



**WE LOVE
BUFORD
HIGHWAY**



ANNUAL REPORT 2022

BLANK

A mission to preserve the multicultural identity of
Atlanta's Buford Highway.

Board of Directors & Staff

Impact

Funder and Partner List

Donor List

Volunteers

Estamos aquí para servir a las comunidades
multiculturales de Buford Highway

我們致力於支持多元文化社區

we are here to serve the multicultural communities
of Buford highway

STAFF

Lily A. Pabian (安其麗)

Executive Director

Natalia Garzón M.

Community Engagement & Special
Initiatives Director

Daisy Astudillo

Program Coordinator

Juana Alzaga

Program Director, The Buford Highway
Orchestra Program

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Natalia Rodriguez, Treasurer

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Seam Park

CarMax

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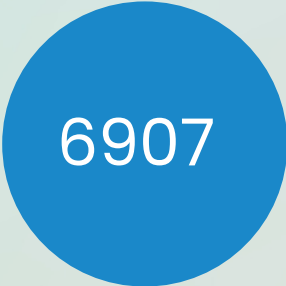
Tashmoo Productions and Board Member of

Doraville Chamber of Commerce

COMMUNITY-SERVING MOBILE EVENTS

nutrition to assist

Put Our Grit to the Test



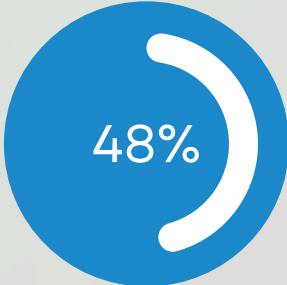
PEOPLE



DEKALB



FAMILIES



< AGE 18



POUNDS



HH \geq 5*

*House Hold Size



BUFORD HIGHWAY BUSINESS CIRCLE

grow to preserve
Unity from Our Diversity

In January 2022 our agency partnered with the Center for Pan Asian Community Services (CPACS) as a project focus for [Emory University's Community Building Social Change Fellowship](#), a program designed to present both challenges and opportunities in building stronger communities through the lens of social justice and positive change, to help us answer, "What are the needs and challenges of immigrant-owned businesses along the Buford Highway Corridor?"

The project deliverables included the following outputs/outcomes: (1) a Database of Businesses Operating in 2022 (2) a Survey to assess businesses' experience and needs (3) Interviews with local businesses (4) Recommendations for service-oriented solutions and programs. Gratitude to the three fellows, [Matthew Chupack](#), [Vivian Liu](#), [Khegan Myers](#), and Program Instructor, [Katherine Dougherty Grace](#) for your passion and dedication to this project and to our communities.

MEET THE TEAM



MATTHEW CHUPACK
Sociology and Religion



VIVIAN LIU
Environmental Policy and Statistics



KHEGAN MEYERS
Political Science and Business

TRANSLATING THE SURVEY

OUR SURVEY WAS TRANSLATED & DISTRIBUTED IN 5 LANGUAGES

- English
- Chinese
- Spanish
- Korean
- Vietnamese



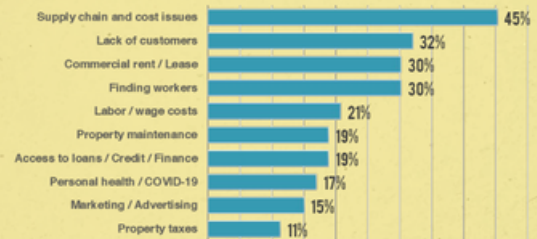
WHO RESPONDED TO OUR SURVEY



27.7% RESPONSE RATE

OVERVIEW OF CHALLENGES

Top Challenges that Small Businesses Face



IN COMPARISON: 2017 VS. 2022 DIRECTORY

From our additional sources, we were able to expand the list of businesses from 300 to over 3,000.



Thanks to The City of Doraville for providing financial contributions that directly supported our efforts.



