

Atlanta Continuum of Care + Governing Council Joint Meeting
Meeting Minutes
September 9, 2025
In-Person Meeting

❖ **Governing Council Executive Session**

- Attendees – Brad Schweers, Fletcher Morris, Richard Deshields, Julio Carrillo, Leslie Marshburn, Rev. Sean Smith, Jason Dozier, Jeff Chesnut
- July Minute Approval
 - The Governing Council did not reach a quorum. Minutes will be sent out electronically.
- Governance Committee Updates – Brad Schweers
 - The CoC survey was sent to funded agencies in two rounds and had strong participation. Grady is currently tabulating and analyzing the results.
 - The Governing Council Retreat took place last week at the Shepherd Center. Staff provided background information on homelessness in Atlanta. A guest from NAEH provided an overview of the federal landscape. “Voices from the Field” speakers included Lauren Fareira (CAC representative), Dallas Terry (Gateway Center), and Scott Walker (3Keys). Discussion topics included:
 - Leveraging council members’ skills to support the CoC.
 - Improving communication and narrative alignment.
 - Highlighting success stories and building capacity.
 - The group discussed establishing a Communications Committee and the need for clearer guidance on when the Governing Council vs. Partners for HOME should speak publicly.
 - There is interest in regular (monthly) updates from Partners for HOME to the Governing Council, as well as opportunities to collaborate with other agencies on storytelling.
 - Feedback noted that *Atlanta Rising* is being associated with the World Cup narrative.
- Client Advisory Council (CAC) Updates – Richard Deshields
 - The CAC completed surveys to better understand the needs of people experiencing homelessness. Members are now learning how to interpret the data so they can present it to the CoC and other groups. A key finding last year was that many unhoused individuals, including elderly individuals, were unaware of warming center locations.
 - The CAC is planning a new outreach project to increase awareness of the CAC among the homeless community.
 - Richard has participated in media interviews and wants to train more CAC members to share lived experience perspectives.
- Youth Action Board (YAB) Updates – Fletcher Morris
 - Youth Resource Fair: October 25 at Partners for HOME, 12–5 PM. This will be an active engagement event with activities, music, and food. Youth will have opportunities to get involved on-site.
 - YHSI Grant: Evaluation meeting with Morehouse and YAB members is underway. Focus groups and survey questions are being developed to support improvement efforts.
 - The YAB is continuing to distribute Client Satisfaction Surveys, though participation has been a challenge.

❖ CoC General Meeting

- Veterans Spotlight – David Mance
 - By-Name List
 - 391 active veterans; 87 are chronic (19 unsheltered chronic).
 - 40 currently unsheltered.
 - 87 have completed CE assessments; 242 have not. Outreach/mobile assessors are being deployed to complete assessments.
 - Veteran Dashboard (July)
 - 384 active veterans.
 - 36 newly identified; 6 returned from housing.
 - 14 housing placements.
 - Average length of time to housing: 185 days.
 - Strategic Goals
 - Identify, triage, and house all veterans.
 - House all chronic veterans by end of 2025.
 - Reduce overall veteran homelessness and work toward functional zero.
 - Reduce average time from identification to housing from 185 → 90 days.
 - The Veteran Leadership Initiative Team meets the first Thursday of each month at 2:00 PM. The group addresses system issues, capacity, and coordination. Contact David Mance (dmance@partnersforhome.org) to join. The group is seeking at least one veteran with lived experience to participate; \$25/hour compensation.
- VA Updates – Iola Green
 - Veteran Surge (Aug 12–14): Twelve teams conducted outreach directly to veterans in encampments and immediate placements were secured when possible.
 - Engaged 49 unsheltered veterans.
 - 21 accepted services the same day; 6 were housed immediately; 8 referred to GPD programs.
 - Stand Down Event: Sept 10, 10:00–2:00 at the Dunbar Center with food, music, and activities.
- HOPE Atlanta Veterans Update – Latricia Nation
 - 6-month Snapshot
 - 300 households engaged; 142 enrolled in SSVF (45 prevention / 97 rapid rehousing).
 - Committed to enrolling 20 households/month from coordinated entry.
 - Participated in the VA Surge.
 - Awarded FY26 SSVF funding, and received support from the Home Depot and Arthur M. Blank Foundations for gap assistance.
 - Serves as a rapid rehousing grantee for Downtown Rising.
- PCCI Veterans Update – Jamie Urban
 - 3-month Snapshot: 88 households engaged; 22 enrolled.
 - Committed to 8 enrollments/month from CE.
 - Participated in VA Surge.
 - Awarded FY26 SSVF funding and additional Downtown Rising and flexible assistance funds from Home Depot Foundation and Bob Woodruff Foundation.

