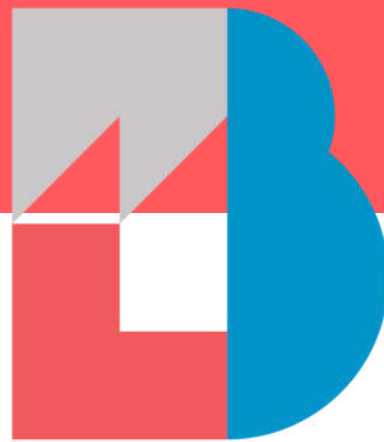


# ANNUAL REPORT 2020



We  
Love  
BuHi

Blank

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Living Walls Atl & We Love BuHi Conference, The BuHi Walk, 2017. Mural By Artist, Jess X Snow.

## WE LOVE BUHI PROFILE

**Mission:** We Love BuHi is a 501(c)3 nonprofit preserving the multicultural identity of Atlanta's Buford Highway.

2020 was a year that most of us will unlikely forget. For families and businesses of the Buford Highway Corridor, the year brought stress, struggle, and strife. Many lost their jobs, their homes, their businesses, or worst, someone they loved. But above all that we experienced as local neighborhoods, communities, districts, state, and country, COVID-19 raised light on the importance of advocacy, ally-ships, and awareness.

In our agency's inaugural annual report, we share with stakeholders activities that turned our work from a grassroots organization into a trusted contender within the NGO space of making resounding impacts for immigrant communities of the Buford Highway Corridor.



# A LETTER FROM OUR EXECUTIVE DIRECTOR

*"The damage has been nothing short of crippling, our resiliency as immigrants put to the fire in ways that tested our unity, our grit, and our survival." - Lily*

It's mind-boggling to think that a year ago, We Love BuHi was putting the finishing touches to preparing for our attendance of the much anticipated, Lunar Festival (Chinese New Year Celebration) at Atlanta's Chinatown. It was also where and when I first noticed the impacts of what xenophobic narratives from a global pandemic could do to our local communities. The damage has been nothing short of crippling, our resiliency as immigrants put to the fire in ways that tested our unity, our grit, and our survival. But through it all, we have and will continue to achieve what we've always been sought out to do; and that is to raise families, make a living, and rely on one another for comfort and support. I dedicate my work over the course of this intensely emotional year to the people and communities of the Buford Highway Corridor and in memory of my late father, Dr. George Y. An, who lost his battle with COVID-19 on August 10, 2020. As a resident and entrepreneur of the Highway, my dad wrote a sonnet of sorts for me as I was on-boarding back in 2019. I hope it resonates to you as much as it continues to speak to me about a place we love and know as Buford Highway.



Lily grew up as a first-gen immigrant of Buford Highway, Atlanta  
Photo Credit: Eric Sun Photography, taken at Atlanta's Chinatown

*I love Buford Hwy, I Love Buford Hwy  
Buford Hwy, Buford Hwy, I love you!  
You are beautiful. The treasure island of  
international multi-cultures,  
A door into the melting pot of the  
southern America.  
The greatest place of reverence for  
people,  
from all over the world to pursuit and  
fulfill dreams,  
To build up business, raise families,  
to have and to establish wonderful lives.  
A place for authentic, unique vision of an  
American lifestyle.  
Buford Hwy, Buford Hwy, I love you!  
You gave me the inspiration, hope, love,  
and actions  
And a home, the greatest platform to  
change my life!*

# OUR STAFF & BOARD OF DIRECTORS

*"Food insecurity needs should be met with the utmost respect and dignity, this is how we want to serve our communities." - Alina, Board Chair*

