



The  
**DrakeHouse**<sup>SM</sup>

# Impact Report

FY 2025 July 2024 - June 2025

## OUR MISSION

to empower women and their children experiencing homelessness to achieve economic independence and long-term stability.



# TABLE OF CONTENTS



3

**Letter from  
Our President**



4

**About The  
Clients We  
Serve**



5

**Bridge to  
Self-Sufficiency**



7

**Our Two-  
Generational  
Approach**



8

**Workforce  
Housing Pilot**



9

**Neighbor to  
Neighbor**



10

**It Takes a  
Community**



11

**Fundraising  
Events**



12

**Highlights**



13

**Financials &  
Leadership**



14

**Board of  
Directors &  
Advisory  
Council**



15

**Thank You  
Donors**

# 2025



## Letter From Our President Nesha Mason



This year, The Drake House touched **nearly 7,000 lives** through on-campus programming, service referrals, and off-campus supports. While the numbers reflected in this report are important, they only tell part of the story. The true measure of our work is found in the moments that challenge us to think differently about what stability really requires—and how we must continue to evolve to meet that need.

One of those moments came when the City called on us to help respond to the emergency evacuation of a local hotel condemned for hazardous living conditions. **More than 100 families faced sudden displacement**, many with nowhere else to go. Alongside our community partners, The Drake House mobilized quickly to provide temporary housing, resources, and support during an incredibly uncertain time.

What we witnessed during that response was both heartbreaking and clarifying.

We saw how easily a hotel becomes home when families have no other option. Even in unsafe and barely livable conditions, many were hesitant to leave because relocation meant far more than changing addresses—it meant disrupting transportation, employment, childcare, school stability, and every fragile support system holding their lives together. Starting over often meant starting from behind.

That experience reinforced an important truth: **housing instability is rarely just about housing**. Stability requires more than shelter. It requires income growth, workforce access, educational opportunity, and the ability to build a future that can withstand the next crisis.

It also strengthened our commitment to ensuring that the families we serve on our campus move further, faster toward long-term independence. This year, we launched our **Workforce Housing Pilot Program**—an intentional next step in our continuum of care. By extending housing support and reducing rent for mothers pursuing degree programs and workforce certifications, we are removing one of the greatest barriers to economic mobility: the constant pressure of housing insecurity while trying to advance professionally.

Our goal is not simply to help families leave homelessness. **Our goal is to help them leave with the income, education, and stability necessary to remain housed for good.**

This year also reminded us of the extraordinary strength of this community. In response to the hotel crisis alone, donors and partners helped raise **nearly \$80,000**, allowing us to provide **six weeks of temporary housing** for displaced families. That support came in addition to the daily generosity that sustains our mission—through volunteers, advocates, donors, and partners who continue to stand beside the women and children we serve.

We often say we could not do this work without you. This year, you proved it. Thank you for helping us move families beyond crisis and toward lasting stability.

With gratitude,

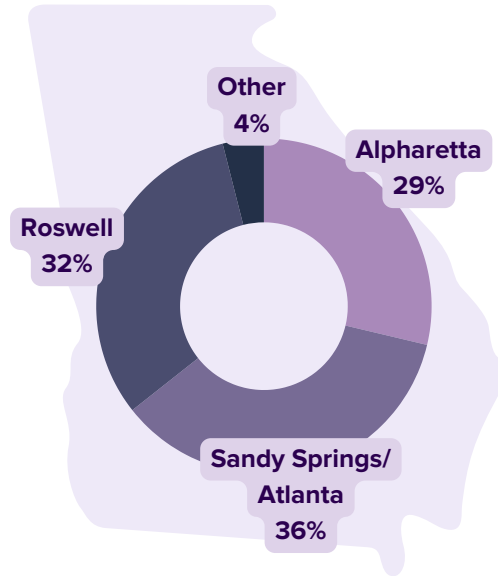
*Nesha Mason*

# ABOUT THE CLIENTS WE SERVE

AVERAGE AGE OF MOTHERS

39

## CITY OF ORIGIN



## WE SERVED

15 Teenage Males  
Ages 12-18

40 Families

72 Children

112 Total Residents

6,643 TOTAL LIVES TOUCHED

through referrals and program placement

## EDUCATION

14% College Degree

64% Some College

18% Highschool or GED

4% Highschool Not Complete

## UPON INTAKE

### AVERAGE INCOME

\$12.35 per hour



63% employed full-time

Average credit score

560

### AVERAGE DEBT

\$49,743

## UPON PROGRAM COMPLETION

### AVERAGE INCOME

\$18.66 per hour



25% improved their employment to full-time

### AVERAGE INCREASE IN CREDIT SCORE

↑ 24 pts

### AVERAGE DECREASE IN DEBT

\$301.20\*

\*A significant amount of our mothers have large student loan debt

# The Drake House BRIDGE TO SELF-SUFFICIENCY



## WHAT IS THE BRIDGE TOOL?

This **client-centered, trauma-informed** approach defines five key areas of self-sufficiency.

