Inspiring with hope...

Empowering through action...

2012 ANNUAL REPORT
Our Mission

The Society of St. Vincent de Paul Georgia empowers people, regardless of their background, ethnicity, or faith, to achieve stability and self-sufficiency by offering financial, material, educational, and spiritual support and by collaborating with others to develop and deliver programs and services that help those in need.
Dear Friends,

We are pleased to present the 2012 Annual Report of the Society of St. Vincent de Paul Georgia. As you will see in the report, the volunteers and staff of the Society provided many thousands of our neighbors in Georgia with financial, material, educational, and spiritual support; offering them hope as well as help in challenging times.

The work of the Society, the hope and help that we offer to those in need, could not and would not occur without the tremendous support we received from all of our stakeholders.

These stakeholders are our volunteers who work in our local Conferences across Georgia, visiting people in their homes to assess need and provide help; manning the food pantries, working in the thrift stores, and performing the multitude of other good works. They toil tirelessly to make someone else’s life a little better, a little easier, and a little more hopeful.

These stakeholders are also those people who support us financially and with in-kind donations. We can confidently offer them the assurance of our good stewardship of those financial and other gifts. As you can see in the audited financial results presented herein, over 90% of the funds we receive go directly back into programs to support those in need. That is a benchmark for which we are proud, and which we commit to maintain. We thank our benefactors and supporters for giving us the ability to help as many as we do.

The last year has been a difficult one for many of our neighbors. We hope the coming year will be an improvement in the overall economy, offering a supportive foundation and feeling of hope to those seeking stability and self-sufficiency. We know that challenges will continue for many. With your help, the Society of St. Vincent de Paul Georgia will be there for the people we serve and we will continue to provide the financial, material, education and spiritual support that is the core of our mission of providing Hope in Action®.

Changing Lives…One at a Time.

In Gratitude,

Richard P. Kessler, Jr.
President and Chairman of the Board

John A. Berry
Executive Director and CEO
History and Mission

The Society of St. Vincent de Paul has operated in Georgia since 1903 helping people in need with financial, material, and educational services that help them to achieve stability and work towards self-sufficiency. The Society is not a religious organization, but proudly claims a heritage and set of core values rooted in faith and the principles of help for our fellow men and women. The Society helps all people without regard to race, religion, ethnicity, or background. The Society of St. Vincent de Paul Georgia is one of many thousands of St. Vincent de Paul organizations throughout the world; each operating independently to best serve the needs of its local community. St. Vincent de Paul Georgia is incorporated under the laws of the State of Georgia, is registered with the United States Internal Revenue Service as a 501(c) (3) nonprofit entity and is governed by of a Board of Directors made up of corporate, private and volunteer stakeholders representing the Georgia community where the Society serves.

Program Services

The Society of St. Vincent de Paul Georgia (SVdP Georgia) conducts its work primarily through the efforts of over 3,300 volunteers who conduct program services in the communities where they live. Volunteers are supported by a professional staff that operates the programs and facilities and provides the services necessary to meet the needs of the people that are helped.

The support that SVdP Georgia provides to people in need is uniquely tailored to the situation of the individual or family. One of the key differentiating values of the SVdP Georgia service model is the ‘home visit’. The home visit is an important aspect of the methodology by which SVdP Volunteers and Staff determine the needs of the people served. In most cases, when an individual comes to SVdP Georgia for some level of support they are first visited by two volunteers who, in a caring and loving human-to-human conversation, determine what the needs are and what may be the driving factor behind that situation.

“The Explorer was still in terrific shape, and Susan and I were reluctant to let it go, especially since we associated it with so many happy family memories. But we were finally empty nesters and we knew that owning a family-sized SUV was no longer sensible. It was time to let our vehicle make some happy memories for another family and why not a family that truly needed it? By donating our Explorer to SVdP we created yet one more happy memory for our family precisely because we knew we were enabling another family to perhaps create its own new happy memories. Hard to beat that.”
— Mike & Susan (on donating the family’s automobile to grandparents caring for their three children and three grandchildren).
By conducting this home visit and learning the real issues facing families in need, the SVdP can personalize and customize an individual support plan that not only includes our available financial, material, and educational resources but also allows SVdP Georgia to marshal the resources of its many collaborative partners and other community resources.

