

Annual Report

Edition 2021 December 2021 Free

FORWARD

"If God is for us, who can ever be against us?" - Romans 8:31b



Letter from the President & CEO and Board Chair

Friends of BCM:

This report completes the *Upward*, *Inward*, *Outward*, *Forward* series of annual reports over the last four fiscal years. We have shared with you the growth and sophistication of our programs, and I am pleased to report that BCM continues with passion in our mission.

Upward focused on how BCM's programs helped our clients <u>elevate</u> their lives and how we always must cast our gaze upward toward God in gratitude for our blessings.

Inward shared BCM's focus on <u>refining</u> our programs and business model to produce extraordinary results while BCM scaled our programs to reach more people.

Outward, issued during the height of the pandemic lockdown, demonstrated that BCM was able to courageously <u>expand</u> our

assistance to our clients under adverse circumstances.

This leads us **Forward** where we are <u>accelerating</u> our digital operating model for the benefit of current and the next generation of clients.

There is no looking back. BCM has nearly tripled our programmatic output over the last four fiscal years, growing from a \$1.7M to a \$5.1M operation. BCM has never done more, gone deeper, or been so focused on our mission. We are proud of the work accomplished in the past year and look forward to continued success under the leadership of our new Board Chair, Greg Weller.

You will read some incredible statistics and stories in this report. Because of you, these amazing results were possible. As BCM moves Forward with many great opportunities, we will remember who we are and whose we are, continuing to follow God's calling to serve others as we wish to be served. Thank You!

Forward,

Keeva Kase President & CEO Shirley C. Davis Board Chair, 2020-2021

MAR











TODAY'S MISSION

We keep people from becoming homeless and work to elevate their possibilities for economic empowerment.



TOMORROW'S VISION

We envision caring communities where everyone has a home and the opportunity to thrive.

United Way of Greater Atlanta

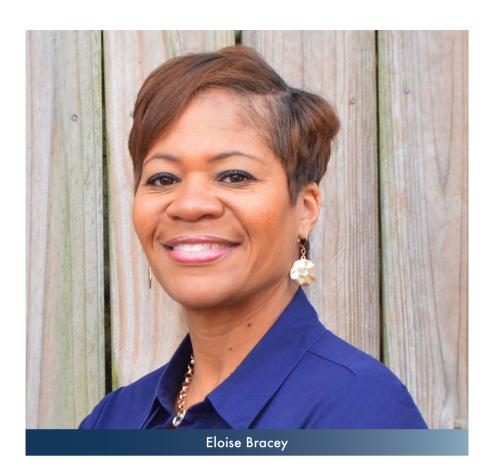


In September 2020, BCM earned its largest grant award in the amount of \$2M for rental assistance for City of Atlanta residents. Along with twenty other local service providers, more than \$18M in direct assistance was deployed. Due to our collective

success, in April, BCM was selected to enter a second tranche of funding in the amount of \$1.3M for rental assistance, working with six other agencies, successfully deploying an additional \$10M to City of Atlanta residents.

IN SEPTEMBER 2020, BCM
RECEIVED ITS LARGEST GRANT OF
\$2M FOR RENTAL ASSISTANCE FOR
CITY OF ATLANTA RESIDENTS.





An Interview with Eloise Bracey, Chief Programs Officer at BCM

How has BCM evolved over the past 18 years you have been here?

When I started at BCM, there was a team of six employees and we worked in the basement of Covenant Presbyterian Church. My cubicle was next to the food pantry, which consisted of four shelves filled with canned goods and two deep freezers filled with bread. BCM's current conference table was used at Covenant Presbyterian Church to interview clients for financial assistance. That oversized table sat in the middle of our office space, so there was very little privacy when clients sat with volunteers to complete the service intake form. Volunteers completed the intake form, collected the client's ID and social security card, filed the paperwork in a manila folder, and recorded all the client's services on an index card. There was very little discarding of folders or index cards during those days, so you can imagine the hundreds of folders and thousands of index cards.

