

2024

Annual Report

Eleos Foundation’s mission is to serve women in their time of need, helping them to preserve their dignity as they build brighter futures.

We provide essential undergarments and hygiene items to organizations dedicated to serving women survivors of domestic violence, homelessness, addiction, and sex trafficking.

Women require more resources than men to maintain the most basic level of personal care. For example, monthly menstrual products are an additional expense that women must budget for and one that not all women can afford.

This disparity registered with Athena Anemogiannis and she had begun plans to collect and distribute hygiene products and basic essentials to distribute to women experiencing homelessness. After she passed away on July 20, 2021, her family and friends picked up where she had left off and formed Eleos Foundation to honor and fulfill her intentions.

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Letter from the President

Kathy Anemogiannis



As we reflect on 2024, one of our most significant milestones was hosting our inaugural annual fundraising event, the Eleos Garden Party.

Just as Eleos Foundation helps women across Georgia blossom and grow, the Atlanta Woman's Club has played an invaluable role in our journey.

Through their "Seeded Event" program, emerging nonprofits like ours gain vital support in fundraising and outreach. The Atlanta Woman's Club generously provided their stunning historic Midtown property, The Wimbish House, at no cost.

Not only that, volunteers from the Atlanta Woman's Club graciously managed the registration table, silent auction, and other essential areas. Thank you, Atlanta Woman's Club, for your unwavering support and guidance that made our first (and second, as I write this) Eleos Garden Party a resounding success!

In 2024, we also focused on refining our systems and processes, enhancing our Eleos branding. Our commitment to efficiency and automation distinguishes us from other small nonprofits. With only a part-time administrator, we utilize powerful tools like Google Workplace, Bloomerang, QuickBooks, and MainSequence CRM. This

streamlined approach enables us to communicate and deliver our services consistently.

Our aim is to develop sustainable, automated processes that our volunteer board can easily execute, allowing us to prioritize our mission rather than building an organizational enterprise. We made significant investments in these platforms this year, which did affect our "Program Expense Ratio"—the percentage of income directed toward our program activities. While we maintained a 93%+ ratio during the first two years, our investments brought this down to 70% in 2024. However, we are committed to restoring our program expense ratio to 90% in 2025.

Here are a few highlights from the past year:

- Grew our Eleos care kit assembly participation with local businesses.
- Expanded our network of organizations served to 51, including a safe house in Chattanooga.
- Our first Eleos Garden Party netted \$42,831.52.
- We successfully applied for and received our first corporate grants:
 - Georgia Power: \$2,500
 - Weyerhaeuser: \$5,500
- Migrated our donor management platform from DonorPerfect to the more user-friendly and cost-effective Bloomerang.
- Organized our workflows and document storage in Google Workspace.
- Established regular quarterly communications with client shelters to assess and respond to their needs.
- Hired a contract graphic designer to create email templates and enhance our Eleos branding for media and print.
- Increased participation in our Eleos care bag assembly program.

With Gratitude,

A handwritten signature in black ink, reading "Kathy Anemogiannis". The signature is fluid and cursive, with a large, stylized initial "K".



2024 Impact

Since our introduction to the Georgia Coalition Against Domestic Violence (GCADV) in January 2022, Eleos Foundation has partnered closely with its member organizations, delivering essential items like underwear, sports bras, and period products to their emergency shelters and supportive housing locations.

Domestic violence affects individuals across all demographics in Georgia and is often underreported. Although specific statistics for 2023/2024 are still pending, trends suggest a potential increase in reported domestic violence incidents, rising from 66,000 in 2021 to an estimated 70,000 in 2023.

GCADV member organizations play a vital role in supporting survivors of domestic violence in Georgia through a range of services, including shelter, counseling, legal support, and educational programs:

- **EMERGENCY SHELTERS:** Provide safe housing for survivors and their children fleeing abusive situations, ensuring a secure environment with food and basic necessities.
- **CRISIS INTERVENTION:** 24/7 hotlines offer immediate support, information, and assistance to survivors in distress, with trained advocates providing emotional support.
- **COUNSELING AND SUPPORT GROUPS:** Survivors can access individual counseling and support groups focused on healing and empowerment, helping them regain control over their lives.
- **LEGAL ASSISTANCE:** Many organizations provide legal advocacy services, including support in obtaining protective orders and navigating family court.
- **RESOURCE AND REFERRAL SERVICES:** They connect survivors with community resources like housing assistance and job training to help rebuild their lives.
- **EDUCATION AND PREVENTION PROGRAMS:** These initiatives raise awareness about domestic violence, promote prevention strategies, and educate the community on available resources.



