

Start:ME East Lake: Transforming Businesses



Four years ago, Michelle Campbell's mother came home from the doctor with a prescription for cholesterol medication. Michelle immediately created a wellness plan for her mother that included a healthy diet and exercise three days per week. Six months later, her mother returned to the doctor and was told she no longer needed to take the medication.

"They were shocked," said Michelle. "I thought, if I can do this for one person, imagine doing it for countless people. That's when I decided to become certified as a personal trainer."

For the next three years, Michelle trained people "here and there" as she says, balancing workouts with her full-time job. Last fall, a friend encouraged Michelle to apply to Start:ME East Lake, a 14-week business development program in partnership with Social Enterprise

@ Goizueta at Emory University. She started Body by Chelle, which trains clients at the East Lake Family YMCA or in a client's home.

"I was hesitant because I started my business but I didn't have any business sense at all," she said. "I thought this may be just what I need to get my business off the ground. I was training people, but I never really treated it as a business."

Start ME: East Lake works with micro-entrepreneurs that reside, operate or provide valued products and services in the East Lake community. Each spring 15-18 entrepreneurs work to develop their businesses through access to skills-based classes, mentoring by business leaders, access to finance, legal and other business experts, and networking events.

Most of Michelle's clients reside in the East Lake community and are busy mothers – the target audience she identified during Start:ME.

"Through Start:ME, I defined my target, developed a business plan, and built a website," she said. "I even used the connections I made through the program to help me build the site."

A long time East Lake resident, employee of Columbia Residential at

The Villages at East Lake and Drew Charter School parent, Michelle has taken advantage of the tight knit community and programs offered by the East Lake Foundation. Besides Start:ME, Michelle has taken courses through the East Lake Foundation's Resident and Community Support Program, including the Homebuyer Education course, and is on her way to buying her first house. Michelle also is giving back to the community, working with the East Lake Family YMCA to host fitness classes for residents, in addition to her private clients within the East Lake community.

Applications are being accepted for the Start:ME East Lake 2018 Program. If you are interesting in applying, becoming a mentor or donating to Start:ME East Lake, please contact **Joi Jackson@eastlakefoundation.org** or **404-974-4507**. ■



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East Lake Foundation Community Vision



Turning the Impossible into the I'm Possible

What if the East Lake Foundation didn't exist tomorrow?

Over the past two decades, the East Lake Foundation has transformed a neighborhood in despair into a vibrant community filled with hope and possibility. Prior to its existence, the idea of breaking the cycle of intergenerational poverty seemed unthinkable. Kids were more likely to be a victim of violent crime than to graduate high school. But thanks to partners and supporters of the East Lake Foundation, what was once thought to be impossible is now the reality for students and families in East Lake.

We know what the community was like without the Foundation. And we know there's much more work to be done. To illustrate the need and purpose, we often ask ourselves: what if the East Lake Foundation didn't exist tomorrow? Based on our research, we can definitively say that if support from our donors ended today:

- More pre-school aged youth would be economically disadvantaged.
- The likelihood of East Lake's children dropping out of high school would increase.
- Funding for cradle-to-college education initiatives would be cut — by more than \$750,000 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® of East Lake

- 450 families would immediately lose access to services provided by East Lake Healthy Connections.

And this is only the tip of the iceberg. Losing any of these programs would pose a substantial threat to the overall health and success of the East Lake community.

Before



After



The good news is none of this has to happen. And, with your help, we'll make sure it doesn't. In the days and months ahead, more families will become residents in The Villages at East Lake and a new group of kindergartners will enter their classrooms at Drew Charter School for the very first time. When they come to our neighborhood in search of hope and possibility, we want to offer them even greater opportunities than those realized by residents and students in East Lake today.

To help us achieve that commitment, we need your help. By contributing to the East Lake Foundation, you're not only supporting those who are growing and succeeding at East Lake today — you're also helping to create a community of possibility and opportunity for those to come.

Without your help, the clock will slowly begin turning back at East Lake. But with it, the future of our community remains ever brighter.

To make your gift, please visit www.eastlakefoundation.org/donate. ■

Donor Profile: Jonathan and Callie Rich



Jonathan and Callie Rich have lived in the East Lake area since 1997. A real estate developer, Jonathan's personal mission to build community through thoughtful home ownership and involvement has made his company one of the top in Atlanta, especially in the East Lake and Kirkwood communities. Jonathan and Callie are parents of five children, three of whom they adopted. Their school-aged children attend Drew Charter School and they are visible, contributing members of the Kirkwood community.