Although hired as the Transitional Housing Program Manager, I also assisted with Emergency Assistance, packed groceries, and worked alongside the volunteers. The Transitional Housing Program helped 12 homeless families with housing for two years. BCM signed the lease for the families, paid their rent and utilities, conducted home visits, provided groceries, case management, financial literacy, savings match, and life skill classes. The Executive Director allowed me to mold the transitional housing program into a more efficient and client-centered program. This new direction allowed me to walk alongside the client, forming more of a partnership. Volunteers were often the guest speakers for the life skills classes and budgeting/ money management classes. To create more structure, we developed a more formal curriculum for life skills and money management classes. I researched other money management programs, ordered free money management booklets used with high school students, reviewed the information, and recommended my vision for the curriculum. The Executive Director wrote the money management curriculum, and volunteers were recruited for ideas and editing the material. The Executive Director and program staff created another program when the money management curriculum was ready for implementation with the transitional housing program participants. The premise behind the program, which I named the 70/30 program, was to have a continuum of services. Later on, this program would be called Budget for LifeTM

Since 2003, BCM has doubled the number of clients served annually, and tripled our staff. The financial assistance has doubled, and, in some cases, has tripled. The agency shredded the manila folders and index cards and evolved into a paperless record system. An online appointment portal for emergency assistance was created and implemented on BCM's website to streamline that process. Also, the agency shifted to staff working remotely, with appointments, case management meetings, classes, and staff meetings conducted virtually. The pantry had evolved into a sophisticated and well-stocked operation before finally closing due to the COVID-19 pandemic.

I have also seen a huge increase in requests for rent, mortgage, and utility assistance due to job loss or other crises. BCM continues to evolve as a collaborative agency with other community agencies. For instance, when our food pantry closed we donated our food, hygiene items and coolers and directed food donations and clients to Intown Collaborative Ministries. BCM's programs (Emergency Assistance, Foundation 3, and Budget for Life) have

evolved into more efficient and client-centered programs.

How many roles have you been in at BCM?

I have been in five different roles within BCM.

Why do you love your role specifically?

I love my role because I am passionate about people. My position at BCM allows me to solve problems by developing and implementing programs to help people build skills and gain education opportunities to improve their family's lives. I enjoy working with a team that is passionate about the well-being of others and want to see people reach their full potential. The benefit of working in five different roles during my years at BCM has helped me see how all the roles at BCM are essential for successfully carrying out our mission.

Why are you passionate about our Mission?

BCM's mission is easy to support and be passionate about because we are focused on keeping people from becoming homeless and elevating their possibilities for economic empowerment. I believe a person can focus on other areas of life and be successful when they have access to their basic needs, such as housing. Developing programs focused on preventing someone from experiencing homelessness is a tremendous responsibility, but that is what I love about our mission and my role as the Chief Program Officer.

Where do you see BCM and our programs in 5 years?

In 5 years, I see BCM with an increase in program capacity, increased donors, increased funding opportunities, larger and different fundraising events, and open dialogue regarding racial equity and inclusion.





Northside Church is your neighborhood church. Known for its Wednesday night supper, excellent preschool, and Dr. Burch's thoughtful sermons, Northside is also a mission-oriented congregation with a dedicated staff who all give back to the community.

In addition to financial support, Northside partners with BCM through volunteers and leadership on BCM's board, including Bert Ponder and Linda Outlaw. According to BCM's President and CEO, Keeva Kase, "Linda has had a fierce dedication to our programs and the service team, and currently chairs our Programs Committee. She is thoughtful, process oriented, and always thinks about the clients first. BCM's programs have tripled with the help of her leadership." Keeva continued, "Bert's heart and faith is what drew him to BCM. He currently serves as our Development Committee chair. He could be a member of any other nonprofit's board, but he chose BCM because of our mission. He is not only making an impact in the community, but a greater impact for God's Kingdom."

We are grateful for these amazing board members, and we wouldn't be where we are now without them.

In addition to board members, Northside Church also has some stand-out volunteers who continue to step forward for BCM's mission. Nancy MacDonald has served in roles across the organization including client intake, data entry, virtual emergency assistance, and the list continues. Mary Beth Gore, Volunteer and Church Support Manager, states that, "Nancy has become a "go to" volunteer who believes in BCM and wants to use her gifts and

talents where she is needed. She is a true example of a servant in our community. I am so grateful for her partnership with BCM."

Northside Church also has a staff willing to serve BCM's mission, especially Lynette Brown. Lynette is the Mission Director at Northside Church and is always discovering opportunities for parishioners to engage with different agencies around Atlanta. Lynette is a leader in our community and is someone whom the BCM staff turns to for advice and wisdom. "Northside is proud to partner with BCM to serve our community." Lynette shared, "As a church, part of our mission focus is to care for people who are experiencing homelessness. For many years, we have worked side by side with BCM because they have a shared

vision and they are incredible at making an impact that lasts. We know that when we support BCM with volunteers and finances, both will be handled with excellence. BCM is a great ministry that witnesses the love of Christ for those who are in need. This partnership makes us both better."

