

RAINBOW VILLAGE, INC



BREAKING CYCLES

HOMELESSNESS • POVERTY • DOMESTIC VIOLENCE



IMPACT REPORT 2018 - 2019

Open Letter from the CEO

Abraham Lincoln once wrote, "Give me six hours to chop down a tree, and I will spend the first four sharpening the axe."

Lincoln understood the importance of preparation. Since its launch in 1991, Rainbow Village has prepared for its noble journey: impacting the lives of families plagued by homelessness, poverty and domestic violence. I am grateful that my personal journey brought me here, and blessed me with the role of CEO. I am also grateful to all the amazing people who prepared the road forward during the last three decades. Following my arrival in 2018, I have been amazed by how quickly the last two years

have flown, and how much we have accomplished. But I clearly see we have many more miles to travel.

Next year, Rainbow Village will celebrate 30 years as a transformative community for hundreds of families. A lot has

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe."

changed since the early 1990s. In the years to come, it is critical that we focus on meeting

the evolving needs of the families we serve. To do that effectively, we must embrace change and be willing to try new things. It's vital that we consider fresh ideas, get out of our comfort zone and be willing to take risks by trying

innovative ways to impact present and future generations. Here in the trenches, we discover

ered many of the methods that worked for past residents are no longer relevant. Who

could have imagined in 1991 that virtual assistants like Siri and Alexa would now be part of this generation's daily experience? That's why we must stay current and prepare ourselves – and our residents – for new ways of sharing information and learning.

Amid all this proposed change, the basic needs of homeless families remain the same. We will continue to provide transitional housing and much-needed support services. However, the way we DELIVER support services must evolve with the times. That's why we must remain forward-thinking, while preparing clients for the educational, financial, career and

housing choices of the future.

To aid us in this evolution, we have recently formed a Resident Advisory Panel to help us better understand the challenges this generation faces.

We're also rebranding our existing Resident Program with a new name: Aspire. During their time at Rainbow Village, residents aspire to transform hopes and ambitions to the realization of key goals that lead to self-sufficiency.

We've also rebranded our Alumni Program with the new name: Thrive. Our former residents are beginning to prosper and flourish in several of the key areas that

define self-sufficiency: Family Stability, Well-being, Financial Management, Education/ Training and Employment/ Career Management.

That's just the beginning. As you will discover in the 2018 – 2019 Impact Report, we're doing all we can to break cycles of homelessness, poverty and domestic violence in the lives of Georgia families. And yet, there is so much more we can do to make Rainbow Village and the families we serve viable far into the future. Here's to a long and rewarding journey ahead!



Peace and Blessings ~

Reverend Melanie L. Conner
CEO – Rainbow Village

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Our residents are more than stats. They're mothers, sons and daughters... friends, family members, neighbors and co-workers... working, learning every day to achieve better lives.

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Rainbow Village is also active on Facebook, Twitter and Instagram.
 f @RainbowVillageInc
 @RainbowVillage1
 @rainbowvillageinc

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Our community enjoys 30 transitional housing units for adults and children, while supportive services empower families to transition into stable housing.

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We equip residents with financial and emotional stability, financial management, employment and career management, education and training.

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We're so proud of our many accomplishments! Check out our list...

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BY THE NUMBERS

Families served. Families transitioned out. Volunteer hours. And so much more.

What is Rainbow Village

What began in 1991 as Rainbow House – an outreach ministry of Christ Episcopal Church with two rental homes in Norcross, Georgia – has grown into Rainbow Village, a thriving campus in the heart of Duluth, Georgia. The campus can house 30 homeless families at a time.

