

A Medical Debt Lifeline For the People, By the People

Every day, more than 100,000 Georgians and their families make impossible choices: do I pay down this hospital bill to avoid collections, or do I pay the power bill so the heat stays on for the kids?

These hardships predate the pandemic and were exponentially exacerbated by it. One in two people with medical debt in collections doesn't seek medical treatment because the stress of accruing more debt is too much to bear. Medical debt contributes to 65% of bankruptcies across the country. Millions are suddenly without health insurance at a time when they and their families need it the most, and healthcare costs for the insured can be just as untenable.

My name is Elizabeth and I'm an appraiser with Cushman & Wakefield. This campaign began as an act of love for Atlanta, but as I learned more about the health outcomes and debt burdens of the rest of the state, it became clear that we needed to make enough space on this raft for the rest of Georgia. Atlanta is the economic engine of the state, and many Atlantans are bound to families and communities that are struggling harder than they should ever have to.

As we plugged away at meeting our first fundraising goal of \$25,000, an investor with an active real estate footprint in Atlanta was reading an article about RIP Medical Debt. Weeks later, we hit the first fundraising goal, and RIP told us that the team at North American Property Corporation from Vancouver, Canada was interested in donating an astonishing \$200,000 to abolish medical debt in Georgia—eight times our first fundraising goal! We teamed up to leverage our collective passion, commitment, networks, and creativity to reach a new transformative goal—raise \$1 million to abolish all available medical debt in Georgia and help Georgian families start anew.

In our professional lives, both of us are grateful to play a part in the built environment of Atlanta. Real estate is the focus, but it's human beings, their passion, curiosity and creativity that make Georgia special. And the well-being of those people, whose lives we touch directly or indirectly, is not incidental to us—it is essential.

No peach left behind,
Elizabeth and North American Property Corporation

