

Donor Spotlight: Paul and Lisa Cox

Paul and Lisa Cox purchased their first home in the East Lake neighborhood in 1997. They witnessed firsthand the remarkable physical transformation of the community and were quick to support the work of the East Lake Foundation.

Lisa and Paul have two children, Henry and Patricia. Henry, now in 10th grade, enrolled at Drew Charter School in 6th grade. Patricia was in the first class at the East Lake Early Learning Academy and is now in 1st grade at Drew. Although they were very excited to send their children to Drew, little did they know how involved their family would become. Henry and Patricia have made many friends with similar interests and are thriving in the Drew environment.

Henry was chosen to participate in a program called American Explorers in partnership with Outward Bound. Through the outdoor leadership program, he learned several important life skills, but also realized his passion for cross country, where he has excelled. This fall, Henry was named the Regional 4A Champion and helped lead his team to the school's first cross country State Championship.

Lisa Cox is an amazing advocate for the East Lake Foundation and volunteer for Drew. "I love seeing



Henry Cox holding the first Drew Charter School State Regional Championship trophy with his teammates



Paul and Lisa Cox with daughter Patricia at Easter, Henry is the Easter Bunny!

the community really back the school. Anytime I ask for something from local restaurants or businesses they are always so willing to give," says Lisa. Her efforts include spearheading two fundraisers that raise \$6,000 for Drew's Band Booster Club annually, supporting the bee keeping club, running the monthly PTA principals coffee, and serving as an administrator for the Drew parent Facebook page!

"I have watched the East Lake Foundation evolve over the years. Although they focus primarily on the Villages of East Lake and Drew Charter School, their efforts benefit the entire East Lake neighborhood

and have made this community safer and more livable for everyone. This is why we support the East Lake Foundation," says Lisa. ■



START: ME Empowering East Lake Entrepreneurs

In January 2014, the East Lake Foundation partnered with the Emory University Goizueta School of Business to offer the Start: Micro-Entrepreneur (Start: ME), East Lake Program to support promising micro-entrepreneurs in the East

Lake and Kirkwood Communities. This 14-week program offers intensive skills-based business training, mentorship support and financing needed to develop viable and sustainable microbusinesses. When successful, these microbusinesses not only generate income for East Lake and Kirkwood entrepreneurs and their families, but also contribute to the overall economic vitality of both neighborhoods

Start:ME recruits an experienced group of professional mentors to provide critical support for participating micro-entrepreneurs. Mentors provide specific ideas and feedback to participating entrepreneurs, and look for opportunities to connect them to individuals and opportunities that will further support their businesses. ■

For questions or to confirm your interest in being a mentor, please contact please contact Joi Jackson at jjackson@eastlakefoundation.org or 404-974-4507.



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Tom and Ann Cousins Awarded Philanthropists of the Year

Tom and Ann Cousins were awarded "Philanthropists of the Year" by the Association of Fundraising Professionals (AFP) of Atlanta for their steadfast dedication to philanthropy, notably Tom's vision that catalyzed the East Lake Foundation and Georgia Research Alliance

and for Ann's' long-time commitment to Auburn University and Columbia Seminary. They were recognized with the award at the annual National Philanthropy Day Luncheon on November 3rd at the Georgia Aquarium. ■



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 at **404-373-4351** or visit **eastlakefoundation.org**.

East Lake Foundation Community Vision

December 2015



Possibility Takes Place 2015 Annual Campaign



Over the last 20 years, remarkable changes have taken place in the East Lake community. With the help of residents, supporters and public and private partners, the East Lake Foundation, has helped transform an undeserved community into a thriving, mixed income neighborhood that provides residents with the tools to build a better life.

But what does "possibility" really mean? What does it mean to the residents of East Lake? It means that dreams can now become a reality. It means that families can now have access to resources and programs that allow them to live life to the fullest. East Lake has become a place where children and families now have a chance to build a bright future.

However, the process is not complete, there is much more to be done. Drew Charter School serves more than 1,600 students with nearly 800 who qualify for free or reduced lunch; 50% of the families living in the Villages of East Lake qualify for housing subsidies; and many residents in the East Lake greater community struggle with chronic illness and/or do not have adequate health care.

Possibility looks different to everyone. See how the East Lake Foundation helped to make it possible by visiting www.eastlakefoundation.org/20-years-of-possible. Thanks to your support of the East Lake Foundation, there are now endless possibilities in a community that was once filled with despair.

