

# Community Vision



## Help Fulfill our Holiday Wishes for East Lake

The holiday season is upon us and there is no better time for the East Lake Foundation team to express our gratitude, reflect on this year, and prepare for the great things to come in 2024.

This year has been a remarkable year of new beginnings, sustaining and expanding our existing efforts, and building for the years ahead. A few of our accomplishments include:

- **Providing a pathway to affordable home ownership:**

In partnership with the Atlanta Land Trust and the CF Foundation, we broke ground on the first phase of

the Trust at East Lake. This innovative development will offer 40 affordable for-sale townhomes, helping to address the need for additional affordable housing in the East Lake community.



- **Equipping students for success:** Our investment in Drew Carter School programs, including College and Career Readiness and Academic Recovery, ensured that students who faced challenges during the pandemic received the support they needed to remain on track with their peers.

- **Supporting residents of the Villages of East Lake:** Through our Resident Community Support Program (RCSP) and East Lake Initiative partner organizations, we supported 650 households at of the Villages of East Lake, providing programming, resources, and activities to foster community cohesiveness, encourage health and wellness, build financial literacy skills, and more.

- **Introducing our new five-year strategic plan:**

With the input of our Board of Directors, stakeholders, and community partners, we developed a new comprehensive five-year strategic plan. The plan includes an enhanced focus on more affordable housing and home ownership opportunities, mental health awareness and supports, and introduces an Economic Vitality Pillar, which focuses on income and wealth generation, entrepreneurship, and college and career readiness.

While celebrating these accomplishments, we recognize that our mission to ensure every member of the East Lake community has equitable access to the resources, tools, and supports needed to thrive is more relevant than ever. Our work is far from over.

This holiday season, our two wishes for the East Lake community are:

1. **All residents live comfortably in an affordable, safe, and supportive community.**
2. **Children thrive in a nurturing environment, receiving support and encouragement to reach their full potential.**

Will you help us by making an end-of-year donation? Your generous, fully tax-deductible gift to the East Lake Foundation will support our transformational work. Donate [here](#). ■



## Give Gift of Giving

Looking for just the right gift for the person who has everything? We have a great idea for you. Make a donation to the East Lake Foundation in their honor. The lucky recipient will be notified of your gift and will be recognized in the 2023 Annual Report. [Click here to donate](#). ■

# Georgia Power Foundation invests in East Lake Foundation's early care and education ecosystem

The Georgia Power Foundation has generously awarded Purpose Built Communities a \$3 million grant aimed at addressing education inequity and enhancing early childhood care and education for Georgia families.

The East Lake Foundation was selected as one of three Purpose Built Network Members to participate in the three-year pilot program in collaboration with Purpose Built Communities and the Low Income Investment Fund (LIIF).

"Early education and childcare play a central role in creating a thriving community. The link between the lack of quality early childhood education and poverty is strong — we want to create new ties. By investing in and improving early learning, we create the conditions for children to thrive and have their potential nurtured and realized," said

Carol Naughton, CEO of Purpose Built Communities.

East Lake Foundation is fortunate to work in partnership with three high-quality early learning centers, but there are still needs that exist in our community.

To fully understand the early care and education landscape in East Lake and determine what barriers may still exist for families, we've engaged a local Outreach Team to survey and connect with families with young children.

Upon completion of the evaluation, this innovative program will look to provide resources to comprehensively strengthen the different types of early care and education that families use in our community, both home-based and center-based approaches. ■



## East Lake Women's Alliance grants \$20,000 for junior golf in East Lake

The East Lake Women's Alliance (ELWA) ended its 2023 program year with a golf outing at the Charlie Yates Golf Course and exciting Grant Night at East Lake Golf Club. The ELWA voted to grant its collective membership dues (\$20,000) to support East Lake's junior golf programming.

This support will increase access to golf programming for Drew Charter School by ensuring that golf classes are provided across the three academies (Elementary, Junior and Senior) and that Drew Charter School has access to the Charlie Yates Golf Course for instruction. Funding will also help provide certified golf coaches to work alongside Drew's physical education staff during Drew's school-day golf enrichment classes and in the after-school program. Support from the ELWA will help build confidence and character of our children, so they develop into healthy, well-rounded leaders.

The ELWA is a philanthropic professional group of Atlanta women who have committed to volunteer their time and financial support to the East Lake Foundation. If you are interested in learning more about the East Lake Women's Alliance, please email Kivatah Castilla at [kcastilla@eastlakefoundation.org](mailto:kcastilla@eastlakefoundation.org). ■



## East Lake Foundation welcomes Chloe Barzey and Max Heineman to its Board of Directors



The East Lake Foundation is pleased to announce the appointment of Chloe Barzey, Sr. Managing Director at Accenture's Atlanta Office, and Max Heineman, Co-Founder and CEO of Toldright, as the newest members of its Board of Directors.

