’ve been saving my money ever since the pandemic [hit] and I said I was going to buy everything brand new [since] this is a brand new place.”

Her advice to others seeking a place to stay on the Westside is, “[People should] apply themselves, [secure employment] and go through the program, and they’ll be just like me.”

Knowing that the cost of living is steadily rising on the Westside, she feels comfortable knowing that her home status is secure and that she can remain in the neighborhood.





COMMUNITY REVITALIZATION

AFFORDABLE HOUSING

Community Retention and development of mixed-income neighborhoods is foundational to our work and remains at the core of Westside Future Fund's revitalization strategy. Our target neighborhoods are home to approximately 16,000 residents, down from approximately 50,000 in 1960. Of the remaining residents, more than 50% live below the federal poverty level of \$25,750 for a family of four.

Our research indicates that 73% are renting from private investors, making them highly vulnerable to displacement in the face of rising rents or eviction as once affordable properties are sold for redevelopment. We began our acquisition and development efforts in 2017, with a commitment to acquire and redevelop multi-family and single-family units for low-income renters and retirees.

Thanks to the generosity and support from Atlanta's corporate leadership, last year, the Westside Future Fund raised \$23.7M to acquire and develop affordable housing for low-income residents. As of December 2020, 264 multifamily units were acquired or under contract and 116 single-family homes/development parcels were acquired or under contract.

KEEPING LEGACY RESIDENTS IN PLACE

Since 2017, the Anti-Displacement Tax Fund (ADTF), funded through philanthropy, has protected legacy homeowners from rising property taxes due to rising property values on the Westside. The ADTF is an initiative that prevents the displacement of homeowners in our target neighborhoods. The potential for displacement of these low-income homeowners is pressing in an environment where some Westside residents have had significant increases in their tax bills. With the rise in housing costs and the limited availability of affordable housing, many seniors, most of whom live on a fixed income, are beneficiaries of the Anti-Displacement Tax Fund.

To build community awareness of ADTF, we launched a door-to-door outreach program. We enlisted legacy residents who canvassed the neighborhoods to encourage applications from homeowners. To date, 1,085 residents have expressed interest in the program and 197 residents have completed the verification process.

Thanks to a grant from the Arthur M. Blank Family Foundation, an added benefit for qualifying ADTF homeowners is title clearing. Westside Future Fund is committed to the sustained outreach and assistance required to enroll all qualifying homeowners in our target neighborhoods over the next two years.

At the same time, the outreach team assesses the physical state of the homes they visit and refers homeowners to repainting and renovation programs in partnership with Atlanta Habitat for Humanity and the City of Atlanta. WFF established a collaborative partnership with Atlanta Habitat for Humanity to offer minor home repairs and repainting services through the Brush with Kindness Program for homeowners in our footprint.



PROGRESS IN EDUCATION ON THE WESTSIDE

CRADLE-TO-CAREER EDUCATION

In 2017, Westside Future Fund launched a 5-year partnership with Atlanta Public Schools to improve education outcomes at our pilot school, Hollis Innovation Academy. In August 2020, that 5-year partnership with Atlanta Public Schools was revised to include all schools in the Washington Cluster: Booker T. Washington High School, Hollis Innovation Academy, Brown Middle School, M. Agnes Jones Elementary School, and Tuskegee Airmen Global Academy. The revised partnership agreement will help us advance three objectives:

1. Allow for more high-quality Early Childhood Education slots for children in the footprint aged 0-3 in partnership with the YMCA of Metro Atlanta,
2. Expand WFF's support to Booker T. Washington High School and,
3. Formally expand support to the Cluster's other schools: Brown Middle School, M. Agnes Jones Elementary, and Tuskegee Airmen Global Academy.

As we seek to expand our support across the Cluster, APS is working to understand and address pandemic-related learning deficiencies.

The various changes and supports provided by the District will help inform how WFF will support the schools. With this revised partnership, we will expand our reach to serve nearly 3,000 students on the Westside versus the 700 we initially served at the start of the partnership.





WESTSIDE STORY: GREAT START ON LIFE

Brianna Hollaway has lived on the Westside her entire life and is a Home on the Westside program participant. She is 20 years of age and is a graduate of Booker T. Washington High School. When Brianna observed the development happening in the neighborhood with the new housing, she did not believe it was meant for current residents.

