



# Lasting Impact

**Lift**  
ORLANDO  
ANNUAL REPORT 2021





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**Communities of West Lakes in 2014**

# Communities of West Lakes in 2021

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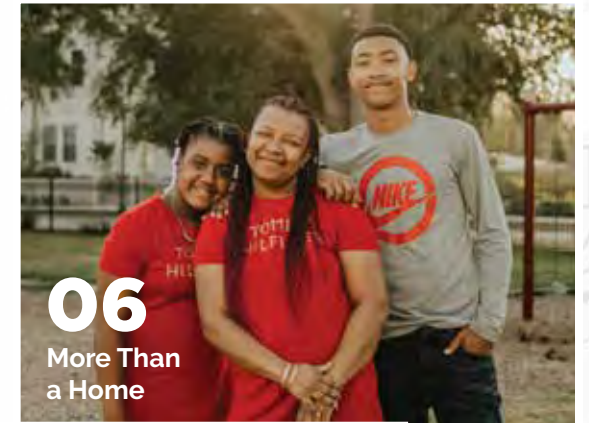
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**ACKNOWLEDGEMENTS**

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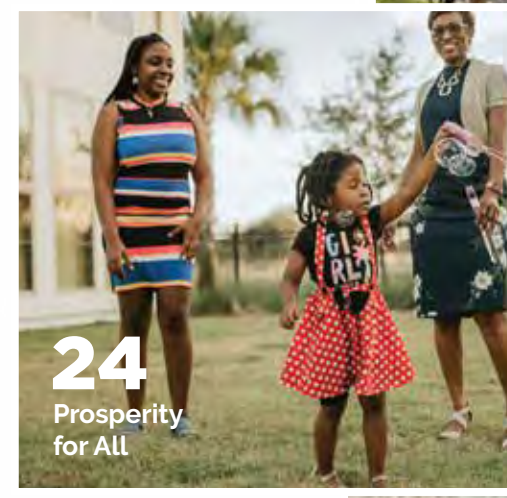
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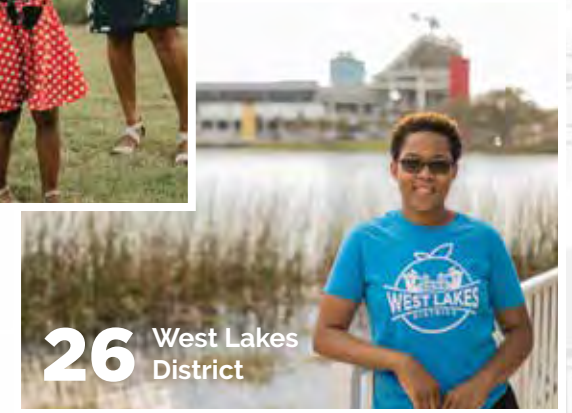
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## LETTERS FROM THE CHAIR AND PRESIDENT



In October of 2012, several business leaders from Central Florida gathered to celebrate the historic \$200MM+ investment in the Camping World Stadium. Our conversation, however, quickly became focused on how that investment could serve to revitalize the surrounding community within

the footprint of the stadium. Specifically, we wondered if we could leverage our connections, our influence, our skill sets, and our leadership in Central Florida to help "usher in" a new season of investment in the Communities of West Lakes, which could hopefully be a catalyst to bring prosperity to the community.

At year-end 2021, nine years after that important conversation, meaningful evidence of the holistic transformation of the work of Lift Orlando is coming into sharper view. Our commitment to mixed-income housing, cradle-to-career education, health and wellness, and economic viability remains strong as ever. We continue to work with best-in-class partners to bring in the resources and opportunities necessary for residents to thrive and prosper. We were

proud to stand alongside resident leaders and our partners as Lift Orlando was named Florida Trend's 2021 Floridian of the Year.

The impact of the work of Lift Orlando extends beyond the West Lakes community. In fact, teams of business and nonprofit leaders from other cities within Florida and multiple cities outside of our state have visited the Lift Orlando offices to learn and grow. Transformational work similar to the Lift Orlando model has now commenced in Jacksonville, Tallahassee, West Palm, and even in Charlotte, North Carolina. This work is incredibly exciting to watch, and we are so proud to have played even a little part in this "movement."

On behalf of the Lift Orlando Board of Directors, I would like to thank our donors and partners for coming alongside us with their support in so many ways these last few years. We look forward to finding new and innovative ways together to make a lasting impact in the Communities of West Lakes and the City of Orlando.

Onward!

Thomas K. Sittema | Chair, Lift Orlando Board of Directors

### HOW DO WE CREATE A LASTING IMPACT?

HOW DO WE CHANGE THE CIRCUMSTANCES HOLDING BACK THE POTENTIAL OF SO MANY?

HOW DO WE UNLEASH GENERATIONAL CYCLES OF PROSPERITY FOR

FAMILIES REGARDLESS OF THEIR ZIP CODE? **TOGETHER!**



There has long been a gap between the arc of growth in cities and the arc of opportunity in neighborhoods. This gap continues to expand as growth and opportunity unfold separately in different parts of Orlando. But every neighborhood has the potential to be a thriving community of wellbeing with

safe and affordable places to live, engaging and effective schools, vital health services, and a fair shot at the American Dream.

