



# 2007 PROGRESS REPORT OUR YARDAGE BOOK



## ABOUT THE EAST LAKE FOUNDATION

Founded in 1995 on the belief that everyone deserves a chance to succeed, the East Lake Foundation collaborates with public and private organizations to offer Atlanta's East Lake residents opportunities to build a better future through education for children and adults, affordable housing, job readiness and connections with the broader community.

## OUR NEIGHBORHOOD

The East Lake neighborhood includes **The Villages of East Lake**, a mixed-income apartment community managed by Mercy Housing; **Charles R. Drew Charter School**, Atlanta's first public charter school, for grades Pre-K through 8; **Sheltering Arms Early Education and Family Center** for children from birth through Pre-K; **East Lake Family YMCA**; and the **Charlie Yates Golf Course**, a public, 18-hole golf course that is home to **The First Tee® of East Lake**, a year-round golf instruction and life skills program for area children.

## OUR APPROACH

The Foundation supports comprehensive programming that includes academic, enrichment, recreational, mentoring, summer camp and scholarship opportunities for children and teens; and counseling, support groups and job skills training for adults. This approach to building a strong community not only helps break the cycle of poverty, but creates a place where people of all ages, incomes and backgrounds choose to live.



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Dear Friends,

*In East Lake, distance is everything. Just as a golfer's yardage book measures the distance from tee to hole, our yardage book charts the progress made by East Lake residents who have taken advantage of the tremendous opportunities made possible by your support.*

*It is my pleasure to share with you the East Lake Foundation's 2007 Progress Report. You will read about enhanced educational offerings for children and adults and a nationally recognized golf instruction and life skills program, as well as housing and amenities that continue to attract new residents and visitors alike to East Lake.*

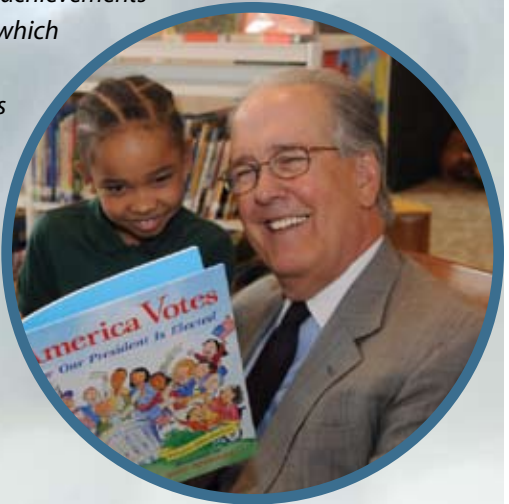


*One indelible mark left on East Lake has been the tireless leadership of our Executive Director, Carol Naughton. Carol has played an integral part in the remarkable and measurable results seen in East Lake since the inception of its redevelopment. In fact, her work to help other cities adapt our holistic model for community revitalization has led to some exciting developments you will hear more about later in 2008.*

*Our yardage book measures the small achievements that lead to great milestones, none of which are possible without your support. Together, we can ensure East Lake goes the distance.*