Since its launch, Rainbow Village has empowered more than a thousand individuals – many of whom are single mothers with (minor) children escaping homelessness, poverty and domestic violence in North Metro Atlanta. What have we learned during our

journey from safe haven to strategic success partner? Holistic, two-generational approach is the key to taking families from homelessness to self-sufficiency. In addition to offering a supportive and safe community, we equip the families we serve with

many of the tools they'll need for a successful transition to their next home – from career and financial counseling to early childhood development and after-school programming. And that's just the beginning. Each family is assigned a success coach to

mentor them and hold them accountable, seeing to their mental and physical well-being, as well as their growth toward self-reliance. Of course, we don't do it alone. We've engaged thousands of faithful volunteers over the years, including a dedicated, 14-person board

of directors. In tandem with our board, our corporate, community and faith partners help us keep families challenged, hopeful, engaged and aware of the fact they are not only valued, but worthy. ■



1991 **Josh Costell** gifted \$25,000 to Christ Episcopal Church in Norcross, Ga. in honor of his mother whose home had served as a safe haven for his friends. Rainbow House was launched as an outreach ministry in a house renovated by church members. The leased property housed two families in 90-day rotations.

1995

Rainbow House became Rainbow Village, Inc., an independent registered 501(c)(3) non-profit with the Rev. Nancy Yancey serving as chief executive officer.

1996

Rainbow Village expanded its presence in Norcross with eight rental homes, while extending programming from 90 days to six months. This allowed families more time to gain self-sufficiency.

1998

Atlanta developer and philanthropist Scott Hudgens and his wife, Jacqueline, donated \$500,000 to purchase two quadruplexes in Duluth, Ga., paving the way for Rainbow Village to serve more families than ever before.

2000

With 10 homes available – eight owned and two leased – Rainbow Village extended its programming from six to 12 months for up to 10 families.

The Hudgens Family Foundation made a second contribution of \$500,000 to acquire property adjacent to the existing Duluth location for future expansion.

2007

Rainbow Village launched an \$8.8 million capital campaign to construct an all-inclusive village. The project included expanding programs, offering on-site childcare and tripling the number of families served.

2008

The Family Service Center and two six-unit apartment buildings opened.

2012

A third new apartment building and the Community center opened. The Community Center engages more than 80 children in its Early Childhood Development Center (ECDC) and After-School Program.

2015

Rainbow Village celebrated 25 years of serving homeless families with a slate of commemorative events and completion of the five-year capital campaign.

2016

Two newly-constructed apartment buildings opened, completing the all-inclusive village and increasing capacity from 18 to 30 families.

2017

The Rev. Nancy Yancey retired after 24 years with Rainbow Village. Melanie Conner was named chief executive officer with a focus on the organization's next phase of growth: programs and services provided to families.

2018

Melanie Conner takes the helm as CEO with a focus on the organization's next phase of growth.

Rainbow Village Timeline: 1991-Present

What We Do

VISION

We strive to be a national model of educational and holistic approaches to breaking the cycles of homelessness, poverty and domestic violence.

MISSION

Rainbow Village, Inc. transforms the lives of homeless families with children by providing a stable community and services that instill initiative, self-development and accountability for future generations.

VALUES

- Love for God and neighbor
- Respect for the dignity of every human being
- Support for every member of our community
- Engagement with humility and compassion
- Good stewardship

Services Provided

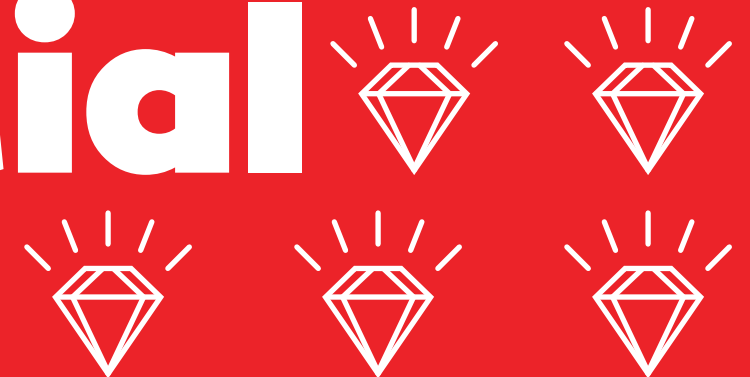
Rainbow Village provides transitional housing and supportive services to families experiencing homelessness with the goal of increasing income and savings, while reducing debt, allowing them to transition to stable housing.