BUFORD HIGHWAY ORCHESTRA PROGRAM
enrich the whole child
Nurture Our Journey

11

LOCAL SCHOOLS

34

STUDENT MUSICIANS

15

SATURDAY CLINICS

99%

ANNUAL RETENTION

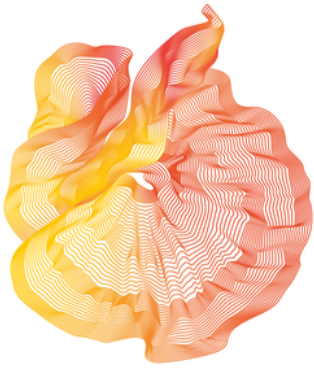
6

COMMUNITY PERFORMANCES

WEEKLY ATTENDANCE

93%

Thank You to Our Sponsors and Partners.
Without You, We Cannot Do.



Latin American
Association



Special Thanks to Photographer, [Arvin Temkar](#) and [Xerophile's Stephanie and Monica](#) for capturing our students' shining moments at our Fall Performance.

Gratitude to our [parent volunteer leaders](#) for organizing receptions and communication.

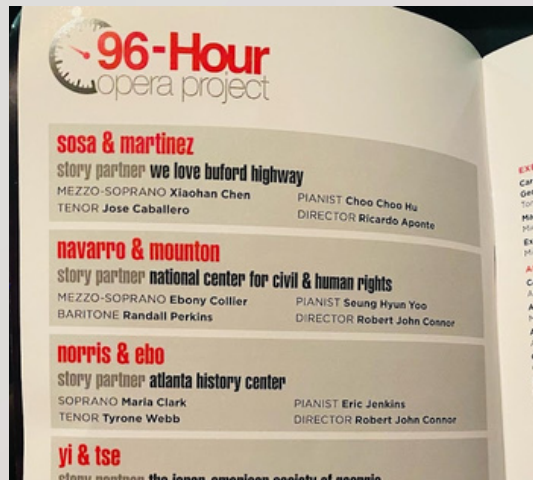
[Abrazos!](#)

HUMAN STORIES OF BUFORD HIGHWAY

voices that represent

Listen and Spark Connection

Pictured below: GA Asian Times Ethnic Media Collaborative, Spaces We Belong Community Story exhibit, the Atlanta Opera project, Community Mobile Newsletter Stand, and the Alliance Theater, Dream Hou\$e collaboration.



HUMAN STORIES OF BUFORD HIGHWAY

arts & culture as catalyst
Nurture Our Journeys



The Pinetree Plaza, Doraville, mural by Leah Abucayan / @hellaleah (summer, 2022)

Special thanks to the following partners: Patricia Hernandez and Nicole Kang for their artistic vision for our Community Archive Newsletter. [Team Lilac](#) of the [Atlanta Regional Commission's 2022 ALMA](#) project for their work and vision during this engagement. [Project Team](#): Tatiana Bell, Nicole Kang, Romy Maloon, Mala Sharma, Margarita Kompelmakher, Charles Stephens, Sandy Feliciano, Rosie Mafe, Jasmine Billings, and Akbar Imhotep.

In loving memory of Akbar Imhotep (pictured second to left below at Plaza Fiesta), an influential artist, puppeteer, and storyteller of Atlanta.



HUMAN STORIES OF BUFORD HIGHWAY

awareness to strengthen
Listen and Spark Connection

148 Voices, Heard
First Corridor Community Newsletter
First Opera-Centered Story



ly surveyed more than 50 individuals who have participated in our story collection programs to understand how the act of sharing personal truths can impact the communities of Buford Highway.

