



# 2021 NEWSLETTER

Including the 2020 Annual Report

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## NOTE FROM THE DIRECTOR

The year 2020 was filled with clouds of uncertainty for our global community. We all experienced feelings of fear, loneliness and loss – some to unimaginable degrees. I would never want to minimize the great losses; however, I find it helpful to focus on the positive that can come from challenging times. One of the many privileges of working at MAC is having a front row seat to the goodness in our community. In 2020, I witnessed much good thanks to the generosity of our MAC supporters. Our network of volunteers and supporters went above and beyond to provide the support needed to make our homeless and hunger prevention possible.

MAC supporters created rainbows and signs of hope throughout our service area. Those rainbows bridged divides and fostered solidarity and human connection. In addition to record amounts of assistance, we sent countless cards with words of encouragement handwritten by an army of volunteers. These notes were used to send MARTA transit cards and grocery store gift cards. Most importantly, the written words served as a reminder that we are in this crisis together. We understand that MAC serves as a safety net for those who have none. The pandemic shed a light on the many who are truly alone. Making social connections has been a valuable addition to the tangible financial and food assistance we provide.

Thank you for providing hope and light to our neighbors in need. The rainbows you create are promises for a better tomorrow.

A lifetime of thanks,  
JENNY JOBSON  
-  
Executive Director

*Try to be a **rainbow**  
in someone's cloud*

- MAYA ANGELOU



## NOTE FROM THE BOARD PRESIDENT

I hope this finds you and your family happy and healthy. MAC, like many of you, confronted unprecedented challenges and obstacles during the COVID-19 pandemic. I am grateful for the leadership of Jenny Jobson, MAC's Executive Director, Peter Anderson, our outgoing Board President, and the MAC Board in guiding the organization through this difficult time. Under the leadership of Wendy White Silliman, the Board also developed a new, two-year strategic plan to steer MAC through the pandemic and beyond.

I am in awe of MAC's staff, who found creative and flexible ways to provide critical assistance to our neighbors, all while working from home and dealing with the hardships of a global pandemic. I am also grateful for our Young Professionals Council and our amazing volunteers, who mobilized to support MAC and its mission, albeit from a distance. Each of you has my profound thanks.

Finally, I am proud of MAC's commitment to social justice, equity and inclusion. The police killing of Rayshard Brooks and the murder of our Asian American and Pacific Islander neighbors, along with other racial and gender-based violence across our country, have taken a deep toll on our clients and communities of color. MAC has been fighting systematic racial, economic and social injustices and inequities for decades. Yet more must be done – by all of us. The Board is committed to anti-racism and the ongoing work of justice for all, as ensured and embodied by MAC's services, programs and policies. I invite you to join MAC in this essential and ongoing work.

JOANN JOHNSON

-

MAC Board President



# A WORD FROM OUR CLIENTS

Thank you for the very kind card! I was told I could receive assistance with buying food, but I was not expecting it to come in the form of such a kind and encouraging gift!

Words can't express my gratitude. I have been in Atlanta ten years and never had to ask for help. But with no family in the state, nowhere to go and with COVID taking over our lives by storm, it's such a comfort and relief to know that generous, great people are still out there willing to lend help to those in need.

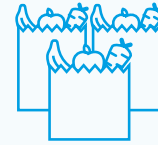
I wanted to thank you for the beautiful card and the inspiring message it carried. Your kind and encouraging words will not be forgotten.

Thank you for being so generous and for the lovely card. Your gift helped me get through January. I know we are all hoping 2021 will be better.

This has been a very difficult time for everyone. We are so very grateful, our words can't express how we are feeling so humbled. Air Hugs and warm filled hearts goes out to you all.



## ONE YEAR REMOTE ASSISTANCE RECAP



Food Assistance  
**\$181 K**



Rent Assistance  
**\$1.18 M**



Utility Assistance  
**\$188 K**



MARTA Assistance  
**\$18 K**

## MAC 2020 Emergency Relief Team

Unable to hold MAC's annual 5K race in May 2020 due to COVID-19, we are grateful for our race sponsors who became MAC's 2020 Emergency Relief Team. They provided critical funding at the start of the pandemic, which allowed MAC to respond rapidly and generously to those directly impacted by the pandemic.

We are excited to announce MAC's 5K will return in Fall 2021. Be on the lookout for details soon!

