



Build *hope* a **HOME**



The capital campaign of
MUST Ministries



The power of your *perspective*

Sometimes our situation can enfold us and we don't see the deep needs of others. When those needs become apparent to us, we realize we can help. We can make an impact in someone's life. We can create life change.

As we introduce you to this capital campaign, thousands are struggling to find adequate food, stable housing, living wage jobs and proper clothing. MUST is a gateway to those important necessities of life.

You can open a wider door to services for more of your neighbors in need. The powerful changes MUST makes in thousands of lives can be multiplied.

You can build hope a home.



The Johnsons

A Refuge from the Storm

Like most Americans, Tom and Classie Johnson will always remember how September 11 devastated their lives. But instead of the Twin Towers in New York City, they will be remembering Hurricane Irma attacking their home on September 11, 2017.



Even though they lived 400 miles from the storm's landfall, Jacksonville, FL was drowning. The Johnsons piled into their car and fled inland. When authorities allowed them to return home, they discovered all their belongings were ruined, and backed-up sewage had destroyed their home. In despair, Tom, Classie and their three kids – Jasmine, Jaylan and Joshua – got back in the car and started driving north.

"We didn't know where we were going to go," Classie says. "When we got to Atlanta, I googled places where we could get help, and MUST Ministries came up.

"It was the sheer grace of God that we slipped in the shelter door," Classie says. "We had nowhere to go. I just can't explain how badly we needed it – to have some place my kids could lie down at night, some place we could take a shower."

"We were just a normal family, married 20 years," Tom explains. "The storm took everything we had, and MUST helped us with clothing, personal products, hot meals and a place to stay while we looked for jobs. It was the next best thing to being at your mama's house!"

The Staggering Need

MUST is turning away 200-300 people a month seeking shelter at the Elizabeth Inn - and 74 percent of them are women and children. The need for more space has become critical. MUST needs more beds, more dining hall seats, more program space and more training areas.

As inner cities are gentrifying, poverty has moved into the suburban counties. A Brookings Institute study shows 88 percent of Atlanta's poor live in the suburbs, including a poverty rate in Cobb County that doubled from 2000-2010 with more than 90,000 people living below the poverty line. The U.S. Census Bureau cites more than a third are children younger than age 18.

The 2017 Housing Inventory and Point-in-Time Count conducted for HUD by the Marietta/Cobb Continuum of Care found a 51 percent increase over 2015 in individuals living in emergency shelters, with 42 percent of the population younger than age 18 and 50 percent female. As our area grows, the numbers become more staggering.

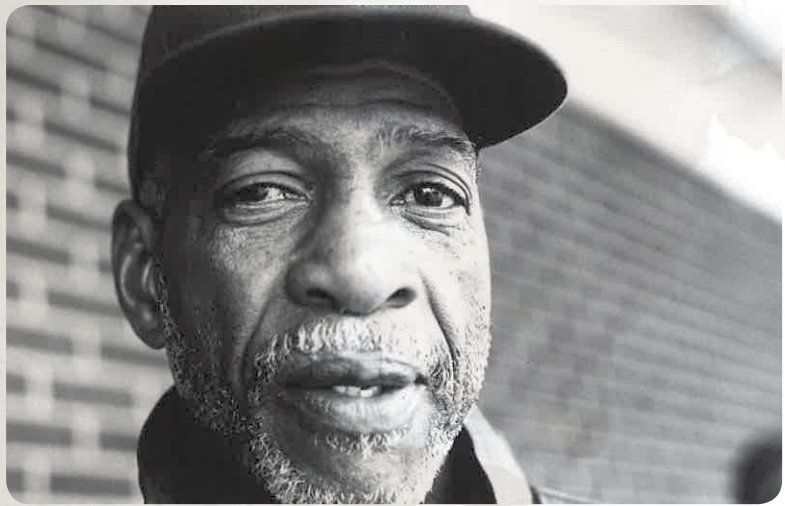
MUST has eagerly been seeking solutions in line with its strategic plan to serve more people. Always on the front lines against increasing levels of poverty in our seven-county service area, MUST has keenly felt the growing need in the past five years.



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For nearly 40 years, MUST has been an important part of my life. In every area I have served - as a volunteer, board member, committee chair and financial supporter - I have encountered amazing people committed to MUST and incredible people whose lives were changed by MUST. Our entire community has benefited from the dedication of all those involved in providing the many services that have been, and continue to be, so desperately needed.