 **x 30**
Transitional Housing
30 Units
 Program length is up to two years

  
Early Childhood Development Center
 Preparing children (six weeks to four years old) for kindergarten

Aspire Residential Program

Adults make progress through three phases: Survive, Stabilize and Sustain



Rainbow Village Academy
 After-school program for school-aged students

Thrive Alumni Program
 Continued programming for residents who have successfully transitioned out of the Aspire Residential Program

How it Works

Rainbow Village residents and alumni engage in a learning culture that is structured to facilitate, encourage and achieve success in five key areas. These efforts are supported through transformative case management services provided by success coaches with assistance from volunteer mentors and collaborative partnerships.

Family Stability

30%

Housing expenses are less than 30 percent of after-tax income

Well Being

Physically and emotionally capable of accepting employment and/or educational opportunities

Children's needs are met



Education & Training



Families experience post-secondary education and/or training that offer improved opportunities to earn a living wage

Financial Management

- Debt in balance with income
- Three months of saved living expenses
- Maintain good credit



Employment and Career Management



Income exceeds basic living expenses

Village View: Alumni Rachel Giles

When Rachel Giles married her husband in 2006 and gave birth to two children, she had no idea they would face years of “hidden” homelessness, from bunking with friends to sharing hotel rooms.

The problems started when Rachel’s husband, who co-owned a successful gym with her, began abusing alcohol and drugs. After multiple attempts to help him get sober, Rachel decided to remove her kids from the environment. They moved in with her mother-in-law and later, a sister-in-law — she housed the kids, while Rachel lived at a homeless shelter for victims of domestic violence.

The separation between mother and children was unbearable, so they reunited under one roof. A friend gave Rachel a vehicle and car insurance, which allowed her to get a job. And later, Rachel and the kids moved into a two-bedroom apartment with a co-worker.

For three years, family life was far from perfect, but stable. Then the co-worker moved out, leaving Rachel and her kids searching for a new home.

Rachel’s salary was not enough to afford an apartment on her own. So they moved into an Extended Stay Accommodations. When money ran

out, Rachel and the kids returned home to live with her husband. She eventually landed a job with Sunshine House.

In 2018, Rachel’s husband passed away.

One of Rachel’s co-workers offered to take her and the kids in. But the only extra space was in the living room. Still, Rachel’s son was fond of her co-worker’s son, and the apartment was across the street from work.

Once again, they made it work. During her time at Sunshine House, Rachel discovered Rainbow Village. Every time she inquired about its

I am so grateful for everything Rainbow Village has done for us.

affordable transitional housing, as well as life skills classes, financial and career programs, youth programs and more, the nonprofit was booked to capacity.

Until one day, Rachel got the answer she’d been praying for.

Rainbow Village was accepting new applications. She applied, interviewed and was accepted in 2018. When she arrived with her children, they were given beds, bedding, kitchen utensils and something she treasured most of all: a key to their new home.

“Receiving those keys to our own apartment and everything that Rainbow Village provided to make it feel like home made me feel like a human being again,” Rachel said, tears in her eyes. “Suddenly, I was in a situation where I could take better care of my kids and myself. I opted to really use the program for

everything I could get out of it – the classes, the counseling, the support of the staff and the other residents.

“Filing taxes was the first class I attended, and it was so helpful. My kids and I enjoy going to the community dinners and other events. It’s wonderful to feel like part of a community

and know that we’re not the only ones going through this. My kids have made some wonderful friends here... I am so grateful for everything Rainbow Village has done for us.”

Rachel’s biggest goal was to



become a homeowner. That goal became a reality in December 2019 when she and her kids moved from Rainbow Village into a newly constructed home of their own. She looks forward to cooking, entertaining and having a place where Kagan and Naomi’s friends can come over. Most of all, she hopes to pass it down to them one day so they know they will always have a home to go to. Before that, she wants them to enjoy childhood memories of living in a house and building relationships with neighbors.

