

# The DrakeHouse<sup>SM</sup>

Bridging Hope and Opportunity



Platinum  
Transparency  
2022

**Candid.**



## OUR MISSION

to provide a lifeline of supportive housing and enrichment programs for mothers and their children who are experiencing homelessness in North Metro Atlanta.

**FY 2022**

**July 2021 - June 2022**

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# 2022



## Letter From Our Executive Director **Nesha Mason**



In the past year, we've heard the following situation played out in various ways but today, I'm going to share Julie's story. Julie came to The Drake House while experiencing homelessness, with her children in her arms, and tears in her eyes, explaining that despite everything she had tried, she just couldn't hang onto her apartment. She and her family were now living in her car. She explained that even though it had been a struggle, she had been doing okay, until it was time to renew her lease. Julie discovered that her rent would increase from the \$1983 she was scraping to afford to \$2700, which was simply too much. That increased expense coupled with the ever-increasing cost of groceries, meant that Julie had to make a choice – food, transportation and the appearance of normalcy in exchange for her apartment. Even though she had a good job, and worked overtime when she could, it just wasn't enough.

Thankfully for Julie and all the other moms in similar circumstances, our North Fulton community is full of compassion, commitment, and partnership. It is because of our community that The Drake House continues to be a refuge for the families who need it. It is because of **your** compassion that we are able to house families in private, fully furnished apartments for an even longer average length of stay than ever before. It is because of **your** commitment to our mission that we were able to take on an emergency, one that proved to be a total renovation of our crisis housing, without missing a beat. And it is because of the partnerships we've forged with our Neighbor-to-Neighbor apartment sponsors and other non-profits, like HomeAid and Sunshine on a Ranney Day, that we are able to update our campus to meet the changing needs of the residents who live here.

The good news is that Julie is now a graduate of our program and on her way to being stably housed. And like her, other graduates of our program will continue to thrive in their work, pay their taxes, rent apartments, purchase groceries, attend faith-based organizations, and hopefully, one day, become homeowners. They will be equipped to be good employees, tenants, and neighbors. As we continue our work to improve our program and our campus, we do so with the expectation that the results will lead to more graduates, more resilient children and teens, and ultimately, a stronger community.

# FULTON COUNTY BY THE NUMBERS



Fair Market Rate  
**\$1,510**  

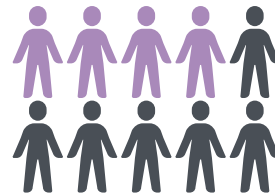

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**\$1,795**  
 Average Rate

Families would need to make

**\$35** per hour

to **securely afford** a 2-bedroom apartment in Roswell without exceeding 30% of their income



**44%**

of students experiencing **homelessness** in Fulton County attend schools in North Fulton County

\*HUD 2022 2-Bedroom Monthly Rates for Roswell

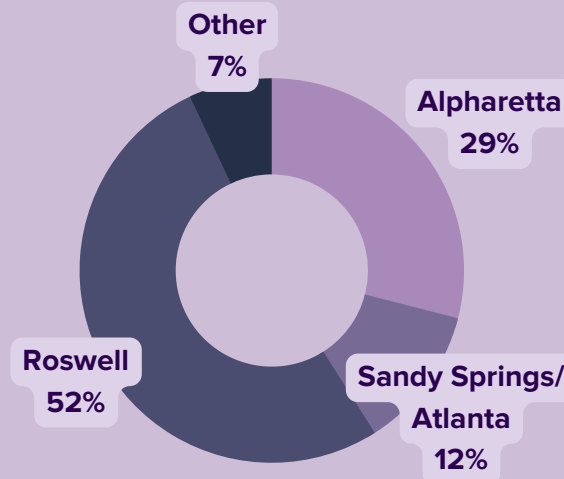
\*2022 Fulton County Public Schools

## BARRIERS THAT LED OUR MOMS TO HOMELESSNESS

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

FY 2022

## FAMILY'S CITY OF ORIGIN



## WE SERVED

**10** Teenage Males  
Ages 12-18

**42** Families

**131** Total Residents

**AVERAGE AGE OF MOTHERS**

**36**

# 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 as they begin their journey toward self-sufficiency. Our Programming services include:**

- 1** Providing one-on-one career coaching that includes 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; 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 life skills classes 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 assist 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 and remote work.



## EMPOWERMENT PLAN

Using EmPATH's Bridge to Self-Sufficiency as a tool, mothers meet at intake with our Family Service Manager 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. 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 N2N advocate who provides support, encouragement, and friendship.