Here's what they shared:

of participants feel connected to our storytelling programs



of participants suggested shorter interviews with day-day people of Buford Highway

ARE GOOD AT:

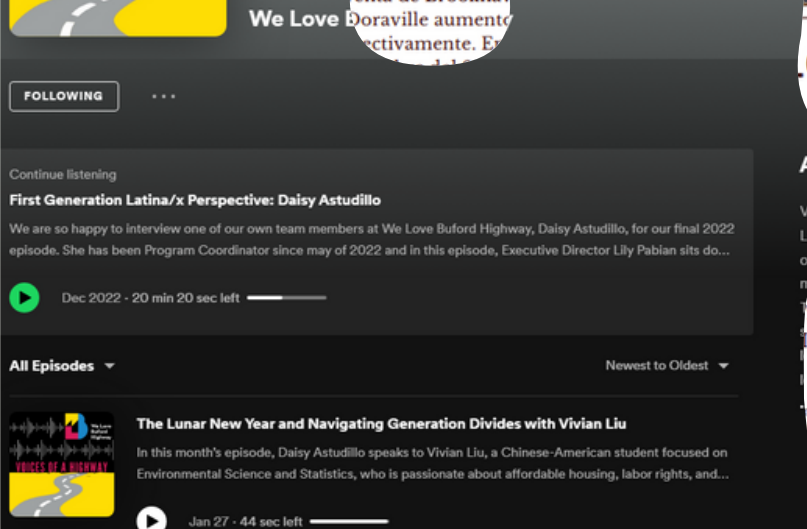
ộng Đ
ghwa

raising awareness

WE LOVE BUFORD HWY

organización sin fines de lucro llamada We Love Buford Highway y nuestra misión es preservar la identidad del corredor Buford en Atlanta. Asistimos a las reuniones de inmigrantes de varias generaciones a través de eventos y de acceso a recursos comunitarios.

Podcast title: **Voices of a Highway**



WE LOVE BUFORD HWY

là một tổ chức phi lợi nhuận có tên là We Love Buford Highway... Chúng tôi hỗ trợ các cộng đồng... nhận ra chúng tôi từ các đợt... Định từ đầu năm 2020, các buổi... của Dân Nhạc Trẻ Em Đường Cao Tốc Buford tại Hiệp Hội... định hoặc theo dõi các trang truyền thông xã hội của chúng tôi trên Instagram và Facebook @welovebuh.

Cộng Đồng Đường Buford... Thực tế của việc di dời đang gia tăng tốc độ... chống lại sự ảnh hưởng của người nhập cư đã... kích hoạt hành lang này thông qua nhu cầu... thuộc về ngay từ năm 1975. Nhiều cộng đồng... của chúng ta đã đi chuyển lên phía bắc vì khả... năng chi trả, trường học tốt hơn, và cho cơ hội... cho các dịch vụ do cộng đồng định hướng. Tuy nhiên, những dấu chân đang phát triển... nhanh chóng này còn cách xa hơn nhiều so...



FUNDERS & PARTNERS

preserving through change

gratitud 感激 lòng biết ơn gratitude 고마움 Dhanavāda

FOUNDATIONS & GRANTS

AARP Livable Communities Grant
American Online Giving Foundation
Arthur Miller Blank Foundation
Beloved Benefit Community
CarMax Foundation
Center for Pan Asian Community Services (Youth Department)
Center for Pan Asian Community Services (Stop AAPI Hate)
Chopstix For Charity, NAAAP - Atlanta
Community Foundation
DeKalb County Covid Relief Grant
Georgia Asian Pacific American Bar Association
Georgia Humanities / National Endowment for the Humanities
Georgia Power Foundation
Latino Community Fund Georgia
LuLuMa Foundation

CORPORATE SPONSORSHIP & EMPLOYEE RESOURCE GROUPS

AT&T
Aulick Engineering
BCG Brighthouse
Chick-Fil-A, Inc.
IBM Employee Resource Group
Intuit / Mailchimp
Morgan Stanley

