

Community Vision

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Support the East Lake COVID-19 Relief Fund

During disasters like the COVID-19 pandemic, vulnerable populations are the most affected. In East Lake, essential services that the East Lake Foundation (ELF) and our partners regularly provide to community residents have been disrupted.

With schools closed, children most at risk often lose access to food and learning spaces. Parents working in essential businesses or at home struggle without adequate childcare. For lower-wage workers without a safety net, the shutdown of many employers creates layoffs and even greater economic insecurity. And in this situation, many families do not have enough money to pay rent and utilities, putting them at risk of homelessness if they cannot recover financially.

The East Lake Foundation is working closely with our partner organizations to help families in crisis address these challenges. We are proud to have created the East Lake COVID-19 Relief Fund with a \$1 million fundraising goal. The funding raised is providing critical and targeted support to East Lake families and our East Lake Initiative education and wellness partners to meet short- and long-term needs resulting from the COVID-19 pandemic. From food distributions in partnership with the East Lake Family YMCA, East Lake Golf Club and Atlanta Chefs Association, to rent and



utility assistance, to financial planning and the distribution of protective face coverings for those in need, the Foundation's staff has been

on the ground daily assisting residents who have been adversely affected during this very difficult time.

Please join us in this effort! [Click here](#) to make a donation to the East Lake COVID-19 Relief Fund. ■

Drew Charter School Girl Scout Troop 18411 supports Lekotek of Georgia

Drew Charter School Elementary Academy Girl Scout Troop 18411 completed its Philanthropy badge by making a \$300 donation to Lekotek of Georgia, a local nonprofit that helps children with disabilities.

Troop 18411 had been collecting tips for Lekotek at its cookie booths during Girl Scout cookie season. The girls also volunteered their time and efforts to help stuff Easter eggs for the annual Lekotek egg hunt.

Lekotek's Executive Director, Helene Prokesch, explained how the egg hunt is able to accommodate all children, including those who are visually impaired or in wheelchairs. She also coached the girls in thinking about every child's ability rather than disability.

At the close of the meeting, the girl scouts recited a poem called "Just Like Me" that reminded them they have more in common with special needs children than less. Congratulations, Drew Eagles! ■



Cousins Properties Foundation donates \$200,000



The Cousins Properties Foundation has donated \$200,000 to support the Foundation's East Lake COVID-19 Relief Fund and Drew Charter School's Office of College and Career Readiness.

This gift will provide \$100,000 in immediate support for East Lake families experiencing economic hardship as a result of COVID-19 and \$100,000 that will enable the pursuit of life-changing college and career opportunities for Drew Charter students who otherwise may have struggled to pursue or afford college. The Foundation will establish two college scholarships – one named in honor of Larry Gellerstedt, III and one named in honor of Taylor Glover – for Drew Charter School students who live at The Villages of East Lake and/or have a demonstrated financial need. This year's Larry Gellerstedt Scholars are Reno Teasley and Kacy Caldwell. This year's Taylor Glover Scholars are William "Rocco" George and Malik Muhammed. The grant also provides support for the College and Career Readiness Program at Drew Charter, which helps ensure that students are aware, eligible and prepared for post-

secondary choices in college and career.

This generous donation was made by The Cousins Properties Foundation to honor Larry Gellerstedt, III and Taylor Glover, two extraordinary corporate and community leaders, on the occasion of their retirement from the Cousins Properties Board of Directors. Under Larry's and Taylor's leadership, Cousins Properties and the Cousins Properties Foundation have previously donated more than \$1.5 million to the East Lake Foundation to support college scholarships for Drew Charter School students, the capital campaign to build the Drew Charter School Junior and Senior Academy at the Yates Campus, and other educational initiatives in the East Lake community.

"We are incredibly thankful for our long-term partnership with Cousins Properties and The Cousins Properties Foundation for more than 25 years," said Daniel J. Shoy, Jr., President and CEO of the East Lake Foundation. "We are privileged to be part of Larry's and Taylor's retirement recognition, and we will ensure that their lifetime achievements and their legacy of support for East Lake are shared through these honorary gifts and scholarships." ■

TOUR Championship makes contribution to East Lake COVID-19 Relief Fund; Returns to East Lake from Sept. 3-7, 2020



Earlier this year, the TOUR Championship made a commitment from last year's tournament proceeds to the East Lake Foundation's COVID-19 Relief Fund, which provides financial assistance to residents within The Villages of East Lake who are struggling as a result of the COVID-19 pandemic.

The East Lake COVID-19 Relief Fund support was part of the larger \$3.5 million charitable donation

In addition to the East Lake Foundation's COVID-19 Relief Fund, charitable contributions from the TOUR Championship also supported the individual COVID-19 relief efforts of the Grove Park Foundation and Purpose Built Schools Atlanta.

