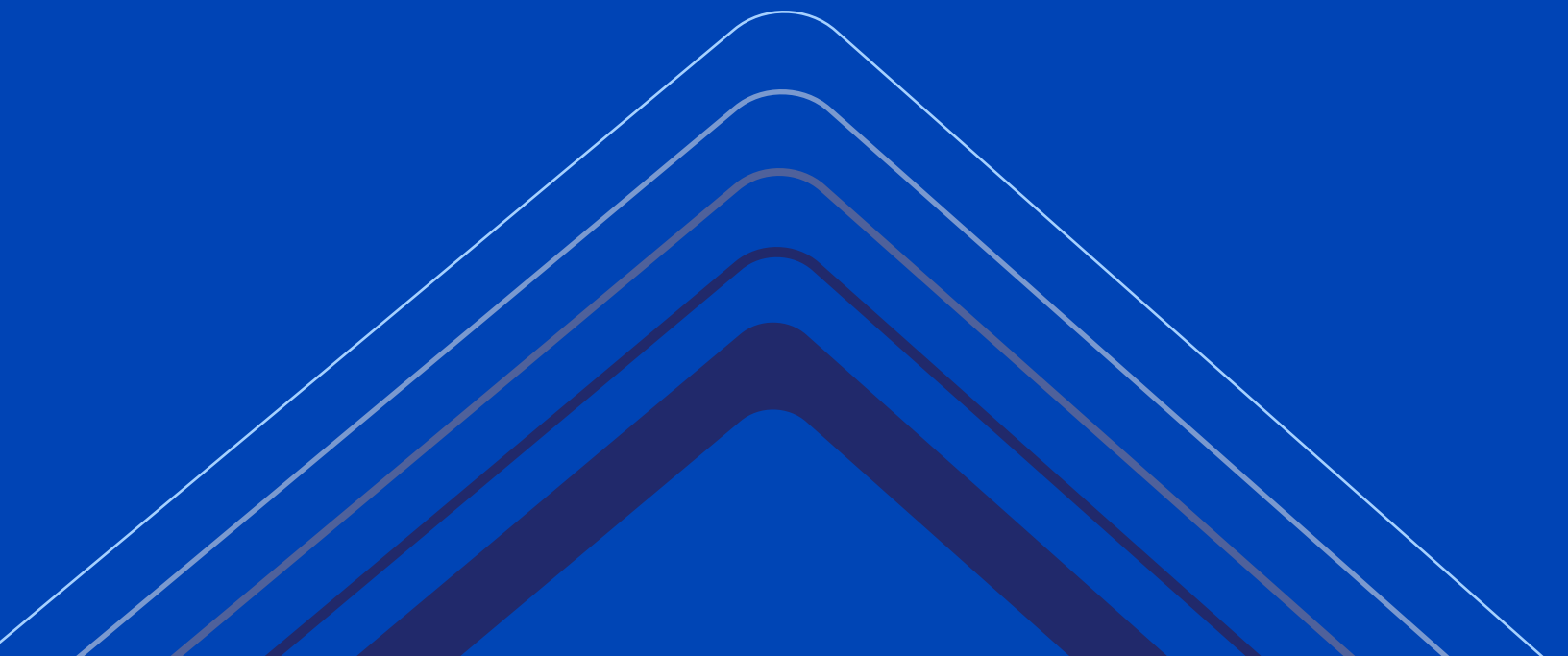




Detailed insights into our stories and achievements

# UNITED WAY OF GREATER ATLANTA

FISCAL YEAR REPORT 2024-25



# UNITED IS THE WAY FORWARD

Dear Friends, Supporters, and Partners,

As we celebrate 120 years of building the future, together, United Way of Greater Atlanta stands at a powerful crossroads, honoring a legacy of service while stepping boldly into what comes next. For more than a century, we have been a symbol of community strength, resilience, and unity. Today, we are evolving into something even more powerful: a catalyst for innovation and opportunity.

