

BCM GEORGIA  
A NEW CHAPTER  
UNFOLDS

ANNUAL REPORT 2022



GEORGIA

*Love thy Neighbor*

A large, soft watercolor splash in shades of pink, peach, and light orange serves as a background for the central text. The splash has a textured, grainy appearance. A decorative flourish with small brown dots is centered below the mission statement.

# Mission

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

# Vision

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

# Letter from the President & CEO and Chairman of the Board



A handwritten signature in black ink, appearing to read "Greg Weller".



A handwritten signature in black ink, appearing to read "Keeva Kase".

## Dear Friends:

Thank you for supporting BCM Georgia this past year – our 35<sup>th</sup>. Together, we prevented thousands of neighbors from losing their homes and improved economic opportunities for households across the region.

This year was also marked by refinement in key areas:

- We updated our brand and focused efforts on programs that produced the most benefit for our clients
- We strengthened the board and staff to use our resources and govern our agency more effectively
- We identified and acted upon areas for improvement, like equity and inclusion, and streamlined programs
- We focused our mission and vision on measuring client outcomes and expanding our footprint

BCM Georgia's fiscal highlights include:

- processing \$6 million in rental assistance through the United Way of Greater Atlanta, and
- receiving a \$12.7 million four-year grant from the Governor's Office of Planning and Budget.

While the metro Atlanta region is making progress on preventing homelessness and economic empowerment, there is still much work ahead. There are more clients than we can serve, and we want to strive to reach as many of them as possible. Together, we are on our way.

Most of all, we are grateful. Grateful to work together for a common and good cause. Grateful for this loving and compassionate community. Grateful to God for the assurances of our faith made plain in this work.

In this annual report you will find stories of hope and success accomplished by a best-in-class staff. We are so fortunate to have such a dedicated, professional, and effective team. This work, however, is fueled by your support, and we could not do it without you.

Thank you for 35 years of service.

With appreciation,

**GREG WELLER**  
Chairman

**KEEVA KASE**  
President & CEO

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# BCM Georgia Marks Its 35<sup>th</sup> Anniversary and Refreshes Its Brand



*Love thy Neighbor*

**In 1987**, Buckhead Christian Community Ministries (BCCM) opened its doors with Matthew 2:37-40 as its guiding principle. BCCM focused on providing assistance and counseling in a caring manner that maintained an individual’s dignity and safeguarded their independence.

As the organization grew, it evolved its brand from Buckhead Christian Ministry (BCM), and in the spring of 2022, BCM refreshed its brand to “BCM Georgia”. The tag line “Love Thy Neighbor” was added to more accurately depict the geographic scale and programmatic scope of the ministry.

**Today**, a diverse network of churches, foundations, civic groups, corporations, local governments, and donors support BCM Georgia’s vision & mission.





*Love thy Neighbor*

### **BCM and the Ichthys**

The Ichthys (Christian fish symbol) is now in the B (for Buckhead) to acknowledge how we began – Buckhead churches serving together. Building on this strong foundation, BCM Georgia now serves beyond our historic geographic boundaries reaching more people in need and carrying forward our values.

### **Georgia**

BCM Georgia serves people in Metro Atlanta and across the state. We are proud of our growth and embrace the opportunity to serve people beyond our historic geographic footprint.

### **Love Thy Neighbor**

The greatest commandment: To love God and to love our neighbors. Anyone who has ever served or been served by BCM Georgia knows that we are called to this mission, and we want people for years to come to recognize this unifying imperative as who we are and whose we are.



**ANTHONY  
JAYESINGHA**  
Chief Operations Officer

## Incoming Executive

**Anthony Jayesingha** Anthony Jayesingha serves as the Chief Operation Officer (COO) for BCM Georgia. Anthony has worked with multinational and startup organizations in sales, marketing, and operations throughout Southeast Asia and the South Pacific. Originally from the small island nation of Sri Lanka, Anthony received his Executive MBA from the J. Mack Robinson program at Georgia State University. Anthony, his wife, and two daughters attend Buckhead Church, where he works as a volunteer in the children’s ministries, and in his spare time he is an avid off-roader.

“BCM Georgia is reaching more individuals across the state through operational efficiencies, resulting in savings and capacity for growth across the agency.”



