

The DrakeHouseSM

Bridging Hope and Opportunity

FY 2020

Our Mission is to provide a lifeline of supportive housing and enrichment programs for mothers and their children who are experiencing homelessness in north metro Atlanta.



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Letter From Our Executive Director **Nesha Mason**



The Drake House began the 2019-2020 fiscal year with significant momentum after a successful capital campaign and fundraising efforts from the previous fiscal year. Like the rest of the world, we had no idea of the whirlwind that would test our faith, fortitude and commitment to our mission.

In March, The Drake House offices officially closed. Staff, volunteers, and all programs shifted to full-remote workspace and learning. With the safety of our residents at the forefront, our staff and leadership did not miss a beat. We quickly adapted to continue to meet the needs of our families. Cameras were installed on all Drake House Apartment computers to ensure that our residents could continue to work remotely if needed and guarantee that no child would go without remote learning. Wi-fi was increased throughout campus, and our program staff worked tirelessly to transition Monday Night Programs, budget-coaching, and empowerment meetings to a virtual setting. Our mothers continued to receive full program benefits while at The Drake House.

In the same efforts, our After School Program pivoted to meet the needs of fully-remote learning. Through a partnership with the YMCA, 15 children were able to join virtual learning settings with teachers and assistance to help through their schoolwork. Our ASP staff stepped-up significantly and were on-campus for up to 14 hours per day making sure that each child's school need was met. With all of the virtual programming and COVID safety protocols, we had to close our campus to our valued volunteers, which placed a higher demand on staff across the board. In FY 2019 more than 600 volunteers worked over 15,000 hours in support of our operations. As the pandemic prolonged, we were forced to expand our staff to continue to meet the needs of our families, but we miss our volunteers and are exceedingly grateful for their contribution to our mission throughout the years.

As we wrap this uncharted year, I am truly grateful and in awe of the support The Drake House has received from our community, individuals, and partners. 2020 was a time of uncertainty; however, we navigated successfully thanks to our Drake House family including dedicated staff, Board of Directors, Advisory Council and Young Advisory Council (YPAC). To everyone who has and continues to support The Drake House and its families; thank you.

From our house to yours,

Nesha Mason



According to the 2019 Census Bureau, single mothers comprise the majority of families with incomes below 200% of the poverty line.



In 2019, Fulton County schools documented that 41% of the homeless students in their system attended school in North Fulton County.



In 2020, the living wage required to afford a 2 bedroom apartment in North Fulton was \$22.44 per hour.

