



East Lake Women's Alliance Overview

East Lake Women's Alliance (ELWA) is a philanthropic group of Atlanta women who are committed to serve as ambassadors, focusing their time and financial support in the East Lake community. ELWA was formed in 2016 to champion the work of the East Lake Foundation (ELF) and advance its mission to support children and families living in East Lake.

Along with the philanthropic goals of ELWA, there are opportunities to further champion the strategic goals and objectives of ELF, support community service programs/projects, and participate in golf outings and clinics at East Lake Golf Club taught by PGA professionals.

As ELWA ambassadors, service is integral to the Foundation's success in generating community support. Participants are asked to volunteer at a minimum of three (3) community service events during the calendar year. Also, each ELWA ambassador is expected to contribute \$1,000 annually to support philanthropic community efforts. With the funds raised from ELWA's generous donations, ELF will award a grant to a program/initiative selected by ELWA ambassadors. The grant recipient is announced during ELWA's annual Grant Night held in November of each year. Grant Night is an exciting event where ELWA celebrates its collective impact in support of the East Lake community.

Throughout the year, ELWA hosts events and offers multiple opportunities for its ambassadors to volunteer and engage with the community.

ELWA Committees

In addition to volunteering, ELWA ambassadors can elect to join or lead one of our three committees. The committee descriptions are below.

Ambassador Committee:

- Ensure criteria and expectations for ambassadors are outlined and reexamined each year.
- Work with existing ELWA Co-Chairs to identify and recruit businesswomen professionals who are community focused.
- Engage with current ambassadors to receive feedback on programs and solicit new ideas to keep elevating ELWA and its effectiveness.
- Re-enrollment of existing ambassadors and onboard new ambassadors.
- Recruitment of new ELWA ambassadors--Goal is to have at least 30 and up to 50 active ambassadors.

2025 Ambassador Committee Co-Chairs: *Dr. Cynthia Kuhlman and Shannon Longino*

Community Service Committee:

- Identify meaningful volunteer opportunities for ELWA with Drew Charter School and the East Lake community.
- Organize **Sister Circle** events and meetings with Drew Charter School High School Junior/Senior girls and the Director of Counseling and Wellness. "Sister Circle is a student-lead casual gathering with ELWA ambassadors to engage with Drew girls and discuss various topics of their choice.
- Organize participation in **Step Up** program at Drew Charter School. Step Up is a nonprofit focused on mentorship and providing the structure for girls to achieve their unique vision of success in a safe space alongside supportive mentors. ELWA ambassadors will volunteer to support the Step Up programs and workshops at Drew throughout the school year.
- Organize ELWA volunteers for East Lake Foundation events and community projects.
- Create internship opportunities for girls at Drew Charter School and the Villages of East Lake.

2025 Community Service Committee Co-Chairs: *Mary Wren and Erin Harlow-Parker*

2025 Sister Circle Lead: *Donyal Andrews*

Golf & Engagement Committee:

- Spearhead four events--one per quarter inclusive of golf and social/networking opportunities.
- Collaborate with other ELWA committees on activities that may overlap.
- Organize ELWA volunteers for golf/engagement events.
- Partner with ELF's Special Events Manager to plan event logistics.

2025 Golf & Engagement Committee Co-Chairs: *Emily O'Brien; Co-Chair role is open*

2025 East Lake Women's Alliance Co-Chairs

Lauren Udell

Juanika Harper

For more information on ELWA contact Kivatah Castilla, Director of Development, East Lake Foundation, at kcastilla@eastlakefoundation.org or 404-974-4514.