

Duke Women and Illinois Men Reign at the 2nd Annual East Lake Cup

On October 29-November 2, The Golf Channel, East Lake Golf Club and the East Lake Foundation hosted the 2nd Annual East Lake Cup. This three-day NCAA collegiate tournament featured the top-performing men's and women's golf teams from across the country: Illinois, Oregon, Texas and Vanderbilt and Duke, Stanford, UCLA and Washington.

More than a dozen participants from The First Tee® of East Lake had the opportunity to serve as honorary observers and engage with the collegiate players.

After three days of intense competition, Duke's women's team and Illinois' men's team took home the coveted East Lake Cup, the Illinois men for the second year in a row.



The East Lake Cup also featured the presentation of the Tom Cousins Award, a recognition presented to an outstanding male and female golfer who exemplifies the values of the East Lake Foundation: excels in academics, is engaged in the community and has overcome adversity. This year's recipients were announced during the East Lake Cup Gala held at the College Football Hall of Fame. Casey Danielson (Stanford) and Patrick Martin (Vanderbilt) were selected as winners for their achievements on and off the golf course.

Thanks to presenting sponsor, Hewlett Packard Enterprise and associated sponsors, BMW, Rolex and CXS for their financial support of the East Lake Cup and East Lake Foundation. ■



Samone Jackson Wins RCSP Education Connection Book Scholarship

Samone Jackson, an active resident with the Resident and Community Support Program (RCSP) at The Villages of East Lake, has recently been awarded the RCSP Education Connection Book Scholarship. This scholarship will support her efforts in college as she works to obtain a degree in Nursing at Georgia State University.

"This scholarship will help me to establish a solid educational foundation and assist me with overcoming financial obstacles," said Samone Jackson.

Samone is extremely committed to her studies at Georgia State University. In addition, she regularly participates in the financial classes, educational classes, and career classes that RCSP provides as path to additional growth opportunities. ■



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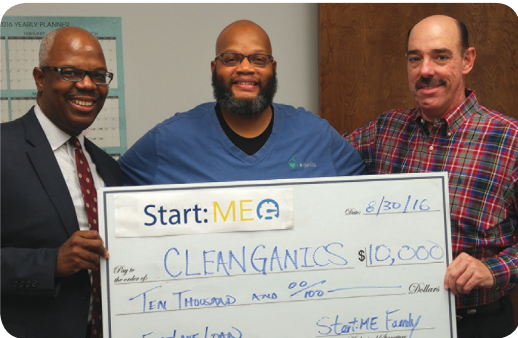
The Foundation welcomes Aisha Harris



The Foundation is excited to announce that Aisha Harris will join the East Lake Foundation staff in January as its Director of Individual Giving. In this role, she will be responsible for the identification, cultivation, solicitation, and stewardship of individual prospects.

Aisha joins the Foundation from Families First, where she managed the annual fund, resource development, volunteer and marketing efforts. Prior to her time at Families First, Aisha was Chief Generosity Office for DenMont Consulting & Events and Director of Development for Cool Girls, Inc.

Aisha, her husband Ebon and their son live in The Villages of East Lake and are active in the East Lake community. Ebon was a member of the 2016 Start:ME East Lake cohort with his business Cleanganics, earning a peer-selected loan. ■



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 **404.373.4351** or visit **eastlakefoundation.org**.



Imagine a Possible Future

Over 20 years ago, if you had asked East Lake residents to imagine living in a safe, thriving neighborhood with exemplary schools, affordable housing and community collaboration, they would have responded with one word – impossible. But with the supportive help of residents, and public and private partners, the East Lake Foundation has helped transform an underserved community into a thriving mixed-income neighborhood that provides residents with the tools to build a better life. Now, 21 years later, East Lake serves as a national model for community revitalization that works. And residents and students are writing a new story by turning the Impossible into the I'm Possible.

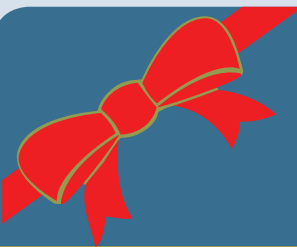
- The Drew Charter School Senior Academy will celebrate its growing legacy with its first graduating senior class this year, which includes Simone Obleton, an aspiring electrical engineer.
- Solomon Dobbs, a sophomore at Drew Charter and member of The First Tee® of East Lake, hit the ceremonial opening tee shot for this year's TOUR Championship at East Lake Golf Club.
- Community wellness programs empower residents and provide them with the services and resources needed to make economic stability and healthy lifestyles achievable.
- Drew Charter School alumni believe in continuing the legacy of the East Lake community's potential and growth, like Jeffrey Martín, who has started a nonprofit, honorCode, and returned to serve at Drew Charter after graduating from the University of Pennsylvania.



Invest to Make a Difference

None of these changes would have been possible without the support of individuals like you. When you invest in the East Lake Foundation, you can be assured you are making a difference. Your gift goes directly to continue the transformational work that has led to the revitalization of the East Lake community and the empowerment of its residents, like Simone, Solomon, and Jeffrey. See how the East Lake Foundation helped make it Possible at <http://eastlakefoundation.org/im-possible>.

Your commitment supports a legacy of change and a future of turning the Impossible into the I'm Possible. Be part of our community and an uplifting story. Make your gift today 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. The lucky recipient will be notified of your gift and recognized in our 2016 Annual Report. ■

Rory McIlroy Wins 2016 TOUR Championship



This year's TOUR Championship was one for the record books. The reversing of the nines at East Lake Golf Club resulted in the most exciting finish in FedEx Cup history. Winner, Rory McIlroy, beat golfer Ryan Moore in a four-hole shoot out to win the two coveted trophies, the TOUR Championship and the FedExCup.

