



Building Strong Communities

...One Family at a Time



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Scott Hudgens Family Foundation



Jim & Billie Ellis
Jim & Billie Ellis Foundation



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Loretta Salzano
Franzén & Salzano, P.C.

Message from the Campaign Chair



Barbara Howard
Suzanna's Kitchen

It's an exciting time at Rainbow Village! The year 2011 marks our 20th anniversary and there is much to celebrate. For two decades we've been firmly committed to our mission to break the cycles of homelessness, poverty and domestic violence and had great success. Rainbow Village is a model program that most communities can only dream to have. Through our community-based transitional housing program we give homeless families with children promise of new beginnings. We offer simple but powerful gifts of shelter, stability, and love. We teach accountability, initiative, and critical life skills that enable families to reclaim their lives, to craft a second chance, and achieve their full potential. Rainbow Village is a very special place.

We've come a long way since our humble beginnings. We've worked hard to grow, enhance and perfect our programs and services. Currently we operate from four different sites. We offer housing in Norcross and Duluth. Our afterschool and evening classes are held at Pleasant Hill Presbyterian Church and our family service center is in downtown Duluth. We've helped over 200 families graduate to self sufficiency and kept more than 500 children off the streets. Today we are able to serve up to ten families but this simply isn't enough. There are still so many we want to touch.

Hence, Rainbow Village has an exciting plan for the future that will allow us to expand our programming and triple the number of families we can serve. On our existing property in Duluth we will develop a full-service campus that will allow us to bring everyone together in one big community full of hope and promise. I invite you now to join us and learn more about these exciting plans and explore how you can invest in this great vision for our community's future!

Rainbow Village Board of Directors

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Our Vision

Our vision is to be a national model of an educational and holistic approach to breaking the cycles of homelessness, poverty and domestic violence.

Our Mission

Our mission is to transform lives for homeless families with children of North Metro Atlanta through a community based transitional housing program that promotes self-sufficiency.

Our Values

- Love for God and our neighbor
- Respect for the dignity of others
- A supportive Community
- Compassion and humility
- To be good stewards

Background

Rainbow Village, Inc. is a transitional housing program that provides homes and supportive services for homeless families with children. The organization began in 1991 as Rainbow House, an outreach ministry of Christ Episcopal Church (Norcross), when with seed money of \$25,000 from a parishioner a house was leased from Georgia Power and converted into a duplex to house two families. In 1995, Rainbow House expanded to include additional houses, incorporated, and filed for 501(c)(3) status which was granted in September of that year. At the time of incorporation, Rainbow House changed its name to Rainbow Village, Inc., and began serving additional families.

In 1998, developer and humanitarian Scott Hudgens, and his wife Jacqueline, donated \$500,000 to Rainbow Village with the provision that the money be used to purchase property. This was fulfilled when two quadraplexes (eight apartment units) in Duluth, Georgia were acquired. In 2007, The Hudgens Family Foundation made a second donation of \$500,000 to Rainbow Village with the provision that the money be used to purchase adjacent property to the existing village for expansion.

In the 19 years of its existence, Rainbow Village has become a visible and respected leader in providing long-term transitional housing and support services. While there are many agencies in the North Metro area that provide some of the services offered here, Rainbow Village is the only program with a comprehensive approach addressing the full complement of physical, emotional, financial, and educational needs of families who have suffered the trauma of homelessness, poverty, and/or domestic violence.



The Need

All humans need the same things: a place to sleep, enough to eat, and the nourishment of human support and affection in systems of permanence that do not threaten abandonment at every turn—an ongoing sense of home and family.

- Georgia currently has over 500,000 children living in poverty stricken families, with over 60,000 Georgia children experiencing homelessness each year. The average age of a homeless person is 9 years old.
- 87% of homeless families cited lack of affordable housing as the primary cause of their homelessness.
- Domestic Violence is the second most frequently stated cause of homelessness for families. One-half of homeless women and children have fled domestic violence.
- In Georgia, one wage earner earning the state's minimum wage would have to work 85 hours a week (for 52 weeks per year) to afford a two bedroom apartment at the fair market rent. All it takes is one seemingly minor event to push a family into homelessness.
- The current high school graduation rate for homeless children in the state of Georgia is less than 25%.

