

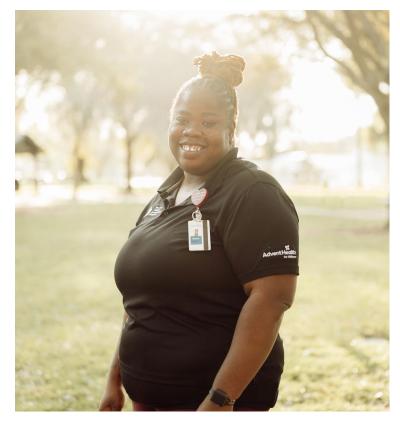


HONORING A LEGACY

Stories from the Communities of West Lakes



The Alford Family: Rudy (father), Tianna (mother) and their sons (from oldest to youngest) Chayse, Carter and Camryn; story on page 13.



Natalee Buchanan; story on page 17.



Brian Butler; story on page 18.

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ACKNOWLEDGEMENTS

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I think all would agree 2020 was a year no one could have predicted! However, in this unprecedented year, Lift Orlando has stayed the course in our original promise of bringing investment into the Communities of West Lakes.

I remember celebrating the multimillion-dollar renovation of Camping World Stadium and wondering how we could leverage this investment to more directly benefit the surrounding neighborhoods. The answer to that question would lead to the creation of Lift Orlando. It has been my honor to work with a board comprised of some of the most successful and civic-minded business leaders committed to leveraging their expertise and generosity towards holistic revitalization in one of the most underinvested neighborhoods in the City of Orlando. Our commitment to this work simply can't be overstated!

In 2013-2014, our "2020 Vision" of facilitating \$100 million of investment into the Communities of West Lakes seemed exciting, inspiring and just a tad bit daunting. Now, having witnessed so many pieces of our original vision fall into place, despite the unique challenges of 2020, we find ourselves looking even further into the future with great excitement for the next chapter of Lift Orlando.

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 a myriad of ways these last few years. We look forward to finding many new and innovative ways together to continue investing in the future of the Communities of West Lakes and the City of Orlando.

Onward!

Tom Sittema, Chair of Lift Orlando Board of Directors

Thoras & Sittema



At Lift Orlando we believe that the communities where we live shape our life outcomes.

The leadership and service of individual citizens caring for their community are the glue that sustains the strength of a community and the treasure found in the Communities of West Lakes.

In order to reverse the decades of disinvestment in these historic neighborhoods we must make strategic investments in the people who call the neighborhood home, the places where they live, learn, work and grow, and the partnerships that help the whole community prosper.

From the beginning, Lift Orlando was founded to address the root causes of poverty in order to strengthen the community with the resilience to prosper. While significant ground has been lost in some ways, due to COVID-19,

there is also significant momentum in the right direction. It is extremely humbling to realize how much progress we have made, this last year alone, in spite of great setbacks. We are happy to report that in 2020 we safely opened affordable housing for seniors and a world class Early Learning Center and watched a Boys & Girls Club like no other make its home in West Lakes.

Yes, 2020 was a year for the books...in so many ways!

Thank you for the support, prayers and encouragement we've received during this challenging season. We stand hopeful and optimistic about our community's future, thanks to partners, residents and leaders, like you.

In hope and joy,

Eddy Moratin, President of Lift Orlando



WHO WE ARE

In 2012, a handful of community minded business leaders partnered with Florida Citrus Sports in the hopes that the reconstruction of what is now Camping World Stadium could benefit the families living in the surrounding neighborhoods. Today, Lift Orlando continues our work to strengthen these historic neighborhoods by investing in people and the places they live, learn, work and play. To date, Lift Orlando has influenced almost \$100 million in capital investments into the West Lakes community.



