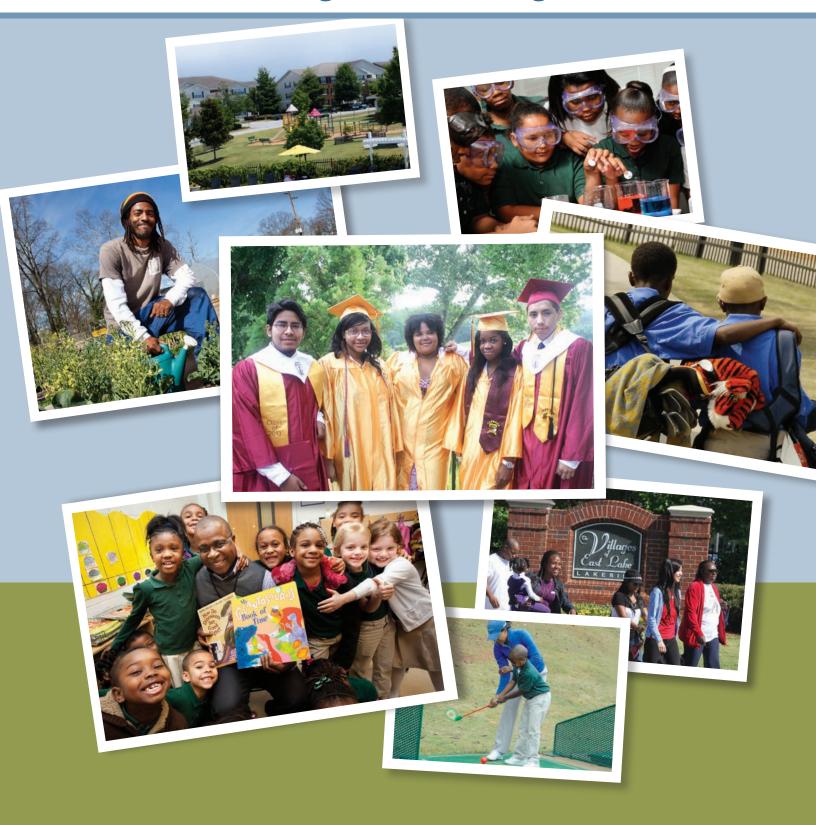
EAST LAKE FOUNDATION

Transforming Place, Building Promise







It's hard to believe 2013 went by so quickly. It was a year filled with progress and many accomplishments. We kept our promise to complete East Lake's education pipeline. We began construction on the Drew Charter School Junior and Senior Academy at the Charlie Yates Campus and successfully closed its ambitious capital campaign. It will afford us the tools and resources to build bright futures with our East Lake youth as they complete high school and prepare for college and life. We witnessed an increase in the number of children and their families served in our wellness programs and engaged more residents in The Villages of East Lake.

Our model for community redevelopment – a focus on mixed-income housing, cradle-tocollege education and community wellness backed by a lead organization, the East Lake Foundation – works. It works because of our partners whose commitment and capacity extend our ability to reach many families. It works because of generous individuals whose support makes our programs and services possible. It works because at the heart of our mission is the belief that all people can realize their potential in a community abundant with hope and ripe with opportunity. In East Lake, families live, learn, earn and grow. You will enjoy hearing their voices as you read this annual report.

I am grateful to lead, to listen and to learn along the way in an amazing community cited by United States Housing and Urban Development Secretary Shaun Donovan and Federal Reserve Bank Chairman Sam Bernanke as one of promise for the nation.

On behalf of the East Lake Foundation Board and staff, I thank you for your generous and continued support. It allows us to sustain our success and ensure East Lake remains a vibrant community, as it should be. Together, we create access and expand opportunity for young people and their families to meet their full potential. With great pride yet humility, I ask you to continue supporting our work because there's more to be done.