The future is our children, and the work does not stop. In a region where economic mobility is needed now more than ever, our commitment deepens. We are working to invest in the moments that matter most, ensuring every child has the chance to thrive through their first 18 years, which shape their future. We are not just looking back, we are looking ahead. Another 120 years begins now, and together, we are building a Greater Atlanta where every person, in every community, can unlock their full potential.

This past year, we have taken transformative steps to improve child well-being across our region. Our enhanced Child Well-Being Index® identified 79 neighborhoods where more than 77,000 children face challenges and limitations inherent to where they live. These insights have guided our investments and sparked meaningful conversations through our InForum series, including twenty events fostering collaboration and action between hundreds of community leaders across our 13-county footprint.

Our grantmaking strategy has evolved to be more inclusive. Through initiatives like the Potential to Power (P2P) Youth Grant Fund, we are investing in youth-led organizations that elevate Black and underserved voices. These grants are not just supporting programs, they are transforming systems. New partnerships have also propelled us forward. Collaborations like the OUT Georgia Impact Fund reflect our commitment to a more inclusive Georgia, and many of these partner relationships were built through the trust and credibility our team has earned in the community.

We have expanded our approach to include capacity building, helping Greater Atlanta's nonprofits strengthen their operations, integrate AI technology, and develop community leadership. These efforts make vital community organizations sustainable for the long-haul and deepen our impact. We are testing a new way of giving out grants in places like Forest Park. Instead of just having experts decide where the money goes, we are inviting people who have actually lived through the challenges to help make those decisions. This innovative model ensures our work reflects the needs and aspirations of those we serve.

As an anchor institution and a catalyst for systems change, United Way of Greater Atlanta has come a long way from the grassroots fundraiser we started as in 1905. We are a data-driven investor, a regional convener, and a digital innovator. Your continued support is essential as we chart this new course. Together, we are not just responding to today's challenges. We're shaping the future of philanthropy and community impact. Thank you for being part of this journey.



**Milton J. Little Jr.**

President & CEO, United Way of Greater Atlanta



**Brian Sappington**

Board Chair, Danone



# OUR VISION



Greater Atlanta is a thriving and inclusive community where every person, regardless of race, identity, or circumstances, has equitable opportunities to live a healthy life and to acquire the education and skills they need to earn a sustaining wage so that they may achieve their full potential.

# BUILDING THE FUTURE, TOGETHER

We've spent the last 120 years, and counting, working at the heart of Greater Atlanta, evolving alongside our growing region and setting a bold vision for a better tomorrow. We're a systems builder and regional convener, with our finger on the pulse of the community's most complex challenges. And we're addressing them by uniting Greater Atlanta with our network, assets, and know-how to create and amplify community solutions that improve child well-being.

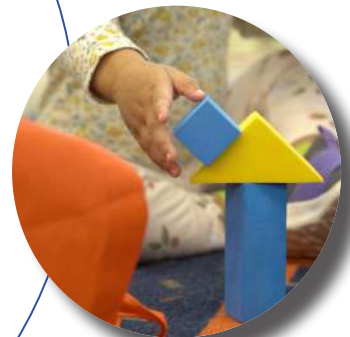
## OUR NETWORK

A robust coalition of grantee partners, public sector leaders, local corporations, donors, educators, and volunteers collectively working to improve the well-being of our community.



## OUR ASSETS

Transformative leadership and innovative services, including the Child Well-Being Index® and our 211 Contact Center, both replicated nationally.



## OUR KNOW-HOW

We have extensive experience, trusted expertise, and compelling examples of social impact in Greater Atlanta, with several initiatives, like Literacy and Justice for All and CareerReady ATL, serving as local and national models.

# DRIVEN BY DATA

A better future for all starts with our kids.

