

# Community VISION

East Lake  
FOUNDATION

Holiday 2008

## *Investing in East Lake: Q&A with Madelyn R. Adams, New Executive Director*

In August, the East Lake Foundation welcomed its new Executive Director, Madelyn R. Adams. Madelyn has been an active voice in Atlanta's non-profit community for several years, and serves on the boards of Woodward Academy, The Alliance Theatre, the Hughes Spalding Children's Hospital operating committee, and Imagine It! The Children's Museum of Atlanta. She moved to Atlanta in 1991 to work for the Atlanta Committee for the Olympic Games, and joined the Atlanta Journal Constitution in 1996, managing the newspaper's community outreach, among other responsibilities. Madelyn and her two sons reside in Atlanta and are huge sports fans.

### **How did you become interested in working with the East Lake Foundation?**

In many ways the Foundation's revitalization efforts mirror my work with the Olympic Games. Both are based on the notion that sport can lead to the development of a safer, more prosperous society. Core to the Olympic movement is the belief that sport can be used to help bridge cultural and ethnic divides, create jobs, promote tolerance and education, as well as encourage healthy lifestyles. East Lake is a wonderful microcosm of this Olympic ideal, where golf is used as a catalyst to promote a more healthy, whole and sustainable community overall. I wanted to use my business experience to give back to the community, and East Lake's innovative approach to community redevelopment was a wonderful marriage of previous experience and opportunity for me.

### **What have you learned about East Lake since joining the Foundation?**

Beyond the complexity and scope of East Lake, I think I have been most impressed with the wealth of human capital vested in its success. It has been a whirlwind process of getting to know the people who work in East Lake (with a TOUR Championship thrown in too!), as well as the many outside organizations we partner with to achieve our goals. From the people who staff



our immediate partners within the East Lake community – The Villages of East Lake, Drew Charter School and Sheltering Arms, the Charlie Yates Golf Course and the East Lake Family YMCA – to the many experts who enhance our programming, and even the amazing volunteers who dedicate their time here in East Lake, it has been a wonderfully eye-opening experience.

### **There are a lot of very worthy organizations in Atlanta. What sets the East Lake Foundation apart from the others?**

Many of the reasons that attracted me to work in East Lake are the same reasons for supporting this community. East Lake represents an innovative approach of committed partners that works. Everyday we can see the benefit that funding programs in East Lake achieves. With the academic assistance and extracurricular programming being offered at Drew, 84 % of students now meet or exceed state standards. East Lake families who, with the help of financial counseling offered through The Villages of East Lake's resident services, are able to achieve the dream of home ownership. I am also particularly impressed that the East Lake model ensures 100% of a donation received is used to fund those programs that work to make East Lake a success. It has been a privilege to become a part of this organization, and I look forward to the returns my support will make.

## **MAKE AN INVESTMENT IN THE IMPORTANT WORK IN EAST LAKE!**

Even though East Lake residents are working hard many are still supporting their families on very low incomes. These uncertain economic times present challenges to many of us, and these challenges are especially acute for low-income families.

Your gift will help provide East Lake youth with top-notch academic assistance, enrichment, junior golf, mentoring, and scholarship opportunities. Because of the strong link between education and economic success, please make your

contribution today to ensure that vital community programs like CREW Teens, The First Tee of East Lake and the After School Program at Drew Charter School can be offered at little or no cost. Contribute online today at [www.eastlakefoundation.org](http://www.eastlakefoundation.org)!

## Aloha! Drew Students experience Hawaiian culture first hand...



Drew Charter School's 8th grade Junior Beta Club traveled to Hawaii in May on a seven-day cultural exchange with fellow 8th graders at Dole Academy in Oahu. The trip was the culmination of a year-long exchange between the two schools, designed to engage and reward Drew's highest performing students, illustrate the effective use of technology as a means of communication and learning, and experience Hawaiian culture. Drew students blogged with their Hawaiian counterparts about their respective cities, studied Hawaiian culture, history and ecology and created videos, journal entries and photo albums online about life in Atlanta.

