



A PIVOTAL MOMENT FOR ACTION

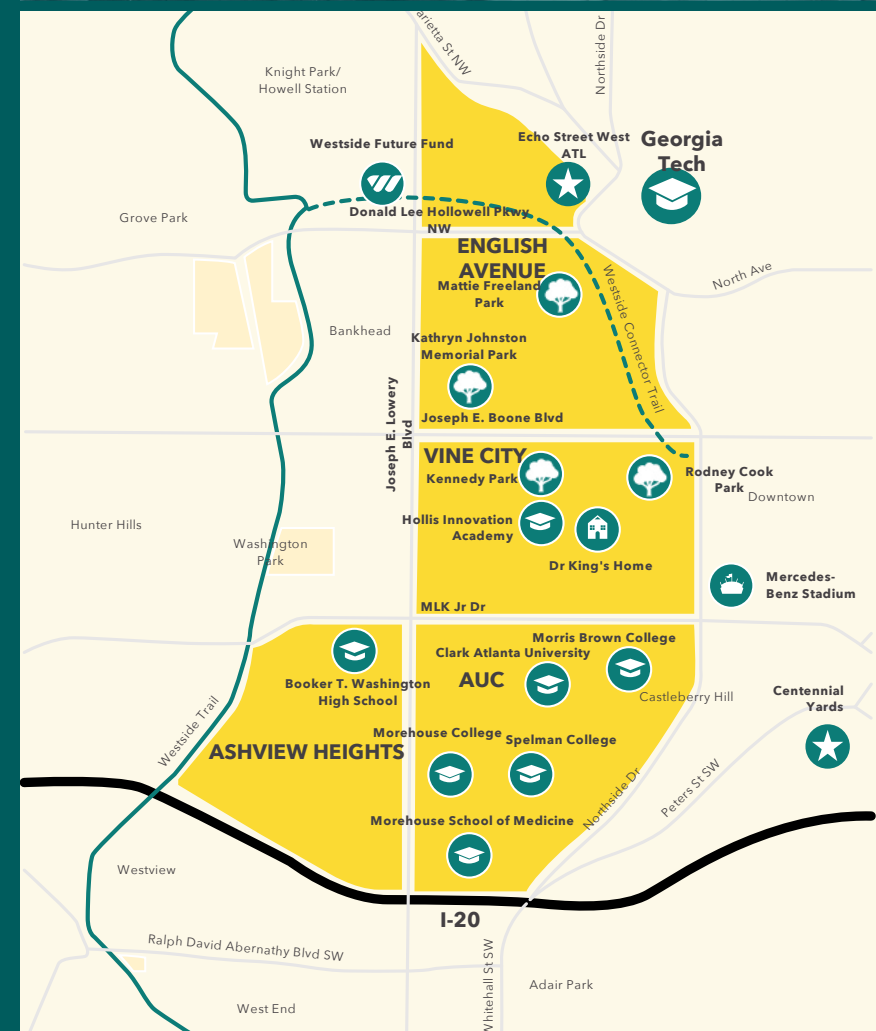
Our Next Chapter


A PIVOTAL MOMENT IN HISTORY

The historic Westside played a pivotal role in the Civil Rights movement, home to luminaries whose activism revolutionized the country. But decades of disinvestment left the neighborhoods in need of a visionary approach to revitalization. Those leaders who imagined an equitable future for all inspired a new commitment to the Westside: holistic restoration of the fundamentals that create a thriving community.

In collaboration with the community, Westside Future Fund developed a plan designed to increase access to education, greenspace, safety and security, *and* affordable housing. After nearly a decade of reinvestment, building trust with the community and achieving milestones, we have reached a pivotal moment.

The time to realize the future is now.



An architectural rendering of a modern, multi-story residential building. The building features a prominent wooden deck on the ground floor and balconies on upper levels. The name "SUNSET LA SCUI" is visible on the building's facade. The scene is overlaid with large, semi-transparent geometric shapes in shades of yellow and teal. In the foreground, there are various plants, including tall grasses and purple flowers. A person is riding a bicycle on the left, and another person is walking on the deck. The overall atmosphere is bright and modern.

*Now is the moment to
accelerate a core part of the
vision: affordable housing to
support resident retention in a
mixed-income community.*

THE TIME IS NOW

A corporate-backed investment fund has fueled strategic property acquisition since 2018, laying the foundation for a thriving mixed-income community. At the same time, economic growth in our city led to a 65% increase in median home price over the last five years.

Escalating property values and rising rents push homeownership further out of reach for many in our city, where income inequality is among the worst in the nation.

As part of its mixed-income strategy, Westside Future Fund stands ready to delivery urgently needed high-quality affordable housing that will remain affordable in perpetuity. We have acquired the land needed to bring our long-term vision to fruition, so now is the time to act.

By accelerating development through Our Next Chapter, we can:

- >> Deliver affordable housing at a crucial time of need
- >> Activate our investment before rising land values become a cost burden to the organization
- >> Advance economic equity on the Westside
- >> Transform lives with a place to call home

"We aren't just in the community—we are of the community. I relocated from Decatur to Vine City, so I have both a professional and personal mission to realize the promise of our next chapter for the community we serve."