### GOLD

- Alston & Bird
- Federal Home Loan Bank Atlanta
- Consolidating Planning Corporation
- Rabobank

### SILVER

- Allen Buckley Law
- Colliers International
- Dunphy Properties Inc.
- OnPay
- Crusier Mitchell
- Orpheus Brewing
- First Church Community Development Corporation

# 2020 By The Numbers

## MAC Assisted...



**4699**  
Individuals



During  
**10,226**  
Emergency Situations

## MAC Clothed...



**1,657**  
Men at the Clothing Closet

## MAC Answered...



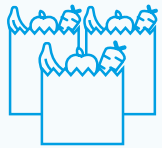
**6,000**  
Phone Calls



**\$1,100,000**

Provided in  
Direct Assistance

## MAC Distributed...



**2,440**  
Bags of Groceries



**88**  
Uniforms and Shoes



**1,389**  
MARTA Passes



**69**  
Computers

## MAC Paid...



**703**  
Rents



**882**  
Utility Bills

## MAC Helped...



**73** People Get  
Their Georgia ID

## MAC Volunteers Served...



**3,532** hours



## MAKING THE TRANSITION - WORKING REMOTELY

BY: MITCHELL PARSONS

When COVID-19 first shut down Georgia in March 2020, MAC was not set up to work remotely. We were designed to work in the office. Mailchimp had helped MAC set up a Request Help Google form for our website in 2015 which helped us keep some form of communication, but we were all working off one spreadsheet, had no way to take calls from clients, and did not have a way to access our files in the office. Our first instinct was that this was temporary, and we would be back in the office again soon. After a month it became clear that COVID-19 was not going away, and we needed to adapt.

In 2017 MAC worked with TechBridge to update our Salesforce data collection system and use iPads for client intake instead of paper card files. Although it was a challenge, we managed to make the change. We did not know at the time that it would be the make or break moment for MAC to adapt to working remotely.

As we struggled to adapt, the Form Assembly staff was a tremendous help, and even donated some private consultation hours to MAC to help design and troubleshoot some of the forms. With help from Salesforce and LAN Systems, we are now able to provide services from anywhere.



MAC staff evolved on the go and continued to find new ways to serve clients. Using electronic checks, food delivery services and gift cards, MAC has found new ways to deliver assistance to those in need.

We continue to be mindful of providing services remotely as we look towards being back in the office to serve in person. Whether remote or in person, one thing is clear - we have adapted and have more options to better serve the community.



## COVID-19 ASSISTANCE HIGHLIGHT - GOVERNMENT FUNDERS

As with the rest of the world, we never imagined COVID-19 would impact us to the varying degrees we have experienced individually and collectively. The losses were significant, and complex, due to the many sectors that were shut down and overwhelmed by substantial need. This past year the MAC team listened to many stories from our neighbors in need who lost jobs and income, access to public transportation, health care, and family members and friends. As we listened to the stories of people calling for assistance we realized that the need was also being felt by people from higher income levels.

With our regular funding we would not have been able to assist many of these households because of higher rents and sizable past due rent. Because of special COVID-19 response funding we were awarded from **Fulton County** (\$450,000), the **City of Atlanta** via the United Way of Greater Atlanta, Emergency Rental Assistance (ERA) collaborative program (\$387,000), and **FEMA's Emergency Food and Shelter Program** (EFSP) we were able to work as a team to provide relief and offer other resources. The MAC team is grateful for all our donors and volunteers who helped to make this level of assistance possible. As we navigate into our "next normal", we will continue to hold in our thoughts our neighbors in-need who are still trying to find ways to survive their financial hardships. Thank you to our MAC friends and supporters for encouraging us and walking alongside us during these uncertain times. We are privileged to do this work!



# JV Spotlight: Julia Goetz

As you all know, this year has been very different from any other. Even while working virtually for the first time, everyone at MAC has shown me so much support and immediately welcomed me into the community. I appreciate everyone’s willingness and patience to teach me the ropes and check in with me virtually.

I really enjoy talking to the volunteers every week and getting to know them via Zoom. I was able to build meaningful relationships with the other volunteers and loved seeing their faces on screen every week. When we finally united in person at the volunteer picnic, it was so special to see everyone and connect face to face.

One of the best parts of my year was helping with the annual Christmas program. Even though the program was very different this year because of the pandemic, it was so great to provide children with Christmas gifts. Thanks to the donors and volunteers, we were able to give presents to children from their wish lists to make their Christmas even more special. While I wish I could meet my clients in person, I am grateful I can assist them with food and Marta over the phone. I feel incredibly lucky to work at MAC this year and be a part of all the great work MAC does every day.