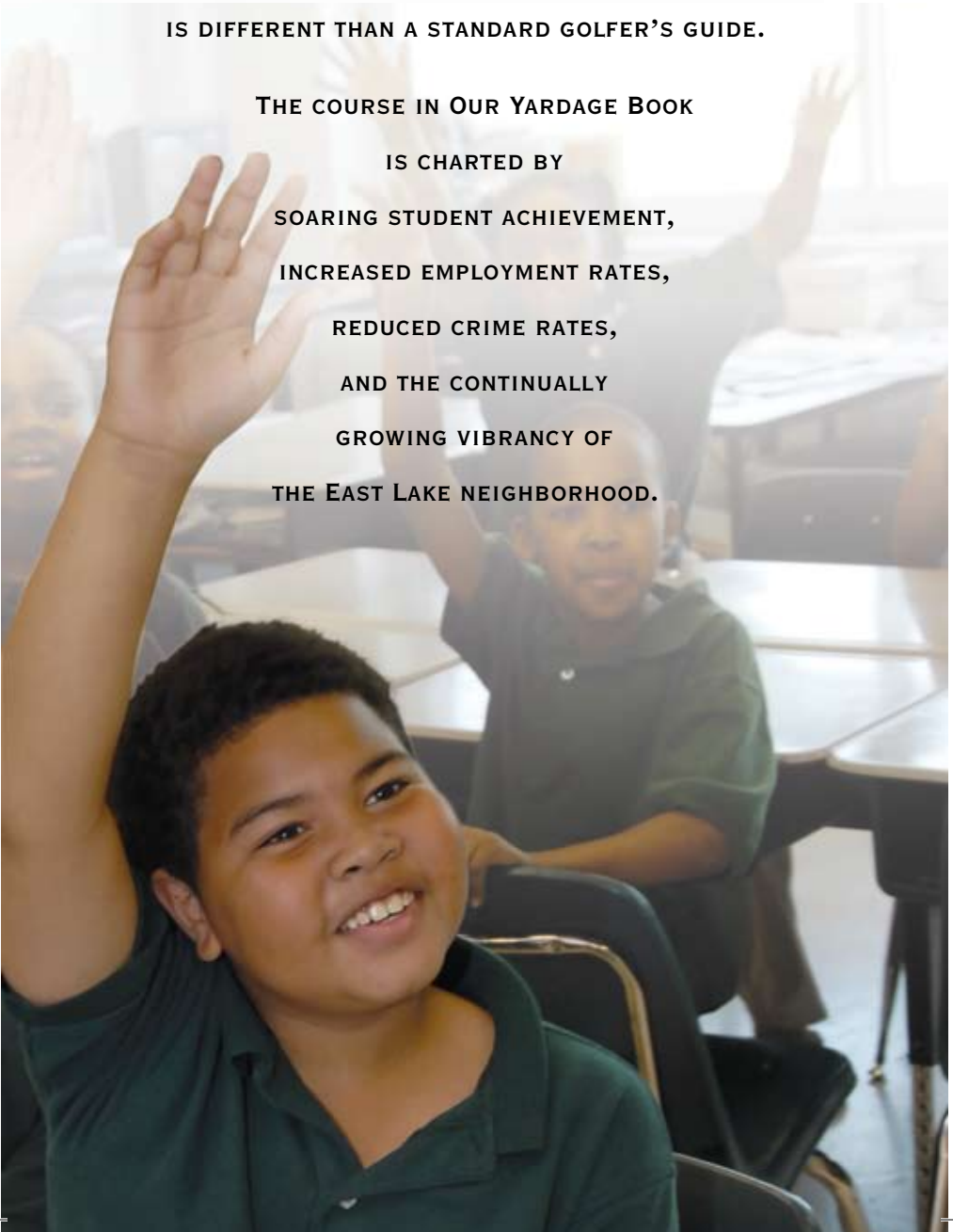
*Charles B. Knapp*

Dr. Charles B. Knapp  
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**THE EAST LAKE FOUNDATION'S YARDAGE BOOK  
IS DIFFERENT THAN A STANDARD GOLFER'S GUIDE.**

**THE COURSE IN OUR YARDAGE BOOK  
IS CHARTED BY  
SOARING STUDENT ACHIEVEMENT,  
INCREASED EMPLOYMENT RATES,  
REDUCED CRIME RATES,  
AND THE CONTINUALLY  
GROWING VIBRANCY OF  
THE EAST LAKE NEIGHBORHOOD.**





## FROM TOTS

### TO TEENS...

Believing education is key to breaking the cycle of poverty, the East Lake Foundation broadened its reach in 2007 with the addition of a new Pre-K program at Drew Charter School and the expansion of its after school program designed to increase the high school graduation rate of East Lake teenagers.

Twenty eager four- and five-year olds joined the inaugural Pre-K class at Drew. Operating in partnership with the Rollins Center for Language & Learning at the Atlanta Speech School, the program is designed to prepare students to enter kindergarten with the academic and social skills needed for long-term success.



