

Community Vision

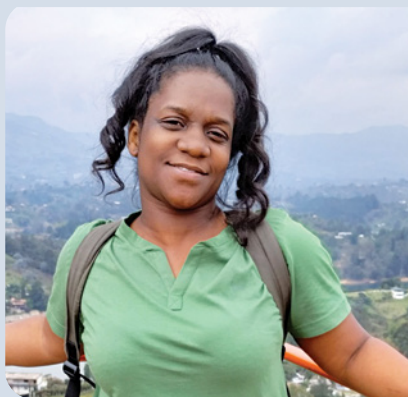


Plant a Seed, Watch the East Lake Community Grow

At the East Lake Foundation, we are committed to continuing a nearly 30-year legacy of growth and transformation. With your support, we will create a more equitable future through quality affordable housing, cradle-to-college and career education, community wellness, economic opportunities, and resources to help every member of our community succeed.

"This community is a garden. Whatever you need to water your seed, it's here. You just have to show up," Miesha Lanes, a ten-year East Lake resident, says. With four children enrolled at Drew Charter School, she is an active East Lake volunteer and advocate.

She told us: "Other people are willing to pour into my community and my children, so why would I not also show up?"



Will you make a year-end gift to ensure every member of the East Lake community has the resources and supports needed to thrive?

With the support of caring people like you, families will flourish from one generation to the next. We will tend our garden and grow together.

Make your tax-deductible gift to the East Lake Foundation [here](#). ■

"This community is a garden. Whatever you need to water your seed, it's here."

Give the Gift of Giving: The Power of Your Holiday Gift



For the friend or family member who loves to make a difference, please consider making a donation to the East Lake Foundation in their honor. They will receive notification of your generosity and be recognized in our Annual Report. Your holiday gift can support:

- Early childhood education scholarships,
- Cradle-to-college and career programming at Drew Charter School,
- Quality, safe affordable housing,
- Financial education, workforce development, and much more.

Click [here](#) to donate. ■



**Make Your
Year-End Gift
Today!**

East Lake
FOUNDATION

East Lake Celebrates a Successful Party on the Green and East Lake Cup

This fall, the East Lake Foundation, East Lake Golf Club, and the Golf Channel presented the 10th Annual East Lake Cup and 7th annual Party on the Green, the Foundation's signature fundraising event.

During Party on the Green, the Foundation recognized the tremendous contributions and unwavering commitment of Kathie and Chuck Palmer to the East Lake Foundation and East Lake Golf Club. Ann Woodward, granddaughter of Tom and Ann Cousins, presented the Tom Cousins Award to Ryan Eshleman from Auburn University and Taylor Riley from Louisiana State University, two collegiate golfers excelling in academics and service to community.

With the incredible support of more than 400 corporate and community partners, we raised impactful funding for the East Lake Foundation's Cradle-to-College and Career Continuum!

Highlights of the night included an inspiring performance by Drew Charter School's 188 Strings Quartet and an unforgettable story of resilience from former Villages of East Lake residents William and Melanie Wesley. We are so grateful to our emcee Emilia Migliaccio Doran, auctioneer Cyclone Covey, and our amazing Honorary Co-Chairs and Host Committee for their dedication.

Thank you to the Foundation's Board of Directors, East Lake Golf Club, Golf Channel, our East Lake Initiative partners, sponsors, and participants for making Party on the Green a huge success and paving the way for brighter futures in East Lake. Together, we're making a lasting impact!

A photo gallery from the event and full list of sponsors can be found [here](#).

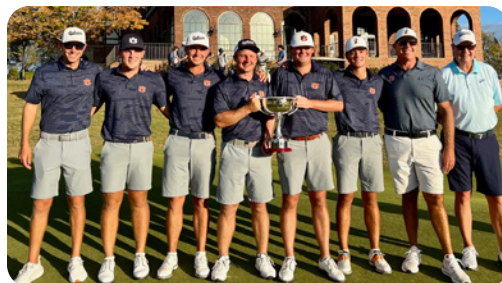


East Lake Cup, the renowned three-day NCAA collegiate tournament, featured four top performing men's and women's golf

teams from across the country.