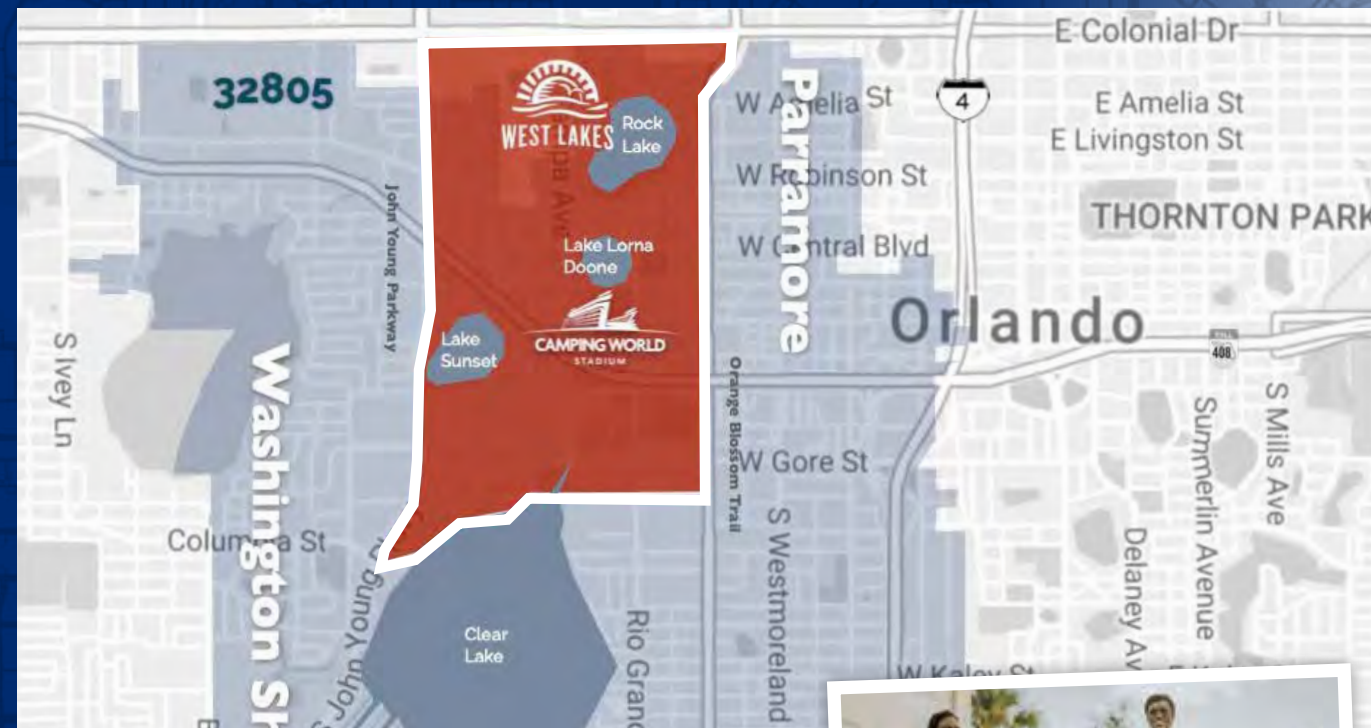
Thanks to the help and support of so many, we've begun to change the trajectory for generations. At Lift Orlando, we know that a city is only as strong as the strength of its neighborhoods and that we all have a role to play in helping each other thrive. We've dedicated ourselves to accelerating community transformation by pursuing a shared vision with residents, not for them, around ambitious goals for mixed-income housing, cradle to career education, community health and wellness, and long-term economic viability.

This year, we work beyond the challenges and count the bountiful blessings that make The Communities of West Lakes places of generational pride, achievement, and hope. Crime and childhood poverty rates are down while kindergarten readiness, high school graduation rates, and per capita income are on the rise.

So far, we have been able to multiply the impact of every \$1 given through philanthropy into \$4 invested into the community and we're just getting started.

As a Community Quarterback, our role is to coordinate essential resources to accelerate residents' launch towards generational cycles of prosperity in the future—because the part of town you live in should not limit your potential.

Eddy Moratin | President, Lift Orlando



# Lasting Impact

In 2013 Lift Orlando began with a simple question:

### What If?

What if a stadium could actually benefit the neighborhood surrounding it? What if leaders could work together to build equity? What if everyone had access to safe, high-quality and affordable housing? What if exceptional education was a reality for every child? What if a trip to the doctor didn't mean a trip across town? What if a dollar spent in the neighborhood today could impact the generation of tomorrow?

### What if lasting change was possible?

2021 was a milestone year of turning "what if" into "what is".

Our commitment to **mixed-income housing, cradle-to-career education, health and wellness, and long-term economic viability** has been unwavering throughout the years and in 2021 we saw so many pieces of the vision laid out years ago come to life. We invite you to come along with us as we continue to strengthen The Communities of West Lakes and create a lasting impact that will fortify generations to come.







# Mixed-Income Housing

Our goal is to develop high quality homes that are affordable for residents and attract families back to the neighborhood.





**“If this area was not coming up, a new area for us to move to, I don’t know where we would have been.”**

—LATASHA ROSS, RESIDENT SINCE 2018

**SINCE ITS OPENING IN 2018**, Pendana at West Lakes has not only become a nationally-recognized community, it has also become a place to connect and create meaningful relationships for the residents who call it home. Co-owned by Lift Orlando and Columbia Residential, Pendana at West Lakes is also home to community partner, Apartment Life. Apartment Life’s goal is to “provide real value to apartment communities, and to have a transformational impact on residents’ lives by connecting them through meaningful relationships.” Many of the activities available to residents, such as workshops, socials, classes, and family outings are offered to enhance the community’s lifestyle.

Latasha Ross was a part of the inaugural group of families that moved into the complex in 2018. Since then, she has taken advantage of the many opportunities available to residents. She and her two children feel blessed to live in a community that values high-quality facilities as well as resident wellbeing and success. Over the years, Latasha has attended first-time homeowner workshops and other classes offered by the community. Latasha is a two-time cancer survivor who is currently disabled, and against all odds she is on a pursuit to a home in The Communities of West Lakes one day. While Latasha loves Pendana at West Lakes, she sees it as a stepping stone to homeownership for her family.

Growing up in this area, close to where Pendana at West Lakes is now located, Latasha remembers navigating through the neighborhood to get to school with her siblings. However, life has now come full circle. Latasha’s children now walk through the community that is now beautifully revitalized to get to their respective schools, Jones High School and Orange Center Elementary School. Living at Pendana at West Lakes, her children have loved going to pool parties and local entertainment facilities, and even trips to the theme parks sponsored by the community.

Latasha says, “If this area was not coming up, a new area for us to move to, I don’t know where we would have been.” One of her favorite community events is when the community provides complimentary breakfast, which helps her save time and money. For the kids, going to bowl games at Camping World Stadium has been an opportunity that they would not have otherwise gotten if not for Pendana at West Lakes. Latasha says about the community, “We have been having a lot of fun!”

Lift Orlando’s commitment to mixed-income housing goes beyond providing safe and affordable homes for residents. Partners like Apartment Life, the West Lakes Financial Wellbeing Center and others bring a variety of opportunities and resources directly to residents.

