MEN'S CHALLENGE CONNECTION

November 2026

Ready. Set. Thrift!

ATC Thrift Store of the Smokies Opens November 14 — Where Every Purchase Has a Purpose!



Exciting things are happening here at MCS! On Saturday, November 14, ATC Thrift Store of the Smokies will officially open its doors! But this is more than just another thrift store. Every purchase and every donation will help support the life-changing work of Men's Challenge of the Smokies, providing hope and recovery for men overcoming addiction while also helping build toward the vision of a future women's recovery center. From clothing and furniture to household treasures and unexpected finds, shoppers will have the opportunity to find great bargains while making a difference in someone's life.

Located at 34 Tarheel Trail in Franklin, the store has been coming together through the incredible generosity of our community, dedicated volunteers, and countless donated items. We are so thankful for everyone who has already played a part in making this vision a reality! We invite you to join us on November 14 @10am, explore the store, and become part of something bigger than shopping. Every dollar spent helps support the mission of restoring lives and rebuilding families. Watch our socials for all the details of the events happening at the store on opening day. We can't wait to welcome you!

Shop with purpose. Give hope. Support recovery.

ATC Thrift Store OF THE SMOKIES

INTERESTED IN VOLUNTEERING?

If you would like to volunteer at our new store, please scan this QR Code and fill out our quick volunteer application. If you have any questions, you can also call/text the store at 828-487-5530.

What's Been Happening

Please join us in congratulating our 3 most recent graduates:
Logan, Dustin, and Matthew





We couldn't be more proud of our men!
This season, our men at Men's Challenge of the Smokies were blessed with the opportunity to participate in a local church basketball league. They enjoyed the competition, fellowship, and opportunity to build relationships with others in our community.
Last month, the league presented our team with a very special honor:
The Shepherd's Heart Award!



If your church or organization would like to bless the men in our recovery program with Christmas gifts, ***please contact our office at 828-524-2157***. We want to ensure that all gifts are on our approved list so that each man can fully enjoy every blessing he receives.
Thank you for helping make Christmas special for our men!



Thank you to our 2026 Hope Gala Sponsors who have helped make it possible for our men to experience freedom, restoration & hope

BRIDGE CHURCH

Mercer Construction, LLC
FOR ALL YOUR CONSTRUCTION NEEDS

BRYANT-GRANT
FUNERAL HOME & CREMATORY
Family Owned & Operated

RE/MAX

HOLLAND construction

Men's Challenge

336 Living hope Way, Franklin, NC 28734
www.livinghopeway.com