- Veteran discharge status is tracked; dishonorable discharge cases are supported through PSH or self-resolution support.
- Veterans Event: Nov 5, 10:00–2:00 at City Hall. Partnering with CM Dozier.
- Downtown Rising Update – Camille Sims Russell & Lynique McFaddin
 - Five outreach teams are active across identified zones: Gateway, Urban Alchemy, Mend Culture, SafeHouse, and HOPE Atlanta.
 - 129 individuals housed to date through DTR efforts.
 - Monthly updates available. Please contact Camille Sims Russell (crussell@partnersforhome.org).
 - Mend Culture (Lynique McFaddin) provides street outreach, navigation, youth workforce development, and community connections programs, serving both youth and adults primarily in Zone A.
- ❖ Agency Round Robin
 - Sherry Wilson (Salvation Army): Noted increased drop-offs from encampments; intake hours for encampment referrals are 8:00–11:00 PM, capacity for 10 individuals.
 - Prevention Workgroup: Now launched. Contact Camille Sims Russell (crussell@partnersforhome.org) for details.
 - Family Workgroup: Relaunching Sept 18. Invitations have been distributed; contact Jasmine Cunningham (jcunningham@partnersforhome.org) to participate.

The next CoC/Governing Council meeting will be held virtually on November 12. [Please register for the meeting online.](#)



DOWNTOWN

RISING

IMPLEMENTATION

UPDATES

PARTNERS FOR  HOME

Engagement Map for Downtown Rising



DTR Housing Progress



CE Enrollment

Outreach teams support individuals with completing coordinated entry assessments & enrollment into DTR zone in HMIS



Case Management

Outreach teams work closely with households to provide case management and support with document readiness



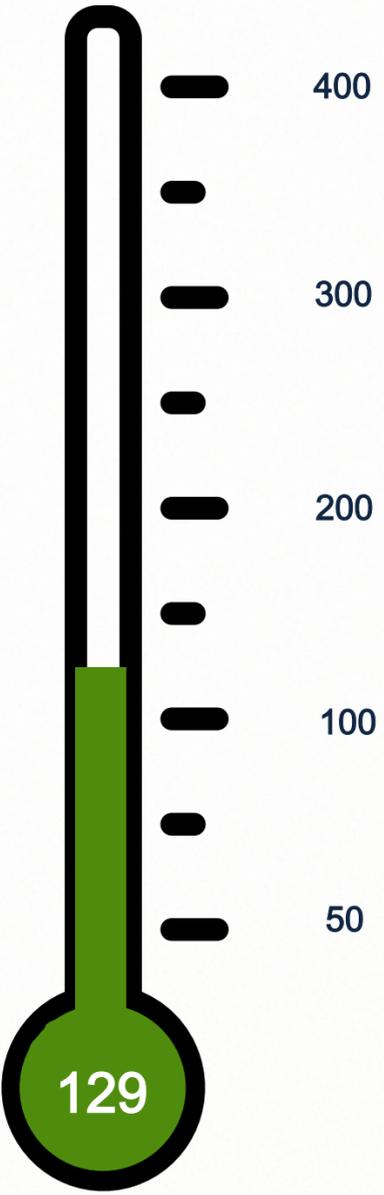
Housing Applications

Outreach teams assist and navigate individuals through the housing application process



Move -ins

Outreach and housing providers work together to support individuals moving into their housing destination



Number Households of Housed



2025 Atlanta Rising Communications Approach

Prepared by Jackson Spalding

September 2025



Campaign Plan-on-a-Page



Campaign Goal

Foster increased awareness of Atlanta Rising, Partners for HOME and successful efforts to support unhoused neighbors to inspire community and donor confidence and mobilize a wide base of corporate, philanthropic and civic leaders/supporters.

