

Atlanta Rising

Partners for HOME | June 2025

PARTNERS FOR  HOME

Atlanta Rising

Atlanta Rising is a \$212 million long-term, citywide effort to end unsheltered homelessness in Atlanta by scaling sustainable housing and support systems for Atlanta's most vulnerable residents. The effort is built on evidence-based, housing-first principles and grounded in collaboration between government, nonprofits, service providers and people with lived experience. Key tenants include:



Stronger health care components, including mental health and addiction care, delivered in partnership with some of Atlanta's leading medical institutions.



Enhanced trauma-informed care to help us reach people who need deeper, more sustained intervention.



Reimagining of how we serve people experiencing homelessness downtown, through cross-sector strategies that prioritize both public space and human dignity.



Diversion and prevention strategies to address the root causes of homelessness further upstream and prevent homelessness in the first place.

Atlanta Rising - \$212 M Campaign

Inputs	Prevention & Diversion \$10 M	Housing & System Infrastructure \$137.5M	Holistic Programmatic Services \$57.5M	Downtown Rising \$7M
Activities	<ul style="list-style-type: none">• Destination Home Partnership• Pilot + Partner Delivery• Predictive Analysis with LEO & Partners	<ul style="list-style-type: none">• Rapid Housing Construction• Rapid Housing Supportive Services	<ul style="list-style-type: none">• Project HEAL: Onsite Medical & Mental Health Support• Rapid Rehousing Programs• CoC Admin & Training	<ul style="list-style-type: none">• Public Safety & Enforcement• Centralized Services Hub• Dedicated Outreach
Outputs	<ul style="list-style-type: none">• Detailed analytics on predictive risk factors• Priority populations• Temporary Financial Assistance• Legal Support• Additional Preventative Services	<ul style="list-style-type: none">• 500 new rapid housing units online by December 2025• 5 years* of the on-site property management• 5 years* of on-site standard supportive services	<ul style="list-style-type: none">• 100+ units with specialized medical and mental health services over 3-5 years• Help people return to permanent housing at \$25k/household	<ul style="list-style-type: none">• Dedicated hub for centralized services• Reduction in illegal meal distribution & quality of life violations• Dedicated FT street outreach• Encampments closures
Outcomes	<ul style="list-style-type: none">• Prevention of 1,600 new families from entering homelessness over two years• Scaled diversion services across the city• <i>Long-term: research that unlocks federal funding opp?</i>	<ul style="list-style-type: none">• Capacity to increase the pace at which system serves clients• System increase in the total number of people that can be supported with housing at one time	<ul style="list-style-type: none">• Reduction in individuals who are chronically homeless• Reduction in the burden on hospitals, detention facilities, & safety services• 1,200+ individuals & families rehoused• Improved coordination and training through CoC	<ul style="list-style-type: none">• Connect and direct more individuals with the available services• Improve the livability and walkability of Downtown
Impact	Reduced burden on the CoC's response system	Increased physical capacity to move more people through the system annually	Increased ability to address underlying causes of homelessness and move people through the system faster.	Improved appearance and livability of the Downtown area in preparation for the FIFA 2026 World Cup and beyond
Long-term reduction in the total number of people experiencing homelessness in Atlanta				

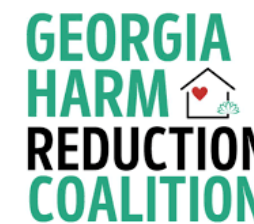
DOWNTOWN RISING

Our immediate focus is on Downtown Rising – a reimagined homeless strategy in partnership with the City, Chamber of Commerce, CAP/ADID and others to house the downtown homeless community and end downtown street sleeping.

With an aligned vision and plan and through a coordinated effort with partners, stakeholders and respective teams, we will execute a multi-pronged approach to addressing homelessness in Downtown in a way that is lasting, dignified, and sustainable.

Thanks to fundraising efforts, we have the resources today to execute this first phase of Atlanta Rising, but we need additional resources to scale our efforts citywide.

PARTNERS



GOALS



END unsheltered homelessness downtown



House **400** homeless Atlantans currently living downtown by the end of 2025

DOWNTOWN RISING

Our phased approach will target prioritized areas and follow scheduled improvement using research-based strategies.



STREET OUTREACH

Branded outreach workers offering medical, mental, and behavioral resources



FEEDING STRATEGY

Structured feeding spaces; education campaign; approved feeding practices



INFRASTRUCTURE

Woodruff and Hurt Parks upgrades, cleanup, and activation



PROVIDER SUPPORT

Infrastructure & staffing to manage and prevent illegal campings



TRANSITION SERVICES

Rehousing with 30-day turnover



COORDINATED ENFORCEMENT

Ordinance compliance, utilizing the Diversion Center

DOWNTOWN RISING

GOALS:



