

Community Vision



Ilham Askia Announced as Next President & CEO of the East Lake Foundation

The East Lake Foundation's Board of Directors is thrilled to announce that Ilham Askia has been named President & CEO. Askia will start in her new role on September 6, 2022.

Askia joins the East Lake Foundation at a critical moment of transformation and opportunity as it continues its work to increase the health and wellbeing for residents, to advance racial equity, and to create pathways from poverty to prosperity in East Lake.

Askia is a seasoned nonprofit leader with a deep commitment to advancing social justice and equity. She brings 18+ years leadership experience, most recently as Executive Director of Gideon's Promise, a 501(c)(3) public defender organization whose mission is to transform the criminal justice system by building a movement of public defenders who provide equal justice for marginalized communities. Prior to becoming Executive Director, she served as a Program Director at Gideon's Promise, where she worked with and helped to recruit new public defenders, as well as develop relationships throughout the Southeast.

She formerly served as an educator from 1999 to 2007. Askia began her career in early childhood education as a Teach for America Fellow in District of Columbia Public Schools and then later taught and facilitated teacher training in the charter school system before moving

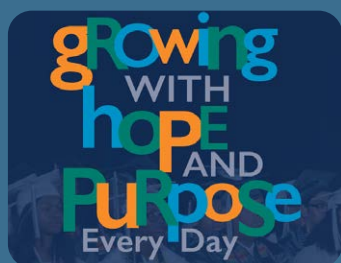


to Georgia. She served as a first-grade teacher, chaired the First Grade Team, and wrote the Math curriculum for Fulton County Schools.

Askia holds a bachelor's degree from Cornell University in City/Urban, Community, and Regional Planning, and a master's degree in Elementary Education and Teaching from Trinity Washington University. She currently serves as a committee member of Leadership Atlanta, a post she's held since 2017, and is a member of the Board of Directors for the Society of International Business Fellows (SIBF), which she joined in January 2021. She will begin her tenure on the National Head Start HSN Board this fall.

"We are thrilled to have someone with Ilham's background and experience join the team and look forward to her continuing to strengthen the outstanding work of the East Lake Foundation," said Phil Jacobs, Chairman of the East Lake Foundation Board of Directors.

The Foundation has been fortunate to ensure a continuity of leadership with Catherine Woodling who has served as the organization's interim leader since February 2022. She will continue to serve in that capacity until Askia begins in September, when she will serve as Chief Operating Officer, responsible for the Foundation's daily operations, administration, finances, and communications and marketing. ■



2021 Annual Report

The East Lake Foundation is proud to present the 2021 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 Foundation, Atlanta Housing, Invest Atlanta and Columbia Residential Celebrate Grand Re-Opening of The Villages of East Lake



On May 9th, the East Lake Foundation, Atlanta Housing, Invest Atlanta and Columbia Residential hosted a grand re-opening for the legacy Villages of East Lake, a celebration of residents and partners who have contributed to the preservation and renovation of this historic mixed-income community. The event included a ribbon cutting ceremony with remarks from Atlanta Mayor Andre Dickens, Christopher Nunn, Commissioner, Georgia Department of Community Affairs, Eugene Jones, Jr., President & CEO, Atlanta Housing, Josie Braziel, resident of The Villages of East Lake, Jenna Kelly, Group Regional Vice President – Georgia, Truist Bank, Catherine Woodling, Deputy Executive Director, East Lake Foundation, Shannon Heath-Longino, former resident, community advocate and Senior Vice President, Truist Community Capital.

This unique and productive partnership between the City of Atlanta, East Lake Foundation, Atlanta Housing, Georgia Department of Community Affairs, Truist Bank, and Columbia Residential has positioned this iconic property for long-term operational and financial sustainability. This historic financial transaction and subsequent renovation represents one of the largest preservations of affordable housing in the State of Georgia and is an integral part of East Lake Foundation's mission and continued holistic revitalization of the East Lake community.

The legacy Villages of East Lake, originally constructed in the mid-1990s, comprises 542 housing units, including

townhouses, duplexes and garden apartments and amenities which have undergone an extensive renovation. 50% of the housing units are subsidized by Atlanta Housing to families making 30% of AMI or less and the remaining 50% are provided at market rate. The upgrades include new exteriors, flooring, cabinets, a fitness center, and landscaping, among others.