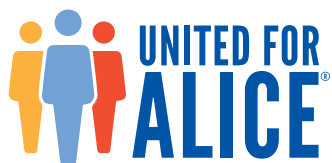
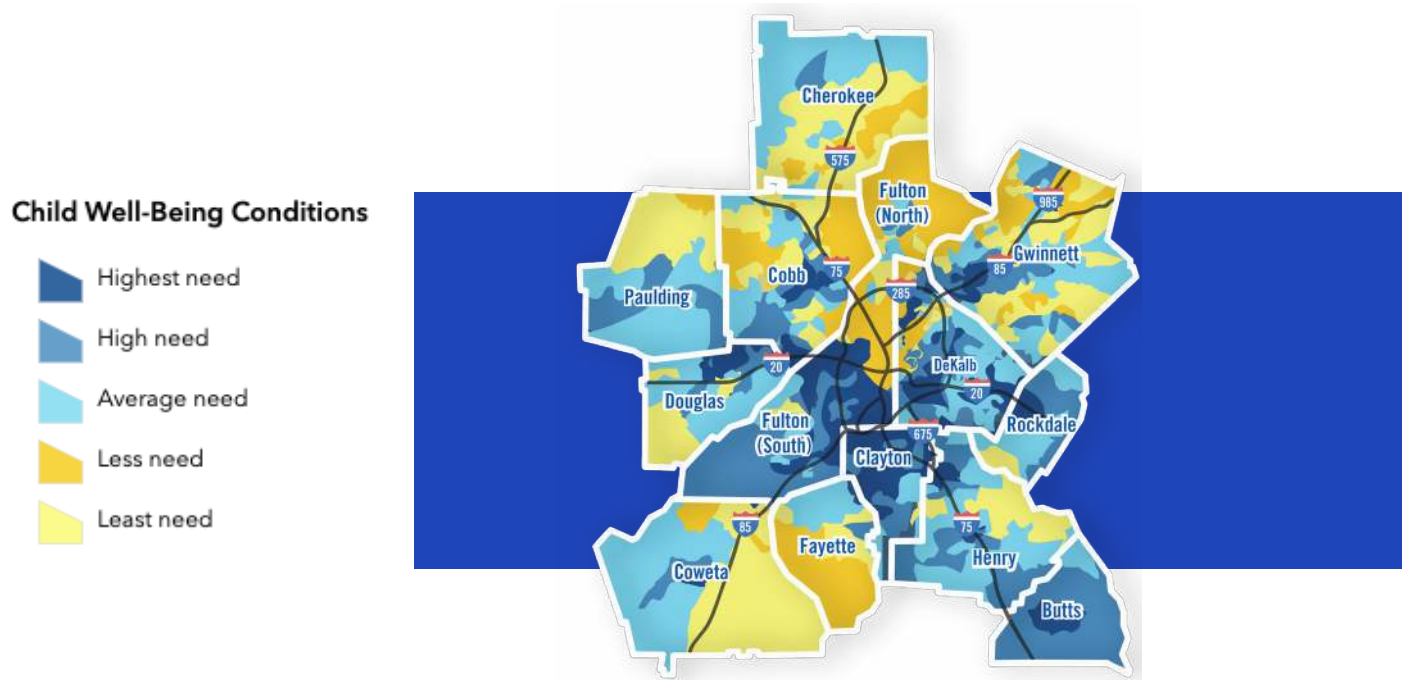
Our updated Child Well-Being Index® reveals that 77,000 children in 79 communities are at risk of not reaching their full potential, due to barriers inherent in where they live. In these neighborhoods, the conditions that factor into kids' prospects for the future are measurably deteriorating, making them our top priority.

## In these areas:

- Third-grade reading rates have declined by 5% and eighth-grade math proficiency by 6% since COVID.
- Residents experience 55% higher financial instability, 4% lower graduation rates, and are twice as likely to lack health insurance.

Additionally, across our region, nearly 14,000 youth under age 19 aren't in school or work. The Index has helped us comprehend these disparities, communicate the interconnection of race and location, and guide our investment strategy across transformational initiatives, bringing together more than 200 grantees to implement our designed programs and improve the odds for Greater Atlanta kids.