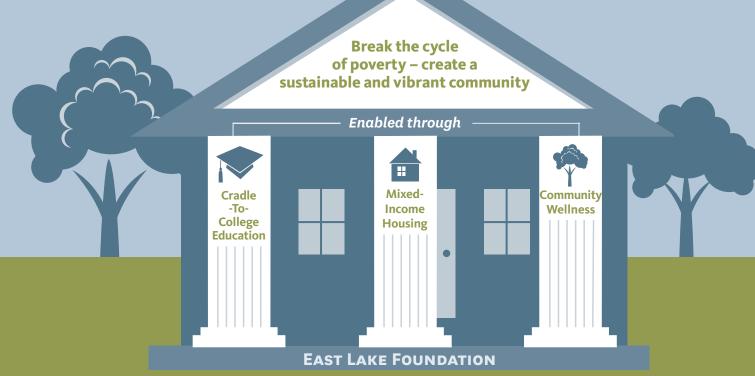
Daniel J. Shoy, Jr.

President East Lake Foundation

Our East Lake Mission

The mission of the East Lake Foundation is to provide the tools for families of The Villages of East Lake and students in the Charles R. Drew Charter School education pipeline to build a better life for themselves and future generations through education, mixed-income housing and community wellness.

The East Lake Foundation serves as the lead organization and engages a network of Foundationrun programs and integral partnerships to transform place and build promise.



East Lake Foundation: Transforming Place, Building Promise

Established in 1995, the East Lake Foundation turned one of the nation's most violent public housing projects into a national model for community redevelopment. East Lake has evolved from being a great example of community redevelopment to being a great neighborhood in its own right. By working with residents and expert public and private partners, the Foundation now provides comprehensive programs and facilities that attract people of all ages and incomes seeking a sense of community.

The East Lake Foundation's programs include The Villages of East Lake, a mixed-income apartment community; the Resident and Community Support Program; educational programs like CREW Teens, Drew Charter After School Program, and Tom and Anne Cousins Scholarships; and in the area of wellness, The First Tee® of East Lake, and coming soon, East Lake Healthy Connections.

The East Lake Foundation has vital partners: East Lake Sheltering Arms and the East Lake Family YMCA provide early learning opportunities; the East Lake Family YMCA also provides community recreation and wellness; and the Southeastern Horticultural Society cultivates the East Lake Community Learning Garden.

Cradle-to-College Education

Getting a Jump-Start on Success

Research has proven that early learning is critical to building a foundation for academic success. The East Lake Sheltering Arms Early Education and Family Center and the YMCA East Lake Early Learning Academy serve children from birth to pre-K, preparing them for Kindergarten with the social, emotional and literacy development skills needed to learn.

Carrying Achievement Beyond the Classroom

Serving more than 375 students daily, the Drew Charter After School Program provides a wide array of academic, enrichment and cultural activities that strategically reinforce and supplement Drew Charter School's curriculum. More than 60 enrichment classes expose students to everything from chess and yoga to martial arts and Mandarin. The After School Program aims to eliminate the achievement and opportunity gap and equip students with the confidence and skills required to overcome disadvantaged circumstances.

Success Goes Full-STEAM Ahead

With a strong focus on STEAM (Science, Technology, Engineering, Arts and Mathematics), students in grades pre-K through nine at the Charles R. Drew Charter School get a comprehensive education. Teaching and learning strategies are based on critical thinking, collaboration, creativity, innovation and problem solving – just a few of the many reasons why 99 percent of Drew students in grades 3-8 met or exceeded state standards in reading and language arts in 2013. This continual focus on improvement is why Drew Charter School students are outpacing their peers across the state.

"I can honestly say that I would not be where I am today without the East Lake Foundation. The East Lake Foundation has played an active, vital and consistent role in my education for 13 years. Attending Drew Charter School and participating in the CREW Teens program equipped me with the academic, social and cultural capital I needed to be successful in college. Because I want to see programs like this continue for the youth in my community, I make it a priority to give back to the East Lake Foundation by donating and volunteering."

