

# Community Vision



## East Lake Foundation Celebrates 25th Anniversary

As we celebrate our 25th Anniversary and the season of giving, thank you for being a supporter of the East Lake Foundation.

2020 has been a difficult year for many, but particularly for vulnerable families in East Lake, many of whom have been disproportionately affected by the COVID-19 pandemic.

In March, we temporarily shifted our work to meet growing needs resulting from the pandemic. We established the East Lake COVID-19 Relief Fund to provide targeted short- and long-term support to stabilize families and our community wellness partners who are experiencing economic hardship. Thanks to many of you, we are 60% of the way to our \$1 million goal.

We are proud that we've been able to assist 149 families at The Villages of East Lake with nearly \$190,000 in support for rent and utilities; distribute 4,100 masks and more than 2,000 grocery boxes to area families, in

partnership with the Atlanta Chefs Association, Athena Foods, East Lake Golf Club and East Lake Family YMCA; and purchase 600 portable devices for students at Charles R. Drew Charter School and families in The Villages of East Lake, among other support.

We hope you will continue to invest in our work. Every year, a new generation of children moves into the neighborhood and takes advantage of the programs and opportunities afforded by the Foundation and our East Lake Initiative partners.

Together we can provide equitable access to these programs and increased opportunities for all families at The Villages of East Lake and Drew Charter School. Even more important at this moment in time, we can help sustain families and avert further crises resulting from the pandemic.

Please make your tax-deductible gift today at [www.eastlakefoundation.org](http://www.eastlakefoundation.org) or mail your gift to 2606 Alston Drive, SE, Atlanta, GA 30317. Thank you! ■



## East Lake Celebrates Eva Davis Day

On September 3rd, the East Lake neighborhood celebrated the life and legacy of the late Eva Davis, an effort led by Sheltering Arms East Lake. Ms. Davis was a local activist, visionary, community leader, and former president of the East Lake

Meadows Tenants Association who partnered with Tom Cousins, Renee Glover and others to develop the vision for the East Lake neighborhood that we enjoy today. Ms. Davis was known for loving red, so in honor of Ms. Davis, our East Lake Initiative partners turned East Lake red by wearing red and sharing stories of Ms. Davis. ■



## Give the Gift of Giving

Looking for just the right gift for the person who has everything? We have a great idea for you. Make a donation to the East Lake Foundation in their honor. The lucky recipient will be notified of your gift and will be recognized in the 2020 Annual Report.

## The Villages of East Lake Gardenside Opens with Enthusiasm

This fall, Columbia Residential opened The Villages of East Lake Gardenside, a new mixed-income apartment complex in the East Lake neighborhood. The state-of-the-art 108-unit complex, located behind the Publix at East Lake facing Fayetteville Rd., features apartments with 1, 2 and 3 bedrooms, a garden, playground, community room and other amenities. 70% of the apartments are rented at an affordable rate to families who earn 60% of area median income (AMI) and below, including 20% of the units at 50% of AMI and below.

Families who move into Gardenside will receive priority in the Drew Charter School lottery and the other programs offered by the East Lake Foundation and its partners. This addition to The Villages of East Lake increases and diversifies the affordable rental housing available in East Lake and furthers the East Lake Foundation's goal to broaden its impact in the neighborhood and at Drew Charter School. ■



## Drew Charter School Board of Directors Welcomes New Leadership



Earlier this year, Cynthia Kuhlman, Director of Educational Achievement for the CF Foundation, completed a 15-year term as Chair of the Board for Drew Charter School, achieving unparalleled success. While Cynthia remains on the Board as a Director, Ron Alston, the Atlanta Market President for Truist, enthusiastically accepted the role as Chair. Ron has been leading Drew, in partnership with Peter McKnight, seamlessly through this year's many challenges related to the pandemic.

Shannon Longino, First Vice President for Truist, former resident of East Lake Meadows, long-time supporter of the East Lake Foundation, and former Drew Charter

School parent has been appointed Vice Chair. John Majors, Vice President of Development at Brinshore and former Vice President at Purpose Built Communities, has been appointed Treasurer. Allison Fillmore, Director of the TOUR Championship, Drew Charter School parent and East Lake resident, was appointed Secretary.

The Drew Charter School Board and executive leadership are strong, committed and laser-focused on Drew Charter School's success towards its mission. The East Lake Foundation is proud to call them partners in our work. ■



## Where are they now?

### Delshanee Martin (Class of 2017) and Payton Gunner (Class of 2020)



In the Spring of 2021, Drew Charter School Alumni from the Legacy Class of 2017 will graduate from college. As we celebrate this accomplishment, we're proud to highlight two amazing alumna who now bookend this college experience, Delshanee Martin from the Class of 2017 and Payton Gunner from the Class of 2020.

