

# Community Vision



## East Lake Foundation’s Board of Directors Approves Strategic Plan

In June, the East Lake Foundation’s Board of Directors approved a five-year strategic plan for the organization and adopted a new mission statement reflecting our strategic direction and core values.

Some key initiatives in the new plan call for building generational wealth for families, supporting academic recovery programs to address achievement gaps due to the COVID-19 pandemic, helping families inform policy changes on local, state, and federal levels, and supporting the mental and physical well-being of residents and service providers.

The Board has agreed to five goals that will guide the Foundation’s work over the next five years:

- **Affordable Housing** – Expand the availability of affordable housing in the East Lake area.
- **Children & Youth Education** – Ensure children and youth are prepared for success in learning at all stages of their development.
- **Community Wellness** – Support physical health, mental health, safety and well-being for children and their

families living in the East Lake community and attending Drew Charter School.

- **Economic Vitality** – Support families in defining and pursuing economic vitality for themselves and future generations.
- **East Lake Foundation Capacity Building** – Build and sustain the East Lake Foundation’s capabilities and infrastructure required to meet our community service objectives. ■

<p><b>VISION</b></p> <p><b>A THRIVING EAST LAKE COMMUNITY</b></p>	<p><b>MISSION</b></p> <p>The East Lake Foundation collaborates with The Villages of East Lake residents, Charles R. Drew Charter School families, and other key service providers to ensure every member of our community has equitable access to the resources, tools and supports needed to thrive.</p>
<p><b>VALUES</b></p> <p>Resident-Centered Respect Partnership Equity Innovation Measurable Impact Resilience</p>	

<p><b>GOALS</b></p>				
<p><b>AFFORDABLE HOUSING</b></p> <p>Expand the availability of affordable housing in the East Lake area.</p>	<p><b>CHILDREN &amp; YOUTH EDUCATION</b></p> <p>Ensure children and youth are prepared for success in learning at all stages of their development.</p>	<p><b>COMMUNITY WELLNESS</b></p> <p>Support physical health, mental health, safety, and well-being for children and their families living in the East Lake community and attending Drew Charter School.</p>	<p><b>COMMUNITY ECONOMIC VITALITY</b></p> <p>Support families in defining and pursuing economic vitality for themselves and future generations.</p>	<p><b>EAST LAKE FOUNDATION CAPACITY BUILDING</b></p> <p>Build and sustain the East Lake Foundation’s capabilities and infrastructure required to meet our community service objectives.</p>

# Run for East Lake 5K & Fun Run

On August 5, 2023, the East Lake Foundation was thrilled to bring back the Run for East Lake 5K & Fun Run. It was a fun-filled day of fitness and community spirit, bringing together residents, students and visitors of all ages and fitness levels.

Nearly 400 participants enjoyed the vibrant community atmosphere and scenic route through the beautiful East Lake neighborhood offering a unique opportunity to run on the back nine holes of historic East Lake Golf Club.



The Run for East Lake 5k & Fun Run raised more than \$25,000 to support the East Lake Foundation thanks in large part to our generous sponsors:

East Lake Family YMCA (Presenting Sponsor), Troutman Pepper, Purpose Built Communities, Columbia Residential,

Perennial Properties, City of Atlanta District 5, Sovereign Realty & Management, the East Lake Neighborhood Development Corporation, and Mark Rahiya.

Congratulations to our top finishers:

## 5K Men

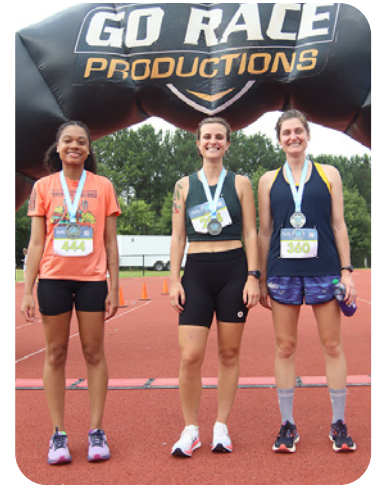
- Chip Daymude - 17:38.77
- Brett Vogt - 17:39.73
- Rob Richardson - 18:43.23

## 5K Women

- Jill Harris - 20:22.58
- Greciana Cooper - 22:31.13
- Anna Gabianelli - 22:59.45

## Fun Run

- Bo Andrews - 1:29.65
- Flint Wisdom - 1:31.64



## Save the Date for the 2023 East Lake Cup and Get Your Tickets for Party on the Green



Mark your calendar for the 2023 East Lake Cup and Party on the Green hosted October 28th – November 1st. This year's events will be hosted at historic Atlanta Athletic Club as East Lake Golf Club undergoes renovations.