## LEADERSHIP

Lily A. Pabian, **Nǐ hǎo!**  
Executive Director

Natalia Garzón, **¡Hola!**  
Director of Development

## 2020 BOARD OF DIRECTORS AND ROLES

Alina Lee, **Nǐ hǎo!**  
Board Chair

Natalia Rodriguez, **¡Hola!**  
Treasurer

Susan Oh, **yeoboseyo!**  
Secretary

Seam Park, **yeoboseyo!**

Jaren Abedania, **Kamusta!**

Bryan Schroeder, **Hello!**

Judy Oh, **yeoboseyo!**

Christa Isaf, **marHabā!**

Sergio Monzalvo, **¡Hola!**

---

# 2020 HIGHLIGHTS

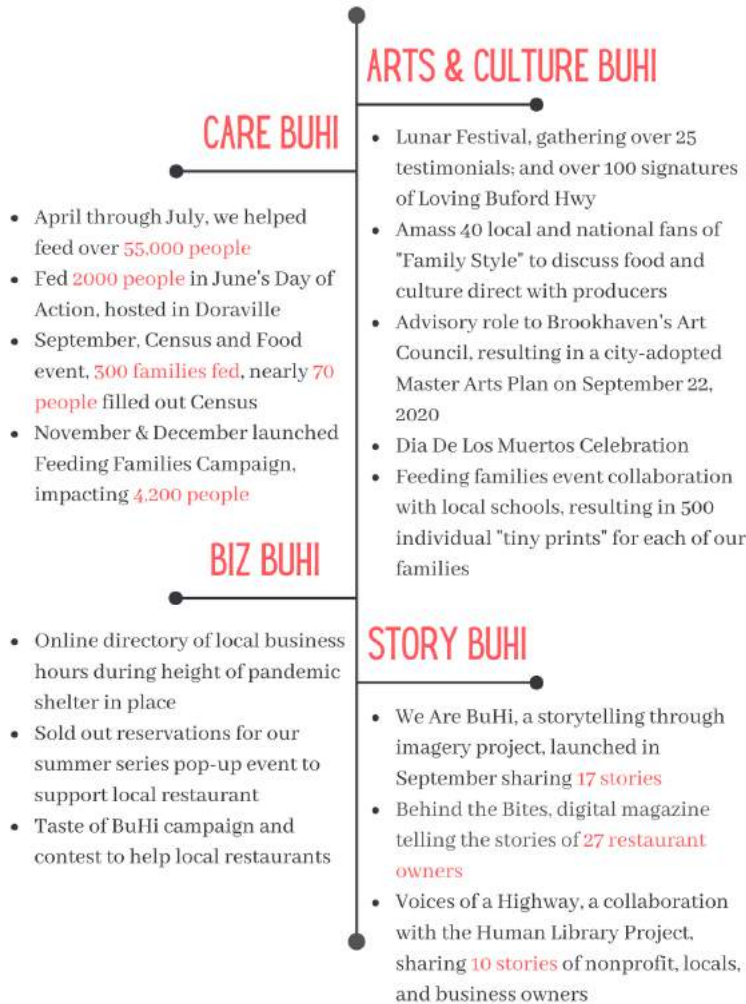
*"In March, people were not interested in listening to stories. People were interested in surviving" - Lily, Executive Director*

**>52,000**  
MEALS DIRECT TO  
DOORSTEPS OF HUNGRY  
PEOPLE

**>17,000**  
FAMILIES FED THROUGH  
ALL OUR FOOD SECURITY  
EVENTS

**54**  
IMMIGRANT STORIES  
COLLECTED AND TOLD

**>\$88,000**  
RAISED IN 2020 TO  
ADDRESS FOOD  
INSECURITY ISSUES



# 2020 CORPORATE SPONSORS

*"Only when all contribute their firewood can they build up a strong fire." - It takes a group of people to build something that will last." - Chinese proverb*



Exclusive Presenting Sponsor:

# mailchimp



# Georgia Power



# Georgia Natural Gas®



# Seyfarth



# LINGUAVA

Health equity through language access



## A **Care BuHi** (Buford Highway) Initiative

# Feeding Families

*Who Have Fed Yours & Mine Since **1976***



## FEEDING FAMILIES SPONSOR & PARTNER SPOTLIGHT

We are a deeply trusted non-profit organization that aims to preserve the multicultural identity and promote the prosperity of the family owned businesses and communities living along the corridor of Buford Highway. Buford Highway families strive to live the American Dream, the national ethos of this country, the set of ideals - democracy, rights, liberty, opportunity and equality - in which freedom includes the opportunity for prosperity and success, as well as an upward social mobility, achieved through hard work in a society with few barriers.