## MENTAL HEALTH SERVICES

Upon intake, mothers and children are offered a mental health assessment to address concerns such as Depression, Anxiety and more. Mental Health care is provided if the family chooses.

# BRIDGE TO SELF-SUFFICIENCY



**This client-centered, trauma-informed approach defines five key areas of self-sufficiency.** Upon intake, our residents are scored in each area, and program needs are determined based on the areas they need help addressing. A 90-day evaluation is used to determine progress across areas.

# THE DRAKE HOUSE

crisis housing program

The Drake House is our crisis housing program where families are assessed and provided with an empowerment plan to address their goals. This is the first step in our continuum of care leading families on the path to self-sufficiency.

**\$2,104** Average total savings after completion of the program

**↑84%** Increase in income after completion of the program

\*62% were unemployed or underemployed at entry

**164** Average days of residency of those who completed the program





# HOMEAID RENOVATION

**BEFORE**



**On May 3, The Drake House launched our fifth project with**



a local nonprofit that connects the building community with housing organizations to provide homes for people experiencing homelessness.

**The scope of work included:**

- Replacing all the cast iron pipes
- Updating bathroom and kitchen fixtures and cabinets
- Replacing carpet with laminate flooring
- Hardwired internet

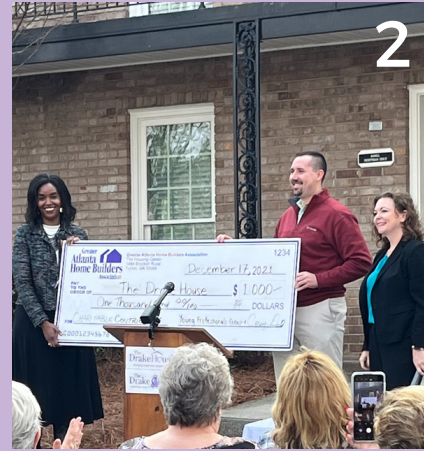


**AFTER**

The work began in the B Building. All 8 units were emptied and addressed at the same time to expedite the process, which took approximately 12 weeks. As soon as the work was completed there, we joined forces with our **Neighbor to Neighbor Partners** and moved the residents from Building A into the newly refurbished units in Building B so that work could then begin on the second set of units to complete the project.

The timing of this project happened to coincide with many additional levels of housing assistance brought about by local and state government in response to the pandemic. As a result, The Drake House was experiencing the lowest number of housing inquiries since its inception, making it the best time for us to proceed with a project of this magnitude that we could have ever foreseen.

# HOMEAID RENOVATION



1 - Ribbon cutting of newly renovated A and B apartment buildings | 2 - Check presentation from Atlanta Home Builders | 3 - Congresswoman Lucy McBath of GA's 7th district | 4 - Members of The Drake House Board of Directors | 5 - Executive Director of The Drake House, Nesha Mason

## thank you SPONSORS



Atlanta

A&A Painting, Cleaning  
& Turnkey Services

Building Dreams, Enhancing Lives  
David Weekley Homes



### More Sponsors...

Northview Church | Harrison Homes | Construction Resources Inc. | Ashton Woods Atlanta Division | Starlight Homes SEI Group | Capitol Materials - A GMS Company | Sherwin-Williams | Atlanta Glass & Mirror | General Construction Services | Superior Indoor Comfort | The Tub Guys, Inc. | Cisco | Triad Building Solutions | Takeaway Movers

# 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. Residents sign a lease to help rebuild rental history. Families are able to stay for up to two years which provides additional stability for the children. TDV residents continue to have access to the after-school program, one-on-one career services, mental health support, and monthly meetings with case and budget coaches. The TDV program provides sustainable housing stability by:

- 1 Rebuilding Positive Rental History complete with a landlord letter of recommendation upon move-out
- 2 Paying down debt to increase credit score
- 3 Monthly financial planning including budgeting and increasing savings



# THE DRAKE VILLAGE PROGRAMS & SERVICES



## BASIC NECESSITIES

One to two-year lease-housing at 60% of Fair Market Rate; personal furnishings, lease, and utilities in their name to improve rental history.



## 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 Family Service Manager to assess progress in the areas of Increased Income, Increased Savings, Increased Credit Score, and Decreased Debt.



## CAREER SERVICES

Mothers meet weekly with our Career Coach to provide assistance, career development, and job leads. Career seminars led by industry-related professionals are offered throughout the year.



## BUDGET COACHES

Volunteers assist Drake Village residents with systems to track all income and expenses 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.