Chloe Barzey brings a wealth of experience and expertise in business strategy, innovation, and technology. As Sr. Managing Director at Accenture, she plays a pivotal role in guiding organizations through digital transformation and creating sustainable business solutions. Barzey's commitment to community aligns seamlessly with the mission of the East Lake Foundation, and her strategic expertise will undoubtedly contribute to the Foundation's ongoing efforts to create a positive and lasting impact in East Lake.

Max Heineman, the Co-Founder and CEO of

Toldright, has a distinguished track record in marketing, entrepreneurship, and philanthropy. With a passion for social impact and a commitment to fostering positive change, Heineman leads Toldright in its mission to empower organizations and individuals to make a difference in the world through effective storytelling and messaging. His professional experience, visionary leadership and dedication to philanthropy make him a valuable addition to the East Lake Foundation's Board of Directors.

"We are thrilled to welcome Chloe Barzey and Max Heineman to the East Lake Foundation's Board of Directors," said Ilham Askia, President and CEO of the East Lake Foundation. "Their diverse skill sets, extensive experience, and unwavering commitment to community make them ideal additions to our Board of Directors. We look forward to their contributions as we continue to drive positive change in the East Lake community and beyond."

As members of the Board of Directors, Barzey and Heineman will play integral roles in executing the foundation's strategic direction, fostering partnerships, and advancing its mission to ensure every member of the East Lake community has equitable access to the resources, tools and supports needed to thrive. ■

## Start:ME East Lake Selects 10th 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). ■

# East Lake Foundation joins with Atlanta Athletic Club to host **East Lake Cup and Party on the Green**



This fall, the Golf Channel, East Lake Foundation and Atlanta Athletic Club presented the 9th Annual East Lake Cup and 6th Annual Party on the Green, the Cup's official celebratory event. East Lake Golf Club has hosted the East Lake Cup since its inception in 2015. Due to renovations at East Lake Golf Club, this year's East Lake Cup and Party on the Green were hosted at historic Atlanta Athletic Club, as it celebrated its 125th anniversary.

The three-day NCAA collegiate tournament featured the four top performing men's and women's golf teams from across the country.

- Men's Teams: Florida State University, Georgia Institute of Technology, University of Florida and University of North Carolina.
- Women's Teams: Stanford University, Texas A&M, USC, and Wake Forest University

During Party on the Green, we recognized the immense contributions of East Lake Foundation Board Member, Ray Robinson, for his dedication to the East Lake Foundation, East Lake Golf Club and the East Lake community. [Click here to view the tribute video.](#)

Party on the Green also featured the presentation of the Tom Cousins Award, a recognition of outstanding golfers who exemplify the values of the East Lake Foundation, excels in academics, is engaged in the community, and has overcome adversity. This year's winners are Sam Kodak, representing Florida State University and Rachel Heck, representing Stanford University.

Congratulations to Wake Forrest's Women's Golf Team and University of North Carolina's Men's Golf Team for

claiming the 2023 East Lake Cup. Thanks to our partners at the Golf Channel, HNS Sports, the Atlanta Athletic Club and our wonderful tournament sponsors, Bridgestone



Golf, ZipRecruiter, and The Home Depot.

Special thanks to the Party on the Green Honorary Co-Hosts, Billye Suber Aaron, Tim Bentsen, and Tharon Johnson, and all the Party on the Green sponsors, especially our top sponsors – The Coca-Cola Company, Cousins Foundations, Cox Foundation, Acuity Brands, King & Spalding, Georgia Power, Norfolk Southern, PROG



Holdings, Inc. John and Roz Brewer, Chick-fil-A, Citizens Trust Bank, Arthur M. Blank

Family Foundation, Homrich Berg, Ray Robinson Family Foundation, Adrian and John Robinson, and Alexia and Lin Rogers. Generous funding from the East Lake Cup and Party on the Green support the Foundation's Cradle-to-College Education Initiative to educate, nurture and empower ALL children to reach their full potential. Our full list of sponsors can be found [here](#). ■

## Drew Charter School's Acceleration Academy proving highly successful

To address learning obstacles following the COVID-19 pandemic, Drew Charter School has implemented innovative remediation strategies to empower students to tap into their brilliance.

One of those efforts is Drew Charter School's Acceleration Academy, focused on academic remediation for 200 rising 1st – 12th-grade students who scored in the 30th percentile and below on the Measure of Academic Progress (MAP) test, exhibited failing grades in the school year, and/or resulted in “beginning” or “developing” on the Georgia Milestones.

