

East Lake Foundation Community Vision

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TOUR Championship by Coca-Cola Returns to East Lake Golf Club for 15th Year September 24 – 27, East Lake Golf Club

The 30 best golfers on the PGA TOUR will once again descend on the historic East Lake Golf Club this September to compete for the FedExCup at the TOUR Championship by Coca-Cola. Last year, the event raised \$1.75 million for the East Lake Foundation and The First Tee® of East Lake that is used to support education and wellness programs and services that contribute to the ongoing revitalization of the East Lake community.

This year's tournament features the Taste of Atlanta food court with local favorites like Fox Bros. Bar-B-Q, Universal Joint and King of Pops. Saturday ticket holders will enjoy a free Yacht Rock Revue concert after tournament play at approximately 3:45 p.m. The East Lake Foundation is grateful to the thousands of golf fans, PGA TOUR players, the PGA TOUR, Coca-Cola Company, Southern Company and the thousands of volunteers who make the tournament possible each year. For tickets, please visit www.pgatour/tourchampionship.

Jakari Harris Earns Ceremonial Tee Shot



Each year, a participant from The First Tee® of East Lake has the opportunity to hit the ceremonial "Hope" shot to kick off the TOUR Championship by Coca-Cola. A rotating honor between The First Tee boys and girls, this year's honoree is Jakari Harris. No stranger to winning golf tournaments, the Woodward Academy senior, who attended Drew Charter School through 8th grade, won two rounds of competition to earn this opportunity.

East Lake resident Jakari is an all-star, both on the golf course and in the classroom. Jakari is not only a four-year varsity letter winner and All-State Girls Golf award winner, but a member of the honor roll and National Society of High School Scholars.

Accompanying Jakari will be Danny Yates who will hit the "Tradition" shot during the opening ceremonies at 10:45 a.m. on Thursday, September 24. ■

Want to learn more about The First Tee® of East Lake? Visit eastlakefoundation.org.



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Councilwoman Natlayn Archibong joins Drew and Resident and Community Support Program staff to distribute book bags.

Back 2 School Jam Success

On July 31, the East Lake Foundation's Resident and Community Support Program hosted the Back 2 School Jam for residents in the Villages of East Lake to help get kids prepared for the new academic year.

Children received free haircuts and school supplies while also enjoying the YMCA kid zone, an obstacle course, music, snacks, ice cream, and games. Families also had the opportunity to explore and learn from 25 vendors including our partners from Habitat for Humanity,



Wells Fargo Bank, SunTrust Bank, Seedco, Sheltering Arms, East Lake Family YMCA and Safe Routes to School.

Atlanta City Councilwoman Natalyn Archibong and DeKalb County Commissioner Larry Johnson joined in the fun, too!

The event was a fantastic success, with more than 480 participants and 56 volunteers! ■

Toro teaches The First Tee® of East Lake to Live Green

The First Tee of East Lake has successfully taught thousands of children sportsmanship, integrity and golf. Now, with support from Toro and Audubon International, The First Tee of East Lake taught the young people of East Lake how to care for the golf course.

On August 8, 100 children from The First Tee of East Lake program participated in the first ever "Live Green!" event at the Charlie Yates Golf Course. Turf maintenance manufacturer, Toro, taught participants the science behind golf course turf management as Audubon International made recommendations to improve the nine-hole home course of The First Tee of East Lake.

"Live Green!" is an effort to provide First Tee participants with environmental education. The First Tee Nine Healthy Habits encourages young people to explore the health of their community and discover how they can give back and care for the environment. ■



East Lake Foundation Donor Profile: Cary and Herron Weems



Cary and Herron Weems

Thank you Cary and Herron Weems for your outstanding support in the East Lake community! The Weems have been longtime major donors of the East Lake Foundation specifically The First Tee® of East Lake. Cary chairs The Friends of The First Tee of East Lake, an advisory board that consists of more than 50 community members who share a love for the game of golf and a desire to make a difference in the lives of East Lake youth. The Friends' mission is to support, empower and invest in the kids of The First Tee of East Lake through golf and non-golf activities to prepare them for success on the course and in life.