# THE DRAKE VILLAGE

affordable housing program

## KEY PROGRAM OBJECTIVES:

1. Improve Income
2. Increase Savings
3. Reduce Debt
4. Increase Credit Score
5. Improve Rental History



## WHILE IN THE PROGRAM

↑ **13%**

AVERAGE  
INCOME

↑ **34%**

CREDIT  
SCORE

**\$5,292**

AVERAGE  
SAVINGS



20  
22

# ONE YEAR OF PWCN



## HOW IT WORKS:



We wanted to extend our educational and career resources to alumni in order to promote upward career mobility and housing stability. The Professional Women's Career Network (PWCN) is one year in and we are happy to showcase a few key successes of the inaugural year of PWCN.

### Increased membership

**17** → **77**  
members      members

**13** Advisory Council planned Professional Workshops

### Member Support

**\$30,000+**

- Education Grants
- Match Savings
- Housing Assistance
- Childcare

## WHO CAN JOIN?

Career-Minded Single Mothers.

## OUR MISSION

The PWCN provides a forum for professional single moms to connect and to accelerate career progression through professional networks and leadership opportunities.

## FOLLOW US!

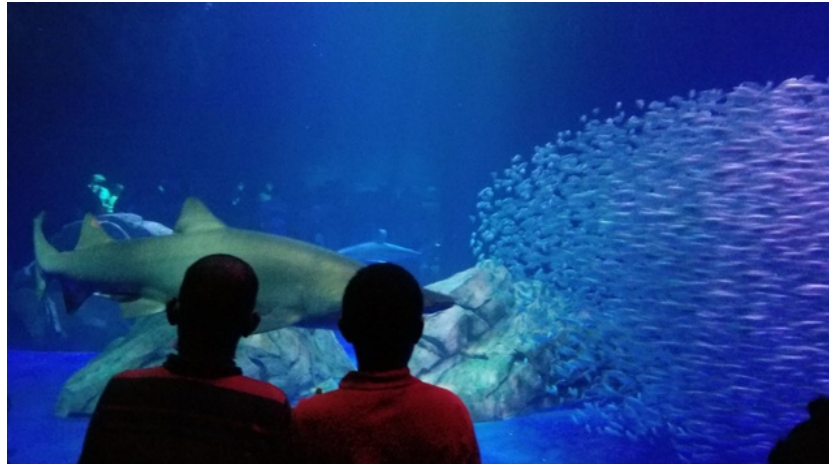


# AFTER SCHOOL PROGRAM

The After School Program provides regular care onsite weekdays from 3:00-6:30 PM. In addition, ASP provides full-day care on non-holiday school closures; including all School Breaks and Summer Break.

21

CHILDREN  
PARTICIPATED



17

FAMILIES  
SERVED



31

ASP  
VOLUNTEERS



552

VOLUNTEER  
HOURS

# 20 NEIGHBOR TO 22 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.





# WE ♥ TDC VOLUNTEERS

Our retail stores in Alpharetta, Roswell, and Sandy Springs rely on regular volunteers. Our wonderful Drake Closet volunteers assist on the sales floor, provide customer service, hang/straighten/organize store merchandise and help with special events.

## LOCATIONS

### Roswell

408 Atlanta St.  
Suite 157  
Roswell, GA 30075

### Alpharetta

200 South Main St.  
Lower Level  
Alpharetta, GA 30009

### Sandy Springs

6030 Sandy Springs Cir.  
Atlanta, GA 30328



CLOSET  
VOLUNTEERS

**4,424**  
HOURS



get social with us  
@thedrakecloset



## VOLUNTEERS

ACROSS THE ORGANIZATION

**282**  
VOLUNTEERS

**11,248**  
HOURS



# 2022 EVENTS



## Miss Mary's Ice Cream Crankin'

In August, Miss Mary's Ice Cream Crankin' returned as a drive-thru event with over 100 gallons of ice cream made by 125 crankers. Over 1500 cups of ice cream were sold to more than 500 guests in vehicles as they drove through an exciting festival. In a year filled with events still deeply affected by the pandemic, we were thrilled to raise just over \$30,000!



## Tappin' Out Homelessness

In May, The Drake House Young Professional Advisory Council put on the 3rd Annual Tappin' Out Homelessness event, presented by DataScan. This year it was held at From the Earth Brewing Company with live music by The Talismen. The event was a success, raising over \$20,000!

