



## East Lake Women's Alliance

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, volunteer in the community, fellowship with like-minded women, and participate in golf outings and clinics taught by PGA professionals at East Lake Golf Club and Charlie Yates Golf Course.

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 awards a grant to a program or 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.



### 2026 ELWA Leadership

**East Lake Women's Alliance Co-Chairs:** Juanika Harper and Mary Wren

#### **Initiative Leaders:**

**Assessment:** Dr. Cynthia Kuhlman and Shannon Longino

**Community Service:** Amy Marriott and Valerie Robinson

**Sister Circle:** Brandi Smith and KK Rahiya

**Golf & Engagement:** Emily O'Brien, Jenelle Hanes, and Laurin McClung



## About the East Lake Foundation

### Mission

The East Lake Foundation collaborates with The Villages of East Lake residents, Charles R. Drew Charter School families, and other key service providers to ensure every member of our community has access to the resources, tools and supports needed to thrive.

### A Rich History and A Bright Future

In the early 1990s, developer and philanthropist Tom Cousins joined Eva Davis, President of the Residents' Association at East Lake Meadows, Renee Lewis Glover, Atlanta Housing Authority President and CEO, local leaders and residents to try something new: a visionary and holistic approach to build a thriving and economically mobile East Lake community.

The East Lake Foundation (ELF) was founded in 1995 to revitalize Atlanta's East Lake community, which was comprised of dilapidated public housing resulting from decades of systemic disinvestment. The Foundation developed an innovative model of community revitalization to engage residents and partners in increasing opportunities for children and families. Our work is centered around four core programmatic pillars: **Mixed-Income Housing, Cradle-to-College and Career Education, Community Wellness, and Economic Vitality.**

ELF is a partner and advocate for residents who live in The Villages of East Lake (VOEL), a mixed-income apartment community with 650 units, Charles R. Drew Charter School students and families, our East Lake Initiative partners, and the greater East Lake community. ELF's **Resident & Community Support Program (RCSP)** builds community and provides support to ensure VOEL residents can receive quality education, experience economic mobility, live healthy lives, and thrive. Support includes workshops and one-on-one coaching in job readiness, financial literacy, homeownership, wellness, access to education, and programming for active seniors.

Due to the collaborative efforts of ELF, our resident leaders, and many partners, East Lake has experienced a powerful positive transformation over 30 years. The success of the East Lake Initiative has served as the blueprint for a national model of holistic community redevelopment through **Purpose Built Communities**. Today, there are more than 25 Purpose Built Communities across the country, all which are successfully creating pathways to prosperity and opportunity for the people who call these communities home.



**To learn more, please contact Kivatah Castilla at [kcastilla@eastlakefoundation.org](mailto:kcastilla@eastlakefoundation.org) or 404-974-4514.**