WHAT WE DO

We work to strengthen neighborhoods by investing in the people who call the Communities of West Lakes home because we believe a community's greatest asset is its people. We amplify the voice of residents by supporting them as agents of change while investing in the places where they live, learn, work, and grow, as well as partnerships that help the whole community prosper. Together with Central Florida partners and resident leaders, Lift Orlando focuses on four shared goals: Mixed-Income Housing, Cradle-to-Career Education, Community Health & Wellness and Long-Term Economic Viability.

WHY NEIGHBORHOODS

Too many people in our underinvested communities don't get a fair shot at life, simply because of the neighborhood where they grow up. There is a gap between the growth of the city and the opportunities reaching our most underinvested neighborhoods. By strengthening the neighborhoods most impacted by historic disinvestments along racial and economic lines, we can see justice and opportunity reach across Orlando. Isn't it time we start building communities where every family can thrive and every child can reach their potential regardless of color, gender or ZIP code?



HONORING A LEGACY

Lift Orlando is proud to serve in the Communities of West Lakes, West Lakes is made up of the neighborhoods west of downtown Orlando, Florida. These neighborhoods have long been rich in African American heritage, including many longterm residents who broke through the barriers of racial and economic inequality in the 1940s, '50s, and '60s to achieve success in business and life.



- Lake Sunset /
 Luola Terrace (est. 1925)
- Lake Lorna Doone (est. 1925)
- Rock Lake (est. 1930)
- Clear Lake: Bunche Manor /
 Hollando (est. 1955)
- Clear Lake Cove (est. 1968)

As segregation began to break down and the onset of White Flight began to take place, homes that were formerly built for whites began to be sold to Blacks. In the 1950's new neighborhoods in the area began to be established for Black professionals in the surrounding communities. By the 1960s, several neighborhoods were established, reflecting the growing wealth of Blacks in Orlando. Over time, these neighborhoods have also experienced inequity in public and private investments that support the well-being of residents.

Today as the Community Quarterback, Lift Orlando facilitates and coordinates the efforts between resident, business and community leaders working towards a shared vision for revitalizing West Lakes and restoring the legacy built decades ago. We bring people together to build a brighter future for children and families. We are working to build upon the assets long present in this historic community by leveraging mixed-income housing, cradle to career education, community health and wellness, and long-term economic viability.



The year 2020 was significant for many obvious reasons, but also stood as a hallmark year for us as many of our long dreamed projects opened their doors for the first time to a community that needed them more than ever. Our vision is to see a neighborhood where children grow up with hope and return with joy. In 2020, we witnessed a strong neighborhood rise above challenges and come out even stronger for it.

PRESERVING A LEGACY Tracy Anderson moved to Lake Sunset/Luola Terrace when she was seven years old. A self-proclaimed world traveler, Tracy has lived in California, Michigan, Georgia, and Italy, but no matter where she has lived, West Lakes has always been home. For Tracy, her family's home in West Lakes always provided her a sense of comfort and stability. She was free to roam the world, knowing she always would have a place to return. Tracy eventually returned home to take care of her aging parents and when they passed, chose to stay in the childhood home her parents had planned meticulously with the help of an architect in the 1960s. Tracy loves her home, the neighborhood that she lives in, and its rich history. Tracy is passionate about preserving the community's cultural heritage. In fact, the Economic Opportunity Council, now known as West Lakes Partnership, was birthed in her living room! A partner of Lift Orlando, West Lakes Partnership seeks to build pathways to stability, power, and generational wealth alongside West Lakes residents. To Tracy, the continued vision of a thriving community has always been an aspiration for her, the residents living in the community, and MADAI the ancestors who once called this community home. Tracy is proud of the rich sense of community spirit in West Lakes and, alongside dedicated residents like her, looks forward to the next generation of residents who will call West Lakes home.



Children from the Orlando Jack and Jill chapter enjoying a birthday party at the then-segregated Silver Springs Park in Ocala, Fla. Most of the children in the photo grew up and now reside in the Communities of West Lakes.