As for her advice for incoming Rainbow Village families, Rachel said, “Take advantage of all the resources they make available to you. Knowledge is power. Be diligent and set goals.”

Rachel is celebrating her fifth year of employment with Sunshine House, a job that she loves. Kagan (age eight) is happy and athletic with a love for tumbling and parkour, while Naomi (age 13) has an eye for fashion and the grace to become a supermodel. There’s a true love between these three family members – something reminiscent of Corinthians 13:7-8: “It always protects, always trusts, always hopes, always perseveres. Love never fails.” ■

Their Words: Resident Spring Hughes

A 17-year veteran of the banking industry, Spring never thought she might find herself homeless. Then she found herself and her two-year-old son in a shelter for abused women. What began as verbal abuse quickly spun out of control: her son's father choked and beat her until she was nearly unconscious. Within five months of moving in with her abuser, she fled to save her own life and the life of her son. On the third day at the shelter, she was rushed into surgery for a strangulated hernia.

In the beginning, it was all about having a roof over our heads and not feeling like I had to look over my shoulder. I was NO LONGER AFRAID that my abuser could come and get us. It was wonderful to get a good night's sleep again.

I FEEL CARED ABOUT by the staff and other residents here. They have been so loving to my son and I. They really take an interest in what's going on in our lives. On top of that, the expenses at Rainbow Village are within my means to allow me to set aside money for the future.

Rainbow Village has been a blessing and a SAFE HARBOR - helping me to save for our forever home. This program has provided stability

- as a single mom without child support, that's a wonderful thing."

I didn't ask for the hand that was dealt, but I'm making steps to ensure it never happens again. I'm not a quitter, which is why I stayed [with my abuser] as long as I did. I realized I had saved my son's life by leaving. I didn't want him growing up seeing his dad's behavior, and I HAD TO SAVE MYSELF to be there for my son. God has a plan for Leo and I.

I can see us living in a small house next year, nothing fancy. LOSING EVERYTHING prioritizes your life, teaches you to live simply. It's all about empowering yourself while gaining self-control. Rainbow Village

This program has provided stability - as a single mom without child support, that's a wonderful thing.

offers an opportunity for you to have a roof over your head so you can keep pushing forward.

You're part of a community on a beautiful campus with your own apartment. It's a new beginning. They also offer a great day care where the workers really care about your children while you get back on your feet. IT'S YOUR LOSS if you don't take advantage of this opportunity to catch your breath, save your money, pay off debt and plan for the future. Find your goals and accomplish as many as you can. Keep on track and make sure you're not only going to the life skills classes and counseling sessions, but that you have a good attitude about

it. Visit local food and clothing pantries and find ways to save money. You may not get that opportunity again once you leave Rainbow Village. Long story short... change your ways. Don't live outside your means - this is not a handout; IT'S A GIFT. There really is hope at the end of the Rainbow. ■



Top 8 Accomplishments of 2018-2019

01

SUCCESSFUL
CEO TRANSITION

02

**PROGRAM
PARTNERSHIPS:**

AUTOGIFT, CATHOLIC
CHARITIES, VIEW POINT HEALTH

03

**BOARD
DIVERSIFICATION**

ACHIEVED 100%
OCCUPANCY

04

05

ADULT MENTORING
PROGRAM
LAUNCHED

06

INTERNET
ACCESS IN
APARTMENTS

07

EARLY CHILDHOOD
DEVELOPMENT CENTER
QUALITY RATED

08

13 NEW CORPORATE
PARTNERS

Top 8 Goals of the Future

01

**ALUMNI
SERVICES ENHANCED**

02

TECHNOLOGY:
CONTINUE TO CLOSE
THE DIGITAL DIVIDE

03

IMPLEMENT PROGRAM DATA
ANALYTICS STRATEGY

04

DEVELOP STRATEGY TO MAINTAIN
AGING BUILDINGS/ GROUNDS

05

TRANSPORTATION DESERT:
CONTINUE TO SEEK OPTIONS
TO COVER COSTS

06

ENRICHMENT OPPORTUNITIES FOR
STUDENTS (CULTURAL AND CAREER/
EDUCATIONAL EXPOSURE)