"This campaign is the most crucial moment for the Westside Future Fund since it started. After a decade of earning trust and building the foundation, it's how we deliver on the vision Westsiders have for their neighborhoods."

—John Ahmann
WFF President & CEO

Sources:

Atlanta among the worst income equality
FHLBA Home Ownership Affordability Monitor
Bipartisan Policy Center A Snapshot of Housing Supply
and Affordability Challenges in Atlanta

A THRIVING COMMUNITY FOR *THIS* COMMUNITY:

The Vision for a Mixed-Income Westside

Our Next Chapter campaign is ensuring a community for this community. Westside Future Fund's strategy is a response to impending gentrification and displacement trends and a vision for a mixed-income Westside that promises economic mobility. Without intervention, those with community ties would face immense barriers to remaining in these neighborhoods.

To retain these residents, Westside Future Fund established criteria to prioritize people who live, work, and learn in the community. Our singular focus is enhancing this community for those who created its legacy and shape its future. Our ROI is a thriving mixed-income community with opportunity for all. Backed by the experience of our staff and the leadership of our Board of Directors, we are equipped for success.

How do we get there?

- >> Keep legacy residents here
 - >> Develop high-quality rental housing (affordable and workforce)
 - >> Support pathways to home ownership and wealth creation
 - >> Attract new residents with market rate housing
 - >> Encourage economic development and sustainable employment opportunities
 - >> Improve education outcomes through stabilized housing

IMPACT FOR GENERATIONS

Affordable housing is about more than units. It's about home—an anchor that grounds life. A place that's connected to school, work, and community.

Home is a crucial step in stability, not only now but for generations to come. Westside Future Fund is contributing to economic equity that opens the door to opportunity and wealth building.

Inside every apartment and every house are lives transformed by a place to call home.

Home on the Westside empowers those with connections to the Westside as residents, employees, students, or faculty with high-quality affordable housing and downpayment assistance.



In 2023 we celebrated our first Home on the Westside resident, Broderick Thompson-Smith, who lived in a WFF-owned multifamily property before becoming a homeowner. [Click here to read more on our website.](#)



IMPACT FOR GENERATIONS

"Affordable homeownership through Home on the Westside provides me with an opportunity to create a permanent imprint within the community I have called home for several years.

Additionally, it provides me an opportunity to become more invested in civic and philanthropic opportunities that will have a generational impact."

— Kevin Locke, Westside resident

IMPACT FOR GENERATIONS

For legacy homeowners, the Anti-Displacement Tax Fund (ADTF) provides grants to offset rising property taxes for up to 20 years. It's crucial for helping long-time residents stay on the Westside, ensuring that rising opportunity in their neighborhood is not at their expense.

Thelma Reneau credits the ADTF with allowing her to remain in her home of 57 years where she raised her two daughters:

"I'm supposed to be here. This is my family home. With this program, I do not have to pay the increased taxes on my home. I thank Westside Future Fund just for seeing this need for us seniors.

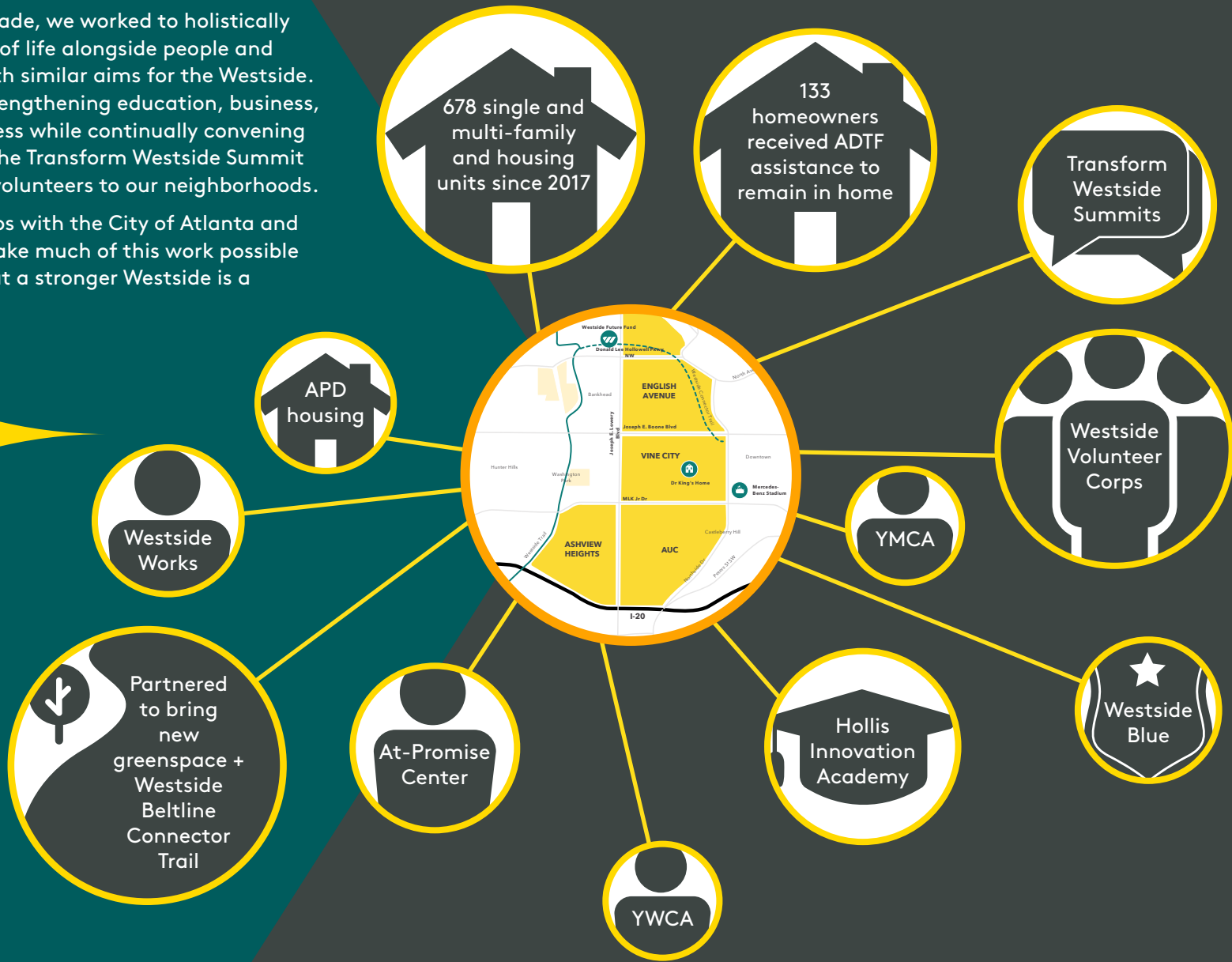
So I'm hoping that in the near future, we could see a whole new light, and see the people who are already here, that they can stay here and build up."



