**Donor Profile: Jonathan and Calie Rich**

In 2015, Jonathan and Calie developed a philanthropic plan to donate 10% of gross commissions to nonprofit organizations in their community, including the East Lake Foundation. This philanthropic approach has supported early education scholarships and scholarships for the College and Career Readiness Program at Drew Charter School. The Rich family has supported early education scholarships and scholarships for the College and Career Readiness Program at Drew Charter School.

*Giving students the tools and access to meet educational goals is simply the right thing to do for the opportunity to change the future of so many students, and their families in the community*, said Jonathan Rich.

When Drew Charter School welcomed its inaugural senior class two years ago, it was a simple decision for Jonathan and Calie to expand their philanthropy to help our students have the best opportunities and resources available to attend institutions of higher education.

“We believe that it is true, we belong to one another. We feel the East Lake Foundation best supports the school because they have been thrilled with the programs, the scholarships and their progress and school and students continue to make in our community,” said Jonathan Rich.

*Funding for college-to-career education initiatives would increase by more than $175,000 each year—dramatically reducing support for early learning programs, college and career readiness, and scholarships.*

*500 kids would be unable to participate in The First Tee.*

**About the East Lake Foundation**

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 works in partnership with the East Lake community, families and students to increase opportunity and success of the East Lake community.

*Would you like to make a donation? Please visit www.eastlakefoundation.org For more information about ways to support the East Lake Foundation and its mission, please visit www.eastlakefoundation.org or call 404-574-4307.*

**Turning the Impossible into the I’m Possible**

What if the East Lake Foundation hadn’t existed today? Over the past two decades, the East Lake Foundation has transformed the neighborhood in despair into a vibrant community filled with hope and possibility. Prior to its existence, the area was one of the most disinvested in the nation. Program participants have overcome challenges and poverty seemed unbreakable. Kids were more likely to see a teacher for one year and be a victim of violent crime than to graduate high school. But through our partnerships and the support of the East Lake Foundation, what was once a community filled with hope and possibility, is now the reality for students and families in East Lake.*

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*400 families would immediately lose access to services provided by the East Lake Healthy Community Coalition.*

*And this is only the flip of the iceberg. Losing any of these programs would cause a substantial impact to the overall health and success of the East Lake community. The goal is none of these services fail to exist. But without your help, we’re unable to continue our work with the East Lake Foundation.*

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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 gift to the East Lake Foundation today. Your gift will be immediately matched by a generous donor...so your gift to the East Lake Foundation will be doubled. And this is only the tip of the iceberg. Losing any of these programs would cause a substantial impact to the overall health and success of the East Lake community.

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Volunteer with the East Lake Foundation

Sign up now to volunteer with the East Lake Foundation! Opportunities to get involved include working as a volunteer coach for the first year of Earl East, helping at the TOUR Championship, reading to kids at Drew Charter School with the annual Holiday Party and Back to School Jam at The Villages of East Lake and more. Whether you prefer to volunteer on the weekend, after work or even during work hours, we have exciting events to get involved with. http://www.eastlakefoundation.org/support-us/volunteer/

Upcoming Events

**Swing for East Lake: November 9, 2017**

Warm up your swing and join us for an incredible evening benefiting the East Lake Foundation. Spaniards and paddlers, this event will appeal to both of you, where golf and good times are repaired. Enjoy a tasting experience from Woodland Reserve, live music, open bar and gifts from Southern Proper. http://www.eastlakefoundation.org/support-us/signature-events/swing/

**Party on the Green: May 19, 2018**

The East Lake Foundation’s signature black event is back! Join us as we celebrate the legacy of our neighborhood and the incredible legacy of Sarita and Jim Kennedy. Join us as we gather at historic East Lake Golf Club to honor a golf community that they have worked so hard for. http://partyonthegreen.squarespace.com/

**Grove Park Academy campus in Atlanta**

Atlanta’s Grove Park Foundation Joins Purpose Built Communities

Grove Park Academy is a new organization designed to partner with communities, like East Lake, that are working to improve quality of life for their residents and the children of the neighborhood. And we are hopeful about their success.

“The Purpose Built Communities Network now has projects in 17 cities across the country and we’re thrilled to include another neighborhood in Atlanta, where our work began more than 20 years ago,” said David Silberman, CEO of Purpose Built Communities. “We believe our model is a great fit for Grove Park, which will allow them to have stability and make critical investments to break the cycle of poverty, creating a thriving community that has the potential to grow in the future and thrive.”

Back to School Jam Success

Each summer, the Resident and Community Support Program (R&C) at The Villages of East Lake hosts Back to School Jam and Community Resource Fair, a community celebration to get students prepared and excited for the new academic year. Families also had the opportunity to explore and learn from a variety of community partners and community organizations. The event featured food, music, games, giveaways, a pairings party and live auction on Saturday evening. In addition to golf, this two-day event also included a Tampa Bay Rays game at Tropicana Field on Saturday. Dubbed Saturday in the South, the party hosted a college football tailgating theme and included a big screen TV, tailgating games, an customized golf cart, and live band.

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## Swing for East Lake

Each year, a participant from The First Tee of Greater Atlanta who has committed to focusing their time and financial support in the East Lake Community. With an annual membership fee, the First Tee creates a grant that will be awarded to the Elf initiative of their choosing at East Lake.

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