Have any questions? [Review our FAQs >>](#)



United Way ALICE (Asset Limited, Income Constrained, Employed) research reveals that 34% of Georgia's 3.95 million households fall into the category of hardworking families living above the federal poverty line, but below the threshold of financial survival.

Together, ALICE data and the Child Well-Being Index® offer a comprehensive view of economic and social conditions, helping us better target solutions for families struggling to make ends meet.

Our data-driven approach ensures that every investment is impactful and aligned with our mission to improve child well-being.

These aren't just numbers. They're our neighbors.

# OUR IMPACT

## Last year, we helped:



**172,000+**  
people through our  
programs



**67,000+**  
individuals build  
financial foundations



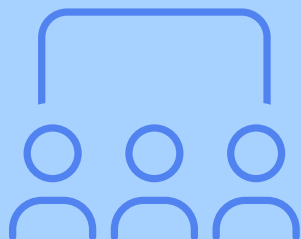
**59,000+**  
kids become stronger  
learners



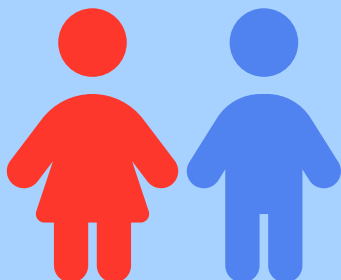
**36,000+**  
youth navigate  
college and career  
pathways



**9,000+**  
community members  
advocate for local  
solutions



**14,940**  
students utilized  
out-of-school  
programs



**10,920**  
children are  
developmentally on  
track & progressing  
on assessments



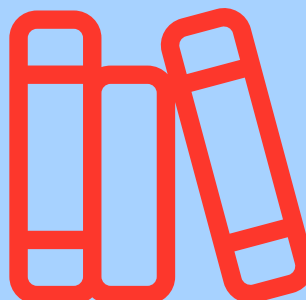
**1,763**  
children attended  
17 Learning Spaces  
locations



**1,250**  
teachers received  
Science of Reading  
training



**178**  
children received  
scholarships to  
access quality early  
learning

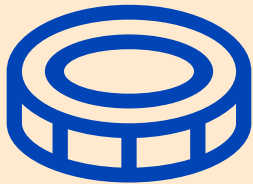
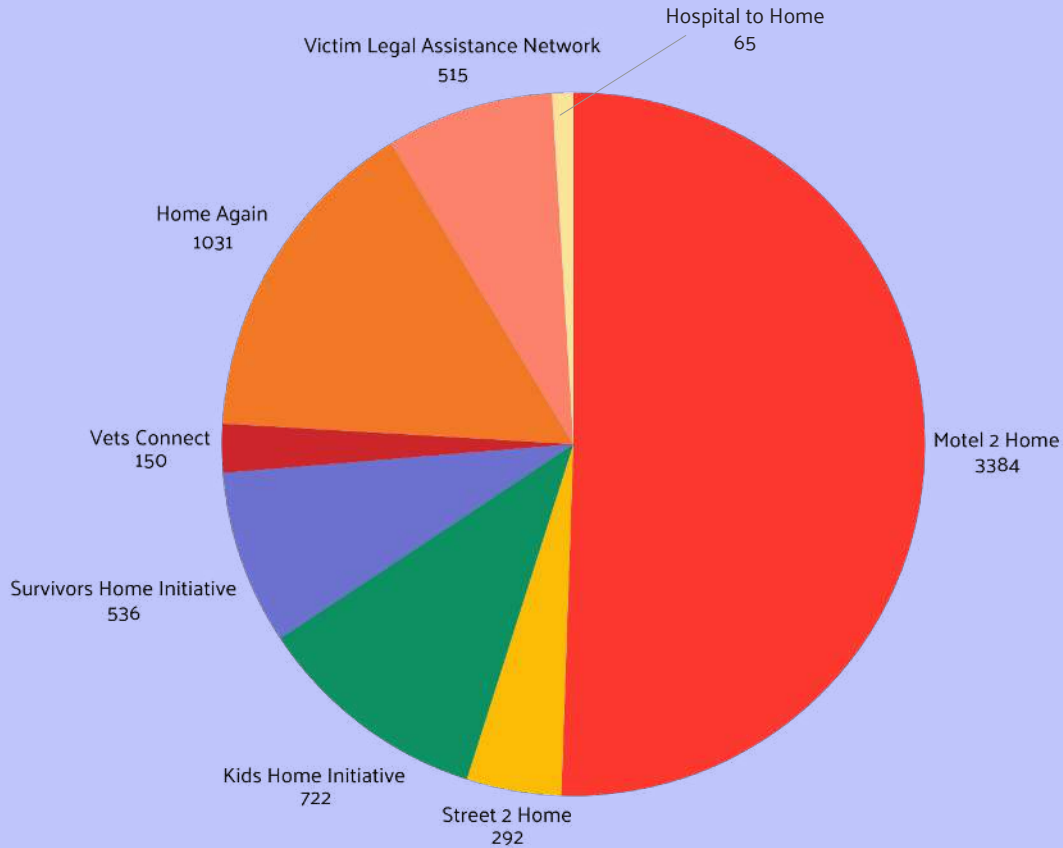