Finally, Northside Church is blessed to have Dr. Bill Burch leading the congregation. Dr. Burch is an active spiritual leader in the community and his wisdom and guidance around faithful mission work is well regarded by BCM's leadership. Bill's leadership during the pandemic – making the first investment in BCM as the pandemic unfolded – set the stage for BCM's successful fiscal year 2021.

"Northside is proud to partner with BCM to serve our community."

Buckhead Church Serves

Each fall, Buckhead Church embarks on Be Rich, which is the generosity and fundraising aspect of the Give, Serve, Love campaign. BCM is proudly one of Buckhead Church's partners that receives both significant financial and volunteer support from Be Rich. Thanks to the 2019 campaign, Tamara Hibbler learned of BCM and began volunteering. When COVID-19 began, Tamara was ready to get plugged in to BCM, volunteering wherever needed. We immediately trained her to become an Emergency Assistant Support - Online Application volunteer. She served in this role until recruitment for Money Management Coaches for Budget



for Life™ began in Fall of 2020. Excited at the prospect of becoming a coach, Tamara recruited her daughter, Essence, to fill her role as an Online Application volunteer. Quickly, they became an amazing BCM mother/daughter volunteer duo. Essence's passion for BCM's mission and the Atlanta community is evident and appreciated by those she serves. A client shared that after Essence

"She went above and beyond with trying to reach her to confirm her financial appointment."

called to confirm the client's appointment for financial assistance, "She went above and beyond with trying to reach her to confirm her financial appointment". We are grateful for Essence and Tamara and their positive impact on the Atlanta Community. Thank you, Buckhead Church, for continuing to help BCM gain passionate and effective volunteers year after year.



Sade's Journey through Budget for Life[™]

riginally from Rochester, New York, Sade moved to Florida at the age of 17 and lived there for 11 years. At 18, she was hired as a medical receptionist for a small family practice. She worked there for seven years and found herself in medical coding and billing. She was fascinated by the numbers and the alphanumeric characters; the world of coding made so much sense to her!

She relocated to Georgia with her partner and found a job at Emory. But soon after relocating, her relationship fell apart. She lost her job at Emory two weeks after telling them that she was pregnant with her second child. Desperate to get a job to support herself and her children, she stumbled across the Budget for LifeTM program on BCM's website. The program sparked her interest because she always wanted to be financially savvy and achieve financial freedom but didn't know how. She was ac-

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cepted into the program in 2020, and successfully graduated from the program in June of 2021.

The biggest takeaway from being in the program for Sade was learning how to budget her money correctly. She says, "I wish I found out about this program years ago; it could have eliminated my financial troubles sooner! Not only did I learn how to properly save, budget, and pay off debt the right way, but I now have the fundamentals from the program to teach to my two children." We are so proud of Sade and what she has learned, and we are encouraged by her successes to support her family.





Emergency Assistance

66 Tam so very appreciative of ■Buckhead Christian Ministry. I have owned and lived in my home for 16 years. COVID-19 hit, my world was turned upside down. With me being a high-risk person, my doctor advised me to discontinue my work as an independent contractor. My work requires close proximity and physical contact. I quickly fell behind on my mortgage. Thanks to BCM's financial support, I have been able to keep my home and maintain my regular mortgage payments. The process was quick and easy and I am very grateful!

To the staff and supporters, your tireless work is appreciated."

- Tony

"Thanks to BCM's financial support, I have been able to keep my home and maintain my regular mortgage payments. The process was quick and easy and I am very grateful!"