Board of Directors



Kathy Anemogiannis
President and Chair



Rana Alsiro
Vice President Community Affairs



Estefania Jimenez
Administrative Manager



Sara Joyce
Secretary & Vice President Special Projects



Valeria Kravchouk
Vice President Accounting & Finance



Pranvi Parekh
Vice President Operations & Marketing Strategy



Laura Roesler
Vice President Social Media & Charitable Organizations Outreach



Eva Rojas
Vice President Corporate Programs



Jason Sanabria
Vice President Grassroots Programs

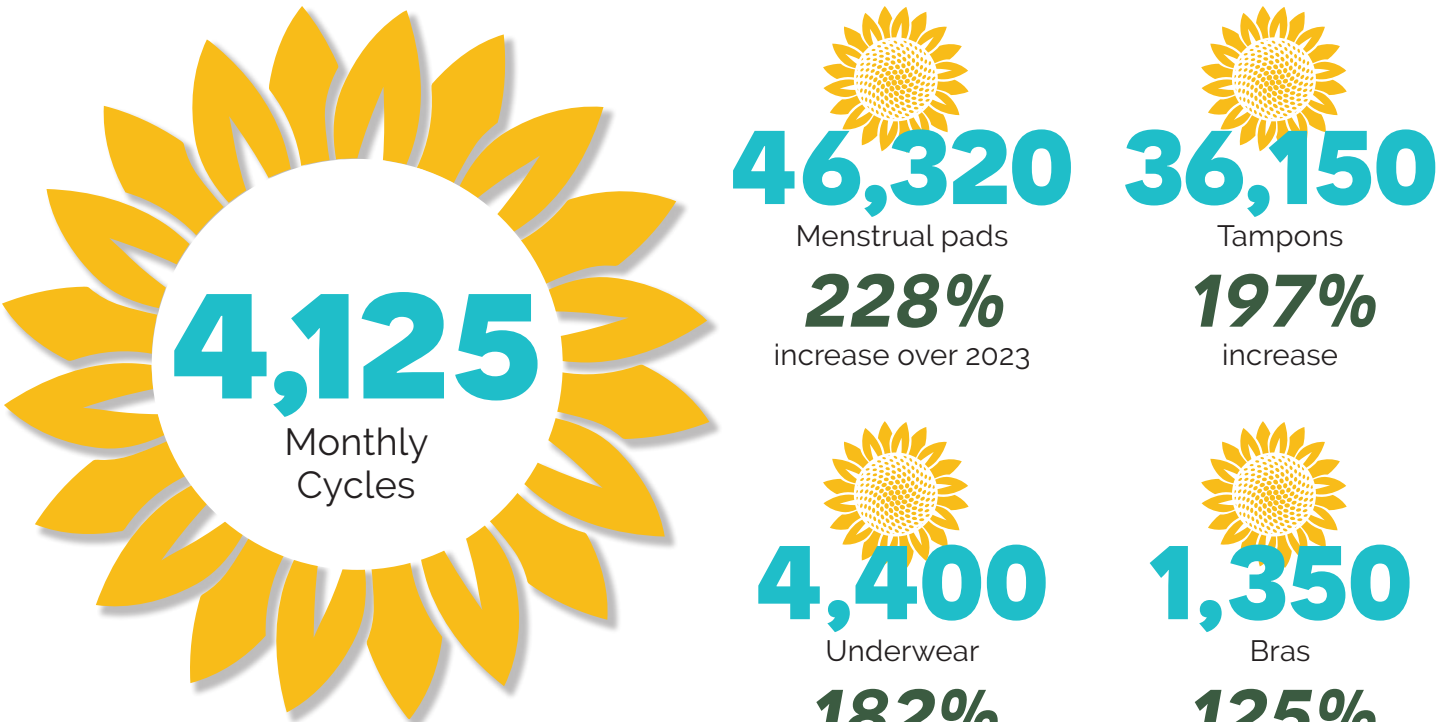
Our board of eight (plus our part-time jewel of an administrative assistant) has been phenomenal these last three years.

What we've effectively accomplished is the start-up and stewardship of a small miracle that keeps unfolding. Our bond began with our shared loss of Athena. We continue to grow together, learn together, and celebrate our successes together.

Everyone has full-time careers and yet they all commit themselves fully to advancing the Eleos mission and serving not only as board members, but as volunteers to execute our programs. We are deeply appreciative of one another and the passion and collective talents and experiences that everyone brings to get things done!