**MICHELLE  
RAMIREZ**  
Director of Financial  
Education

## Annual Feature

**Michelle Ramirez** serves as the Director of Financial Education for BCM Georgia, leading the standout program, Budget for Life™. Michelle has been with the agency since 2014, serving in a variety of roles including Emergency Assistance. She has a bachelor’s degree in Sociology from University of San Antonio at Texas (UTSA) and has worked with various nonprofits. Michelle enjoys spending time with her two dogs, Oso and Brownie, and helps her community with language translations.

“By enhancing participants’ financial wellbeing, Budget for Life™ sows seeds that bloom into a thriving community.”

# BCM Georgia Board of Directors

BCM Georgia's Board of Directors is comprised of diverse individuals who contribute talent, time, and treasure to the mission. The Board's chief responsibilities are to establish policy, protect assets, ensure legal accountability, ensure adequate financial resources, and provide competent leadership.



**GREG WELLER**  
Board Chair  
Executive Vice President  
of Operations, SiteOne  
Landscape Supply, LLC



**DONNA BARWICK, Esq.**  
Attorney



**ELIZABETH  
BRESNAHAN**  
Senior VP Commercial  
Banking, First Horizon



**RONNIE BROWN**  
Financial Advisor  
Associate, UBS



**BOB  
CUNNINGHAM**  
Retired



**ED EASTERLIN**  
EVP Commercial Real  
Estate, Cresa Global



**TRIPP KAY**  
Principal, CLA



**JENNIFER MEANS**  
Real Estate Agent,  
Berkshire Hathaway Home  
Services Georgia Properties



**ARAYA MESFIN**  
Investment Banker, UBS



**LINDA OUTLAW**  
Hewlett-Packard, Retired



**BERT PONDER**  
Managing Director,  
Merrill Private Wealth  
Management



**DR. MICHAEL RICH, PhD**  
Professor,  
Emory University



**CHRISTY ROBERTS**  
Community Volunteer

**DAVID BURGE**  
**SHIRLEY DAVIS**  
**TYWANA MINOR**  
**SADLER NORRIS**



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# Public Support for BCM Georgia's Mission Continues to Grow

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*BCM Georgia has been awarded a  
**\$12.7 million**  
grant from the Governor's Office of Planning and Budget*

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**GOVERNOR BRIAN P. KEMP**  
OFFICE *of the* GOVERNOR

On May 17<sup>th</sup> 2022 BCM Georgia announced it has been awarded a \$12.7 million Federal COVID-19 relief grant which enables sustainability and expansion of its three core programs: Emergency Assistance, Supportive Housing, and Financial Education, and aligns with its mission of helping to keep people from becoming homeless and working to elevate their possibilities for economic empowerment.

This grant enables BCM Georgia to form new partnerships and extend its geographical footprint, thus serving more neighbors in crisis.

The funds for the grant are part of the American Rescue Plan Act (ARPA) and extend into 2026.

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## *United Way Continues to Partner with BCM Georgia*

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Since August 2020, BCM Georgia and the United Way of Greater Atlanta (UWGA) have partnered to discharge federal relief funds to City of Atlanta residents at risk of losing their homes due to a financial crisis. Through the Emergency Rental Assistance Program (ERAP), BCM Georgia assisted the UWGA in distributing close to \$6 million in ERAP funding, contributing to the successful citywide effort to disperse over \$50 million in rental assistance to over 11,000 households. Protip Biswas, Vice

President of Homelessness for the UWGA says, “the BCM Georgia Team has shown real leadership in our work and has been a collaborative partner helping families address their barriers and keeping them stable.” BCM Georgia’s President and CEO, Keeva Kase, is “very proud of this relationship and the results we achieved together. We look forward to working with key partners like the United Way into the future.”