Upon intake, our residents score themselves in each area, and their program journey is determined based on the areas they need help addressing. A 90-day evaluation is used to determine progress across areas.

## THE PILLAR AWARDS



Twice a year, we hold the Pillar Awards, a celebration of our families and their incredible accomplishments along the **Five Pillars of the Bridge to Self-Sufficiency**.

# BRIDGE TO SELF-SUFFICIENCY

## FAMILY STABILITY

### Transportation

**55** Lyft rides provided by Heirborn Servants

**\$7,287** Transportation Support Given

### The Market

**37** families received groceries & essentials

**\$1,586** average value provided per family

**\$58,696** total value provided to families

### Childcare

**\$1,040** in childcare cost support

### The Drake House

**6 months** average residency

### The Drake Village

**22 months** average residency

## WELL-BEING

 **237**

Mental health sessions provided to mothers and children on campus



 **25**

Active family advocate volunteers walking alongside mothers and children on campus



## FINANCIAL MANAGEMENT

### The Drake House

Crisis housing program

 **\$1,581**

Average amount saved while in the program

 **24 pts**

Average credit score increase while in the program

### The Drake Village

Transitional housing program

 **\$1,527**

Average amount saved while in the program

 **49 pts**

Average credit score increase while in the program

## EDUCATION & TRAINING

 **960**

Digital literacy assessments completed

 **455**

Professional certificates and courses completed

### Including:

- Cybersecurity
- Project Management
- IT Support
- Digital Marketing
- E-Commerce
- Data Analytics
- Phlebotomy
- Human Resources
- UX Design Process
- Artificial Intelligence
- Customer Service
- Writing
- Cloud Computing



## EMPLOYMENT & CAREER

 **499**

Hours of one-on-one career coaching

 **77**

Targeted resumes created or revised

 **55**

Personalized career and skill assessments completed

### The Drake House

Crisis housing program

 **51%** increase in income

**25%** improved their employment status to full-time

**\$18.66/hr** average hourly income

# OUR TWO-GENERATIONAL APPROACH

The Drake House understands that breaking the cycle of homelessness requires a **two-generational approach**. In addition to supporting the moms on our campus, our programs are also designed to meet the unique needs of our youth and teen residents. We help the children in our care heal from the trauma of homelessness, empowering them with the support and opportunities they need to thrive.



**32**  
families served



**93%** enjoy their time in the program



**93%** of our teens want to attend college



**25**  
children participated



**26**  
teens participated



**100%** feel they can be themselves in the program



**93%** of our teens understand their post-grad options

# INTRODUCING OUR WORKFORCE HOUSING PILOT PROGRAM

We launched our **Workforce Housing (WFH) Pilot Program**, a new initiative that connects stable, affordable housing with career advancement, bridging the gap between transitional support and long-term stability. Designed for current residents enrolled in higher education or training programs, the initiative allows single mothers to focus on completing their education without the full burden of rent. By the end of the program, the goal is for moms to complete their education, earn a living wage, increase their savings, and build a strong foundation for lasting stability for their families.

Our first Workforce Housing resident is **Nicole**, who is returning to school to become a surgical technician. As an adult learner, she recognizes both the challenges and the opportunity ahead. While she shares that learning later in life “is definitely a challenge,” she is motivated by her daughter, who recently graduated high school and is pursuing her own dreams with determination. With a growing demand for surgical technicians, she is excited about the opportunities that lie ahead and the stability this career path can provide for her family.

“This is good for women like myself. To get to where you got to go, you gotta get support. We can’t do everything by ourselves.”

The first WFH sponsor is the **LeitaLift Foundation**, established in 1956 by Leita Thompson. After facing her own challenges as a single working woman, Thompson created the foundation to help other women “lead a fuller life.” Her legacy continues today through scholarships, grants, and endowments that support women striving to achieve professional goals and contribute to their communities—work that aligns beautifully with our mission and this new program.

Thanks to the LeitaLift Foundation’s sponsorship, Nicole can focus on her education and take meaningful steps toward a stable future for her family. We are grateful for their partnership in helping make this pilot possible and for investing in a future where more women can achieve lasting stability through education and opportunity.