Delshanee Martin was an enthusiastic member of Drew's Legacy Class of 2017. While at Drew, she was involved with student government, founded the school's Do It Yourself (DIY) Club and participated as a competitive cheerleader. She was also a young entrepreneur, starting her own cosmetics business called Lábio Couture that uses all natural ingredients. After graduating from Drew Charter School, Delshanee moved west to attend Pitzer College in California where she is studying International/Global



Studies and Cosmetic Science and has excelled academically while running her business. She will graduate in the spring of 2021.

Payton Gunner made waves at Drew Charter School as an outstanding student leader, harpist, playwright, and world-class debater. She was captain of Drew's State Championship Debate Team and was a member of the inaugural cohort of the prestigious Harvard Debate Council Diversity Project. She currently attends Brandeis University on a Posse Scholarship and is dedicated to social justice and activism. She hopes to major in Theatre and minor in Business.

Congratulations to these two young women for embracing their dreams and working to achieve greatness. Fly high, Drew Eagles! ■

## Drew Charter School Students Receive Prestigious Invention Grant

Drew Charter School was recently awarded a Lemelson-MIT InvenTeam grant for \$10,000 to create a device to record police-civilian interaction in personal automobiles. Drew Charter is one of 13 high schools nationwide to be selected as an InvenTeam this year.

InvenTeams are teams of high school students, teachers and mentors that receive grants to invent technological solutions to real-world problems. This initiative of the Lemelson-MIT Program aims to inspire a new generation of inventors.

Beth White, Drew Charter School's Senior Academy Engineering Teacher initiated the InvenTeam application process last spring and worked with the students over the summer to prepare the final proposal. A prestigious panel of judges composed of educators, researchers,

staff and alumni from MIT, as well as representatives from industry and former Lemelson-MIT Award winners, assembled virtually this fall and selected Drew Charter as one of this year's InvenTeam grantees.

Over the next nine months, the Drew Charter InvenTeam will build a working prototype of their invention that will be showcased at a technical review within the local community in February, and then again as a final prototype at EurekaFest, an invention celebration in June of 2021. ■



## Purpose Built Communities Receives \$2 Million Grant to Support COVID-19 Relief in Atlanta

Purpose Built Communities was selected as one of six organizations in cities across the country to receive a \$2 million grant through The Audacious Project to support COVID-19 relief and recovery efforts in Atlanta. The Purpose Built Communities grant supports

the work of the three Purpose Built Communities Network Members in Atlanta: East Lake Foundation, Grove Park Foundation and Focused Community Strategies. The critical funds are being utilized to offset the pandemic's impact and meet the short- and long-term needs of vulnerable residents, specifically Black people and other People of Color, and community wellness partners in the East Lake, Grove Park and Historic South Atlanta neighborhoods. The funds have been leveraged by a local campaign that raised an additional \$2.6 million to support these COVID-19 relief efforts.

The East Lake Foundation, Grove Park Foundation and Focused Communities Strategies have each implemented COVID-19 relief and recovery efforts to deploy resources equitably, quickly, and strategically across their communities. COVID-19 relief funds were

already established in each community, primarily providing rental, mortgage and utility assistance for residents and supplying vital food, personal care and cleaning items. These additional funds will ensure that families in need have access to digital devices, academic support, mental health and wellness programs and that all residents have masks and are encouraged to wear them to protect themselves and others.

"During this historic time in our city, stepping up to address racial inequities is more important than ever. One of the ways we can do that is by providing relief during this crisis, and the East Lake Foundation, Focused Community Strategies, and Grove Park Foundation have been vital leaders, advocates and partners for their neighborhoods," said Carol Naughton, President and interim CEO of Purpose Built Communities. "We are grateful for the leadership and support of the Harlem Children's Zone and The Audacious Project in this national effort."

Thus far, the campaign in Atlanta has been a success. We've launched and advanced the #StayCoveredTogether mask campaign alongside Matlock Advertising and Public Relations, distributed almost 8,000 masks, purchased nearly 600 portable devices for students and families, and provided mental health resources and utility assistance for families in need. ■

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 visit [eastlakefoundation.org](http://eastlakefoundation.org).

## East Lake Women's Alliance Grants \$20,000 to East Lake Healthy Connections



The East Lake Women's Alliance ended its 2020 program year with a golf outing and grant night at East Lake Golf Club sponsored by Porsche.