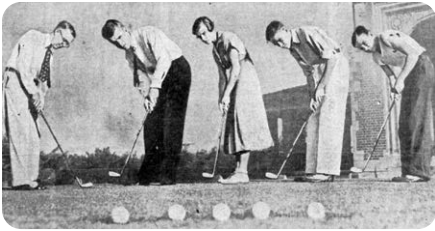
This year's TOUR Championship, the 20th hosted at East Lake Golf Club, will return Sept. 3-7, when the top 30 players from the FedExCup standings will vie for the FedExCup title at the PGA TOUR's season-ending event. The final round is set to be contested on Labor Day.

The East Lake Foundation is grateful for our partners at the PGA TOUR and East Lake Golf Club, the PGA TOUR players, the fans, the volunteers, and Coca-Cola Company and Southern Company who make this tournament possible each year.

Due to the COVID-19 pandemic, this year's tournament will be played without spectators. For additional information on how to support the TOUR Championship and East Lake Foundation, please visit <https://bit.ly/2020TourChamp>. ■



from the 2019 TOUR Championship – a tournament record – to its four primary beneficiaries, which include the East Lake Foundation, Grove Park Foundation, Purpose Built Schools Atlanta and The First Tee® of Metro Atlanta.



Party on the Green moves to the Fall; Will coincide with the East Lake Cup

Party ON THE Green

This October, the East Lake Foundation is excited to combine two of its signature events, Party on the Green and East Lake Cup.

This year's Party on the Green will honor and remember four historic children of East Lake to benefit today's children of East Lake.

- Charles Richardson Yates (1913-2005)
- Mary Frances Yates Green (1916-2014)
- Presley Daniel Yates, Jr. (1918-2017)
- Alan Porter Yates (1922-2004)

These two community events will support the Foundation's East Lake COVID-19 Relief Fund and Cradle-

to-College Education Initiative to help families who are struggling as a result of the pandemic and help children reach their highest potential.

Over the last four years, these two signature events have contributed more than \$3 million to support the Foundation's programs and partners.

- Party on the Green - Saturday, October 24, 2020 at 6:00 pm at East Lake Golf Club
- East Lake Cup – Monday, October 26 - Wednesday, October 28, 2020 at East Lake Golf Club

Sponsorship opportunities are available. [Click here to learn more.](#) ■



Start:ME East Lake celebrates 6th cohort



On May 5th, Start:ME East Lake graduated its 2020 cohort of 15 entrepreneurs. The 14-session accelerator program, in partnership with Goizueta Business School at Emory University, Access Capital for Entrepreneurs and the East Lake Foundation, provides business know-how, mentorship support, and early-stage capital to promising micro-entrepreneurs (those with 1-4 employees) to develop viable and sustainable businesses.

The program took a "virtual" turn as a result of the COVID-19 pandemic, shifting to online meetings, presentations, and networking.

Program managers worked with hundreds of Start:ME alums to help them weather the pandemic and pivot their offerings where possible to remain profitable.

Start:ME also launched a momentum crowdfund campaign to support microbusinesses; and captured COVID-19-focused small business resources for any small business in Atlanta, including emergency funding opportunities and resources to build resilience.

For the first time, the final Showcase event was held virtually. It featured a celebration of all graduating ventures, speeches from alumni, and grant investment award announcements.

The following Start:ME East Lake entrepreneurs were selected to receive grants to help grow their businesses.

Start:ME Growth Grants of up to \$4,000

- Brandon Williams + Ebony Blanding of Puncho's Fry Trap



- Jan O'Shaughnessy of The Neighborhood Sprouts

Start:ME Start Grants of up to \$1,500

- Madison Copeland of Rogue Digital
- Tamara Lucas and Amanda Farahany of My Panda

Peer-of-the-Year Grants of \$500

- Jocelyn Johnson of WorshApp

Community Impact Grants of \$500

- Katecia Wilson of MamaWanderlust

For more information on the Start:ME program, visit www.startmeatl.org. ■

Drew Charter School recognizes the 2020 East Lake Foundation Scholars

By Terez Chapman, Drew Charter School Alumna and East Lake Foundation Intern

Drew Charter School hosted the annual Senior Awards ceremony virtually on May 22nd. With a Hollywood theme that included celebrity cameos, it showcased the academic achievements of the Class of 2020 graduates. We're so proud to recognize these special students from the Class of 2020 with scholarships sponsored in part by the East Lake Foundation.

