Decrease in income due to COVID and navigating a new landscape of digital fundraising

From Facebook fundraisers, including birthdays, GivingTuesday and others
2020 saw a steep decline in incoming funds for our vital programs. With many canceled events, our SNAZ program was particularly affected with the bus being grounded for the bulk of last year. SNAZ came back online during Q4 of 2020, just in time for holiday events like the PTC Farmer’s Market (Second Saturdays with SNAZ), the Fayette Chamber EXPO and the Avenue Peachtree City Santa Shopping and holiday treats. With a few mechanical needs still pending, SNAZ is finally out about town once more.
Meet Southside Support

Our Mission

Connecting families of children with special needs to valuable resources in our community and also with each other. We do this though education, advocacy and inclusion opportunities.

Our Programs

SNAZ (Special Needs Accommodation Zone) - a 40’ RV retrofitted with adaptive equipment and other unmet needs to make community events more accessible for special needs families. The SNAZ bus includes a sensory zone, adult changing station, refrigeration for tube feeding supplies, a wheelchair ramp and private area for breastfeeding or other necessities.

SNAP (Special Needs Alliance of Professionals) - quarterly educational networking events to bridge the gap between our business owners and our disabled community.

SUPPORT - A private facebook group with periodic coffee meet-ups to provide special needs parents with a safe space to share, vent and find their tribe.

SYMPOSIUM - A yearly educational seminar and workshop for parents to receive valuable training and information for available resources and rights.

SOIREE - Our annual fundraising gala and silent auction, providing special needs parents with a night of glamour.

SERVICE - Through programs like our Holiday Relief Fund, we provide families who find themselves in-patient during the holidays with groceries, holiday meals and parking.

RESOURCE GUIDE - A directory of available providers
Meet Our Board

BOARD OFFICERS

Patty Gullick - President
Governance Chair
Symposium Chair
Patty has been involved with Southside Support for over 10 years. She owns her own company, Tutoring with Patty Gullick. Patty is traind in OrtonGillingham and other multisensory methods of teaching reading and writing.

Kay McInroe - VP
External Affairs Chair
Soiree Chair
Kay is Fayette County’s premier REALTOR. Besides serving on our board, Kay also served as the President of Kiwanis for 2 years and the Women’s Council of REALTORS. She donates a portion of her commissions to children’s charities.

Hollie Drake - Treasurer
Internal Affairs Chair
Soiree Co-Chair
Hollie found Southside first as a parent, when her daughter was born with Down Syndrome in 2015. A rare native of Atlanta’s southside, Hollie has seen first-hand the benefits of this wonderful group to special needs parents.

MEMBERS AT LARGE

Daniel Campen - Campen Estate Planning
SNAP Co-Chair

Frederick Taylor - Tomorrow Pictures
Dragon Boat Race Chairperson
Social Media/Marketing Co-Chair

Janet Moon - PTC Police Chief
Golf Tournament Chairperson

Dr. Jay Lerner - Southern Crescent Clinic
SNAP Chairperson
Dragon Boat Race Co-Chair

Karen Amos - Nurse Practitioner
Symposium Co-Chair

Matt Griffin - ACTION Wrestling
Social Media/Marketing Chairperson

Mike Martin - Edward Jones
SNAZ Chairperson
Finance Committee Co-Chair
Many Thanks

Our Staff

Chelsie Nichole
Executive Director
Chelsie came to Southside Support as our newest Executive Director in the middle of a pandemic. She has worked to expand our program offerings and pivot Southside into the digital age and new landscape of fundraising for non-profits. Chelsie lives with her husband and 4 children on a homestead in Fayetteville.

Jennifer McMullen - Admin
Jen joined Southside as our keeper of knowledge and documents after 15 years of experience working as a business analyst for a software company. Like our Treasurer and Executive Director, she also found Southside as a parent first and now uses her love of paperwork, highlighters and spreadsheets to enhance the mission of our Southside Family.

Our Community Partners

GRANTS:

DONATIONS:
BMW South Atlanta, Brightmoor Hospice, CHOA, Cronic Motors, Integrated Recycling Solutions, Kay McInroe, Mark Oldenburg & Family, Mike Martin Edward Jones, Patty Gullick

ADDITIONAL THANKS
Darrin Flanagan with Launch & Go Workspace, Tricia Davis-CPA, Brandon’s Package Store, Dr. Linda Katz with Fayette Chiropractic Center, Dirt1X, Parent to Parent of Georgia, Fayette Chamber of Commerce, The Avenue Peachtree City, Jeyaram & Associates, Christy Calbos Law, Piedmont Fayette Hospital, Muldrow Marketing, The Powell Family, Campen Estate Planning, Bob Goldberg
# Events 2021

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>APR 2</td>
<td>SNAZiversary Golf Tournament</td>
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<tr>
<td></td>
<td>World Autism Awareness Day</td>
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<td>Planterra Ridge Golf Club</td>
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<td>MAY 1</td>
<td>Kentucky Derby</td>
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<td>Fayette Board of Realtors</td>
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<td>Minter's Farm</td>
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<td>MAY 9</td>
<td>SNAP</td>
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<td>Launch and Go Workspace</td>
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<td>AUG 9</td>
<td>SNAP</td>
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<td>Launch and Go Workspace</td>
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<td>AUG 20</td>
<td>Symposium</td>
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<td>Mental Health Awareness</td>
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<td>Newnan Center</td>
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<td>SEPT 25</td>
<td>Dragon Boat Race</td>
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<td>Rotary Club of Fayette</td>
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<td>Drake Field</td>
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<td>OCT 1</td>
<td>Soiree</td>
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<td>Oktoberfest</td>
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<td>Line Creek Brewery</td>
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<td>NOV 8</td>
<td>SNAP</td>
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<td>Launch and Go Workspace</td>
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<tr>
<td>ONGOING</td>
<td>SNAZ bus at local community events by invitation</td>
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</tbody>
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New Digital Landscape of Fundraising

Income: $64,955
- Fundraisers: 58%
- Grants: 22%
- Donations: 18%
- Programs: 2%

Expenses: $63,149
- Fundraisers: 29%
- Admin: 42%
- Operating: 19%
- Programs: 10%

Demographics:
- Men: 8%
- Women: 92%
- 35-44: 36%
- Other Age Groups: 35%

Location:
- Fayette 30%
- Coweta 22.5%
- Fulton 16.4%
- Henry 11.8%
- Clayton 3%
- Other 16.2%