The East Lake Women's Alliance voted to grant its collective membership dues to the East Lake Family YMCA's Healthy Connections program. Funds will be used to ensure all eligible East Lake families have access to health insurance, effectively utilize primary and preventive health services, properly manage chronic diseases, and have access to mental health services

and healthy food, which are all particularly important services in the midst of the COVID-19 pandemic.

The East Lake Women's Alliance is a philanthropic, professional group of Atlanta women who have committed to focus their time and financial support with the East Lake Foundation. **If you are interested in learning more about the East Lake Women's Alliance, please email [elwa@eastlakefoundation.org](mailto:elwa@eastlakefoundation.org).** ■



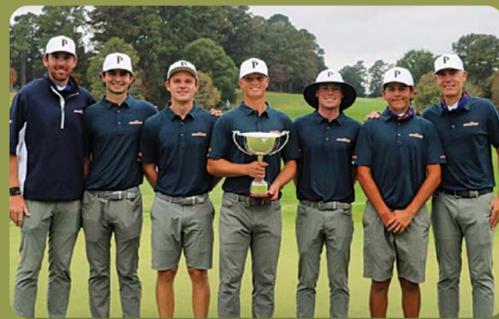
## Ole Miss Women and Pepperdine Men Win 6th Annual East Lake Cup



On October 26-28, 2020, The Golf Channel, East Lake Golf Club and East Lake Foundation hosted the 6th Annual East Lake Cup. The three-day NCAA collegiate tournament featured four top performing men's and women's golf teams from across the county: University of Florida (Women), Pepperdine (Men), University of Oklahoma, (Men), Ole Miss (Women), University of South Carolina (Women), Texas Tech University (Men), and University of Texas (Women and Men).

While this year's tournament was held without spectators, the excitement remained palpable. After three days of competition, Ole Miss' Women's Golf Team and Pepperdine's Men's Golf Team claimed the 2020 East Lake Cup.

The East Lake Cup also featured the presentation of the Tom Cousins Award, a recognition of outstanding golfers who exemplify the values of the East Lake Foundation: excels in academics, is engaged in the



community and has overcome adversity. This year's winners are JP Roller from Texas Tech University and Lauren Waidner from the University of Florida.

Thanks to our partners at the Golf Channel, HNS Sports, East Lake Golf Club and our amazing sponsors – ZipRecruiter, Uber Eats, Bridgestone Golf, Mercedes-Benz, Geico and TopGolf. As a result of their generous support, the East Lake Foundation raised \$153,000 from the East Lake Cup. ■

## TOUR Championship Announces Record \$3.6 million Charitable Donation from 2020 Tournament to Atlanta Nonprofits after an Unprecedented Year

The TOUR Championship announced that more than \$3.6 million was donated to Atlanta-area charities from the 2020 tournament, breaking the previous record despite the absence of spectators at East Lake Golf Club for the FedExCup Playoffs finale, where Dustin Johnson claimed his first FedExCup title.

The TOUR Championship, with the support of Proud Partners Coca-Cola and Southern Company, has raised more than \$37 million for local nonprofits since the event was first staged at East Lake Golf Club in 1998, including the four charitable beneficiaries: East Lake Foundation, Grove Park Foundation, Purpose Built Schools Atlanta and First Tee® of Metro Atlanta.

"This charity announcement is a bright spot during what has been a challenging year for this tournament and sporting events everywhere," Executive Director Allison Fillmore said. "The pandemic forced our team to adapt on many levels in order to host a successful event, especially as it relates to our annual charitable donation. Everyone involved in this tournament should take a great deal of pride in what we were able to generate for the community under difficult circumstances."

Through the creation of the 'Golf With a Purpose' Charity Challenge – a 9-hole exhibition staged on the eve of the 2020 TOUR Championship that featured NFL Hall of Famer Jerome Bettis and NBA legend Vince Carter – the tournament was able to raise \$1 million thanks to the involvement of Proud Partners Coca-Cola and Southern

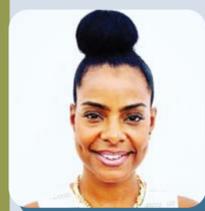


Company, as well as several other local Atlanta companies.

The East Lake Foundation, with the support of our Board of Directors and PGA Golf Professional Brendon Todd, was also excited to bring back Birdies for East Lake, which raised more than \$70,000. Throughout tournament week, the TOUR Championship and East Lake Foundation also partnered with Ideas United, an Atlanta-based creative studio, to host the TOUR Championship Golf Ball. This virtual fundraising experience encouraged donations to the tournament's charitable beneficiaries as well a virtual auction with prizes.

