

# growing WITH hope AND Purpose Every Day



## East Lake FOUNDATION 2021 ANNUAL REPORT

“Throughout 2021, we worked closely with our partners and supporters to provide much-needed assistance for East Lake families as we all continued to navigate the ongoing pandemic. In an eventful year of notable milestones and organizational change, the East Lake Foundation remained focused on offering hope and opportunity to our community.”

Catherine H. Woodling  
East Lake Foundation,  
Deputy Executive Director

### CRADLE-TO-COLLEGE

## EduCaTion



### DREW CHARTER SCHOOL

Serving 1,900+ students in Pre-K through 12th grade with an innovative approach centered around a STEAM curriculum, all Drew Academies rank in the Top 10 in all Atlanta Public Schools. The schools also consistently ranks top 20% in Georgia.

#### 2021 HIGHLIGHTS

- 99% Graduation Rate
- 99% Class of 2021 students who applied were accepted to at least one college
- 14 total scholarships award by the East Lake Foundation
- Virtual learning digital devices were provided to every student in need

### EAST LAKE EARLY LEARNING

The East Lake Foundation and Drew Charter School work closely with our early learning partners (Cox Pre-K, East Lake Early Learning Academy and Sheltering Arms East Lake) to ensure a seamless transition as students matriculate through our cradle-to-college education pipeline.

#### 2021 HIGHLIGHTS

- 298 students including 54 from The Villages of East Lake
- 57 students attended East Lake Early Learning Academy or Sheltering Arms East Lake on scholarship

### R.I.S.E. AFTER SCHOOL PROGRAM

R.I.S.E. (Recreation. Innovation. STEAMulation. Education) is a comprehensive after school program for Pre-K through 7th grade students. Enrichment activities include creative movement, science, sports and nutrition, Chinese immersion, and storytelling, among many others.

#### 2021 HIGHLIGHTS

- 334 participants including 48 from The Villages of East Lake
- 27 enrichment opportunities
- 63 participants come from economically-disadvantaged families

### MIXED-INCOME

## housing



### THE VILLAGES OF EASTLAKE (VOEL)

VOEL is a mixed-income apartment community with 650 townhouses, duplexes and garden apartments. Nearly half of the housing units have been prioritized as affordable homes.

VOEL legacy properties, constructed in the mid-90s, are comprised of 542 housing units, 50% of which are subsidized by Atlanta Housing for families making 30% of Area Median Income (AMI) or less and 50% available at the market rate. These properties are undergoing an extensive renovation expected to be completed in 2022. This renovation is one of the largest preservations of affordable housing in Atlanta's history.

### THE RESIDENT AND COMMUNITY SUPPORT PROGRAM (RCSP)

The Foundation's RCSP team works with community partners to enhance employment readiness through financial education workshops, including entrepreneurship, career coaching, and homeowner education.

In 2021, RCSP continued to support families in need due to the COVID-19 pandemic by facilitating rent and utility assistance, distributing digital devices and personal hygiene products, and partnering with the East Lake Family YMCA to provide thousands of boxes of groceries to families in need.

#### 2021 HIGHLIGHTS

- 400 residents participated in RCSP programming
- 188 families at VOEL assisted with rent and utilities
- Provided 163 digital devices
- Offered 51 economic stability, mental health, and homeownership programs
- Hosted drive-thru back to school drive and holiday gift event

### COMMUNITY

## Wellness



### THE FIRST TEE OF METRO ATLANTA

First Tee – Metro Atlanta continued its gradual emergence from the impact of COVID-19 on all aspects of youth programming. While continually adjusting and operating under safety protocols aligned with health agency and governmental guidelines, the chapter served more youth through its programming channels than were reached in 2020.

#### 2021 HIGHLIGHTS

- 585 total participants served, with 55 at Charlie Yates Golf Course
- \$63K in scholastic aid awarded to 16 participating seniors
- 11 summer internships provided across various disciplines

### START:ME PROGRAM

Since its inception, Start:ME East Lake has graduated seven Cohorts with 110 ventures. In 2021, the program was offered virtually. Two participants were The Villages of East Lake residents, and three of the participants were Drew Charter School parents.

#### 2021 HIGHLIGHTS

- 16 entrepreneurs completed the program
- 69% of the participants were from low-to-moderate income households
- 63% of the businesses are minority-owned
- 88% of the businesses are woman-owned

### EAST LAKE HEALTHY CONNECTIONS (ELHC)

ELHC ensures all eligible East Lake families have access to health insurance, primary and preventive health care services, and other comprehensive healthcare services.

#### 2021 HIGHLIGHTS

- 145 individuals were connected with health/dental homes
- 417 COVID-19 vaccinations provided
- 24,755 grocery bags provided to residents in need
- 29 individuals participated in mental health programming
- 21 individuals participated in chronic disease management educational sessions

NEARLY 30 YEARS AFTER THE REVITALIZATION OF EAST LAKE BEGAN, RESIDENTS AND STUDENTS CONTINUE TO BENEFIT FROM THE EAST LAKE FOUNDATION'S HOLISTIC WORK IN THE NEIGHBORHOOD.