07

DEVELOP EMPLOYMENT
PARTNERSHIPS FOR WORK
READY PROGRAMS

08

EXPANSION: GREEN
SPACE, COLLABORATIVE
PARTNERSHIPS, REVENUE
GENERATING OPTIONS

By the Numbers 2018 & 2019

“Rainbow Village has helped me gain some of my self-esteem. I have learned that I am in control now of my own destiny.” — Jessica

23
FAMILIES TRANSITIONED OUT

49
FAMILIES SERVED

9,448
VOLUNTEER HOURS 

154
PEOPLE
SERVED

“BEFORE I MOVED TO RAINBOW VILLAGE, I NEVER KNEW THE LIGHT COULD SHINE SO BRIGHT.”

— Thelma

44
ADULTS SERVED

“Rainbow Village helped us put our family back together.” — Ryan

“RAINBOW VILLAGE IS A SAFETY NET FOR MY CHILDREN AND I.” — Renee

110
CHILDREN
SERVED

6,492
INQUIRY
CALLS

Residents 2018 and 2019

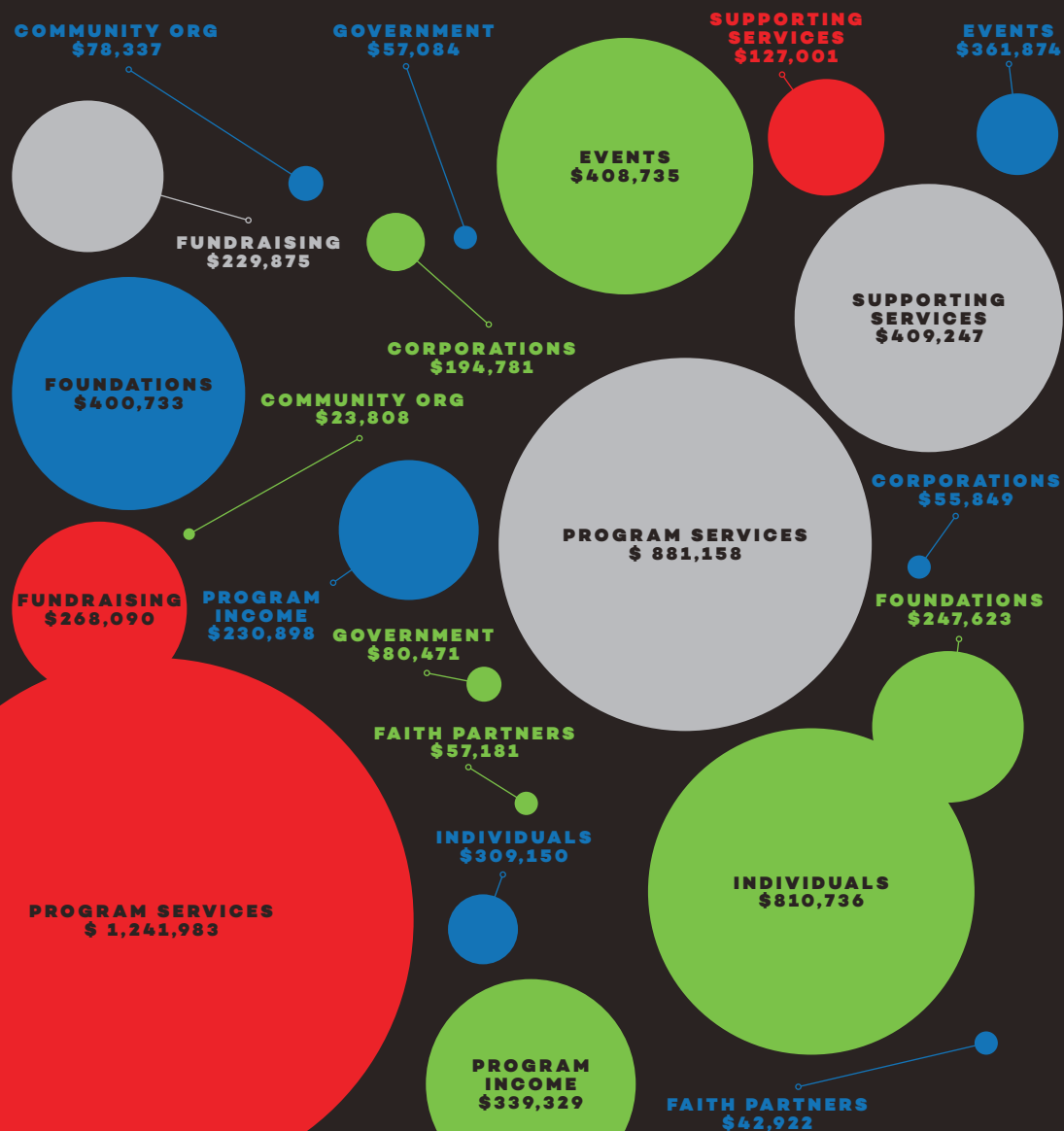
A'NYAH ATUOL MYLAN MIA
LATONYA AALIYAH NEFFETERIA
JAYDEN SKYE
KYLE PRINCE AYDEN ZANE JAMARI KURRENCY ELIJAH
AUTUMN CHRISTIAN ROLONDA
MALCOM AJANI JASMINE KHLOE
LONDON NIYA MYA SHEVONDA LIVIA DARRYL KING JAVIER
JASON SPRING
ADRIAN MEGONYA
GEORGE
WARRENISHA LETIECHA GODDESS JAYDA RAHANDICE
JONAH JOHN ZACHARY LAUREN NASIR JOY
AVAMARIE CJ SPENCER MARKIERIA
JAYLEN ANOINETTE BRENT
SUTTON ISIAH
CHRISTIAN PENELOPE
PATRICK ANIYAH CIERRA JASAIAH MATHIAS
MACKENZIE BRIANA GIONNA GERRAD
APRIL JENNIFER ANJALI ANTWANETTE
CIMYJAE BRIANNA JAYDEN
WENDELL KAGAN ALINA