The East Lake Foundation's CREW (*Creating Responsible, Educated, Working*) Teens academic support program enhanced its curriculum and increased participation in 2007. More than 200 teens are taking advantage of tutoring, SAT and high school prep classes, personalized educational and career advisement, community service opportunities, cultural trips and college tours. In addition, nearly \$1 million in college scholarships is available for Drew alumni.

## DREW STUDENTS

### PLAY THROUGH

Students from Pre-K through eighth grade at Drew Charter School continue to shine thanks to the academic, artistic and athletic opportunities offered through Drew's challenging school curriculum, expanded before and after school programs, and the many

community partners who share their resources, time and talents.

Standardized test scores show Drew students are surpassing state standards across all grades and subjects. Drew Charter School also earned a "Distinguished" rating in 2007 for making *Adequate Yearly Progress* for the past three consecutive years under the federal law, *No Child Left Behind*. Most important, Drew students come to school each day engaged and excited to learn.





## WARMING UP

## FOR SUCCESS

More people than ever are choosing to live in The Villages of East Lake and connect with their neighbors to build a great community.

In fact, this mixed-income apartment community experienced a record 96 percent occupancy rate in 2007. Families living in both the market-rate and affordable housing units are enjoying the neighborhood amenities, enrolling their children in Drew Charter School and participating in community events ranging from voter registration and food drives to quilting and entrepreneurship workshops.



Through a new partnership with Consumer Credit Counseling Services and its Financial Fitness and Literacy Program, residents have ready access to financial counsel and services. In 2007, a total of 49 families from The Villages of East Lake successfully moved on to home ownership.

## TAKING LESSONS

## FROM THE PROS

Nearly 1,800 visitors came to East Lake in 2007 to study our holistic approach to community revitalization.

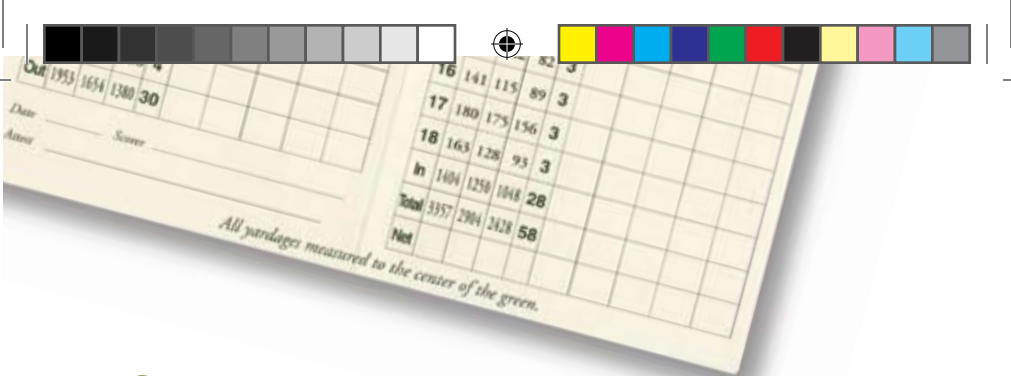
Leaders from grassroots and governmental organizations as well as mayors from across the country came to learn how they too could

transform their own neighborhoods through mixed-income housing combined with educational support and community programming.

East Lake's proven success also generated attention from national media that reached millions of people. *CNBC Business Nation* aired its Emmy-nominated story, *Miracle at East Lake*, and nationally-syndicated columnist and Pulitzer Prize winner Leonard Pitts, Jr. dedicated two columns to East Lake's turnaround as part of his "What Works" series.

Several cities are now working in collaboration with the East Lake Foundation to adapt the East Lake model to their own communities.





## CHECK OUT THE LEADER BOARD

The First Tee® of East Lake – a year-round golf instruction and life skills program for area children – really got into the swing of things in 2007.

For the first time, the East Lake chapter of the national First Tee program was represented at The First Tee National Academy's prestigious golf camp. The First Tee of East Lake's director and two students were invited to attend.

Drew Charter School's new golf team – established in 2007 to compete with other middle school golf teams – received national attention when two Drew student golfers were featured in the season premiere of the PBS children's series, ARTHUR.