“When I see new buildings on the Westside, I instantly think they are for other people and not for the people who have been in the neighborhood. So, it is a great feeling knowing that these new homes are developed on the Westside for people who cannot afford the higher cost of living.....”

Brianna learned of Home on the Westside through a friend who is a current resident who also went through the program. “A friend of mine introduced me to the [Home on the Westside] program. The program was such a fast and [supportive] program, and they were able to get me [into] a home at an affordable price.”

Brianna dreams of purchasing her first home, preferably on the Westside. “I am happy that I can stay in my neighborhood at a good affordable price. This program is going to help me to save money and to get my life started because I’m young and this is my first place, so this a first stop for me. Saving my money is going to be easier for me to [own] my own property on the Westside.”

CONVENE. COMMUNICATE. COLLABORATE.

Community engagement remains central to our approach. This includes a commitment to hosting twice monthly Transform Westside Summits, open to all residents and stakeholders. These gatherings are designed to share progress and engage the community and foster connection, collaboration, and community around revitalization efforts. While our format changed due to the pandemic, we have maintained our commitment to convene a diverse group of concerned citizens that share the commonality of support for Atlanta’s Historic Westside.

All Summit recordings are available to view on WFF’s YouTube page and Facebook page. We continue to have strong viewership across Facebook, YouTube, and Twitter, with viewers watching live, as well as watching replays each week.

TOTAL VIEWS ACROSS ALL WFF SOCIAL MEDIA CHANNELS

12/04/2020	751
12/18/2020	678
01/15/2021	1,214
02/05/2021	863
02/19/2021	796
03/05/2021	774
03/19/2021	550
Average	815

We will continue to come up with more creative ways to engage our viewers as well as increase viewership.



EXTERNAL SUPPORT

Westside Future Fund continues to receive favorable coverage in the media – for our work and our board members’ work. WFF has appeared or been featured in many stories, generating 25+ million earned media impressions. Stories have featured affordable housing, small business on the Westside, COVID-19 relief, Beloved Benefit, and our work through meaningful partnerships – such as:

Atlanta City Council approves bonds to pay for new affordable apartment units – Atlanta Journal-Constitution

Massive development with ‘organic, gritty aesthetic’ expands footprint on Westside – Atlanta Journal-Constitution

Agency puts families first in new effort to build resilience – Atlanta Journal-Constitution

2021 Atlanta 500: Religion, Non-profits, & Advocacy – Atlanta Magazine

Georgia Tech to award Ivan Allen Prize to Dr. Anthony Fauci; Westside welcomes New Year with record fundraiser – Atlanta Business Chronicle (online)

Atlanta non-profits get \$100K grants to assist affordable housing efforts, COVID relief – Atlanta Journal-Constitution

Republic Services, ANDP Strengthening Community through Small Business Revitalization Grants – Saporta Report

Beloved Benefit awards additional \$700,000 to seven metro non-profits – Atlanta Business Chronicle (online)

WESTSIDE VOLUNTEER CORPS

"...to serve...you only need a heart full of grace." ~Dr. Martin Luther King, Jr.

The revitalization of the Westside presents challenges that are too big for any one organization to address on its own. Thanks to seed funding from Chick-fil-A, Westside Future Fund established the Westside Volunteer Corps to harness the talents of volunteers in new and powerful ways. Through the Corps, we address the maintenance and cleaning of vacant WFF-owned properties on the Westside. Residents participate in this work by helping with cleanup and beautifying our four target neighborhoods.

We are committed to volunteerism because of its unique ability to help address many of the social challenges threatening Atlanta's Historic Westside such as economic inequality, educational access, and health issues. Moreover, volunteerism offers many tangible benefits. It serves to knit together Atlantans across the metro area that do not always have an opportunity to work closely together.

The volunteer corps has attracted many civic groups and companies. Companies who are engaged with the corps are AT&T, IHG, Deloitte, NCR, Mercedes-Benz and The Home Depot to name a few; the list continues to grow.

Since launching the program more than:

6,009

volunteers have been activated

24,036+

volunteer hours have been donated

162

volunteer projects completed



VIRTUAL VOLUNTEERISM

With the ongoing need to address food insecurity, WFF launched our first ever "contactless" project, the Meal Pack Program. WFF partnered with Simpson Street Church of Christ to reduce food insecurity in our footprint. The partnership provided free lunch to anyone in need Monday through Friday at Simpson Street Church.