**LEITALIFT FOUNDATION**

# 20 NEIGHBOR TO 25 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 Advocates for the family.



# IT TAKES A COMMUNITY



**11,127**  
total  
volunteer  
hours



- Youth Program
- Event Support
- Teen Program
- Childcare
- Landscaping & Maintenance
- The Drake Closet
- Monday Night Helper
- Grocery Shopper
- Family Advocate
- Office Assistant
- Tutoring

# FY 2025 EVENTS

20th Annual



**171**  
ICE CREAM  
CRANKERS

**177**  
GALLONS OF  
ICE CREAM

**600+**  
ATTENDEES

**27**  
CRANKIN'  
TEAMS

**\$40,000 RAISED**



BENEFITTING The DrakeHouse PRESENTED BY: NALEY AUTOMOTIVE

13<sup>th</sup> ANNUAL  
*Fashion Show Fundraiser*  
**ROCKIN' THE RUNWAY**

Presented by:  
**NALEY**  
AUTOMOTIVE

**300**  
ATTENDEES

**38**  
MODELS

**11**  
RESTAURANT  
PARTICIPANTS

Category	Percentage
Auction	67%
Sponsorships	16%
Pop-Up Shop	8%
Ticket Sales	9%

**\$156,400 RAISED**

# FY 2025 HIGHLIGHTS

WE INTRODUCED A NEW SIGNATURE EVENT

## BOOTLEGGERS BALL

\$114,200 RAISED!



WE WERE NAMED GNFC  
NON-PROFIT OF THE YEAR

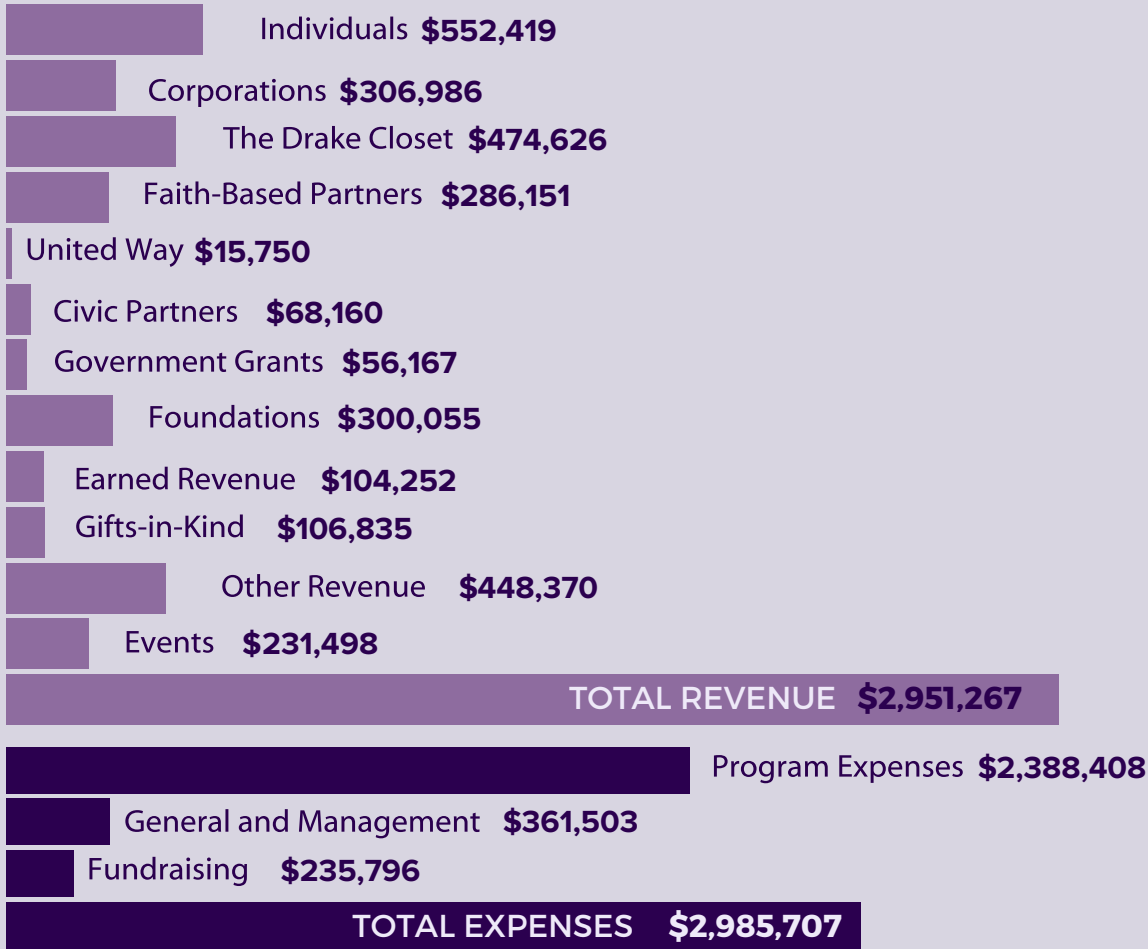


The Drake House was honored to be named the **Greater North Fulton Chamber of Commerce's Large Nonprofit of the Year**. Our team was proud to be recognized, and we share this honor with the volunteers, supporters, and the families whose hard work drives every step toward self-sufficiency.

