

Community Vision

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20th ANNIVERSARY

East Lake Foundation Celebrates its 20th Anniversary

This year, we are excited to celebrate the 20th Anniversary of the East Lake Foundation. As we reflect on the East Lake community twenty years ago with East Lake Meadows at its heart, it would be hard to imagine we would be where we are today.

Thanks to unprecedented leadership and partnership from business, nonprofit, government and community leaders, the East Lake Foundation and its partners have significantly decreased crime and increased educational and health outcomes and East Lake is thriving like never before.

Our work in East Lake has proven that places of concentrated challenges can be transformed to places

of possibility by focusing on mixed-income housing, cradle-to-college education and community wellness under a "community quarterback" organization. With a sustained and focused effort, we are proud that other communities around the country are utilizing the East Lake blueprint for redevelopment and are beginning to achieve similar success through our sister organization, Purpose Built Communities.

While we celebrate 20 years of accomplishments, our mission and the ongoing revitalization of East Lake is as vital as ever. We hope you'll continue to support us in our effort to ensure that East Lake is a place where possibility takes place. ■

East Lake Healthy Connections Success!



When long-time Villages of East Lake resident Vanessa Tolen learned about East Lake Healthy Connections one year



ago she had been diagnosed with diabetes and hypertension and she had been struggling to find a way to improve her health. Through her Healthy Connections Family Healthy Advocate, Sylvia Smith, she was motivated to develop a health plan and jump start an exercise and healthy eating regimen. Although she is legally blind and she wasn't sure what she could accomplish, she didn't let her disability hold her back. Equipped with a Healthy Connections' YMCA scholarship and with the assistance of another client, Ms. Tolen now works out 2-3 times a week and occasionally walks the track independently. At home she makes a conscious effort to eat healthy. "Healthy Connections has provided me financial assistance, healthy recipes and moral support and as a result I've lost 15lbs and feel better than I ever have," said Mrs. Tolen. ■



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Coach Nyre Williams Day, May 30, 2015!



On behalf of the City of Atlanta City Council, C.T. Martin, Atlanta City Council Member - District 10, declared May 30, 2015 as Nyrevere "Nyre" Williams Day in the City of Atlanta. Coach Nyre was honored for mentoring more than 2,000, being a pillar in the Atlanta community and world of golf, and his significant contribution and commitment to the Atlanta community through The First Tee of East Lake since 2006. ■

East Lake Foundation Partners with the TOUR Championship by Coca-Cola to Host the Inaugural Road to East Lake 5K



To commemorate the 20th anniversary of the East Lake Foundation, we are thrilled to partner with the TOUR Championship by Coca-Cola to introduce the Road to East Lake 5K. The start and finish lines will be at Charles R. Drew Charter School and the race will weave through the beautiful East Lake community.

The route will also allow participants the unique opportunity to run through the front 9 holes of the historic East Lake Golf Club, home of the TOUR

Championship by Coca-Cola, which will take place Sept. 24-27, 2015.

To register, please visit <https://runsignup.com/Race/GA/Atlanta/RoadtoEastLake5K> ■

Tom and Ann Cousins Selected as Philanthropists of the Year



Tom and Ann Cousins have been selected as "Philanthropists of the Year" by the Atlanta Fundraising Professionals (AFP) for their steadfast dedication to philanthropy in Atlanta, 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 will be recognized with the award at the annual National Philanthropy Day Luncheon on November 3rd at the Georgia Aquarium. For event information, please visit the Atlanta Association of Fundraising Professional's website. ■

You can help make a difference

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. This summer, our goal is to provide fun activities that keep youth engaged and productive. Your generosity will help support fun learning opportunities like **The First Tee® of East Lake, the East Lake Community Learning Garden, the CREW Teens Summer Institute and Drew Charter School's Literacy Center.**

To make your donation, call Cornesha Scott, 404-373-4351, ext. 101 or visit eastlakefoundation.org

Meet our Bank of America Student Leaders!



Bank of America's Student Leader Program recognizes and rewards high school junior and senior students for their passion and commitment to community service by placing them in paid summer internships across the U.S. The East Lake Foundation is thrilled to have five student leaders join us for the summer. Chosen from more than 300 applicants throughout the Metro-Atlanta area, these students have dozens of accolades between them, but what's most remarkable is how quickly they forged a close bond and dedication to serve the East Lake Community.

- **Kawther Berhanu** –South Gwinnett High School, will attend Georgetown University as a 2015 Coca-Cola and Gates Millennium Scholar
- **Karekin Johnson** - North Clayton High School, will attend Brandeis University as a 2015 Posse and Gates Millennium Scholar

- **Joseph Lee** – will be a senior at Chamblee Charter High School
- **Aminah Matthews** – Rockdale Magnet School for Science and Technology, will attend the University of Georgia to study neuroscience and public health
- **Darrell Terry II** – Fredrick Douglas High School, will attend Georgia Tech on a full academic and athletic scholarship

These talented student will be working on various Foundation initiatives learning best practices in nonprofit administration, as well as, planning for the Foundation's 20th Anniversary. Amina reflects, "The anniversary is a beautiful way of celebrating all of the collaboration, passion, and dedication that went into making the dream of revitalizing the East Lake community come true." ■



New Restaurants Coming to East Lake!



