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Where Possibility Takes Place ...





Dear Supporters,

It's been a momentous year for the East Lake community. The opening of the new Charles R. Drew Charter School Junior and Senior Academy at the Charlie Yates Campus was incredibly exciting. This state-of-the-art facility, designed for 21st century learning, completes our cradle-to-college education pipeline and will create new opportunities for our students and community. The Foundation was also thrilled to add two new community wellness programs. East Lake Healthy Connections, a comprehensive health and wellness program, and Start: ME East Lake, a micro-entrepreneurship accelerator program, have been tremendously successful in their first several months. Across the board, we served more families and children than ever before.

Over the last 19 years, we've seen remarkable changes take place in the East Lake community. With the help of many supporters and partners, the East Lake Foundation, focused on mixed-income housing, cradle-to-college education and community wellness, has helped transform the East Lake community from a place once filled with despair to a place filled with possibility. Our community has become a place where children and families have a chance to build a bright future.

On behalf of the East Lake Foundation Board and staff, thank you. Your support of our work is creating an abundance of opportunities in a vibrant and thriving community.

You can help us make even more possible – more graduates, more healthy hearts, more places to call home, more hope. With your help, we can continue to make East Lake a community where possibility takes place.

Daniel J. Shoy, Jr.
President
East Lake Foundation

Our Mission

The mission of the East Lake Foundation is to provide the tools for families of The Villages of East Lake and students in the Charles R. Drew Charter School education pipeline to build a better life for themselves and future generations through education, mixed-income housing and community wellness.

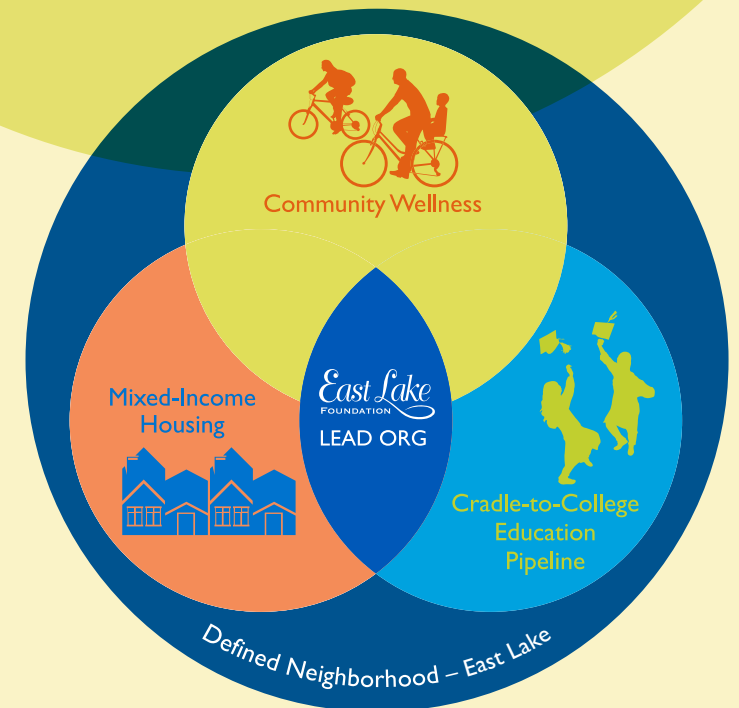
The East Lake Foundation serves as the lead organization in the effort to sustain the successful redevelopment of the East Lake community. The Foundation operates programs and through intergral partnerships, supports other programs and services to transform place and build promise.

About the East Lake Foundation

Founded in 1995 on the belief that no community is beyond hope, the East Lake Foundation was formed to demonstrate that with the right combination of mixed-income housing and infrastructure, educational opportunities from cradle-to-college, and community wellness activities, an inner city neighborhood that had suffered could be redeveloped as a safe and vibrant place to live. Today, success is real and the East Lake community is thriving like never before. It has been transformed from a community of despair into a community of possibility for all.

The East Lake Foundation's programs include: the Resident and Community Support Program at The Villages of East Lake; scholarship programs including the Tom and Ann Cousins Scholarships; and in community wellness, The First Tee® of East Lake, East Lake Healthy Connections, a comprehensive health and wellness program and Start: ME East Lake, a micro-entrepreneurship accelerator program.

The East Lake Foundation has many partners including: Charles R. Drew Charter School; East Lake Sheltering Arms Education and Family Center; the East Lake Family YMCA; the East Lake Neighbors Community Association; and the Southeastern Horticultural Society that manages the East Lake Community Learning Garden.





