

Dear AAA Members,

For nearly 40 years, the Atlanta Apartment Association and the Atlanta Community Food Bank have stood side by side in a partnership that reflects an unmatched commitment to servant leadership in our community. Together, you have helped provide the equivalent of more than 140 million meals to Georgia families in need. As we look ahead to this year's campaign, we want to share an important evolution in how we will continue this legacy of impact.

For decades, the annual Food-A-Thon parade has been a beloved tradition. One that brought energy, visibility, and celebration to our collective efforts. However, due to the operational and facility demands of the Food Bank's growing mission, it is no longer feasible to pause operations to host the parade.

While we say goodbye to that chapter, we are incredibly excited to introduce a new model that the AAA and Food Bank teams have designed together to deepen engagement, expand participation, and most importantly, increase our **IMPACT**.

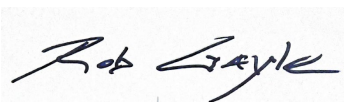
This year's Food-A-Thon campaign will kick off this summer, and culminate with **AAA IMPACT Week, September 21–25**, when AAA members will effectively "take over" the Food Bank for a full week of service. During this time, Owner Manager and Associate member companies and their teams will have the opportunity to participate in rolling donation drop-offs and fill approximately 600 volunteer shifts onsite. And, of course, we will continue our tradition of celebration with the annual Can Can Ball in October and recognition at the AAA Awards Dinner in December.

Our collective success will be measured in total IMPACT, including dollars raised, pounds of food collected, and volunteer hours served. This shift allows every member company, and every onsite team, to play a direct and meaningful role in this year's Food-A-Thon.

The need for this work has never been greater. As demand for food assistance continues to rise, driven by economic uncertainty, the Food Bank is serving more of our neighbors than ever before. Today, 1 in 8 neighbors in metro Atlanta and north Georgia faces food insecurity, including 1 in 6 children. Your involvement truly makes a difference in closing that gap.

We want to express our deepest gratitude for your decades of leadership and generosity. We are confident that this next chapter will not only carry that legacy forward but amplify it to make this the most impactful campaign yet.

With appreciation and excitement,



Rob Gayle  
2026 Board Chair  
Atlanta Apartment Association



Kyle Waide  
President & CEO  
Atlanta Community Food Bank

## Sign Up Your Community Service Champions!

We are asking each company participating in this year's Food-A-Thon campaign to designate up to two Community Service Champions to lead your Food-A-Thon efforts and serve as the primary liaisons with AAA and the Atlanta Community Food Bank. Champions will coordinate volunteer participation, drive fundraising and food collection efforts within your organization, and will receive an invitation to attend the official campaign kickoff event in June. These individuals will play a critical role in maximizing your team's impact and engagement throughout the campaign.



Sign Up Your Company's  
Community Service Champions Here!