FAMILY METRICS AT PROGRAM ENTRANCE

38

AVERAGE AGE OF MOMS

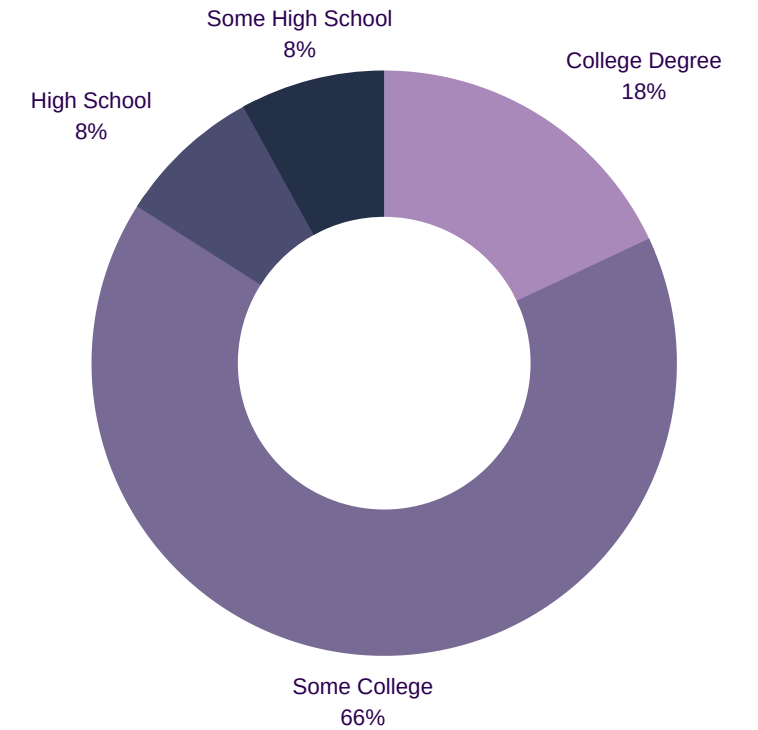
1.97

AVERAGE CHILDREN PER FAMILY

9

AVERAGE AGE OF CHILDREN

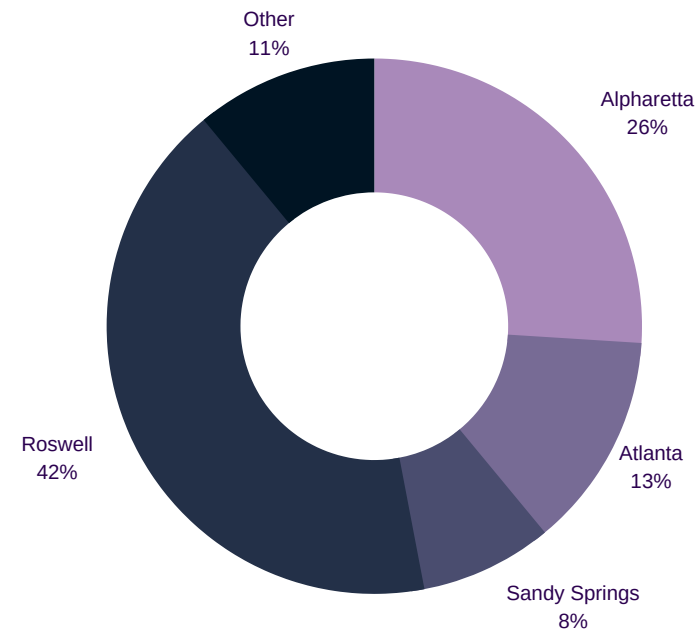
MOTHERS' EDUCATION LEVEL



Barriers that Lead to Homelessness

1. Eviction
2. Loss of Job
3. Escaping Domestic Abuse
4. Family Breakdown
5. Unable to Renew Lease

FAMILY'S CITY OF ORIGIN



THE DRAKE HOUSE

The Drake House is our 15-unit crisis housing program. The program offers a variety of services to assist single mothers and their children who are experiencing homelessness on their journey to self-sufficiency. Our strategic objective includes:

1

Assisting single mothers experiencing homelessness by developing a resume and identifying a career path towards financial security.

2

Working together to identify goals and needs of the family and the resources to promote success.

3

Providing weekly educational programs on topics including relationship building, parenting strategies, health and wellness, and money management.



THE DRAKE HOUSE PROGRAMS & SERVICES



BASIC NECESSITIES

Short-term, furnished housing; groceries, personal care essentials; laundry facilities; computer room; and MARTA passes.



CHILDREN & TEEN PROGRAMS

Elementary and middle school students attend an after school program for tutoring, enrichment activities, and social-emotional learning skills. Teens meet bi-weekly for life-skills workshops and enrichment programming.



EDUCATION

Mothers attend mandatory, weekly workshops focused on improving personal finances, health and well-being, relationship management, parenting skills and nutritional meal planning.



CAREER SERVICES

Mothers meet weekly with our Career Coach to provide assistance with resume development, interviewing skills, career attire, career development and job leads. Career seminars led by industry-related professionals are offered throughout the year. In addition, each apartment is equipped with a desktop computer and internet access for job searching.



EMPOWERMENT PLAN

Upon intake, mothers meet with our Family Services Coordinator who helps the family identify and design a customized list of personal and professional goals to attain while at The Drake House. Plans include setting financial goals for self-sufficiency and stable housing, as well as identifying any medical, vision, dental and mental health needs of the family. In addition, we partner with many community-based organizations and pro-bono resources to fill the gap of needed services.



ADVOCATE

Each family member is paired with a trained volunteer advocate who provides support, encouragement, and friendship.