"We are grateful to join with our Villages of East Lake residents and partners to celebrate this much-anticipated grand re-opening," said Catherine Woodling, Deputy Executive Director of the East Lake Foundation. "We're thrilled that this incredible effort, in addition to several new East Lake Foundation housing initiatives, will significantly increase housing availability and diversity in the East Lake neighborhood."

Josie Braziel has been a resident at the Villages of East Lake for more than a decade. She is an active participant with the East Lake Foundation's Resident and Community Support Program that she credits for helping her land her dream job -full time with benefits- at a local school system where she has worked for two years now. Her daughter, who began attending Drew Charter School in Kindergarten, will soon graduate and has plans to start college in the fall. While the renovations of the Villages have been extensive, Ms. Braziel is incredibly grateful to all of the partners that made this work possible. "I was blown away when I walked into my apartment." ■

East Lake Foundation Announces \$1.1M Donation to Launch the Tom Cousins and Billy Payne Leadership and Service Program at Drew Charter School

The East Lake Foundation received a \$1.1M contribution to develop and launch the Tom Cousins and Billy Payne Leadership and Service Program at Charles R. Drew Charter School. The donation is from Rob Johnston, the immediate past Chairman of the TOUR Championship, and a decades-long member of the East Lake Foundation's Board of Directors.

"Tom and Billy were mentors to me both personally and professionally, and they introduced me to the miracle at East Lake," said Rob Johnston. "These visionary leaders inspired me to think beyond the horizon. I sincerely hope to prepare all Drew students for greatness – beyond what is provided in their academic careers – so I am thrilled to fund the creation of the Tom Cousins and Billy Payne Leadership and Service Program. I have known these two iconic leaders all my life and am honored that they will be forever linked by their lifelong commitment to humility and humanity."

The Tom Cousins and Billy Payne Leadership and Service Program will give all students at Drew exposure to leadership skills and personal networks. By introducing students to leadership, ranging from CEOs to middle management, Johnston aspires that this program "will encourage these students to rise above their comfort zone." This program that is poised to impact thousands of students will forever honor the legacies of Tom Cousin and Billy Payne, two extraordinarily gifted leaders and philanthropists.



The program is rooted in its tenets to provide experiences, exposure, and education for all students, specifically centered on the fundamental importance of leadership and community service. Meaningful partnerships with local organizations, service field trips, a guest speaker series, the Dreamers Mentoring Program, and service leadership scholarships are just a few ways the Tom Cousins and Billy Payne Leadership and Service Program will increase and develop student leadership.

"The Tom Cousins and Billy Payne Leadership and Service Program gives a nod to two influential leaders, without whom Drew Charter School wouldn't exist today," said Peter McKnight, Drew's Head of School. "We are grateful for this donation, which will allow us to enhance existing service and leadership opportunities across Drew's Junior and Senior Academies, and also establish new programs and access for our students to enhance their leadership skills." ■

Save the Date for the 2022 East Lake Cup and Party on the Green

Mark your calendar for the 2022 East Lake Cup and Party on the Green hosted October 22-26, 2022, at historic East Lake Golf Club. Party on the Green, scheduled for Saturday, October 22nd, will serve as the celebratory event for the 8th Annual East Lake Cup and will honor the Yates Family and the Children of East Lake.

These two special events will support the East Lake Foundation's COVID-19 recovery efforts 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 five years, these two signature events have contributed more than \$3 million to support the East Lake Foundation's programs and partners.



Joint sponsorship opportunities are available.

Please contact Jeannine Blanco at jblanco@eastlakefoundation.org or visit the Foundation's [website](#). ■

Start:ME East Lake Graduates 8th Cohort

On May 12th, Start:ME East Lake graduated its 2022 cohort of 21 ventures. 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.

Of the 21 ventures represented in

the 2021 cohort, 76% of the ventures are led by people of color, 67% by women, and 52% from low-to-moderate income households. Six are residents at The Villages of East Lake and four are Drew Charter School parents. The final Showcase event featured a celebration of all graduating ventures, speeches from alumni, and grant investment award announcements.