Mixed-Income
Housing

Career development
made possible

The East Lake Foundation's Resident and Community Support Program (RCSP) at The Villages of East Lake provides residents with the services and resources needed to make economic stability possible.

RCSP, Toshia Tiller

For more than 40 years, the Tiller family lived in the East Lake community. The family experienced East Lake at its very worst. Yet, in the heart of East Lake Meadows, the most notorious public housing development in Atlanta, they were strong and courageous.

After some successful professional opportunities, nearly a year ago, Toshia Tiller found herself out of work. She turned to RCSP at The Villages of East Lake, a program that provides career development, financial literacy and community building events for residents. RCSP worked with Toshia to update her resume in preparation for a career development presentation by Elavon, a corporate partner of the East Lake Foundation. Toshia made quite an impression on the Elavon representatives and shortly thereafter was interviewed and accepted a position at Elavon as a Business Solutions Account Executive.

"I have experienced great success at Elavon. I was the only American representative to hit our annual goal, ranking me #1 of 75 representatives in my department,"

said Toshia. "I wouldn't be where I am today if it weren't for the strength and courage I learned from the East Lake community and the support of the Foundation's RCSP Program."

Highlights

- RCSP hosted a variety of successful economic stability workshops and classes, including entrepreneurship, financial education, home buyer education, and career coaching

85

sessions and events hosted by RCSP

33

residents participating in home buyer education



Cradle-to-College
Education

Educational achievement
possible for all

Charles R. Drew Charter School and our early learning partners (East Lake Early Learning Academy at the East Lake Family YMCA, East Lake Sheltering Arms Education and Family Center and the James M. Cox Foundation Pre-K Program) make the cradle-to-college education pipeline in the East Lake community possible.

Drew Charter School's students continue to perform at the highest levels across all subjects and all grades. The school's success is built on a STEAM (Science, Technology, Engineering, Arts and Mathematics) theme, coupled with Project-Based Learning and a strong foundation in literacy.

Drew Charter School's After School Program served more than 500 children and provided more than 60 academic enrichment and cultural activities that reinforced Drew Charter School's curriculum.

James M. Cox Pre-K Program, Starlet Beris

Starlet Beris, Villages of East Lake resident and mother of two young boys, can't say enough about the Cox Pre-K program at Charles R. Drew Charter School. "Every day Bryce comes home and he can't wait to tell me about his day," she proudly exclaims.



She's thrilled about the high-quality early childhood education opportunity available to him just minutes from their home. "Bryce has been so excited about the weather forecast and the water experiments they are doing in his classroom. The vocabulary he uses is amazing and he is learning so much." Pre-K classes use the research-based Opening the World of Learning (OWL) curriculum that focuses on early language-literacy development. The OWL format coupled with a strong partnership with the Atlanta Speech School's Rollins Center makes the Cox Pre-K program a model for early learning programs across the country.

Bryce is absolutely excelling in school and "it is because of Drew Charter School, the Cox Pre-K program and especially his teachers. Their energy is infectious – you can tell that they really care, that this is not just a job for them."

Highlights

- The Education Trust honored Drew Charter School with its prestigious Dispelling the Myth Award
- Cox Pre-K Program included four Pre-K classrooms serving 92 children
- 94 CREW Teens participants recognized for academic performance

1,500
students in grades K-10 at Drew Charter School

315
students in early learning programs (Birth – Pre-K)

\$2.4 million
earned in scholarships by CREW Teens participants

37
recipients of the Tom and Ann Cousins Scholarship

**Community
Wellness**

**Good health
is possible**

Our Community Wellness programs provide a community-specific mix of facilities, programs and services making it possible to improve the quality of life and opportunities for residents. These include better access to recreation, health care, career coaching and better proximity to banks, grocery stores and other commercial amenities.

Our programs include: The First Tee® of East Lake, a golf and life skills program for children ages 5-17; East Lake Community Learning Garden; East Lake Healthy Connections, a comprehensive health and wellness program; and Start: ME East Lake, a micro-entrepreneurship accelerator program.

Healthy Connections, Vernesha Williams

Villages of East Lake resident Vernesha Williams was struggling to overcome health issues that were keeping her from reaching her highest potential.

“When I first learned of East Lake Healthy Connections, I had difficulty controlling my blood pressure and my daughter, Kelvisha, was not insured.” East Lake Healthy Connections has been an amazing resource for Vernesha. She was introduced to health care options and a medical home and has received a scholarship membership at the East Lake YMCA where she works out regularly. “I’m so appreciative of the assistance my daughter and I have received through East Lake Healthy Connections. Without this program, our vital health needs would have been out of our reach.”