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# BCM Georgia Programs



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## ***Emergency Assistance***

### ***Immediate Intervention***

BCM Georgia prevents people from losing their homes by providing financial assistance for:

- Rent
- Mortgage
- Utility bills



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## ***Foundation 3™***

### ***Supportive Housing***

Serving working families experiencing homelessness by providing:

- Safe housing
- Stable employment
- Education



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## ***Budget for Life™***

### ***Financial Education***

This program provides one-on-one coaching and education to help people achieve financial strength through:

- Debt reduction
  - Budgeting
  - Savings
-



GEORGIA

*Love thy Neighbor*

**4,074**

Total People Served

### Emergency Assistance



**3,938**

People Served

### Foundation 3™



**48**

People Served

### Budget for Life™



**88**

People Served

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# Seeds of Change Society Celebrates Its 10<sup>th</sup> Annual Luncheon



BCM Georgia’s Seeds of Change Society, founded in 2011, is a women’s giving group which raises support for women and families to achieve a lifetime of financial security. Its members are committed to BCM Georgia’s mission to keep people from becoming homeless and work to elevate their possibilities for economic empowerment.



After a two-year break due to the pandemic, the Seeds of Change Society hosted its 10<sup>th</sup> annual luncheon at Cherokee Town & Country club on April 27<sup>th</sup>. One hundred and seventy members and guests came together to raise over \$112,000 - the largest amount raised in the Society’s history!



# Seeds of Change Society

## 2022 Members and Sponsors



### Diamond Sponsor

Quality Housing Foundation, Inc.

### Sapphire Sponsor

Anonymous  
First Horizon National Corporation

### Platinum Sponsor

Laura Abernathy  
Diane Moffett \*  
Lisa Wargo \*

### Gold Sponsor

Beth Abernathy  
Nan Easterlin  
Lori Mayfield \*  
Prudential Financial

### Silver Sponsor

Accolade Finishes, Inc.  
Elizabeth Bresnahan \*  
Rosalie N. Castleberry  
Rebecca Clements \*  
Susan Hannan  
Cynthia Harris \*  
Melba Wynn Hill \*  
Ladistic Fine Homes, Inc.  
Wells Fargo Advisors  
Khiya Mullins  
Christy Roberts \*  
Amy Sherrell  
Holly Street

### Bronze Sponsor

Anne Averett  
Anonymous  
AT&T Services, Inc.  
Nancy MacDonald  
Kim McCollum  
Joanna McDonald  
Mercedes Benz of Buckhead  
Linda Outlaw  
Amy Pauls  
Laura Warren

### Member

Michelle Adkins	Brooke Lebow
Cheryl Balog	Anne Marino
Donna Barwick *	Elizabeth McSwain
Kristin Davis	Wendy Moore
Shirley Davis	Susan O'Farrell
Janis Day	Carolyn Patterson
Elise Drake	Nancy Patterson
Lee Egan	Deanie Quillian
Elizabeth Elsbury	Aiso Rose *
Helen French	Denise Scarbrough
Katherine Fristoe *	Helen Smith
Karen Goldman	Mary Kelly Speed
Pamela Hayes	Rosie Stokes
Jane Henley	Holly Stroud
Lori Heys	Carol Terry
M. Lara Hill	Chris Testani
Patti Hudgens	Laura Thurston
Lacey Jordan	Henny Whelchel
Jennifer Kahn	Janice Zumot

### Junior Member

Elizabeth Gerringer  
Abby Sheppard

*\*Host Committee*

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# Tee It Up Celebrates Its 24<sup>th</sup> Annual Tournament



For the past 24 years Tee It Up sponsors and their guests have helped bring life-changing assistance and opportunities to individuals and families in Atlanta facing financial crisis. Sponsorships and ticket sales support our mission of preventing homelessness and elevating economic empowerment for individuals across Atlanta. This fun event on 15th September 2022 was held at Peachtree Golf Club, an exclusive course ranked as a U.S. Top 100 Golf Course.

# Thank You to Our Tee It Up Sponsors!



## Double Eagle Sponsor

Morgan Stanley

PRIVATE WEALTH MANAGEMENT



JETLINX

## Eagle Sponsor

		Ed Easterlin & 			
Bert & Rhonda Ponder Bob Cunningham	The Nolan Family Sadler Norris			Oran Woodall & Glen Warren Matt Hartnett & Erik Bjerke	