Since the Start:ME East Lake program began, 131 business with a combined annual revenue



exceeding \$5 million have been served, more than 350 jobs were created or retained, and 30+ businesses have received capital grants. For more information on the Start:ME program, visit www.startmeatl.org. ■

Atlanta Land Trust Housing Partnership Brings New Affordable Housing to East Lake

The Atlanta Land Trust (ALT) is bringing new, permanently affordable housing to East Lake, thanks to a two-acre land donation from The CF Foundation in partnership with the East Lake Foundation. The announcement comes as ALT is leading the way towards a more sustainable approach to affordable housing in Atlanta by expanding homeownership throughout the city, including along the Atlanta BeltLine, and in neighborhoods such as Oakland City, Grove Park, and Pittsburgh. Over the next five years, ALT will collaborate with residents in Atlanta's neighborhoods to create 300 permanently affordable, energy-efficient homes.

"We couldn't do the work we do without the generous support from partners like The CF Foundation and East Lake Foundation," said Amanda Rhein, executive director for the Atlanta Land Trust. "They understand the fundamental role affordable homeownership plays in improving economic mobility for low-income households. This builds upon their decades of work to improve outcomes for families in East Lake."

ALT is partnering with the DaVinci Development Collaborative on the development of the Trust at East Lake, which will include 40 one-, two-, and three-bedroom units ranging from 600 square feet to 1,500 square feet with sales prices starting at \$155,000. ALT aims to make half of the units affordable to families making at or below 80% of the area median income (AMI) —\$77,100 for a family of four. The balance of units will be affordable to families making between 80% and 120% of AMI.

Affordable housing, including The Trust at East Lake and other existing and under construction apartment homes, is part of the East Lake Foundation's initiative to help individuals build a better life for themselves and future generations through equitable cradle-to-college education, mixed-income housing, and community wellness. The East Lake Foundation and ALT will work closely with the Villages of



East Lake's Resident and Community Support Program to ensure current East Lake residents are prepared to take advantage of these homeownership opportunities in their community.

"The CF Foundation is proud to support the work of Atlanta Land Trust, particularly in the East Lake community, where we've seen the kind of neighborhood revitalization that can happen when organizations like ALT get the support they need to change lives," said Lillian Giornelli, president of the CF Foundation. "Perhaps nothing is more critical to the success of families and communities than high-quality, affordable housing. The beauty about supporting ALT is that they're addressing the housing affordability crisis in Atlanta not just for today's families, but for tomorrow's generation as well." ■

Drew Charter School Celebrates Class of 2022

On May 21st, Charles R. Drew Charter School celebrated its largest graduating class to date as 120 seniors walked across the stage to receive their diplomas. 98% of the Class of 2022 graduated, an amazing and resilient accomplishment after a very difficult few years.

The Class of 2022 includes engineers, artists, athletes, social justice advocates, dancers, musicians, and a future mortician. Collectively, the Class of 2022 was awarded over \$8 million in scholarships and include 3 Posse Scholars, 2 Five Strong recipients, and 6 Cousins Scholars, among others.

The highlight of the ceremony, however, was hearing from the students themselves. Class speaker Symara Ford captured Drew's mission and purpose as a school perfectly in her graduation speech linked [here](#).



Other **highlights from Class of 2022** include:

- 83% of students applied to college, a 99% acceptance rate. **Scholarships awarded include:**
- Three Posse Foundation Scholars. One student will attend Brandeis and two will attend the College of Wooster.
- Two 5 Strong Recipients. 5 Strong partners with Historically Black Colleges and Universities to provide promising student leaders with full-tuition scholarships and ongoing mentorship and support from matriculation to graduation. One student will attend Albany State University and the other will attend Lincoln University.

- Six Tom and Ann Cousins Scholars, three Eva Davis Scholars, three Jackson Family Scholars, and one Rc Pruitt Scholar.

We also were thrilled to announce three new scholarships for Drew Charter School students:

- Daniel J. Shoy Jr. Excellence in Leadership Scholarship awarded to Quinn Washington
- Dottie Kuhlman Scholarship supporting a woman golfer awarded to Hailey Fisher and provided by Dr. Cynthia Kuhlman in honor of her late mother
- Tom and Ann Cousins Scholarship for Drew Charter School students at the University of Georgia endowed by Scott Bingham and Carrie and Chad Parker ■

East Lake Foundation Proud to Host Bank of America Student Leaders



The East Lake Foundation was proud to host five Bank of America Student Leaders this summer. The Bank of America Student Leaders Program recognizes and rewards high school juniors and graduating seniors for their passion and commitment to community service by placing them in paid internships across the United States. The Foundation, partnering with Bank of America for the 10th year, was thrilled to host these talented students this summer. They spent their time working with several East Lake Initiative partners.