AUG 2021

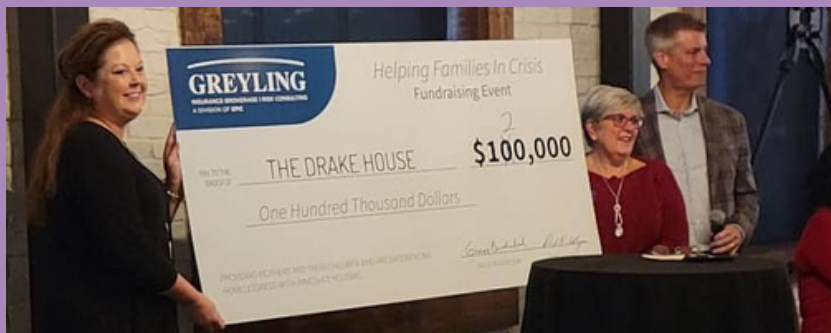
NOV 2021

MAY 2022

JUNE 2022

## Greyling 15th Anniversary

In November, in celebration of their 15th Anniversary, Greyling Insurance Brokerage & Risk Consulting presented The Drake House with a check for \$120,000. We are so grateful for Greyling's support of our mission and helping us have a greater impact on the community.

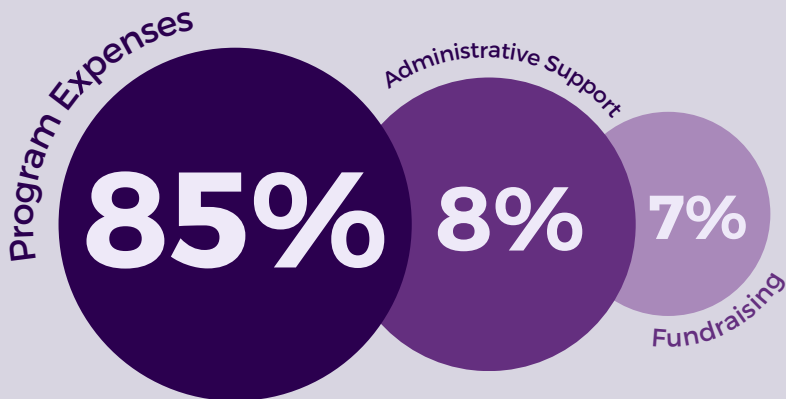
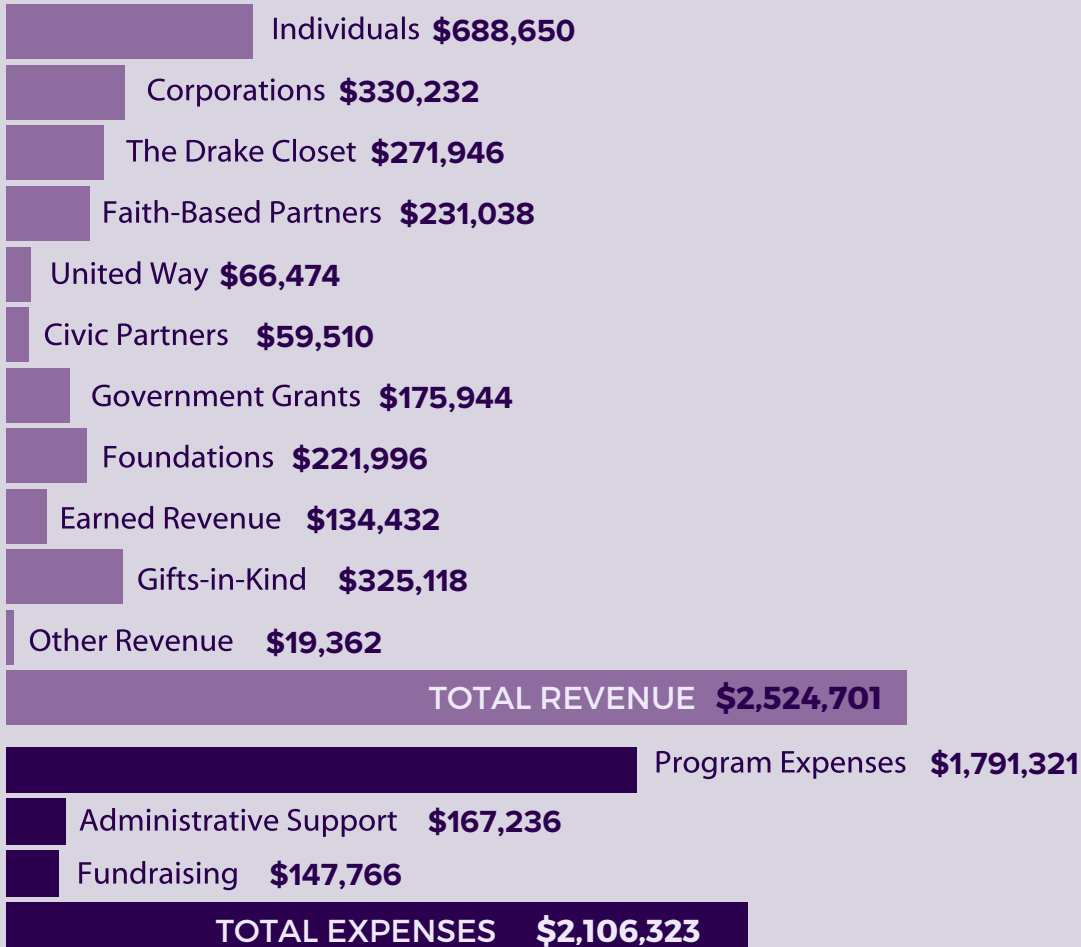


