

Bank of America Student Leaders *The experience in their own words*

By Nia Anderson, Jamal Johnson, Matthew Tikhonovsky, Desi Warren II, and Mary Yeboah, 2018 Bank of America Student Leaders

The first time all of the 2018 Bank of America Student Leaders came together, we were nervous and didn't know what to expect. As the days turned into weeks, we realized that this was a once in a lifetime opportunity.

What made this internship amazing was the flexibility and variety provided by the East Lake Foundation. During our internship, we had the opportunity to collaborate with several organizations within the East Lake Initiative, such as the East Lake Family YMCA, The First Tee® of East Lake, Sheltering Arms East Lake, and the Drew Charter School STEAM Camp. At these places, we were able to meet and interact with numerous children from around the community, many of whom became almost inseparable from us. While there were opportunities to have fun and engage with the community, we also learned about the history of the East Lake community and how it was once an area in despair and is now a flourishing neighborhood. Because of these experiences, we have gained a deeper understanding and appreciation of the work done by the East Lake Foundation and its partners.

The overall highlight of the summer was the Bank of America Student Leader Summit in Washington, DC. For some of us, this was our first time getting on an airplane. For others, it was our first time traveling outside Georgia. In D.C., we were able to meet and learn from other



student leaders from across the country, influential nonprofit and business leaders and world-renowned philanthropists. This leadership summit combined with the daily opportunities presented at the East Lake Foundation delivered a meaningful summer experience for all of us.

"Through the Student Leaders program, Bank of America helps young people gain work experience, learn about nonprofit work in communities and increase their civic engagement. Bank of America Student Leaders also work with bank volunteers to increase their financial management skills, from building a budget to creating a savings plan. Since 2013, more than 25 Atlanta Student Leaders have interned with the East Lake Foundation. ■



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Community Vision

WINTER 2018

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Help us reach our annual goal! Your support today goes to programs in the East Lake neighborhood that provide our families with life-changing opportunities. The East Lake Foundation is a Foundation That Works!

We're very proud of our alumni, like Darius Davis, who will always be a part of the East Lake family. Darius began in First Tee® of East Lake golf program at age 10 where he learned golf skills and life skills that helped him earn a scholarship to play golf at the University of Maryland Eastern Shore. While in college he has come back for internships at East Lake Golf Club and to volunteer at The First Tee® of East Lake program gaining valuable experience that will help him pursue a career in golf after he graduates.

Check out his story at eastlakefoundation.org/donate. Please consider donating today and be a part of a Foundation That Works! ■

A FOUNDATION
THAT
Works



East Lake Foundation Welcomes
Three New Members to its Board of Directors



Onome Okuma



Sara Prince



Mark Rahiya

On June 19th, the East Lake Foundation's Board of Directors elected three new board members: Onome Okuma, Sara Prince and Mark Rahiya. These three leaders in the community bring important technical, marketing and strategic thinking skills that will be beneficial to the

Foundation's work and contribute to the diversity of the Foundation's Board.

"We are very excited to have Onome, Sara and Mark join our East Lake Foundation team," said Larry Schall, Chair of the East Lake Foundation Board. "Their diverse expertise will help sustain our progress in East Lake and ensure that we work collaboratively with our other Atlanta-based Purpose Built Communities' partner organizations over the next few years."

Rahiya and Okuma join us from the Coca-Cola Company and Chick-fil-A, two companies that are committed to holistic community revitalization and have been generous supporters of our work in the East Lake and Grove Park neighborhoods respectively. ■

The Foundation Welcomes Jeannine Blanco

The Foundation is excited to announce that Jeannine Blanco has joined the staff as the Fundraising Events and Volunteer Manager.

Jeannine is responsible for all aspects of events contributing to the annual development goals. These events include Party on the Green, Swing for East Lake and Corporate Play Dates. She also works on logistics and planning for the PGA TOUR Championship, East Lake Invitational and East Lake Cup. Additionally, she leads the East Lake Women's Alliance (ELWA) from recruitment, to planning sessions, to leading the year end "Giving Night." She also manages the event volunteer leadership, event logistics and planning, volunteer recruitment, screening, placing, orienting, training, managing, tracking and recognizing volunteers.

Previously, Jeannine worked at State Farm Insurance for 19 years, serving in a variety of roles, including Recruiter, Public Affairs and Multicultural Markets Specialist in Georgia, Seattle and New York City. ■



Atlanta Housing Votes to Approve The Villages of East Lake Refinancing

In June 2018, after months of negotiations and public hearings, Atlanta Housing voted to approve the refinancing of The Villages of East Lake.

The Foundation thanks the many residents of The Villages of East Lake and partners who shared their time to emphasize the importance of Atlanta Housing approving The Villages of East Lake refinancing and renewing its partnership with the East Lake Foundation.

After the vote, the Atlanta Housing board got several rounds of thanks from residents and stakeholders, including from Daniel J. Shoy, Jr., President and CEO of the East Lake Foundation "We are looking forward to working with you in a renewed sense of partnership to bring the refinance to a close in early 2019."

"Everybody worked in the spirit of focusing on the residents," said Atlanta Housing board Chairman Christopher Edwards, just before the vote.

The refinancing of The Villages of East Lake will create savings in debt service that will be contributed to the ongoing capital improvements. The renovations will begin in the spring of 2019. ■



Give 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 2018 Annual Report.



East Lake Women's Alliance Grants \$30,000 to the RISE After School Program at Drew Charter School



The 2018 East Lake Women's Alliance has chosen to grant their collective membership dues to the RISE after school program at Drew Charter School. A total of \$30,000 will be directed to this important comprehensive after school program for Pre-K through 5th grade students. The program includes academic, recreational and athletic activities that are designed to supplement and enrich students' learning during the day time.