Douglas Peters

Drew Charter School Alumnus, Masters of Higher Education Student at Georgia Southern University









Preparing for Professional Success

Creating Responsible, Educated and Working Teens – that's the goal of CREW Teens, a college readiness program that helps East Lake teens complete high school and prepare for higher education and careers. In 2013, CREW Teens reached new heights thanks to the volunteer efforts of our corporate partners. The fourth annual CREW Teens Summer Institute program provided teens with fourweek course offerings incorporating interactive classroom instruction and real-life experiences facilitated by Atlanta professionals. Many CREW Teens are the first in their families to pursue higher education.

Cousins Scholarships Offer Another Degree of Success

Eight graduating seniors, all active in CREW Teens, earned Tom and Ann Cousins Scholarships in 2013. A total of 49 students selected for their academic performance, leadership and community service have received Cousins Scholarships since the program began in 2008.



320

children
served by
East Lake Foundation
early learning
partners

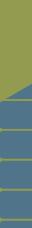


85%

of active CREW Teens graduated on time



rank of
Drew Charter
School among
Atlanta Public
Schools
grades K-5



rank of
Drew Charter
School among
Atlanta Public
Schools

grades 6-8

Mixed-Income Housing

Providing a Place to Call Home

The East Lake Foundation spearheaded
the development of The Villages of East Lake to
replace the violent and dilapidated East Lake Meadows
public housing project of the mid-1990s. Today, The Villages
of East Lake offer safe and well-maintained apartments to diverse
families. Fifty percent of the units are affordable-rate apartments while
the balance rent at market rates. Living in The Villages also gives families first
priority to other programs under the East Lake Foundation umbrella that improve their
quality of life – from Drew Charter School and early learning program admission to The First
Tee® of East Lake golf instruction, community gardening beds and college readiness support.

Beyond Development to Developing Community

In 2011, the Resident and Community Support Program (RCSP) was introduced to develop a sense of community while providing resources to help residents thrive. Programs are focused on economic stability and community engagement and include career development, financial literacy and community-building events.

In 2013, RCSP engaged residents and community members in 76 programs/activities in the following categories:

Economic Stability

- Career Development Series
- Entrepreneurship Series
- Level Up Financial Management Series
- Homebuyer Education
- EarnBenefits Screening
- Kaiser Permanente Bridge Health Insurance Program
- DeKalb Workforce Mobile Career Center

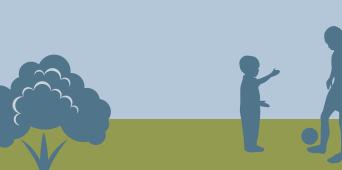
Community Engagement

- · Family Fun Fit Festival
- Summerfest Family Festival
- Back-to-School Jam and Community Resource Fair
- · Healthy Cooking Demonstrations
- Health Activities
- · Healthy Relationship Seminars
- · Seasonal Holiday Celebrations
- · Community Block Parties

"The Resident and Community Support
Program has had such a positive impact
on my life and my family by exposing us
to so many opportunities. I had lost hope
about my career search until I got involved
with RCSP, and that motivated me to keep
going. I tell everyone in The Villages to get
connected and stay connected with RCSP
because they really care about the families
and make sure we are successful. I love my
job at Drew Charter School, my kids love
their school and we love the community."

Cenobia Hilton
 The Villages of East Lake resident









residents started new businesses

50%

of participants in career development series earned jobs \$690,000

value of
benefits to
households
screened using
EarnBenefits

residents purchased homes



6

Community Wellness

Putting Youth on the Course to Success

While learning the sport of golf, children ages 5 to 17 in Atlanta's
East Lake neighborhood are also exposed to the values of the game as part of The First
Tee® of East Lake. The year-round program uses golf principles like discipline, hard work and integrity
to enhance both academic achievement and life skills. It also provides opportunities for East Lake youth to
incorporate physical exercise and establish healthy habits early in life.