To support hungry families on weekends, Westside Future Fund created the Meal Pack Program. Each Meal Pack contained a diverse offering of shelf-stable food designed to last two to three days. Volunteers helped with filling bags with an assortment of designated food items. The volunteers would then drop off or ship Meal Pack bags to Simpson Street Church via a contactless drop-off process. Alternatively, an option was available for food to be delivered via services such as Amazon or Instacart.

COVID-19

Within days of the World Health Organization declaring a global pandemic in 2020, Westside Future Fund took steps to develop a strategy that would enable us to continue serving the Westside of Atlanta communities.

WFF launched the Westside Emergency Relief Fund to address the immediate needs of Westside residents. The relief fund provided much needed support to residents impacted by the coronavirus and the economic consequences of the outbreak.

WFF also launched its inaugural Campaign Cabinet with the goal of raising \$500,000 by year's end to support families on the Westside suffering from food insecurity and those needing rental assistance. The cabinet is comprised of civic and corporate leaders committed to advancing WFF's mission via fundraising and ambassadorship. **Thanks to our generous donors, we exceeded our goal of raising \$500,000 in 2020.**

We are proud to share that we were able to feed over 6,000 residents by way of weekly food delivery between July and December and provided rental assistance to over 200 families on the Westside. Since the start of the pandemic, Westside Future Fund has and will continue to distribute food to nearly 250 families each Thursday and will provide critical rent assistance and other housing supports to low-income families.

COMMUNICATING IN RESPONSE TO COVID-19

A top priority of WFF has been proactive communications, via multiple channels, to Westside residents, including those who live in WFF-owned properties or are enrolled in the Anti-Displacement Tax Fund program. To help residents remain safe and informed, we have:

- **Added an Information and Resources page to the WFF website to use our platform to deliver useful information and relevant community resources to benefit the neighborhoods we serve.** WFF team members actively expand and refine the links on this page, with support from partner organizations, the Westside Health Collaborative, and others. We continue to encourage individuals throughout the network to share the page with anyone they think may benefit.
- **Produced and distributed flyers focused on general COVID-19 information, best practices for avoiding infection, access to healthcare and food resources and, most recently, vaccine information.** Starting with residents in WFF-owned multifamily properties and homeowners taking part in the Anti-Displacement Tax Fund, we have gone door-to-door to distribute flyers throughout the footprint, with the assistance of youth and other residents WFF has hired to help.
- **Convened a weekly, strategic partners call that is bringing together frontline organizations to share information and collaborate on solutions.** So far, the calls have included representatives from Atlanta Police Foundation, Atlanta Volunteer Lawyers Foundation, CHRIS 180, Families First, Good Samaritan Health Center, Grady Health System, Integrity CDC (Westside Works), Mercy Care, Metro Atlanta YMCA, On the Rise Financial Center, Quest Communities, and Raising Expectations.



2020 BOARD MEMBERS

Beverly Tatum – Vice Chair
 President Emerita
 Spelman College

Kenneth Alexander
 Pastor
 Antioch Baptist Church

Michael Julian Bond
 Atlanta City Council
 1 At-Large

Rodney Bullard
 VP of Community Affairs and
 Executive Director
 Chick-fil-A Foundation

Mark Chancy
 Corporate EVP of Wholesale
 Banking (Ret.)
 SunTrust

John Gamble
 CFO
 Equifax

Jim Grien
 President and CEO
 TM Capital

Dan Halpern
 President and CEO
 Jackmont Hospitality

Shawntel Hebert
 Partner
 Taylor English

Virginia Hepner
 CEO (Ret.)
 Woodruff Arts Center

Tommy Holder
 Chairman and CEO
 Holder Construction Company

Derrick Jordan
 Senior Project Leader
 National Church Residences

Wonya Lucas
 President and CEO
 Public Broadcasting Atlanta

Nicole Yesbik
 Principal
 PricewaterhouseCoopers

Penny McPhee
 President (Ret.)
 The Arthur M. Blank Family Foundation

Peter Muniz
 VP and Deputy General Counsel
 The Home Depot

Helen Smith Price
 President, The Coca-Cola Foundation
and VP of Global Community Affairs
 (Ret.)
 The Coca-Cola Company