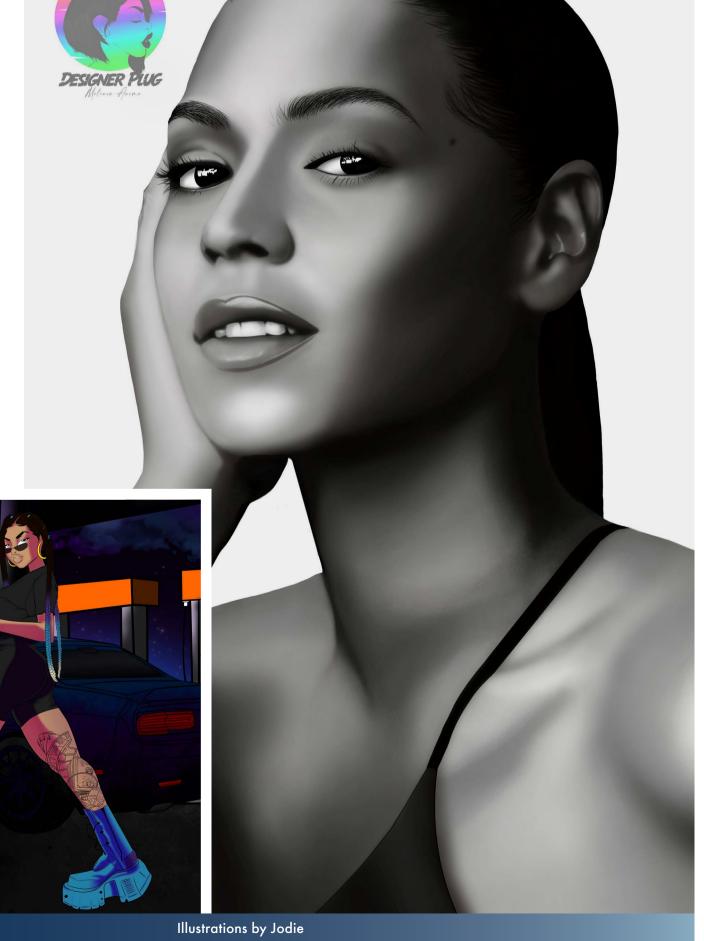
A Foundation 3 Story

Jodie, a mother of 3 girls, lived in a homeless shelter called My Sister's House. Throughout her one-year stay, she participated in the shelter's programs, including life skills, vocational training, and much more. She even started working as a cook within the shelter! She wanted to find a higher-paying job to support her children, and her most significant barrier was not having her GED.

Jodie was referred to BCM's Foundation 3 program by the shelter's counselors. She was accepted into the program in August 2020, during the height of the pandemic. Upon hearing her needs, her Foundation 3 case manager successfully placed her in a 2-bedroom apartment and referred her to a free, online GED program through the Atlanta Public Schools that included a 10week career readiness program. Jodie passed her GED tests and successfully completed her career readiness program. She is looking forward to starting her career and increasing her household income. Her long-term goal is to enroll in an online art program to receive a bachelor's degree in Graphic Design with a concentration in 3D Modeling and Animation. She is a very talented artist.

In addition to working towards her career goals, she has also managed to pay off all her debt, including two evictions and medical payments, and raised her credit score by 70 points. She graduated from the Foundation 3 program in August 2021 and says, "My involvement in the Founda-

tion 3 program and the support I received has motivated me to accomplish my goals and helped me become more hopeful and optimistic!"







Budget for Life[™] Graduation

Our Budget for Life™ graduation celebrated the culmination of 6 months of hard work to elevate our participants opportunities for economic empowerment.



Tee it Up

BCM's 23rd Annual Tee It Up Golf Tournament at Peachtree Golf Club on September 21, 2020.



Eagle Sponsor























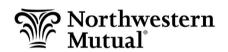
MO)N TIDE



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WE WANT YOU TO VOLUNTEER WITH BCM

Volunteer Opportunities

VIRTUAL

Emergency Assistance Support

- **a.** Online Application
- **b.** Follow-Up Caller
- c. Data Entry

Budget for Life

- a. Money Management Instructor
- b. Money Management Coach
- c. Career Path Coach

IN-PERSON

Special Events and Administrative Projects

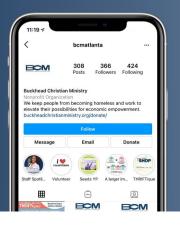
- **a.** Tee It Up
- **b.** Program Mailings

Visit out website at

https://buckheadchristianministry.org/volunteer/

FOLLOW US ON SOCIAL!