Through this person-to-person support, SVdP Georgia can integrate and coordinate a comprehensive support plan to end not only the immediate need, but also address the root cause, guiding the individual or family toward long-term stability and self-sufficiency.
Service Delivery

SVdP Georgia provides local volunteer-based services to people in need through a network of community organizations that are referred to as ‘conferences.’ Conferences may consist of 10 to 200 volunteers and are frequently, but not exclusively, operated as service ministries of the local Catholic Church. The conference is independent of the church and reports to a geographically designated District which is represented on the SVdP Georgia Board of Directors by an elected volunteer District President. Each conference operates under the SVdP Georgia IRS 501(c)(3) tax exemption and under the overall incorporation of SVdP Georgia. The local conference collects and spends money in its local area on the needs of the people in that area that need financial help. Each conference also supports the operation of the statewide SVdP Georgia organization by contributing a small percentage of its income. Conferences are required to provide detailed financial reports of all income and expenditures on a monthly basis to SVdP Georgia’s Conference Support Center.

The services that local conferences provide are varied and specific to the needs of their local community as well as to the financial resources available to the conference. These services include, but are not limited to: Direct Assistance (rent, mortgage, and utility bills), Housing Support/Shelter (temporary shelter, emergency shelter, transitional housing), and Life Skills Training (nutrition, literacy, financial literacy, job search skills, legal, GED, ESOL).

To provide a larger scope and more professionally managed and directed services SVdP Georgia operates a number of support facilities throughout the State. These include the Conference Support Center, Thrift Stores, Family Support Centers, and Food Pantries.

“When I came to the House of Dreams, I was a broken individual. I had been homeless and the House of Dreams became my shelter from the storms in my life. Within two weeks, I obtained employment and I experienced a new found freedom.” — Karen
Support Facilities

The SVdP Georgia Conference Support Center is located in Chamblee, Georgia. It is a 20,000 sq. ft. facility that houses the administrative offices of the organization, the warehouse and distribution center for thrift store support, the Food Recovery and Distribution Program, and the Chamblee Family Support Center. In addition, video conferencing capabilities and meeting facilities provide resources that can be utilized by the conferences, districts, and the SVdP Georgia organization. One of the largest and most important programs operated out of the Conference Support Center is the Food Recovery and Distribution Program. This program is operated in strategic partnership with the Atlanta Community Food Bank. SVdP Georgia coordinates with 40+ Kroger Supermarkets, one Walmart Sam’s Club, as well as other retail food chains to pick up fresh and frozen food that is no longer sellable under their policies, but is still perfectly good, and redistributes it through their food pantries to people in need. As of September 2012, SVdP Georgia was redistributing over 10 tons of food per month through this program.

Thrift Stores are operated with two goals. Each thrift store operates as a social enterprise to generate income from the sale of donated goods. Thrift stores also are utilized by local conference volunteers as a resource to provide clothing and household goods to people they serve. As of September 2012, SVdP Georgia operated 10 Thrift Stores.

Family Support Centers are operated as resource centers for the nearby conferences. In some cases, Family Support Centers and Thrift Stores are co-located so that revenue from the social enterprise aspect of the thrift store supports operational cost of the Family Support Center. Each Family Support Center is designed to have space for an education center, a computer lab for use in training and job search support, areas for client meetings and counseling, a food pantry, and in some cases a clothing closet for an emergency supply of clothing and household items. Each Family Support Center is operated by the local conference volunteers and supported by the staff of SVdP Georgia. Services provided in addition to case management include Volunteer Income Tax Assistance and benefits screening.

SVdP Georgia also operates 38 Food Pantries throughout the state to provide help to those who are hungry and in need. Many of these food pantries are operated by local conferences or some local conferences provide supermarket gift cards in lieu of operating a physical food pantry facility. The larger food pantries in the Family Support Centers operate on a client-choice model where the people helped ‘shop’ for available food like a grocery store, providing clients dignity and the opportunity for food that they and their families prefer.