Robert Bowden | Founder
Robert Bowden, Inc.
Former MUST Board Chairman



Our Story

Almost 50 years ago, a small group in Marietta was thinking of ways to help their neighbors in need. A United Methodist Church youth group began reaching out in the community to help those in poverty and soon churches and groups all over the area were pitching in. Those effective community outreach projects formed the foundation for MUST Ministries.

The community support for our mission still thrives today as almost 30,000 people a year are served in unique and meaningful ways. From a humble beginning to a network with multiple locations providing for thousands of needs, MUST is now serving a client base that is 84 percent women and children.

MUST innovation has created a thriving network to distribute food and clothing, provide stable housing and excel in workforce development. Beyond these program pillars, MUST provides thousands of summer lunches, winter outerwear, underwear, socks, baby gift baskets and toys to children, diapers to little ones, mobile clothes closets to employer locations with low income workers, food boxes to senior citizens and a host of other outreach programs making sure our neighbors in need are reached.





Perhaps the biggest story of all is how a community of volunteers, donors, boards of directors, government, businesses, civic clubs, churches, neighborhoods, employees and other MUST partners come together to do amazing good for others. MUST engages with more than 13,000 volunteers and nearly 100 trusted partner organizations annually who minister to the most vulnerable in our midst. Groups pack lunches, churches serve hot meals in the community kitchen, volunteers serve daily in programming, employees work tirelessly, foundations give grants, companies collect food and civic clubs complete helpful projects.

The list is endless - from volunteering to do laundry for those living in the shelter to sorting food in the donation center. With God's guidance, what we can accomplish as a team makes us unstoppable. And now we have an opportunity to come together and do something monumental.



Lives Transformed

With our community’s help, MUST Ministries’ reach includes:

Almost three-fourths of all shelter guests stably housed, well above the national average	More than a ton of food distributed a day
	Almost 1,000 pieces of clothing distributed daily
Approximately 219,450 volunteer hours, including 63,000 at the Donation Center	About 1,000,000 meals provided each year
884 clients provided shelter through the Elizabeth Inn	An estimated 3,700 client jobs totaling a \$55 million economic impact since 2012



One of the things I like best is the thoughtful, long-term approach MUST uses to support people in need. MUST works to treat the underlying causes of poverty, helping people return to independence. Through good stewardship and professional staff management, MUST is in a stable financial position and is ready to grow to the next level.

I am supporting the capital campaign because I know that my donation will result in good things for our community. I hope you will join me in supporting this important mission.

Mitch Rhoden | President and CEO
Futren Hospitality
Former MUST Board Member



MUST has helped me in a lot of ways, including food and clothes. You particularly helped when I thought there was nothing else that I could do for my child at Christmas. Thank you for the Toy Shop.

- A MUST client

How the project began

In 2016, a rare opportunity arose when Cobb EMC approached MUST with a request.

Cobb EMC wanted to expand its current footprint on Highway 41 next door to the shelter and asked if they could purchase the property. After explaining MUST was in an extensive strategic planning effort that determined the need to build a new shelter, Cobb EMC extended the possibility of an eight-acre property at the corner of Bells Ferry Road and Highway 41 as the new shelter location.

This opportunity would allow MUST to establish a more efficient, unified campus offering client programs, a thrift store, a new MUST Volunteer Engagement and Donation Center, a health clinic, administrative offices and an emergency shelter – all in one location.

The melding of goals felt like a miracle in the making.

The new property contains a 30,000 square-foot building and a 26,000 square-foot office-warehouse with room to construct a new emergency shelter. The secluded location provides greater privacy and security for clients while providing more parking, convenient employment opportunities and two nearby bus stops.

