



East Lake  
FOUNDATION

## 2025 ANNUAL REPORT



MOVING WITH PURPOSE,  
ACTING WITH

Impact!



CRADLE-TO-COLLEGE  
AND CAREER

Education

### DREW CHARTER SCHOOL

Serving nearly 1,900 Pre-K-12 students through a STEAM-driven, Project-Based Learning model, all Drew Academies rank in the Top 10 within Atlanta Public Schools and the top 20% statewide.

#### 2025 Highlights

- 98% graduation rate
- \$11M+ in scholarships earned
- 100% college acceptance
- 34 scholarships sponsored by East Lake Foundation

### EAST LAKE EARLY LEARNING

The East Lake Foundation and Drew work closely with our early learning partners to ensure students matriculate seamlessly through our cradle-to-college and career education continuum.

#### 2025 Highlights

- First 2 Cox Pre-K Teachers Fellowship graduates earned credentials, job placements, and college enrollment
- 295 students served
- 96 students are scholarship recipients

### ACADEMIC RECOVERY

Programming, support, and targeted tutoring to mitigate the ongoing effects of the pandemic on learning and development.

#### 2025 Highlights

- 176 students supported by the Summer Acceleration Academy
- 98% of 2nd-5th graders improved 10+ points in both Reading and Math
- 29 teachers worked with 164 students K-12 in the Eagles Connect tutoring program



ECONOMIC

Vitality

### START:ME PROGRAM

Partnered with The Roberto C. Goizueta Business & Society Institute at Emory University, the program offers micro-entrepreneurs the assistance needed to develop viable and sustainable microbusinesses.

#### 2025 Highlights

- 23 jobs created
- 78% of business incorporated
- 100% of businesses led by people of color
- 78% led by women

### RESIDENT AND COMMUNITY SUPPORT PROGRAM (RCSP)

RCSP offers resources and support to residents of The Villages of East Lake (VOEL) mixed-income housing community.

RCSP teams up with community partners to enhance employment readiness educational workshops

Residents receive job resources, financial tools, rent and utilities assistance and much more.

#### 2025 Highlights

- 1,541 residents participated in RCSP programming
- Assisted 45 families at VOEL with \$60,000 in assistance
- 60 community programs offered
- 58 community members trained, upskilled, or reskilled for job opportunities
- Hosted Legacy Luncheon for seniors, annual egg hunt, back-to-school summer festival, Thanksgiving food distribution and holiday gift events



COMMUNITY

Wellness

### EAST LAKE 5K & FUN RUN

In August 2025, East Lake Foundation hosted the fourth annual Run for East Lake 5K & Fun Run, presented by the East Lake Family YMCA. 400+ Community members participated.

### EAST LAKE HEALTHY CONNECTIONS (ELHC)

ELHC ensures all eligible East Lake families have access to health insurance, effectively utilize primary and preventive health care services, properly manage chronic diseases, and

establish contact with accessible medical homes.

#### 2025 Highlights

- 316 residents were re-enrolled, and 271 residents were newly connected, to health insurance
- 587 individuals were connected with health/dental homes
- 500 food boxes were provided to residents in need
- 492 individuals participated in wellness programming
- 13 seniors, on average, participated in the weekly Wellness Wednesday opportunities at the VOEL

### FIRST TEE – METRO ATLANTA

First Tee — Metro Atlanta is a year-round golf instruction and mentoring program that uses the principles of golf to enhance academic achievement and life skills for youth.

#### 2025 Highlights

- 1,027 total participants served
- Awarded \$10,000 in scholarships to 2 Drew Charter School graduates
- 5 Drew students took leadership roles as Junior Coaches within the organization



MIXED-INCOME

Housing

### THE TRUST AT EAST LAKE

#### Moving With Purpose Toward Homeownership

In partnership with The Atlanta Land Trust (ALT), the East Lake Foundation began the second phase of construction of The Trust at East Lake, 40 new, permanently affordable townhomes in East Lake. After completing the first phase with eight townhomes in 2024, the next phase includes eight duplexes and four townhomes.

Working closely with the Foundation's Resident and Community Support Program at The Villages of East Lake, we collaborate to ensure current East Lake residents are equipped to become homeowners through this partnership.

We are pleased to share that a resident of The Villages of East Lake has become a first-time homeowner at The Trust at East Lake. Completion of all 40 homes is anticipated in 2027.





# NEIGHBORHOOD Stories



East Lake  
FOUNDATION

## MYRON LEONARD STUDENT HIGHLIGHT



Myron Leonard, a senior at Drew Charter School, has been part of the East Lake community since first grade, when his family moved to The Villages of East Lake.

