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PRESS RELEASE

**Mercy Care Welcomes Jamar Jeffers as New Leader
in Fundraising and Development**

ATLANTA, GA — Mercy Care is proud to announce the appointment of Jamar Jeffers, D.B.A., as its new Chief Development Officer. With more than two decades of experience in nonprofit leadership and business development, Jeffers brings both strategic vision and heartfelt commitment to advancing health equity in Atlanta.

"Growing up, I had health insurance through my dad's job at General Motors, and I took it for granted," said Jeffers. "In Atlanta today, more than 20 percent of adults under 65 are uninsured. Thousands of people experiencing homelessness rely on emergency rooms for basic care. And entire neighborhoods go without access to affordable clinics. At Mercy Care, I'm committed to changing that. Healthcare shouldn't be a privilege for the few; it's a right for everyone. And I'm here to help push that vision forward."

Jeffers brings a dynamic blend of executive leadership, academic insight, and community-driven purpose to his role as Chief Development Officer at Mercy Care. He is the founder and principal of JEFFCO LLC, and has held key leadership positions at Emory University, Susan G. Komen, Atlanta Technical College, and Breakthrough Atlanta -- organizations rooted in education, equity, and impact. He holds a B.A. and MBA from Delaware State University and a Doctor of Business Administration from Argosy University, where his research examined how hip-hop culture influences marketing in Atlanta's beverage industry. That work reflects his deeper approach: understanding culture to drive connection and change -- exactly what he now brings to advancing health equity in Atlanta.



"We look forward to the energy and collaborative spirit Jamar brings to Mercy Care," said Kathryn Lawler, Mercy Care chief executive officer. "His deep experience in development and his passion for health equity will be assets in our ongoing efforts to expand access to compassionate, high-quality care for those Atlantans who need it most."

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About Mercy Care:

For 40 years, Mercy Care has worked with compassion and integrity to bring clinically excellent healthcare to everyone who needs it, regardless of their circumstances or ability to pay. Continuing the legacy of the Sisters of Mercy ministry founded in 1831, Mercy Care is Atlanta's only federally qualified health center designated to serve the homeless (in its Decatur Street clinic). With four locations supported by a street medicine team, mobile clinic, recuperative care program and intensive integrated permanent supportive housing program, Mercy Care provides comprehensive care for the whole person with a focus on those who have been left behind by traditional healthcare. In 2024, Mercy Care saw more patients than any other year in its history. Mercy Care provided more than 77,000 appointments to more than 19,000 people. Mercy Care also became the first health system in Atlanta to invest in affordable housing, opened 170 units in 2024 with another 98 scheduled to break ground in summer 2025.

More information is available at www.mercyatlanta.org.