

# Community Vision

Find us on Facebook

## Possibility Takes Place



### 2014 Annual Campaign

For the last 19 years, we've seen remarkable changes take place in the East Lake community. With the help of many people and partners, the East Lake Foundation, focused on mixed-income housing, cradle-to-college education and community wellness, has helped transform the community to a place of possibility. East Lake has become a place where children and families have a chance to build a bright future.

Thanks to your support of the East Lake Foundation, there are endless possibilities in a community that was once filled with despair. But there is much more to be done. Drew Charter School serves more than 1,500 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.

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; 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 hope, more places to come home to. With your help, we can continue to make East Lake a place of possibility.

Donate online at [eastlakefoundation.org](http://eastlakefoundation.org) or mail your contribution using the envelope provided.

Thank you! ■



### The Gift of Giving

Looking for the "just right" holiday gift for the person who has everything? We have the perfect gift the perfect 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 2014 Annual Report. To make a gift today or for more information, please contact Cornesha Scott at [cscott@eastlakefoundation.org](mailto:cscott@eastlakefoundation.org) or 404-974-4501.

Thanks to a generous donor, any gift designated for the After School Program will be matched up to \$8,000. ■

\* \$25 or more per honoree is suggested

### And the Awards goes to...

We're excited to announce that the East Lake Foundation and Drew Charter School were recently honored by three well-known and respected organizations: The Education Trust, the Mutual of America Foundation, and the Atlanta Regional Commission.

- The Education Trust honored Drew Charter School with its prestigious Dispelling the Myth Award that recognizes schools committed to high quality education, promoting strong academic success for all students regardless of their race, socioeconomic status or zip code and are having tremendous success. Drew Charter School was recognized for its Project-Based Learning approach with an integration of the STEAM (Science, Technology, Engineering, Arts, and Mathematics) theme that engages students in solving real-world problems and answering complex questions with an emphasis on the design thinking process.
- The Mutual of America Foundation presented the East Lake Foundation with honorable mention for its national Community Partnership Award. The Foundation was recognized for working with residents and public and private partners to revitalize the East Lake community and establish a redevelopment model that is being replicated across the country by Purpose Built Communities, a sister organization to the East Lake Foundation.



East Lake Initiative representatives accept the Mutual of America Award in New York City

- The Atlanta Regional Commission (ARC) recognized the Foundation with one of its Development of Excellence Awards. The awards recognize private and public developments that exemplify sustainability and exceptional design while leading in urban revitalization, transit accessibility, affordable housing, and conservation. ■



East Lake Foundation President, Daniel Shoy, Jr. and Villages of East Lake resident, Toshia Tiller attend the Atlanta Regional Commission's State of the Region Breakfast.



2606 Alston Drive ■ Atlanta, GA 30317  
[eastlakefoundation.org](http://eastlakefoundation.org) ■ 404.373.4351

Non-Profit Org.  
U.S. Postage  
**PAID**  
Permit No. 295  
Decatur, GA

### Drew needs you: How to get involved



Coca-Cola volunteers with Drew Charter School students

Want to get involved with Drew Charter School? Become a volunteer! By sharing both personal and professional skills, volunteers expose students to real-life experiences bridging the gap between the importance of education and building a better future. From read alouds and special events in the Elementary Academy, to tutoring and mentoring in the Junior and Senior Academy, we have the opportunity for you or your organization. ■

To learn more about volunteer opportunities, contact Elizabeth Kuney at [ekuney@eastlakefoundation.org](mailto:ekuney@eastlakefoundation.org) or apply on the East Lake Foundation website.

### Start: ME East Lake

#### Empowering East Lake Entrepreneurs



The East Lake Foundation has 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 will offer intensive skills-based business training, mentorship support and financing needed to develop viable and sustainable microbusinesses. When successful, these microbusinesses will not only generate income for East Lake and Kirkwood entrepreneurs and their families, but also contribute to the overall economic vitality of both neighborhoods. ■

Are you interested in being a business mentor? Please contact the Start: ME Program Director, Brian Goebel at [bgoebel@emory.edu](mailto:bgoebel@emory.edu) or 734-717-4235.