Pictured in the 1960s from left to right: Max Starks, Deborah Rodgers, Veronica Woodard, Patsy Carter, Edith Cox, Patsy Weaver, Paula Forest, Julia Towns, Carol Carter, Tracy Anderson, Ricky Bell

MIXED-INCOME HOUSING



PENDANA AT WEST LAKES SENIOR RESIDENCES

Pendana At West Lakes Senior Residences started safely welcoming new residents in May of 2020. Since opening, Columbia Residential has provided residents 62 and older with dedicated professional management in the vibrant community. The complex consists of 120 one and two-bedroom units. All units are considered affordable housing with a handful reserved for very low-income residents for use in partnership with the City of Orlando.

Replacing the blighted Washington Shores Village, Pendana Senior Residences have amenities such as a movie theater, rooftop balconies, and even apartments that can be reserved for the use of visiting family and friends, all designed to provide high-quality housing for the community's active seniors.

















Built in the 1950s when housing was segregated, Washington Shores Village and Orange Manor offered affordable housing for Black young professionals saving to buy homes in nearby West Orlando neighborhoods.



HEALTH & WELLNESS





LAKE LORNA DOONE PARK

Upon completion in 2021, Lake Lorna Doone Park will be one of the most vibrant outdoor spaces in the neighborhood for families to gather. The \$9 million reconstruction of Lake Lorna Doone Park will provide the resources necessary to inspire a healthy and active lifestyle for families all across Orlando, including the 3,500 residents who call the Communities of West Lakes home.

This unique public/private partnership between neighborhood residents, Florida Citrus Sports, the City of Orlando and donors has produced an inspiring collaboration. Residents of West Lakes have worked with city officials to transform the space into the park many loved and remembered from decades ago.

In the summer of 2019, a groundbreaking ceremony commenced the restoration of the 12-acre legacy. Currently, under construction, the vision is to create a fitness-focused and family-friendly park. The park will feature a nature walking loop, fitness stations, a barrier-free ADA accessible playground, basketball courts, a public splash pad, miniature golf, football field, pavilion, an art garden, fountain, historic landmarks, and more.

Ultimately, residents hope to leverage the increase in traffic from families enjoying the new park to create opportunities for small businesses to grow and create jobs in West Lakes.



Residents receive a hard hat tour of Lake Lorna Doone Park in 2019.





REBUILDING A LEGACY

Lake Lorna Doone Park is located just a stone's throw from Camping World Stadium. While the park will soon be ready to welcome guests onto its newly renovated grounds, many may not know its history.

In the late 1880s, Ingram Fletcher, a pioneer, chose the moniker "Lorna Doone" as the lake's name next to the orange grove where he settled. Inspired by the 1869 English novel "Lorna Doone," it replaced the name

Fish Lake. A destination for locals to fish and swim, the park was a popular place for the neighborhoods to gather. In addition to fishing and enjoying the beauty of the lake, residents could attend swim lessons.

Since the 1950s, the park has been a gathering place for the African American community and the residents of the historic neighborhoods in West Lakes. There were also baseball fields on the grounds. In 1955, Lake Lorna Doone Park was the location of the first interracial Little League baseball game played in the



South. To some locals, the water in the lake is sacred. On Sundays, you could find local church congregations using the lake as a place for baptisms.

Decades later, the park would fall into disrepair. Areas within the park became blighted and unsafe. While still being utilized, residents hoped for restoration and used their collective voices to fight for a renovation of their beloved park. That dream will soon become a reality as the park reopens. Residents have worked side by side with The City of Orlando and Florida Citrus Sports to return Lake Lorna Doone Park to its legacy of a family-friendly beautiful and bustling city park.



Vivian Carrington served the area as a swimming instructor for 31 years at facilities including Hankins Park, the Cat Cadogan Home, the Downtown YMCA and Lake Lorna Doone. She carved her nickname into the cement before the opening of the Carter Street Pool, which was the first public swimming pool bult for African Americans in the City of Orlando. She worked as a lifeguard and swimming instructor there for years. She is seated second from the right.