KPIs

Achieve fundraising goal, secure positive earned coverage & grow social engagement & impressions

Approach

Campaign Launch

June – July 2025

Raise awareness among donors, civic leaders, and stakeholders by formally launching the Atlanta Rising campaign and showcasing early success, momentum and tangible impact.

Momentum Building

August – October 2025

Sustain visibility post-launch by celebrating wins, announcing milestones and reinforcing the campaign’s credibility and urgency to drive continued reach and engagement

Community Engagement

October – November 2025

Inspire and activate local communities, families and neighborhoods to participate, through storytelling, events, advocacy and giving.

Celebrate Impact + Look Ahead

December 2025 – January 2026

Celebrate and share 2025 campaign results, showcase real lives changed, and reinforce community pride and ownership of Atlanta Rising’s success.



Audiences & Channels

Our goal is to leverage paid, earned, owned and shared channels to amplify Atlanta Rising our efforts, building visibility around the campaign, inspiring donor engagement and confidence and mobilizing a wide base of supporters.

Earned

- Influential reporters in the Atlanta market
- Select national reporters covering the unhoused population

Shared

- PFH social media channels
- Key partner social media channels (CoC, etc.)

Co-Chair Specific

- Co-chair social media channels, networking circles/peers, co-chair company channels

Owned

- PFH website
- PFH microsites

Paid

- Digital ads promoting Atlanta Rising microsite
- “Donate now” in-feed ads

Key Audiences: Philanthropic leaders, corporate partners, government officials, Atlanta residents, community influencers, media stakeholders, local influencers



Upcoming Communications Moments

- **August-October:** Positive storytelling about street outreach partners (Mend, Urban Alchemy, etc.), client impact stories, move-ins and milestones
- **August-October:** Downtown Rising zone closure communications as needed (reactive messaging only)
- **September 4:** Co-chair release; interviews with select media
- **September TBD:** AJC op-ed on how outreach and collaboration change lives by Brad Schweers (Executive Director, Intown Cares) and Pastor Sean Smith (Chair of the Governing Council, Atlanta Continuum of Care)
- **September TBD:** AJC co-chair op-ed; co-chair media roundtable
- **September 18:** Atlanta Rising funders event at Coca-Cola



ATLANTA RISING COMMUNICATIONS

Communications Phase 2

Building Alignment & Common Ground

Achieving this milestone requires more than resources—it requires alignment. To succeed, we must bring together a diverse set of voices: civic and business leaders, nonprofits, faith communities, residents, and even skeptics.

Building Stakeholder Alignment

For our allies, this means moving beyond quiet agreement to become visible champions—amplifying the message, reinforcing that functional zero is within reach, and connecting their own stories to the mission. Whether its business leaders emphasizing economic benefits or community advocates stressing the moral imperative, allies can also drive resources—through funding, partnerships, and influence—to help scale solutions at the pace required.

Finding Common Ground with the Opposition

For skeptics, success means meeting them where they are—listening respectfully, addressing valid concerns, and dispelling myths that homelessness can't be solved or that Atlanta Rising is only about “cleaning up” for big events. By reframing the narrative as long-term transformation, we show that ending homelessness makes Atlanta safer, healthier, and more compassionate for all—underscoring our shared vulnerability and shared responsibility.

Rallying the Public

Rallying the public means shifting awareness into action. Homelessness has been cut by more than half since Partners for HOME was founded and with the right backing, we can go the final mile.

Securing Public Support

We will secure public support by making the issue personal—sharing real stories of Atlantans who have overcome homelessness through proven solutions—and by showing tangible progress. The right approach will capture attention and build momentum, by offering clear ways for people to take action, from donating and advocating to volunteering and amplifying the message. Through an attention-grabbing campaign executed across public events, media partnerships, and social media, we will frame Atlanta Rising as a once-in-a-generation movement to achieve *functional zero* and create a lasting legacy of compassion and resilience for our city.