Party on the Green, scheduled for

Saturday, October 28th, serves as the celebratory event for the 9th Annual East Lake Cup collegiate tournament and will honor families in the Villages of East Lake and students at Drew Charter School as well as recognize Ray Robinson for his humanitarian and philanthropic support in the East Lake community.



These two special events will support the East Lake Foundation's Cradle-to-College Education Initiative to empower children to reach their highest potential. Over the last six years, these two signature events have contributed nearly \$4 million to support the East



Lake Foundation's programs and partners. Sponsorship opportunities and tickets are available. Please contact **Jeannine Blanco** at [jblanco@eastlakefoundation.org](mailto:jblanco@eastlakefoundation.org) or visit the Foundation's [website](#). ■

## Annual Report

The East Lake Foundation is proud to present the 2022 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 Appoints Kivatah Castilla as Director of Development



We are pleased to announce the appointment of Kivatah Castilla as the new Director of Development. Castilla brings a wealth of experience and a proven track record in fundraising and philanthropy, which will greatly contribute to

the Foundation's mission and growth.

As the Director of Development, Castilla will lead the Foundation's fundraising efforts and build strategic partnerships to support its programs and initiatives. With a strong commitment to community development and social impact, Castilla's expertise will help drive the Foundation's mission forward and expand its reach to create a brighter future for the East Lake community. She will be responsible for the creation of a comprehensive development strategy to complement the Foundation's strategic plan.

"Kivatah Castilla's appointment as our new Director of Development marks an exciting new chapter for the East Lake Foundation," said Ilham Askia, President and CEO of the East Lake Foundation. "Her extensive experience in fundraising and her passion for our

mission will be invaluable as we continue to work towards ensuring every member of our community has equitable access to the resources, tools, and support needed to thrive. We are thrilled to welcome Kivatah to our team."

Castilla brings a diverse background in fundraising and development, having successfully led numerous fundraising campaigns and donor engagement initiatives for nonprofit organizations across Atlanta. Her strategic approach to development, coupled with her ability to build strong relationships with stakeholders, has resulted in significant growth and increased support for various causes throughout her career.

"I am honored and excited to join the East Lake Foundation as the Director of Development," said Kivatah Castilla. "I have long admired the Foundation's transformative work and its dedication to providing opportunities for families in need. I look forward to working with the team to further expand our impact and bring positive change to the East Lake community."

Castilla holds a BA from Clark Atlanta University. She is recognized for her strong leadership skills and has received accolades for her outstanding contributions to the non-profit sector. ■

## Start:ME East Lake Graduates 9th Cohort



On April 27, Start:ME East Lake graduated its 2023 cohort of 17 ventures. The 13-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 17 ventures represented in the 2023 cohort, 76% of the ventures are led by people of color, 82% by women, and 59% from low-to-moderate income households. Six are residents at The Villages of East Lake and eight 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, 148 businesses with a combined annual revenue exceeding \$5 million have been served, more than 350 jobs were created or retained, and nearly 40 businesses have received capital grants. For more information on the Start:ME program, visit [www.startmeatl.org](http://www.startmeatl.org). ■

# Atlanta Land Trust Groundbreaking

The Atlanta Land Trust (ALT) celebrated the start of construction on The Trust at East Lake, a new, permanently affordable housing development in the city's East Lake community. 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.



This project is made possible through support from The CF Foundation, which donated the 2-acre site, and the East Lake Foundation, which provided significant funding and programmatic support. Financial support from Bank of America Foundation through its Neighborhood Builders Award, a grant from Chick-fil-A, as well as a generous contribution from the TOUR Championship allowed the Foundation to meet its philanthropic commitment to the ALT to ensure all 40 townhomes would be offered at an affordable rate.

"This project wouldn't be possible without the partnership of The CF Foundation and East Lake Foundation," said Amanda Rhein, executive director for the Atlanta Land Trust. "They have worked alongside us to ensure this project provides low-income residents access to opportunities homeownership provides. This complements their decades of work to improve outcomes for families in East Lake."



DaVinci Development Collaborative will serve as development manager for The Trust at East Lake. Once complete, the project will include 40 one-, two-, and three-bedroom units ranging from 600 square feet to 1,500 square feet. ALT aims to make half of the units affordable to families making at or below 80% of the area median income (AMI). The balance of units will be affordable to families making between 80 and 120% of AMI.

The East Lake Foundation and ALT are working closely with the Foundation's Resident and Community Support Program at The Villages of East Lake to ensure current

East Lake residents are prepared to take advantage of these homeownership opportunities in the community.

"In East Lake, as in many other metro-Atlanta communities, high-quality, affordable housing options are critical to the economic mobility of families and support the elimination of the wealth gap in our city," said Ilham Askia, president and CEO, East Lake Foundation. "We are so proud to partner with the Atlanta Land Trust and our philanthropic partners, including the TOUR Championship, to collectively address the housing affordability crisis in

Atlanta not just for today's families, but for future generations."