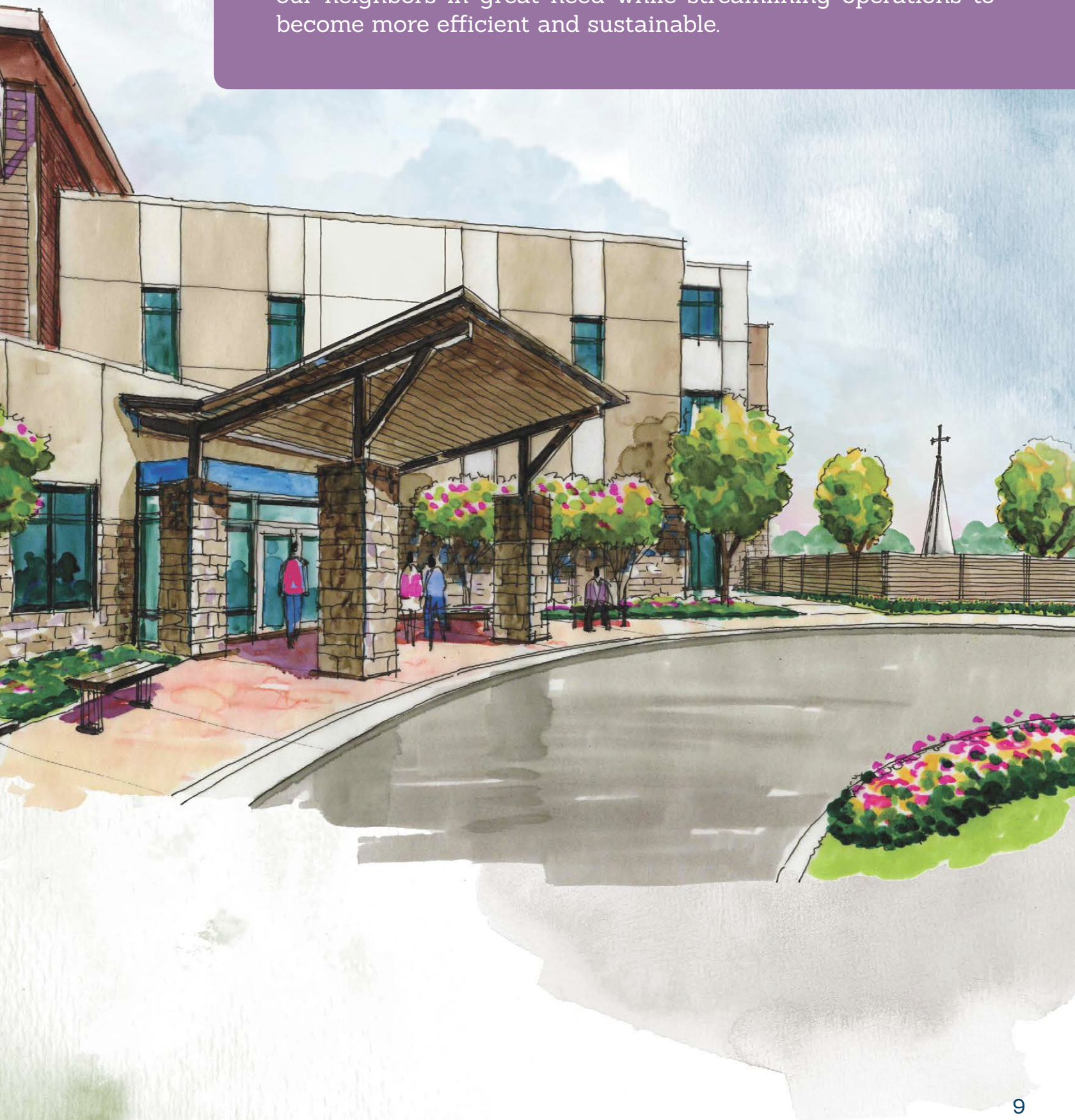
Emergency Shelter

The only walk-up shelter in the northwest suburbs, MUST's Elizabeth Inn hosts 72 of Cobb County's 140 shelter beds, but the need is far greater than the capacity. For the first time ever, children being turned away make up the largest group at 38 percent of those not able to find a bed due to lack of capacity.

The current Elizabeth Inn campus is comprised of an old church, Sunday School class building, trailers and crowded facilities. Everything is in converted space not designed for its current use, and the layout is not conducive to privacy or enhancing the dignity of residents. A new shelter facility with greater capacity, proper functionality and more flexibility is desperately needed.



MUST Ministries has launched *Build Hope a Home* capital campaign, a two-phased plan to fund the purchase, renovations and build-out of a full campus vision for MUST. Through this campaign, MUST will expand its capacity to serve our neighbors in great need while streamlining operations to become more efficient and sustainable.





The new emergency shelter will be custom-built to MUST specifications and will almost double the number of beds. The facilities will include:

Private registration offices

Commercial kitchen and dining facility with the capacity to serve 150 people at one meal

Private spaces for families that include a cohesive sleeping and living area, and a private bath

Designated spaces for women and children, including multi-purpose rooms, laundry facilities and case manager offices

Specifically designed, divided living spaces for men to enable staff to better work with separate populations such as veterans, elderly and disabled

In addition to living space, the shelter will feature an inviting lobby for registration, a small chapel and administrative offices. Outside, a well-planned garden area will enhance the shelter experience for all clients. Children will enjoy a custom-designed play area where families can convene in the evenings and weekends.