Example Campaign

**I WOULDN'T BE HERE
WITHOUT GRADY.**



atlanta can't **live** without grady



Gracie Wilson
Premie

The “I wouldn’t be here without Grady” campaign was so successful because it combined **authentic storytelling, strong community relevance and emotional resonance** with a clear call to action.

ATLANTA RISING COMMUNICATIONS

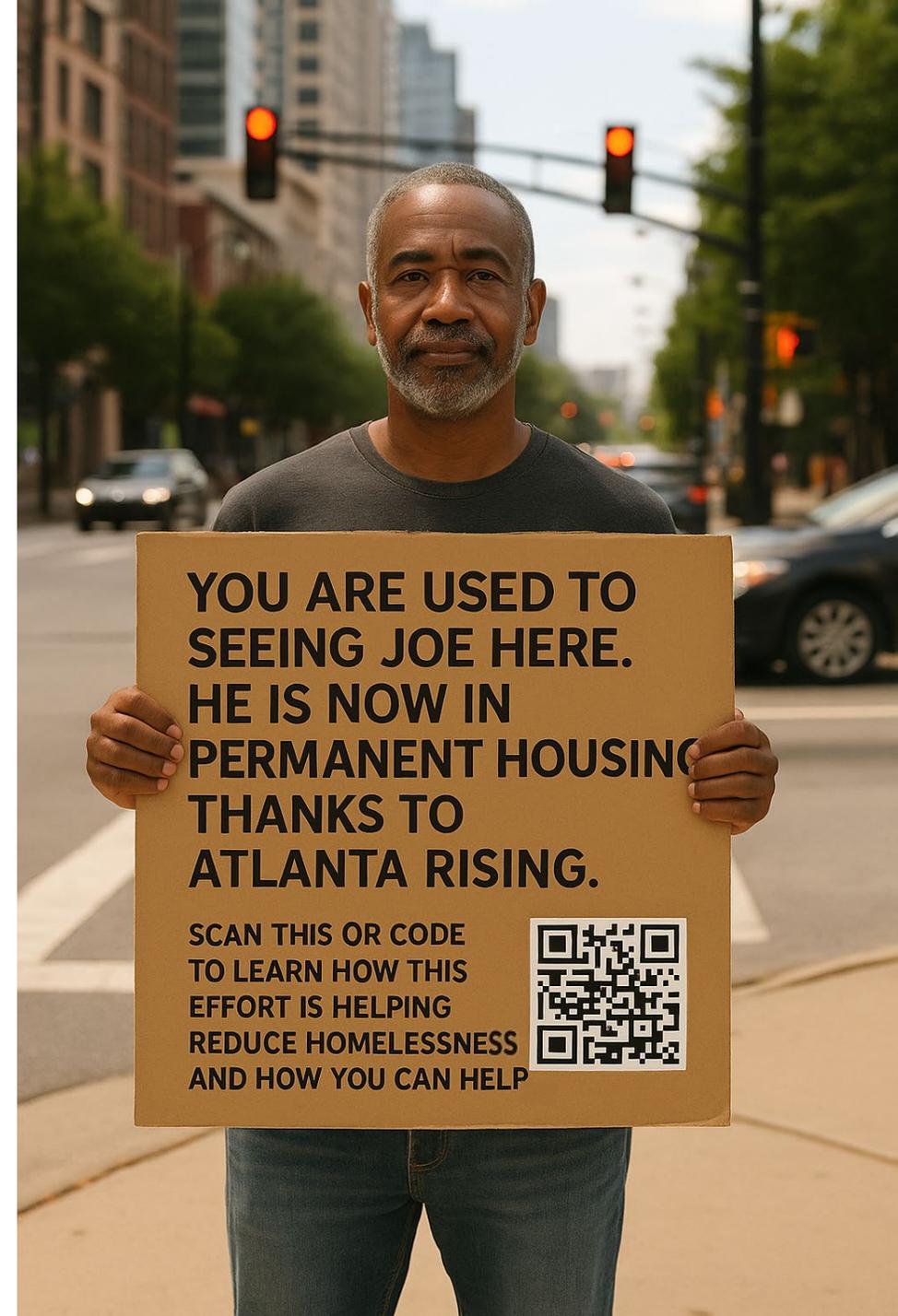
Campaign Thought- Starter

Signs of Change

Grab attention and spark conversation by featuring members of the Client Advisory Council standing at key intersections in Atlanta where people are accustomed to seeing individuals experiencing homelessness.