- **Marilyne Makendi** – Marilyne will attend Pomona College in southern California with plans to study sociology and economics.
- **Samuel Velez-Hurtado** – Samuel will attend Columbia University and plans to dual major in Civil Engineering and Financial Engineering.
- **Shreya Dudeja** – Shreya is a rising senior at Parkview High School who is interested in business and economics.
- **Joshua Chapple** – Joshua will attend Kennesaw State University and plans to study public relations and theatre.
- **Aida Eyasu** – Aida is taking a gap year and is interested in fostering diversity and inclusion and is passionate about community service and the environment. ■

Accenture Joins TOUR Championship as Newest Proud Partner

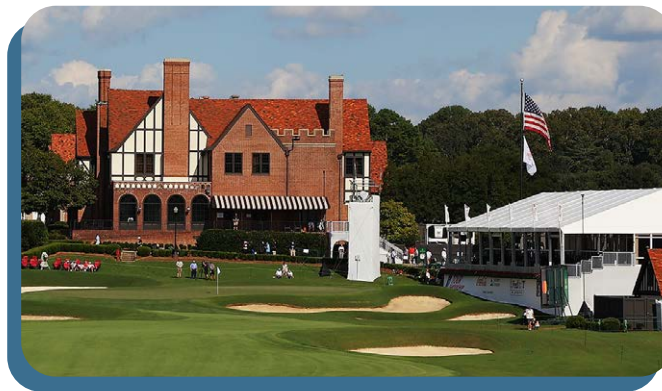


The PGA TOUR has announced that Accenture is the newest Proud Partner of the TOUR Championship – joining Coca-Cola and Southern Company – an agreement that begins with the 2022 tournament and extends through 2027. The addition of Accenture, a global professional services company

FedExCup, the tournament has become synonymous with the Atlanta sports calendar while taking great pride in making an indelible impact on the local community."

"This is exciting for the TOUR Championship and its future here in Atlanta," said Alex Urban, Executive Director of the TOUR Championship. "With Accenture's support, we look forward to expanding the tournament's charitable footprint throughout Atlanta and building on the dynamic fan experience that makes the TOUR Championship the city's must-attend event of the summer and a

with leading capabilities in digital, cloud and security, will further elevate the TOUR Championship as the culminating event of the PGA TOUR season at East Lake Golf Club. Their partnership will also enhance the tournament's ability to make a positive impact on the East Lake Foundation and the other tournament beneficiaries, Focus Community Strategies, Grove Park Foundation, Purpose Built Schools Atlanta and First Tee – Metro Atlanta.



centerpiece on the PGA TOUR schedule."

"We are excited to join Coca-Cola and Southern Company to support the TOUR Championship and the important work the East Lake Foundation and the tournament's other charitable partners are doing throughout Atlanta," said Jimmy Etheredge, Accenture's

CEO of North America. "Our organizations share a longstanding commitment to creating greater opportunities for vulnerable communities and I look forward to the continued impact we can have together."

As the finale of the FedExCup Playoffs, the TOUR Championship will welcome the TOUR's best 30 players to Atlanta and historic East Lake Golf Club, August 24-28, to crown this season's FedExCup champion.

"Adding Accenture as a Proud Partner of the TOUR Championship is a testament to the stature of the TOUR Championship globally in sports and within the Atlanta area," said Brian Oliver, PGA TOUR Executive Vice President of Marketing and Corporate Partnerships. "With the TOUR Championship set for its 22nd playing at East Lake Golf Club and 16th since the inception of the



PROUD PARTNERS

This sponsorship marks continued momentum in Accenture's biggest brand move in a decade with the October 2020 launch of its "Let there be change" campaign and new company purpose, designed to inspire organizations to embrace change to create more value for the benefit of all.

For more information about the TOUR Championship and to purchase tickets for this year's tournament, please visit www.TOURChampionship.com. ■

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 visit eastlakefoundation.org.