In the face of the Covid-19 pandemic, family businesses and livelihoods have been devastated. We Love BuHi was called to action. Together with dedicated partners, We Love BuHi is giving the gift of feeding families, dedicated to protecting this Gem of Georgia by giving families the foods they cook, that their children crave, the foods that give them comfort, dignity and hope.



Fresh produce boxes distributed at the Mexican Consulate for 500 families November 2020

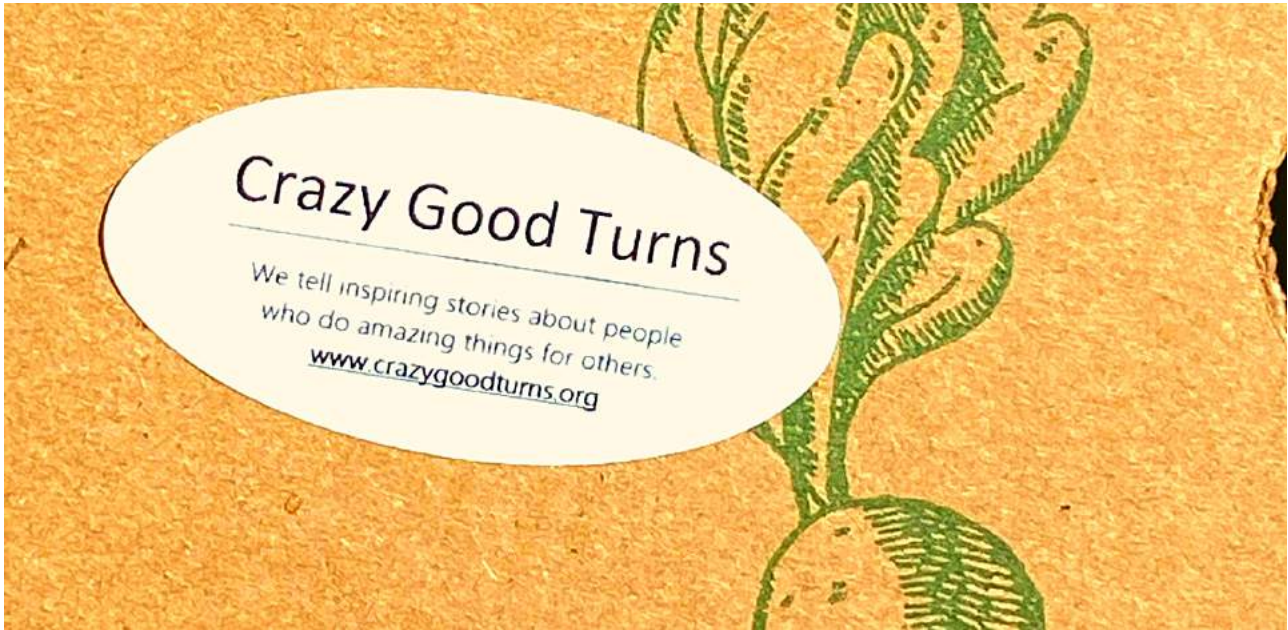
## SOLIDARITY GIFT LEVEL | \$ 10,000 & UP

LATINO COMMUNITY FUND GEORGIA  
LCFGEORGIA.ORG | @LCFGEORGIA

LCF Georgia is a 501(c)(3) membership organization focused on growing people’s democracy, protecting and building community and investing in economic opportunity. They fund power-building strategies, program development, and scholarships. Their vision is to be the most trusted connector between funders, nonprofits, individuals, and businesses working with and within the Latinx community in Georgia.