CRADLE-TO-CAREER EDUCATION



WEST LAKES EARLY LEARNING CENTER

Owned and operated by AdventHealth for Children, the West Lakes Early Learning Center (ELC) provides high-quality and affordable early childhood education for the children of West Lakes. Offering a blended curriculum based on Primrose Schools Balanced Learning® curriculum and AdventHealth's CREATION Kids program, the ELC provides a holistic approach to education that supports each child in all aspects of their development. Primrose Schools donated the research-based Balanced Learning® curriculum and delivery model and provides ongoing training, business, education and marketing support. Through a partnership with the AdventHealth Foundation, the Bainum Family Foundation invested \$12.75 million toward the school's construction and operation.

Opening in April 2020 during a global pandemic was no small task but proved to be a vital one for the families of essential workers in West Lakes. For the first few months of operation, the West Lakes ELC extended its services to siblings up to 8 years old to provide additional support to families in West Lakes.

As life returned to the new normal, the 16,300-sf facility is working to accommodate its maximum capacity of 152 children ages 6-weeks through 5 years old, most of whom have qualified for subsidized tuition rates. The facility has recruited 40 full-time leadership and supporting roles from the West Lakes community and the surrounding Central Florida area, bringing much-needed high paying and quality jobs to the neighborhood.















Students at Jones High School learn about the state of Florida in geography class.

Jones High School, originally founded in 1895, was the first public school for African Americans in Orlando.

Today, the school continues to be a well known neighborhood institution and serves hundreds of families in West Lakes and the surrounding areas.



CRADLE-TO-CAREER EDUCATION



JACQUELINE BRADLEY & CLARENCE OTIS FAMILY BRANCH BOYS & GIRLS CLUB

On February 10, 2020, community members and stakeholders broke ground for the state-of-the-art Jacqueline Bradley & Clarence Otis Family Branch of Boys & Girls Clubs of Central Florida. Named for Jacqueline Bradley and Clarence Otis, the family donated the lead gift of \$4 million. Throughout 2020, the facility's construction moved steadily forward, while Boys & Girls Club personnel worked tirelessly to recruit staff and neighborhood students for the new Club.

The largest Club in Central Florida, the structure is 31,000-sf. The Bradley Otis Branch will provide a world-class Club experience in the Communities of West Lakes that assures success is within reach of every young person who enters its doors. At full capacity, the Club will serve more than 250 children, ages 6 to 18, daily. The 2 story club features a full-size gymnasium, technology center, music lab, dance studio, stage, art studio, and more.













"We believe that all children are born with potential, but the opportunities for developing that potential differ widely by social-economic status and life circumstances. The new Club will dramatically expand the horizons of some of our community's neediest children. What Boys & Girls Clubs do best is to help every child envision a productive and fulfilling future and give them the confidence they need to pursue their dreams."

- Jacqueline Bradley & Clarence Otis

LONG-TERM ECONOMIC VIABILITY

MORE THAN A JOB

Historically, it has been difficult for Minority and Women Business Enterprise (MWBE) to receive opportunities to bid for larger construction projects in Orlando. Lift Orlando is committed to creating opportunity by providing a seat at the table for minority entrepreneurs qualified but often outbid by more prominent companies. In partnership with the City of Orlando's Blueprint Program and City Commissioners, Lift Orlando hosted multiple recruiting events throughout the pre-construction process of each project on the West Lakes Campus. These opportunities have allowed smaller women and minorityowned contractors to hear the details of upcoming projects and ensure that their initial bid accurately meets hiring contractors'



requirements. We believe by providing the platform for connections, we help break the cycle of limited opportunity structures within the real estate development industry. We are thrilled to report that we have seen more than \$19 million go to women and minority-owned subcontractors as we have worked to complete the West Lakes Campus.