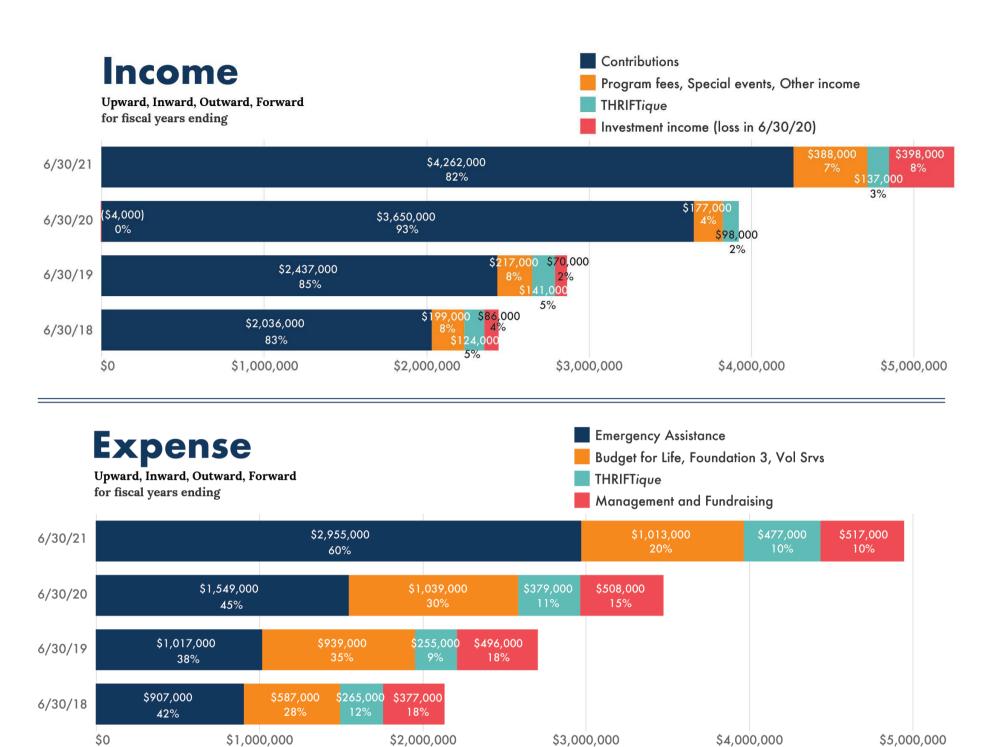


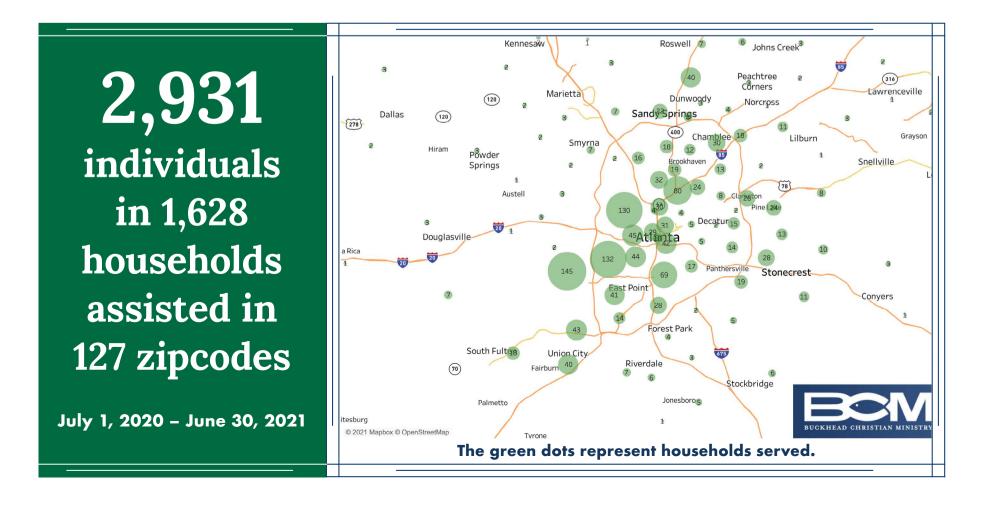






Fiscal Report







Emergency Assistance



2,931

Total Individuals Served through BCM's Emergency Assistance



2,818

Individuals received rent & mortgage assistance



Individuals received utilities assistance



Without BCM's financial assistance, there would be an average of ten new homeless families a week in Atlanta.