THE DRAKE HOUSE

crisis housing program

2020

90

average calls for service per month

142

average days of residency

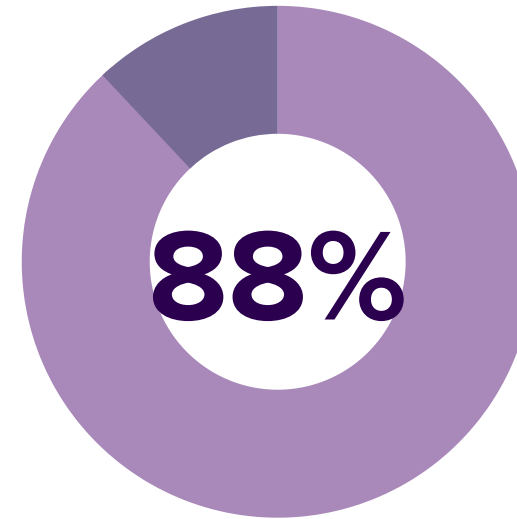
75

children served in our programs

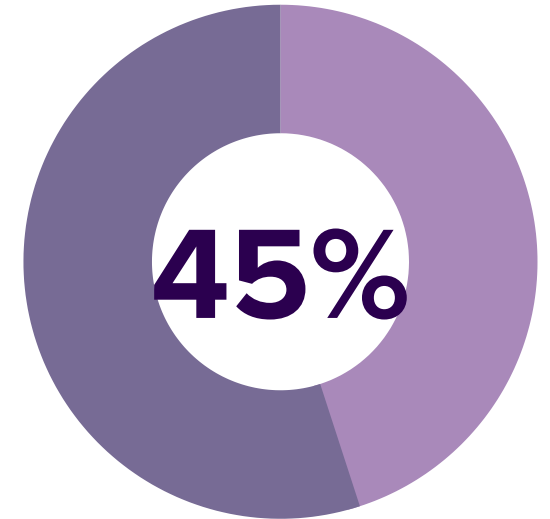
“ This was one of the hardest, most humbling, most enlightening experiences of my life. I came in ignorant and prideful. I leave humbled, educated, empowered, and enlightened--thank you! A world of love to everyone affiliated with The Drake House. ”

-2020 Resident Mom

The Drake House program fortifies mothers and children and empowers them to reach financial and housing stability.



Families who completed the program moved to stable housing



Increase in monthly income after program completion

\$2,150

Average total savings after completion of the program

During Fiscal Year 2020, 88% of our families transitioned to stable housing. We define stable housing as; having choice over when, and under what circumstances, a household wants to move. In addition, 50% of our mothers were employed part-time or under-employed at the time they entered our program, with 100% being employed when they exited. This program success helps our mothers maintain stable housing for their families.

THE DRAKE VILLAGE

The Drake Village is our 16-unit affordable housing program that serves as a continuum of The Drake House. The program is designed to replicate independent living. The property is managed by a third-party company and residents sign a one to two-year lease to help rebuild rental history. Families are able to stay for up to two years which provides additional stability for the children served. TDV residents continue to have access to the after-school program, career services (as needed), one-on-one mental health support, and monthly meetings with a case manager and budget coaches. The TDV program provides sustainable housing stability by:

- 1** Rebuilding Positive Rental History complete with a landlord letter of recommendation
- 2** Paying down debt to increase credit score
- 3** Monthly financial planning and budgeting



THE DRAKE VILLAGE PROGRAMS & SERVICES



BASIC NECESSITIES

One to two-year lease-housing at 65% of Fair Market Rate; personal furnishings, lease and utilities in their own name to increase credit score.



CHILDREN & TEEN PROGRAMS

Elementary and middle school students attend an after school program for tutoring, enrichment activities, and social-emotional learning skills. Teens meet bi-weekly for life-skills workshops and enrichment programming.



DELIVERABLES

Mothers meet monthly with The Drake Village Coordinator to assess achievements in the areas of Increased Income, Increased Savings, Increased Credit Score, and Decreased Debt.



CAREER SERVICES

Mothers receive access to Career Coaching, seminars, and ongoing career support.



BUDGET COACHES

Volunteers assist Drake Village residents with systems to track all income and expenses in order to develop a plan that prioritizes necessary spending and savings over discretionary spending. Residents learn about spending patterns, money attitudes, and financial goals while working together to develop a plan for future spending.

23

families served in The Drake Village, including:

43
children

15

families completed the program, including:

27
children

542 → 607

families increased credit score by an average of 12%

Neighbor to Neighbor Sponsor Teams provide Budget Coaches who are trained to: assist Drake Village residents with systems to track all income and expenses in order to develop a plan that prioritizes necessary spending and savings over discretionary spending. Residents learn about spending patterns, money attitudes, and financial goals while working together to develop a plan for future spending.

23
TRAINED BUDGET COACHES

KEY PROGRAM OBJECTIVES

- 1** Improve Credit Score
- 2** Increase Savings
- 3** Reduce Debt
- 4** Increase Income



20 NEIGHBOR TO 20 NEIGHBOR PARTNERS

Partners provide “ownership” of an apartment by painting and furnishing, and providing that homey touch. All apartments at The Drake House and The Drake Village are sponsored by individuals, faith-based, corporate or service organizations known as Neighbor to Neighbor Partners.