**FAST FACTS**



**PENDANA Family**

**200** Mixed-Income Units



<b>140</b> Affordable	<b>40</b> Market Rate	<b>20</b> Low Income
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**FEATURES:**  
Pool, Fitness Studio, Business Center

**PENDANA Senior**

**120** Affordable Units

**62+** Seniors aged 62 and older

**1 and 2 bedroom floor plans**

**FEATURES:**  
Movie Theater, Fitness Studio, Visitor Rental Space

**More Than a Home** The Ross family reflects on life at Pendana at West Lakes

IN PARTNERSHIP WITH:







# Cradle-To-Career Education

Our goal is to partner with local schools to deliver a high performing educational pipeline beginning with early childhood all the way through promising careers.

IN PARTNERSHIP WITH:



"I love it here now and I love Ms. Arantxa who always greets me with a big smile after school every day!"  
—MALIA, 1<sup>ST</sup> GRADE

## A Club Like No Other

A new Boys & Girls Club of Central Florida opens its doors

**Learning doesn't end when the final school bell rings.** A key facet to our cradle-to-career educational pipeline is providing the wrap around services and support systems necessary to ensure academic success outside of normal school hours. High quality afterschool programs, like the Boys & Girls Clubs of Central Florida, increase student achievement levels while also providing mentoring opportunities aimed at building long term relationships between students and staff.

In April of 2021, the Jacqueline Bradley & Clarence Otis Family Branch Boys & Girls Club proudly opened its doors for the first time to students. Made possible by a generous lead donation by long time Boys & Girls Club board member, Jacqueline Bradley and her husband, Clarence Otis, this Club certainly lives up to its nickname of "A Club Like No Other". In addition to the cutting edge technology found in its STEM and computer labs and the traditional Club elements such as a game room, gymnasium and library, this Club boasts music rooms, a recording arts studio, a dance studio and stage.

But perhaps one of the biggest treasures of the Club isn't found in the fancy stage or in the recording studio with impressive recording equipment and microphones. The biggest assets by far in the

Bradley-Otis Club are the staff, the men and women who show up everyday to remind the future generation anything is possible for them. Led by Club Director, Jessica Sandoval, the Bradley-Otis staff, oftentimes former Club members themselves, know the importance of those after school relationships and go the extra mile to create lasting memories and learning opportunities for students. In the short time the Bradley-Otis Club has been open, the impact of those relationships is already visible.

First grader, Malia, entered her first day at the Club a little anxious and nervous about a new environment. Bradley-Otis staffer, Ms. Arantxa, knew just how to put her at ease and spent extra time with Malia in her early days, quickly putting her at ease and giving her the confidence she needed to take advantage of all of the innovative and exciting amenities of the Club. These days, you will find Malia eagerly skipping through Club doors and she has become one of the go to helpers for the staff. "I love it here now and I love Ms. Arantxa who always greets me with a big smile after school every day!"

Consistency and commitment are never in short supply at the brand new Bradley-Otis Club and it's the lasting relationships that Clubbers make with the staff and volunteers that ensure students know just how high they can reach and how far they can go in life.



### FAST FACTS

**Jacqueline Bradley & Clarence Otis Family Branch Boys & Girls Club**



**6-18** Serves students 6-18 years old

**150** Max capacity of students a day

**FEATURES:**

Full sized gymnasium, dance studio, music room, art studio, recording studio and STEM lab





# Step Up to the Barre

At the helm of the performing arts program at the Bradley-Otis Club is **Heidi Yancey**. To most of the students at the Bradley-Otis Club, she is simply Ms. Heidi, known for being loving and tough and a whole lot of fun.

But what the kids don't know is Ms. Heidi is not your average dance instructor.

Born in Delaware, Heidi started dancing at the age of five when her mother took her to the predominately white ballet studio in their small town to sign her up for dance lessons. Heidi recalls standing in line with all of the white families and vividly remembers the registrar asking her mother "And what are you here for?" This would be just one of the many times Heidi would realize just how few people of color were found in ballet.

As a young dancer, Heidi persevered at that studio and by the age of 13 no one could deny that Heidi was the best ballerina in the whole school. Word quickly spread of "Delaware's first Black ballerina" and Heidi was offered admission to the prestigious Duke Ellington School of Performing Arts in Washington, D.C. at the age of 14.

It was here that Heidi encountered her first Black ballet instructor, a woman who would see the raw talent in Heidi and push her to new heights in both her talent and her passion for ballet. Because of her mother's tenacity, her high school instructor's discipline and grit, and her own determination and passion, Heidi would go on to perform with the Russian Ballet, in Broadway musicals and eventually choreograph multiple numbers for a wide variety of some of the biggest names in popular music. From being the little Black girl at

the end of the barre to performing on some of the biggest stages of the world, Heidi truly saw all of her childhood dreams come true in her long and illustrious career. And she realized she had a passion for helping other children of color realize they could go just as far.

After working for a Boys & Girls Club in Clermont, Heidi saw the posting announcing the new Bradley-Otis Club was hiring a Performing Arts Director. With her immense talent and passion for inspiring the next generation of children of color, there was no question Heidi was the perfect candidate for the job.

Heidi was there on day one of the Club's opening to greet the students and she has loved every minute of her time there this year. For Heidi, she recognizes that representation is huge for children of color and she is dedicated to helping each student recognize their fullest potential. When kids of color see people that look like them being successful, it motivates

them to realize they can have the same level of success. It gives them hope.

"I can't let it be not acceptable in my classroom," Heidi says. "I want the kids to learn that whatever they choose to step their foot into, they will be nothing but great and excellent at it. As long as I give them hope and a drive to do whatever they want to do, I am doing my job."

**"As long as I give them hope and a drive to do whatever they want to do, I am doing my job."**

—HEIDI YANCEY





# Turning the Page Together

Partners ensure no child is left behind in reading

In 2020, we saw our nation's schools thrown into chaos as teachers pivoted to online teaching and families transitioned to having their children learn from home. Schools in lower-income neighborhoods were hit even harder as they saw large staff turnover and struggled to locate and engage students as the pandemic continued. Technology gaps, funding needs, and burn out persisted. But 2021 was a rebuilding year for schools as they got to work on addressing the "COVID Slide".