**104,476**  
books distributed  
to kids



# HOUSING

Our Regional Commission on Homelessness housed a total of 6,695 people.



**11,748 total** free tax returns completed

**\$20.5 million** in total economic impact

190+ families saved over \$1,000 through our emergency savings program.



211

**484,758**

contacts for community referrals

## TOP NEEDS



Rent assistance



Utility payment support



Food pantries



**1354 high schoolers** helped in filling out the FAFSA through CollegeBound

**355 youth** enrolled in apprenticeships through CareerReady ATL

# COMMUNITY-LED SOLUTIONS



In Forest Park, 10 residents, from teens to retirees, met monthly during the first half of 2025 at Gateway Restoration Church to decide how to invest \$20,000 in local organizations. Instead of United Way of Greater Atlanta making the grant directly, residents led the process, building trust, pride, and leadership.

Guided by our Brighter Futures team, the cohort learned collaboration, ethical governance, and community leadership. Forest Park, a multicultural hub in Clayton County facing challenges like economic instability, was chosen as an ideal launch site for this resident-led initiative based on its potential to improve child and family well-being.

With plans to expand this model to other neighborhoods, United Way is paving the way for lasting, community-driven change.

[▶ Read More](#)



In Clarkston, we partner with Refugee Women's Network to train and support Community Health Workers: women from refugee and immigrant backgrounds who help their neighbors navigate the U.S. healthcare system.

These trusted messengers provide culturally informed health education, translation, and advocacy, reaching over 100 women annually across 17 language groups.

By investing in community-led solutions, United Way is improving access to care, restoring autonomy, and strengthening neighborhood well-being.

[▶ Read More](#)

## OUR FOCUS

Strengthen Resident Leadership & Engagement

Organize Community Involvement to Amplify Voices

Engage in Community-Driven Innovation



# YOUTH DESIGNING THEIR FUTURE



Leah McLaurin's journey from youth apprenticeship to full-time employment was shaped by our CareerReady ATL initiative. After graduating with a degree in illustration, Leah, who grew up in foster care, struggled to find work. That was until she joined RE:IMAGINE, a creative media company whose apprenticeship program is supported by United Way of Greater Atlanta.

Now employed full-time as a Workforce Development Coordinator, Leah helps other young creatives access training, support, and career opportunities. Her story highlights how apprenticeships open doors to economic mobility for youth across Greater Atlanta.

[▶ Read More](#)



Eshontee, who grew up in foster care, nearly faced homelessness in college due to unmet housing needs. Today, she's helping lead United Way of Greater Atlanta's Youth Advocacy Initiative, which worked to successfully pass Georgia Senate Bill 85 to provide full scholarships, including room and board, for youth aging out of foster care.

