



Rainbow Village, Inc.

Press Release

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Rainbow Village Asks Public to Help End Year with a Bang for Homeless Families

Local Nonprofit Asks for Year-End Contributions to Support its Mission to Break the Cycles of Homelessness, Poverty and Domestic Violence in Georgia; Looks Ahead to 2019 with Hope



Duluth, GA, December 12, 2018 – On the heels of the Rainbow Village “We Are Family Benefit Gala” and the immense generosity shown by individuals and corporations on #GivingTuesday – both of which raised a combined total of nearly \$320,000, Rainbow Village declares there is still much work to be done. The Gwinnett County-based nonprofit has a mission to break the cycles of homelessness, poverty and domestic violence in Georgia. Although – according to the National Alliance to End Homelessness – Georgia showed the sharpest decrease in total homeless population between 2016 and 2017, there are still an estimated 26,414 children, women and men with no place to call home on any given night in the Peach State.

“With a goal of eradicating homelessness, we won’t stop fighting until the fight is done,” said Melanie Conner, CEO of Rainbow Village. “We are buoyed by the fact that – while other states across the nation are showing increases in their homeless population – Georgia is experiencing small victories like the fact that during the last state-wide point-in-time count we found that 2,735 fewer people were experiencing homelessness than the year before. Statistics like that tell us that what we are doing is working and we need to keep a

steady course. As a 501(c)3 nonprofit organization, we are dependent upon grants and the generosity of individual donors, corporate sponsors, community partners and a growing network of volunteers to support those efforts. No donation is too small... or too big.”

Funds raised during the year-end campaign will be used to support Rainbow Village’s facilities and programming. Its campus is nestled in the heart of Duluth and boasts five apartment buildings with room enough to house 30 families at a time. The onsite community center is home to an early childhood development center, after school program, a chapel, learning spaces for character development classes for resident



youth and life skills classes and counseling sessions for resident adults, and a gathering space for weekly family meals and special events.



“A really seamless way to give is through the AmazonSmile program,” added Michelle Alcorn, Community Engagement Director. “If you’re planning to shop online, you can make your purchases through AmazonSmile, indicate Rainbow Village as your charity of choice, and Amazon will donate a portion of the proceeds from your qualified purchases to our organization. This year, we also developed a relationship with another nonprofit organization called AutoGift that is focused on providing reliable transportation to single moms with young children and no access to a car. Already, one of our resident Rainbow Village families has benefitted from the gift of a car. If you have a used car that you’d like to donate to AutoGift, please contact their Director of Operations, Angela Agel at Angela@AutoGift.org to make arrangements. Of course, the

most impactful way to show your support to Rainbow Village families is by becoming a monthly recurring donor. It’s the gift that keeps giving and our monthly donors help us better plan our budget from one quarter to the next.

In addition to becoming a one-time or monthly recurring financial donor, interested parties can volunteer, give items to help furnish apartments for incoming families or donate gift cards to make the holidays happier for Rainbow Village families. In-kind donations and Visa, MasterCard or American Express gift cards must be received at the Rainbow Village office at 3427 Duluth Highway 120 Duluth, Ga 30096 by 5 p.m. on December 15. To learn more about Rainbow Village, its programs and volunteer opportunities, visit www.rainbowvillage.org. While on the site, visitors can make an online donation, register as a volunteer and discover ways to make Rainbow Village families feel at home for the holidays.

About Rainbow Village: Established in 1991 and based in Duluth, Georgia, Rainbow Village is a 501(c)3 nonprofit organization devoted to breaking the cycles of homelessness, poverty and domestic violence. Committed to serving as a “community of transformation”, Rainbow Village applies a holistic, two-generational approach to serving homeless families with children. With the goal of helping families achieve emotional stability and financial independence, Rainbow Village provides housing, early childhood education and after-school care, child and youth programming, financial planning, career counseling, workforce readiness, mental health counseling, community events and more. Rainbow Village accepts applications from homeless families with minor children throughout Georgia. To learn more about Rainbow Village, register as a volunteer or make a donation, visit www.rainbowvillage.org.

About AutoGift: It is AutoGift’s mission “*To give single mothers with minor children, and no access to a car, the gift of a safe, reliable, debt-free automobile as a resource to be used to enhance their quality of life.*”

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