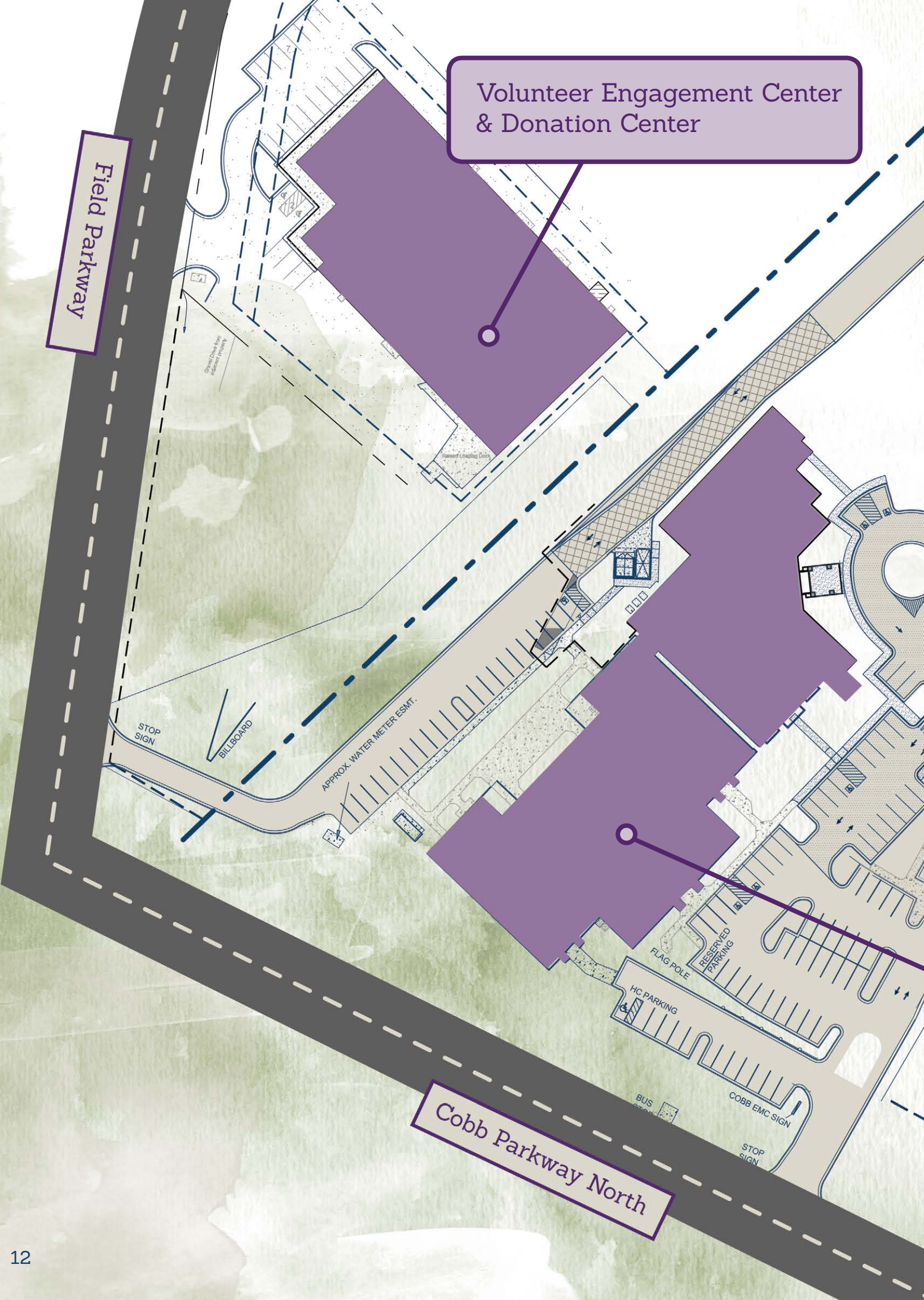
MUST Ministries continues to make an extraordinary impact for our neighbors in need. The unified shelter and campus are critical to ensuring MUST Ministries is able to support the needs of our community and transform more lives of families that need our help.

Sharon Mason | President and CEO
Cobb Chamber of Commerce



A Unified Campus

The new Marietta Program Services Center will bring MUST's core programs all under one roof. Clients who are not homeless but in need of assistance will talk to trained MUST staff and volunteers about program qualifications and options, stock up on free groceries of their choosing, shop for needed clothes and hygiene items, and receive employment services training and job certification classes - all under one roof.



Volunteer Engagement Center
& Donation Center

Field Parkway

Cobb Parkway North



The work of MUST Ministries is about ministering to the hearts and lives of those who need a helping hand, forever changing and strengthening the lives of our children and their families. This meaningful work is why I support and love the organization! We are truly blessed to have MUST Ministries in our community.

