

# 2018 ANNUAL REPORT

## A Foundation that Works

The East Lake Foundation continues its work to transform place and build promise in the East Lake neighborhood. We made great strides in 2018, and we are grateful to all the partners, supporters and residents who make our success possible.

### A Model That Works

East Lake's successful transformation is the blueprint for building strong, healthy and economically diverse communities across the country.

#### OUR NUMBERS TELL THE STORY

**97%**  
reduction  
in violent crime  
since 1995

**\$400M+**  
new private  
investment

in East Lake &  
surrounding  
community

### Drew Charter School

**Charles R. Drew Charter School** serves more than 1,800 students in Pre-K through 12th grade with an innovative Project-Based learning approach centered around a **STEAM** curriculum.

Drew Senior (#1), Junior (#2) and Elementary (#6) Academies each rank in the Top 10 in all of Atlanta Public Schools (APS). Drew consistently ranks in the top 10% in APS and top 20% in the State of Georgia.

**\$9M+**  
in scholarship offers

**#1**  
high school in Atlanta

### RISE After School Program

**R.I.S.E.** (Recreation. Innovation. STEAMulation. Education) is a comprehensive after school program for Pre-K through 5th grade students operating from 4:00PM to 6:00PM daily, offering students opportunities to participate in special events and clubs. We are grateful for the support of the **East Lake Women's Alliance** and our partnerships with the **Chattahoochee Nature Center, Westminster Math & Science Club, See Beautiful and Most Valuable Kids.**

**\$206K**  
in grant funds earned

**415**  
participants

### RCSP Program

The Resident and Community Support Program (RCSP) offers resources to residents of **The Villages of East Lake** mixed-income housing community, with an emphasis on economic stability, career development and community engagement. RCSP teams with several community partners to enhance employment readiness through financial education workshops. Residents also receive access to job resources, financial tools, small business start up assistance and much more.

**705**  
participating residents

**54**  
economic workshops

### Start:ME Program

**Start:ME East Lake** is a 14-session program in partnership with **Social Enterprise @ Goizueta at Emory University** that offers the assistance promising micro-entrepreneurs need to develop viable and sustainable microbusinesses. Since its inception, Start:ME East Lake has graduated 4 cohorts with 61 ventures, 91% of which are still operational and 88% female/minority-owned. These efforts have received over \$75K in community capital funding.

**15**  
entrepreneurs

**\$8.9K**  
in grant funds awarded

### The First Tee® of East Lake

**The First Tee® of East Lake** is a year-round golf instruction and mentoring program that uses the principles of golf, including discipline, hard work, sportsmanship and integrity to enhance academic achievement and life skills for youth participants (ages 5-17).

Golf instruction also provides access to college scholarships, business connections and employment. Our chapter is one of many in **The First Tee®** network.

**100%**  
increase in participation  
in girls golf

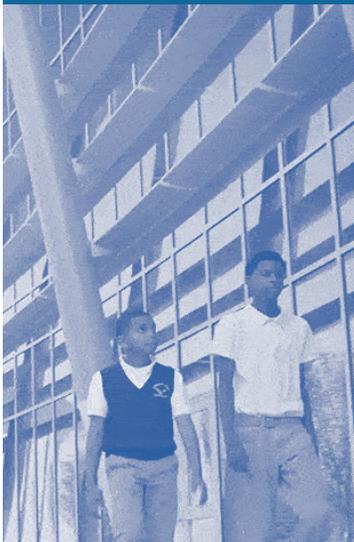
**100%**  
graduates received  
scholarships

### ELHC Program

**East Lake Healthy Connections (ELHC)**, a program managed by the **East Lake Family YMCA**, ensures all eligible East Lake families have access to health insurance, effectively utilize primary and preventive health care services, properly manage chronic diseases, and establish contact with accessible medical homes.

**262**  
clients served

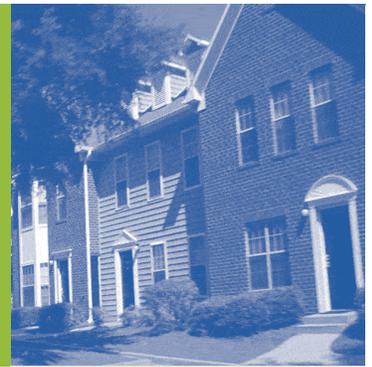
**92%**  
met health goals



# NEIGHBORHOOD STORIES

## A Neighborhood that Works

Nearly 25 years after the revitalization of East Lake began, residents and students continue to provide compelling stories about the East Lake Foundation's profound impact. Here we highlight just a few of their wonderful experiences.