The REED Charitable Foundation supported West Lakes Schools, including Orange Center Elementary, Rock Lake Elementary and Legends Academy by offering free teacher training and implementation support in a highly effective teaching method for teaching all students how to read and essential for those who are struggling to learn to read. Studies have found that to become good readers, all children must be provided direct, explicit, systematic, multisensory phonics instruction. The Orton-Gillingham approach provides all of these components of reading instruction as well as ensuring that the approach is diagnostic, prescriptive and emotionally sound, which is why it is considered the "gold standard" method for ensuring students with dyslexia successfully learn to read, write and spell. This training typically costs anywhere from \$800-\$3000/teacher, which makes it largely inaccessible to most schools. Thanks to the REED Charitable Foundation, West Lakes teachers now have additional effective methods they can use to better serve every student in their classroom.

of the program is evident in the assessment data for the students who are supported," says Orange Center Elementary Principal, Dr. Fredrick Brooks.

Over at the West Lakes Early Learning Center and the Jacqueline Bradley & Clarence Otis Boys Family Branch Boys & Girls Club, teachers and staff participated in Lively Letters training. Lively

What you learn in preschool and kindergarten regarding literacy really does influence your future success!

Letters™ is a research-based and clinically-proven, multi-sensory reading program that turns plain, abstract letters and sounds into lively characters. This widely acclaimed and innovative program is known for its success in accelerating reading achievement and closing gaps for struggling readers.

And MVP Strong Families supported West Lakes students and families by introducing Readers and Leaders in partnership with the Orange County Public Library System. Through this program youth and their parents are able to participate in a monthly free access online event. Modeled after the Barbershop Book club, the monthly event gives children a fun experience

Orange Center Elementary implemented Read2Succeed offered by the Found-ation for Orange County Public Schools. Read2Succeed is a tutoring program designed to support students who need a little extra assistance to develop their literacy skills in kindergarten, first, and second grades. The program strives to foster a love of reading, sharpen reading skills, and build student self-confidence. "Read2Succeed implementation has been such a blessing for our students at Orange Center Elementary. Our students look forward to attending the sessions with their reading instructors. The efficacy

with storytelling. Each month features a storytelling reading from a culturally appropriate book selection. Over the course of 10 events throughout 2021, over 100 students discovered a passion for reading through the program.

Correcting the COVID Slide will be a long term educational effort in West Lakes but our educational partners came together in 2021 to find solutions and resources to ensure no student will be left behind!





# The West Lakes Early Learning Center

The first year of many accomplishments and successes

**The AdventHealth for Children's West Lakes Early Learning Center (ELC)** celebrated its first birthday on April 20, 2021, with a year of many accomplishments and successes. The center opened its first school year with 135 children enrolled.

At the end of the first school year, 30 VPK children from the ELC graduated at Camping World Stadium's Varsity Club. The VPK children transitioned to kindergarten with the knowledge and skills needed to be successful in kindergarten and beyond.

As part of AdventHealth's systemwide commitment to whole person care, the ELC implemented its Comprehensive Service Program ensuring that the individual needs of all children were met. At the ELC, they recognize the importance of the first 2000 days, especially understanding that early intervention minimizes and, in some cases, prevents delays in development.

Throughout the 2021 school year, the ELC implemented the Primrose Schools' researched-based Balanced Learning Curriculum®. The curriculum focuses on the 5 core areas of learning to assure that children are kindergarten ready. Children have an opportunity to engage in circle time, choice centers, small group instruction in math and literacy, project time, music, and gross motor activities throughout the day. The ELC also implemented Creation Kids Curriculum which provided the opportunity to focus on important social emotional skills.

At the beginning of 2021, the Comprehensive Services Program Coordinator was hired. With her expertise and coordination, the ELC's Comprehensive Services Program was launched. All children were screened, and families were supported through each step of the process to begin receiving onsite therapy and support services. The screenings completed by the AdventHealth team were for vision, hearing, speech/language, occupational and physical therapy. Over 50 children received one or more services each week.

All VPK children demonstrated success based on either the Star Early Literacy Assessment or the Florida VPK Assessment. A score of 500 or more on the Star Early Literacy Assessment indicates kindergarten readiness. At the ELC, 21 out of 30 children received a score of 500 or above. In addition, the Florida VPK Assessment showed that 27 out of 30 children met or exceeded grade-level standards in all four areas assessed.

In addition, the Coordinator worked directly with each family to support them in all areas of life, focusing on individual family needs. She met with families and facilitated many processes that support families and their children.

The first year of opening the West Lakes Early Learning Center demonstrates what can be accomplished when all children are provided high quality early learning and comprehensive services.

## FAST FACTS



### West Lakes Early Learning Center (ELC)

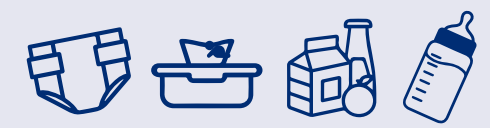
Owned and operated by AdventHealth for Children

In Partnership with Primrose Schools

**SERVES CHILDREN AGES** 6 Weeks to 5 Years

**150 Students Enrolled**

AFFORDABLE TUITION INCLUDES:



Diapers, wipes, food, formula, and bedding

IN PARTNERSHIP WITH:





# Health and Wellness

Our goal is to provide a mix of high-quality facilities, programs and services that enhance health and quality of life, and increase overall life expectancy.



# Lake Lorna Doone Park Grand Reopening

For generations, Lake Lorna Doone Park has been a jewel at the center of the neighborhoods west of downtown Orlando. Through the decades the park saw a flurry of activity, as families of color put down roots in the area and the community flourished. However, after decades of use with little modernization, the park no longer resembled the lively place of relaxation it had once been.

That is until a longtime resident spoke up in a community meeting hosted by Lift Orlando in 2015 and asked, "But what about the park?"

Tangia Smikle fondly remembered her days as a child growing up in the Lake Lorna Doone neighborhood, right across the street from the historic park at the north end of the stadium. And after returning to the area with a family of her own, Tangia was saddened to see the neglect the park had endured over the years.

She believed the park could be restored to its former glory and Steve Hogan, CEO of Florida Citrus Sports, the stadium's primary tenant, heard her passion and decided to put the power of the facility to work.