“Thank you for the assistance for my rent and electric bill. I was also happy to receive the food, household items, and toiletries from St. Vincent de Paul.” — Winnie
Conferences

ATHENS-CLARKE
University of Georgia Student Conference

BARROW
St. Matthew

CARROLL
Our Lady of Perpetual Help

CHEROKEE
Our Lady of LaSalette
St. Michael the Archangel

CLAYTON
St. Philip Benizi

COBB
Holy Family
St. Ann
St. Catherine of Siena
St. Joseph, Marietta
St. Thomas the Apostle
Transfiguration

COWETA
St. George
St. Mary Magdalene

DAWSON
Christ Redeemer

DEKALB
All Saints
Bl. Pier Giorgio Frassati
Frasatti Young Adult
Christ Our Hope
Corpus Christi
Holy Cross
Immaculate Heart of Mary
Our Lady of the Assumption
St. Thomas More

DOUGLAS
St. John Vianney
St. Theresa

FANNIN
St. Anthony

FAYETTE
Holy Trinity
St. Gabriel
St. Matthew

FORSYTH
Good Shepherd

FULTON
Blessed Trinity High School Student Conference
Cathedral of Christ the King
Holy Spirit
Our Lady of Charity
Our Lady of Lourdes
Sacred Heart
Shrine of the Immaculate Conception
St. Andrew
St. Anthony, Atlanta
St. Brigid
St. John the Evangelist
St. Jude
St. Paul of the Cross
St. Thomas Aquinas
St. Peter Chanel

GILMER
Good Samaritan

GORDON
St. Clement

GREENE
Christ Our King and Savior

GWINNETT
Mary Our Queen
St. Benedict
St. John Neumann
St. Lawrence
St. Marguerite D’Youville
St. Marguerite D’Youville Young Vincentians
St. Monica
St. Oliver Plunkett
St. Patrick
St. Stephen the Martyr
2012 Summary of Services

Greater than 90% of income goes directly to help those in need.

<table>
<thead>
<tr>
<th>Conferences</th>
<th>Members (Active and Associate)</th>
<th>Total volunteers</th>
<th>Total volunteer hours</th>
<th>Estimated value of volunteer hours</th>
<th>Estimated miles driven for home visits</th>
<th>Estimated value of unreimbursed miles ($0.55 cents per mile)</th>
<th>People Served</th>
<th>Expenditures in service to the poor (Rent, Utilities, Food, Medical, etc.)</th>
<th>Estimated in-kind value (food, clothing, furniture &amp; cars distributed)</th>
<th>In-kind value: Professional Services (legal, medical, dental, &amp; educational)</th>
<th>Total Value of Vincentian Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences in the Council (Conferences are the local volunteer organizations that deliver SVdP services to people in need across Georgia)</td>
<td>73</td>
<td>3,361</td>
<td>6,811</td>
<td>306,854</td>
<td>6,253,685</td>
<td>637,513</td>
<td>$350,632</td>
<td>$6,033,913</td>
<td>$1,281,855</td>
<td>$51,155</td>
<td>$13,971,240</td>
</tr>
</tbody>
</table>
Inspiring with hope...

Benefactors

SUSTAINING: $5,000 AND UP
Anonymous
Arby's Foundation
Atlanta Foundation
Clarence Harris Foundation
Combined Federal Campaign
Georgia State Charitable Contributions Program
Greystone Power Foundation
Ida Alice Ryan Charitable Trust
James M. Cox Foundation
John and Mary Franklin Foundation
 Kroger Co.
Mary Ellen Lindsey Branan Foundation
Sam's Club
SvDP Conference of Christ the King
United Way of Greater Atlanta
Wells Fargo Foundation
Whole Foods
WWJD Foundation
Mr. David Boivin
Mr. and Mrs. Stephen Craine
Mr. and Mrs. William Garrett
Mr. and Mrs. Frank Raiti
Mr. and Mrs. Michael G. Sherberger
Ms. Liz White