The Solution

- Rainbow Village provides housing for up to two years, allowing children to attend the same school for at least one to two years.
- The cost to live in the community provided by Rainbow Village averages \$250 - \$300 per month. This formula is based on 20% of the resident's income less an adjustment for childcare. This reasonable amount allows good habits to be instilled and a path for success to be charted once a resident has graduated from Rainbow Village.
- Rainbow Village provides a safe and secure environment where families can receive necessary counseling and support for domestic violence.
- Rainbow Village offers courses in interviewing skills, dressing for success, resume building, public speaking and job searches. Because all Rainbow Village residents are required to hold down a job for at least 30 hours per week, a barrier to a normal life is removed. These jobs typically pay \$10.00 - \$14.00 an hour.
- Forty percent of Rainbow Village resident adults receive GED assistance. The goal for Rainbow Village students is 100% graduation. Using the 75 children who will be residents in the future, that is a difference of 56 children per year.

Our Effectiveness

As careful stewards of the funds entrusted to our care by investors, Rainbow Village's administrative costs for 2009 were only 28% of the operations budget. (Charity Navigator states that most non-profit organizations have administrative costs of 32-25%.) For every \$1 invested at Rainbow Village in 2009...\$.77 directly supported families and children in North Metro Atlanta.

Rainbow Village is accredited by the Georgia Alliance to End Homelessness as a "best practice" organization (Quality Enhancement Standards and Support Training). Rainbow Village also received the 2008 Bridge Builder Award from that organization. It is a licensed member of the Local Independent Charities of America (LICA), a workplace giving program, and a sanctioned charity listed in Guidestar, a national organization providing information to the public with respect to the integrity and practices of non-profits nationwide.



"A life changing experience that has changed me forever is Rainbow Village. It changed me and my family. Our lives weren't on the right track. We'd just lost our home and had nowhere to go when we learned of Rainbow Village."

*Ronald, age 13
Youth of Rainbow Village*



"Rainbow Village has become a safe haven for me and my children. They taught me how to budget, how to be responsible and have given my family lots of love. Rainbow Village has taught me to live on my own."

*Desiree, age 28
Rainbow Village Graduate*



"God's children are previews of coming attractions...they are the hope of humanity's future."

*Mike Wessel,
Rainbow Village 2009
Volunteer of the Year*

Real Value Delivered to the Community

	Without Rainbow Village	With Rainbow Village	Value Added
Total Households	30	30	
Total Children	75	75	
Total Employed	16	30	14
Hourly Earnings	\$6.55	\$13.35	\$6.80
Annual Earnings	\$13,100	\$26,700	\$13,600
Total Earnings	\$209,600	\$801,000	\$591,400
Children graduating high school	19	75	56
Estimated greater lifetime earnings per child			\$200,000
Total greater lifetime earnings realized annually*			\$11,250,000
Total housing costs (median)	\$570,000	\$328,5000	\$241,500
Total annualized employment, future earnings, and housing savings			\$12,082,900
Annual cost of operations			\$1,919,292
Annual operating return			6.3to 1

* Because families reside at Rainbow Village for a maximum of two years, the lifetime earnings figure can be considered an annual, or at most a biannual, figure.
 Figures compiled using data from The National Center on Family Homelessness and 2010 Federal poverty Guideline for the State of Georgia



“A life changing experience that has changed me forever.”



“Rainbow Village has become a safe haven for me and my children.”



“Rainbow Village is my family. I thank them for everything.”

The Rainbow Village Program

Rainbow Village enters into a covenant (signed contract) with homeless families with children to provide transitional homes and support services. Heads of household of those families agree to:

- Maintain employment and reliable transportation
- Attend mandatory weekly life-skills classes and support groups
- Work with assigned case managers on individually developed goals and objectives with respect to family and home management, and finance, which include a contribution of 20-30% of income toward rent and savings
- Ensure their school-aged children attend school and the Rainbow Village After-School and Evening Programs
- Work toward educational milestones, (e.g., obtaining a GED or other certification needed for career development)

Self-Sufficiency Planning and Management

On entry into the Rainbow Village program, families are assessed on several levels:

- financial status
- career development
- education attainment
- life skills
- available support systems
- mental/physical health

These assessments are used to establish a baseline from which to create a realistic plan for achieving self-sufficiency. Staff members meet regularly with heads of household to discuss their progress, address program compliance issues and to overcome obstacles which will allow them to break the cycles of homelessness, poverty and domestic violence.