ROYAL AMIR
JAMARI
RENEE
EBONEE REAGAN
NAOMI
TREYSON IRENA
CHRISTAREE' NATASHA
JALYN SELETHIA
SAMEIKA XAVIER MELIYAH SHANICE ALEXIS
DESTINY CHARLIE EVELYN LATYJAH
AUBREY CHELCY BAILYNN AALIYAH ABIGAIL AUBRY CHAZMIN
ISIAH CERENITY BETHANY MCKENZIE **CANDACE**
GENAYA CHANTAL STEPHEN
BIANCA KAIDEN
TRISTAN
BRENDA KARISA SANDRA KARMARIA RANSFORD TEKRAH
ASHLEY CAMERON
SHAHEIM NAKIA
ISAIAH MIGUEL KEYRA
TIFFANY SHA'MYRI
RAMEIRA JAHLEAL GWENDRA
TERRELL CAMRYN TAMRYA
RACHELLE HAILEY ATHENA TALEIGHA
JADA JACOBIE
DARRION
HANEY

Financials

\$2,162,664 2019 Revenue	\$1,637,074 2019 Expenses	\$1,536,847 2018 Revenue	\$1,520,280 2018 Expenses
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TOTALS FOR EACH YEAR



Media Highlight

Gwinnett Daily Post, August 25, 2019



Rainbow Village Gets \$10,000 Donation from Safeco Insurance, Ellison Insurance Agency

It turns out a little love on social media can go a long way. Duluth-based Rainbow Village announced it has received a \$10,000 donation through the Ellison Insurance Agency from the 2019 Safeco Insurance Make More Happen Award program. Safeco had given Norcross-based Ellison Insurance Agency owner Wayne Ellison \$5,000 to donate to Rainbow Village, but had offered a chance to double that money if a post Safeco put on its various

social media channels about Rainbow Village's work was liked, shared or commented on at least 250 times in one week.