- Men's Teams: Auburn University, Florida State University, Georgia Tech, and Ohio State University
- Women's Teams: LSU, Oregon, UCLA, and USC

After a thrilling finish on the third day of competition, USC's Women's Golf Team and Auburn University's Men's Golf Team claimed the coveted 2024 East Lake Cup. Congratulations also to the East Lake Cup individual



champions, Jasmine Koo representing USC and Jack Vojtko representing Ohio State University. Thanks to our partners at the Golf Channel, HNS Sports, East Lake Golf Club and our wonderful tournament sponsors, Bridgestone Golf, ZipRecruiter, and Principal for their continued support. ■

The Flourishing Neighborhood Index (FNI) Launches in East Lake



What makes for a good neighborhood, and how can we measure progress? In spring of this year, the East Lake Foundation began a process to answer these questions. We are using a resource called The Flourishing Neighborhood Index (FNI), which helps us understand how our community is doing by gathering information directly from residents. The FNI was created by Focused Community Strategies and has been used in other communities across the nation. In spring of 2024, the East Lake Foundation started the FNI process by mapping all of the parcels in East Lake. This step allowed us to then begin surveying residents this summer.

What is the Flourishing Neighborhood Index?

The Flourishing Neighborhood Index (FNI) is a process that focuses on community engagement and capturing data that reflects the real experiences of people. It's all about helping organizations strengthen connections within neighborhoods and build a sense of community while ensuring neighbors stay at the center. The FNI also gives organizations a way to get to know the communities they work with better, while empowering and involving residents along the way as partners.

What does the FNI neighbor survey measure?

The survey consists of more than 100 statements representing various aspects of neighborhood health and well-being, and respondents state their level of agreement or disagreement with each statement. These statements cover 13 important areas in three main categories:

- 1. Social Cohesion:** How connected, included, and represented residents feel.
- 2. Structural Integrity:** The condition of buildings, roads, and services in the neighborhood.
- 3. Economic Vitality:** How businesses, jobs, and ways to build wealth come together to make the neighborhood lively and connected.



What's Next? Community Alignment

The survey results are just one part of the comprehensive FNI results. We're moving into the Alignment phase of the FNI process that will include several Listening Labs. This is where we dig into the data together, look at what it means, and determine key community priorities based on what neighbors want. The data is shared, and residents help pull out insights that truly reflect the community's goals.

Once we are aligned on priorities, teams of neighbors will co-create and implement an action plan for East Lake.

If you live in East Lake, invite you to join a one-hour FNI Listening Lab. We'll have virtual and in-person options, and by attending you'll have the opportunity to win a \$50 gift card. Please share your interest in a Listening Lab here.

If you have any questions about the FNI, feel free to reach out to Rebecca Parshall at rparshall@eastlakefoundation.org. ■



Introducing Legacy at East Lake

Columbia Residential's East Lake Senior Highrise will have new name when it reopens this coming spring after an extensive renovation: Legacy at East Lake!

After meeting with residents earlier this year who shared stories, values, and dreams for the future, the choice was clear. Legacy at East Lake honors the history and contributions

of remarkable leaders like Ms. Eva Davis and many others, who advocated tirelessly for the East Lake community. This name reflects the strong connections residents hold to family, respect, and the rich heritage that continues to shape East Lake. ■

East Lake Foundation Welcomes New Team Members: Wigasi Brant, Norma Nyhoff, and Karis Williams

The East Lake Foundation is thrilled to welcome three dynamic professionals to our team: Wigasi Brant, Norma Hyhoff, and Karis Williams. Each brings a unique blend of expertise, passion, and dedication that will help us progress towards our strategic goals.