LCF GA was our inaugural donor and champion to helping us feed the families of Buford Highway.





Fresh produce boxes distributed at Northeast Plaza for 500 families December 2020

## SOLIDARITY GIFT LEVEL | \$ 10,000 & UP

CRAZY GOOD TURNS  
CRAZYGOODTURNS.ORG | @CRAZYGOODTURNS

Mission: Tell inspiring stories about people who do good for others. Why tell inspiring stories? Because “you get what you celebrate.” That’s the powerful lesson former Home Depot CEO Frank Blake learned while engineering a corporate turnaround.

He and former Home Depot VP Brad Shaw saw that, when you celebrate people who did something right, the result was usually more good work—by that person and others.

With their podcast “Crazy Good Turns,” Blake and Shaw are bringing that idea to the world at large. They raise the question, that if we celebrate those who do good deeds, will we see more of them? If you hear a story about an inspiring person doing something amazing for somebody else, will you try to be a little better too? We invite you to listen.



**United Way of  
Greater Atlanta**

**LIVE UNITED**



UNITED WAY OF GREATER ATLANTA  
UNITEDWAYATLANTA.ORG | @UNITEDWAYATLANTA

COMMUNITY FOUNDATION OF GREATER ATLANTA  
CFGREATERATLANTA.ORG | @CFGREATERATLANTA

In November, United Way of Greater Atlanta and Community Foundation of Greater Atlanta opened up another round of COVID-Relief funding. Awarded funds went directly into our **Feeding Families of Buford Highway** Project and impacted over 1200 families of the Corridor.

We thank you for your support in serving communities in desperate needs.





# DeKalb County

## GEORGIA

DEKALB COUNTY | DEKALBCOUNTYGA.GOV

In December, District 1 of Dekalb Board of Commissioners awarded our communities with COVID-19 Relief funds for our **Feeding Families of Buford Highway** Project.

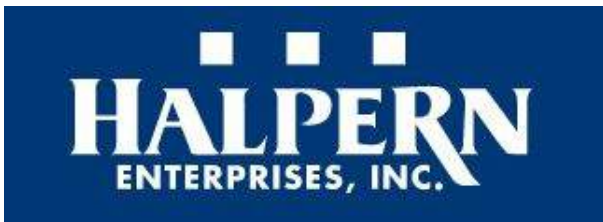
We thank you for your support in serving communities in desperate needs.





Fresh produce boxes distributed and dry staples for 500 families Thanksgiving 2020

## FAMILY GIFT LEVEL | \$ 5,000 & UP



Halpern Enterprises is a privately held commercial real estate firm, specializing in retail leasing, management, acquisitions and development. They are a family business and have a long legacy on Buford Highway, owning some of the area's more iconic community places such as Pinetree Plaza, Pinetree West, and Northwoods Plaza.

We are partnering with Halpern to host a food distribution in February, 2021.



Aulick Engineering is a women-owned small business that provides Engineering Design and Construction Management Services for transportation and site related projects. Aulick Engineering provides quality services to airports, DOTs, municipalities, engineering firms, commercial developers, and private residents around the southeast.

Aulick Engineering Team members include engineers and construction inspectors, some of whom have over 30 years of experience in the field.



Fresh produce boxes distributed and dry staples for 500 families Thanksgiving 2020

## FAMILY GIFT LEVEL | \$ 5,000 & UP

For the duration of 1 year, We Love BuHi will be distributing 6,000 packages of nutritious produce and hearty staples to:

- feed food-insecure families
- help households stay healthy
- show solidarity during this unprecedented crisis

Every family receives a box of familiar locally sourced foods, foods that grandparents and parents know how to cook and children crave. Nothing gives the same comfort, hope and dignity as a home cooked meal.

