



HouseATL awards five affordable housing champions in the areas of policy, homeownership, housing retention and financing

ATLANTA – February 29, 2024– HouseATL named five outstanding housing affordability champions at its inaugural Affordable Housing Awards event on February 29. An audience of 125 affordable housing leaders celebrated the awardees at the luncheon at Trees Atlanta. Recipients were recognized across four categories and selected through a membership-wide nominations process.

“With consistent headlines about the housing affordability crisis, it is time to take a moment to celebrate the progress that has been made toward affordability and the leaders that are driving these efforts in a particularly difficult market,” announced Terri Lee, HouseATL co-chair and CEO of Atlanta Housing.

The 2024 HouseATL Affordable Housing Awardees:

- **Dr. Bambi Hayes-Brown, 2024 Housing Policy Advocate**, brings 25 years’ experience in rural and urban affordable housing and in community development. Dr. Hayes-Brown has leveraged her roles as president and CEO of Georgia Advancing Communities Together, Inc., secretary of the Atlanta Housing Commission, a registered lobbyist, real estate broker, and a certified economic development finance professional to advocate at the local, state and national level for housing policies to benefit Georgia’s residents with low incomes. Additionally, she volunteers with numerous boards where she champions housing security, including the Georgia Chamber of Commerce, National Low Income Housing Coalition- and the National Alliance of Community Economic Development Associations.
- **Wells Fargo Foundation, 2024 Homeownership Champion**, made a \$60 million commitment nationally through the [*Wealth Opportunities Realized Through Homeownership \(WORTH\) initiative*](#), a national effort to create 40,000 new homeowners of color by 2025. \$7.5M of this funding supports the Atlanta market. Additionally, Wells Fargo is working to diversify the real estate appraisal field and decrease bias in residential appraisals with a \$5 million investment in three markets, including Atlanta. And, through its \$40 million Growing Diverse Housing Developers initiative, the organization is supporting several affordable housing developers of color in Atlanta.
- **Atlanta Beltline Partnership, 2024 Housing Retention Hero**, prevents the displacement of community residents and assists long-time residents in aging in place, as evident through its [*Property Assistance for Legacy Homeowners program*](#), which was founded in 2020. Additionally, the organization provided the research and foundational support for the initiation of the [*Atlanta Land Trust*](#), which is creating permanent affordable housing along the Atlanta Beltline. Moreover, the Partnership has provided educational [*workshops*](#) and one-on-one assistance to help existing



homeowners access property tax exemptions, file property tax appeals and avoid predatory loans.

- **Marc Pollack, 2024 Exceptional Funder**, co-founded the [Atlanta Affordable Housing Fund](#), the first Atlanta social impact fund dedicated to creating and preserving affordable housing. The concept for the fund was inspired by HouseATL’s strategic planning discussions. -Pollack and his co-founders raised \$25M to provide low interest rate gap financing for affordable housing developments. The success of this fund laid the groundwork for \$100M [GoATL Affordable Housing Fund](#), where –Pollack continues to play a role mentoring developers and advising on investments. He also uniquely used his knowledge as Board Chair of Partners for Home to raise funds for people who are homeless during the pandemic with his own [cookbook](#).
- **Enterprise Community Partners, 2024 Exceptional Funder**, has consistently worked to bring creative funding models to Atlanta and galvanize others to support affordable housing. Through HouseATL, the organization led the creation of the [Funders Collective](#) and the [Pipeline Review Committee](#). As a steering committee member of the [WORTH](#) initiative, they are helping to close the racial gap in homeownership. They have spearheaded multi-family preservation work by launching their [Southeast Preservation Academy](#). They brought their [Faith Based Development initiative](#) to Atlanta, providing technical assistance to houses of worship on affordable housing development.

“These award recipients were selected based on their impact in the Atlanta region, inclusive practices, problem solving and continued commitment to housing affordability,” stated Alan Ferguson, co-chair of HouseATL and CEO of Atlanta Habitat for Humanity.

Natallie Keiser, executive director of HouseATL noted that, “As the housing landscape continues to change, we need leaders and problem solvers that can rise to the challenge. HouseATL launched these awards to recognize these responsive changemakers.”

HouseATL will continue making annual awards as it works to advance housing affordability in Atlanta’s five core counties through its [strategic recommendations](#).

The 2024 Affordable Housing Awards and Awards Luncheon were generously sponsored by Bank of America, Reinvestment Fund and Purpose Built Communities, along with several other supporting sponsors.

About HouseATL

HouseATL is a cross-sector membership coalition of civic leaders committed to building the public will for a comprehensive and coordinated housing affordability action plan for Atlanta. HouseATL’s vision is that Atlanta will have a shared, comprehensive set of policies and adequate funding to address housing affordability. HouseATL was initiated in early 2018 through the convening power and resources of the Urban Land Institute of Atlanta, The Arthur M. Blank Family Foundation, Central Atlanta Progress, the Center for Civic Innovation and the



Metro Atlanta Chamber of Commerce. More than 200 civic leaders came together to develop a bold plan with 23 actionable recommendations for Atlanta to achieve 20,000 additional affordable housing units. Mayor Bottoms responded directly to these recommendations with her own One Atlanta Affordable Housing Plan. Since 2018, HouseATL's constituents have continued to work together to define root causes of the affordable housing challenge, examine the data, look at best practices and engage in thoughtful problem-solving to make concrete recommendations on a path forward. In late 2021, HouseATL's leadership formalized the organization under the fiscal and operational sponsorship of the Community Foundation for Greater Atlanta. In November of 2022, a formal membership structure was launched, and now 398 individuals representing 219 organizations have committed as members of HouseATL.

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