Ann and Tom Cousins Scholars:

(\$5,000 scholarship annually, renewable for four years)

- **Solomon Adams**, Yale University
- **Jasmyn Thrash**, Fisk University
- **Payton Gunner**, Brandeis University
- **Trinitee Richards**, North Carolina A & T State University
- **Nathaniel "Trey" Dobson**, Georgia Institute of Technology
- **Alexis Gaines**, University of Miami

Eva Davis Empowerment Scholars:

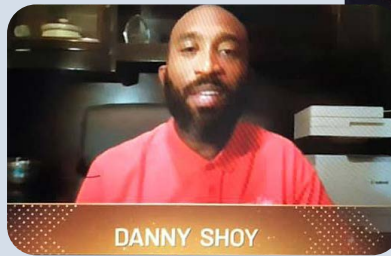
(\$3,000 scholarship annually, renewable for four years)

- **Adrian Banks**, Clayton State University
- **Amanda Carter**, Elon University
- **Amiyah Carter**, Georgia Gwinnett College
- **Anthony Ford**, North Carolina A & T State University
- **Dezmond Jack**, Georgia State University
- **Marqueson Tribble**, Clayton State University

Larry Gellerstedt Scholars:

(\$3,000 scholarship annually, renewable for four years)

- **Reno Teasly**, Savannah State University
- **Kacy Caldwell**, University of Georgia



DANNY SHOY



Taylor Glover Scholars:

(\$3,000 scholarship annually, renewable for four years)

- **William "Rocco" George**, University of Pittsburgh
- **Malik Mohammed**, University of California, San Diego

Rc Pruitt Scholar:

(\$3,000 scholarship annually, renewable for four years)

- **Nicholas Smith**, Bethune-Cookman University

Larry Schall Scholars:

(\$3,000 scholarship annually, renewable for four years)

- **Bryce Zelazoski**, Oglethorpe University and Georgia Institute of Technology Dual Degree Program

Fischer Family Scholars: (\$500 each)

- **Jenna-Elyce Offord**, Savannah State University
- **X'xavian Dollar**, Coastal Carolina University/Horry Georgetown Technical College

Back Nine Scholar:

(\$2,000 scholarship annually, renewable for four years)

- **William "Rocco" George**, University of Pittsburgh

For more information on the Foundation's sponsored scholarships, please [click here](#). If you are interested in supporting Drew Charter School's College and Career Readiness Program, please email Jessie Bond at jbond@eastlakefoundation.org. ■

Shannon Heath Longino named Certified Property Manager of the Year by the Institute of Real Estate Management (IREM)

The East Lake Foundation is proud to congratulate Shannon Heath Longino, East Lake neighborhood native and Drew Charter School Board Member, for being named the Certified Property Manager (CPM) of the year by the Institute of Real Estate Management (IREM).

The IREM CPM of the Year Award recognizes professionals who demonstrate a commitment to the profession, provide excellent service to clients, tenants and residents, and demonstrate a personal commitment to community service.



Shannon grew up in East Lake Meadows and was the youngest member of the redevelopment planning committee led by her late grandmother, Eva Davis. She has been in the real estate management profession for more than 25 years. Over that time, she has been tirelessly committed to her profession and community service and has been a staunch advocate for low-income families.

The East Lake Foundation is proud to call Shannon our partner in our continued work in the East Lake neighborhood and at Drew Charter School. ■

Two married Drew Charter School Alumni reflect on the COVID-19 pandemic

Interview by Terez Chapman, Drew Charter School Alumna and East Lake Foundation Intern

Mikey and Randi Chapman are proud Drew Charter School Alumni. In fact, Drew Charter School holds a special place in their lives. Attending Drew Charter School in the early 2000s before the Senior Academy was completed, both Mikey and Randi graduated from Drew after 8th grade and attended Tech High School and Carver Early College, respectively. After high school graduation, Mikey attended the University of West Georgia to study Business Management and Randi attended the College of Wooster to study English and Africana Studies.

Both continued to stay connected with the East Lake neighborhood after college graduation. Mikey's family lived in The Villages of East Lake and his younger sisters attended Drew Charter School and Randi began working in Drew Charter School's College and Career Readiness Office. They married and have a young daughter named after the place that brought them together, Drew.

The COVID-19 pandemic has been difficult for everyone, but Mikey and Randi are making the best of it and have enjoyed the increased family time together. In



addition to spending quality time with their daughter, Drew, they have enjoyed exercising, reading and watching movies.

They are also continuing to record their podcast, Black Millennial Marriage, which now has more than 100 episodes. Randi says, "While it's been easier to produce and edit because we're always home, it's become more difficult to

record without the baby in the background because she has found her voice and is talking more."

Given the current civil unrest in Atlanta and countless other communities, Mikey and Randi are hoping to use their podcast as a platform to educate and advocate on behalf of Black people and other people of color. They are also committed to volunteering more in their community in the areas of literacy and learning, LGBTQ rights, and hunger relief when it is considered safe to do so.