Food distribution campaigns are more than a show of solidarity. They have also been a strategic avenue to engage the community in Covid-19 testing and Census participation.



### Stockert - Ives Family Fund



1540 fresh produce boxes and 2000 meals distributed in Doraville June 2020

## HEALING GIFT LEVEL | \$2,500 & UP



Isaf Family  
Foundation



## FEEDING FAMILIES (INDIVIDUAL)

Salvatore Ferrara

Joseph Geierman & B.J. Abbott

Stacy Grolimund

Debbie Lu

Everardo and Rebecca Olvera

Lily Pabian

Guanming Ray

Elisa Wong

Bonnie Youn





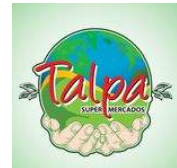
Hello Fresh Kits from Second Helpings Atlanta, impacting over 500 families Thanksgiving 2020

# PARTNERS

Integral to the success of these efforts has been the collaboration of sister organizations and private sector partners that mutually respect each other's standards and operational parameters to identifying and reaching those heavily impacted from COVID-19.



**los vecinos**  
DE BUFORD HIGHWAY





Natalia translating Census forms at a food distribution event with the City of Brookhaven September 2020

## MUNICIPALITIES & CONSULATE

With the deep trust of the community and proven outreach channels already in place, We Love BuHi quickly pivoted, collaborated, and mobilized with municipal and non-profit partners to meet the community's needs.

Special thanks to all our city partners, we appreciate the support.



# 2020 DONORS & VOLUNTEERS

## NONPROFITS & FOUNDATIONS

Alliance Theatre  
 Arthur M. Blank Foundation  
 Dekalb County Public Library Foundation  
 Georgia State University Library, Special Collections & Archives  
 National Association of Asian American Professionals (NAAAP)  
 The CarMax Foundation

## BUSINESSES & ERG'S

Atlanta Run Club  
 Eugene Kitchen  
 Hello Chicken  
 Man Chun Hong  
 Newell Brands Asian American Professionals  
 Running Nerds, LLC.  
 Tortas Factory Del DF  
 Universal Body Shop and Collision  
 Yen Jing Chinese Restaurant  
 Yi Fang Tea



## ANNUAL MEMBERS & INDIVIDUALS

### CHAMPION LEVEL | \$ 1000

Christa Isaf  
 Seam Park

### ADVOCATE LEVEL | \$ 500

Alina Lee  
 Judy Oh  
 Natalia Rodriguez

### ENTHUSIAST LEVEL | \$ 200

Jaren Abedania  
 Rebekah Cohen Morris

### SUPPORTER LEVEL | \$ 100

Rosanna Beron  
 Laura Canfield  
 Marissa Devar  
 Jordan Fox  
 Lacy Hardcastle  
 Wayne Johnson  
 Sam Kok  
 Sarah Lawrence  
 C. Dawn Martin

Kristen McCrary  
 Chase Medlin  
 Claire Newbury  
 Lily Pabian  
 Michael Runestad  
 Kerri Sauer  
 Jennifer Song  
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 Kathryn Wilson

Taube Ponce  
 April Sargent  
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 Jerry Wu  
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Chaz Lazarian  
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 Debbie Lu  
 Lillie Madali  
 Vickie Marko  
 Sergio Monzalvo  
 Lisa O'cowles  
 Lily Pabian  
 Marco Palma  
 DeAnna Parker  
 Nancy Parkin-Bashizi  
 Gigi Pedraza  
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 Laura Pineda  
 Alejandra Ramirez  
 Oscar Ramirez  
 Madelyn Robertson  
 Lizzy Rolando  
 Bryan Schroeder  
 Christina Seid  
 Joanne Song  
 Eric Sun Photography  
 Chiasa Suzuki  
 Nafekot Tadesse  
 Gabriela Velasco  
 Amy Widener  
 Aceli Zenil