## Reception Sponsor



## Lunch Sponsor



## Cart Sponsor

The Mace Family

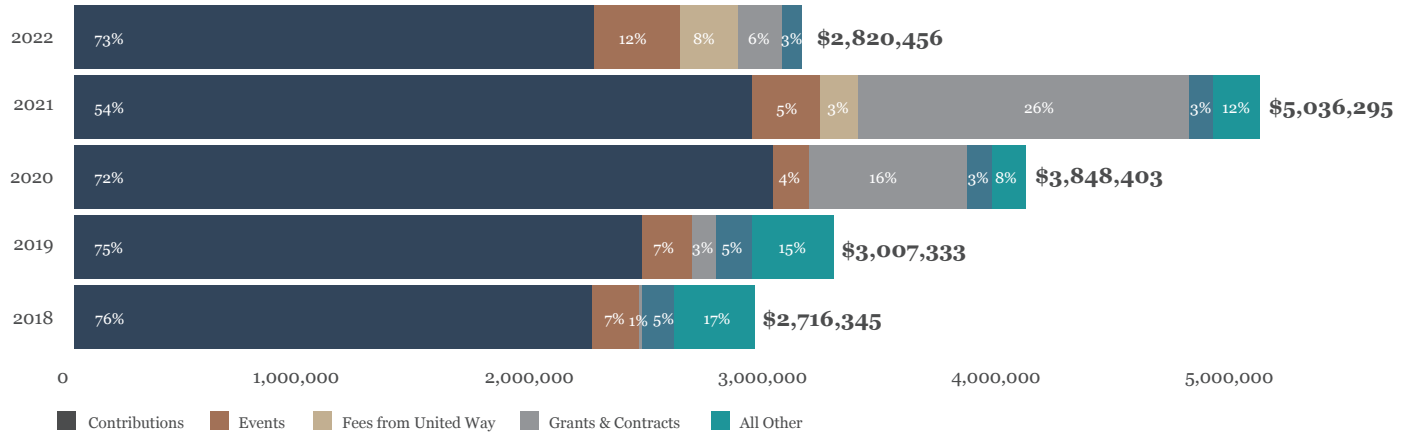
## Hole Sponsors

		Hill Financial Group MyPorter	
Lara & Sam Holmes Thurston & Sheppard Family			HollyStroud Vacations.com Dogphoria's Pampered Pets

# Fiscal Report

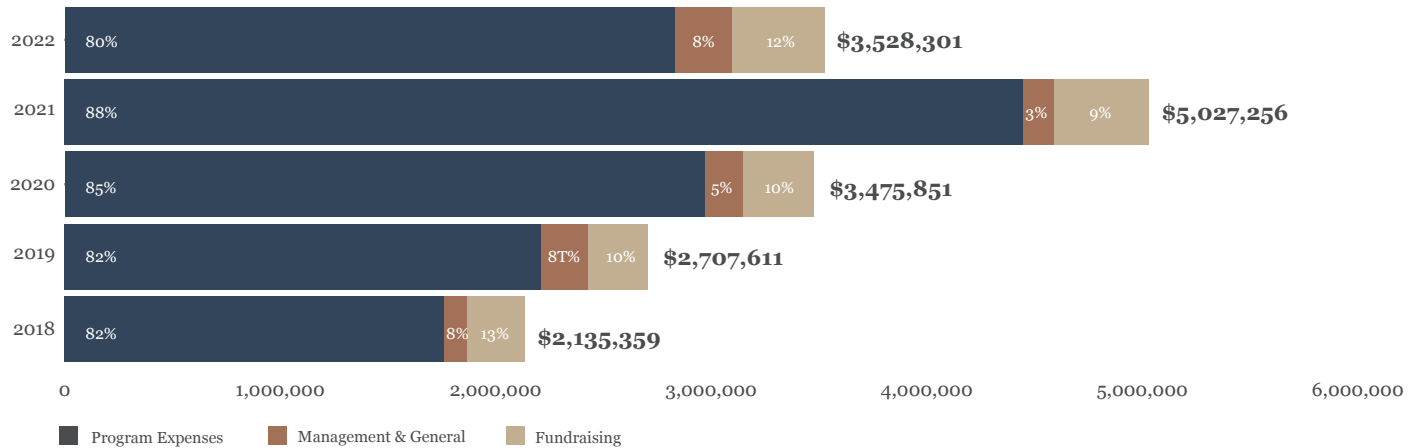
## Revenue & Support

BCM Georgia - for Fiscal Year Ending



## Overall Expenses

BCM Georgia - for Fiscal Year Ending



### Notes:

Other Income = Investments(Loss), Disposal of Assets, Thrift Store, In-Kind, Program Fees