Launched in 2024, the initiative brings together nonprofits, foster care system leaders, and those with lived experience to shape policy and improve outcomes. From Capitol visits to art exhibits, youth advocates are changing the narrative, and the system, for the next generation.

[▶ Read More](#)

## OUR FOCUS

Strengthen Academic Support

Expand Career Pathways & Apprenticeships

Increase College Planning & Funding Education

Secure Housing and Basic Needs



# UNLOCKING A LIFETIME OF LEARNING



Beth Gilland has four children in Marietta City Schools, including her son, Neal Dean, who has dyslexia and ADHD. Reading was a struggle, until United Way of Greater Atlanta introduced Literacy and Justice for All in 2021. With 40 new reading specialists and a Science of Reading curriculum, Neal made the biggest reading gains in his class and now reads for fun.

"This program really does give a fair playing field," Beth said, adding that now all children get strong instruction, not just those who can afford tutoring.

Marietta saw literacy gains five times the state average and became a statewide model. For families like the Gilland's, it's not just about scores. It's about confidence, equity, and unlocking every child's potential.

[▶ Read More](#)



Jasmine Davis and her husband moved to Atlanta in 2022 for their jobs, ready to build a life for their growing family, but the high cost of childcare quickly became a barrier. With quotes reaching \$2,000 per child each month, childcare was out of reach – meaning Jasmine had to miss work repeatedly to care for their children and ultimately lost her job.

Then came a lifeline: a BOOST scholarship from United Way of Greater Atlanta. Her children now attend a quality learning center, and Jasmine has returned to part-time work. "I'm just so grateful we have this scholarship now," she said.

BOOST helps working families like Jasmine's prevent the squeeze that childcare costs can place and gives their children the strong academic start they deserve.

[▶ Read More](#)

## OUR FOCUS

Increase Access to Early Learning

Build Reading Skills

Support Family Health & Basic Needs

Strengthen Family Engagement  
as First Teachers



# FOUNDATIONS FOR RESILIENT FAMILIES



Cierra Davis, a hard-working mother of two, was struggling financially when her family circumstances changed and she became a full-time caregiver. Determined to provide stability for her children, she turned to United Way's 211 Contact Center for help securing permanent housing.

Thanks to 211, she received support for her first month's rent and essential furniture, allowing her family to move into a safe, stable home. Today, Cierra and her kids are thriving.

"It helped put me into the best position to be the best mom, and show my kids the stability they deserve," Cierra shared.

[▶ Read More](#)

In 2021, Stacy Moulton and her two daughters faced financial hardship, spending more than \$500 a week to live in a motel while working multiple jobs. The cycle made saving impossible, until daughter Keyana found a flyer for United Way's Motel to Home program.

With support for rent, utilities, and financial coaching, the family was able to move into a permanent apartment. Now, Stacy can finally relax, and her daughters are thankful to see their mom being taken care of after sacrificing for them for so long growing up.

"Home means a place of joy, warmth with my daughters," Stacy said. And now, they're home at last.

[▶ Read More](#)

## OUR FOCUS

Secure Stable Housing

Support Basic Needs & Equitable  
Access to Resources

Build Savings & Create Economic Mobility

Increase Access to Employment Pathways



# PROGRAMS AND PARTNERS

We know lasting change takes collaboration. Guided by Child Well-Being Index® data, our extensive knowledge on where and how to best drive impact, and 120 years of experience at the heart of our region's most pressing challenges, we bring together nonprofit partners, big and small, investing in and creating proven solutions and innovative initiatives to maximize our collective impact.