Instead of asking for spare change, each council member will hold a cardboard sign that shares a story of impact with a call to action.

This attention-grabbing visual underscores what's possible when the community invests in solutions. By pairing lived experience with visible proof of impact, the campaign aims to spark conversation, attract media coverage, and mobilize donors to accelerate progress toward ending homelessness in Atlanta.



ATLANTA RISING COMMUNICATIONS

Messaging ROI: From Investment to Impact

Supporting Data Demonstrating ROI

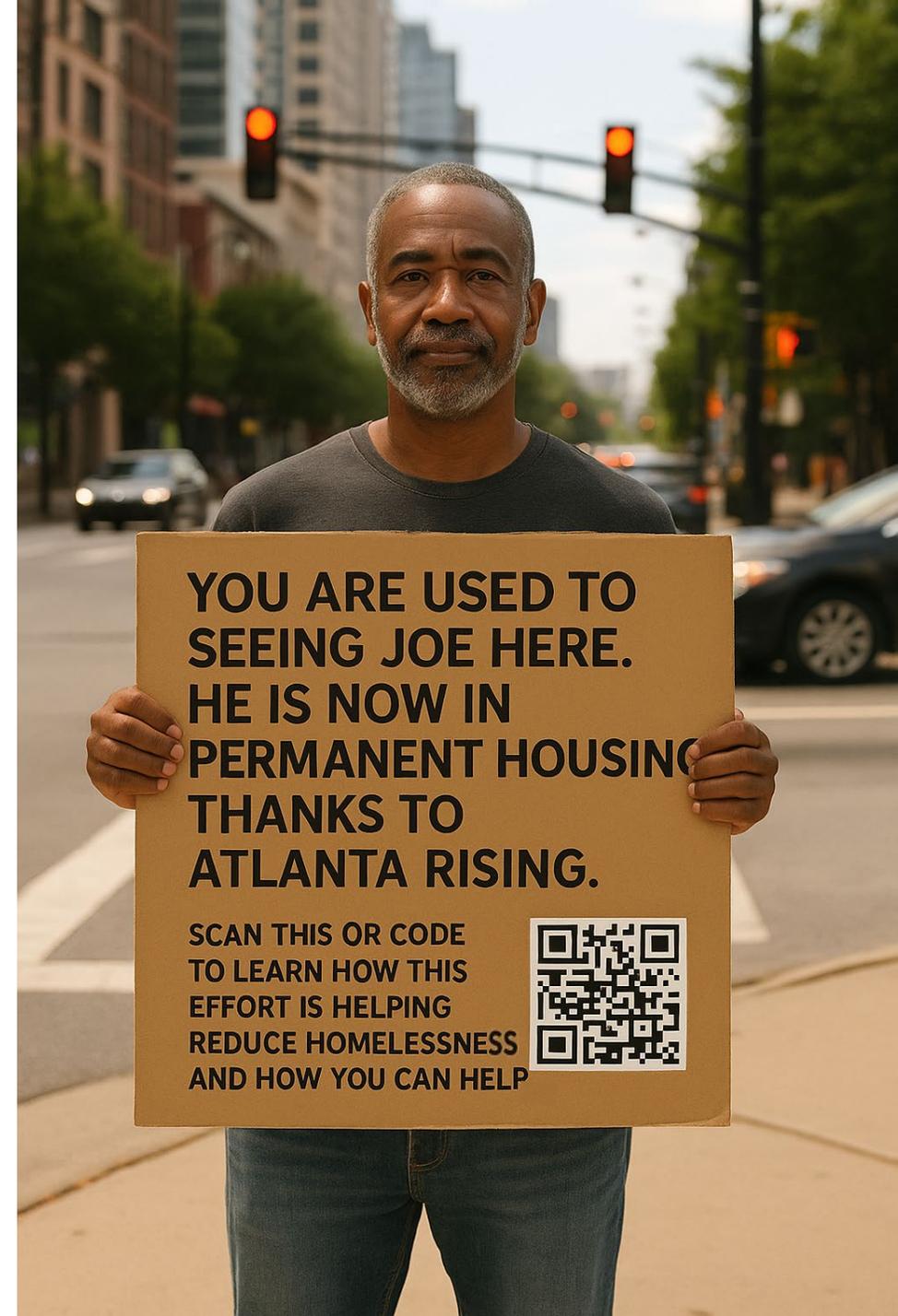
Paid messaging can generate positive, measurable ROAS (return on ad spend) for fundraising. [\(Source: M+R\)](#)

