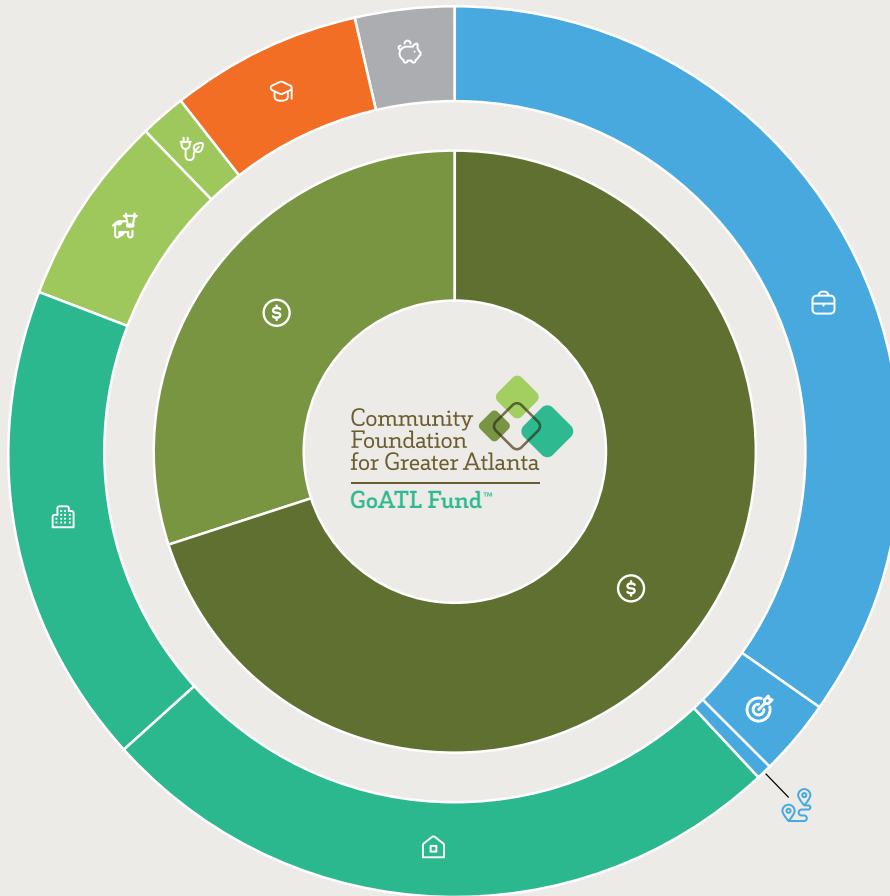


Invest
for Impact.

< GoATL's Community Capacity Fund supported Atlanta Harvest through their investment in the Working Farms Fund.

Investing in a More Equitable Atlanta

Celebrating its sixth year of operation in 2024, the **GoATL Community Capacity Fund** continues to invest in the region's most innovative intermediaries to achieve impacts in areas such as Affordable Housing, Economic Inclusion, Education & Youth Development, and Environment & Health.



2024 CAPITAL INVESTMENTS \$13.9M

ECONOMIC INCLUSION

SMALL BUSINESS LOANS

\$5.0M

35% OF BUDGET

5,858 jobs created or preserved

IMPACT LOANS

\$0.5M

3% OF BUDGET

80 loans issued for emergency rental assistance, car repair and health needs

IMMIGRATION LOANS

\$0.09M

>1% OF BUDGET

18 loans issued

AFFORDABLE HOUSING

SINGLE FAMILY AFFORDABLE HOUSING

\$3.6M

25% OF BUDGET

65 for sale and 39 rentals built or preserved

MULTIFAMILY AFFORDABLE HOUSING

\$2.5M

17% OF BUDGET

380 units

HEALTH & ENVIRONMENT

HEALTHY FOODS

\$1.0M

7% OF BUDGET

265 acres of organic farmland preserved

HOME EFFICIENCY UPGRADES

\$0.25M

2% OF BUDGET

29 green home loans issued

EDUCATION & YOUTH DEVELOPMENT

K-12 EDUCATION

\$1.0M

7% OF BUDGET

1,325 seats built or preserved

NET CAPITAL AVAILABLE TO INVEST

\$0.5M

4% OF BUDGET

CAPITAL RAISED \$14.4M

DONOR CAPITAL

\$4.4M

30% OF INCOME

COMMUNITY FOUNDATION CAPITAL

\$10.0M

70% OF INCOME

The GoATL Community Capacity Fund is open to new donor investment on a rolling basis, subject to terms and conditions. Total investments represent funded and committed investments as of June 30, 2025 and impact outcomes achieved during calendar year 2024.

BORROWER HIGHLIGHT

Local Initiatives Support Corporation (LISC)



▲ Ribbon cutting ceremony at the new Cobb Work Source Center

< CORG Management Group founder Vickey Evans

LISC entered the Atlanta market in 2019 as part of the national nonprofit's expansion to address poverty, economic opportunity, and equity in the South. LISC was drawn to the South because the region has some of the highest rates of poverty and economic inequality in the country. LISC felt that nonprofits and community development entities in the South were underserved with access to capital and technical assistance. The Atlanta market was crowded with other CDFIs supporting affordable housing. The partnership with GoATL was significant because LISC wanted to distinguish itself from other players in the market as a CDFI committed to

economic development in addition to affordable housing. The partnership with GoATL gave LISC a dedicated fund and a high-profile way to signal their support for small businesses and economic development with low-cost capital.

LISC used GoATL capital to fund a loan to CORG Management Group, LLC, a facilities maintenance firm that is a leading service provider managing properties owned by the federal government. Most of the army bases in the South are maintained by CORG Management Group. The borrower, Vickey Evans, has more than 20 years of experience in developing, managing,

and enhancing building maintenance programs. The loan from LISC with GoATL capital helped her fast-growing firm acquire and furnish a conveniently located headquarters in Atlanta with enough room to consolidate her staff and upgrade her systems.