## Programs

AARP Foundation Experience Corps  
Building Resilient Professionals  
CareerReady ATL  
College Bound  
Financial Achievement Club  
Fostering Family Leaders  
Generative A.I. for Nonprofits (G.A.I.N.)  
Gwinnett Reentry Intervention Program (G.R.I.P.)  
Learn4Life

Learning Spaces  
Literacy and Justice for All  
Maternal Health  
Mental Health  
Mission United  
Motel to Home  
OUT Georgia Impact Fund  
Powering the Potential of Young  
African American Males for Academic Achievement

STEM UP  
Survivors Home  
United Way 211  
United Way Volunteer Involvement Program (V.I.P.)  
VITA (Volunteer Income Tax Assistance)

## Partners

100 Black Men of Atlanta, Inc.  
100 Black Trans Men Inc  
Africa's Children's Fund  
Agape Youth & Family Center  
AID Atlanta  
All 1 FAMILY  
Alliance Theatre  
Amani Women Center  
Antioch Urban Ministries Inc.  
ARCHI (Georgia State University Research Foundation)  
Association of Village Pride (AVPRIDE, Inc.  
Atlanta Center for Self Sufficiency Inc.  
Atlanta Children's Shelter  
Atlanta Legal Aid Society, Inc.  
Atlanta Speech School, Inc. (RCLL)  
Atlanta Technical College  
Auditory Verbal Center, Inc.  
Barred Business Foundation  
Big Brothers Big Sisters of Metro Atlanta, Inc.  
Black Child Development Institute - Atlanta, Inc.  
Bloom Our Youth Inc  
Boat People SOS  
Bread of Life Development Ministries, Inc.  
Bridge of Light  
Buckhead Christian Ministry  
Canopy Atlanta  
CaringWorks, Inc.  
Catholic Charities Atlanta  
Cherokee Family Violence Center  
Children's Museum of Atlanta  
CITY OF REFUGE INC  
Clarkston Development Foundation, Inc.  
Clayton County Public Schools  
Clayton State University  
Cobb Collaborative, Inc.  
Cobb Community Foundation  
CobbWorks, Inc.  
Community Assistance Center Inc  
COMMUNITY FARMERS MARKETS INC.  
Concrete Jungle  
Crossroads Community Ministries  
Douglas County School System/Communities in Schools of Douglas County  
Dream It Forward Foundation Inc  
East Lake Foundation  
Easter Seals North Georgia  
Elizabeth Baptist Church  
Emory University - Philanthropy Lab  
First Step Staffing  
FreeRent Foundation Inc.  
Fresh Films (a/k/a/ Dreaming Tree Foundation  
Frontline Housing, Inc.  
Furniture Bank of Metro Atlanta  
Furthering Fathering  
GAEYC: Georgia Association for the Education of Young

Children  
Gate City Day Nursery Association  
Gateway Center 24/7, Inc.  
GEEARS: Georgia Early Education Alliance for Ready Students  
Generation Gap Inc  
Georgia Building Trades Academy, Inc  
Georgia Family Connection Partnership, Inc. (GaFCP)  
Georgia Foundation for Early Care + Learning (GFEC + L)  
Gilgal Inc.  
Girl Scouts of Greater Atlanta  
Girls Incorporated of Greater Atlanta  
Grady Memorial Hospital Corporation d.b.a. Grady Health System  
Hand Heart and Soul Project, Inc. (HHASP)  
Hearts to Nourish Hope, Inc  
Hillside, Inc.  
Homes of Light, LLC  
HOPE Atlanta  
House of Cherith, Inc.  
Housing Plus Inc  
I Am Human Foundation  
IATBP - International Association of Trans Bodybuilders and Powerlifters  
Innovative Solutions for Disadvantage and Disability Inc.  
Inspiredu  
Inspiritus (Lutheran Services of Georgia)  
Intown Cares  
Jewish Family & Career Services  
Jumpstart for Young Children, Inc.  
Kennesaw State University Research & Service Foundation, Inc. (KSURSF)  
Kindred Futures  
KIPP Metro Atlanta Collaborative, Inc. d/b/a KIPP Metro Atlanta Schools  
LaAmistad, Inc.  
Leading to Movement, Inc. (L2M)  
Learn4Life (L4L)  
Link Counseling Center  
Los Niños Primero  
Los Vecinos De Buford Highway  
Marietta Board of Education  
Martin Luther King Sr. Community Resources Collaborative  
Mary Hall Freedom Village Inc  
Metamorphosis Powerhouse Company  
Motherhood Beyond Bars  
Multi-Agency Alliance for Children, Inc.  
MUST Ministries  
Neighborhood Nexus  
New American Pathways Inc  
Next Generation Focus  
Nicholas House  
Noor Family Services  
North Fulton Community Charities