Operating out of the Charlie Yates Golf Course, kids learn responsibility, integrity and respect while walking the links. The curriculum emphasizes "Nine Healthy Habits" that promote healthy, active lifestyles. Each year The First Tee of East Lake exposes more than 650 community youth to the game of golf.

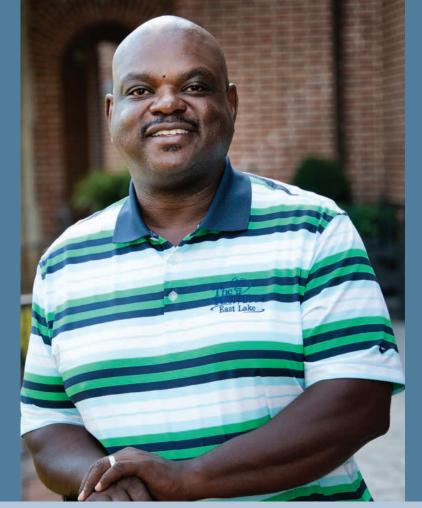
Making Fitness Par for the Course

Established in 2000, the East Lake Family YMCA's 61,000 square-foot, state-of-the-art facility provides the community with fitness and wellness services for year-round healthy lifestyles. The East Lake YMCA serves as the physical education partner for Drew Charter School, serving nearly 900 students in grades pre-K through fifth. In 2013, the YMCA opened its new Youth and Teen Development Center, which includes an outdoor family pool with a waterslide, a digital media center, gymnasium and cyber cafe for teens ages 12 to 17.

"I've seen a lot of children use the skills they've learned from The First Tee to do the right thing, make the right decisions and grow from those experiences. Golf itself is a lot like life and it requires you to be honest. With The First Tee, kids learn responsibility and integrity so they understand it requires hard work to get what you want in life. That all plays into our Nine Healthy Habits, one of the most important being using your mind as a powerful tool to have a vision for the future."

– Jeff Dunovant

Assistant Director, The First Tee® of East Lake, 2012 PGA Georgia Section Junior Golf Leader



Harvesting Health & Hands-On Education

Residents can grow organic produce and participate in horticultural learning at the East Lake Community Learning Garden, a collaboration with the Southeastern Horticultural Society. Serving several thousand neighborhood residents each year, the Community Learning Garden provides fresh, local and nutritious produce and interactive workshops from the Southeastern Horticultural Society. Residents of East Lake also learn agricultural job training skills, while Drew Charter School students benefit from a real life learning lab.

650+

number of students The First Tee of East Lake served 3

First Tee of
East Lake
students awarded
Bill Dickey
Association
Scholarships

100

volunteers supported The First Tee of East Lake program First Tee of
East Lake
alumni
currently play
college golf

3

Golf with a Purpose: Driving Amazing Support

The East Lake Golf Club with its "Golf with a Purpose" motto is a committed partner of the East Lake Foundation.

As the home course of legendary golfer Bobby Jones and the oldest golf course in the city of Atlanta, the Club is not only historic, but also philanthropic. Proceeds from operations help support the East Lake Foundation.

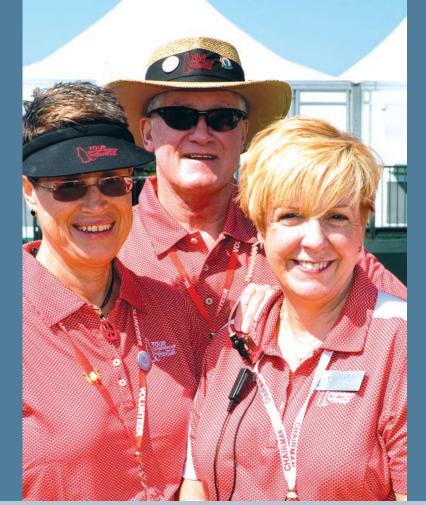
Golf with a Purpose is in the spotlight each fall when the 30 best golfers in the world visit East Lake for the TOUR Championship by Coca-Cola held at the East Lake Golf Club. The East Lake Foundation and TOUR Championship by Coca-Cola have a strong relationship that dates back to 1998. In 2013, the event raised \$2 million dollars – funds that are donated to the East Lake Foundation and The First Tee® of East Lake. The East Lake Foundation is grateful to the thousands of golf fans, PGA TOUR players, PGA TOUR, Coca-Cola Company and the thousands of volunteers who make the tournament possible each year. Their dedication to the TOUR Championship by Coca-Cola and the East Lake Foundation makes this event truly unique in the world of sports.