PRINCIPAL: $1,000 TO $4,999
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BJG Trading Corporation
Chamblee First United Methodist Church
Cisco Foundation
Conrads Family Foundation Fund
Cooper Industries Foundation
Eagle Rock Distributing Company
IBM Employee Services Center
Kiwanis of Atlanta
Motorola Foundation
Shaw Family Foundation
St. Joseph’s Mercy Foundation
SvDP Conference of SS Simon And Jude Conference
ZBI Employee Allocated Fund
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Ally Volunteer Match Program
Anita Hope
Assurant Foundation Matching Gifts
Atlanta Conference Of Sisters
Bank Of America United Way Campaign
BellSouth Matching Gift Center
Brookhaven Methodist Church
Capital One Services, LLC
Cisco Foundation
Cub Scout Pack 522
Embassy Suites Galleria - (Festival of Trees)
Fidelity Charitable Gift Fund
Flowers and Gifts USA LLC
Gas South Affinity Program
goodsearch
Haas Home Advisors
Houghton Mifflin Harcourt Matching Gift Program
Idlett Realty Company
Illinois Tool Works Foundation
ING
Kimberly Clark Foundation
Knights of Columbus 10633
Knights of Columbus 9915 - Hartwell Council
Knights of Columbus Council 12386
Knights of Columbus Council 13217
Knights of Columbus O.L.M Council 14348
Knights of Columbus Assembly 2639
M&P Shopping Centers
Network For Good
Once For All Inc.
Reit Management & Research LLC
Ruby Tuesday
SAP Matching Gift Program
Schack Family Foundation
St. Catherine Of Sienna Catholic School
St. Luke’s Presbyterian Church
Sts. Peter and Paul Catholic Church
St. Thomas the Apostle Catholic Church
SunTrust One Pledge Campaign
The Clorox Company Foundation
The Robinson Company
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David Markert
Mark McMullen
New York Prime Steakhouse
Océ
Paisley Salon
The Pet Gallery
Mike Petrik
Ritz Carlton of Naples
Runegevity
Southwest Airlines
The Suite Spot
Theatre of the Stars
Tlehs Printing
Turner Broadcasting System
Whole Foods Market
Zoo Atlanta
Collaborating Partners

**Atlanta Community Food Bank:** The ACFB and St. Vincent de Paul are long time partners working together to reduce hunger. The Society purchased USDA & SNAP foods from the ACFB. The ACFB provides training classes to enhance the daily operation of SVdP including: Food Pantry Safety and USDA Training.

**CredAbility:** Provides online and face-to-face financial counseling and education for people facing financial challenges in their lives.

**EarnBenefits:** The Society screens individuals for public benefits like food stamps, TANF, Medicare and Peach Care.

**Gas South:** St. Vincent de Paul partnered with Gas South to offer clients struggling with utility bills an opportunity to participate in the Pay-As-You-Go® Program, an alternative to the regulated provider program offering choice and savings to people working to establish or strengthen their credit rating.

**Kroger Co.:** St. Vincent de Paul partnered with Kroger to establish a perishable Food Distribution Program. Kroger stores donate perishable and nonperishable product that would otherwise be thrown away. Kroger has generously offered the Society the opportunity to pick up from 40 stores to fill our 38 food pantries.

**Prosperity Campaign:** Through the Prosperity Campaign the Society offers clients Volunteer Income Tax Assistance, tax preparation services, Assets Building Programs, and EarnBenefits Screening. The VITA program is a national initiative of the Internal Revenue Service (IRS) that offers FREE tax help to people with low to moderate income.

**Sam’s Club:** St. Vincent de Paul partners with a local Sam’s Club to provide donated perishable products through our Food Recovery & Distribution Program.

**United Way 2-1-1:** 2-1-1 connects people to the assistance they need to address every day challenges of living as well as those that develop during times of community emergencies. St. Vincent de Paul is the number one referral agency in United Way of Greater Atlanta’s service area.
## Audited Financials

### PUBLIC SUPPORT / CONTRIBUTIONS

<table>
<thead>
<tr>
<th>Description</th>
<th>FY 11-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals, Corporations &amp; Foundations</td>
<td>7,896,125</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>652,627</td>
</tr>
<tr>
<td>Annual Collection</td>
<td>233,195</td>
</tr>
<tr>
<td>Government Contributions</td>
<td>216,000</td>
</tr>
<tr>
<td>Estates &amp; Memorials</td>
<td>2,925</td>
</tr>
<tr>
<td><strong>Total Public Support / Contributions</strong></td>
<td><strong>9,000,872</strong></td>
</tr>
</tbody>
</table>

### REVENUE & OTHER GAINS / LOSSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thrift Store</td>
<td>1,683,915</td>
</tr>
<tr>
<td>Interest Income</td>
<td>10,923</td>
</tr>
<tr>
<td>Special Projects</td>
<td>(99,975)</td>
</tr>
<tr>
<td>Fees for Services</td>
<td>-</td>
</tr>
<tr>
<td>Conference Support</td>
<td>-</td>
</tr>
<tr>
<td>Gain (loss) on disposal of assets</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue and other Gains / Losses</strong></td>
<td><strong>1,594,863</strong></td>
</tr>
</tbody>
</table>

### TOTAL REVENUE

| Total Revenues                       | 10,595,735 |

### EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>9,466,193</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>582,681</td>
</tr>
<tr>
<td>Fundraising</td>
<td>442,709</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>10,491,583</strong></td>
</tr>
</tbody>
</table>