This strategic intervention has proven to be highly effective:

- 85% of students met their summer growth goals in 1st through 8th grade.
- 91% of students demonstrated growth of at least 20 points from pre to post-test in each grade level.



- 100% of Senior Academy students successfully earned High School credits in courses they did not pass during the school year.

Thanks to a generous \$25,000 grant from The Harland Charitable Foundation, the East Lake Foundation supported the Acceleration Academy through targeted funding focused on 3rd and 6th-grade students, two critical grades indicative of long-term academic performance. 57 students (26 in 3rd and 31 in 6th) benefited from this specialized instruction. Participating 3rd-grade students moved from the 51st to 75th percentile and participating 6th-grade students moved from the 58th to 81st percentile! To learn more about Drew Charter School, click [here](#). ■

## East Lake Foundation, Amplify GR, and Northside Development visit Seventy Five North in Omaha



Purpose Built Communities is piloting a new form of support for community quarterback organizations within the Purpose Built Communities Network – Peer Exchange Program.

In early September, representatives from the East Lake Foundation, Amplify GR (Grand Rapids, MI), and Northside Development Group (Spartanburg, SC) visited Omaha to learn more about The Accelerator, developed by Purpose Built Communities' Network Member, Seventy Five North, in the Highlander neighborhood.

The Accelerator is a community hub that connects residents through education, engagement, and enrichment. The space includes multiple restaurants, a coffee shop, the Charles Drew Health Center, an

extension of the Metropolitan Community College, an event space, a CDFI supporting local small businesses, and the Seventy Five North office.

This December, the Accelerator will welcome No More Empty Pots

to activate The Greenhouse. This three-level facility will include a state-of-the-art science lab to foster academic and career pathways, a micro-market to distribute local, SNAP- and WIC-eligible foods, and much more.

During the visit, participants discussed the importance of:

- Advocating for policies that support mixed-income communities and sustainable funding.
- Building intentional partnerships with aligned values and clear levels of support.
- Envisioning a tapestry of neighborhood transformation rather than one-off projects.
- Having a supportive team culture.

**For more information on Purpose Built Communities and our Network Member partners, please click [here](#). ■**

# East Lake Foundation's 2024 Run for East Lake 5K & Fun Run

## \*\* Save the Date and Register Now \*\*



The hills at East Lake Golf Club couldn't stop East Lake Foundation from bringing back the Run for East Lake 5K & Fun Run. If you missed us in 2023, join us on August 3, 2024, for our historic annual race that takes participants on a scenic tour of the beautiful East Lake community. The 5K route winds through iconic landmarks such as The Villages of East Lake, East Lake Family YMCA, Charlie Yates Golf Course, and more.

An amazing highlight awaits all runners this year—a special opportunity to run on the back 9 holes of the historic East Lake Golf Club after its stunning golf course renovation.

The Fun Run, open to all participants, is a 400-meter dash on the Drew Charter School track.

Don't miss out on the early bird rate of \$25 for the 5K and \$15 for the Fun Run. Registration will open on January 1, 2024, on the Run Sign Up website linked [here](#). ■



## Leadership Atlanta selects East Lake Foundation for group project

East Lake Foundation is proud to have been selected by Leadership Atlanta as a 2024 Non-profit Project. The Leadership Atlanta cohort will develop a comprehensive 30th Anniversary marketing and event strategy to be implemented throughout 2025.

In September, the Leadership Atlanta cohort joined the East Lake Foundation in East Lake for an immersive tour of the community followed by dinner at Spring Greens Community Café, which is owned and

operated by a Start:ME East Lake entrepreneurship program graduate, Muhammed Jihad. At the dinner, participants heard from two East Lake residents, William Wesley and Nicole McLendon about their experiences in the community.

The 30th Anniversary Plan will be delivered to the Foundation's Board of Directors in March of 2024. The Foundation is grateful for the generous support from Leadership Atlanta and members of the Class of 2024. ■



## East Lake Foundation joins partners to address food insecurity this Thanksgiving

Did you know that the cost of preparing a Thanksgiving meal is up 20% from just two years ago. As a result, many families in our community were uncertain about putting food on their tables this Thanksgiving.

The Foundation was

proud to partner with the Marcel Anderson Foundation, Drew Charter School, and the East Lake Family YMCA to provide Thanksgiving food baskets to East Lake residents. Baskets included fresh vegetables, dairy products, sides, and a Publix gift card for a main dish.

We were honored to provide nourishing meals to 300 families, ensuring that everyone can enjoy the warmth and togetherness a Thanksgiving dinner brings. ■



The East Lake Foundation is nationally known for its integrated holistic approach to community revitalization that focuses on four pillars: **cradle-to-college education**, **mixed-income housing**, **community wellness** and economic vitality. 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](http://eastlakefoundation.org).