Your generous contribution at this time of year ensures we can continue to provide programs and services like The First Tee® of East Lake, a golf and life skills program for children and youth; East Lake Healthy Connections, a community health program; START:ME, a Micro-Entrepreneur program; and the Resident and Community Support Program focused on economic stability and community engagement for residents in the Villages of East Lake. Help us make more possible. More graduates, more healthy hearts, more opportunity. The East Lake Foundation has proven that when potential is met, the possibilities are limitless. With your help, we can continue to make East Lake a place of possibility. Donate online at www.eastlakefoundation.org or mail your contribution using the envelope provided. Thank you! ■

The Gift of Giving

Looking for just the right holiday gift for the person who has everything? We have the PERFECT gift idea for you. Make a donation to the East Lake Foundation in their honor. You can designate the gift to support the East Lake Foundation program of your choice and the lucky recipient will be notified of your gift and recognized in our 2015 Annual Report. ■

* \$25 or more per honoree is suggested

To make a gift today or for more information, please visit www.eastlakefoundation.org/individual-giving.

East Lake
FOUNDATION

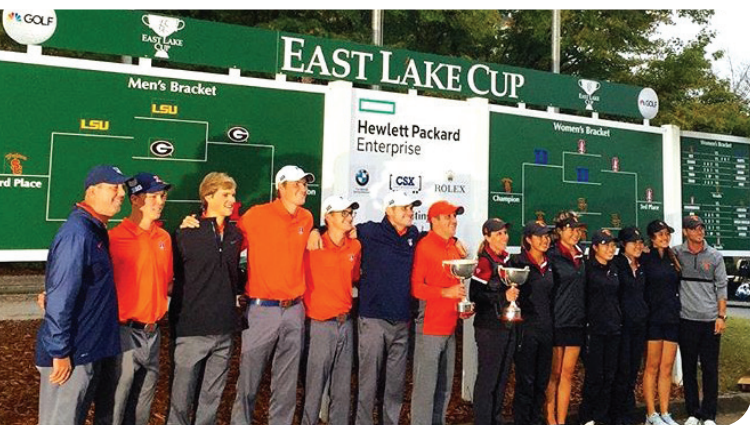


Laura Lonardi (Baylor University) & Alex Burge (University of Illinois) receive inaugural Tom Cousins Award

East Lake Cup

USC Women & Illinois Men Take Home The Inaugural East Lake Cup

The Golf Channel, East Lake Golf Club and the East Lake Foundation hosted the inaugural East Lake Cup, a collegiate two-day match-play championship featuring the top men's and women's golf teams: Georgia, Illinois, LSU, USC, Duke, Baylor and Stanford. The East Lake Cup took place at the East Lake Golf Club and aired live on Golf Channel on Monday, Nov. 2 and Tuesday, Nov. 3. Thank you to the tournament sponsors, Hewlett-Packard Enterprise, Rolex CSX and BMW.



USC Women & Illinois Men Take Home The Cup!

"We are thrilled about this partnership and the opportunities it presents to highlight the best of college golf and the work of the East Lake Foundation," said Tom Cousins, Founder, East Lake Golf Club.

"Partnering with East Lake Golf Club and the East Lake Foundation underscores our commitment to raise the profile of college golf and the East Lake Cup provides a showcase for the nation's top men's and women's golf teams as Golf Channel's marquee college event each Fall," said Mike McCarley, president of Golf Channel. "It shines a



College Mascots waiting out the rain delay at East Lake Golf Club

light on the important work the East Lake Foundation has undertaken in its community and the blueprint it has provided for other communities across America."

The East Lake Cup also featured the Tom Cousins Award, a new recognition presented to an outstanding male and female golfer who exemplifies the values of the East Lake Foundation: excels in academics, is engaged in his and her community and has overcome adversity. The first recipients of the Tom Cousins Award were announced Monday evening at the College Football Hall of Fame. Laura Lonardi (Baylor University) and Alex Burge (University of Illinois) were selected by a panel of industry leaders for their accolades both on and off of the golf course.

Lonardi, of Verona, Italy was named the Big 12 Women's Golf Scholar Athlete of the Year in 2015, and recorded three top-10 finishes during the 2014-15 season. Away from the course, Lonardi organized a youth caddie program in her hometown of Verona to raise funds and awareness for Dravet syndrome, a rare form of epilepsy that is resistant to medicine after it affected a friend's family.