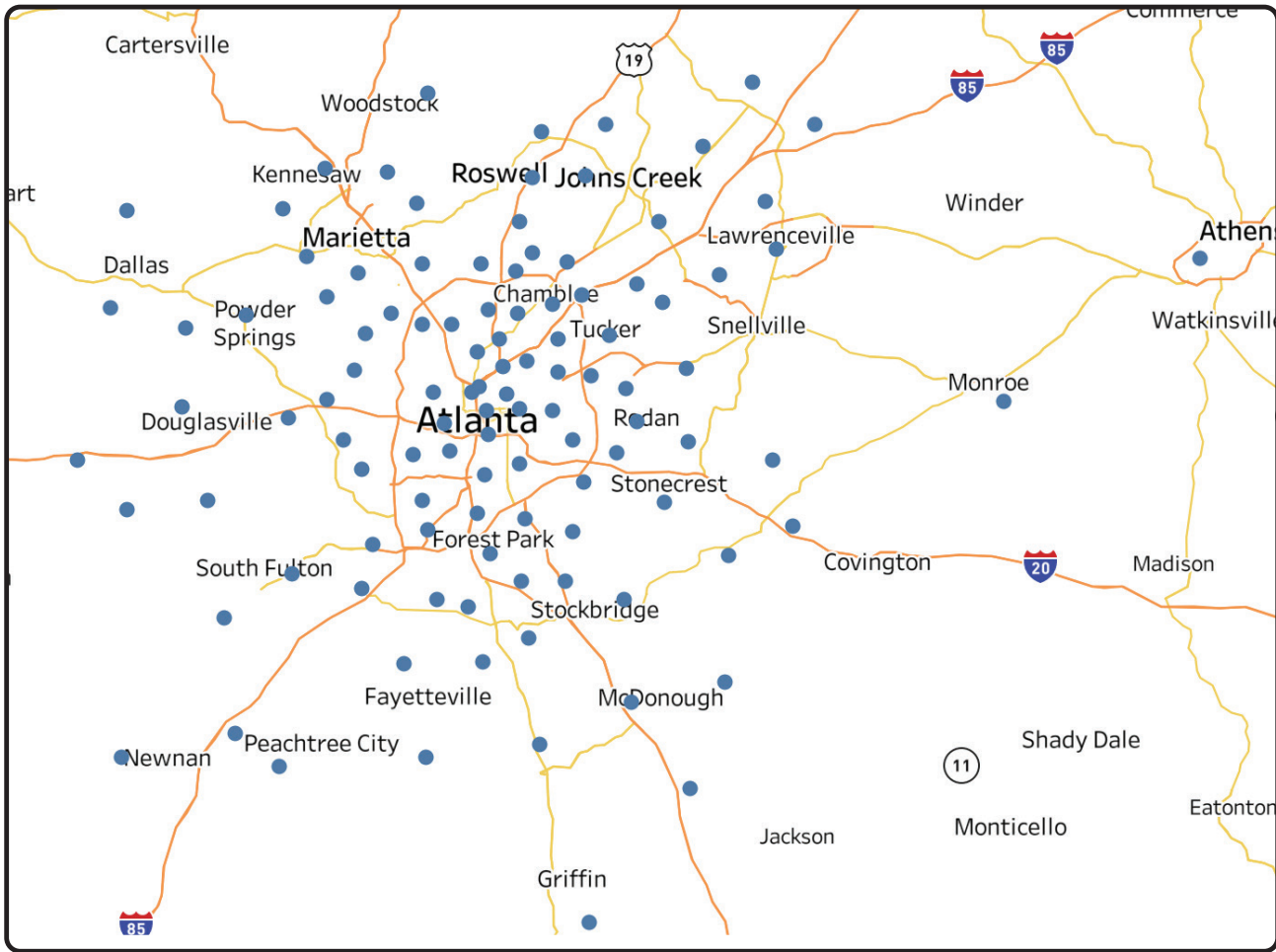
Fees from United Way of Greater Atlanta for Emergency Rental Assistance Program FY22 of \$231K managing \$2,972K and FY21 of \$153K managing \$425K

Please see details in annual audit for FY22

Financial statement based off 06/30/2022



117 Zip Codes were Served by BCM Georgia





*Love thy Neighbor*

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