**"But what about the park?"**

—TANGIA SMIKLE

In 2019, after years of planning and fundraising with resident leaders, Florida Citrus Sports and the City of Orlando broke ground on a \$9 million total reconstruction of the historic site. Lake Lorna Doone Park officially reopened during the summer of 2021 and now provides the assets necessary to inspire a healthy, active lifestyle for West Lakes families as well as all who call Orlando home.

This newly renovated 12-acre site features a walking loop, fitness stations, a barrier-free playground, basketball courts, a splash pad, a putting experience, a 100-yard football field, a covered performance pavilion, an interactive arts garden, a customizable fountain centerpiece and more.

Thanks to the persistence of the residents of West Lakes and the support of a host of community partners, Lake Lorna Doone Park is once again the pride of the community and a place for residents and families to play, unwind and enjoy a historic Orlando landmark.

IN PARTNERSHIP WITH:



## FAST FACTS

### Lake Lorna Doone Park

**\$9M** Cost of Renovation

**6/21** Date Reopened



#### UNIQUE PARK FEATURES:

Nature trail, putting experience, splash pad, basketball courts, football fields, and covered pavilion





# Just Putt-ing Through

Having a hard time getting a tee time at Bay Hill? Lake Lorna Doone Park has a solution!

Thanks to the generosity of the Arnold and Winnie Palmer Foundation, the park boasts an exact miniature replica of the back nine holes at Arnold Palmer's Bay Hill Club and Lodge, home of the PGA Tour's Arnold Palmer Invitational each spring. Equipment and tee times are free year-round, and a partnership with City of Orlando Parks and Recreation ensures that neighborhood students are provided the opportunity to access the course regularly to learn all about golf.

The Arnold Palmer Putting Experience was just one of the exciting new amenities unveiled at the Lake Lorna Doone Park grand reopening last July.



# Take A Walk In the Park

The Winnie Palmer Nature Walk at Lake Lorna Doone Park circles the lake and is marked by native plants, bustling wildlife and more for residents and families to enjoy!

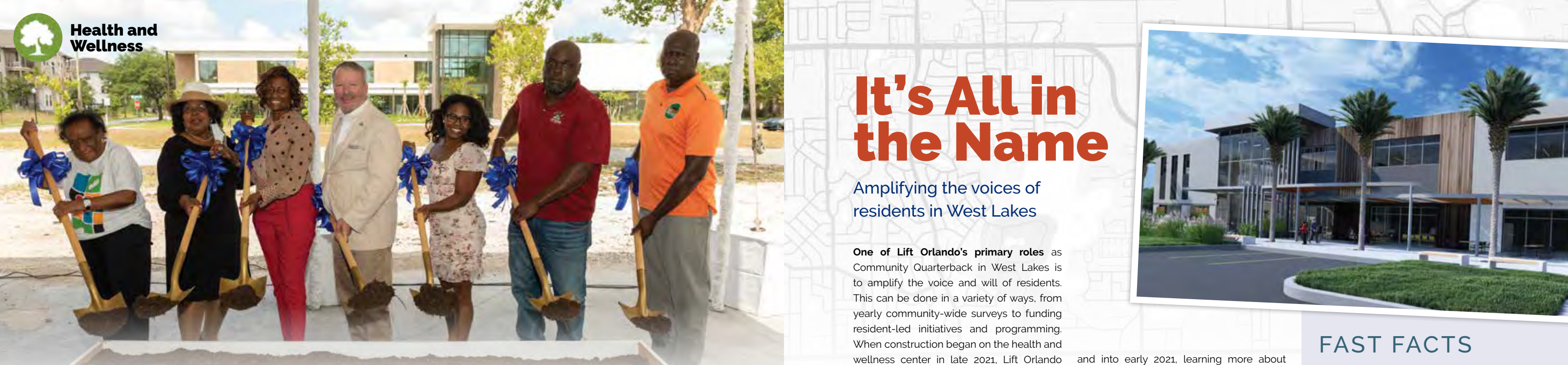


Thanks to a generous donation by the Arnold & Winnie Palmer Foundation, the Winnie Palmer Nature Walk also offers monthly programming in partnership with IDEAS For Us and is one of several brand-new assets unveiled in June 2021 at the Lake Lorna Doone Park Grand Reopening.

The walking trail brings both Florida wildlife and healthy living together. As park-goers enjoy the rambling path around the lake, educational signs provide details about the natural Florida landscape and nature. On weekends, IDEAS For Us staff host walking tours of the trails, allowing kids of all ages to learn from and find inspiration in the plants and wildlife that call Lake Lorna Doone Park home.







# The Heart of West Lakes

Breaking ground on a space where neighbors can connect, learn and thrive together

In June of 2021, Lift Orlando broke ground on the final piece of the neighborhood revitalization vision that residents and business leaders created together in 2014. Seven years in the making, The Heart of West Lakes Wellness

Center will truly be a holistic facility, creating spaces where all neighbors can connect, learn and thrive together.

Astonished to learn there were only 12 healthcare access points in the 32805 ZIP code, while there were almost 112 in neighboring 32789 (a ZIP code of roughly the same population), leadership from AdventHealth, Orlando Health, Florida Blue, and the Lift Orlando board decided to address the problem of health inequities in Orlando. As a result, the Federally Qualified Healthcare Provider, Community Health Centers (CHC), was selected to bring an affordable and high-quality healthcare clinic to the second floor of this almost 30,000-square-foot facility. Offering same-day sick care, pediatrics, obstetrics and

more, CHC will bring affordable healthcare within a stone's throw of the 22,000 residents who call 32805 home. In addition, the Truist Foundation and Dr. Phillips Charities soon came alongside Central Florida's healthcare giants to demonstrate their own investment towards fighting inequality.

Understanding that access to preventative healthcare is only one piece of extending life and promoting a healthy lifestyle, the Heart of West Lakes Wellness Center doesn't stop short at access to healthcare alone. The Heart will also feature a cafe, boasting healthy food and a welcoming environment where neighbors can gather and break bread together. Community meeting rooms will be available for rent for celebrations,

community meetings, and partner programming. A coworking space will provide local entrepreneurs and small businesses a place to connect and network, while having access to high speed internet, work spaces and conference rooms. Open green spaces around the facility will give residents much-needed outdoor space to gather and relax. Other community partners, including the Lift Orlando offices, will be found at The Heart as well.