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 Cornesha Scott at **404-974-4501** or visit [eastlakefoundation.org](http://eastlakefoundation.org).

## RCSP Success! Spotlight on Toshia Tiller and her family



For more than 40 years, the Tiller family lived in the East Lake community. John and Catherine moved into East Lake Meadows in the early 70s, raising four daughters, Paulette, Chantelle, Toshia and Sheila. The family experienced East Lake at its very worst. Yet, in the heart of the most notorious housing development in Atlanta, they were strong and courageous, true pillars in the East Lake community. Nearly 20 years ago, during the early efforts to revitalize the neighborhood, the Tiller family joined the mission to better the community they had come to love.

"The East Lake community has touched more than 40 lives in our family. It served as a launching pad that spring-boarded us out into the world and gave us the courage to dare to write our own stories. After being raised in this community, we knew we could do anything," said Toshia Tiller.

After some successful professional opportunities, nearly a year ago, Toshia found herself out of work. She turned to the Resident & Community Support Program (RCSP) at the Villages of East Lake, a program that provides career

development, financial literacy and community building events for residents. RCSP worked with Toshia to update her resume in preparation for a career development presentation by Elavon, a corporate partner of the East Lake Foundation. Toshia made quite an impression on the Elavon representatives and shortly thereafter was interviewed and accepted a position at Elavon as a Business Solutions Account Executive. "In the short time since coming to Elavon/U.S. Bank, Toshia has been a stand-out performer in her function, consistently being recognized as the top sales person in her division. She is also our most active volunteer in our work with the East Lake Foundation," said Guy Harris, President of Elavon, North America. "Her passion for our customers and the communities we serve is a shining example for everyone around her. We are delighted to have her in the Elavon/U.S. Bank family."

"I have experienced great success at Elavon since I started working there. I was the only American representative to hit our annual goal, ranking me number 1 of 75 representatives in my department," said Toshia. "I wouldn't be where I am today if it weren't for the strength and courage I learned from the East Lake community and the support of the RCSP Program." ■

## Atlanta Boy Choir

### Atlanta Boy Choir

Bravo to the 11 Drew Charter School students who have been selected to participate in the Atlanta Boy Choir, a renowned choral group that has a 50 year history in Atlanta.

- Andrew Botchwey
- Isaiah Dunlap
- Jaron Morrer
- Simon Renjifo
- Myles Selles
- Drake Williams
- Tre Daniel
- Myles Joseph
- Kaden Quick
- Jonah Ruffin
- Morgan Walker

On December 7th, Drew Charter School was honored to host the Atlanta Boy Choir Holiday Show in the new Drew Charter School Center for the Arts at the Junior and Senior Academy.

"We were honored to host the Atlanta Boy Choir for a holiday performance at the new Drew Center for the Arts," said Brittany Molinaro, the East Lake Foundation. "The night was made even more special when Maestro Fletcher Wolf, founding conductor, took the time to recognize Drew and its extraordinary educational model, as well as, asking our eleven participating students to stand and lead the choir in song." ■

## 2014 TOUR Championship by Coca-Cola



Each year, the PGA TOUR's top 30 golfers descend on East Lake Golf Club for the annual TOUR Championship by Coca-Cola, the final tournament week of the PGA TOUR season and the culmination of the FedExCup Playoff. This year's winner, Billy Horschel, became the fifth consecutive winner of the TOUR Championship by Coca-Cola to also claim the FedExCup.

Our sponsors – the Coca-Cola Company and the Southern Company – once again contributed greatly to this spectacular event. The 2014 TOUR Championship contributed \$1.75 million to the East Lake Foundation and The First Tee® of East Lake.