Dominic Maschler  
 Elizabeth McKibben  
 Kristin Pearl  
 Nancy Pihera  
 John Robinson  
 Zibaa Sammander  
 Christina Steiner  
 Michael Turner  
 Tuong Vi Pham  
 Khanh Vu

### GENERAL DONORS

Amana  
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 Daniella Blackard  
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 Jerry Chang  
 Yuna Cho  
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 Ann Cramer  
 Peter Dyer  
 Susan Fraysee  
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 Ann Herman  
 Chung Hsia  
 Amelia Jazwa  
 Kelly Jordan  
 Katie Kroll  
 Clara Kwon  
 Jonathon Lambeth  
 Alyssa Lasseter  
 Sarah Lawrence  
 Quinn Mulholland  
 Lily Pabian  
 Jimi Parikh  
 Seam Park

### FACEBOOK DONORS

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 Carrie Armistead  
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 Ellen Barski  
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 Stefanie Dye  
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 Vicky Mosca Gorham  
 Leslie Hancock-monroe  
 Ching Hsia  
 Claire Hsu  
 Laurie Hunter  
 Victoria Huynh  
 Peggy Jackson  
 Jeannette Jungslager

### VOLUNTEERS

Jaren Abedania  
 B.J. Abbott  
 Kim Adams  
 Didia Altamirano  
 Juana Alzaga  
 Manuel Barcenas  
 Ruth Blackstock  
 Skye Blevins  
 Lorena Castro  
 Leah Chew  
 Martha Colorado  
 Steph Coreas  
 Alejandra Cortez  
 Cristina De La Cruz  
 Lee Duh  
 Joseph Geierman  
 Pace Academy ICGI Group  
 Helena Harrison

### NEIGHBOR LEVEL | \$ 50

Brian Arnberger  
 Kelly Balkcom  
 Limbert Bontigao  
 Faith Brooks  
 Susie Corbett  
 Katherine Dirga  
 Mary Gezo  
 Marissa Glade  
 Colleen Hammelman  
 DS Hathaway  
 Andrew Heaton  
 Peter Kaye  
 Katie Lambert  
 Jennifer Liu

# DONOR LIST

## TASTE OF BUHI

In October, we ran the Taste of BuHi campaign as a way to help our beloved restaurants. We want to pay special gratitude to all who joined as a member and supported this important initiative.



### SPONSORS



**Van Galasso / UX & Graphic Designer @designedbyvan**

#### TASTE OF BUHI ANNUAL SUPPORTERS | \$ 50

Juana Alzaga  
 Lacey Andersen  
 Robert Bull  
 Avi Dobrusin  
 Karen Geiger  
 Vishav Kalia  
 Deanna Parker  
 Quynh Pham  
 Nancy Prager  
 Vanessa Reid  
 Amy St. Pierre  
 Sylvia Ware

#### PARTICIPATING RESTAURANTS

Arepa Grill  
 Bo Bo Garden  
 Carnitas Michoacan  
 China Kitchen  
 Chom Chom  
 Chong Qing  
 El Rey Del Tacos  
 Food Terminal  
 Gu's Kitchen  
 Hello Chicken  
 Hong Kong BBQ  
 ICE NY  
 Indoeats  
 La Costilla Grill  
 La Nina Michoacana Pop  
 Man Chun Hong  
 New Lan Zhou  
 Northern China Eatery  
 Pan Paleta  
 Snackboxe Bistro  
 So Kong Dong  
 Sweet Hut  
 Taco Veloz  
 Tan Cha  
 Teahouse Formosa  
 Yen Jing Chinese Restaurant  
 Yi Fang Tea