The Heart of West Lakes Wellness Center will embrace the entire neighborhood family and bring vital resources to residents designed to promote holistic health and wellness. Opening in late 2022, we hope you will meet us at The Heart!

## It's All in the Name

Amplifying the voices of residents in West Lakes

One of Lift Orlando's primary roles as Community Quarterback in West Lakes is to amplify the voice and will of residents. This can be done in a variety of ways, from yearly community-wide surveys to funding resident-led initiatives and programming. When construction began on the health and wellness center in late 2021, Lift Orlando desired to find every opportunity to invite residents into the planning and execution of a unique project meant to serve every member of the neighborhood. And the final name needed to be a reflection of the strong community within which it would be sitting.

To find the perfect name, a collection of dedicated resident leaders agreed to participate in a naming process alongside other project stakeholders. Called together in the middle of a pandemic, this committee met virtually several times throughout 2020

and into early 2021, learning more about the facility's amenities and architecture while sharing their own insights and stories of the long legacy of the neighborhoods surrounding it. After several meetings, this committee of residents narrowed down a list of 40 possible names to five and then again to three final names. An online poll gave the larger community an opportunity to weigh in and from those final three names, it was agreed The Heart of West Lakes Wellness Center fit the bill perfectly.

The heart is the wellspring of life. The human heart keeps bodies breathing, moving and alive. Metaphorically, the heart represents emotional life. Our hearts move us to compassion and action and to love one another. For a building designed to foster wellbeing of all kinds, physical, emotional and social, the Heart is a perfect moniker.

With a name selected, the committee went back to work with architects and designers to create a logo and brand for the facility. Color palettes were presented, tweaked, re-presented and tweaked again to reveal a bold and energetic vibe. Maps and aerials of the neighborhoods were studied and a tapestry began to emerge within the neighborhood footprint itself. The Heart of West Lakes Wellness Center will stand at the heart of West Lakes and so the roads and streets and lakes, much like veins and arteries, made their way into the final look. We are truly grateful to those residents who lent us their time to ensure the health and wellness center truly tells the story of the neighborhood, starting with its name.



### FAST FACTS

**HEART**  
of WEST LAKES  
WELLNESS CENTER



**2** Stories | **30,000** Square Feet



**FEATURES:**

Cafe, community rooms, co-working space, fitness studio and affordable healthcare

Community Health Centers will provide affordable health care services such as pediatrics, obstetrics, mental and emotional health resources



**OPENING LATE 2022**

### LEVERAGING INVESTMENT

Lift Orlando Impact Investment Fund's (LOIIF) purpose is to ignite economic redevelopment within The Communities of West Lakes through strategic acquisitions using flexible and mission driven capital under the leadership of Lift Orlando. LOIIF is a fundamental tool leveraged by Lift Orlando in our work to strengthen neighborhoods. The LOIIF was used to purchase land for the West Lakes Early Learning Center and the Heart of West Lakes Wellness Center. It has also supported the Reclaiming the Dream Initiative by West Lakes Partnership.

IN PARTNERSHIP WITH:



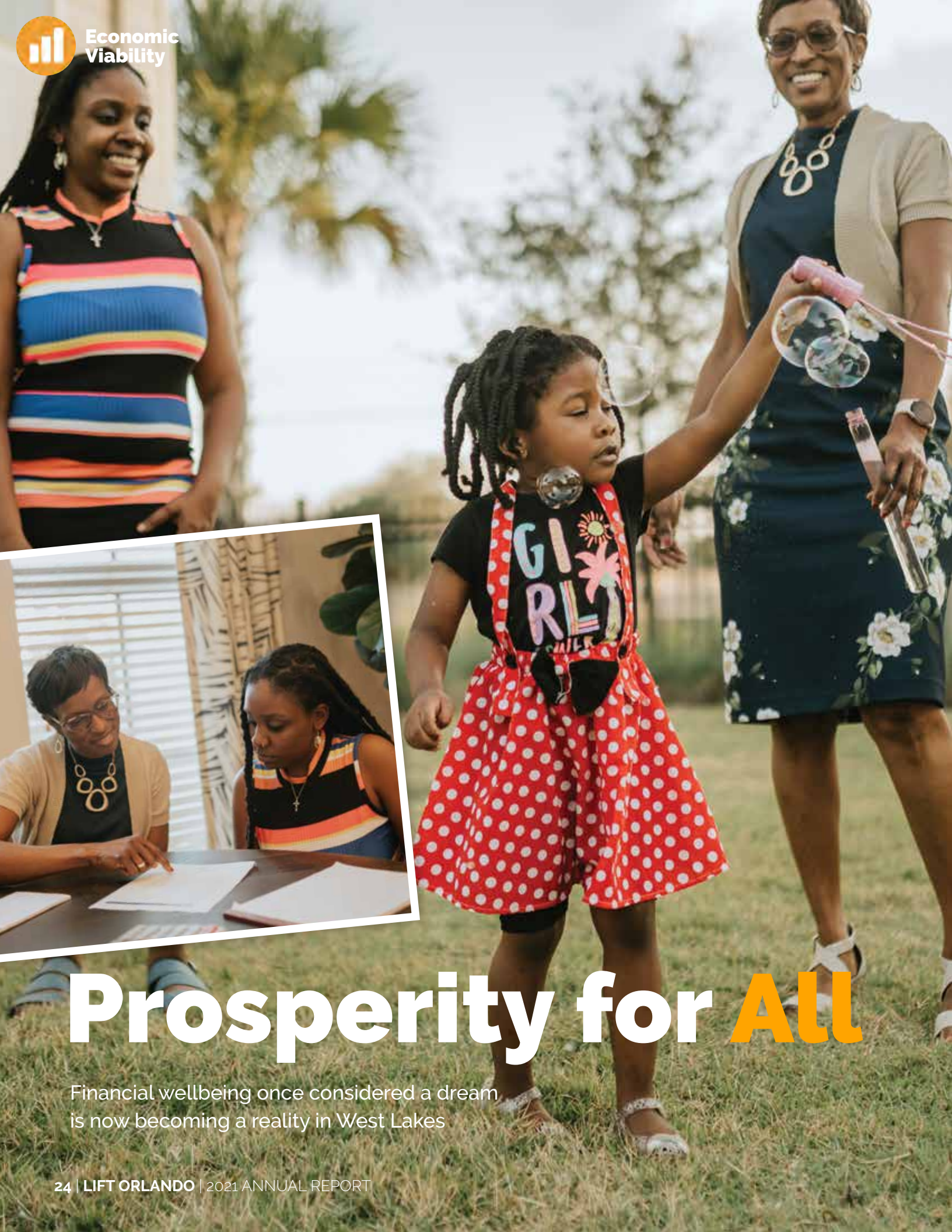




# Economic Viability

Our goal is to stimulate the neighborhood economy through investment in employment and entrepreneurship programs that increase income levels for families.