"The proceeds from the TOUR Championship help us transform our neighborhood and build promise for thousands of youth and families served each year," said Daniel Shoy, Jr., President of East Lake Foundation. "We are grateful to have a national spotlight to promote the East Lake community, where possibility takes place."

Thanks to all the fans, volunteers, our colleagues at the East Lake Golf Club, PGA TOUR, Coca-Cola, and the Southern Company for making this year's event a huge success.

Next year's TOUR Championship by Coca-Cola is scheduled to take place at the East Lake Golf Club September 24-27, 2015. We hope to see you there! ■



Drew Charter School students, Sariah Dobbs and Tai Ross, with TOUR Championship by Coca-Cola and FedEx Cup winner, Billy Horschel.



Patrons enjoy the Yacht Rock Revue Concert at the Southern Company's "SO Cool Zone."

## Golf with a Purpose

### Fifth Annual East Lake Invitational

What event can bring together actor Bill Murray, comedians Jeff Foxworthy and George Lopez, and Olympic athletes Scott Hamilton and Charles Barkley? The East Lake Invitational did, and this year was spectacular. 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 the historic East Lake Golf Club in PGA Tour conditions.

In addition to golf, this two-day event also included a reception with a live and silent auction and a hilarious comedy set by Jeff Foxworthy that brought the crowd to their feet. Jeff and our auctioneer were successful getting the bids higher and higher.

We're excited to announce that the 2014 event raised approximately \$400,000 to support the East Lake Foundation and The First Tee® of East Lake. Thanks to everyone who participated, and special thanks to our presenting sponsors, The Coca-Cola Company, Crawford Investment Counsel, Delta Air Lines, EMC, PGI and our colleagues at the East Lake Golf Club.

The 2015 East Lake Invitational will be held September 13 and 14. Contact Chad Parker, General Manager at the East Lake Golf Club for more information (cparker@eastlakegolfclub.com or 404-687-2442). ■



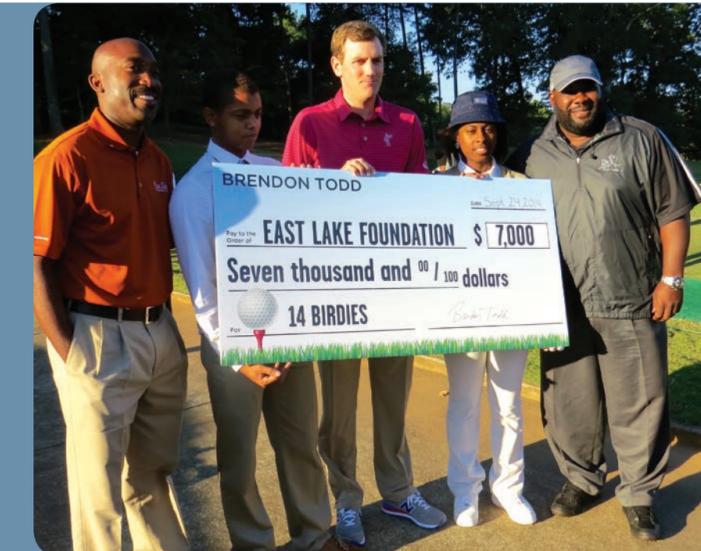
East Lake Invitational Auction with Billy Andrade, Jeff Foxworthy and Chad Parker.



Actor Bill Murray tees off during the East Lake Invitational.

## Brendon's Birdies

During the TOUR Championship by Coca-Cola, PGA TOUR golfer Brendon Todd toured the new Drew Charter School Junior and Senior Academy at the Charlie Yates Campus. Inspired by the facility and the students he met, he made a pledge to donate \$500 to the East Lake Foundation for each birdie made during tournament week. He finished with 14 birdies for the week, including an impressive seven in Sunday's final round at East Lake Golf Club. Ultimately, he donated \$7,000 and golf equipment to support the mission and work of the foundation. ■



Brendon Todd presents \$7,000 check to the East Lake Foundation to benefit The First Tee of East Lake.