## MASTERING MORE

### THAN

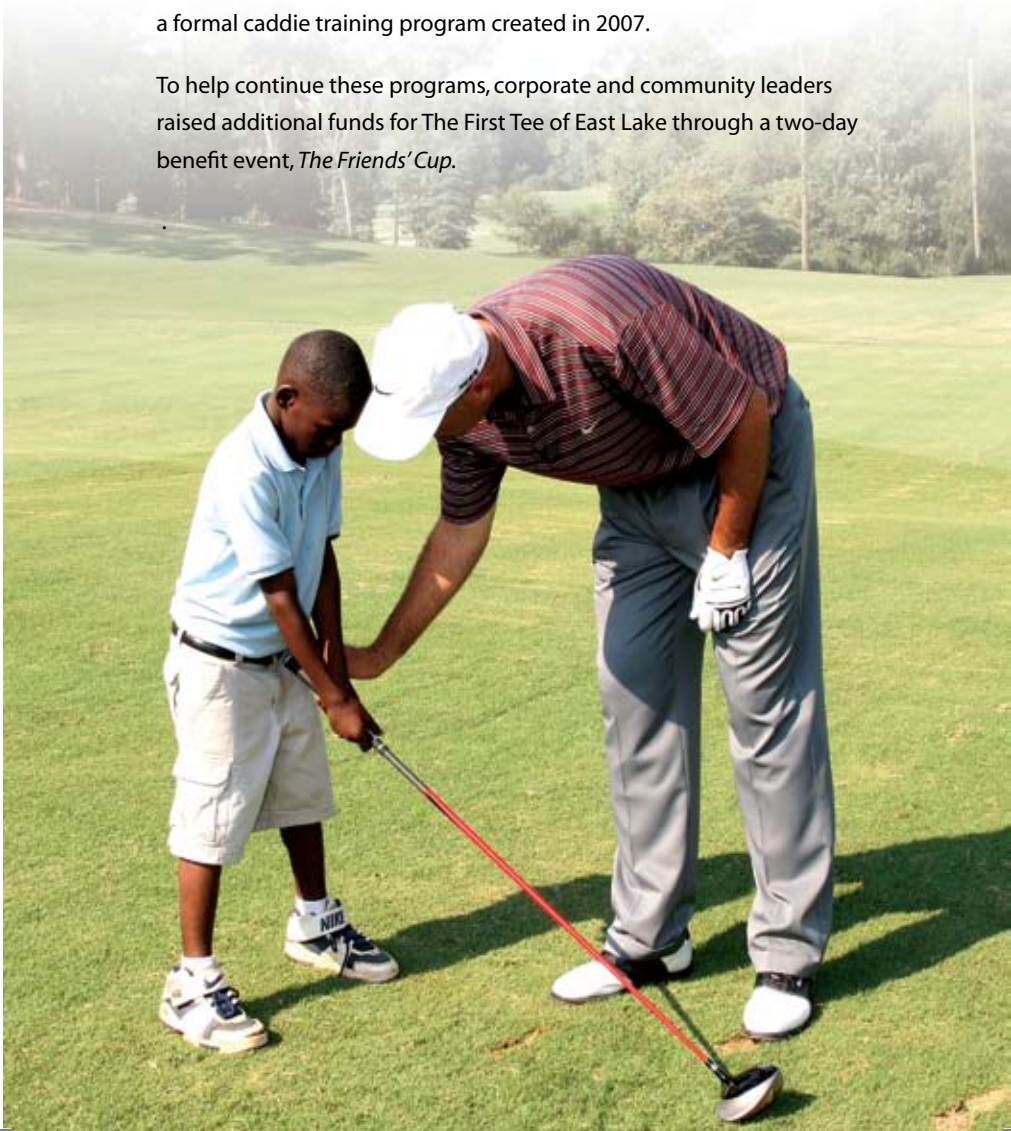
The purpose of The First Tee is not to create great golfers, but to create great kids.

### THE SWING

A life skills curriculum integrated with golf instruction helps First Tee participants learn how to transfer values such as responsibility, honesty, integrity, respect, confidence and sportsmanship from the golf course to everyday life. Students learn the importance of maintaining a positive attitude, how to make decisions that consider consequences, how to establish goals, and much more.