- Across hundreds of nonprofits, search ads produced the highest fundraising ROAS at **\$2.70 raised per \$1 spent**; M+R also notes ads are used to **generate leads that later donate**.

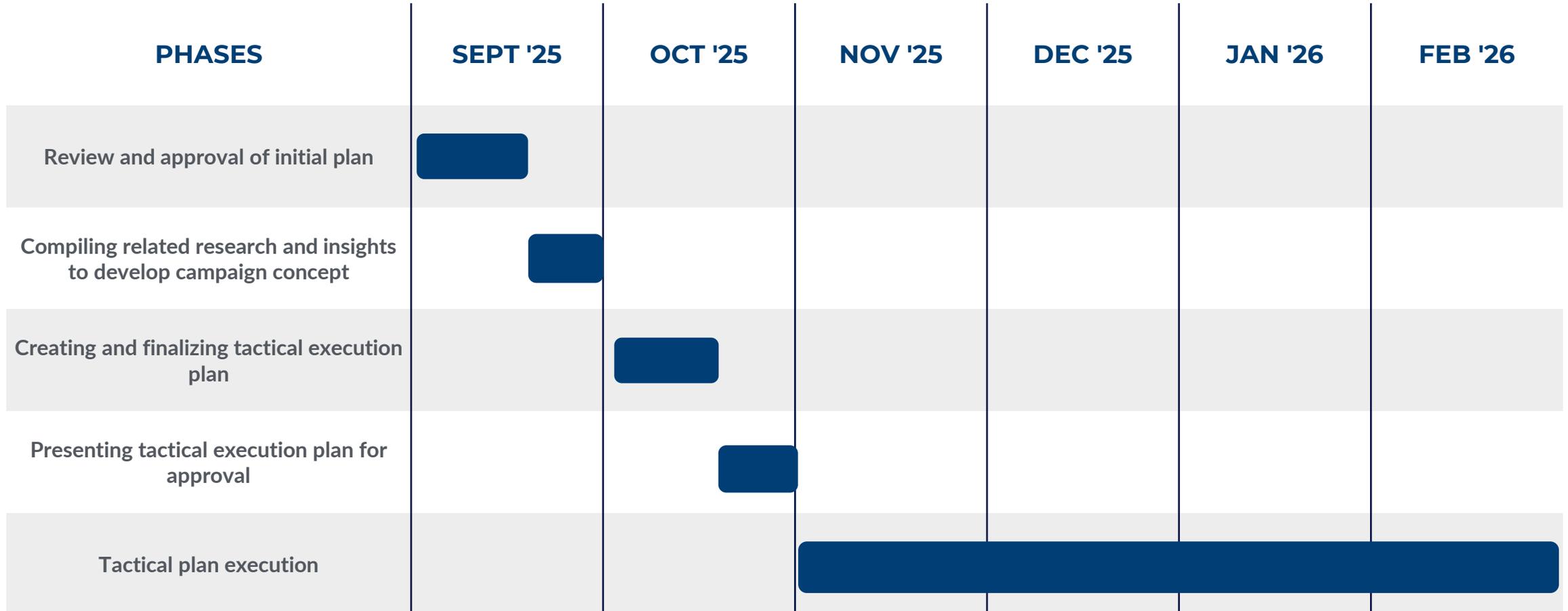
Better fundraising copy and value propositions lift conversion and revenue in controlled tests. [\(Source: NextAfter\)](#)

- Clarifying the value proposition on a donation page produced a **46.4% conversion lift** and **15.6% revenue lift**.