Wigasi Brant (he/him) is the newest member of the Resident and Community Support Program as its Program Coordinator. Wigasi comes to the East Lake Foundation with a deep personal commitment to community development. Growing up in Newark, NJ, he saw firsthand the challenges facing underserved communities, and he has dedicated his life to creating opportunities for those often overlooked. His career has spanned roles in Talent Acquisition with brands like Delta, Amazon, and Rivian, and he brings a unique blend of skills in the performing arts, using theater to inspire and rehabilitate individuals impacted by housing instability and incarceration. Wigasi holds a BA from Morehouse College and an MFA from the University of Illinois Champaign-Urbana and is a proud member of Alpha Phi Alpha Fraternity, Inc.



Norma V. Hyhoff (she/her) joins us as Development Manager, Grants & Annual Fund. Norma collaborates closely with foundation, corporate, and individual donors to share the

Foundation's impact and strengthen our mission. An Atlanta native, Norma's career reflects her commitment to the nonprofit sector, having worked previously with CHRIS 180 and Nicholas House in support of domestic workers' rights, homelessness solutions, mental health services, and advocacy for marginalized communities. She earned her degree in Political Science/International Relations from Carleton College and lives in Ormewood Park with her partner and their beloved dogs.



Karis Williams (she/her) joins our team as our Wealth Builds Program Manager, where she leads our efforts to empower youth and close the racial wealth gap through strategic partnerships and family engagement. With a strong background in non-profit program management, Karis has championed social policy and human rights through roles with organizations focused on anti-human trafficking, gender rights, and economic resilience. She holds a Doctorate in International Affairs from Johns Hopkins University and a Master's in Global Affairs from Florida International University.

We are looking forward to Wigasi, Norma, and Karis bringing their skills and energy to the East Lake Foundation. Please join us in welcoming them to our community! ■



Drew Charter School Celebrates Amazing Achievements by Student-Athletes

On National Signing Day, Drew Charter School's exceptional student-athlete, Maddi Cooper, proudly committed to the University of

Georgia for Track & Field. Maddi's accomplishments go far beyond being ranked #1 in the 100m hurdles in the United States; she is a remarkable example of hard work, resilience, and the power of big dreams. As she prepares

to embark on this exciting new chapter, Maddi continues to inspire her teammates, coaches, and the entire Drew Charter School and East Lake community. Her journey is just beginning, and we can't wait to see what she achieves next—Go Dawgs!

Adding to the school's impressive athletic achievements, Zora Jackson is the 2024 Region 6AA Girls Cross Country Champion, and the Senior Academy Competition Cheer Team is the 2024 Region 6AA Competition Cheer Champion. These accomplishments highlight the dedication, talent, and competitive spirit of Drew Charter School's student-athletes. Fly higher, Eagles! ■

East Lake Women's Alliance Builds Connections and Confidence with Sister Circle at Drew Charter School

The East Lake Women's Alliance (ELWA) is making an amazing impact in the East Lake community through its Sister Circle program, developed in partnership with Drew Charter School students. The Sister Circle was created to foster connection, mentorship, and empowerment for young women at Drew. This program matches students with a group of ELWA mentors, providing a safe, supportive space to share experiences, set goals, and build self-confidence.

Throughout the year, the Sister Circle offers a variety of group experiences that range from workshops on personal development and leadership skills to discussions about academic and career paths. The mentors help students see the possibilities that lie ahead and encourage them to set their own sights high. Drew students involved in Sister Circle have reported feeling more self-assured and better prepared to tackle academic and personal challenges.

In addition to its direct impact on the students, the Sister Circle also strengthens ties between East Lake's women leaders and the next generation, building a network of women supporting women within the community. It's a testament to the power of mentorship and the belief that investing in young women is investing in a brighter future for everyone.