These engaging and innovative fundraising initiatives aided in the TOUR Championship's ability not only to make a significant charitable investment in the local community but also to eclipse the total donation from the 2019 tournament.

Thank you to the PGA TOUR, TOUR Championship, Coca-Cola and Southern Company, and East Lake Golf Club for their continued generous support of our work. Tremendous thanks also to Chuck Palmer, the General Chairman of the TOUR Championship and an East Lake Foundation Board Member, for his unwavering commitment to the charitable success of this year's tournament. ■



## East Lake Early Learning Academy Names New Director

LaTasha Gray has been named the new Director of the East Lake Early Learning Academy at the East Lake Family YMCA. Having earned her degree in Early Childhood Education, LaTasha has devoted more than 17 years to working in education with children and their

families. She is committed to continuing the work of the YMCA Early Learning Academy and creating a strong, STEAM-based educational program focused on sound foundational skills, play with a purpose, literacy, and building robust vocabularies.

Prior to becoming the Director of the East Lake Early

Learning Academy, LaTasha was a member of the senior management team at Purpose Built Schools Atlanta, where she served on the community engagement team and as director of three extended day programs.

No stranger to the East Lake community, LaTasha was also formerly the Family Support Coordinator for the Sheltering Arms Early Learning Center in East Lake and has been a parent in the community for twelve years. Her daughter also attended Sheltering Arms East Lake, matriculated through our cradle-to-college pipeline and is now a freshman at Drew Charter School's Senior Academy. LaTasha's son was a member of Drew Charter School's Legacy Class of 2017. ■

## Start:ME East Lake is Recruiting Mentors for its Seventh Cohort

January 2021 will mark the seventh year of Start:ME East Lake, a 14-session program that offers intensive skills-based business training, mentorship support and financing needed to develop viable and sustainable micro-businesses. The 2021 program will be hosted virtually.

In partnership with Emory University's Goizueta School of Business, Start:ME is recruiting an experienced group of professional mentors to provide support for participating micro-entrepreneurs. Mentors provide coaching and feedback and look for



opportunities to connect entrepreneurs with individuals and partners who will further support their business.

**If you are interested in becoming a mentor, please contact Erin Ingleheart at [erin.ingleheart@emory.edu](mailto:erin.ingleheart@emory.edu).** ■

## East Lake Foundation Welcome Two New Board Members



On November 17th, the East Lake Foundation's Board of Directors welcomed two new board members: Marilyn Hack and Joyce Reto. These two leaders in the community have been associated with the Foundation's work for years and will contribute to the broad diversity of the Foundation's Board.

Marilyn Hack is a former long-time resident of The Villages of East Lake, an active participant in the East Lake community, a current Drew Charter School parent, and has served as a resident representative for the East Lake Foundation for numerous local and national events and publications. She will serve on the Foundation's Board of Director's as its first ever community Board Member.



Joyce joins us from RSM, a company that has been committed to holistic community revitalization and has been a generous supporter of the Foundation's work for the last two years.

"We are thrilled to have Marilyn and Joyce join our East Lake Foundation team," said Danny J.

Shoy, Jr, President and CEO of the East Lake Foundation. "Marilyn and her family represent the Foundation's mission in action and Joyce is proof that partnerships amplify the Foundation's outcomes. Their diverse expertise, knowledge and unique familiarity with our work will help foster and sustain our progress in East Lake." ■

## PGA TOUR Superstore and The Arthur M. Blank Family Foundation Invest \$9.5 Million in First Tee Program

In September, First Tee National announced that it is expanding its relationship with PGA TOUR Superstore, thanks to a \$9.5 million grant from PGA TOUR Superstore and The Arthur M. Blank Family Foundation. The nationwide virtual announcement featured First Tee of Metro Atlanta and Drew Charter School representatives Solomon Dobbs and Hailey Fischer. The new grant will help First Tee reach more children across the U.S. and strengthen First Tee's curriculum for teenage participants.

Beginning in 2021, more than 1,300 First Tee teenagers will have the opportunity to participate in an annual five-week leadership development program at PGA TOUR Superstores. Additionally, 40 teens from across First

Tee will be selected annually for a week-long summit at West Creek Ranch in Montana, an inspiring retreat space owned by PGA TOUR Superstore owner, Arthur M. Blank, and with an intended purpose of growth, education and coming together to make a difference.

First Tee of Metro Atlanta will receive a portion of these funds that will be split between 150 chapters across the country. ■