### ASHER MCGEE



During the 2018 TOUR Championship, Asher McGee, an honor student and senior at Drew Charter School, served as a student media correspondent for the East Lake Foundation. Asher had the opportunity to meet and interact with Tiger Woods, Phil Mickelson, Golf Channel's Jimmy Roberts, and East Lake Golf Club President and General Manager Chad Parker. Asher says the experience "not only allowed me to get a closer look at the TOUR Championship, but also led me to some self-reflection. **I now have the sense I'm part of something bigger than myself.**"

### SARAI DOBBS



**Sarai Dobbs** is a sophomore honor student at Drew Charter School. As a Drew kindergartener, she was introduced to the game of golf through The First Tee® of East Lake. She is now a member of the Drew Girls Golf Team and, in 2017, **won the honor of hitting the ceremonial tee shot at the PGA TOUR Championship.** Sarai's favorite subjects are math and science, and she also plays harp and piano. Sarai hopes to attend one of the top colleges in the nation, study software engineering and finance, and play collegiate golf.

### MARILYN HACK



**Marilyn Hack says she has gone from poverty to paradise.** She has taken full advantage of all East Lake has to offer. Through RCSP, she participated in an entrepreneur program and started her own small business, CPR Learning Concepts, LLC, a CPR training company. Her three thriving children all attended (or currently attend) Drew Charter School. Last August, she closed on her first home. Marilyn is a shining example of what ELF's path to break the cycle of intergenerational poverty.

### DARIUS DAVIS

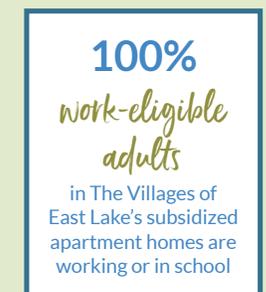


Darius Davis joined The First Tee® of East Lake program as a 10-year-old. As a result of his participation, he not only excelled at golf but also academically, receiving a full scholarship to University of Maryland Eastern Shore, where he is a senior.

A member of the school's golf team, Darius is a PGA Golf Management (PGM) major and will graduate with his Class A. **After graduation he'd like to return to Atlanta as a First Tee® of East Lake instructor, with a goal of eventually becoming a Head Golf Pro at an area golf course.**

## Impacting Lives of Residents

For more than two decades, we have utilized our coordinated holistic approach to community revitalization to build a stronger, healthier community in East Lake and ensure lasting, sustainable success.



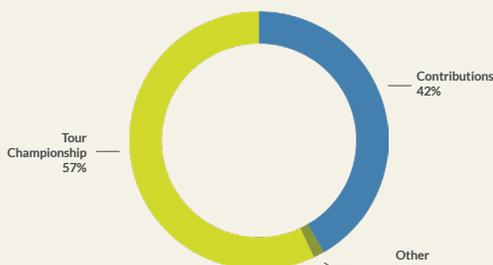
## FINANCIALS

### Accounting for Progress

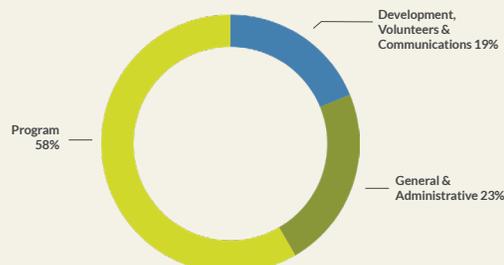
The East Lake Foundation maintains an overall strong financial position as a result of its careful stewardship of funds.

\*These unaudited numbers reflect the revenue and expenses of the East Lake Foundation and its charitable contributions to its partners in the East Lake Initiative.

**REVENUE**  
\$4,566,982



**EXPENSES**  
\$5,025,516\*



## Our Donors

The East Lake Foundation's work would not be possible without the generous support of the individuals, businesses and partners that believe in our mission and understand the value of giving back to the community. Thanks to all of our Visionary, Innovator, Leader, Builder, Partner, and Friend-level donors.

LEARN MORE AT:  
[2018.eastlakefoundation.org](http://2018.eastlakefoundation.org)