The East Lake Foundation and CF Foundation, Inc. are excited to announce that the owners of Fellini's Pizza and La Fonda Latina, Mike Nelson and Clay Harper, and their partners, Jay Martin and Nathan Bolster, are bringing multiple restaurant concepts to the corners of Second Ave. and Hosea Williams Dr.

The land at these four corners was purchased in 2005 by CF Foundation, Inc. as a way to decrease crime and ensure the ongoing holistic revitalization of the East Lake community. Several years after the purchase, during a community visioning discussion about the corners, a strong consensus emerged to develop these properties in a thoughtful way that included commercial development. While the Great Recession stalled development initially, the sale of this property is

the next step in this exciting process. "CF Foundation, Inc. is delighted to make the sale to two intown restaurant operators who have more than 30 year of experience," said Rick Bent, VP Real Estate and Development, CF Foundation, Inc.

Construction will begin over the next couple months to convert the old gas station on the Northwest corner into The Greater Good BBQ, a fast-casual family-friendly restaurant. On the Southeast corner, they will modify the existing building for two new restaurant concepts with outdoor seating and add a third new small restaurant.

"We are excited about the opportunity to bring a thoughtful mix of local, independent restaurants to the neighborhood," said Clay Harper. "We completely embraced the philosophies of the East Lake Foundation and see this as much more than a business opportunity, and see this as a chance to be a part of an effort to bring real positive change to our community."

"This important investment will provide our East Lake neighbors with a much needed destination for good food in East Lake," said Daniel Shoy, Jr., President of the East Lake Foundation. "We're looking forward to working with the restaurateurs to make our vision for these corners a reality." ■

NEW! East Lake Cup Coming This Fall!

Collegiate competition to benefit the East Lake Foundation

The Golf Channel, the East Lake Golf Club and the East Lake Foundation are proud to announce the creation of the East Lake Cup, a new collegiate two-day match-play championship featuring top-performing teams from the NCAA Men's and Women's Golf Championships. The East Lake Cup will take place at historic East Lake Golf Club in Atlanta, Georgia, and air live on Golf Channel on Monday Nov. 2 and Tuesday, Nov. 3, 2015.

"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. "As home course of legendary golfer Bobby Jones, the East Lake Golf Club provides the ideal venue for showcasing the next generation of golfers."

"Partnering with the East Lake Golf Club and the East Lake Foundation underscores our commitment to raise the profile of college golf and the East Lake Cup will provide 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. "Viewers will get to know the teams through our coverage of the NCAA Men's and Women's Golf Championships and see first-hand how the drama and intensity of match play, combined with the student-athletes' school spirit, makes for a captivating event. Not only will the East Lake Cup highlight top-level collegiate golf, but also it will shine a 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 field will consist of four of the nation's top men's and women's college golf programs competing in two match-play tournaments held at the same venue as the PGA TOUR's season-ending TOUR Championship by Coca-Cola. The East Lake Cup also will feature the Tom Cousins Award, a new annual recognition presented to an outstanding male and female golfer who exemplifies the values of the East Lake Foundation: excels in academics, engaged in his and her community and has overcome adversity. This award is named after Tom Cousins, a champion of neighborhood transformation and founder of the East Lake Foundation, the East Lake Golf Club and Purpose Built Communities. ■



East Lake Entrepreneurs Highlighted as part of Partnership with Emory

Social Enterprise @ Goizueta (SE@G) at **Emory University** has teamed with Access to Capital for Entrepreneurs (ACE) and the East Lake Foundation to support a cohort of 17 promising micro-entrepreneurs in the East Lake community through the **Start: Micro-Entrepreneur Accelerator Program (Start: ME) East Lake**.

The 14-week program offered business training, mentorship support and early-stage financing to promising micro-entrepreneurs (early stage businesses employing 1-4 employees) to develop viable and sustainable businesses. Micro-businesses represented in the 2015 East Lake Cohort included education and professional services, catering, baked goods, health and beauty products, home repair, art, home décor and more.

To celebrate the East Lake micro-entrepreneurs that completed this year's program, the Start: ME Program Showcase was held on Thursday, May 7 from 5:30-8:00 PM at Agnes Scott College in



Decatur. The event featured a market-place for entrepreneurs to showcase their products and services, unique foods sourced from program participants who are local chefs and bakers, a keynote address from Noel Khalil, entrepreneur and CEO of Columbia Residential, and loan investment announcements.

Three East Lake entrepreneurs were selected by their cohort peers to receive loans up to \$10,000 to help start or grow their businesses in East Lake and Kirkwood over the next 3 years. The 2015 loan recipients from East Lake are:

- **Monica Tookes – Monica Tookes Art**
- **Ronnie Thomas – Fun Weird Science**
- **Nicole Boney – Sweet Treats and More**

An additional loan was presented to **Nicole Massiah of Krumbz Bakery** from the Emory Impact Investing Group. ■