Programs and Impact

Materials Distributed to Women and Girls in 2024



Shelter Testimonials: Program Impact on Beneficiaries

Kaitlyn Bureau, BSW, CRIT Lead Case Manager
Chattanooga Room in the Inn (CRITI), Chattanooga, TN



We appreciate the generosity of the Eleos Foundation and all the organization does for women experiencing homelessness.



As we reflect on 2024, we are overwhelmed with gratitude for your unwavering support. Because of you, survivors of domestic violence found safety, healing, and hope.

Your generosity has made a profound impact.

Jean Douglas
Women's Resource Center to End Domestic Violence, Decatur, GA



Community Awareness

Eleos Care Bag Assembly and Distribution

Our bright yellow bags, chock full of hygiene items, including period products. We also include a small "happy gift," when we're able, like a bright colored cotton bandana. These bags are distributed to area organizations as well as homeless females our board members and volunteers encounter, mainly in urban areas of Atlanta..

Bulk Materials Orders for Shelters

Orders we place through Walmart or Amazon that ship directly to the shelters. The orders are based on the number of women and children they estimate they will serve over the ensuing three months..



Fundraising Events

Athena Anemogiannis Annual Memorial Sound Bath

A gift of healing to our Eleos community, featuring the amazing Kennedy Oneself, from Asheville, who plays everything from singing bowls, to harp and chimes, didgeridoos and more.

Giving Tuesday and December Holiday Season

During the holiday seasons of November and December, our nonprofit received an impressive \$18,129.70 in donations, showcasing the generosity and support of our community. This remarkable contribution significantly enhanced our ability to serve and make a positive impact in the months that followed.



First Annual Garden Party

Eleos Foundation hosted our inaugural Garden Party on April 25, 2024. We are incredibly proud of what this community accomplished together!

Our goal for the Garden Party was to raise \$50,000, and we exceeded it thanks to you! The generosity of this community enables us to serve a broader base of client organizations more frequently and more consistently in Atlanta and across Georgia. Thank you all for being a part of the Eleos community!



Financial Statement

2024 was our third year of operation. We continue to “build for tomorrow.” Our intention from day one has been to build a lean and efficient non-profit organization with no full-time staff and the vast majority of our funds going towards our mission.

2024 was a year of refining and investing in our systems and processes. We also incurred marketing expenses when we accepted an invitation from the Atlanta Woman’s Club to produce our first, major annual fundraising event at the Wimbish House in Midtown Atlanta. As a result, our mission directed expense allocation dropped from 93% to 73%.

What we have gained with these investments is more reliable and automated systems for recording donations, presenting receipts, and managing email communications to our stakeholders. Our part-time administrative assistant and volunteer board members all now work from a Google workspace where all files and correspondence pertaining to Eleos Foundation are stored in shareable drives. These investments will pay off for years to come as we also work to expand our donor base.

Summary Of Financial Performance For Fiscal Year 2024 (January - December)

| REVENUE | |
|-------------------------------------|-------------|
| Non-Profit Revenue | 90,759.83 |
| Total Revenue | \$90,759.83 |
| EXPENDITURES | |
| Administrative Contractor | 3,192.99 |
| Advertising & Marketing Admin | 755.70 |
| Advertising & Marketing Program | 3,290.00 |
| Advertising & Marketing Fundraising | 3,216.25 |
| Bank Charges & Fees | 31.50 |
| Gifts to Donors | 29.12 |
| Legal & Professional Services | 357.00 |
| Office Supplies & Software | 3,693.95 |
| Other Business Expenses | 3,849.80 |
| Supplies & Materials | 25,145.34 |
| Taxes & Licenses | 60.00 |
| Total Expenditures | \$43,621.65 |
| NET OPERATING REVENUE | \$47,138.18 |
| NET REVENUE | \$47,138.18 |

Partnerships, Collaborations and Community Engagement

We recognize and thank these organizations that believe in our mission and donated services in 2024:

Elaine Sterling Institute

Elaine and her team have been steadfast in their support of Eleos Foundation. Elaine donated a percentage of her book proceeds, "Beauty Beyond the Mirror," to us as well as auction items

Stretch Lab Service Days (Decatur, Morningside locations)

Alex Allyn and her team in each of these locations held Eleos care bag assemblies on a Sunday afternoon. That was the limberest, fastest, most efficient assembly we've ever seen!

Yancey Bros. Service Day

As we approached the Thanksgiving holiday, we joined team leaders from Yancey Bros. at their training facility to put together 150 Eleos care bags.

Haygood Methodist Women's Circle

The Atlanta Woman's Club very own Connie Morrison, past President, hosted an Eleos care bag assembly in her home and welcomed board members, Val Kravchouk and Laura Roesler, too.