Selected trips to Hawaiian landmarks like the Polynesian Cultural Center (pictured), the Pearl Harbor Memorial Museum, and Diamond Head volcanic crater, provided Drew students with opportunities to experience and apply what they learned online. The students held fundraisers throughout the year to help fund the trip.

"The opportunity to converse with Hawaiian students, and travel across America to meet our western neighbors was once in a lifetime, and fulfilling for all of us," wrote one Drew participant. This year, Drew's Junior Beta Club is fostering an online exchange with fellow 8th graders in San Francisco, and hope to travel to meet their "pen pals" this spring.

## Building Pathways in East Lake

East Lake Golf Club employees volunteer with community residents to build a walking path in East Lake Park, located across the street from the club. While closed for renovations from March through August this year, East Lake Golf Club employees performed 100



hours of community service. Employees mentored students at Drew, volunteered at events at The Villages of East Lake, and helped beautify East Lake Park. We appreciate their service!

## Keeping fit as a family



Students at Drew Charter School cook up some healthy snacks as part of Fit Kids, a six-week health enhancement program offered in partnership with Children's Healthcare of Atlanta. This fall, Drew students at risk for obesity and their

families met weekly with Fit Kids nutritionists to learn about nutrition, the importance of an active lifestyle and the role self-esteem plays in healthy habits. Participating families were challenged to increase their consumption of fruits and vegetables, track their weekly activities, reduce the amount time spent on computers, video games and watching TV, and reduce their intake of sweetened beverages. Since 1996, the Fit Kids program has successfully increased awareness among at-risk families, highlighting the importance the entire family plays in encouraging healthy habits in children. "It has taught my entire family how to eat healthier," noted one participating Drew parent, "and we have bonded and had fun together at being fit."



## Happy Birthday, Gene Brooks!

Donna Brooks chose to honor her husband Gene's birthday with a First Tee Sign at hole #18 at Charlie Yates Golf Course. Each Tee Sign highlights one of the nine core values that The First Tee of East Lake strives to instill in area youth: Honesty, Integrity, Sportsmanship, Respect, Confidence, Responsibility, Perseverance, Courtesy and Judgement. Pictured above are the Brooks family with some of the junior golfers of The First Tee of East Lake. If any of these core values bring to mind someone in your life, consider naming a Tee Sign at the Yates Course in their honor. To learn more about sponsoring a tee sign, contact Rhonda Davidson at [rdavidson@eastlakefoundation.org](mailto:rdavidson@eastlakefoundation.org) or (404) 373-4351.

# The 2008 TOUR Championship presented by Coca-Cola proves to be another exciting week for East Lake!

## Ceremonial First Tee Shot a Historic Meeting for East Lake

Ernie Ball, the last surviving player in the very first Masters Tournament in 1934, and The First Tee of East Lake's very own Martavious Adams both took a ceremonial first tee shot to kick off the 2008 TOUR Championship. It was an exciting moment for East Lake's past and future as Ball, a past assistant pro at East Lake Golf Club, and Adams, a graduate of Drew Charter School, shared the stage.



## Kroger supports East Lake

To help commemorate the start of the 2008 TOUR Championship, Kroger presents a \$50,000 donation to the East Lake Foundation. The money was raised from an in-store Coke promotion that ran in Atlanta-area Kroger stores in the months leading up to event. Kroger's Atlanta President Bruce A. Lucia is joined by Coke executives, East Lake Foundation Board Chair Dr. Charles B. Knapp and Drew students.



# Drew Charter School gets into the swing for The 2008 TOUR Championship!

## Stewart Cink and Hank Haney FedEx Golf Clinic

PGA TOUR professional Stewart Cink and Hank Haney, Tiger Woods' own golf coach, hosted a FedEx Golf Clinic for The First Tee of East Lake. Our golfers had the opportunity to learn from the very best as Cink and Haney shared their secrets of the game. FedEx also presented a donation to the national First Tee organization.