Teenagers have quickly learned that golf can help open doors to college scholarships, business connections and jobs. For example, First Tee golfers are considered for caddie positions at East Lake Golf Club by completing a formal caddie training program created in 2007.

To help continue these programs, corporate and community leaders raised additional funds for The First Tee of East Lake through a two-day benefit event, *The Friends' Cup*.





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**Jeff Dunovant**, Director of Instruction, The First Tee of East Lake

**Charles W. Harrison**, Instructor, The First Tee of East Lake

**Rachel Melendez**, Program Coordinator, The First Tee of East Lake

## EAST LAKE PARTNERS

Atlanta Housing Authority

Atlanta Public Schools

Care and Counseling Center  
of Georgia

CF Foundation

Charlie Yates Golf Course

The Coca-Cola Company

Columbia Theological Seminary

Consumer Credit Counseling Services

Delta Air Lines, Inc.

Charles R. Drew Charter School

East Lake Family YMCA

East Lake Golf Club

East Lake Neighbors  
Community Association

Edison Schools

Georgia State University  
School of Music

Mercy Housing

Oglethorpe University

Publix

Rollins Center for  
Language & Learning at the  
Atlanta Speech School

Sheltering Arms Early  
Education and Family Center

Srixon

SunTrust Bank, Inc.

THE TOUR Championship

University of Georgia  
Athletic Association

University of Georgia  
Alumni Association

The Villages of East Lake

Wells Fargo

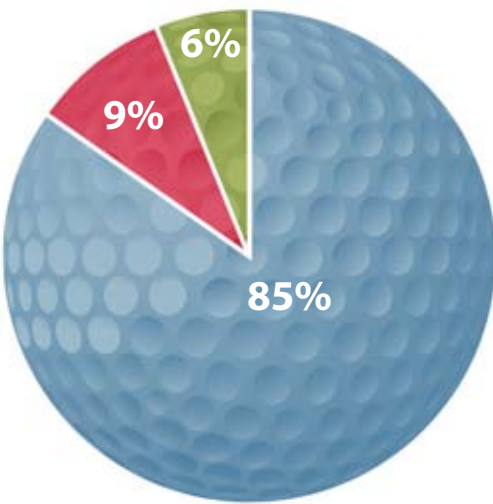
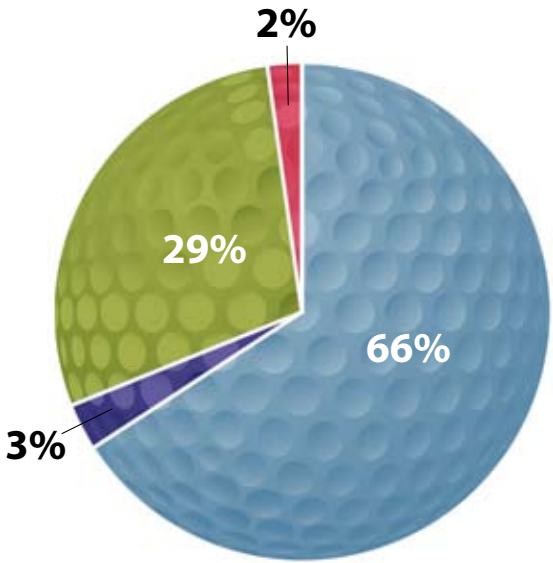
Westminster Center for Teaching



## 2007 FINANCIAL SUMMARY

### 2007 REVENUE BY SOURCE

- Contributions and Grants (66%)
- Charlie Yates Golf Course (CYGC) Income (29%)
- Investment Income (3%)
- Other Income (2%)



### 2007 EXPENSE BY CATEGORY

- Program Expenses/Depreciation (85%)
- Management and General (9%)
- Fundraising and Marketing (6%)

### 2007 EXPENSE BY PROGRAM

- First Tee of East Lake and CYGC (49%)
- Drew Charter School Enrichment (29%)
- East Lake Model Program (11%)
- Chaplaincy Program (6%)
- East Lake Summer Camp (4%)
- Grants, Contributions, and Scholarships (1%)

