

# Community VISION

East Lake  
FOUNDATION

Fall 2009

## Building brighter futures: *New plan drives accountability and results*

To position the East Lake Foundation to deliver even better service to our community, we recently completed an innovative and comprehensive Results Accountability Plan. Here are highlights of the plan, which will guide our work in helping East Lake residents **break the cycle of poverty**.



### Three key areas

We will focus resources on the three areas essential to sustaining a healthy community – **education, housing and community wellness**.

### Engaged and responsible

The East Lake Foundation will fund and operate **results-oriented programs**, while holding staff, grantees and partners responsible for continuously improving achievement.

### Financial sustainability

We will continue to support our work through **partnerships, earned income** and the **generous support of our donors**.

### Strong partnerships

One of the Foundation's most important roles is to **work with community partners** to provide outstanding programs while minimizing duplication of services.

### Commitment to results

We provide tools for residents of The Villages of East Lake and members of the Drew Charter School community to **build brighter futures**.

**Madelyn R. Adams**, East Lake Foundation Executive Director, noted, "Our plan will ensure that we remain a responsible steward of our donors' support and trust."

## Coke volunteers brighten summer for East Lake kids

Coke employees grilled up a feast for campers at East Lake's "Walking on Sunshine" Summer Camp Field Day. For the fourth year, The Coca-Cola Company reaffirmed its commitment to East Lake by asking Coke employees volunteering at *The TOUR Championship presented by Coca-Cola* to also volunteer eight hours in the East Lake community. This summer, more than 100 employees and their families volunteered with The First Tee of East Lake and the East Lake Summer Camp. Thanks to everyone who volunteered – we look forward to seeing you at *THE TOUR Championship* in September!



*As THE TOUR Championship returns to East Lake Golf Club, tune in to catch all the action!*



**Thursday, Sept. 24**  
The Golf Channel, 1 – 6 p.m.  
**Friday, Sept. 25**  
The Golf Channel, 1 – 6 p.m.  
**Saturday, Sept. 26**  
NBC, 2 – 6 p.m.  
**Sunday, Sept. 27**  
NBC, 1:30 – 6 p.m.

*Net proceeds from the tournament benefit local nonprofits, primarily the East Lake Foundation and The First Tee.*

# Character, integrity, leadership: Meet the 2009 Harrison Scholars

Eight stellar students have been named 2009 Harrison Scholars. The award, named for **Charles W. Harrison**, honors employees of the East Lake Golf Club and the Charlie Yates Golf Course working toward an undergraduate degree who exemplify character, integrity and leadership. Pictured at right are the scholars – **Chris Witcher, Nate Seymour, Robert Richardson, Joseph Joslin, Daniel Hillyer** (in back), **Roi Johnson, LaShanta Davis and Charles Banks** – flanked by **Charlie Harrison and Rick Burton**, East Lake Golf Club general manager, who served on this year's selection committee.



Both Charlie and the scholars were honored at a recent luncheon. An ideal namesake for the scholarship, Charlie has achieved great success, both in business and on the golf course. Charlie's East Lake roots run deep and strong. He learned to play golf in East Lake, now lives in the neighborhood, and remains a dedicated golf instructor and mentor to local students. At right, **Bob Crosby**, chairman of the selection committee, is pictured with his wife **Betsy**, as well as **Sylvia and Charlie Harrison**.



Soaring costs make college more challenging than ever for working students. During the luncheon, scholar **Charles Banks** (pictured at right with Charlie and Rick) commented, "I'd like to thank everyone who contributed to my education. I won't let you down." **Bob Crosby** observed, "This is the heart of what East Lake is all about – helping others get to that next step in life. Our only regret is that we couldn't find more funding for each of you – maybe someday, we will."



*For more information on the Harrison Scholarship, please contact Alicia Brady at 404-373-4351 or [abrady@eastlakefoundation.org](mailto:abrady@eastlakefoundation.org).*



save  
the date!  
nov 1-2

Plan to join us at the newly remodeled East Lake Golf Club as we celebrate the return of the Friends' Cup, benefiting The First Tee of East Lake.

**Sunday, Nov. 1** Reception and live auction, with guest speaker Jimmy Roberts of NBC Sports

**Monday, Nov. 2** Golf tournament

For more information or to reserve your tickets, please visit [www.eastlakefoundation.org](http://www.eastlakefoundation.org)

## Learning and earning: East Lake teens prepare for future

Summer jobs help teens learn essential workplace skills – but in this economy, they're harder than ever to find. This summer, the East Lake Foundation partnered with the Atlanta Workforce Development Agency to provide jobs for 22 local teens.

These students were matched with openings at The Villages of East Lake (in leasing, resident services and maintenance), Drew Charter School, CREW Teens, Sheltering Arms and the Charlie Yates Golf Course.

Not only did these teens build their savings, they also gained a greater appreciation for their community. They worked nearly 3,500 hours, earning a collective total of more than \$25,000. And thanks to the staff at The Villages of East Lake, the teens also enjoyed a four-week leadership development program, including classes on financial literacy, business etiquette and goal setting.

Plans are already underway to offer a similar program for East Lake teens next summer. For more information, please contact Brittany Glenn Molinaro at 404-373-4351 or [bglenn@eastlakefoundation.org](mailto:bglenn@eastlakefoundation.org).



## From cradle to college: *Drew expands options for East Lake children*

In order to break the cycle of poverty, students need quality educational options. East Lake's Drew Charter School continues to expand its services in order to better prepare East Lake children for a successful future.

Drew provides a rigorous and robust educational program for children from Kindergarten through grade 8. Two years ago, in partnership with the Rollins Center for Language & Learning at the Atlanta Speech School, Drew introduced its first Pre-K class. Drew now offers two Pre-K classes.