## JOSIE BRAZIEL

RESIDENT AND COMMUNITY SUPPORT PROGRAM

Josie Braziel has participated with Resident and Community Support Program (RCSP) classes at The Villages of East Lake for more than six years, regularly seeking one-on-one coaching, participating in employment and financial literacy classes, and receiving COVID-19 related rent assistance. After years of working in part-time positions, with the help of the RCSP team, Ms. Braziel has landed her dream job—full-time with benefits—at a local school system where she has now worked for two years. Ms. Braziel says RCSP gave her “the tools to be successful,” and she “will forever be grateful.”



## MELEAH GRAY-BROWN

START:ME EAST LAKE

Meleah Gray-Brown, a resident at The Villages of East Lake, is a proud 2020 graduate of Start:ME East Lake's Business Accelerator Program. Meleah is the creator and founder of Sew Dope where she sells upcycled, recycled, and handmade apparel, handbags, and accessories. Meleah is a therapist by trade, and she incorporates her professional background by ensuring Sew Dope products educate and build confidence, acceptance, awareness, and appreciation for under-represented populations. Meleah was one of several recipients of a Start:ME grant to build inventory, vend, and market her business.



## MARCUS LEONARD

FIRST TEE OF METRO ATLANTA DREW CHARTER SCHOOL

Marcus Leonard is a junior at Charles R. Drew Charter School, a member of the boy's golf team and an Ace level participant of First Tee of Metro Atlanta. In 2021, he participated in the inaugural First Tee National Championship at Clemson University and was also selected, along with Tatum Thompson, as the TOUR Championship Hope Tee Shot honoree.



“My goal over the next two years is to graduate high school with honors and earn a scholarship to college playing golf... The lessons and experiences from the First Tee such as having integrity and being responsible will help me make wise choices in this journey.”

## ROSHAN NAGENDRAN

RESIDENT AND COMMUNITY SUPPORT PROGRAM

Roshan Nagendran, a resident at The Villages of East Lake, credits the Resident and Community Support Program (RCSP) with advancing his career and building his personality.



Mr. Nagendran participated in several workshops via Zoom, described as engaging and informative, that assisted him in securing a new job in a leading telecommunications company, which increased his financial security. “The RCSP programs conducted benefited me both in my personal and career advancement,” and “I'm living proof of how to get the most out of them.”

## THE EAST LAKE FOUNDATION

### Impacting Lives of Our Community

For nearly 30 years, the East Lake Foundation has proven that working with residents and public and private partners, while providing equitable access to comprehensive programs and services, is transformative for the community.

In 2021, the Foundation was able to continue to provide critical assistance to our most vulnerable residents who were negatively impacted by the COVID-19 pandemic through powerful and impactful partnerships.

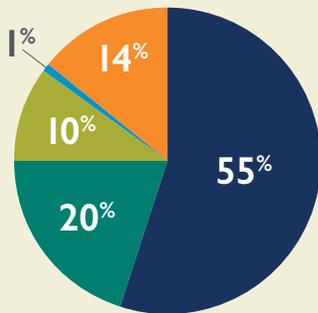
While we have faced difficult experiences over the last two years, the Foundation and its partners will continue to rise to meet the demands of recent events and are Growing with Hope and Purpose Every Day.

# FiNanciALs

KEEPING THE ALLOCATION OF RESOURCES TRANSPARENT IS FUNDAMENTAL FOR CAREFUL STEWARDSHIP OF THE PRECIOUS DOLLARS THAT SUPPORT OUR ENDEAVORS.

## REVENUE

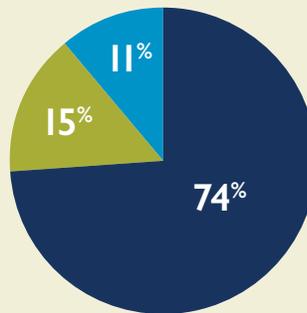
**\$8,195,554\***



- Contributions
- East Lake COVID-19 Relief Fund
- Tour Championship
- COVID HCZ Grant
- Other

## EXPENSES

**\$5,837,920\***



- Programs
- General & Administrative
- Development, Volunteer & Communications

\*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.

## COVID-19 ASSISTANCE & impact

**24,755**  
Grocery bags donated in partnership with the East Lake Family YMCA.

**188**  
Villages of East Lake families assisted with rent and utility needs.

**163**  
Provided 163 digital devices to families at The Villages of East Lake.

**5,000+**  
Face coverings supplied to keep the community safe.

**300+**  
East Lake residents vaccinated, most of whom were at high risk for COVID-19.

**250**  
Funded virtual summer school for 250 Drew Charter School students.

# SupPort

The East Lake Foundation's work would not be possible without the generous support of individuals, businesses and partners that believe in our mission and understand the value of giving back to the community. Scan the QR code, or visit [eastlakefoundation.org/annual-reports/2021](http://eastlakefoundation.org/annual-reports/2021) for more information about our Donors, Partners, and Board of Directors.