## Rockin' The Runway Fashion Show Fundraiser

In June, we celebrated our 10th Anniversary Rockin' the Runway Fashion Show Fundraiser fully back in-person at the Sandy Spring's Performing Art's Center's Byer's Theatre, presented by UPS. We broke a fundraising record and raised \$95,000!



# 2022 REVENUE AND EXPENSES



## LEADERSHIP

**Nesha Mason**  
Executive Director

**Dianne Berry**  
Operations Director

**Kimberly Jackson**  
Development Director

**Sarah Smith**  
Director of Finance Compliance

## STAFF

**Shirlene Anderson** Career Coach  
**Sydney Campbell** Program Grants Coordinator  
**Colleen Carrington** The Drake Village Program Manager  
**Jacki Chambers** The Drake Closets Area Manager  
**Laura Crawford** The Drake House Program Manager  
**Pat Cronin** Resident Manager  
**Kathy Curtis** Finance Administrator  
**Maurice Davidson** Maintenance Manager  
**Taylor Estrada** Family Service Assistant  
**Janice Etscovitz** The Drake Closet Staff  
**Renee Fernandes** Volunteer & Resource Coordinator  
**Beverley Flohr** The Drake Closet Staff  
**Brittney Greene** Youth Program Coordinator  
**Kaija Huguley** Family Service Assistant  
**Gwen Knight-Warner** Teen Program Coordinator  
**Don Meerdo** Facilities Project Manager  
**Becky Newkirk** Office Assistant  
**Katelyn Smalley** Development Coordinator  
**Kelli Tolbert** Intake Coordinator

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Vetta Hauser - *Home Depot*



# THANK YOU TO OUR 2022 DONORS

## CONTRIBUTED \$100,000+



**NORTH POINT  
COMMUNITY CHURCH**

## CONTRIBUTED \$50,000+



**FULTON  
COUNTY**



United Way of Greater Atlanta

## CONTRIBUTED \$25,000+

The Stockel Family Foundation    Collings Family Giving Fund  
 United Way of Metropolitan Atlanta, Inc.    All Inspired LLC  
 Atlanta Women's Foundation    State Farm Mutual Insurance

## CONTRIBUTED \$10,000+

Roswell Presbyterian Church    LocumTenens.com    The Imlay Foundation  
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 Institutional EFS National Board Program CCD    Nancy Forsyth Noblin Foundation, Inc.  
 Georgia Statewide Afterschool Network (GSAN)    Arthur M. Blank Family Foundation  
 Stratton Foundation

## CONTRIBUTED \$5,000+

Eagles Nest Church    Jerome S. & Grace H Murray Foundation    The GE Foundation  
 Walters and Mason Retail Inc.    DataScan    Flotus Production, First Ladies  
 Alpharetta Presbyterian Church    Coldwell Banker Brok. Cares Foundation  
 Karen Lee & Associates    Roswell United Methodist Church    First Baptist Church  
 St. Thomas Aquinas Catholic Church    Corporate Ecolab-Community CCD  
 McMaster-Carr Supply Company    Alpharetta First United Methodist Church  
 Swiss RE Foundation    Physicians' Alliance of America, Inc.    US Health Advisors  
 Keller Williams Atlanta North    St. David's Episcopal Church    The Hartford  
 American Land Title Association    Sandy Springs Perimeter Chamber, Inc.

Thank you to the 265 individual donors who gave \$500 or more

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Andrew Walker- Chair, Brady Ware & Company  
 Kimberly Allred- Vice Chair, Metro Atlanta Chamber  
 Rebecca Richardson- Treasurer, Resource Planning Group  
 Meghan Berry- Secretary, Innovative Construction Inc.

\*Thank you to all 17 active YPAC members

## COMMUNITY PARTNERS



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COMMUNITY CHURCH**



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WOMEN'S  
FOUNDATION**  
 Breaking Barriers. Building Women.