Join Us! If you are passionate about community, mentorship, and empowering the next generation, consider becoming a member of the East Lake Women's Alliance. Join us in creating meaningful connections and inspiring the young women of Drew

Charter School and beyond. **To learn more about ELWA and how you can get involved, visit our [website](#) or reach out today to Kivatah Castilla at kcastilla@eastlakefoundation.org.** ■



East Lake Foundation Prepares for its 30th Anniversary Year



As the East Lake Foundation approaches its 30th anniversary in 2025, we're excited to celebrate three decades of impact, innovation, and commitment to community transformation centered on residents

and grounded in equity. Founded in 1995, the Foundation set out with a bold vision: to break the intergenerational cycle of poverty in Atlanta's East Lake neighborhood through a holistic approach integrating mixed-income housing, quality education, community wellness, and economic vitality.

Over the years, the Foundation's partners and associated programs have helped bring that vision to life, creating a vibrant, thriving community with new opportunities for residents of all ages. But there is more work to be done.

In this anniversary year, the Foundation will highlight this incredible milestone and amplify our efforts with new initiatives that focus on reducing the racial wealth gap, developing more affordable housing, increasing access to mental health resources, restructuring the East Lake junior golf program, and much more.

Throughout the year, the East Lake Foundation will host a series of events to celebrate our journey and set the course for the next chapter of our work. These include an elevated Party on the Green and other community events and programs aimed at engaging supporters,

residents, and partners in our shared vision for a brighter future. Stay tuned for ways to get involved as we reflect on our past and celebrate the promising path ahead! ■



Spreading Holiday Cheer at the East Lake Foundation's Annual Toy Shoppe

The holiday season is just around the corner, and the East Lake Foundation is thrilled to announce its Annual Holiday Toy Shoppe! On December 14th, we will gather to spread holiday cheer and joy with families who live at The Villages of East Lake.

This magical tradition brings together the East Lake community in a warm, festive celebration, complete with fun activities, delicious treats, and most importantly, toys for the children. We will have a visit from Santa and a host of community elves.

With the support of generous donors and volunteers, the East Lake Foundation is able to provide gifts that bring smiles to the faces of every child in attendance. Each year, we are inspired by the community's commitment to lifting up and giving back to families,



ensuring everyone feels the warmth and generosity of the season.

If you would like to get involved, we welcome donations

of new, unwrapped toys or contributions to support the event. **For more information on how to donate or volunteer, please contact Jennifer McCrary at jmccrary@eastlakefoundation.org.** Together, let's make this season brighter for our friends and neighbors! ■

East Lake Foundation and Partners Share in the Spirit of Thanksgiving

Did you know that the cost of preparing a Thanksgiving meal has risen by 20% in just the past few years? For many families in our community, this increase has added to the challenge of putting food on the table this holiday season.

To help reduce the burden on families, on November 25th, the Foundation partnered with The Marcell Anderson Foundation, Drew Charter School, and the East Lake Family YMCA to provide Thanksgiving food baskets for East Lake residents. Each basket included fresh vegetables, dairy products, sides, and a Publix gift card to use towards a main dish.

Together, we provided nourishing Thanksgiving meals to 350 families, sharing the spirit of togetherness and warmth this holiday brings. ■



Phase I Complete: Advancing The Trust at East Lake

We're thrilled to announce the successful completion of the first eight townhomes at The Trust at East Lake, a partnership with the Atlanta Land Trust designed to bring 40 perpetually affordable for-sale townhomes to the East Lake community.

The Atlanta Land Trust has a strong reputation for building high-quality, affordable housing that prioritize comfort, sustainability, and long-term affordability. These first eight

townhomes represent a huge step towards the Foundation's goal of increasing the quantity and diversity of affordable housing in the East Lake community.

As we prepare for the first eight families to move in, we are grateful to the community members, partners, and funders who contributed ideas, resources, and time to make the first phase of this development a success.

Looking ahead, Phase II of The Trust at East Lake is expected to break ground in 2025. **If you are interested in learning more about the Trust at East Lake, please click [here](#).** ■



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.