The Drake House Apartments

Partners serve as advocates who provide support and encouragement to our moms and children. They also provide a connection to the community through knowledge of events, parks, and activities happening in the community.



The Drake Village Apartments

Partners assist The Drake House graduate in securing furnishings and moving items into The Drake Village apartment. They also identify two volunteers to attend training and serve as Budget Coaches for the family.



VOLUNTEERS

TOTALS

April 1, 2019 through June 30, 2019



3,454

VOLUNTEER HOURS

TOTALS

March 1 - June 30, 2020

TDH Offices went virtual in March as COVID took its full-effect. For the safety of our families, volunteer, and Staff, TDH has continued to have limited hours for volunteers.

260

HOURS

38

VOLUNTEERS

199

VOLUNTEERS



154

NEWLY TRAINED VOLUNTEERS



AFTER SCHOOL PROGRAM

The After School Program provides regular M-F 3-6PM care. In addition, ASP provides full-day care on non-holiday school closures; including all School Breaks and Summer Break.

August 1, 2019
through March 12, 2020
Regular M-F 3-6:30PM ASP Hours

APRIL 2020

Virtual-only continued. ASP Staff was able to meet the tutoring needs of the children with Zoom and Skype. The Staff also started delivering Educational and Enrichment Packages to all students for continued activities while at home.

JUNE 2020

ASP Staff began an in-person Summer Program. TDH was able to sponsor 15 students to attend the Ed Isakson Alpharetta YMCA Summer Camp. ASP Staff continued ASP Programming each day after the camp dismissed. Staff also continued to offer in-person tutoring and Enrichment Activities.

MAR 2020

March 13, Fulton County Schools officially went virtual. Our ASP Staff immediately began navigating the waters of a COVID-19 transition. The Staff was able to implement virtual tutoring, including Skype and Zoom sessions with 6 plus students.

MAY 2020

ASP Staff began scheduling small groups of students to come on-site for face-to-face interactions, including outdoor play sessions, while safely distancing. The Staff also continued offering virtual tutoring and began offering 1:1 in-person tutoring.

30

COMPUTERS & CAMERAS

Provided to all children and moms to help families transition to a virtual environment for school and work

2020 EVENTS

Giving Tuesday

Georgia Center for Nonprofits hosted the annual online event of the year again in 2019. Giving Tuesday falls on the first Tuesday of every December, and has been a wonderful way to raise awareness and funds for The Drake House. In 2019, the community came together to help raise over \$16,000 towards our Mission.

AUG 2019

DEC 2019

Georgia Gives

The Georgia Center for Nonprofits recognized early on that COVID-19 was hitting non-profits in a negatively profound way. They answered the call quickly by implementing Georgia Gives Now day on May 5, 2020. Georgia Gives Now was designed to drive generosity, citizen engagement and support for communities and nonprofits around the state of Georgia during this critical time of need. Our donors and supporters responded by helping raise an additional \$23,000 that went directly to our Mission.

MAY 2020

JUNE 2020

Miss Mary's Ice Cream Crankin'

The largest event for The Drake House is the Annual Miss Mary's Ice Cream Crankin'. In 2019, we celebrated the 15th year with a record-breaking \$78,000 raised. Several thousand residents joined in Downtown Roswell, and enjoyed hundreds of flavors of homemade ice cream provided by our incredible local Crankin' Teams.



Tappin' Out Homelessness

COVID shut-down the country just a few short weeks before the 2nd Annual TOH event hosted by The Drake House Young Professionals Advisory Council (YPAC). YPAC pivoted gracefully to an online event in June 2020 that included comedians and musicians. This proved successful, and the event raised a record-breaking \$20,000.