After School Program/Children and Youth Enrichment

Fewer than 25% of homeless children graduate from high school. Truancy and drop-out rates among homeless kids are well above average. Our greatest opportunity is with the children. These children must have hope and a belief that life can be different and better for them and experience those things every child should be able to take for granted.

Adult and Family Programs

Twice weekly evening programs begin with a community meal served by volunteers from area churches and organizations. Weekly mandatory adult life-skills training focuses on positive parenting, personal and family development, financial literacy, home management, and job readiness among others. Children and youth participate in "Big Recess" and character building programs.

Rainbow Village provides aftercare for up to five years, including a mentor program geared toward supporting the continued building of new habits and behaviors for adults. This program maintains continuity for children through participation in the after-school and evening programs.

Atlanta Children's Shelter Early Childcare Program

The Atlanta Children's Shelter provides quality child care and developmentally appropriate instruction for homeless children between the ages of six weeks to five years. The program is accredited by the National Association for the Education of Young Children (NAEYC). They offer daily nutritional meals and snacks, clean clothing, cultural and enrichment activities including field trips and educational opportunities tailored to the particular needs of homeless children.



Our Strategic Funding Plan

STEP 1 Consolidate current Rainbow Village families into the new property in Duluth and provide on-site Family Services. Construction to begin on this step in first quarter of 2011.

- Construct two 6-unit apartment buildings and on-site Family Service Center

This step allows us to bring all Rainbow Village families onto one campus and take advantage of some economies of scale with all residents in one location. We also know that “Community” is essential to the success of the Rainbow Village Program. This step allows us to create one community for transforming families.

Estimated Construction Costs: \$2,272,966

STEP 2 Provide on-site Family Services and Education/ Recreational and Day Care facilities. Construction could begin as early as Fall 2011.

- Build the Educational / Recreation and Day Care Facility on the existing Rainbow Village property

The existing apartment property will be converted into space that will house the Rainbow Village after-school program, the Adult Learning Center for Life Skills and Workforce Development, day care facility, kitchen and cafeteria where community meals are served.

Estimated Construction Costs: \$1,750,000

STEP 3 Increase our capacity to serve the homeless families with children of North Metro Atlanta.

- Build the three new apartment buildings designed to increase our capacity from 10 families today to 30 families in the future.

The new units will house families of two to six individuals, providing safe, comfortable living space for roughly 60-180 individuals at a time, depending on the ages and the genders of the children in each family. Each apartment unit includes a kitchen, living room, two or three bedrooms and one or two baths.

Estimated Construction Costs: \$1,950,000

TOTALS

Total Construction Costs for Step 1-3: \$5,972,966

Incremental Operating Costs for Step 1-3: \$1,700,000

Total Projected Costs of the Master Plan: \$7.7 million

This is a multi-year, mutli-step Master Plan. We are off to a fantastic start! Two lead investors have fully funded the first step of the plan. We are now working to secure funding for the additional steps.

Program Funding

Commitments are currently being sought over a five-year period to fund the initiative. Rainbow Village is a 501(c)(3) not-for-profit organization. As such, pledges may be deductible as a charitable donation. Please consult your financial advisor for clarification.

Program Oversight and Accountability

Rainbow Village, Inc. will implement the five-year initiative, with input from the Campaign Steering Committee. This committee, comprised of mostly top investors in our capital campaign, will oversee implementation and maintain program accountability on an annual basis. Throughout the five years of the program, all investors will be kept informed through a detailed series of newsletters, periodic reports and special events. Investors are also encouraged to call with questions and suggestions that arise during the implementation of this program.

Closing Remarks

Through the expansion of our village (Completion of Steps 1, 2 & 3) we will increase our capacity to serve homeless families with children in North Metro Atlanta. You can help us break the cycles of homelessness, poverty and domestic abuse by investing in the future of our community.

Although the groundwork is laid, there is still a lot of work to do. Yes, the plan is designed. Yes, the strategic planning for our village has been completed. Yes, the fundraising feasibility study is finished, and yes, the campaign leadership is in place.

The only thing that waits is your investment to help bring the Master Plan to fruition. Please consider being a part of the promising future of homeless families with children in North Metro Atlanta!



We need your help to

Build Strong Communities... *One Family at a Time*



Rainbow Village, Inc.

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