Burge completed his undergraduate degree in business management at the University of Illinois earlier this year, and in 2014 he won the University of Illinois Open. A native of Bloomington, Ill., he grew up with a father who was deaf, and as a young boy often found it difficult to develop a strong bond with his dad, until golf became the outlet to fill the void. Tagging along with his dad to play a few holes after school in the evening, and later traveling together to compete in junior golf tournaments, the pace of the game created an atmosphere for easier communication, shared stories, and fatherly advice. Golf helped cultivate a relationship between a father and son. "Golf changed my life, and continues to change my life," Burge says. "Because it introduced me to my father the way a young boy should be introduced, with patience and a willness to listen and learn. Golf introduced me to my hero." ■

2015 TOUR Championship by Coca-Cola

Each year, the PGA TOUR's top 30 golfers make their way to East Lake Golf Club for the annual TOUR Championship by Coca-Cola, the final tournament in the PGA TOUR season and the culmination of the FedExCup Playoff. This year's winner, Jordan Spieth, ended the season with the most lucrative single season ever for a PGA golfer, earning \$22 million.

During this year's tournament, PGA TOUR golfer's Charley Hoffmann, J.B. Holmes and Brandt Snedeker pledged to participate in the 2nd Annual Birdies for East Lake, a commitment to financially support the Foundation for every birdie made during tournament week. East Lake Foundation Board Member, Alex Robertson, also pledged to contribute for each birdie made by all of the players during TOUR week! We want to thank these golfers and Mr. and Mrs. Robertson for their support of the Foundation's mission and work.



TOUR Championship and FedEx Cup winner, Jordan Spieth

The 2015 TOUR Championship contributed \$1.9 million to the East Lake Foundation and The First Tee of East Lake. "The proceeds from the TOUR Championship help us to continue to transform our

neighborhood and build promise for the residents of the East Lake community," said Daniel Shoy, Jr., President of East Lake Foundation. "Thanks to all the fans, volunteers, our colleagues at the East Lake Golf Club, PGA TOUR, The Coca-Cola Company, and the Southern Company for making this year's event a huge success! ■



Bubba Watson (top) and Henrik Stenson (bottom) stop to sign some autographs for the kids



Tom Cousins discusses the East Lake community with Charlie Rymer from the Golf Channel

Atlanta Celebrates the TOUR Championship

Inaugural Fan Fest held at the College Football Hall of Fame

Special thanks to Southern Company, the Atlanta Business Chronicle and The Atlanta Convention and Visitors Bureau for hosting Atlanta Celebrates the TOUR on September 21st at the College Football Hall of Fame to kick off the TOUR Championship by Coca-Cola. The program celebrated and featured the PGA TOUR's top 30 players and St. Paul and The Broken Bones.



Golf with a Purpose 6th Annual East Lake Invitational

The East Lake Invitational was an astounding success this year! Hosted by PGA TOUR golf professionals Billy Andrade and Stewart Cink in the weeks leading up to the TOUR Championship by Coca-Cola, the East Lake Invitational is a chance for participants, sports legends and national celebrities, to play and experience historic East Lake Golf Club in PGA Tour conditions. Nearly 40 celebrities attended this year, from Roger Clemens to Taylor Hicks to Richard Jenkins.

In addition to golf, this two-day event also included a pairings party and silent/live auction with a comedy set by George Lopez and Ron White that brought the crowd to their feet. Participants and guests also enjoyed culinary delights prepare by East Lake's executive chef Nick Barrington and guest chefs Linton Hopkins, Chris Hall, Scott Serpas and Kevin Rathbun. We're excited to announce that the 2015 event raised nearly \$400,000 to support the East Lake Foundation. Thanks to everyone who participated, and special thanks to our presenting sponsors, The Coca-Cola Company, Crawford Investment Counsel, Career Builder, Mansfield Oil, Delta Air Lines, PGi, and our colleagues at the East Lake Golf Club.

The 2016 East Lake Invitational will be held September 11th & 12th. Contact Chad Parker, General Manager at the East Lake Golf Club for more information (cparker@eastlakegolfclub.com or 404-373-5722). ■



East Lake Invitational Auction with Ahmad Rashad and George Lopez



East Lake Invitational Participants



Coach Nyre Williams, Danny Shoy, Patty Stafford, Dan Kniffen and Coach Jeff Dunovant arrive at the East Lake Invitational Auction and Pairings Party



Aubrey Graves with PGA Golfer Billy Andrade at Pebble Beach

First Tee Open at Pebble Beach

Aubrey Graves selected to play in Nature Valley First Tee Open

On September 25-27, The First Tee of East Lake's Aubrey Graves competed in the 2015 Nature Valley First Tee Open at Pebble Beach with PGA Golfer Billy Andrade, an official Champions Tour event that was televised internationally on Golf Channel. Aubrey was selected by a national panel of judges who evaluated playing ability and comprehension of the life skills and character education learned through their involvement with The First Tee. He joined 80 other participants from The First Tee chapters across the country for the event. ■