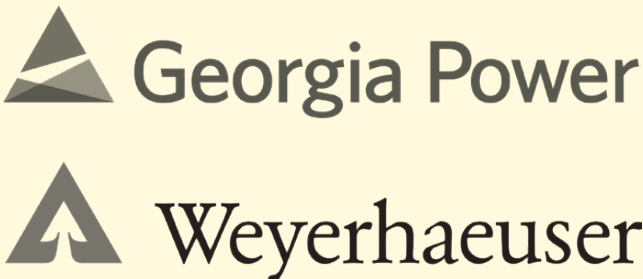
Galloway Student, Anna Tan Rowe

To commemorate the Martin Luther King Jr. holiday, Anna and her friends got together for a few hours to count tampons and pads and fill Ziplock bags for Eleos care bags. Not only that, they wrote inspirational notes for the women who would receive them.



We are grateful to the business community for their financial and in-kind contributions:

Special Thanks to These Primary Sponsors:



Eleos Angels

We acknowledge the deeply caring people who supported our efforts this third full year of operation with financial and in kind donations. Together we are helping women in temporary shelters and supportive housing across Georgia, to feel that someone is walking with them on their path from surviving to thriving.

\$15,000+

Kathy Anemogiannis, Regions Executive Recruiting LLC

\$10,000 to 14,999

Emmanual Anemogiannis, including match by Ciena Corporation

\$5,000 to 9,999

Life is Now Inc. / David Neagle
Trail Software, Inc., DBA KINDFUL
Weyerhaeuser Corporation

\$2,500 to \$4,999

Georgia Power / Southern Company
Janet Moss / Foundation for the Carolinas
Yancey Bros

\$1,000 to \$2,499

| | |
|---|--|
| Veronica Anderson | Nick and Celesta Janoulis |
| Susana Chavez, Park Place Parking | Kevin Freeman and Nicole Janoulis Freeman |
| Gary Demasi and Stirling Spencer | Scott & Rachel McCray |
| Donna Foland, DGF Properties | Fasil Muche |
| Doug & Doe Ann Hart / Cantor Fitzgerald Relief Fund | James Rink, Jr. |
| Dottie Jackson | Elaine Sterling, Elaine Sterling Institute |
| Scott and Amy Jacobson | |

\$500 to \$999

| | |
|--------------------------|---------------------------------------|
| David Hochberg | Mike and Frances Nunnally |
| Todd and Tiffany Hoffine | Richard and Helene Prokesh / Rothkopf |
| Eric King | Greenberg Family Foundation |
| Charlotte Nunnally | Jerry and Anne Sturtevant |

\$100 to \$499

| | |
|---------------------------------|-------------------------------------|
| Jacob and Claire Beil | Constantine Kokenes |
| Allison Bredahl | Kathleen Kurke |
| Devereaux Brown | Dawn Lanier |
| Thanos and Tessie Catsambas | Gwen Magrisso |
| Lori Coffey | Ned and Carol O'Hearn |
| Lisa Cooper and Alvin Singleton | Peter Laing and Stephanie Rowbotham |
| David and Sue Cottrell | Gwen Magrisso |
| Mark Edge | Karen McDonald |
| Mike Ellis | Eva Rojas |
| Leah Formby | Alex and Samantha Rowe |
| Stephen Frangis | Brooke Schwartz |
| Stephan and Valine Georgeson | Nermina Silnovic |
| Kathrine Glass | Emily Trader and Bill |
| Dustin and Christina Hardy | David Vigil |

In Kind Donations

| | |
|---|--|
| Fiona Dangerfield (graphic design services) | Maureen LaFranz (Massage and Reflexology donation for raffle) |
| Sara Joyce (Mother's Day Card program execution) | Pat Sanabria (hand crafted items for raffle) |
| Noel Mayeske of Mayeske Creative LLC (graphic design and photography services) | Jason Sanabria Family (beeswax candles sold at Eleos Events) |

Organizations We Served in 2024

Eleos Foundation was pleased to serve 37 organizations across the state of Georgia, including emergency shelters and supportive housing programs.