Slated for completion in fall 2025, The Trust at East Lake is one of three multi-unit projects ALT is undertaking to address Atlanta's need for more affordable housing, utilizing a comprehensive, equity-driven approach that connects people, places, and quality of life.

The community land trust model used by ALT provides for permanent affordability through a dual-ownership arrangement, in which low-income families purchase and own only the house, while leasing the underlying land from ALT. If an owner chooses to sell the home, resale restrictions ensure it will remain affordable for the next family, even as the seller benefits from the equity created while in the home. The renewable, inheritable, ground lease means each home can provide affordable housing to approximately 16 families over the initial 99-year term, assuming an average tenure of six years. ■

# Drew Charter School's Cox Pre-K Welcomes Two Fellows

Drew Charter School's Cox Pre-K launched a new two-year fellowship for aspiring early learning professionals and has hired its first two fellows, Genesis Thomas and Avyion Jackson, who are both Drew Charter School Alumni from the Class of 2023. Each fellow has been placed in a Pre-K classroom with two teachers and will receive professional development in areas such as literacy instruction, classroom management and early childhood development. Training will be delivered through a structured sequence of Cox Campus classes, and by on-the-job coaching/modeling support from the Rollins Center and Cox Pre-K lead teachers.



As part of the fellowship, Ms. Thomas and Ms. Jackson are eligible for college scholarship funding through the Georgia Department of Early Care and Learning (DECAL) to pursue credentials or degrees in early childhood education or child development. ■

# Celebrating a successful TOUR Championship and Tee Up ATL

East Lake Golf Club welcomed and successfully hosted the TOUR Championship for the 23rd year. Congratulations to Viktor Hovland, 2018 East Lake Cup Individual Champion, who claimed his first FedExCup title. The TOUR Championship, with the support of Proud Partners The Coca-Cola Company, Southern Company and Accenture, has raised more than \$45 million for local nonprofits since the event was first staged at East Lake Golf Club in 1998.

This year's tournament proceeds support five charitable beneficiaries: East Lake Foundation, Focused Community Strategies, Grove Park Foundation, Purpose Built Schools Atlanta and First Tee – Metro Atlanta. In addition to this year's generous donation to the charitable beneficiaries, the Charity Showcase – an 18-hole match hosted on July 24th featuring athletes Victor Cruz, Aaron Murray and Alexis Bolton – was a huge success and raised

\$750,000 for the East Lake Foundation.

We were also excited that Southern Company brought back Tee UP ATL, the celebratory welcome event for the TOUR Championship hosted by Ryan Cameron, that showcased PGA Professionals Max Homa and Collin Morikawa, and featured rapper Jeezy and DJ Drama.



Thank you to the PGA TOUR, TOUR Championship, The Coca-Cola Company, Southern Company, Accenture, East Lake Golf Club, and all our corporate partners and volunteers for their continued support!

Next year's TOUR Championship will be held Wednesday, Aug. 28 – Sunday, Sept. 1, 2024. **If you are interested in securing hospitality, please contact Scott Gordon [ScottGordon@pgatourhq.com](mailto:ScottGordon@pgatourhq.com).** ■

## The Foundation hosts Bank of America Student Leaders



Celebrating our 11th year of partnership, 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. They spent their time working with several East Lake Initiative partners and provided tremendous support during their summer in East Lake.

East Lake Foundation's 2023 Bank of America Student Leaders:

- Roland Foster III, Marietta, Pace Academy
- MiCai Haywood, Fairburn, Westlake High School
- Elsa Mathew-Lewis, Decatur, Decatur High School
- Diya Rao, McDonough, Eagle's Landing High School
- Isabel Yang, Douglasville, Douglas County High School ■

## Drew Charter School Celebrates Class of 2023

On May 20th, Charles R. Drew Charter School celebrated its largest graduating class to date as 123 seniors walked across the stage to receive their diplomas. The Class of 2023 includes engineers, artists, athletes, social justice advocates, dancers, musicians, and several future military personnel. 98% of the Class of 2023 graduated and 96% of our college applicants were accepted into 120 colleges and universities, including Drew's first acceptances to Brown University and West Point.

Collectively, the Class of 2023 was awarded a record of more than \$15 million in scholarships, which included 5 Posse Scholars, 4 Five Strong recipients,

9 Cousins Scholars, and 7 Eva Davis scholars among several other Foundation sponsored scholarships. ■



### Remembering Solomon Simmons

*It is with sadness that we report the loss of one of our Drew Charter School Alumni and East Lake Foundation interns, Solomon Simmons, after a year-long battle with cancer. Solomon was a vibrant young man who loved his family, Drew, and East Lake. If you would like to make a donation to our scholarship fund to honor Solomon's memory, select the Scholarship Fund and dedicate your gift in his memory. For every gift we receive in his memory, we will notify his family. ■*