Foundation 3



48

Individuals participated in Foundation 3



45 points

average credit score increase

Budget for Life™



40

Budget for Life™ individuals completed the program



\$304,834

of debt retired for Budget for Life™ Participants



\$62,673

saved through BCM's Savings Match Program



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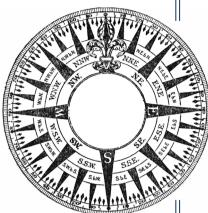
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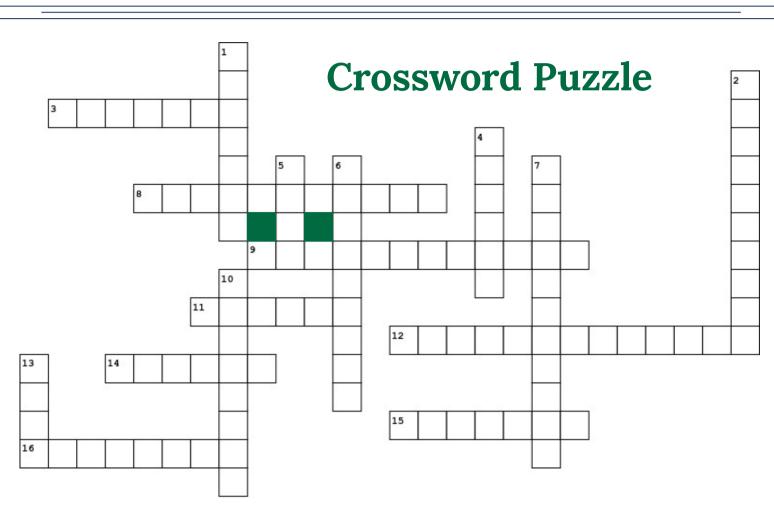
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- New Hope AME
- Northside Drive Baptist Church
- Northside UMC
- Northwest Presbyterian Church
- Passion City Church
- Peachtree Baptist Church
- Peachtree Presbyterian

- Peachtree Road UMC
- Saint Anne's Episcopal Church
- Salem Bible Church
- Sardis UMC
- Second-Ponce de Leon Baptist Church
- Skyland UMC
- St. James UMC
- St. John UMC
- St. Luke Lutheran Church
- Trinity Presbyterian Church
- Wieuca Road Baptist Church





Across

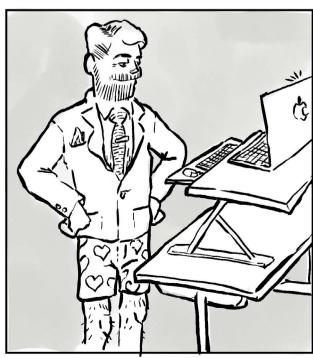
- **3.** Income not spent but set aside.
- **8.** Power given to someone to do something positive.
- 9. Recognition of the good qualities of someone or something.
- **11.** When you _____ to BCM, you provide low-income, working families of all faiths a second chance at self-sufficiency.
- 12. This program focuses on helping participants build skills and knowledge to become financially stable.
- **14**. A financial plan for a defined period.
- **15.** Money provided for a particular purpose.
- **16.** Matters regarding the management, creation, and study of money and investments.

Down

- 1. BCM's purpose and call to action.
- **2.** The provision of money, resources, or information to help someone.
- **4.** A way a government or foundation funds your projects to better the community.
- **5.** Offering one's services or resources.
- **6.** A situation that poses an immediate risk to health, life, or property.
- 7. An arrangement to meet someone at a particular time and place.
- **10.** At BCM, we work to keep people from becoming _____. The group of people that have no place to live or sleep.
- 13. Sport played at Tee It Up.



"Wow, Volunteering at BCM has really evolved!"



The latest trend in "Business - Casual".

Puzzle Answers

13. Golf 10. Homeless Appointment е. Етегgency Help Grants 2. Assistance 1. Mission Down

16. Finances Funding Budget 12. Budget for Life Donate

Appreciation Empowerment

Savings

ACTOSS



Let's Go Forward

BCM's mission of preventing homelessness and elevating economic empowerment for our hard-working neighbors in need typifies the adage, "an ounce of prevention is worth a pound of cure."

Thank you for stepping forward with BCM.

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Leave Your Legacy with BCM

Including a gift to Buckhead Christian Ministry in your will or living trust allows you to offer future support without giving up assets today. You can leave BCM a specific asset, a specific dollar amount, or a percentage of the residual in your estate.

Yes! I put BCM in	mv estate	plan already -	contact me for	the details.
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Your name:
Email address:

Please email to BCMLegacySociety@bcmatlanta.org or mail to:

Buckhead Christian Ministry The Murray Building 2847 Piedmont Rd. NE Atlanta, GA 30305