### Increase in Net Assets

| Amount                               | 104,152 |

### NET ASSETS BEGINNING BALANCE

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>(includes both unrestricted and restricted assets)</td>
<td>1,471,628</td>
</tr>
</tbody>
</table>

### NET ASSETS ENDING BALANCE

| Amount                               | 1,575,780 |

---

PUBLIC SUPPORT / CONTRIBUTIONS
- Individuals, Corporations & Foundations — 88%
- In-Kind Donations — 7%
- Annual Collection — 3%
- Government Contributions — 2%
- Estates & Memorials — <1%

REVENUE & OTHER GAINS / LOSSES
- Thrift Store — 99%
- Interest Income — 1%

EXPENSES
- Program Services — 90%
- General & Administrative — 6%
- Fundraising — 4%
Inspiring with hope...
The Future of SVdP in Georgia

The Society of St. Vincent de Paul Georgia 2012 Strategic Plan contains six areas of focus for the next five years. These areas build on and hone the work that was conducted under the 2007 Strategic Plan and continues to focus the organization on its mission to “Empower people, regardless of their background, ethnicity, or faith, to achieve stability and self-sufficiency by offering financial, material, education, and spiritual support and by collaborating with others to develop and deliver programs and services that help people in need.”

The three key ‘pillars’ of the Strategic Plan are:

- Build, develop, and grow internal and external relationships that support and enhance the successful accomplishment of the mission and vision of Society.

- Add, expand, improve, reduce, or exit council-wide programs, partnerships and collaborations as appropriate to accomplish the mission of the Society.

- Identify, develop and nurture internal and external diverse relationships that will help the Society accomplish its mission and address the needs of the community and which leverage the resources of the Society and its collaborative partners to reduce duplication and redundant services.

With those pillars in mind, SVdP Georgia has established a vision for the future that builds upon the Family Support Center model of support to the work of the local conferences or when the establishment of a permanent facility is either impractical or creates alternative delivery models for those services. Additionally, SVdP Georgia looks to expand and enhance the ‘range of services’ available through those Family Support Centers by establishing collaborative partnership relationships with organizations that can deliver those services through the Family Support Centers as either resident partners at the facility or occasional visiting deliverers of those services. The services envisioned include medical, financial, educational, and others.

To address the desire for alternative delivery models, SVdP Georgia is exploring the feasibility of operating mobile family support centers through the use of customized buses, mobile homes, or vans. These vehicles can be placed locally for a specific period and provide food pantry support, education, computer resources through the use of wireless internet connections, and other services.

SVdP Georgia also desires to expand its capability and proficiency in the remote delivery of training via teleconferencing. Through technology, SVdP Georgia can vastly expand the number of people it helps through training and education and deliver much needed services to those in remote areas which are often underserved.

“St. Vincent de Paul was there for me and my son when we did not have enough food to eat. The staff treated me with respect and helped me re-apply for food stamps. I don’t know where we would be without their help.” — Diane
Summary

SVdP Georgia helps people in need under a model of person-to-person service that has been honed and refined over the 180 years since the Society’s founding in Paris, France in 1833. One of the most important and beneficial aspects of SVdP’s work is that each St. Vincent de Paul organization customizes and tailors its work to the needs of the local community. By doing this we are able to ensure that resources are appropriately and efficiently used to address the real needs of the people who are helped. The ability of the organization to bring a human face to those who are in need, to ensure that their real needs are communicated and addressed, and to let them know that they are valued as people is fundamental to the work of the Society of St. Vincent de Paul.

St. Vincent de Paul Georgia strives, above all else, to be Hope in Action® to those in need. Changing lives... one at a time.
President: Richard P. Kessler
Treasurer: George W. Hillegass
District 1: Laurence Sigurdson
District 2: Ray Lerer
District 3: Mark Bataillon
District 4: Kyle Reis
District 5: Kathy Richards
District 6: Patricia Smith
District 7: Susan Wissman
District 8: Open
District 9: Open
Member at Large: Jack Murphy
Member at Large: Myrtle Davis
Member at Large: Mark McMullen
Member at Large: Meredith Hodges
Spiritual Advisor: Deacon Ernest Terry Biglow
CEO & Executive Director: John A. Berry
Changing Lives...One at a Time.

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Twitter: https://twitter.com/#!/SVdp_ATL
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