Making an Impact. Together.

A guide to the Community Foundation’s Impact Areas
The Community Foundation for Greater Atlanta invests across the Atlanta region through grantmaking, partnerships and advocacy. To create meaningful change, we are driven by “Impact Areas” with focused, measurable objectives. These five Impact Areas are our promise to the 23-county region that, hand-in-hand with our donors, nonprofits, philanthropic and civic partners, we will make Atlanta a place where all residents can thrive and prosper.

The issues represented by Impact Areas are complex and multi-faceted and require cross-sector, regional collaboration. The Community Foundation’s extensive base of knowledge and relationships across the region, spanning diverse communities, populations and both challenges and opportunities, make us uniquely poised to serve as a hub for philanthropic action.

**Our Promise**

- **Arts** – Build a dynamic arts ecology to ensure all residents have access to high-quality cultural experiences and diverse artistic programs

- **Community Development** – Advocate for equitable economic growth, strong civic health and safe, sustainable communities

- **Education** – Improve outcomes and expand opportunities for all learners across the education spectrum

- **Nonprofit Effectiveness** – Invest in the region’s nonprofits with management and financial resources to equip them to effectively manage operations and high-performing programs

- **Well-being** – Ensure a healthy, safe and engaged region, where all residents have access to quality health care and nutritious food
Impact Area:

Arts

Our Promise:
Build a dynamic arts ecology to ensure all residents have access to high-quality cultural experiences and diverse artistic programs

Metro Atlanta is home to a vibrant community of 459 small and midsized nonprofit arts organizations including theatres, visual art centers, music and dance companies. Arts are a vital part of the fabric of our community and are important to our overall well-being. Research proves that students who have arts-rich experiences in school do better academically, become more active and engaged citizens and participate more consistently in civic activities such as voting and volunteering. The Foundation believes that it is imperative to invest in the quality and breadth of arts programming, focusing on developing and capitalizing small to midsized nonprofit arts organizations with budgets of $2 million or less, to ensure long-term stability to serve all residents in our region. We also partner with nonprofit, public and private organizations and individuals to champion increased private and public funding for the arts.

We will measure our progress by tracking:
• Audience participation in arts programs
• Annual operating budget revenues for small to midsized arts organizations
• Resident satisfaction with the availability of arts and culture options

In 2014 and 2015, the Foundation granted almost $18 million to 265 small to midsized arts organizations in our region through donor-advised and unrestricted funds.

1 & 2 2011-2012 Nonprofit Finance Fund study commissioned by the Community Foundation of 40 of the metro Atlanta region’s most vital small and midsized arts organizations with annual operating budgets under $2M.
**Impact Area:**

**Community Development**

**Our Promise:**
Advocate for equitable economic growth, strong civic health and safe, sustainable communities

Home to more than five million people, metro Atlanta is one of the fastest growing regions in the U.S. The region is uniquely complex due to racial and social stratification, geographic sprawl and bifurcated public policies. This has resulted in economic and demographic vibrancy existing side-by-side with educational disparity, stagnant social mobility and underemployment.

The Foundation knows that healthy communities develop through self empowerment, employment opportunity and access to critical needs and services, such as housing, jobs, greenspace and transportation. In our experience, the greatest obstacle for many communities is the ability to strengthen, organize and leverage individual and collective civic action. The region’s greatest asset is its people, and through focused partnerships and programs, we seek to ensure that all residents have the resources and tools to accomplish the changes they seek in their communities. We partner with regional stakeholders to advance policies and programs that address core community needs such as affordable housing, jobs, greenspace, transit and civic engagement and work to connect all of the region’s residents to growth and opportunity.

We will measure our progress by tracking:

- Median wages
- Access to reliable transportation
- Community/civic engagement
- Percentage of parks and green space
- Percentage of affordable housing units

<table>
<thead>
<tr>
<th>Transit Access</th>
<th>Median metro Atlanta household wealth holdings (2011)</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>Caucasian: $111,146</td>
</tr>
<tr>
<td>69%</td>
<td>Access within 1/2 mile</td>
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In 2014 and 2015, the Foundation granted over $13 million to municipalities and grassroots groups to support community improvement, civic action, safety and environmental sustainability through donor-advised and unrestricted funds.
Impact Area: Education

Our Promise: Improve outcomes and expand opportunities for all learners across the education spectrum

Lifelong learning begins well before a child sets foot in a classroom and continues long past a cap-and-gown commencement or job offer. The metro Atlanta region has some of the poorest educational outcomes for children and adults in the nation. Our educational institutions and programs face numerous challenges: operating in densely-populated areas marked by high concentrations of poverty; dramatic racial, ethnic and linguistic diversity; public disinvestment; and declining community support. These challenges contribute to the huge gap in academic achievement between the rich and the poor evidenced in our country and particularly in our region.