The local community proved it was up to the task, although the exact number of likes, comments and shares was not available.

Officials said Rainbow Village plans to put the money to work by funding financial education training programs it offers to its clients. ■

FROM LEFT, SAFECO INSURANCE'S STEVEN MANSFIELD PRESENTS A \$10,000 CHECK TO RAINBOW VILLAGE CEO MELANIE CONNER AS WELL AS THE ELLISON INSURANCE AGENCY'S WAYNE ELLISON AND KAYLA ROBERTS. RAINBOW VILLAGE WAS AWARDED A \$10,000 DONATION, THROUGH THE ELLISON INSURANCE AGENCY, FROM THE 2019 SAFECO INSURANCE MAKE MORE HAPPEN AWARD PROGRAM.

Want to learn more about getting involved? Start here.

GET INVOLVED

- Attend a volunteer interest meeting
- Be an ambassador: Follow and share on social media and invite friends and colleagues to a *View From The Village* meeting
- Tell us your RV story. We want to hear from you! Send to info@rainbowvillage.org.
- Corporations & Faith Groups: Meet your social responsibility, outreach and mission teams goals by giving time and treasure

- Join Women's Giving Circle

- Host "*Party with a Purpose*" or create a peer-to-peer social media campaign

Contact: Elizabeth Hewell, Volunteer Coordinator ehewell@rainbowvillage.org

GIVE BACK

- Past donors have paved the way for current success — join our journey ahead!
- Make a tribute gift
- Include Rainbow Village in your last will and testament
- *Pay it Forward* and become a Monthly Donor

Contact: Justice French, Development Director, jfrench@rainbowvillage.org

GET ACTIVE

- Sponsor, volunteer or attend annual fundraising events:

SPRING
Second Chance Golf Classic (May 4, 2020)

FALL
We are Family Benefit Gala (Nov 7, 2020)

Contact: Michelle Alcorn, malcorn@rainbowvillage.org





“

Ending homelessness has been my passion for over 40 years, and 10 years ago, when I was introduced to Rainbow Village, I finally found what is, in my opinion, the best way to tackle the grim cycle of homelessness. At Rainbow Village, through a comprehensive set of programs that touches each member of the family, we support and work with homeless families with children to help them create long-term, positive change in their lives, including reaching financial independence and maintaining a stable home. With these 2 simple things, that so many of us take for granted, all of the family members -- parents AND children -- are able, often for the first time, to set and achieve their own goals and to discover what being successful feel likes. And that is a beautiful thing to witness.

”

MARSHALL BURKE BARTON

*Rainbow Village Board Chair
Vice President, US Animal Health Business Law
Boehringer Ingelheim USA Corporation*

The Reverend Joel P. Hudson, *Chairman Emeritus* / **Marshall Barton**, Chair, Head of Legal, US, *Boehringer Ingelheim Animal Health* / **Eleanor Morgan**, Vice Chair, President and CEO, *MD & Clarity* / **Cathe Reams**, Secretary, Director, *Strategic Communications, Siemens Corporation* / **Carrie Chaney**, *Program Alumnus* / **Jeff Charron**, Senior VP, *Commercial Banking, SunTrust Bank* / **Wayne Ellison**, *Ellison Insurance Company* / **Dr. Indran Indrakrishnan**, *Gwinnett Digestive Clinic, PC and GDC Endoscopy Center, LLC* / **Kelly Kelkenberg**, *Duluth City Council Member* /

Marsha Lorentzen, Retired, *Human Resources* / **C.G. McBride**, CEO, *vITalysys* / **Jackie Neilson**, *Certified Professional Coach* / **Scott Phelan**, First Vice President, *Morgan Stanley* / **Jan Trantham**, EVP Operations Administration, *Primerica*

Leadership Team

Melanie Conner, CEO / **Cheryl Carter**, Program Team Lead / **Rachel Berhannan**, CFO / **Michelle Alcorn**, Community Engagement Director

BREAKING CYCLES