In addition to their generous financial support, every summer the Weems also host a group of First Tee participants at Wade Hampton and Mountain Top in North Carolina. This year, they had a special guest join their group – tennis champion Andy Roddick! ■

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.

Volunteer Corp. Keeps Tournament Running



East Lake Foundation president Danny Shoy at the TOUR Championship by Coca-Cola Volunteer Appreciation Party.

More than 1,350 people from East Lake and beyond (as far away as Europe!) volunteer each year at the TOUR Championship by Coca-Cola. It's their thousands of hours that really keep the tournament running. These volunteers serve on 65 volunteer committees which include facilities, scoring, course marshals, hospitality and spectator & player services. The East Lake Foundation thanks this dedicated group for helping to make more possible in the East Lake community. "These volunteers are really the lifeblood of the Tournament," says Danny Shoy, president of the East Lake Foundation. "They are vital in making sure that we put on a first-class event for our East Lake guests." ■

Interested in making a Volunteer Tribute?
Contact jjackson@eastlakefoundation.org for more information.

Atlanta Celebrates the TOUR Champions Southern Company welcomes TOUR Championship by Coca-Cola with Fan Festival

Each year, there are a number of family-friendly events leading up to the TOUR Championship by Coca-Cola at East Lake Golf Club. This year, a new event joins the mix: Atlanta Celebrates the TOUR Champions.

On Sept. 21, PGA golfers from the TOUR Championship by Coca-Cola will join golf fans from across the world for a concert headlined by St. Paul and The Broken Bones, a walk down the "green carpet," golf games and more.

PGA TOUR trophies will be on display and DJ Teknology from Atlanta's V103 will provide live music following the concert.

If that's not enough, all fans who attend have the chance to win a round of golf for four at the historic and exclusive East Lake Golf Club!



The event is free and open to the public. All you need to do is sign up

online. Space is limited though, so you'll want to register early. For a \$10 donation benefitting the East Lake Foundation, you can receive guaranteed entry to the party! Interested participants can visit www.ATLTOURChamp.com to learn more about the festival, donate and register.

A HUGE thank you to event sponsors, including the Atlanta Convention and Visitors Bureau, the Atlanta Sports Council, the Atlanta Business Chronicle, The Coca-Cola Company, the College Football Hall of Fame & Chick-fil-A Fan Experience and Southern Company. ■



Photo courtesy of the PGA Tour
TOUR Championship by Coca-Cola
champion Billy Horschel at the
College Football Hall of Fame

Congratulations CREW Teen Graduates!



In May, current and former East Lake Foundation CREW Teens attended the annual Moving Beyond the Bridge ceremony, celebrating this year's high school graduates. The ceremony signifies that the teens have successfully navigated high school and are now "moving beyond the bridge" of the CREW Teens support program. CREW Teens (Creating Responsible, Educated, Working Teens) is a program for high school students who are alumni of or are currently attending Drew Charter School. The program provides tools to enable students to earn high school and college degrees and successfully enter the workforce. Of course, we could not help these students succeed without the generous support of our CREW Teens partners.

Thank you to these stakeholders who made the 2014-2015 school year a success:

Accenture
Boys Speak Out, Inc.
East Lake Family YMCA
Agnes Scott College
Atlanta Braves Foundation
Bank of America
The Belk Foundation
The Coca-Cola Company
Cummins
Elavon
Georgia Institute of Technology
IMG Golf
J.E. Dunn
McKenney's, Inc.
PNC Bank
PwC
Southern Company
Turner Broadcasting System, Inc.
Twitter
US Bank
Wells Fargo
WSB Radio

Congratulations to all of these hard-working scholars, and thank you to the donors who have helped make their college dreams a reality! ■

Interested in becoming a CREW Teen partner? Contact ekuney@eastlakefoundation.org for more information.

Celebrating Golfers Who Give Back

Want to sponsor a bay at the NEW Midtown TOPGOLF location? Looking for a fun end of the year sponsorship opportunity? What better way than to support the East Lake Foundation!