LOCAL / REGIONAL BUSINESSES, MUNICIPALITIES, ASSOCIATIONS, MEDIA & ORGANIZATIONS

Alpha Graphics (NE Atlanta, in Chamblee)
Agnes Scott University
Atlanta Chinese Language Learning Center
Atlanta Regional Commission
Brenau University, International Students de Panamá
Brixmor Properties (Northeast Plaza)
City of Brookhaven
City of Doraville
City of Chamblee
Consulado General de México en Atlanta
DeKalb County, Commissioner Jeff Rader's Offices
El Milagro
Emory University, Community Building Social Change
Forero Designs, LLC
Halpern Enterprises (Pinetree Plaza)
Isabel Atlanta Face Painter
Georgia Hispanic Bar Association
Georgia State University, Digital Library & Special Archives
Georgia Power Club of Hearts
Globe Hub, Kevin Henao (Hero of the Highway)
Interactive College of Technology
Prensa Atlanta
Pro Bono Atlanta
The Alliance Theater
The Atlanta Opera
The Latin American Association
University of North Carolina
Taiwan Center for Mandarin Learning
Taste of Atlanta (Taste Around Town), Dale DeSena
Yen Ching Chinese Restaurant (Ching Hsia)

DONOR LIST

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BUFORD HIGHWAY "MEMBER" CIRCLE OF GIVING

Neighbor Level | \$ 50

Andrew Heaton
Avi Dobrusin
Brian Arnberger
Chase Medlin
DS Hathaway
Esther Hwang
Faith Brooks
Jason Shablik
Jennifer Liu
Juana Alzaga
Karen Geiger
Kate Wilson
Katherine Dirga
Katie Lambert
Kelley Balkcom
Kerri Sauer
Kirsten McCrary
Lauren Beck
Louisa Tovar
Mary Gezo
Nancy Prager
Peter Kaye
Quynh Pham
Sarah Lawrence
Susie Corbett
Vanessa Reid
Vishav Kalia
Wayne Johnson

Supporter Level | \$ 100

Laura Canfield
Christina Steiner
Dominic Maschler
Elizabeth McKibben
Frances Exley
Hanna Kaplan
Jennifer Liu
Jerry Wu
Jordan Fox
Khanh Vu
Kristin Pearl
Lacy Hardcastle
Nancy Pihera
Rosanna Beron
Tuong Vi Pham
Yoon Ettinger
Zibaa Sammander

Enthusiast Level | \$ 200

Jaren Abedania
Naoya Wada

Advocate & Champion Level | > \$ 500

Alina Lee
Christa Isaf
Elizabeth Eggers
Natalia Rodriguez
Seam Park

Connector Level | > \$ 1000

Lawrence Kim
Sam Seldowitz
Weonhee Shin

Weaver Level | > \$ 5000

Brooke Perez

DONOR LIST

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FEEDING FAMILIES

Debbie Lu
Christine White
Gabrielle Alcazaren
Nancy Parkin-Bashizi

GENERAL DONATION

Monthly Donors

Katie Mooney
Alyssa Cobbs

Individual

Anonymous (10)
Adrian Kappel
Aixa Pascual
Catherine Binuya
Christine White
Eric Hovdesven
Jason Shablik
Joseph Geierman
Joyce Korir
Judy Oh
Krista Pierce
Lily Pabian
Lisa Dodge
Rachel Ezzo
Rebecca C. Serna
Sarah Lawrence
Seam Park
Sunday Assembly Atlanta
Tiffany Chau
Victoria Rametta
Victoria Huynh
Tuong Van Galasso

GIVE WHERE YOU LIVE (MAILCHIMP / INTUIT CAMPAIGN)

Alice Eldredge
Alyson West
Amy McKiernan
Ana Lane
Anthony Watts
Ariana Hargrave
Bonnie Muschett
Brian Ferraro
Brinda Khanna
Bryan Weeks
Char-Lynn Griffiths
Chelsea Youmans
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Sasivardhan Reddy Mamidigumpula
Savannah Wiles
Siddhesh Latkar
Stanley Segal
Stephanie Timms
Timothy Hatfield
Valeria Salinas
Xavier Thomas

