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Purpose

Atlanta is Rising is a communications campaign to amplify the city's homelessness response system.

Partners for HOME designed this toolkit to help CoC members, Downtown Rising partners and the Atlanta community amplify our collective effort to make homelessness rare, brief and non-recurring.

We encourage authentic participation. You can:

- Repost from Partners from HOME channels with your own message, or
- Personalize the content with photos and videos from your organization week to week.

Together, we'll inform our Atlanta neighbors about coordinated efforts to connect our unhoused neighbors to housing pathways and reinforce the shared message that **stable housing ends homelessness**.

How to Participate

Each week, Partners for HOME will publish:

- 1 photo featuring a Downtown Rising partner
- 1 data graphic, and
- 1 video clip featuring the Downtown Rising partner

Partners are encouraged to:

- **Share at least 1 post per week** and
- Use hashtags **#AtlantaRising** and **#EndATLHomelessness** for campaign engagement.

Posting Tips for Partners

- Share directly from Partners for HOME when possible or tag Partners for HOME to get reposted from our channels.
 - **Instagram:** @PartnersforHOME
 - **Facebook:** <https://www.facebook.com/partnersforhome>
 - **LinkedIn:** [linkedin.com/company/partners-for-home](https://www.linkedin.com/company/partners-for-home)
- Keep it natural. Personalize the message to speak from your role in Atlanta's Continuum of Care, your organization's impact or your personal experience.
- Choose at least 1 post per week to highlight the reach of Atlanta's Continuum of Care. You do not need to post everything.

All data points are provided by Partners for HOME and reflect:

- Atlanta Continuum of Care system data
- Downtown Rising initiative tracking
- Permanent housing placement and retention data (since 2016)

Tag Partners for HOME for context or questions.

Storytelling: Weekly Suggested Social Content

Week 1: April 13, 2026 — RRH or PSH resident

[Link to week 1 content](#)

Suggested social content option 1 – Photo

Suggested social copy

This is what it's all about.

A place to call home. A door to close. A chance to move forward.

#EndATLHomelessness #AtlantaRising

If you are a DTR partner

We met [Insert client name] downtown. Today, they have keys to their very own apartment. Housing ends homelessness, and we are excited about the impact of #AtlantaRising and the coordinated efforts of Atlanta’s Continuum of Care.

[Insert organization name] is one of 170 organizations in the city of Atlanta rising every day to end homelessness. Rise with us.

#EndATLHomelessness #AtlantaRising

Suggested social content option 2 – Data graphic

- 15,000+ people housed since 2016

Suggested social copy

Since 2016, more than 15,000 people have moved into housing in Atlanta and 96% have remained stably housed through Partners for HOME’s coordinated leadership. This is what long-term solutions look like. Atlanta’s Continuum of Care is a homeless response system with 170 organizations working together to make homelessness rare, brief and unlikely to happen again for any individual who experiences the crisis.

When you encounter a person experiencing homelessness in Atlanta, know there’s an entire system of partners working together to connect them to stable, permanent housing.

Suggested social content option 3 - Video

Suggested social copy

What does home mean now?

It’s more than just a place to call home. It’s privacy, safety and a place to build the life of their dreams.

Week 2: April 20, 2026 — CEO and Organization Leadership

Link to week 2 content

Suggested social content option 1 – Photo

Suggested social copy

[Insert CEO OR Senior Leader name] has led our efforts to connect our unhoused neighbors to housing pathways for X years. We’re proud to be part of the coordinated effort to move Atlanta forward, because real solutions happen when partners move as one system. #AtlantaRising #EndATLHomelessness

Suggested social content option 2 – Data graphic

- 170 organizations working in coordination to #EndATLHomelessness

Suggested social copy

We rise every day to provide pathways to housing for people experiencing homelessness in the city of Atlanta. Through our coordinated efforts, we know our unhoused neighbors by name and work together to connect them to stable housing. Learn more about our work and rise with us to #EndATLHomelessness.

Suggested social content option 3 - Video

Snippet of CEO or Leadership Remarks

Suggested social copy

Atlanta is rising because we believe we can end homelessness. In the city of Atlanta, we all have a role to play. Get involved, rise with us. #EndATLHomelessness

Week 3: April 27, 2026 — Outreach

Link to week 3 content

Suggested social content option 1 – Photo

Suggested social copy

Outreach is about building trust, one conversation at a time.

Honoring your word and serving as a connector to a resource are how people move from living outside to accepting help and taking the next step toward housing.

#EndATLHomelessness #AtlantaRising

Outreach or service org suggested social copy

We know trust doesn't happen overnight. It's built by showing up, listening, and staying consistent. This is what makes housing possible.

#EndATLHomelessness #AtlantaRising

Suggested social content option 2 – Data graphic

- Number of shelter beds according to 2025 PIT Count data

Suggested social copy

Every connection matters. Outreach is often the first step in helping someone move from living outside to housing and support.

Suggested social content option 3 - Video

Featured Partner: Safehouse Outreach

Suggested social copy

What does that first conversation actually sound like?

Building trust through outreach is the work most people don't see. It's where the path to housing begins for our neighbors experiencing street homelessness.

Week 4: May 4, 2026 — Shelter

Link to week 4 content

Suggested social content option 1 – Photo of shelter staff

Suggested social copy

Transitional housing is a step forward.

For some, it's one night. For others, it's a short stay that helps them move toward housing. Either way, it's part of a system designed to help people move off the street and into something more stable.

With partners like Gateway Center and dedicated professionals like Amanda, who has served for 13 years, we're coordinating pathways to housing for our neighbors who experience homelessness.

#EndATLHomelessness #AtlantaRising

If you are a shelter partner

Our role is to create a safe place and help people take the next step toward stability.