Myron discovered a passion for music through the [Urban Youth Harp Ensemble](#) at Drew in sixth grade. A year later, he successfully auditioned for the Atlanta Symphony Orchestra Talent Development Program and began studying with the orchestra's principal harpist.

Today, Myron performs with the Atlanta Symphony Youth Orchestra, the Urban Youth Harp Ensemble, and the National Youth Orchestra of the United States of America. His talent has earned multiple performance and composition awards and even a nationally televised performance.

Although his family now lives in East Atlanta, Myron remains closely connected to East Lake, volunteering at Foundation events, teaching harp to younger students, and sharing his music in community spaces across Atlanta.

## LENNY ROSS START:ME EAST LAKE



Lenny Ross and his family have called East Lake home since 2010. After attending his first Atlanta United match, Lenny saw an opportunity. The passionate fan base, he felt, lacked merchandise that reflected Atlanta's unique culture.

In 2019, he launched [5 Stripes Merch](#), creating shirts and fan gear that celebrate both the team and the spirit of the city.

In 2025, Lenny joined the [Start:ME East Lake](#) program, where mentorship and business training helped him grow what began as a passion project into a thriving business. The program provided guidance, accountability, and a network of fellow entrepreneurs.

Since completing the program, Lenny has expanded his product line and strengthened partnerships with other local businesses, including fellow Start:ME graduates. Next, he hopes to bring his merchandise to the Atlanta airport, sharing Atlanta pride with visitors from around the world.

## RSM DONOR & VOLUNTEER HIGHLIGHT



RSM has long been a dedicated supporter of the East Lake Foundation and the families who call this community home.

Through its annual Power of Love campaign, RSM's Atlanta office brings together volunteerism and philanthropy in support of East Lake programs. Each year, employees volunteer their time to create meaningful moments for families, from organizing egg hunts for children in The Villages of East Lake to celebrating students during the community's Back-to-School Bash.

Beyond hands-on service, RSM also provides financial support for educational programs and opportunities at Charles R. Drew Charter School through its charitable foundation.

RSM's commitment extends to leadership as well. Joyce Reto, Atlanta Office Managing Partner, serves on the East Lake Foundation Board of Directors, helping guide the organization's mission and future impact for students and families.

## 30 VOICES. 30 YEARS. One EAST LAKE.

### AMPLIFYING THE VOICES OF TRANSFORMATION

To celebrate three decades of transformation, the East Lake Foundation completed the 30 Voices project sharing the stories of a cross section of people who represent a larger community of those who have shaped, strengthened and sustained East Lake.

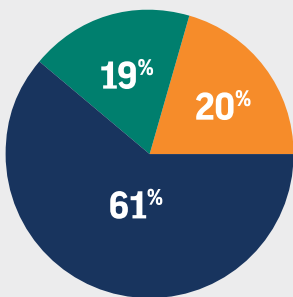
We interviewed dozens of legacy residents, dedicated partners and changemakers whose voices reveal what is possible when we grow together. Video recordings of their testimony, now live on our website, create a snapshot of the powerful community that makes East Lake a model for community transformation nationwide.



## FOUNDATION

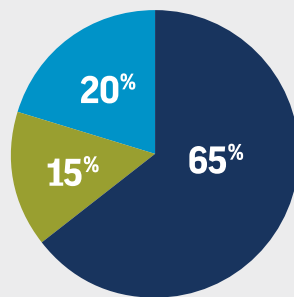
# FINANCIALS

REVENUE: \$8,420,155\*



- INDIVIDUAL CONTRIBUTIONS
- CORPORATIONS & FOUNDATIONS
- EVENTS

EXPENSES: \$5,066,138\*



- PROGRAMS
- GENERAL & ADMINISTRATIVE
- DEVELOPMENT & 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.

## HONORING

# TOM COUSINS

### A LIFE DEDICATED TO COMMUNITY

In 2025, our beloved founder, Tom Cousins, passed away at the age of 93.

Mr. Cousins was a visionary leader who dedicated his life to transforming communities and creating opportunities for children and their families to prosper. His unwavering commitment to our mission and his deep belief in the potential of others served as an example to everyone that transformative change can only happen if you lead with integrity, professionalism and compassion.

Alongside Eva Davis and Renee Lewis Glover, Mr. Cousins cultivated a resident-centered approach that remains the cornerstone of our work today.

We are profoundly grateful for Mr. Cousins' leadership, generosity and friendship and will honor his memory by continuing to work tirelessly to fulfill his dream of a world where every person has the resources and opportunities needed to thrive.



## FOUNDATION

# SUPPORT

The East Lake Foundation's work would not be possible without the generous support of the 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 [www.eastlakefoundation.org/annual-reports/2025](http://www.eastlakefoundation.org/annual-reports/2025) for more information about our Donors, Partners, and Board of Directors.