You can download and listen to the Black Millennial Marriage podcast on all major streaming services, follow them on social media, and email them at blackmillmar@gmail.com. ■

East Lake Foundation receives generous donations from RSM



Each year, RSM selects one nonprofit to support with its Birdies Fore Love program. RSM's Atlanta office selected the East Lake Foundation as its office competition recipient. As a result of their fundraising competition, they

donated more than \$43,000 to support the Foundation's education, health and wellness programs.

In addition to the Birdies Fore Love donation, the Foundation received support from participants in RSM's national Culture, Diversity and Inclusion Leadership Summit held in Atlanta in December 2019. In the spirit of holiday giving and service, RSM employees assembled

55 bicycles and scooters provided as holiday gifts for children and youth living at The Villages of East Lake and in a neighboring apartment complex.

The Foundation's Grants Manager Jessie Bond said, "We believe there are several spheres of impact from this event: providing bikes and scooters for families that were unable to purchase them; providing young people with a gift that facilitates healthy physical activity; increasing RSM employee understanding of our charitable work and the needs of economically disadvantaged families; and inspiring both RSM and ELF to find additional ways to work together for the benefit of East Lake children."

Thank you to RSM for your partnership and continued support of our work.

If you know of a company who would like to partner with the East Lake Foundation, please email Jessie Bond at jbond@eastlakefoundation.org. ■



The Villages of East Lake resident, Delores Ruffin, celebrates daughter's graduation from the College of Wooster

Interview by Terez Chapman, Drew Charter School Alumna and East Lake Foundation Intern

Delores Ruffin, a long-time resident at The Villages of East Lake, has a lot to celebrate. Her youngest child, Donyea Ruffin, graduated from the College of Wooster with a Bachelor of Science in Studio Art. A recipient of the Cousins Scholarship, Achieve Atlanta Scholarship and College of Wooster scholarship, Donyea has graduated from college debt free. As a new graduate, she joins her two older siblings who have each earned college degrees.

Since graduation, Donyea has been living at home and began

working at the YMCA Youth and Teen Development Center. While the pandemic has slowed her life down, she has enjoyed the increased time with her mother, family dinners, and the opportunity to work on her painting.

Delores Ruffin says, "When you have a good relationship with your kids along with good and open communication, you will be surprised by how much fun you all can have. This time of stillness has been a period of reflection and planning for many, and I have been encouraging my kids to be financially stable and wise."

Because of the changing economy, Donyea has considered a new business venture incorporating her painting talents. A talented

portrait painter, she is ready to start experimenting with other mediums and on different surfaces. Also, during this time of civil unrest, she's been exploring using her arts as a form of activism. Donyea is considering continuing her education to pursue a Masters in Studio Art and is adamant about reaching her financial goals.

Delores Ruffin says that she has more faith than ever about advancing her family and their goals, as well as her own personal goals. She jokingly added, "there should be vacation trips awarded to parents who have new graduates because after three children, it is time for a vacation." ■

2019 Annual Report

The East Lake Foundation is proud to present the 2019 Annual Report. To view the report, please [click here](#). The East Lake Foundation's work would not be possible without your generous support and commitment to our work. Thank you.

East Lake Women's Alliance Member, Rhonda Morgan, makes history



In late 2019, Rhonda Morgan became the first Black woman named managing broker of Coldwell Banker Realty in the Metro Atlanta area, and one of only a few Black managers in the entire United States.

With 20 years of real estate experience, Rhonda was honored to

be appointed to this role in the Alpharetta office. "Black women typically have to work twice as hard to receive the same recognition as their white peers, especially in the real estate business," said Rhonda Morgan. "I knew I was qualified, but to be offered this type of position at one of the top offices in Metro Atlanta was an amazing feat."

Rhonda believes that this role is just the first step in her journey and hopes to use this new platform to inspire and empower other Black women to succeed in real estate. "I am committed to proving to myself and others that

Black people can do this type of work and be extremely successful."

Rhonda is a proud member of the East Lake Women's Alliance and supporter of the East Lake Foundation and TOUR Championship. At one point in her real estate career, she worked in the East Lake area. She witnessed firsthand the transformation of the community and was especially inspired by the incredible access and opportunities provided to children at Drew Charter School.

"I joined the East Lake Women's Alliance to be a part of something bigger than myself," she said. "Whatever small part I can play to ensure that the most vulnerable children in the East Lake area are successful and prepared for life beyond high school, I am eager to do."

If you are interested in joining the East Lake Women's Alliance, please email [Laura Bollman at elwa@eastlakefoundation.org](mailto:Laura.Bollman@eastlakefoundation.org). ■

The East Lake Foundation is nationally known for its integrated approach to community revitalization that focuses on three pillars: **cradle-to-college education, mixed-income housing** and **community wellness**. The Foundation serves as the lead organization working closely with its partners within and across these pillars to benefit our youth and their families. To make a donation, call **404.373.4351** or visit eastlakefoundation.org.