

Founded in 1995 on the belief that no community is beyond hope, the East Lake Foundation demonstrates that the right combination of mixed-income housing and infrastructure, educational opportunities from cradle to college, and community wellness activities can revitalize a suffering inner-city neighborhood into a safe and vibrant place to live. Today, that success is real, and the East Lake community is thriving like never before. It has been transformed from a community of despair into a community of possibility.

## A POWERFUL TRANSFORMATION

1995

TODAY

**Dilapidated, dangerous**  
public housing project



**Beautiful & thriving**  
mixed-income community

Crime rate  
**18x** national average



**99% decrease**  
in violent crime

High school  
**grad rate <30%**



**#1 High School**  
in Atlanta  
Public Schools

Employment  
rate **13.5%**



**All eligible**  
adults are  
working or in  
job training

## AN INTEGRATED, HOLISTIC APPROACH WITH PARTNERS



**CRADLE-TO-COLLEGE EDUCATION**

Drew Charter School and its early learning partners represent the cradle-to-college pipeline in the East Lake community, educating more than 2,200 students each year.



**MIXED-INCOME HOUSING**

What was once a dilapidated, dangerous public housing project is now a vibrant mixed-income rental community with 542 apartments.



**COMMUNITY WELLNESS**

The First Tee® of Metro Atlanta, East Lake Healthy Connections, the Resident and Community Support Program, and Start:ME East Lake make it possible to improve the quality of life for the community.

The success of the East Lake initiative has served as the blueprint for a national model of holistic community redevelopment through Purpose Built Communities. Today, there are 19 additional Purpose Built Communities across the country — all of which are successfully creating opportunities for residents and building strong, economically diverse communities.