VOLUNTEERS

community activated
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Aceli Zenil & Kids
 Adam Hacker
 Adelinda Lombardo
 Adriana Gopar
 Aixa Pascual
 Alejandra Cortez & Kids
 Amy Dang
 Ana Herrera Perez
 Avery Blanton
 Bella Pabian
 Ben Pabian
 Brenau University Students
 Caroline Duffy
 Cristina De La Cruz
 Dacy Vázquez
 Daniel Pyen
 Davidson Hepburn
 Diarinet Harrington
 Doris Yon
 Elizabeth Silva
 Fabery Vargas
 Isamar Centella Jimenez
 Jeff Walton
 Jeff Pabian
 Jeniffer Chow
 Jennifer Blasco
 Jimmy Cushman
 Juan Caicedo
 Juliana Diaz
 Kat Hoyos
 Katerina Velanova
 Kayla Anthony
 Khegan Meyers
 Kyle Murphy
 Kytty Navarrete
 Laura Pineda
 Lorena Castro & Family
 Manuel Barcenas
 Matthew Chupac
 Michael Tran
 Mileydis Perez
 Nikita Trivedi
 Nina Yakubov
 Paa Coss & Family
 Patricia Munoz
 Pia Candotti Sherman



Quynh Pham
 Rachel Ezzo
 Raul Lopez Aranda
 Robyn Painter
 Ruth Blackstock
 Scarlett Palacios
 Seam Park
 Sharleene Chu
 Stacy Schuch
 Susan Marshall
 Tilda Liu
 Van Pham
 Vivian Liu
 Weonhee Shin & Family
 Xavier Bosso
 Yeongju Lee
 Yoon Ettinger



FEEDING AND TRUST

ANGELA FORERO
Former Community Advocate

"Being bilingual is something that to be very proud of. We can't forget we are Latino, and celebrating those two things together is a positive."

"Hay que estar orgullosos de ser bilingües. No podemos olvidarnos que somos Latinos y celebrar esos dos cosas es algo positivo."

CRISTINA DE LA CRUZ
Community Advocate, *la Jefa de Buford Highway*

"Buford Highway es mi hogar. Aquí he crecido y han crecido mis hijos. He descubierto todo lo que puedo hacer y lo único que hace falta es empregar a las personas a que sigan sus sueños."

"Buford Highway is my home. I grew as a person here and my daughters are growing up here too. I have discovered everything I am capable of doing and this community needs us to empower people to follow their dreams."

RIELA DURÁN
Member and Advocate, *Women's Network*

"I've been here since I was 15 años y siempre he vivido aquí. Llegué aquí con muchos sueños y aspiraciones, con mucha fe. Hoy en día, después de 15 años aquí, he cumplido muchos de mis sueños y estoy muy feliz de haber crecido aquí."

WE LOVE BUFORD HIGHWAY, INC. (WLBH)

We Love Buford Highway is a charitable, 501(c)(3) nonprofit preserving the multicultural identity of Atlanta's Buford Highway. The organization sees the corridor's communities, within a ten-mile stretch that connects three metro municipalities, as the epicenter of an evolving south where immigrant communities thrive for generations. The potential and outcomes of activities that impact livelihoods of these communities are issues that the organization seeks to address.

Over the course of the pandemic, WLBH served over 96,000 people through Feeding Families and Vaccine Initiatives, collected over 65 immigrant stories, and launched a children's orchestra of elementary students from local district schools.

Buford Highway's Orchestra Project stands as 16 sites that direct service programs that connect social and cultural capital around the educational and social needs of Buford Highway's youth. This program is offered to students between third to fifth grades of DeKalb County Public Schools' District 1, which is an area comprised primarily of Title I schools, a school organization where 90% of the area's students are qualified for free and reduced meals.

Feeding Families Program was born out of the COVID-19 pandemic as a response to the need for food and supplies for families in need. In 2020, the program served over 96,000 people through Feeding Families. The program is a community-based initiative that provides food and supplies to families in need. The program is a community-based initiative that provides food and supplies to families in need.

WLBH began an Instagram account to document the organization's work and to engage the Buford Highway corridor. The organization began an Instagram account to document the organization's work and to engage the Buford Highway corridor. The organization began an Instagram account to document the organization's work and to engage the Buford Highway corridor.





/welovebuhi