The Drake Closet



LOCATIONS

get social with us
@thedrakecloset



All proceeds go directly to the
The Drake House mission

Roswell
859 Mimosa Blvd
Roswell, GA 30075

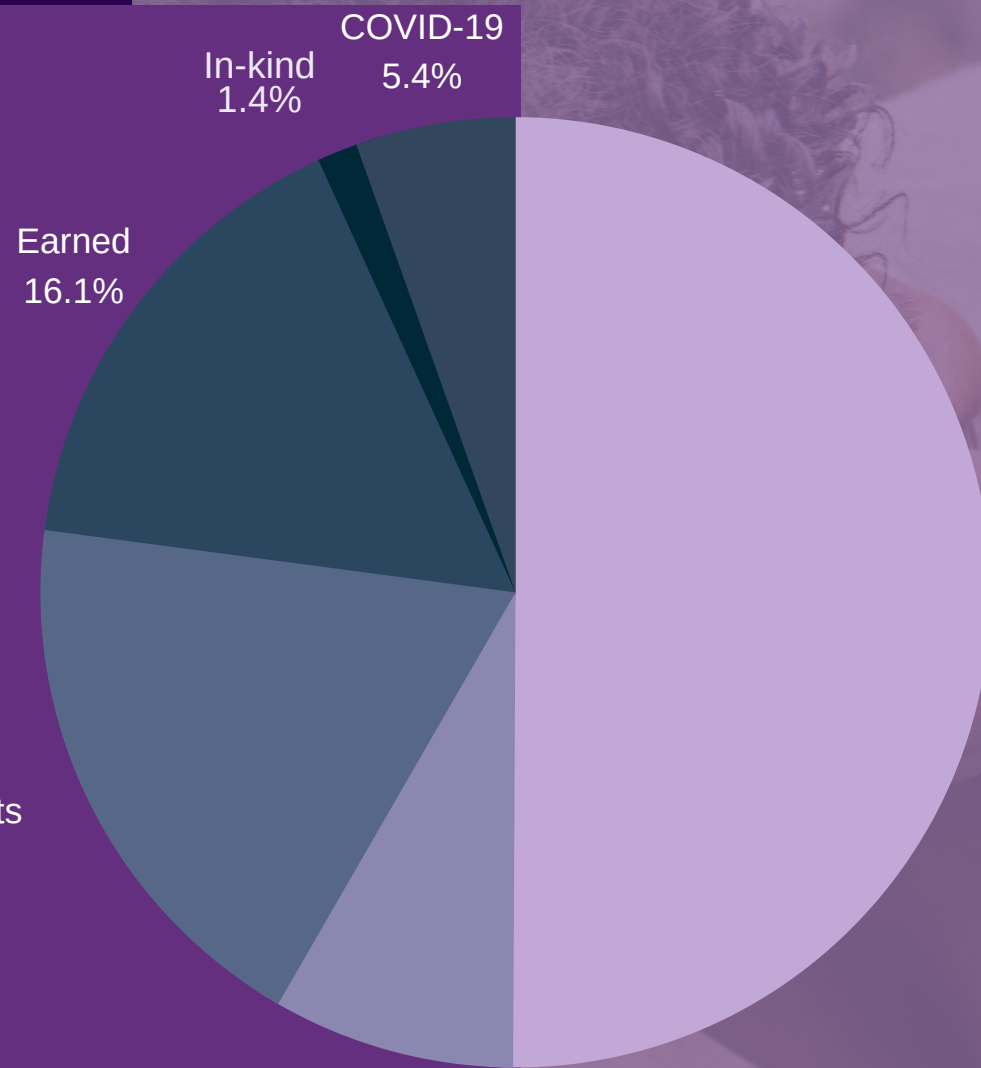
Alpharetta
200 South Main St.
Alpharetta, GA 30009