Odyssey Family Counseling Center  
OneGoal Metro Atlanta  
Onesource Learning & Development Center  
Osborne High School  
Our House  
Out On Film Inc.  
Partnership Against Domestic Violence PADV  
Polyanna's Place, Inc.  
Premier Academy, Inc.  
Project Community Connections, Inc.  
Project ReNeWal  
Public Works Alliance  
Quality Care for Children, Inc. (QCC)  
Raising Expectations  
Reach Out and Read, Inc.  
Rockdale Emergency Relief Fund, Inc  
S.H.A.R.E. House, Inc.  
Saint Philip AME Church  
Ser Familia  
Single Parent Alliance & Resource Center  
Southern Center for Human Rights  
St. Vincent De Paul Society, Inc.  
STRIVE Atlanta  
Tapestri  
Teach O'Rea Preparatory  
The Center for Family Resources  
The Community Restoration Project Corporation  
The Dr. Annise Mabry Foundation  
The Highland Project  
The nsoro Educational Foundation  
The Scholarship Academy  
The Sheltering Arms (SA)  
The Wellth House Foundation  
Three Seed Collaborative  
Thrive Youth Development, INC.  
TOGETHER FRIENDS ORGANIZATION INC.  
Trans Housing Atlanta Program, Inc.  
Trans Housing Coalition  
Turner Chapel AME Church  
Ubuntu Community Catalyst  
University of Georgia Research Foundation, Inc.  
Urban League of Greater Atlanta  
Voices of Note Inc  
VOICES/ Georgia Statewide Afterschool Network  
We Love Buford Highway, Inc.  
Wellspring Living  
Whiteford, Inc.  
Wings for Kids  
Women on the Rise GA, Inc.  
YMCA of Metropolitan Atlanta, Inc.  
YOUTH EMPOWERMENT SUCCESS SERVICES  
Youth Empowerment through Learning, Leading, and Serving, Inc.  
Zaban Paradises Center  
Zion Hill Community Development Corporation

“In 2015 when we won the SPARK Prize, **that allowed us to have our first building**, which was 2,500 square feet. Here we are 10 years from SPARK Prize and 11 years in, we’re about to move into 15,000 square feet of warehouse space and we served 160,000 individuals last year and have delivered 11 million items. **I don’t know that we’d be there without United Way first believing in us.** I don’t know that that mom would have the opportunity to get diapers in her own community, and to then be able to go buy groceries for her child.”

**-Jamie Lackey, Helping Mamas Founder**



“What makes United Way so unique as a partner is that they’re deeply connected with the community in a way that gives everybody confidence that every dollar given is going to be put to its highest and best use. Fundamentally, if you are interested in lifting the community where you live and work, I think the best, and in my view maybe the only, option is to partner with United Way.”



**Peter Carter, Delta Air Lines**

# THANK YOU TO OUR 24-25 BOARD

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Technology

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**THOMAS BREMS**

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# UNITED IS THE WAY TO MAKE LASTING CHANGE IN OUR COMMUNITY

United Way of Greater Atlanta is dedicated to bringing people and resources together to drive sustainable and equitable improvements in the well-being of children and their families, across the 13 metro-counties we serve.

To continue this vital work, we need your help. Together, we can create a brighter future where every child has the opportunity to thrive. Because when children thrive, communities thrive too.

**For more information on how you can help, please contact us:**

40 Courtland St. NE #300,  
Atlanta, GA 30303  
(404) 527-7200

[Click here](#) to learn more about United Way of Greater Atlanta.

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