LISC also invested in the Cobb Work Source Center, a former Cobb County Fire Station converted into a workforce development center. They provided a \$500,000 loan to Cobb Works to support the project located in Mableton in South Cobb. One of the speakers at the event said the former fire station "will still be saving lives."

BORROWER HIGHLIGHT

Access to Capital for Entrepreneurs (ACE)



▲ Kris Hale (left) of Dope Pieces LLC

DOPE PIECES LLC SUPPORTING DIVERSITY THROUGH ART AND PUZZLES

With funding from the GoATL Community Capacity Fund, ACE was able to help Dope Pieces LLC with marketing and scaling the company.

With **\$1.25M** in loan capital from the GoATL Community Capacity Fund, ACE expanded access to capital for underserved small businesses in the Atlanta area and scaled its Community SBA Advantage Program, which provides critical financing to under-resourced entrepreneurs who are often excluded from traditional banking—including business owners like Kris Hale of Dope Pieces LLC and Jhada Williams of Enhanced Estètic.

Funds are leveraged through a combination of participation lending where GoATL dollars were combined with other capital sources—and recycling, as loans were repaid and relented to additional borrowers. As a result, ACE was able to deploy \$6.2 million in small business loans, supporting entrepreneurs in purchasing equipment, hiring staff, and sustaining operations. As a mission-driven lender, ACE values partnerships like this that provide flexible, repayable capital to fuel long-term economic growth and equity in our communities.

ACE leveraged GoATL capital to invest in Jhada Williams, owner of Enhanced Estètic in Sandy Springs, a passionate entrepreneur and beauty industry expert. After leaving an unfulfilling career, she discovered her true calling—helping others feel confident in their skin. Her dedication transformed Enhanced Estètic from a small operation into a thriving salon with a loyal clientele and growing team. Despite facing challenges in growing her business, including transitioning from a commission-based model to Salon Suites locations, and denials from traditional lenders who did not see her potential, Williams successfully grew her business with the support of a \$25,000 ACE loan and ACE's Business Advisory Services. She quickly learned how to manage cash flow more efficiently, structure pricing in a way that supports growth and build systems that prepared her brand to scale.



▲ Jhada Williams of Enhanced Estètic

ENHANCED ESTÈTIC STRENGTHENING CONFIDENCE THROUGH BEAUTY AND SKIN CARE

Capital and coaching from ACE enabled Enhanced Estètic to invest in a robust marketing plan, expand product sales, and implement training.

Investor Testimonials

In 2018, the Community Foundation for Greater Atlanta created the GoATL Fund as Georgia's first diversified impact debt fund designed to achieve both a social and financial return. Originally seeded with \$10 million in capital from the Foundation, the rebranded **GoATL Community Capacity Fund** has since raised over \$4 million in additional investments from 31 mission-aligned investors. The motivation of those investors varies, but all are excited about the collective impact opportunities this work provides.

"The Tull Foundation prioritizes investing in local Community Development Financial Institutions (CDFIs) that expand access to capital for communities underserved by traditional banks. Through these social impact investments, we aim to achieve market-rate returns while supporting affordable housing, small business growth, and broader economic inclusion. GoATL does precisely that by channeling impact investments into CDFIs, which in turn strengthen nonprofit partners working in areas like education, affordable housing, and health. Further, GoATL is locally rooted, invests directly in Metro-Atlanta community development and prioritizes capacity building investments in BIPOC-led organizations and communities with limited resources – making them natural partners in advancing shared goals and aligning closely with Tull's core values."



Gabrielle Sheely
Executive Director
Tull Charitable
Foundation

"Vanessa and I have been excited to have our donor-advised fund (DAF) invest in the GoATL Community Capacity Fund since its inception. It has allowed us to make a positive impact in Metro Atlanta, while still having the ability to grant or reinvest the funds in the future. Sydney and her team have done a great job managing the portfolio, and we really enjoy the thorough quarterly reports showing how the funds have been engaged to help address some of Metro Atlanta's most pressing issues. Because it has been such a rewarding experience, it was an easy decision to recently renew and increase our DAF's investment, and we look forward to our continued involvement."



Brian Friedman
Managing Director
Wellspring Associates
(DAF Investor)

"In 2023, the Jesse Parker Williams Foundation invested in the GoATL Community Capacity Fund because we recognized our impact could grow exponentially by complementing our grantmaking with impact investing. With a lean team and Board, partnering with the Community Foundation for Greater Atlanta allowed us to move forward confidently, leveraging their expertise while minimizing risk. This step into action has deepened our understanding of how to align capital and grantmaking strategy. The Capacity Fund proved to be the ideal entry point in our learning journey to maximize community impact in our ongoing efforts to support healthcare access and the well-being of women and children."



Bonnie Hardage
Executive Director
Jesse Parker Williams
Foundation

INTERESTED IN LEARNING MORE?

For more information, please contact:



Sydney Hulebak
GoATL Community Capacity Fund Manager
256.326.4859
shulebak@cfgreateratlanta.org



ABOUT US

The Community Foundation for Greater Atlanta inspires and leads the Atlanta region toward equity and shared prosperity for all who call it home. TogetherATL is the Foundation's strategic ethos, working through a collaborative approach with community stakeholders, donors, institutional funders, nonprofits and others to examine complex challenges the region faces and create solutions that build a thriving region. Started in 1951, the Community Foundation shepherds approximately \$1.6 billion in current assets through its 800+ donor funds, while simultaneously raising and deploying more than \$190 million annually to thousands of nonprofit organizations.

For more information visit:
cfgreateratlanta.org/goatl