In 2015, Jonathan and Callie developed a philanthropic plan to donate 10% of gross commissions to nonprofit organizations in their community, including the East Lake Foundation. The Rich family has supported early education scholarships and more recently, the College and Career Readiness Program at Drew Charter School's Senior Academy.

"Giving students the access and tools to meet educational objectives as early as possible has the potential to change the future of so many students and their families within the community," said Jonathan Rich.

When Drew Charter School welcomed its inaugural senior class last year, it was a simple decision for Jonathan and Callie to expand their philanthropy to help ensure these students have the best opportunities and resources available to attend institutions of higher education.

"We believe that in true community, we belong to one another. We feel the East Lake Foundation best supports that vision and have been thrilled with the programs, the stewardship of our gift, and the progress the school and students continue to make in our community." ■

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 Chad Cox at **404-974-4514** or visit eastlakefoundation.org.

Xander Schauffele wins TOUR Championship; Justin Thomas earns FedExCup

This year's TOUR Championship was thrilling. For the first time in eight years, two players celebrated on the 18th Green at East Lake. During the Sunday round, Xander Schauffele made a three-foot birdie on the last hole to shoot 68 beating Justin Thomas by one stroke and becoming the first rookie to win the TOUR Championship.

Although Justin Thomas finished in second at the TOUR Championship, he

earned enough FedExCup points during his season, with five season victories, that he claimed the FedEx Cup.

The 2017 TOUR Championship proceeds provide more than \$2 million to the East Lake Foundation, vital funding that allows the Foundation to continue to transform our neighborhood and build promise for the residents in the East Lake Community and students at Charles R. Drew Charter School. ■



Golf with a Purpose: 8th Annual East Lake Invitational



The East Lake Invitational was an astounding success this year! Hosted by PGA TOUR golf professionals Billy Andrade and Stewart Cink the week following the TOUR Championship, the East Lake Invitational provide participants, sports legends and national celebrities the opportunity to play and

experience historic East Lake Golf Club in PGA Tour conditions. More than 30 celebrities attended this year,

from Bill Murray to Tom Glavine to Samuel L. Jackson. In addition to golf, this two-day event also included a pairings party and live auction on Saturday evening. Dubbed Saturday in the South, the pairings party had a college football tailgating theme and included a big screen TV, tailgating games, an oyster roast and a live band.

Thanks to everyone who participated, and special thanks to our presenting sponsors, The Coca-Cola Company, Crawford Investment Counsel, and Delta Air Lines, and our supporting sponsors, National Distributing Company, Mansfield Oil, Loews Atlanta Hotel, Acme Oyster House and Southern Proper. ■

Back to School Jam Success



Each summer, the Resident and Community Support Program (RCSP) at The Villages of East Lake hosts the Back to School Jam and Community Resource Fair, a community celebration to get students prepared and excited for the new academic year.

Students received free school supplies, free haircuts from Rudy's Barbershop, enjoyed listening to DJ DUTCH and face painting by Constantine the Clown. Drew Charter School Junior Academy Cheerleaders kicked off the event with a cheer and dance performance and the East Lake Family YMCA partnered to provide a Kids Play Zone with activities and an obstacle course.

Families also had the opportunity to explore and learn from vendor partners, such as Community Entrepreneurs, Body By Chelle Fitness, Gabriel's International Cuisines, CPR Learning Concepts, Community Partners, Habitat



for Humanity, East Lake Healthy Connections, Whiteford Health Clinic, DeKalb NAAPC Voter Registration, Mutual of Omaha, GA Safe Routes to School, Kaiser Permanente Mobile Health Bus, a special guest appearance from Top Billboard Artist Tropakana performing his #1 hit Rollin'.

In order to provide the school-aged children with school supplies, the East Lake Foundation is proud to partner with For The Kid In All of Us, Inc., a partner for the past six years. In addition to being the beneficiary of their Back Pack in the Park school supply drive, RCSP has benefitted from The Camp Campaign where donors sponsor children to attend summer camps and host a holiday toy drive for children in The Villages of East Lake. The East Lake Family YMCA also donated 100 book bags this year, in addition to sponsoring the kids' zone and jumpers. Walmart brought 20 volunteers to help set up and work the event, as well. ■

Upcoming Events

Swing for East Lake: November 9, 2017

Warm up your swing and join us for an incredible evening benefitting the East Lake Foundation. Sponsors and patrons of this event will enjoy their own private player bay at Topgolf Midtown, where no golf experience is required. Enjoy a tasting experience from Woodford Reserve, live music, open bar and gifts from Mizuno and 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 tie event returns for its second year to honor the philanthropic legacy of Sarah and Jim Kennedy. Join us as we gather at historic East Lake Golf Club to raise a glass to the work they have done in the East Lake Community. Proceeds of this event benefit East Lake's Early Childhood Education Initiative.