Highlights

The First Tee of East Lake

- 824 participants
- Four participants awarded college golf scholarships
- Kayla McClendon received the First Tee National Scholarship

East Lake Healthy Connections

- Provided 85 East Lake YMCA Scholarships, 56 to residents of The Villages of East Lake

Start: ME East Lake

- Partnered with the Emory University Goizueta School of Business to offer a 14-week program to support promising micro-entrepreneurs in the East Lake and Kirkwood communities

**Purpose Built
Communities**

What is possible here,
is possible across the country

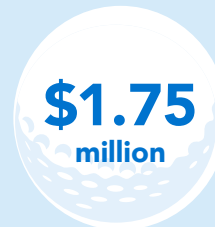
The success of the East Lake Initiative has served as the blue print for a national model of holistic community redevelopment through Purpose Built Communities, established in 2009. Today, there are nine additional Purpose Built Communities across the country that are successfully creating opportunities for residents, and building strong, economically diverse communities that thrive.



**Golf with a
Purpose**

TOUR Championship by Coca-Cola

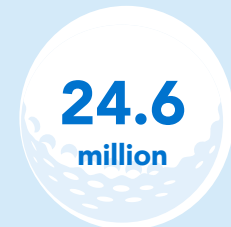
Each year, the PGA TOUR’s top 30 golfers descend on East Lake Golf Club for the annual TOUR Championship by Coca-Cola, the final tournament week of the PGA TOUR season and the culmination of the FedExCup Playoff. This signature event gives the East Lake Foundation the opportunity to tell its story of community redevelopment to the world, while providing vital financial support for our programs, including The First Tee of East Lake.



total donations in 2014 to the East Lake Foundation and The First Tee of East Lake from the TOUR Championship by Coca-Cola



attended the TOUR Championship by Coca-Cola



viewers tuned into the coverage of the Tour Championship by Coca-Cola

104

community garden beds developed in the East Lake neighborhood

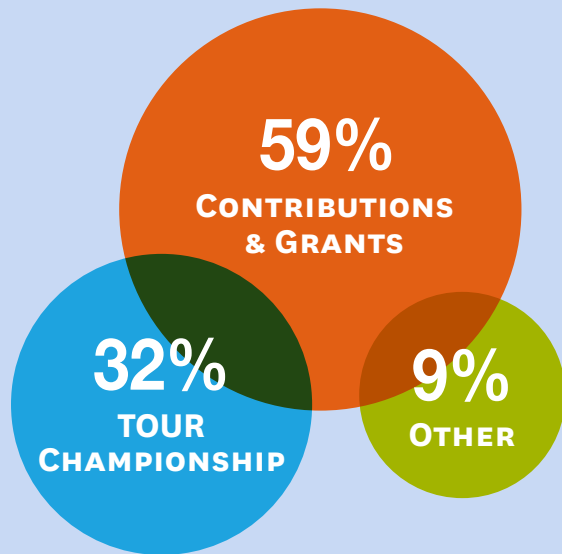
200

residents connected with health resources through Healthy Connections

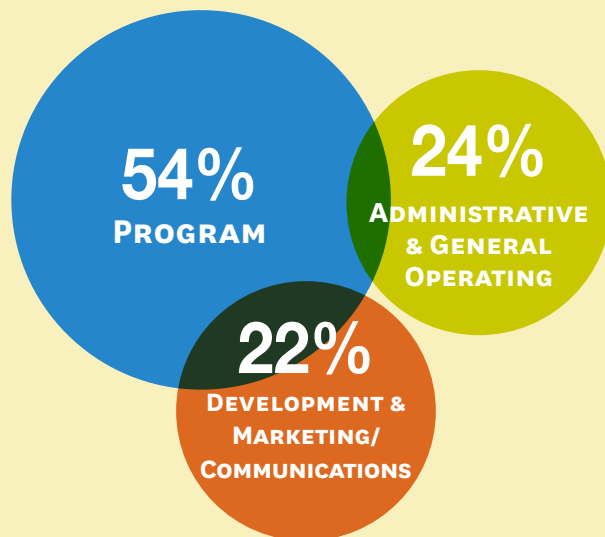
17

micro-entrepreneurs selected to participate in Start: ME East Lake

Revenue by Source Total: \$5,353,874



Expense by Category Total: \$4,691,800



2014

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\$25,000 or more

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