As one of the 170 partner organizations in Atlanta's homeless response system, we coordinate pathways to housing for our neighbors who experience homelessness every day. [Insert staff member name] leads coordinated entry at [Insert org name] to get our unsheltered neighbors assessed and connected to permanent housing and support services.

Suggested social content option 2 – Data graphic

- Total shelter beds available in Atlanta

Suggested social copy

Shelter creates a bridge from living outside to housing. It's part of how people move forward.

Suggested social content option 3 - Video

Suggested social copy

What happens when someone walks into a shelter for the first time?

Shelter is where stability begins, and the path to housing takes shape.

Week 5: May 11, 2026 — Developer

[Link to week 5 content](#)

Suggested social content option 1 – Photo

Suggested social copy

Housing is what makes stability possible.

When new units come online, they create real opportunities for people to move out of homelessness and into something permanent.

#EndATLHomelessness #AtlantaRising

If you are a developer or housing partner

This is what it takes to bring housing online and make it available to people who need it most.

Suggested social content option 2 – Data graphic

- 445 people housed through Downtown Rising

Suggested social copy

Housing supply matters. These units create real pathways out of homelessness for people experiencing homelessness in the city of Atlanta.

#EndATLHomelessness #AtlantaRising

Suggested social content option 3 - Video

Suggested social copy

What does it take to build housing that supports people long-term?

When a city invests in solutions that work, businesses rise to serve the opportunity.

#EndATLHomelessness #AtlantaRising

Week 6: May 18, 2026 — Shelter

[Link to week 6 content](#)

Suggested social content option 1 – Photo

Suggested social copy

Housing is just the beginning.

Ongoing support helps people stay housed, manage their health, and rebuild their lives.

#EndATLHomelessness #AtlantaRising

If you are a case manager or service provider

This is the work that happens after someone moves in. It's how stability becomes long-term.

Suggested social content option 2 – Data graphic

Options:

- # of Project Heal beds
- # of PSH units in the pipeline through Downtown Rising

Suggested social copy

When housing is paired with supportive services, people stay housed. That's what long-term stability looks like.

#EndATLHomelessness #AtlantaRising

Suggested social content option 3 - Video

Suggested social copy

What happens after someone moves into housing?

When you have licensed clinicians and a team of people not only helping but teaching you how to connect and navigate resources that were once out of reach, staying housed no longer seems impossible.

#EndATLHomelessness #AtlantaRising

Week 7: May 25, 2026 — Downtown Stakeholder

Link to week 7 content

Suggested social content option 1 – Photo

Suggested social copy

When people are connected to housing and support, communities feel it.

Public spaces change. Businesses see it. Residents notice it.

#EndATLHomelessness #AtlantaRising

If you are a business or community stakeholder

We've seen the impact firsthand. Housing and support make a difference for the whole community.

#EndATLHomelessness #AtlantaRising

Suggested social content option 2 – Data graphic

- Updated # of people housed through Downtown Rising

Suggested social copy

Connecting people to housing doesn't just change individual lives. It strengthens the entire community.

#EndATLHomelessness #AtlantaRising

Suggested social content option 3 - Video

Suggested social copy

What feels different in the community now?

There's more pride in the city when sidewalks are passable because you know the unhoused neighbor who once slept there has a safe and stable home.

#EndATLHomelessness #AtlantaRising

Experiential

April 16, 2026 — Beacon at Cooper Street Ribbon Cutting

Join us in celebrating an Atlanta Rising milestone. We'll join Mayor Dickens to cut the ribbon at the Beacon on Cooper Street. The last property in the Rapid Housing Initiative, marking our 500th unit.

Contact Adah Pittman-Delancey at APittman@PartnersforHOME.org for more information.

April 16, 2026, 6:00 p.m. – 8:30 p.m. — Atlanta Rising: Inside the City's Response to Homelessness at The Gathering Spot

Link to event promotional materials

Partners for HOME has helped house 15,000+ Atlantans since 2016. [RSVP to join us](#) for a panel discussion led by Chatiqua Ellison, the Mayor's Deputy Chief Housing Officer | Senior Advisor on Homelessness, followed by a screening of *Beyond the Bridge: A Solution to Homelessness*.

This event offers a behind-the-scenes look at how Atlanta's homelessness response system works in practice, from first engagement on the street to shelter, coordinated housing pathways and long-term stability.

Communications Collaboration

Do you have a story of impact to share? Partners for HOME seeks partners to help inform Atlantans about our year-round coordinated efforts. Upcoming opportunities are available for:

- Co-authored op-Eds
- Featured blogs
- Media stories and interviews

CoC members: Contact Adah Pittman-Delancey, VP Marketing and Communications at APittman@PartnersforHOME.org for collaborations or support with media training or media outreach.

Key Messages

Atlanta Rising messaging

- Atlanta Rising strengthens the coordinated response system by aligning outreach, shelter, housing, and healthcare around each individual's pathway to permanent housing.
- When Atlanta faces complex challenges, we choose collaboration over fragmentation, housing over crisis, and long-term solutions over short-term fixes.
- Service providers deliver essential services. Partners for HOME ensure people successfully navigate the full system until they're stably housed.
- Downtown Rising demonstrates how sharper geographic focus, phased encampment closures and ongoing site engagement reduce returns to the street and accelerate connections to housing.
- That's how **Atlanta is rising, because stable housing ends homelessness.**

Summary messages

- The Atlanta Continuum of Care is the city's homeless response system made up of over 170 organizations working to make homelessness rare, brief and unlikely to recur.
- Atlanta Rising builds on what already works with stronger coordination.
- This is collective impact at scale.

Call to Action

- Learn how Atlanta is rising to end homelessness, visit atlantarising.org.