## Christmas Program Goes Virtual

More than six months into the pandemic, MAC staff and supporters knew Christmas wasn’t going to look the same for many of our neighbors. Last year, more than ever, families needed something to celebrate. Thanks to donors, and dozens of service hours from our volunteers, we were able to sponsor 173 children with Christmas gifts. Using an online wish list, donors were able to purchase gifts and have them shipped directly to families’ homes. We are grateful for all those who made Christmas morning special for so many children in our community.

Donors purchased gifts with an Amazon Wish List. You can support MAC’s mission by purchasing all your essentials with Amazon Smile. A portion of all sales will be donated to our organization. Visit [smile.amazon.com](https://smile.amazon.com) to find out more and select Midtown Assistance Center as your charity of choice.

### GIFT GIVERS

Alex and Lori Brown

Amanda Avery

Amalia Stephens

Andre Castenell

All Saints’ Episcopal Church

Candace Buss

Carol Avery

Consolidated Planning

Cox Communications

Basilica of Sacred Heart

Eliza Quigley

Emily Johnston

FHLBank Atlanta

Frances Root

Gwen Mack

Janet Kibler

Janet Kinard

Jill Kirchgatter

Jennifer Moyers

Joan Kraft

Joann Johnston

Judy Book

Judy Killeen

Katherine Drake

Lisa Robinson

Marty Morris

Mauldin & Jenkins

Mothers of Preschoolers (MOPS)

Pamela Buzbee

Peter and Sheila Anderson

Renee Helton

Sam Stowell

Sharlles Menezes

Stephen Chenney

Tori Cole

MAC Young Professional Council

# Supporting Congregations



# Community Partners



# THANKS TO OUR VOLUNTEERS

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Carolyn Beeker  
Janet Bernstein  
Judy Book  
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Harriet Cacho  
Jacqueline Campbell  
Georgiann Caruso-Hornsby  
Dorothy Chandler  
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Oscar Del la Cruz  
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Holley Forsyth  
Christian Fuller

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Kathleen Murray  
Paul Napolitano  
Ellen Nemhauser

## VOLUNTEER ZOOM MEETING



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Gracie Palmer  
Richard Parry  
Eliza Quigley  
Jill Reina  
Karen Richardson  
Lisby Ritchie  
Anique Roberts  
Lyn Rogers-Haney  
Frances Root  
Don Runnion  
Jill Sanabria  
Valrie Sanders  
Tricia Schmidt  
Sally Schroeder

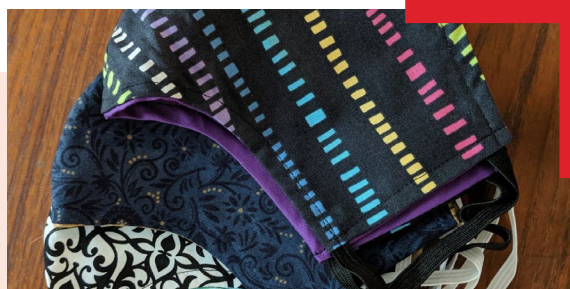
Douglas Scott  
Shelia Segal  
Hannah Sethna  
Becky Shander  
Charlotte Shields  
Ramona Simien  
Jill Slavin  
Amalia Stephens  
Madelyn Suriel  
Cynthina Truelove  
Connie Weber  
Calvin Williams  
Danielle Williams  
Esther Zells  
Jo Ann Zyla

## GROUPS

Aprio, LLP  
Atlanta Neighborhood Charter School  
Citizens of Georgia Power  
Cristo Rey Jesuit High School  
Delta Chi Atlanta Area Alumni Chapter

Federal Home Loan Bank Atlanta  
Georgia Tech Roteract Club  
Junior League of Atlanta  
Lion's Heart  
Metro Atlanta Consumer Bankruptcy Attorney Group (MACBAG)

OEPD & Enterprise Change Management Teams at Cox Communications  
Peachtree Christian Church  
Pure Cars  
Terminus  
VMWare



HANDMADE MASKS

## YOUNG PROFESSIONAL COUNCIL

Ashlie Oliver  
Christian Fuller  
Jacqueline Campbell  
Jenna Mulvey  
Jonathan Samuel