# Prosperity for All

Financial wellbeing once considered a dream is now becoming a reality in West Lakes

**In 2018, Lift Orlando and Goodwill Industries of Central Florida partnered to develop the West Lakes Financial Wellbeing Center.** Powered by Truist and additionally supported by the Fairwinds Foundation, The Financial Wellbeing Center has traditionally offered one-on-one financial counseling and financial literacy workshops. Serving more than 300 residents since its creation The Financial Wellbeing Center is a key partner in Lift Orlando's economic viability strategy.

In 2021, Goodwill Industries of Central Florida embarked on a journey to provide more holistic financial planning and literacy services, recognizing that both career and educational successes combined with financial capital and asset building lead to better long term financial viability and prosperity. The Prosperity Platform allows Goodwill coaches, called Prosperity Planners, to invest long-term into members looking to see a lasting impact in their financial outcomes. This subtle shift in philosophy and strategy has allowed Prosperity Planners to interact on a deeper relational level with members, who are now assured the Planner is paired with them for however long it takes to meet the goals they set for themselves.

West Lakes resident, Raeven Charlemagne, was new to the neighborhood and mother to a young daughter when she began receiving fliers announcing the opening of the West Lakes Early Learning Center (ELC). Upon enrolling her daughter in the ELC, Raeven learned about the Financial Wellbeing Center from the staff and was introduced to Latricia Holt, a Prosperity Planner for the Financial Wellbeing Center.

The Prosperity Platform begins with a dreams and goals conversation. During their first session together, Raeven shared with Latricia her desires to identify and decrease her debt, return to school to become a pastry chef, and maybe one day own her own home in the neighborhood. Together, Raeven and Latricia got to work. They developed a plan to begin paying down Raeven's debt. Latricia utilized her contacts at Valencia College, a member of the Prosperity Platform's Active Referral Network, to guide Raeven in applying for

and securing a place in Valencia's Culinary program. They are now working together to secure grant funding that will ensure Raeven remains debt free as she earns her degree. They have developed a savings plan that allows Raeven to begin saving for her future dream home in West Lakes. Because in Raeven's words, "I'm not leaving here! Living in West Lakes has made all of the difference for me. This neighborhood is how a community is supposed to be. When I came here, I met a family."

Latricia is a vital part of that neighborhood family for Raeven and her now 3-year-old daughter, Taejah. The fact that Raeven knew Latricia was there for every step of her journey to financial prosperity, no matter how many goals she chooses to set or how long it takes, gives Raeven the confidence in knowing she has the support and counsel

she needs to make all her dreams come true. The Prosperity Plan gives Raeven and Latricia the capacity to develop a trusting relationship and gives Raeven the confidence to know she has the support to make all her dreams come true! Raeven's successes are her own, but Latricia is running alongside her cheering her on with every step of the journey.

"Most of the residents I meet in this work know exactly what they want. They just needed the encouragement and support we have been able to provide. That's what I'm here for," says Latricia.

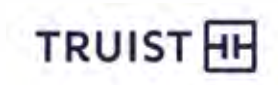
She has loved the longer-term relationships she has been able to foster through the new model and beams with pride with every story she tells of member successes and wins.

The West Lakes Financial Wellbeing Center is a critical partner in supporting the wealth and wellbeing of the residents of West Lakes and a key component in the long-term economic viability strategy of Lift Orlando.

**"I'm not leaving here! Living in West Lakes has made all of the difference for me."**

—RAEVEN CHARLEMAGNE

IN PARTNERSHIP WITH:





# Say Hello...

# to the West Lakes District

Shining a light on West Lakes businesses



**ANTOINETTE GILES**  
Executive Director  
West Lakes District

In 2021 the West Lakes District became an official part of the thriving Orlando Market Street program. A part of the Main Street America™ Coordinating Program, Orlando Market Streets help to lead a powerful, grassroots network consisting of over 40 Coordinating Programs in Orlando committed to creating high-quality places and to building stronger communities through preservation-based economic development. Lift Orlando was proud to provide the newly formed West Lakes District with the funds needed to activate the City of Orlando's matching grant for new Market Street programs.

The West Lakes District established a board of directors, composed of West Lakes business owners and entrepreneurs and hired long-time West Lakes

resident, Antoinette Giles, as executive director of the West Lakes District. Under their leadership, plans are underway for a community clean-up, facade and landscape improvements at select businesses, and special events that will unify residents and business owners. One of the District's primary goals is to shine a light on the successful businesses that abound in West Lakes, to keep West Lakes businesses top of mind for local consumers. Lift Orlando is a proud supporter of the West Lakes District and looks forward to continuing our financial commitment to local small businesses and entrepreneurs in the coming years.

**When you invest in Lift Orlando, you are investing in the future success of small businesses in West Lakes.**







# Three Cheers for West Lakes!

Community Quarterbacks came to play

As the **Community Quarterback in West Lakes**, Lift Orlando is a convener, listener, air traffic control tower, and a solution finder for residents and partners alike. In 2021, we rallied Orlando's ultimate female Quarterbacks and asked them to invest in the Communities of West Lakes with us.

Lift Orlando's first-ever Community Quarterback Women's Luncheon was held on October 20, 2021 at Camping World Stadium. Ashley Vann of Vann Strategies, along with a dedicated committee of female leaders, delivered a luncheon event aimed at celebrating women in our community and sharing the Lift Orlando story.