<https://partyonthegreen.squarespace.com/> ■

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 Tee® of East Lake, helping at the TOUR Championship, reading to kids at Drew Charter School, helping 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/> ■



East Lake Women's Alliance Begins Second Season

October marks the beginning of the second East Lake Women's Alliance (ELWA) season. Join this group of philanthropic Atlanta women who have committed to focusing their time and financial support in the East Lake Community. With an annual membership fee, the ELWA creates a grant that will be awarded to the ELF initiative of their choosing at the end of each Alliance season.

This past season, the ELWA chose to grant their collective membership dues to the Eva Davis Empowerment Scholarship, an important scholarship fund that is designed to help remove financial barriers for Drew Charter School students who are often ineligible for other scholarship opportunities. Through the Eva Davis Scholarship, students are awarded stabilizing funds that can help keep them focused on their studies throughout college.

<http://www.eastlakefoundation.org/support-us/east-lake-womens-alliance/>

For more information on Special Events, Volunteering or the East Lake Women's Alliance, please contact Sarah Lavine at 404.974.4512 or slavine@Eastlakefoundation.org. ■

Atlanta's Grove Park Foundation Joins Purpose Built Communities Network



Atlanta's Grove Park neighborhood has a new organization dedicated to working with the community for the health and well-being of its residents and their future. The Grove Park Foundation, a newly-formed nonprofit that grew out of the Emerald Corridor Foundation, joins the East Lake Foundation as the second Atlanta-based member of the Purpose Built Communities Network. The Grove Park Foundation serves as the community quarterback for a holistic initiative in the Grove Park neighborhood in Northwest Atlanta that already includes strong partnerships with the YMCA of Metro Atlanta, Atlanta Public Schools, KIPP Metro Atlanta Schools, and several arts organizations to bring an A+ school, a new YMCA facility and new housing options for all income levels to the Grove Park neighborhood, with a particular focus on preserving and expanding affordability.

"With Atlanta in the midst of a real estate boom, particularly on the west side, it is imperative that we work in partnership with the community to preserve and expand high-quality affordable housing options and make long-term investments in children and families, specifically in education, health and economic well-being," said Debra Edelson, Executive Director of the Grove Park Foundation. "The launch of the Grove Park Foundation and our inclusion in the Purpose Built Communities Network is the culmination of several years of work with community members and partners to improve quality of life across the board for the families

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and children of the neighborhood, and we are hopeful about Grove Park's future."

"The Purpose Built Communities Network now has projects in 17 cities across the country and we are thrilled to include another neighborhood in Atlanta, where our work began more than 20 years ago," said David Edwards, CEO of Purpose Built Communities. "We believe our model is a great fit for Grove Park, which will preserve housing affordability and make critical investments to break the cycle of poverty, creating a

neighborhood environment where people of all income levels can afford a place to live and thrive."

In 2018, the YMCA of Metro Atlanta and Atlanta Public Schools will commence the design and construction process in tandem on a new Woodson Park Academy campus in

Grove Park. The Atlanta Board of Education selected KIPP Metro Atlanta Schools to be the school's high-quality K-8 partner operator beginning in school year 2019-2020. The YMCA will operate a preschool that will serve children and families from the community and prepare them to enter Woodson Park Academy. Atlanta Public Schools is providing \$18.5 million towards the cost of the new school's construction, which will open in the 2020-2021 school year. The Grove Park Foundation and YMCA are raising all remaining funds to complete the construction program. Over the next several years, the Grove Park Foundation and its partners have plans to make \$50 million of additional investments in the neighborhood in mixed-income housing, education, arts and economic development. ■

Sarai Dobbs Hits Ceremonial "Hope" Shot

Each year, a participant from The First Tee® of East Lake has the opportunity to hit the ceremonial "HOPE" shot to kick off the TOUR Championship. A rotating honor between The First Tee boys and girls, this year's honoree was Drew Charter School Freshman Sarai Dobbs.

Before a standing room only crowd, Sarai Dobbs hit the ceremonial tee shot 230 yard down the center of the fairway to officially open the TOUR Championship.

Good golf runs in Sarai's family. Last year, her older brother, Solomon, won the honor of hitting the ceremonial tee shot. ■