Shan Cooper
Former Vice President and
General Manager at Lockheed Martin



MUST Emergency Shelter,
Marietta Program Services
& MUST Marketplace

Bells Ferry Road

Marietta Program Services

A large, welcoming waiting area for clients will include a dedicated space for children to play while parents and grandparents receive helpful services. Private intake offices will support client confidentiality and allow guests to speak to the MUST team members in a safe environment.

One of the most exciting aspects of the new program space is the creation of a client choice pantry. In line with MUST's continued emphasis on dignity, clients will be able to select types of food and brands available to provide a pleasant shopping experience in the food pantry.

For those seeking stable work, MUST's employment services team will have a larger facility for client-centered training and job certification. A staffed computer lab will help visitors assess their skills and create effective resumes. Job preparation is a key goal and MUST has always led the way with effective employment programs.

Volunteer Engagement and Donation Center

With early commitments in place from the MUST Board of Directors, the organization confidently moved ahead into a new Volunteer Engagement and Donation Center. MUST first renovated the 26,000 square foot office-warehouse space at the northern edge of the new campus.

Operational since late 2017, the spacious warehouse is now a welcoming site for volunteer groups to engage in helping others and is improving MUST's operational efficiency and volunteer experience. Featuring commercial food storage and organization systems, the donation center consolidated two, smaller far-flung locations. The centralized approach allows MUST to coordinate donations, truck routes, volunteers and sorting systems.

Administrative Space

To provide more effective and efficient collaboration, MUST will move management and administrative support to the new collective campus. The offices, program services and MUST Marketplace will be located adjacent to the constructed shelter and just down a service road from the Volunteer Engagement and Donation Center.



MUST provides a place where pride and dignity can be restored. They provide hope where there is none and sustain hope when it is almost gone.

Don Hausfeld | President of The Landon Group, Inc.
Former Chairman of MUST Board of Directors



MUST Marketplace

The MUST Marketplace thrift store generates revenue for MUST programs and is a resource for clients as well.

An attractive new thrift store on the unified campus will be more convenient to both clients and the public. Located near two bus stops and visible at a busy intersection, MUST anticipates more shoppers and increased sales.

The large retail space will continue to feature clothing, housewares, jewelry, furniture, accessories, toys, books, sports equipment and decor. Plans call for a larger area for sorting and pricing, attractive displays and high quality new and gently used merchandise.

Outreach Center

The new campus calls for a facility designed to meet the special needs of those who are living in homelessness and those awaiting shelter. Opened each week day, the center will provide showers, restrooms, telephone, clothing, help with driver's license and veterans identification, referrals to employment services and breads and sweets. In addition, clients will have access to a lunch meal and support from volunteers and staff working to help establish client stability.

Health Clinic

Capital funds will build out and equip a modern health clinic housing a medical and mental health service desperately needed by those in poverty. Targeted services will include access to care for the impoverished who otherwise might only have emergency rooms as an alternative for non-life-threatening care.

Plans call for healthcare education, self-management programs on risk behaviors, diabetes, blood pressure, tobacco use and obesity. A specific service for gynecological needs and mental health will be included and appropriate referrals made.

In partnership with key healthcare professionals and an outstanding nursing school program, MUST will help elevate the level of medical services available to those in poverty. Once operational, MUST estimates serving 1,800 people a year.



MUST helped this old vet so much. This was one of my darkest days, but you have given me hope.

- A MUST client



Dear MUST Friends,

In our lifetime, we have very few opportunities to leave a lasting impact on our community. This is one of them.

Thank you for considering support for the new campus of MUST Ministries. For almost 50 years, MUST has partnered with leaders like you to offer comfort and hope to those experiencing poverty.

As we launch a new and exciting chapter for our organization, we hope you are as committed as we are to transforming the lives of your neighbors in need.

Throughout our history, MUST has responded to God's challenge to minister to others with compassion and love. We truly believe that the capital campaign will enable MUST to exemplify that calling while allowing you to create a powerful legacy in our community.

With your support, prayers and personally meaningful gift, MUST will move forward to change more lives by providing assistance and a path out of poverty to thousands in our community who are searching for stability.



The Honorable Roy Barnes
Campaign Co-Chair



Senator Johnny Isakson
Honorary Co-Chair, United States Senator





As a single mom, it is difficult to start over. I will never forget the many volunteers who lent an ear, who served us food, who washed our clothes when we were asleep, who made us sack lunches to take to school and work, who taught us the keys to life, and who blessed us with many gifts.

- A MUST client



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