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 AT&T Georgia

Dave Stockert
 CEO (Ret.)
 Post Properties

Beverly Thomas
 VP of Communications and
 Public Affairs
 Kaiser Permanente

Kevin Holt
 CFO & COO
 H&H Hospitality

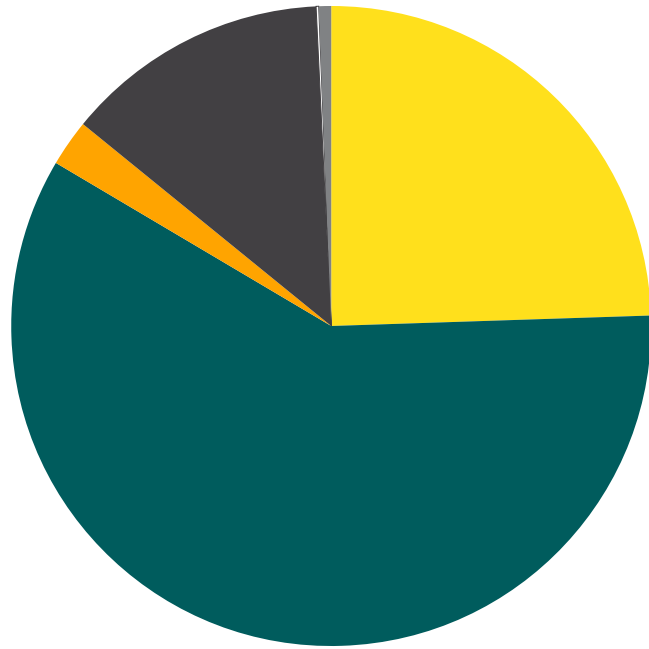
WESTSIDE FUTURE FUND EX-OFFICIO MEMBERS

Shan Cooper
 Executive Director
 Atlanta Committee for Progress

Eloisa Klementich
 President and CEO
 Invest Atlanta

Eugene Jones, Jr.
 President & CEO
 Atlanta Housing

2020 FINANCIAL SUPPORT*

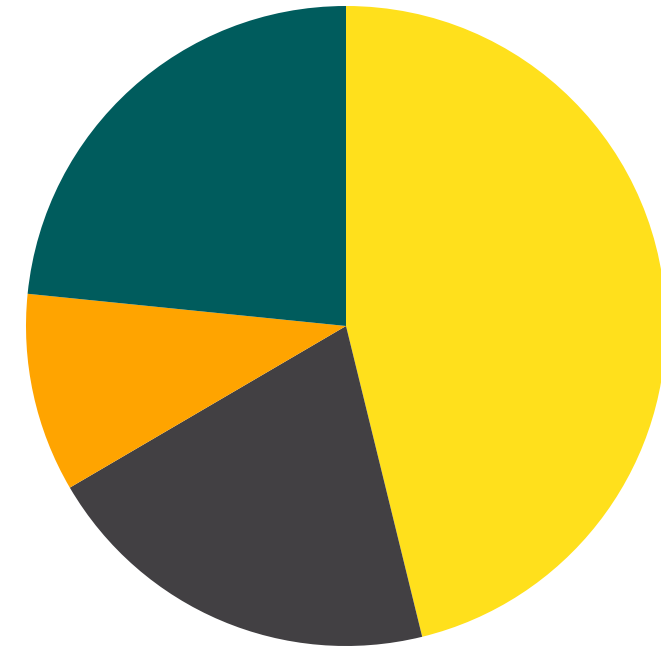


REVENUE

■ Unrestricted Donations	\$2,002,554	25%
■ Restricted Donations	\$4,829,351	59%
■ In-Kind Donations	\$192,882	<1%
■ Earned Revenue	\$1,094,358	13%
□ Other Income	\$10,839	<1%
■ Interest	\$50,953	<1%

TOTAL **\$8,180,937***

2020 FINANCIAL SUPPORT*



EXPENSES

■ Affordable Housing	\$4,496,683	46%
■ Education	\$1,986,429	20%
■ Other Community Programs/Impact Strategy Area Support	\$977,181	10%
■ Management & General	\$2,278,339	24%

TOTAL **\$9,738,695***

*Key significant restricted funding commitments were required to be recognized fully in the year received, creating an accrual basis loss for the 2020 fiscal year end. Cash and cash equivalents for the year demonstrated that this deficit occurred only in the activities for the year, and is not reflected on the balance sheet or in the fiscal health of the organization.

How to Connect with Us



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