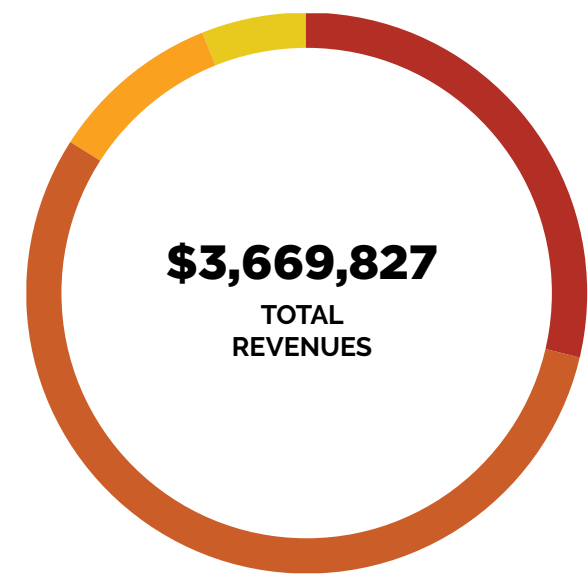
Roughly 170 women attended the event presented by Orlando Health and sponsored by AIT Life Safety, Dr. Phillips Charities, Fifth Third Bank, Lowndes, Sy Saliba and Family, and Travel + Leisure. Eddy Moratin spoke about Lift Orlando's role in West Lakes and the important women who have made an impact in West Lakes. Throughout the program, community leaders including Lainie-Fox Ackerman, Leigh Ann Horton, Yamile Luna, Sherry Paramore, Jayne Sittema, and Lisa Schultz took to the stage to celebrate the vital role women have played in our society.

By the end of the event, approximately \$70,000 had been raised through ticket sales, raffles, donations, sponsorships and a surprise matching grant by AdventHealth!

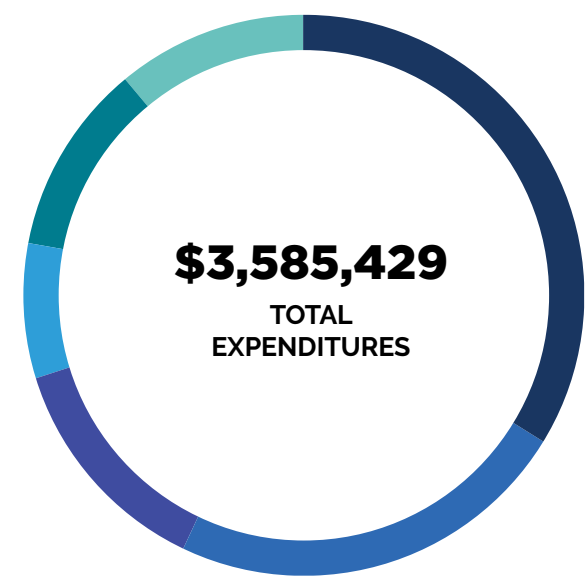
This energetic and supportive group of women showed just what can happen when Community Quarterbacks roll up their sleeves and get to work.



## 2021 LIFT ORLANDO FINANCIALS

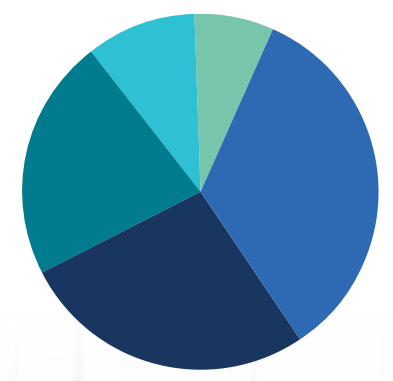


- \$2,000,000** Restricted for Capital
- \$1,067,370** Unrestricted Donations
- \$373,000** Restricted for Programs
- \$229,457** Program Related Income



- \$1,226,410** Community Related Program
- \$836,293** Capital Projects & Reserves
- \$470,410** Administration & Overhead
- \$400,000** Operating reserves
- \$381,569** Debt Service (Land)
- \$270,747** Fundraising Expense

### PROGRAM EXPENSES BY TYPE



- 22%** Economic Viability
- 34%** Collective Impact
- 10%** Education
- 27%** Health & Wellness
- 7%** Housing



## 2021 LIFT ORLANDO BOARD OF DIRECTORS

## 2021 COMMITTEE MEMBERS

Thank you to our Board of Directors and Committee Members for your time and talent last year.

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Conversus, a StepStone company

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AdventHealth Central Florida Division

**Scott Boyd**  
Boyd Development Corporation

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**Admiral David Brewer**, West Lakes Partnership

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**Steve Hogan**, Florida Citrus Sports

**Harold Mills**, VMD Ventures

**Patricia Plair**, Orlando Health

**Terry Prather**, Lift Orlando

**Tom Sittema**, Conversus, a StepStone Company

### Lift Orlando Women's Luncheon Committee

**Lainie Fox-Ackerman**

**Ashley Hill**

**Leigh Ann Horton**

**Yamile Luna**

**Sherry Magee**

**Sherry Paramore**

**Lisa Schultz**

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**Ashley Vann**



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Orlando Housing Authority  
Orlando Utilities Commission  
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United States Department of Housing and Urban Development  
Truist  
Valley Bank

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AdventHealth Foundation  
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Legends Academy  
MVP Strong Families  
Orange Center Elementary School  
Orange County Public Schools  
Polis Institute  
Primrose Schools  
REED Charitable Foundation  
Rock Lake Elementary  
University of Central Florida  
Valencia College  
West Lakes Early Learning Center

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Dr. Phillips Charities  
Florida Blue  
Florida Citrus Sports  
Hebni Nutrition Consultants, Inc.  
Orlando Health  
Truist Foundation

### Economic Viability

FAIRWINDS Foundation  
Goodwill Industries of Central Florida, Inc.  
Orlando Economic Partnership  
SouthState Bank  
Wells Fargo Foundation  
West Lakes District  
West Lakes Financial Wellbeing Center  
West Lakes Partnership

HOW DO WE CREATE  
A LASTING IMPACT?

HOW DO WE CHANGE  
THE CIRCUMSTANCES  
HOLDING BACK  
THE POTENTIAL  
OF SO MANY?

HOW DO WE UNLEASH  
GENERATIONAL CYCLES  
OF PROSPERITY FOR FAMILIES  
REGARDLESS OF THEIR  
ZIP CODE?

**TOGETHER!**





**Investing in the Power of the Neighborhood**

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