## Drew Decks the Halls!

Students and teachers at Drew Charter School turned TOUR week in East Lake into an educational experience, as they integrated golf into the curriculum. Students transformed the halls of Drew into a timeline of the history of golf and presented oral reports to visitors as they toured the school!



## Coke Day 2008!

Over 150 Coca-Cola employees volunteered in East Lake over three successive Fridays in July as part of Coke's presenting sponsorship of The TOUR Championship. Coke employees helped with East Lake's Summer Camp and enjoyed two golf outings with The First Tee of East Lake.



## Belk Gives Back to The First Tee of East Lake

Thank you to Belk Department stores for sponsoring a Tee Sign at the Charlie Yates Golf Course. PGA TOUR professional D.J. Trahan joined Belk executives and junior golfers at the Yates Course's 5th hole to highlight Confidence, one of the nine core values taught by The First Tee of East Lake.



## East Lake Family YMCA honors Eva Davis



The East Lake Family YMCA honored Eva Davis's contribution to East Lake's revitalization by naming its community room in her honor. Community leaders, friends and family gathered in September at a luncheon to unveil The Eva Davis Community Room. Past president of the East Lake Meadows Residents' Association and current resident of The Villages of East Lake, Ms. Davis was a strong voice for the residents of East Lake during the planning process for East Lake's redevelopment. Pictured with Ms. Davis (*Right to Left*): Carol Naughton, former East Lake Foundation Executive Director, Renee Glover, Atlanta Housing Authority CEO, Rc Pruitt, Executive Director of the East Lake Family YMCA, Eva Davis and friend.

## Drew Students Learn From A Pro



The Atlanta Dream and their point guard Nikki Teasley (#42) led a basketball clinic at the East Lake Family YMCA for girls in 4th and 5th grade at Drew Charter School. After sharing stories of the Atlanta Dream's inaugural season, Teasley coached the 75 girls on how to quickly get into a defensive position and make lay-ups. The girls had a blast and appreciated the visit from their hometown favorites. Go Atlanta Dream!

# HAPPY HOLIDAYS!!

To all our wonderful donors, volunteers, partners, residents, co-workers, friends and family – **Thank you for making 2008 another great year for East Lake!** We appreciate your support. To celebrate the holidays, we asked Drew Charter School students to share what they wish for in 2009. From everybody at the East Lake Foundation, have a wonderful holiday! We look forward to sharing more news with you in 2009.

I want to go swimming more next year ~ Addie, age 5.  
 I want to keep my room clean ~ Destiny, age 10.  
 we need to focus on global warming ~ Nazjua, age 8.  
 I want to help poor people ~ Bryce, age 6  
 I want to do more community work ~ Island, age 7  
 I want to fight cancer ~ Taylor, age 10.  
 We need to love each other ~ Thaddaeus, age 7.  
 I want to be 18 years old ~ Breshaveyon, age 5.  
 I want to do more community service ~ Jada, age 10

I want to get more homework done ~ Iyannah, age 6.  
 I want to help my family more ~ Christian, age 11  
 I want to get better grades ~ Christopher, age 9.  
 I want peace ~ Diamond, age 7.  
 I want to help lower gas prices ~ Dnerica, age 11.  
 I want to be like a Power Ranger ~ Gregory, age 5.  
 I want to keep my teeth clean ~ hylie, age 5  
 I want to become a rock star ~ mamiie, age 5  
 I want to have a better attitude ~ Tierra, age 10

Community Vision is a publication of the East Lake Foundation. Our mission is to provide the tools for families of The Villages of East Lake and students of Charles R. Drew Charter School to build a better life for themselves and future generations through education, affordable housing, job readiness and connections with the broader community.



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