

# Fresh Hope: Lather & Load

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Because Everyone Deserves to Feel Human...Again

Presented By: Leadership Clayton Cohort 2026

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# The Mission

At Fresh Hope Lather & Load, our mission is to restore dignity and renew hope by providing sanitary, accessible showers and laundry to those in need. We are committed to serving our community with compassion, creating a safe space where individuals feel seen, clean, valued, and supported.



# The Problem

Without access to sanitary showers and clean clothes, people are more vulnerable to skin infections, parasites, and worsening chronic conditions.



Why this service matters

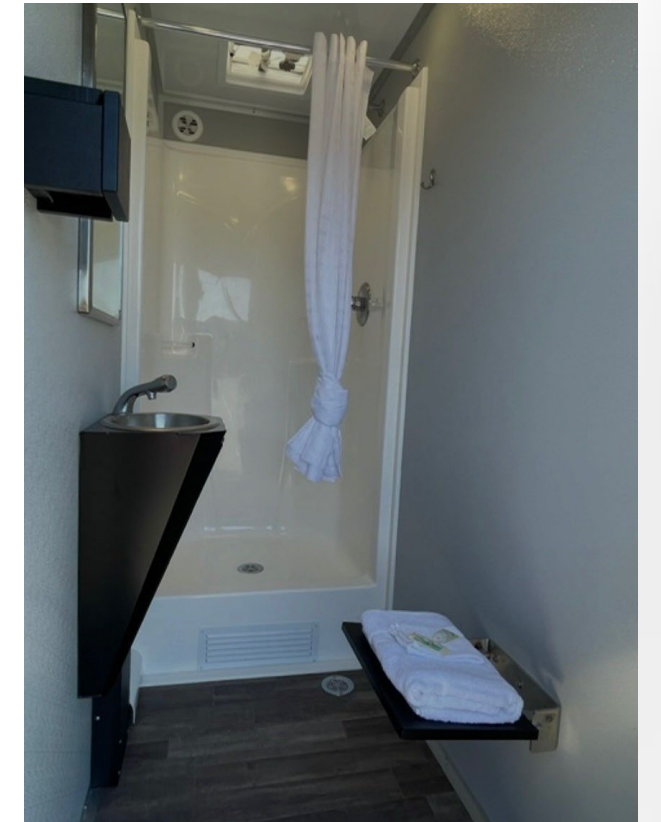
In Clayton County, GA, the unhoused crisis is marked by an escalating unsheltered population and a severe rate of "hidden" family and student homelessness. The county lacks large-scale shelter infrastructure, forcing unhoused residents into temporary, doubled-up living arrangements, extended stay motels, or onto the streets.



# The Solution

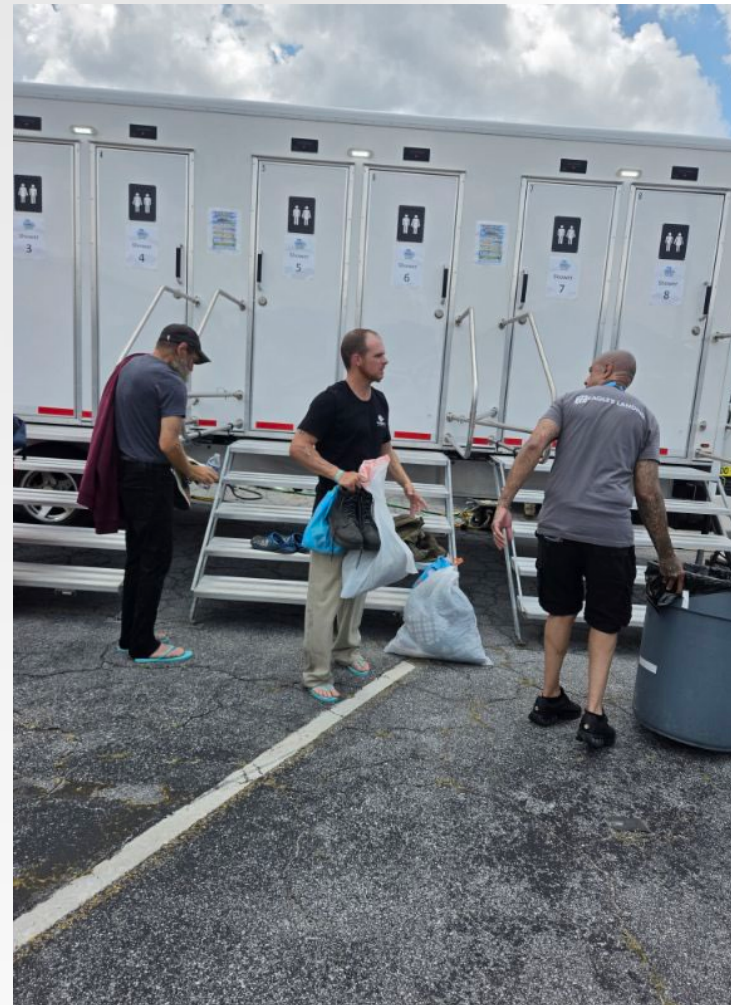
## Fresh Hope: Lather & Load

- Meets an Immediate Need, Unmet Need
- Restores Dignity and Rebuilds Trust
- Becomes a Gateway to Stability
- Reduces Preventable Health Costs
- Supports Families, Not Just Individuals
- Expands Clayton County's Service Network and Strategic Priorities





# Impact and Outcomes



- Restores dignity
- Reduction in preventable ER visits
- Increased referrals to housing, ID recovery, and mental health services
- Improved school attendance for families living in motels and cars
- Increased employment readiness

# Target Population

Fresh Hope: Lather & Load is intentional and aligns with county priorities

- Unsheltered Adults
- Families in Extended Stay Motels
- Youth Experiencing Housing Instability
- Individuals Exiting Incarceration
- People Living in Cars



# Three Phases to Launch Fresh Hope: Lather & Load



Phase 1: Securing Partnerships and Funding - Q1 thru Q3 2026

Phase 2: Pilot and Proof of Concept - July 11 and August 15 (Fresh Hope Days), Oct 10, 2026 (World Homeless Day)

Phase 3: Expand and Sustain - National Homelessness Awareness Month (November 2026 and beyond)

# Partnerships and Community Alignment

- Clayton County Municipalities
- Clayton County Non -profits
- Faith Based Organizations
- Corporations
- Utility Companies
- Individual Contributors



# We Need Your Support!