Sandy Springs
6030 Sandy Springs Cir.
Atlanta, GA 30328

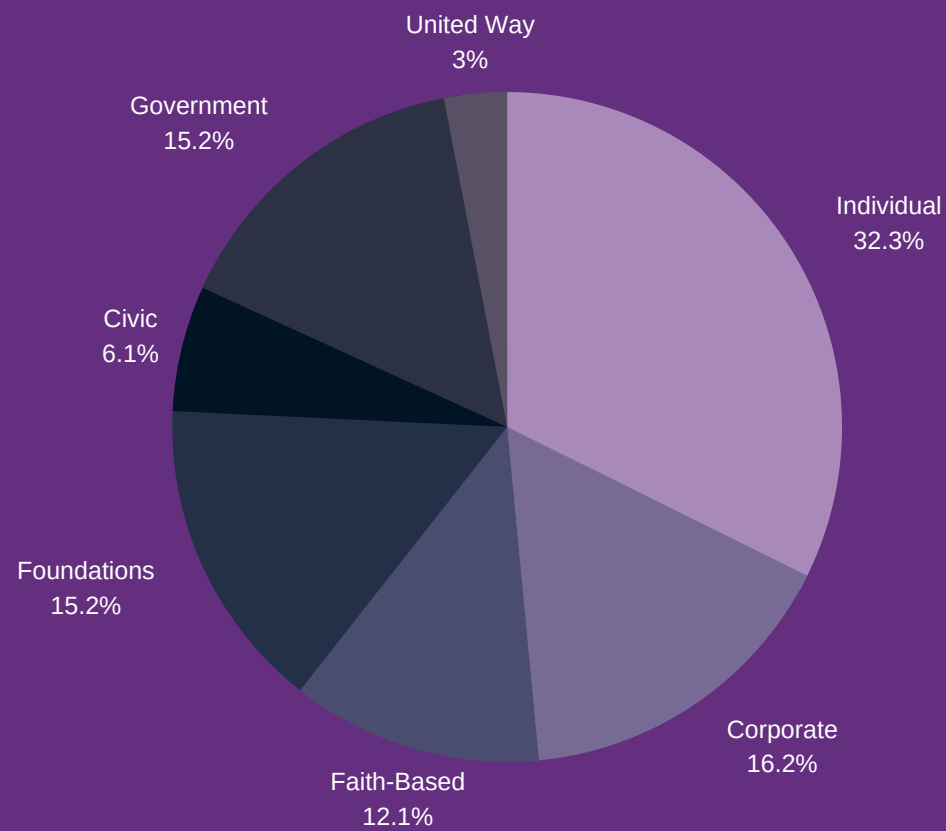


2020 REVENUE AND EXPENSES

TOTAL REVENUE
\$1,839,329

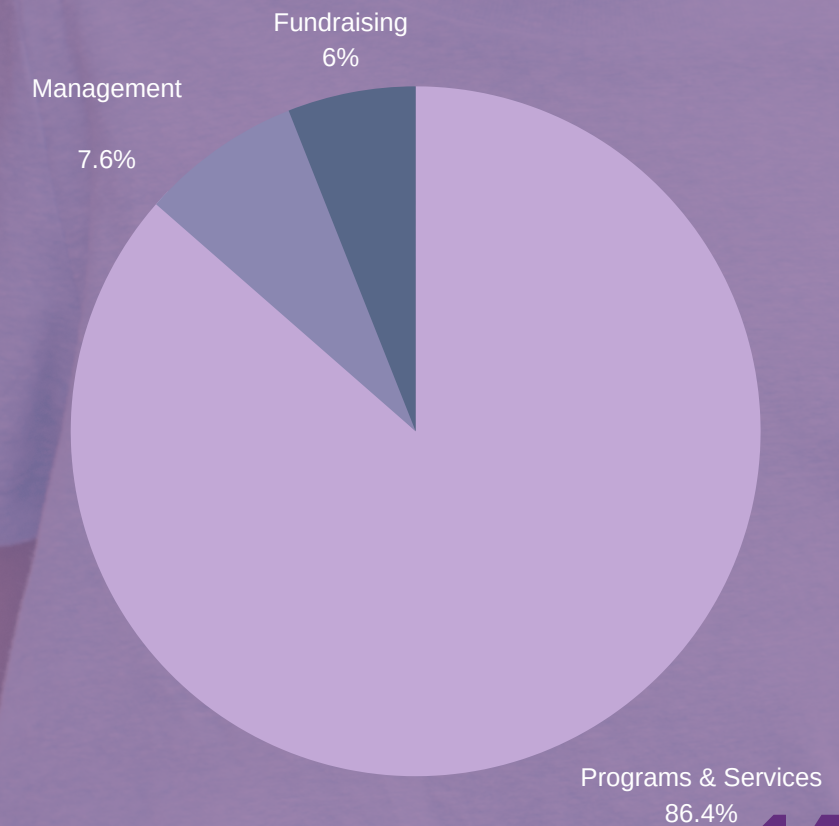


WHO GAVE



Special Events
18.8%

EXPENSES



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Tisha Rosamond, *Nothing Bundt Cakes - Sandy Springs*
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*Thank you to all 17 active YPAC members

ADVISORY COUNCIL

Amy Moore- Chair, Dorsey Alston Realtors

*Thank you to all active Advisory Council members

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Arthur M. Blank Family Foundation

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Fellowship Bible Church

FM Global Foundation

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Fulton County Dept of Comm. Development

Fulton County Housing & Human Services

GA Housing Giglio Charitable Fund

Hiscox Foundation USA

Institutional EFS National Board Program

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Roswell United Methodist Church

Rotary Club of Alpharetta

State Farm Mutual Insurance Co.

Stokes Family Impact Fund

Stratton Foundation

Swiss RE Foundation

Synchrony

The American Opportunity Foundation, Inc.

The Columbus Foundation

The Imlay Foundation Inc.

The Mandula Family Foundation

The Rotary Foundation

The Shannon Foundation

The Stockel Family Foundation

The TJX Foundation

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