1. CAMDEN HOUSE
St. Mary's

2. CCUS/ELEOS FOUNDATION
Marietta

3. CHEROKEE FAMILY VIOLENCE SHELTER
Canton

4. CITY OF REFUGE/HOUSE OF CHERITH

5. CROSSROADS MINISTRIES
Atlanta

6. ELEOS FOUNDATION
Atlanta

7. FAIR HAVEN
Jesup

8. FIGHT ABUSE IN THE HOME (FAITH)
Clayton

9. FORSYTH COUNTY FAMILY HAVEN
Cumming

10. FRONTLINE RESPONSE
Atlanta

11. GIGI'S HOUSE
Hampton

12. GLYNN COMMUNITY CRISIS SHELTER/AMITY HOUSE
Brunswick

13. GOOD NEIGHBOR SHELTER
Cartersville
14. HALCYON HOUSE
Thomasville

15. HEART HAVEN/NE GEORGIA COUNCIL ON DOMESTIC VIOLENCE
Hartwell

16. HOPE HARBOUR/ COLUMBUS ALLIANCE FOR BATTERED WOMEN
Columbus

17. HOSPITALITY HOUSE FOR WOMEN
Rome

18. LIVING IN BALANCE
Moultrie

19. MY SISTER'S PLACE
Gainesville

20. N GA MOUNTAIN CRISIS NETWORK
Blue Ridge

21. NO ONE ALONE
Dahlonaga

22. NORTHWEST GEORGIA FAMILY CRISIS CENTER
Dalton

23. PEACE PLACE
Winder

24. REBECCA'S TENT
Atlanta

25. RUTH'S COTTAGE
Tifton
26. SAFE HAVEN
Statesboro

27. SAFE HOUSE OF CENTRAL GEORGIA
Macon

28. SECURUS HOUSE
Morrow

29. SERENITY HOUSE PROJECT
Moultrie

30. SOLOMON'S TEMPLE
Atlanta

31. TAPESTRI
Tucker

32. THE HAVEN OF VALDOSTA
Valdosta

33. TRI-COUNTY PROTECTIVE AGENCY
Hinesville

34. WEST GEORGIA DOMESTIC VIOLENCE
Carrollton

35. WOMEN IN NEED OF GOD'S SHELTER (WINGS)
Dublin

36. WOMEN'S RESOURCE CENTER
Decatur

37. ZABAN PARADIES CENTER
Atlanta



Our Vision for The Future

Our mission—to serve women in their time of need and preserve their dignity as they build brighter futures—remains the guiding force behind every step we take.

Each care item we distribute represents more than a donation; it’s a powerful symbol of hope, compassion, and respect. Looking ahead, we are committed to expanding our impact by deepening partnerships, raising awareness, and strengthening the support systems that empower women.

Our vision includes:

Expanding Reach

We aim to broaden our distribution network to serve more women impacted by domestic violence, homelessness, addiction, and sex trafficking—especially in underserved communities throughout the state.

Dignified Support

We are committed to providing high-quality undergarments and hygiene essentials that uphold the dignity of every woman we serve. This includes building partnerships with hygiene product companies to help sustain and grow our mission.

Building Awareness

We will continue raising visibility of women's urgent needs by participating in key events such as community health fairs and the Georgia Commission on Family Violence 31st Annual Family Violence Conference.

Launching Signature Events

This Fall, we will host our own awareness and fundraising event to unite supporters, partners, and community members in a shared commitment to dignity, healing, and change.

Fostering Partnerships

By strengthening collaborations with shelters, advocacy organizations, healthcare providers, and fellow nonprofits, we are creating a united network of support for women on their journey to safety and independence. We also seek to grow relationships with corporate partners who share our values and can help expand our reach—including funding for travel to shelters across Georgia for direct delivery of supplies.

Growing Volunteer Engagement

We're investing in the expansion of our volunteer programs and developing a replicable, sustainable model that can be scaled to additional communities and locations.

Ensuring Sustainable Growth

As demand increases, we remain focused on building a resilient, mission-driven infrastructure that allows us to adapt, grow, and continue serving with compassion and care. Together, with our partners and supporters, we are working toward a future where every woman feels seen, supported, and empowered—no matter where she is on her journey.

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Unsplash: pg.21 (Diego Vidita), back cover (Melissa Askew)



Final Thoughts

The emotional decision to flee an abusive situation and seek refuge in an emergency shelter is complex and deeply personal. In that moment, survivors must confront their past while daring to envision a future where they can reclaim their autonomy and well-being. It's an emotional journey.

We hold deep respect for the organizations we serve across the state and the courageous women they in turn serve — these women who have made the bold decision to flee abusive circumstances and jump into the unknown. Often, they (and their children) arrive with nothing other than the clothing they wear.

Time and again we receive precious notes from case managers, executive directors, and staff expressing their thanks for supporting their clients with the essential items we provide.

We are proud of what we have achieved in just three years thanks to our supportive Eleos community. Thank you for believing in our burgeoning, young mission. Thank you for providing us the power to carry it out.

Connect

With Us!

eleos-foundation.org



eleos
FOUNDATION