The East Lake Women's Alliance (ELWA) is a philanthropic group of Atlanta women who have committed to focusing their time and financial support in the East Lake neighborhood. **If you are interested in learning more about the East Lake Women's Alliance, please contact Jeannine Blanco at jblanco@eastlakefoundation.org.** ■

University of Southern California Women and Auburn University Men Win 4th Annual East Lake Cup

On October 29 – 30, The Golf Channel, East Lake Golf Club and the East Lake Foundation hosted the 4th 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: University of Alabama, University of Arizona, Auburn University, Duke University, Oklahoma State University, Stanford University and the University of Southern California.

After three intense days of competition, the University of Southern California women and Auburn University men claimed the 2018 East Lake Cup, closing out their 2018 fall season schedule with a victory to carry momentum into next spring.

The win for the University of Southern California Women marks their third East Lake Cup title in four years since the event's inception. Auburn's dominant win was made all the more satisfying given that it meant denying victory from its in-state rival, the University of Alabama.

The East Lake Cup also featured the presentation of the Tom Cousins Award, a recognition to an outstanding golfer who exemplifies the values of the East Lake Foundation: excels in academics, is engaged in the community and has overcome adversity. Alex Green from the University of Alabama was selected as this year's winner for his achievements on and off the golf course.

Thanks to our sponsors, Mercedes Benz, ZipRecruiter, Bridgestone Golf and CSX for their support of the East Lake Cup and East Lake Foundation. ■



Tiger Woods Wins Historic TOUR Championship

This year's TOUR Championship's spectacular and historic finale will go down as one of the most exciting moments in the history of the TOUR Championship and East Lake Golf Club. The eyes of the world were on Atlanta as Tiger Woods approached the green on #18 and prepared to win his 80th PGA TOUR tournament and third TOUR Championship.

In addition to the tournament's outcome, this year's focus on providing an enhanced fan experience, the 1904 Club, localized food and drink offerings and an

expanded philanthropic impact resulted in the Atlanta community embracing the TOUR Championship like never before.

For the second time, Drew Charter School senior, Solomon Dobbs won the annual First Tee® of East Lake competition to hit the ceremonial "Hope Shot" at the opening ceremony in front of a huge crowd of tournament attendees.



As a result of this year's tournament, nearly \$2.6 million was donated to the East Lake Foundation, Grove Park Foundation, Purpose Built Schools Atlanta, and The First Tee® of Atlanta, fostering strong and healthy neighborhoods for families in Atlanta.

"Thanks to all the fans, volunteers, our colleagues at East Lake Golf Club, PGA TOUR, The Coca-Cola Company, and Southern Company for making this year's event such an amazing success." Said Daniel J. Shoy, Jr., president and CEO of the East Lake Foundation. ■

Drew Charter School Junior Academy Earns Georgia STEAM Certification

Drew Charter School's Junior Academy has received STEAM certification, making it the only Title I middle school to be certified in the State of Georgia. As a result of this year's recognition, Drew Charter also became the only school in Georgia to have K-8 STEAM certification. Congratulations to all the students and faculty for this special recognition.

One of the projects that was highlighted was the Pumpkin Patch that a 7th grade class created for a visiting Kindergarten class. The students developed stations that the class could rotate through and learn about the delights of the Fall Season. ■



East Lake Boulevard Renamed Eva Davis Way



On October 15, 2018, the Atlanta City Council unanimously passed a resolution authored by Council member Natalyn Archibong to honor the contributions of Ms. Eva Davis by renaming East Lake Boulevard to Eva Davis Way.

Ms. Eva Davis and her family were the second set of residents to move into East Lake Meadows housing development in 1971. Ms. Davis founded and served as the president of the tenants association for more than 30 years. She was a staunch advocate for her neighbors and was the voice of the community through very turbulent times.

During the mid-1990s, Ms. Davis worked closely with entrepreneur and philanthropist Tom Cousins, fellow residents, the Atlanta Housing Authority and the city of Atlanta to re-envision East Lake Meadows and to develop The Villages of East Lake, a mixed-income apartment complex. Their work together substantially increased the scope of her vision and the resources to implement it, creating a comprehensive East Lake campus. Ms. Davis was also a strong force behind the development of Charles R. Drew Charter School, a

school that has provided high-quality education for generations of her family, including currently her local great-grandchildren and great-great-grandchildren.

In her later years, Ms. Davis became a tireless advocate for the East Lake Foundation's holistic model of community revitalization, speaking at national and local conferences and hosting out-of-town visitors to see a transformed East Lake neighborhood. Her advocacy and vision for a more promising future for economically-disadvantaged families has inspired positive changes in affordable housing and economic development policies throughout the country. She became known not only as a champion for East Lake, but also as a nationally recognized voice for tenant rights and high quality housing.

Ms. Davis passed away in 2012 at her home in The Villages of East Lake, a place that she loved dearly.

The dedication ceremony and sign unveiling was held November 2nd at The Villages of East Lake. Numerous dignitaries, family and friends were in attendance. ■

Start: ME East Lake is Recruiting Mentors

January 2019 will mark the fifth year of Start: ME East Lake, a 14-session program that offers intensive skills-based business training, mentorship support and financing needed to develop viable and sustainable micro-businesses.

In partnership with Emory University's Goizueta School of Business, Start:ME is recruiting an experience group of professional mentors to provide support for participating micro-entrepreneurs. 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. ■