



## **CASE STUDY: HomeAid Atlanta/Project Playhouse**

Ann Carey, Executive Director of HomeAid Atlanta, knows that home is where the heart is. Since 2001, HomeAid Atlanta has worked to provide transitional housing facilities for temporarily homeless children, women, and men in the metro Atlanta area. Now in its fifth year, Project Playhouse has been one of HomeAid Atlanta's most successful fundraisers. Elaborate children's playhouses are designed, built, and furnished by Atlanta's top architects, home builders, and interior designers. At the October 4 Awards & Auction Party, one whimsical playhouse will be given away in a raffle drawing while the five other playhouses are auctioned to the highest bidder. All proceeds benefit HomeAid Atlanta's mission of building dignified transitional housing where temporarily homeless families and individuals can rebuild their lives.

Equipped with amenities any homeowner could appreciate, such as hardwood floors, flat-screen TVs with surround sound, and granite countertops, these playhouses offer luxury on a smaller scale and come in a variety of styles. This year's showcase includes Sconset, a Nantucket-themed playhouse with a slate roof and copper accents, and The Eco Playhouse, a "green" retreat with a solar lighting and cooling system.

Carey always thought the playhouses had to be seen to be believed, until she heard about Previsite. "Joseph Nelson at Previsite told me about the virtual tour kit," Carey says. "He thought it would be a great way to market Project Playhouse and in turn, raise money for our cause."

HomeAid Atlanta purchased a subscription to Previsite's web based software and seven-megapixel digital camera with magnetic 180-degree fisheye lens for only \$200. The return on the investment has been incredible. "We'd never had virtual tours of the playhouses before," Carey explained. "The camera was surprisingly easy-to-use, and the pictures turned out great. The fisheye lens was able to capture every design detail, so people online can really experience these 80-square-foot playhouses."

Carey looks forward to Saturday's Awards & Auction Party, where some predict the event's highest turnout and fundraising yet. "The virtual tours have definitely generated more buzz about Project Playhouse than in previous years. We plan to use our Previsite virtual tour kit for multiple purposes now, including making tours of the transitional housing facilities HomeAid Atlanta builds. This way, individuals can see what we provide to people in need."

A picture is worth a thousand words. With Previsite, HomeAid Atlanta hopes to turn these words into action.