Building Community

Over the last decade, we worked to holistically revitalize quality of life alongside people and organizations with similar aims for the Westside. That included strengthening education, business, safety and wellness while continually convening stakeholders at the Transform Westside Summit and connecting volunteers to our neighborhoods.

Close partnerships with the City of Atlanta and Invest Atlanta make much of this work possible and reinforce that a stronger Westside is a stronger Atlanta.





ENVISION THE FUTURE

The historic Westside is not just its notable past. It is a community transforming from disinvestment to infinite possibility.



The Yellow Store at 500 James P. Brawley

The Yellow Store first appears on an Atlanta map in 1911, housing a pharmacy. For generations, the building did more than occupy an intersection. Residents met at the neighborhood landmark for soul food, records and fellowship. It is a symbol of Black entrepreneurship that will soon be restored from a source of blight to empowering community commerce.



**ENVISION THE FUTURE:
WHAT YOUR CONTRIBUTION
WILL CREATE**

Our Next Chapter builds on a body of holistic neighborhood revitalization efforts and marks a momentous effort to fuel that transformation:

It's an investment that goes beyond infrastructure. It enables people to stay connected to a place that matters and to foster the most important element of community—the relationships we have with one another.

- >> Anchored by high-quality affordable housing that will remain affordable in perpetuity**
- >> Fortified by security, safety, and accessible greenspace**
- >> Empowered by educational and career opportunities.**

ENVISION THE FUTURE

The historic Westside is more than a place. It's where a vibrant community thrives and where prosperity is possible for all.



839 Joseph E. Boone Blvd NW



Sunset-Jett-Elm Assemblage

467 Sunset; 475 Sunset; 485 Sunset; 671 Jett; 470 Elm



Oliver-North Assemblage

851 North; 865 North; 581 Oliver; 605 Oliver; 611 Oliver; 616 Oliver

MEET THE MOMENT

This moment is preceded by formative chapters for the Westside: *a vibrant mixed-income neighborhood; a hub for the Civil Rights Movement; decades of neglect; renewed investment in revitalization.*

With \$55 million of new investment leveraged with \$45 million from the Impact Fund and \$10 million in public grants, Our Next Chapter will allow us to accelerate the development of high-quality, affordable housing for those with live, work or learn connections and enable financial support to retain long-time Westside residents.

- >> 225 single family residences
- >> 285 permanently affordable multifamily units
- >> Anti-Displacement Tax Fund (ADTF) to offset rising property taxes for homeowners
- >> Sustain the operations that carry out the work of the organization

It's more than hundreds of high-quality, affordable housing units and property tax relief for scores of homeowners. This next chapter has exponential impact that will last for generations.



Our Next Chapter



INVEST NOW

We urge you to invest now in **Our Next Chapter**, a critical step toward an equitable future. As we celebrate the growth and renewal of the Westside, we must act to ensure opportunity is available to all our residents.

You have the opportunity to contribute to a new revitalization model that will benefit this community, our city and beyond.

[Click here](#) to be part of advancing this pivotal moment in transforming the Westside. Thank you for contributing to a stronger Westside and a stronger Atlanta.



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