**Dr. Cynthia Kuhlman**, Chairman of Drew's Board of Directors, noted that the Drew program is attracting attention from educators across the state. She said, "The Georgia Pre-K program is applying Drew's professional development and instructional model to improve literacy in 20 additional sites."



Drew is building on this success this fall by adding a preschool class for three-year-olds, in partnership with the Rollins Center and the East Lake Family YMCA. According to **Dr. Kim Day**, Co-Director of the Rollins Center, "The class uses a language-based program, with one lead teacher and two assistant teachers in the classroom."



To serve its newest students, Drew built a playground designed specifically for children age two through five. The playground is already proving to be a hit with students and their teachers.

**Madelyn R. Adams**, East Lake Foundation Executive Director, commented, "Education is central to our efforts to ensure East Lake is a community where every child has a chance to succeed. We're pleased to support Drew and proud of the results Drew students are achieving."

*More information on Charles R. Drew Charter School is available online at [www.drewcharterschool.org](http://www.drewcharterschool.org).*



Working together,  
for kids' sake:  
**Sheltering Arms  
collaborates with Drew**



Since 1888, Sheltering Arms Early Education & Family Centers has been a nationally-acclaimed model for early childhood education and support for working families.

In 2001, Sheltering Arms was invited to serve East Lake. Sheltering Arms teaches children ages six weeks to five years, serving as an educational partner and feeder program for Drew Charter School.

Sheltering Arms' accredited program is one of only 25 in the nation to be named a Head Start Program of Excellence. Its Pre-K has earned a coveted "All Exceeds" for program quality from the Georgia Department of Early Care and Learning.

"With Drew and Sheltering Arms, our community is served by two excellent early learning programs," noted East Lake Foundation Executive Director **Madelyn R. Adams**. She added, "Thanks to the generosity of our donors, we provide scholarships that enable Villages of East Lake residents to enroll their children in Sheltering Arms. We're committed to the best in early education for East Lake children."

## **HOT OFF THE PRESS: Drew Annual Report now available**

East Lake's Drew Charter School is pleased to have retained its "Distinguished School" rating by making Adequate Yearly Progress for the fifth consecutive year.

You'll learn more about Drew, including its impressive and improving test scores, in the new Drew Charter School Annual Report.

Inside the report, you'll discover the enviable qualities that distinguish Drew from other schools, including:

- Commitment to academic excellence
- Vast array of enrichment offerings
- Support before and after school
- Strong community partnerships

For your complimentary copy of the report, please contact Mary Dugenske at 404-373-4351 or [mdugenske@eastlakefoundation.org](mailto:mdugenske@eastlakefoundation.org).



## First Tee golfers top award platforms

This summer, First Tee of East Lake golfers not only swept local awards stands – they attracted regional and national attention. **Martavious Adams** attended The First Tee's inaugural PLAYer Advanced Academy. The most prestigious of The First Tee's academies, this program accepts only 25 teens from across the country who demonstrate strong character and top-notch golf skills. Martavious was joined by Coach **Nyre Williams**, one of only seven coaches selected to lead the program.

Also, **Darius Davis** was one of only 100 participants in The First Tee Life Skills and Leadership Academy. Two East Lake coaches – **Jeff Dunovant** and **Rachel Melendez** – were among the elite program's 24 coaches.



**Tyler Lawrence** joined the nation's top minority junior golfers to compete in the Bill Dickey Invitational. And more than three dozen of our golfers competed in Atlanta Junior Golf Association tournaments this summer, consistently bringing home 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place trophies. **Miles Goldman** even hit a hole-in-one at the Piedmont Driving Club's AJGA tournament!

We're proud not only of our growing number of rising stars, but also our strong pipeline. Thanks to generous donors like you, we can continue to help kids succeed in golf – and life.

## Students visit birthplace of golf

Four of our First Tee students traveled to Scotland this summer for the trip of a lifetime.

Selected by essay competition, the winners included two girls (**Tyler Lawrence** and **Kelly Willis**) and two boys (**Martavious Adams** and **Miles Goldman**). Along with First Tee Director **Nyre Williams**, these athletes visited St. Andrews, the birthplace of golf, played in several tournaments, attended the British Women's Open, and met youth from golf programs around the world.



The trip was organized by a Scottish nonprofit, New Links, that selected The First Tee of East Lake because of its reputation as one of the strongest junior golf programs in the U.S. The trip was funded by New Links, as well as proceeds from the 2009 Charlie Yates Memorial Junior-Senior Foursomes Tournament.

The students represented East Lake in style, donning matching golf attire every day, thanks to the generosity of Friends of The First Tee of East Lake board member **Reese Lanier**.

Our golfers excelled in competition. Martavious hit a hole-in-one and scored 71 at Kingsbarn Golf Links, ranked as the number-three course in the world. Miles set a junior course record using hickory clubs at the historic Hill of Tarvit. According to Coach Nyre, "One of the highlights of the trip was the tour of the Royal and Ancient clubhouse, particularly the hallowed balcony, since very few people are given that opportunity."

Autumn heralds the start of a new season for The First Tee of East Lake, and volunteers are welcome. To learn more, call 404-373-4351, or visit [www.eastlakefoundation.org](http://www.eastlakefoundation.org).



**Follow the action on Twitter** For the first time ever, you can get up-to-the-minute news on THE TOUR Championship, plus bulletins on TOUR-related activities all over East Lake – just access the official feed at [www.twitter.com/playofffinale](http://www.twitter.com/playofffinale).

**East Lake**  
FOUNDATION

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