We are grateful to the Chamber and the North Fulton community for this meaningful recognition.



# 2025 REVENUE AND EXPENSES



**Program Expenses**  
Percentage of Total Expenses



# LEADERSHIP



**Neshia Mason**  
President



**Karen Barry**  
Director of Youth Programs



**Dianne Berry**  
Director of Operations



**Laura Crawford**  
Director of Adult Programs



**Kimberly Jackson**  
Director of Development



**Sarah Smith**  
Director of Finance



**Kelli Tolbert**  
Director of Family Services

# BOARD OF DIRECTORS

**Lisa Stevens** - Chair, MKT Collaborative  
**Amy Moore** - Vice Chair, Dorsey Alston Realtors  
**Linda Coyle** - Secretary, Wells Fargo  
**Andrew Walker** - Treasurer, HLB Gross Collins, PC

**Heather Brown** - Brown Law, LLC  
**Krystal Brown** - LexisNexis Risk Solutions  
**Gregg Bundschuh** - Greyling Insurance Brokerage & Risk Consulting  
**Rev. Morgan Burge** - Roswell Presbyterian Church  
**Meg Chapman** - GE Power  
**David Harrell** - Harrell Kane Structural Engineers  
**Lisa Hasty, MD.** - Atlanta Center for Reproductive Medicine (retired)  
**Vetta Hauser** - Home Depot  
**Jonathan Ma** - FTI Consulting  
**Genille McElvey** - HCLTech  
**Susan Schmidtkofer** - UPS



## ADVISORY COUNCIL

- **Taylor Mansell** - Co-Chair, Office of Melissa J. Davey, Chapter 13 Trustee
- **Joseph Mraz** - Co-Chair, Raymond James

\*Thank you to all 13 active Advisory Council members



# THANK YOU TO OUR 2025 DONORS

## CONTRIBUTED \$150,000+



**NORTH POINT  
COMMUNITY CHURCH**

## CONTRIBUTED \$100,000+

**Delos L Knight Trust      YARDI Systems, Inc.**

## CONTRIBUTED \$20,000+

**LGE Community Outreach Foundation      Asbury Automotive Group**  
**The Country Club of the South Charity Guild      CLA Foundation**  
**The Stockel Family Foundation      People First Charitable Foundation**  
**The Leitalift Foundation Inc      Roswell Presbyterian Church**  
**Murphy Family Foundation      Georgia Department of Education Boost**  
**Holland Family Foundation      Masco Corporate Giving / Hansgrohe US**  
**Nancy Forsyth Noblin Foundation, Inc.      Northside Hospital**  
**Progress Residential      The Imlay Foundation Inc**

## CONTRIBUTED \$10,000+

**St. Thomas Aquinas Catholic Church      Scott Hudgens Family Foundation, Inc.**  
**Karen Lee & Associates LLC      TVI Inc      VyStar Credit Union**  
**J.C Foundation, Inc.      TE Certified Electrical, Plumbing, Heating & Cooling**  
**Alpharetta Rotary Foundation      United Way of Greater Atlanta**  
**Markel Corporation      Cigna      Aegon Transamerica Foundation**  
**Community Foundation of Northeast GA      James Avery Foundation**  
**Publix Super Markets Charities, Inc.      Stokes Family Impact Fund**  
**Stratton Foundation      WellStar Health System, Inc.**

## CONTRIBUTED \$5,000+

**Northbrook UMC      Physicians' Alliance of America, Inc.**  
**Roswell United Methodist Church      Kimberly Clark Corporation**  
**First Financial Security      Alpharetta Methodist Church**  
**Abel Solutions      Nordstrom      First Baptist Church**  
**Sandy Springs Society      St. David's Episcopal Church**  
**Prokatchers LLC      Roswell Community Church**  
**North Fulton CID      Francis Hollis Brain Foundation**  
**Honeybaked Ham Company      John and Mary Franklin Foundation**  
**LE and Jan Jones Family Fund      Mount Pisgah Methodist Church**  
**The Shannon Foundation Inc      St. Peter Chanel Catholic Church**  
**Renaissance Charitable Foundation      RedHawt Creative**

## COMMUNITY PARTNERS