Education unlocks opportunity’s door. We know that children thrive academically when they are surrounded by a web of individual, family and neighborhood supports that include parental education and involvement; quality nutrition; stable housing; access to health services; and community safety. The Foundation will advance long-term, collaborative and comprehensive efforts focused on traditional educational institutions, innovative educational options, quality early childhood programming, effective youth development, college scholarships, parent involvement, post-secondary attainment and employment preparation and training.

We will measure our progress by tracking:
- Percentage of children ready for kindergarten
- Rate of children’s school attendance
- Percentage of students graduating high school on time
- Percentage of students completing postsecondary education

In 2014 and 2015, the Foundation granted $34.7 million to support nonprofits working in education and youth development through donor-advised and unrestricted funds.

Only 42% of Georgia’s young adults have a post-secondary education.6

Every $1 invested in early education saves $7 down the road due to lower demand for social services, reduced crime rates & increased tax revenues.7

Every day 27 teens in metro Atlanta drop out of school.8

6 Complete College Georgia, Governor’s Office of Student Achievement 2011; 7 Georgia Early Education Alliance for Ready Students; 8 United Way of Greater Atlanta
Impact Area:
Nonprofit Effectiveness

Our Promise:
Invest in the region’s nonprofits with management and financial resources to equip these organizations to effectively manage operations and high-performing programs

Smart nonprofits that run effectively make philanthropic investment joyful. Metro Atlanta has nearly 5,000 nonprofit organizations. Effective organizations exhibit strengths across five areas: clear mission and purpose; volunteer and staff leadership; decision making and strategy; strong financial, governance and program practices and policies; and the ability to advocate for themselves and their clients. High-functioning nonprofits develop, implement and evaluate their organizations through strategic plans which align their resources to achieving goals and measurable results. These nonprofits also have financial stability realized through operating cash reserves. The Foundation helps to ensure that Atlanta’s nonprofits have the tools, financial resources and know-how to successfully achieve operational and programmatic goals that accomplish their missions.

We will measure our progress by tracking:
- Percentage of nonprofits that have strategic plans with metrics to measure results
- Percentage of nonprofits that have at least three months’ cash reserve
- Percentage of nonprofits decreasing energy expenses

In 2014 and 2015, the Foundation granted $6.3 million to help nonprofits address management needs in strategic planning, board development, succession planning, professional and leadership development, organizational partnerships, environmental sustainability and mergers through donor-advised and unrestricted funds.

60% of Georgia’s nonprofits ended fiscal year 2014 with fewer than three months of readily available cash.9

Of the 79% of nonprofits with strategic plans within the Foundation’s 23-county service area, only 67% have a plan for measuring effectiveness.10

9 Nonprofit Finance Fund, 2015 State of the Nonprofit Sector
10 Georgia Center for Nonprofits, 2014 Strategic Benchmarking Report
Impact Area:
Well-being

Our Promise:
Ensure a healthy, safe and engaged region, where all residents have access to quality health care and nutritious food

Access to quality, integrated health and human services is the bedrock of community, essential to a strong quality of life and a sense of well-being. Health and human services, known as society’s “safety net,” are provided through a mix of public agencies, civic organizations and nonprofits, and are funded by government and private sources. Metro Atlanta’s nonprofits providing health and human services range enormously in size and capacity, mission and method. The Foundation seeks to achieve increased access to quality health services and nutritious food for all residents in partnership with strong, community-focused nonprofit organizations and the public sector.

We will measure our progress by tracking:
• Percentage of residents with health coverage
• Percentage of residents who are food secure (defined as having access to adequate food)
• Reduction in the number of residents with chronic health conditions (HIV/AIDS, diabetes, hypertension, obesity, etc.)

In 2014 and 2015, the Foundation granted more than $4 million to nonprofits providing health and human services through donor-advised and unrestricted funds, and $816,000 to 21 organizations for AIDS/HIV services, support and advocacy through the Atlanta AIDS Fund.

In 2013, Georgia ranked fifth in the nation for new HIV/AIDS cases; 60% were in metro Atlanta.11

In 2014, 300,000 Georgia adults had no health insurance coverage.12

In 2014, 16.1% of adults and 28.2% of children in metro Atlanta were food insecure.13

11 Georgia Department of Community Health; 12 Georgians for a Healthy Future, 2014; 13 Atlanta Community Food Bank, 2014
Want to know how you can make an impact? For questions or more information, contact:

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