FOR IMMEDIATE RELEASE
October 6, 2026
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Status: Home Completes Historic $26.6 Million Campaign, Expanding Long-Term Affordable Housing Across Metro Atlanta

Public and private investment enabled the nonprofit to purchase and renovate five multifamily properties, reducing reliance on the rental market and preserving supportive housing for the long term

ATLANTA - Status: Home has completed a historic $26.6 million capital campaign, transforming major public and private investment into lasting housing assets across metro Atlanta. The campaign enabled the nonprofit to purchase and renovate five multifamily properties and make capital improvements designed to preserve affordable supportive housing, strengthen long-term housing stability and reduce vulnerability to rising rental costs.

The campaign grew from a significant challenge facing Status: Home and the people it serves. As housing costs increased and federal housing resources declined, the organization faced growing uncertainty in a housing model that relied heavily on leased properties. At the time the campaign strategy was developed, approximately 75% of residents in Status: Home housing programs lived in properties leased by the organization, while rental costs had increased more than 30% over five years.

Status: Home responded by shifting toward greater property ownership. The campaign fundamentally changed the organization's housing model, allowing Status: Home to move beyond heavy reliance on leased housing by acquiring and improving five multifamily properties across metro Atlanta. The shift gives the organization greater control over long-term affordability and creates housing assets that can remain in service to the community for years to come.

"Raising $26.6 million is a significant milestone, but the real impact is what that investment makes possible," said Maryum Phillips, CFRE, President & CEO of Status: Home. "Inside each of those homes are people - people living with HIV who are able to focus on their health, families who have greater stability and residents who can move forward without the constant uncertainty of where they will live. By investing in ownership, we are protecting affordable housing as a long-term community asset and strengthening our ability to serve Atlanta for generations to come."

For nearly four decades, Status: Home has worked at the intersection of housing and health, with longstanding expertise serving individuals and families living with and impacted by HIV. Stable housing provides a foundation for residents to remain connected to health care, supportive services and other resources that contribute to long-term health and stability.

The City of Atlanta was among the campaign's significant public partners. During remarks celebrating the campaign, Atlanta Mayor Andre Dickens highlighted the importance of moving beyond heavy reliance on the rental market.

"One of the recommendations was to put more resources toward helping providers purchase and build housing instead of relying so heavily on the rental market," Dickens said. "The city committed $7 million to help Status: Home secure permanent multifamily housing."

Dickens also connected the investment to the city's broader efforts to protect affordable housing, prevent displacement and make long-term investments that allow Atlantans to remain in their communities.

Status: Home marked the successful conclusion of the campaign Sept. 30 during Opening Doors, an open house, campaign closeout celebration and donor appreciation event at the organization's Midtown office within the Center for the Visually Impaired. Opening Doors provided an opportunity to formally celebrate the space with the community while recognizing the campaign's impact and the partners who helped make it possible.

During the event, the Atlanta City Council formally recognized Status: Home and proclaimed Sept. 30, 2026, as "Status: Home Opening Doors Day" in the City of Atlanta. The proclamation recognized Status: Home's nearly four decades of service and leadership, its commitment to connecting housing and health, and the $26.6 million campaign's role in expanding the organization's capacity to own and preserve affordable supportive housing for generations to come.

Opening Doors also included the premiere of a new campaign closeout film documenting the need that drove the campaign, the partnerships behind it and the impact of the resulting investment. The film includes reflections and thanks from Maryum Phillips, CFRE, President & CEO of Status: Home, and Anita Douglas Murphy, Chief Development Officer of Status: Home, along with special comments from Rita Breen, Vice President, Georgia Power Foundation; Gabby Sheely, Executive Director, Tull Charitable Foundation; Bert van der Meer, Vandermeer Management, LLC; and Mayor Andre Dickens, City of Atlanta. Status: Home plans to release the film publicly following the celebration.

Guests at Opening Doors also received an inside look at the five multifamily properties purchased and renovated through the campaign through property videos and visual presentations connecting the capital raised with the housing assets those investments helped acquire, improve and preserve.

The campaign's significance extends beyond the conclusion of a fundraising effort. Greater property ownership positions Status: Home to protect affordable housing from market volatility, plan more strategically for long-term property needs and preserve housing stability for residents who may be particularly vulnerable to displacement and homelessness. As Status: Home moves into its next chapter, the organization is building on the foundation created through the campaign while continuing to address housing instability among metro Atlanta's most vulnerable residents.

About Status: Home

Founded in 1988, Status: Home is Atlanta's oldest and largest provider of affordable, supportive housing for metro Atlanta's most vulnerable residents, particularly those living with or impacted by HIV. Through permanent supportive housing, community-based housing, rental assistance and comprehensive supportive services, Status: Home works to connect housing with health, stability and opportunity. Learn more at statushome.org.

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