We stimulate economic activity and growth through employment, entrepreneurship, and economic development that increases household incomes.

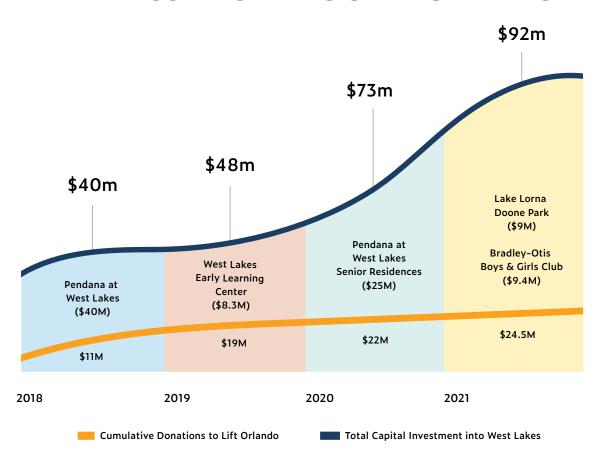
In addition to those opportunities, once complete, over 400 jobs will have been created by developing the West Lakes Campus. As we continue to strengthen the historic Communities of West Lakes, we aim to stimulate the community's long-term economic viability and strengthen financial futures.







TOTAL INVESTMENTS INFLUENCED BY LIFT ORLANDO IN THE COMMUNITIES OF WEST LAKES



\$92M

TOTAL INVESTMENTS BROUGHT INTO THE COMMUNITY TO-DATE

\$1 Donation to Lift Orlando = \$4 Investment into West Lakes

PROGRAMMATIC IMPACT

5700

Books Distributed to West Lakes Schools 133

Seniors moved into Pendana at West Lakes Senior Residences

400+

Jobs created directly or indirectly from West Lakes Campus projects

136

Children enrolled in West Lakes Early Learning Center

439

Residents call Pendana at West Lakes home

+12%

Kindergarten Readiness since 2013*

+17%

High School graduation since 2015*

Give today at LiftOrlando.org

*Sources include: OCPS and Florida Department of Education



African American leaders met to address community concerns in the 1950s.

Among the identified in this photograph are L. Claudia Allen, Rufus Brooks, Arthur "Pappy" Kennedy, Mrs. Mary Hodge, Mr. Felton Johnson, and Mr. Cecil Boston.



2020 LIFT ORLANDO FINANCIAL SUMMARY



\$1,000,000 Restricted for Capital

\$839,621 Unrestricted Donations

\$811,534 Restricted for Programs

\$331,105 Program Related Income



\$1,180,444 Community Related Program

\$599,753 Debt Service (Land)

\$514,582 Administration & Overhead

\$240,160 Fundraising Expense

\$281,675 Capital Projects & Reserves

PROGRAM EXPENSES BY TYPE



28% Economic Viability

23% Community & Partner Engagement 28% Education

12% Health & Wellness 90/0 Housing

2020 LIFT ORLANDO BOARD OF DIRECTORS



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Truist Rank

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Orange County Public Schools*

Polis Institute*

Primrose Schools

Rock Lake Elementary

University of Central Florida

Valencia College

West Lakes Early Learning Center*

Community Health & Wellness

AdventHealth

Community Health Centers*

Florida Blue

Florida Citrus Sports

Hebni Nutrition Consultants, Inc.

Orlando Health

Education

AdventHealth for Children*

AdventHealth Foundation

Boys and Girls Clubs of Central Florida*

Frontline Outreach

Jones High School

Legends Academy*

MVP Strong Families*

Orange Center Elementary School*

Economic Viability

CareerSource Central Florida

Goodwill International Industries of Central Florida, Inc.*

Jobs Partnership of Central Florida

Orlando Economic Partnership

West Lakes Financial Wellbeing Center*

West Lakes Partnership*

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