To celebrate GolfDigest's editorial coverage that highlights the tremendous charitable contributions of golfers, the Foundation is thrilled to partner with GolfDigest for the 2nd Annual Golfers Who Give Back Gala, a star-studded event held at TOPGOLF in West Midtown, Atlanta. This, music-infused evening filled with golf, entertainment and philanthropy will feature a VIP group of celebrities, professional athletes and high-profile CEOs... all for a good cause, the East Lake Foundation! ■

2015 EVENT DETAILS

DATE: November 16, 2015

LOCATION: TOPGOLF – West Midtown, Atlanta, GA

TIME: 7 p.m.–10 p.m.

Additional information on sponsorship opportunities, please visit www.golferswhogiveback.squarespace.com



Partnership with a Purpose



Plato and Publix associates at
Charles R. Drew Charter School

In 2001, Publix Super Markets made the forward-thinking decision to join forces with the overall neighborhood revitalization that was taking place in East Lake. Only four years prior, East Lake Meadows, the public housing project known for its violence and drug trade, had been torn down in order to rebuild a vibrant and healthy mixed-income apartment community, the Villages of East Lake. While the inclusion of a grocery store doesn't seem revolutionary at first glance, the East Lake community had been without this amenity for several decades, leaving no options for fresh food within a reasonable distance.

The Publix at East Lake is now a profitable and integral part of the community, providing fresh, healthy food, along with banking and pharmacy services to its customers. The store is also a wonderful partner to Charles R. Drew Charter School. Through the Publix Partners® program, customers can designate a percentage of their purchase as a donation to support the school's needs. The Publix at East Lake has also become involved with the school by sending associates to interact with the students and families at events, such as the Goal Getters ceremonies, student leadership inductions, and the Open House for the 2015-2016 school year.

The partnership between the Publix at East Lake and Drew Charter School, in which the store, the school, and the community are benefitting simultaneously, is a great example of how public-private partnerships can be both strategic and effective. ■

*If you would like a Publix Partners® card, which can be used at any Publix Super Market, please ask at the East Lake Foundation or at Drew Charter School.

East Lake's Legacy in New Orleans 10 Years after Katrina

By Shirley Franklin

In the aftermath of Hurricane Katrina, three New Orleans businessmen and civic leaders, Gerry Barousse, Mike Rodrigue and Gary Solomon, teamed up to play an inspirational role in the rebirth of their beloved city. Their effort to rebuild New Orleans through the creation of the Bayou District Foundation led to demonstrable results in the standard of living and people's lives.

The three men were inspired to take on this enormous challenge after visiting the East Lake neighborhood in Atlanta, where businessman and philanthropist Tom Cousins championed the revitalization of one of the most dangerous and under-invested parts of the city. What the three men saw at East Lake provided a vision for what was possible: a revitalization that could have impact far beyond neighborhood boundaries.

Before the storm in 2005, the St. Bernard public housing development was only 72% occupied, according to the Housing Authority of New Orleans, due to the deteriorating condition of the buildings. In addition, it was an unsafe environment for families and children. From 2001 to 2005, there were 684 felonies and 42 murders within the 52-acre site.

Today, crime is virtually nonexistent. All residents of Columbia Parc are either employed, in school, in a vocational training program, or retired, and incomes of residents represent a healthy mix, from low income to those earning six-figure salaries. It is a community where people want to live that offers paths out of poverty for the lowest income residents.

The Bayou District Foundation also partnered with Educare to create an early childhood education center on the campus serving 167 children ages 0-5; created a health clinic with St. Thomas Community Health Center which serves more than 300 patients per month; and will break ground on a new K-8 charter school in 2016.

The leaders of the Bayou District Foundation are taking risks and making long term commitments, tackling issues that have bedeviled American society for generations.



They are investing their reputations, connections, political capital and even their philanthropy in neighborhoods that have long suffered from the effects of concentrated poverty. Neighborhoods like this exist in just about every city across the country. The question is, why would leaders like this want to invest in them, and to what end?

The answer is that these leaders care about people and results. They believe that if given the opportunity to grow up and live in a healthy community, every child can succeed in school and achieve their full potential. It sounds idealistic, and it is, but there is now a track record of work in several fields that demonstrates this is no pipe dream.

At Purpose Built Communities, we are looking for more leaders who are not afraid to embark on a difficult path working with the community to transform neighborhoods of concentrated poverty, change lives, and ultimately, create a better country. We should all recognize and support this brand of leadership that can make a real difference in urban areas across the country. ■