"As someone who grew up not far from East Lake, it has been an honor to be a part of the TOUR Championship by Coca-Cola. Last year, we started the 'Volunteer Tributes' program allowing anyone to give a gift to the East Lake Foundation in honor of or in memory of a volunteer. It's wonderful this tournament thinks so highly of its volunteers that they would create a program like this. It makes me a part of a wonderful charity and it's the best volunteer experience that I have all year."

– Julie Hudson

8th year as TOUR Championship by Coca-Cola volunteer; Chair of Veranda Suites at 17th Hole

Julie Hudson (right) with fellow TOUR Championship by Coca-Cola volunteers Jayne Warren Belk (left) and Doug Weston (center).





\$2 million

donated to East Lake Foundation and The First Tee of East Lake from 2013 TOUR Championship by Coca-Cola 89,000

spectators attended the 2013 TOUR Championship by Coca-Cola 1,350

volunteers worked the 2013 TOUR Championship by Coca-Cola

10

Transforming Place, Building Promise in 2014

Thanks to the generosity of our donors, the East Lake Foundation has completed the \$73 million capital campaign for the Charles R. Drew Charter School Junior and Senior Academy. Set to open in July 2014, the new 200,000 square-foot campus will allow Drew Charter School to expand enrollment to include high school students.

The new facility is expected to serve 1,000 sixth through twelfth graders in Atlanta's East Lake community and employ an estimated 485 teachers and staff by 2017. The LEED-certified building will include:

- Flexible learning suites to nurture collaboration
- Seven project learning labs and seven state-of-the-art science labs
- Two specialty labs for engineering and design
- Integrated arts studios
- 500-seat performing arts center serving the school and the East Lake community
- Two gymnasiums and a full-size track and field for athletics and community wellness

Drew Charter School opened in 2000 as the first charter school in Atlanta.

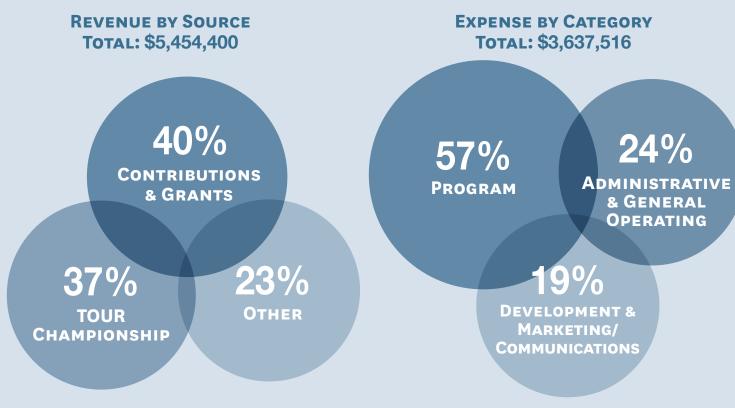
In Drew's first year of operations, it was ranked 69th, the worst performing school in Atlanta Public Schools (APS). Today, Drew is ranked first among all APS elementary schools and third among APS middle schools.

During the 2012-2013 academic year, Drew was named Georgia Charter School of the Year and was recognized as one of the "25 Coolest Schools in America" by Scholastic Parent & Child Magazine.

With the addition of the Senior Academy, Drew's academic successes will extend through the high school years, completing the East Lake Foundation's educational vision - to provide students with a cradle-to-college education.



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