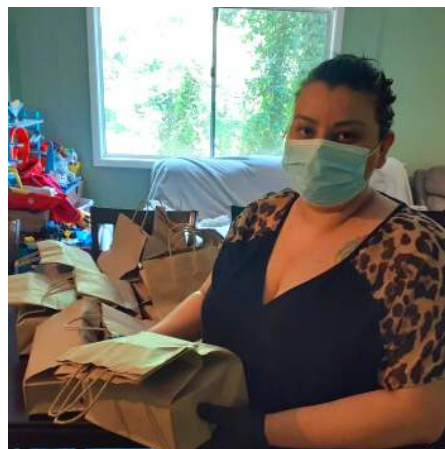
#### TASTE OF BUHI COMPETITION PARTICIPANTS

Juana Alzaga  
 Lacey Andersen  
 Catherine Binuya  
 Tabitha Brown  
 Robert Bull  
 Soraya Diaz  
 Vanessa Ford  
 Van Galasso  
 Karen Geiger  
 Debbie Gordon  
 Christa Isaf  
 Ansley Jones  
 Mae Mercado  
 Sergio Monzalvo  
 Jia-Luen Morris  
 Sharon Moskowitz  
 Sanjida Mowla  
 Kym Nguyen  
 Kyle Painting  
 Deanna Parker  
 Quynh Pham  
 Nancy Prager  
 Lizbeth Rangel  
 Vanessa Reid  
 Natalie Sanchez Farez  
 Amy St. Pierre  
 Gabriela Velasco  
 Toni Wair  
 Emma Weldon  
 Delia Wong

# A LOOK BACK AT 2020

*"El mundo es un pañuelo" - Spanish Proverb*

*(Meaning: The world is small and we are closer together than we are apart)*





Los Vecinos De Buford Highway, We Are BuHi Project (Photographer, Eric Sun) Summer 2020

## 2021: MORE STORIES. FEED MORE FAMILIES. DEEPER IMPACTS. A HOME FOR WE LOVE BUHI.

As we navigate out of an immensely emotional, powerful, and vulnerable year, we look ahead for bigger impacts. Our promise to this community is built by a clearer vision, purpose, and values to preserving a place that is absolutely like no other. Our mission drives a calling for a place to call home for We Love BuHi, a location that is central to the multicultural communities in which we seek to serve.

How do WE love Buford Highway? The answer to this question has for decades been within an epicenter of immigrant communities from all over the world, building businesses and lives. It is our conviction that it will continue to be so for many generations to come, but we cannot do it without the continued support from donors and champions like you. United, we truly make a difference.

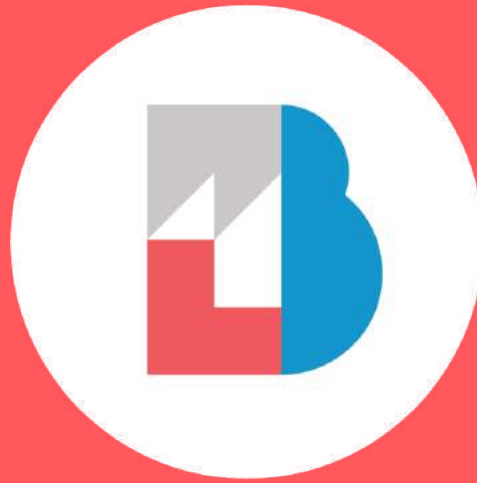
HELP US PRESERVE BUFORD HIGHWAY  
BY TELLING MORE STORIES, FEEDING  
MORE FAMILIES, RAISING MORE VOICES.



[welovebuhi.org/donate](https://welovebuhi.org/donate)

Feeding Families, as a sponsor or individual, your support keeps **food insecurity issues** at the forefront of how we can impact the families of Atlanta's **Buford Highway**.

[welovebuhi.org/feeding-bufordhighway-families](https://welovebuhi.org/feeding-bufordhighway-families)  
[welovebuhi.org/feeding-families-individual-donations](https://welovebuhi.org/feeding-families-individual-donations)



/welovebuhi