400

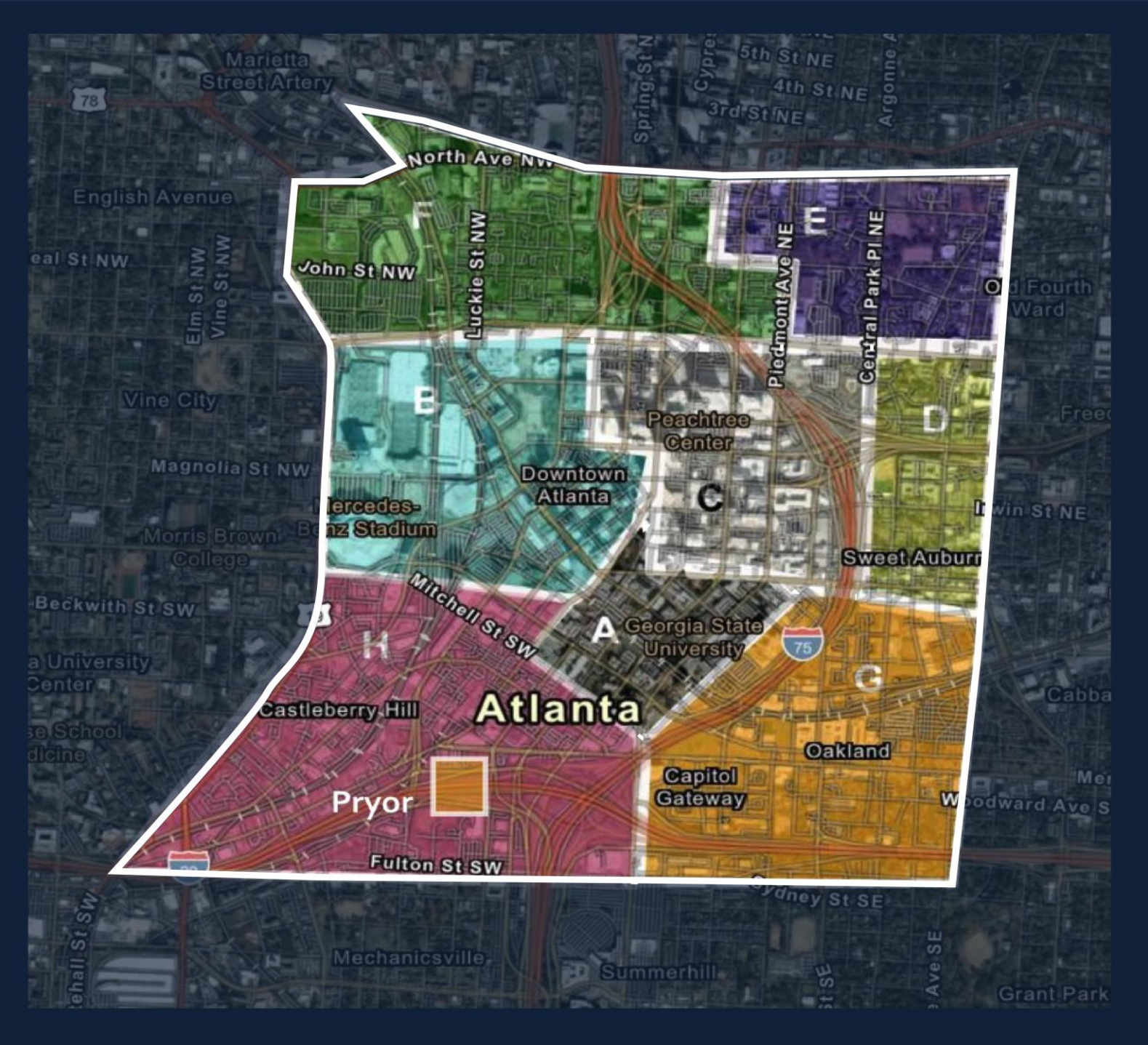
PEOPLE HOUSED



END

UNSHELTERED
HOMELESSNESS
DOWNTOWN

IMPACT MAP:



DOWNTOWN RISING: PROGRESS

63

Rapid Housing
units completed

BONAVENTURE



THE MELODY



365

Permanent Supportive
Housing units completed

- 55 Milton
- Academy Lofts/Adair Park
- Capitol View Apartments
- Centra Villa
- Covenant House
- Dwell at the Alcove
- Edgewood Court
- Intrada Westside
- Quest at Dalvigney
- Thrive Sweet Auburn
- The Mallory
- 1055 Arden
- Stanton Park
- The Steede
- McAuley Park
- 277 Moreland
- Abbington at Ormewood
- Holly Street

WHAT'S NEXT:

RAPID HOUSING INITIATIVE

WATERWORKS



405 COOPER STREET

200 units in
progress

Waterworks and 405 Cooper Street

WINNWOOD



LOFTS AT TWENTY25



225 units
under contract

Winwood, 12th and James, Lofts at
Twenty25

WHAT'S NEXT:

PERMANENT SUPPORTIVE HOUSING PIPELINE



114 units
approved/pending

Heritage at West Lake,
1064 Oglethorpe



117 units
with Conditional Approval

111 Moreland, Sylvan Hills, Trinity
Flats, Martin House, 1688 Lakewood