For the first time ever, a current Drew student, sophomore Solomon Dobbs, had the opportunity to hit the ceremonial "Hope" tee shot in front of a standing room only crowd.

The 2016 TOUR Championship proceeds provided more than \$2 million to the East Lake Foundation, vital funding that allows the Foundation to continue to transform our neighborhood and build promise for the residents in the East Lake Community and students at Charles R. Drew Charter School.

"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 tremendous success," said Daniel Shoy, Jr., President of the East Lake Foundation. ■



East Lake Foundation Introduces the East Lake Women's Alliance



In October, the East Lake Foundation launched the East Lake Women's Alliance (ELWA), a philanthropic group of Atlanta women who have committed to focusing their time and financial support on the East Lake community.

Chief among the ELWA's goals is an immersion into the Foundation's mission to help end the intergenerational cycle of poverty in the East Lake community. Through volunteer work with the Foundation's programs, the ELWA will gain greater knowledge of the East Lake community and its opportunities for growth and development.

Along with the philanthropic goals of the ELWA, this group will participate in volunteer events and quarterly golf clinics at East Lake Golf Club taught by PGA professionals. Carol Naughton, president of Purpose Built Communities, kicked-off the first meeting with an overview of the East Lake Foundation's history and its replication through Purpose Built Communities, now working in 15 other communities across the country. At the second meeting, members had the opportunity to explore Drew Charter School and participate in a golf clinic at East Lake Golf Club.

If you are interested in learning more about the East Lake Women's Alliance, contact Sarah Lavine at slavine@eastlakefoundation.org. ■

Generous Donation from PGA Golfer J.B. Holmes Launches "84 for 84" Campaign

Thanks to the generosity of PGA TOUR professional golfer J.B. Holmes, as well as select other members of the East Lake Golf Club, \$84,000 was pledged during the TOUR Championship to support the ongoing, transformative work of the East Lake Foundation.

Known as the "84 for 84" campaign, the funds are being given in honor of the 84 seniors at Drew Charter School graduating in May 2017. This inaugural senior class will be the first to complete the cradle-to-college educational pipeline first envisioned by Tom Cousins and other community leaders when the foundation was initially formed.

"You see all the good work they've done in just this area and this community," said Holmes. "Any time you see any foundation that's getting really good results and doing all the right things, you definitely want to help them."

"We are appreciative of the ongoing support from the East Lake Golf Club and from PGA TOUR players like J.B. Holmes," said Daniel Shoy, Jr., President of the East Lake Foundation. "It's because of the generosity of our strongest supporters that we can continue to deliver hope in the East Lake community." ■



Start:ME East Lake is Recruiting Mentors



provide coaching and feedback to participating entrepreneurs, and look for opportunities to connect them with individuals and partners who will further support their businesses.

If you are interested in becoming a mentor, contact Joi Jackson at jjackson@eastlakefoundation.org or 404-974-4507. ■

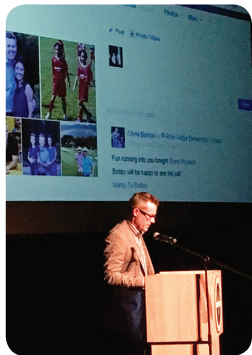
HPE Hosts Career Day at Drew Charter School

On October 28, in conjunction with the East Lake Cup, Hewlett Packard Enterprise (HPE) teamed up with the East Lake Foundation to present Accelerate Your Future, a career workshop at Drew Charter School's Senior Academy.

Chris Burton, a national recruiter with Facebook, kicked-off the day with a keynote address to the entire high school about identifying professional passions and the best way to employ those passions in college and career.

The keynote address was followed by a series of breakout sessions where Drew juniors and seniors had the opportunity to engage with professionals from Disney, Georgia Institute of Technology, First Data and HPE. The afternoon ended with a networking pizza party with a technology raffle that was a huge hit with the students.

"HPE was thrilled to present Accelerate Your Future at Drew Charter School," said Cyndie Wang Senior Director for Hewlett Packard Enterprise's Global Sponsorships and Alliances. "The East Lake Foundation does such great work, HPE was delighted to host Career Day to inspire Drew students. Our employees and partners were excited about the opportunity to share their professional experiences and were impressed by the Drew students." ■



East Lake Family YMCA Profile - Kim Swartz

After living a sedentary life for roughly 20-years, it was time to make a change. In January 2014, we decided to join the East Lake Family YMCA because of its proximity to our home, the family-friendly atmosphere, the ease of joining and – most importantly to me – the inclusion of group fitness classes in the membership fee. On the day that I decided to take my first (ever!) group fitness class, I stumbled into Sam's Zumba Class. With a smile and a welcome she acknowledged all the first timers (there were a few of us who had made the same New Year's Resolution) and off we went. One hour of high energy cardio later, I was hooked! Starting was hard, but I was having such a great time that it didn't matter. I looked forward to her classes and changed my schedule so I could attend more.

As my confidence grew, I slowly changed position in class from the back corner, closer to the front. Sam recognized how much fun I was having and suggested that I go from being a Zumba student, to being a Zumba Instructor. She was so encouraging. She was my mentor. She shared her routines, helped me learn new ones, offered in-class experience and feedback on how I could be better. And – eventually – pointed me in the direction to my first audition, as a Group Exercise Instructor for the YMCA.

One year later, I transitioned from being a hesitant member, timid about starting her fitness journey to a confident, certified Group Exercise Instructor licensed in Zumba Fitness employed by the YMCA.

Joining the Y was the single best decision we've made. I work here. We work out here. The kids go to classes, camp and child watch here. We volunteer here and love it. ■