The Community Foundation for Greater Atlanta has spent nearly 70 years connecting philanthropists to nonprofits doing stellar work. Now, our donors have an unprecedented opportunity to ignite a new form of capital investment to grow philanthropy for our region.

From healthy, safe housing for every family, to new schools for 21st century learners and more equitable access to living-wage careers, our communities in need deserve greater outcomes and galvanized opportunities for all throughout greater Atlanta. Thus, as part of a comprehensive impact investing strategy, the Community Foundation for Greater Atlanta launched the GoATL Fund to provide cost-effective loan capital to address our community’s most critical social needs.

Impact investing, which seeks to generate a positive social outcome as well as a modest financial return, is fueling a dramatic shift in place-based philanthropy around the country. Due to their unique position in local markets nation-wide, community foundations are launching impact funds in order to strategically invest different forms of capital into local solutions. This strengthens communities by providing nonprofits and social enterprise access to capital unavailable to them through conventional sources. These funds are increasingly filling capital gaps in the market by ensuring that critical projects get funded (like affordable housing, school-based health clinics, energy efficiency projects, etc.), while also influencing others to deploy both impact capital and grant dollars.
A Unique Solution: GoATL Fund

The GoATL Fund is designed to accelerate positive social outcomes in our community through impact investing, the concept that strategically invested capital can achieve both a positive social outcome and a financial return. The purpose of the Fund’s investments will be to support and scale philanthropic causes that provide a sustainable, long-term benefit to the community, while also achieving capital preservation and a measureable financial return.

Alignment with the Foundation’s work

The Foundation focuses its work in five Impact Areas throughout the greater Atlanta region: Arts, Education, Community Development, Nonprofit Effectiveness and Well-being. Consistent with the Foundation’s practices of identifying organizations and initiatives that best address the needs within each area, the GoATL Fund makes strategic investments through intermediaries (such as Community Development Financial Institutions – CFDIs) that support sustainable, long-term social outcomes. Our lens on investment decisions will first be influenced by the investment opportunity’s ability to create a measurable social impact.

Initial Investments

The Community Foundation’s GoATL Fund provides cost-effective, flexible loans to social initiatives in our 23-county metro region. Initially capitalized with $10 million in seed funding from the Foundation’s unrestricted assets and bolstered by donor co-investment, the GoATL Fund invests debt capital through intermediaries to support nonprofits, social-purpose for-profits and other solution providers that are addressing specific community needs. Our donors, who are increasingly seeking ways to support community causes, can invest a portion of their donor-advised fund in the GoATL Fund.

Scaling Philanthropy

In order to effectively scale the deployment of capital, as well as diversify risk, the Foundation leverages our relationships with Community Development Financial Institutions (CDFIs) and other experienced and well-capitalized intermediate community lenders. Even though we invest through these intermediaries in order to achieve the desired social impact, we’ll always have a direct influence on how the capital is ultimately deployed.

“The GoATL Fund is designed to help strengthen communities in our region by providing nonprofits and social enterprises access to long-term, flexible capital. Through the Fund’s diverse portfolio of place-based investments, our donors can harness the power of an entirely new form of capital for causes we care about.”

Mark Crosswell, managing director, social impact strategy, Community Foundation for Greater Atlanta
Community Foundation for Greater Atlanta Impact Areas

GoATL funding could support:

- Performing arts centers, bridge funding for campaign pledges
- First-time home ownership, affordable housing near transit
- Revolving scholarship funds, school renovations
- Energy efficiency projects, technology upgrades
- School-based health clinics, developing food hubs
GoATL Investments

$750,000 impact investment to fund revitalization of single-family and rent-to-own homes for underserved communities throughout metro Atlanta.

$500,000 impact investment to support expansion of Small Business Administration (SBA) loans to underserved and low income entrepreneurs.

$1 million impact investment to support an expanding portfolio of multi-family affordable housing throughout the metro Atlanta area.

$1 million impact investment to support facility financing of high-potential, early-stage charter schools for students in underperforming school districts in metro Atlanta.

$1 million impact investment to support diverse initiatives in affordable housing, the arts, education and food access.

Since 1951, the Community Foundation for Greater Atlanta has been a trusted philanthropic resource for our 23-county metro Atlanta region. We lead and inspire philanthropy to increase the vitality of our region and the well-being of all residents.

Interested in making an impact with our GoATL Fund? For more information, contact Mark Crosswell, managing director, social impact strategy at mcrosswell@cfgreateratlanta.org or 404.226.9681.