Jon Huddleston  
Kathleen Murray  
Kelly Pettersen  
Holly Lane  
Paul Napolitano



# THANKS TO OUR DONORS!

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Quang-Binh Dam  
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Victorena Datin  
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Robert Davis  
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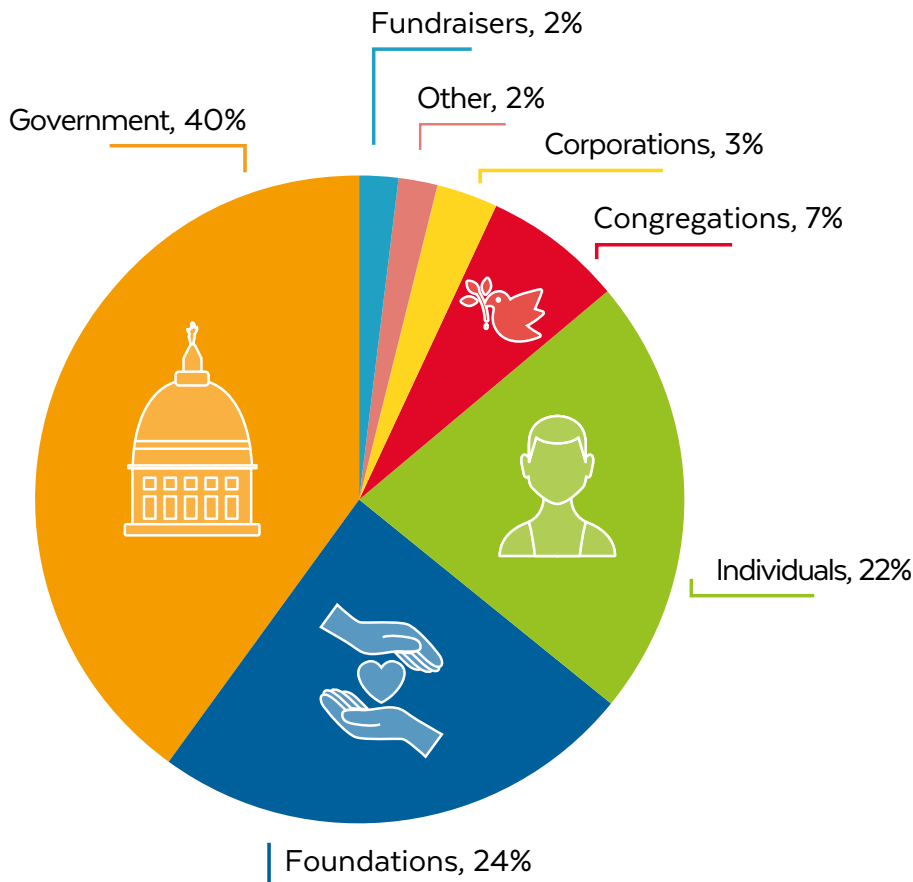
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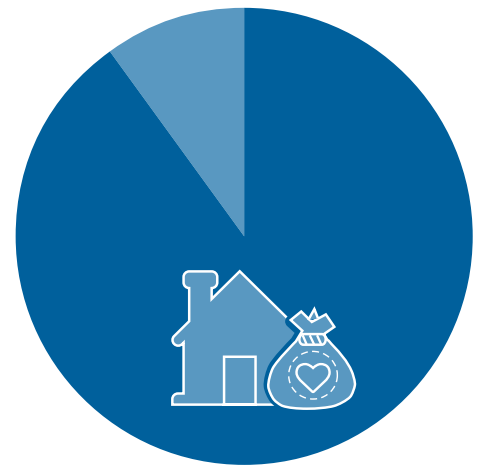
## NOTE FROM A LANDLORD

“I’m happy to report that Brittany is still in our unit. She is currently doing very well. Thank you so much for what you do. What a blessing you folks are!”

- RICK,  
Property Manager

# Program Success

**90%** of assisted households are still in housing six months after receiving rent assistance



**88%** of assisted households still have their lights connected six months after receiving utility assistance



**Midtown Assistance Center, Inc.**  
30 Porter Place, NE | Atlanta, GA 30308

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Midtown Assistance Center (MAC) is an interfaith ministry supported by midtown congregations and businesses that provides emergency assistance to low-income working Atlantans. MAC's mission is to prevent homelessness and hunger during periods of crisis.

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