Studies show concrete, outcome-specific appeals increase donation intentions by boosting perceived credibility, transparency, and empathy—outperforming abstract messaging on social platforms. [\(Source: Penn State\)](#)



PROPOSED TIMELINE



ATLANTA RISING COMMUNICATIONS

Questions?

Veterans Debrief

9/9/25 Presentation

PARTNERS FOR
HOME

Veteran Updates

- BNL
- Veteran Dashboard
- Strategic Goals
- Veteran Leadership Initiative
- Lived Experience
- VA Updates
- SSVF Updates



By-Name-List

- Active – 391
- Chronic – 87
- Unsheltered Chronic – 19
- Unsheltered – 40
- CE Assessed – 87
- Not Assessed - 242



Veteran Dashboard

Built For Zero - Monthly Reporting Reference ^①

	Veteran Counts		Inflow Events			Outflow Events		Performance		
Measurement Period	Active Homeless	Chronic*	Net Inflow-Outflow	Newly Identified	Return from Housing	Return from Inactive	Housing Placements	Moved to Inactive	Avg Days ID to Housing	Entered TH
Aug	362	81	2	41	5	15	-19	-58	211	18
Sep	372	78	-10	38	4	8	-21	-39	226	18
Oct	366	84	-6	34	6	18	-27	-37	201	25
Nov	350	82	-16	31	6	9	-20	-42	181	16
Dec	350	81	0	35	1	13	-21	-28	209	24
2025			34	295	28	91	-109	-271	146	195
Jan	333	71	-17	36	4	14	-20	-51	161	24
Feb	359	78	26	53	4	14	-16	-29	97	24
Mar	369	83	10	42	3	12	-12	-35	111	26
Apr	353	83	-16	35	5	9	-17	-48	167	30
May	347	77	-6	35	2	12	-12	-43	142	29
Jun	381	84	34	58	4	12	-18	-22	148	40
Jul	384	80	3	36	6	18	-14	-43	185	30
Total			-9	945	85	305	-433	-911	169	553

*This measure accounts for persons aging into chronicity over the course of an episode of homelessness by dynamically referencing the HMIS 3.917 elements on a per-date basis. At this time, it does NOT



Strategic Goals

- Identify, Triage, and House all remaining Veterans
- House all Chronic Veterans
- Reduce the overall population experiencing homelessness working toward achieving and sustaining Functional Zero



Veteran Updates

- Leadership Initiative Team
 - Meets 1st Thursday of every month at 2pm
 - Address common goals of the community, establish protocols, system level issues, barriers, staff capacity, etc
- Lived Experience
 - Looking for at least one individual to contribute in the Veteran space to provide expertise and insight.
 - Compensation \$25/hour



VA Veteran Surge

- Aug 12th, 13th, and 14th
- 49 Unsheltered
- 21 refused same day service
- 8 referred to GPD, 6 were placed
- 21 was giving some type of housing solution (GPD, Shelter, lodging, etc)



HOPE Atlanta Updates

Veterans Served (6-month snapshot):

- 300 total households engaged
- 142 households enrolled (45 HP, 97 RRH)

Hope Atlanta has committed to enroll at least 20 households per month from ATL CE

- Community Engagement: Participated in the VA Surge (8/12-8/14) and a RRH grantee for Downtown Rising.
- The VA recently announced grant award funding for SSVF and Hope Atlanta was awarded FY26 funds.
- Hope Atlanta has also received grants from Home Depot Foundation and the Arthur Blank Foundation to address gaps in services as well as assist additional households that may not be eligible for SSVF as well as allows us to pay for items not covered under our grant.



PCCI Updates

Veterans Served (3 month snapshot):

- 88 households engaged (including 19 HP)
- 22 households enrolled (including 2 HP)

- PCCI has committed to enroll 8 households per month from ATL CE
- Community Engagement: Participated in the VA Surge (8/12-8/14) and a RRH grantee for Downtown Rising.
- The VA recently announced grant award funding for SSVF and PCCI was awarded FY26 funds.
- PCCI has also received grants from Home Depot Foundation and Bob Woodruff Foundation. Private funds allow for additional flexibility with client assistance and to serve additional households that may not be eligible for SSVF.

