



GREATER **NEW** ORLEANS FOUNDATION

PHILANTHROPY AT WORK

IMPACT



WINTER 2011





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Dr. G. Albert Ruesga, President & CEO

About the Cover: Marina Matias and her daughter Karen are one of 300 families who benefit from the Latino Farmers Cooperative of Louisiana, a nonprofit organization integral to the social and economic life of the 10,000+ Latinos living in the Greater New Orleans area. Executive Director Kathia Duran says they grow much more than vegetables and fruit in their gardens – they grow community.

Tune in to learn more
at www.gnof.org/newsroom/www-no-media-partnership/

OUR REGION’S CHARITIES: TOO GOOD TO FAIL

While the feds were bailing out large investment banks on Wall Street, our local nonprofit organizations were having a financial crisis of their own. The great majority of them operate on shoestring budgets. They feed the hungry, house the homeless, and heal the sick with the limited resources they’re able to scrape together from individual and institutional donors. Raising enough money to keep the lights on is a never-ending task. A recent survey of our community’s not-for-profit organizations (see article below) revealed that almost 59% received less than a quarter of their revenues from public sources, and an even larger number received 25% or less of their funding from foundations. Close to half of all survey respondents had three months or less of operating reserves, making their financial situation precarious, to say the least.

In sharp contrast with this gloomy picture of their financial health are the myriad contributions these organizations make to the well-being of our city and our region. Across the U.S., nonprofit organizations are responsible for 12.9 million jobs, or approximately 9.7% of the country’s workforce. Every dollar granted to a charity or charitable program produces \$8 in direct economic benefits—this according to a 2011 study by The Philanthropic Collaborative titled *Creating Jobs and Building Communities*.

Beyond their contributions to our region’s economy is the important work they do in keeping us bound together as a community. They provide avenues for the wealthy to work shoulder to shoulder with the poor to improve our city; they help us bridge the racial, ethnic, and class differences that so often divide us. The many organizations in our region devoted to the arts and culture help preserve the very special character of New Orleans and its people.

We ignore the health of these organizations at our peril. This is not a time of great prosperity for many of us. When times are hard, we need to ask what’s most important to us, our families, and our communities. We should consider what our community would look like—what it would feel like—without the thousands of nonprofit workers who dedicate long hours on short pay to make this a better place for all. Consider what New Orleans would be like without its homeless shelters, without its food pantries, its hospitals and schools, its afterschool programs, its museums, and its parades.

As we better understand our priorities as a society, the many contributions that our nonprofits make to our region should move us to contribute more to them not less during this giving season. Our community’s nonprofit organizations are just too good and too important to fail.

CREATING A HOLISTIC APPROACH TO REVITALIZATION

In some communities, residents may have access to affordable housing, but there is a scarcity of decent-paying jobs. Conversely, in high opportunity areas, there may be jobs, but no access to affordable housing. Compounding the problem is inadequate transportation. The Greater New Orleans Foundation and the Ford Foundation are working together to address these challenges holistically to make ours a vibrant region for all.

Taurhis Colley spends a lot of time on public transit. She leaves her apartment in the Muses by 7:00 am to drop off her three-year-old twins at school on Louisiana Avenue. Then she heads back to Canal Street and across the river to her job in Algiers. Her two older children attend school on the West Bank. Her 13-year-old daughter will attend Ben Franklin High School next year, and she hopes to get her 10-year-old son into a school on the East Bank as well.

“Maybe in a few years everybody will be on this side of the river,” said Colley.

Taking public transportation—the St. Charles streetcar, the bus to the West Bank, and a short walk saves money, but it also takes time—about 45 minutes each way, “on a good day,” she says. But the commute is worth it because she loves her new apartment at The Muses, and particularly its central location.

Connecting housing, jobs, and transportation in a more efficient, equitable way is the goal of the Metropolitan Opportunities Initiative (Met Ops), a partnership between the Greater New Orleans Foundation and the Ford Foundation.

“With the Met Ops Initiative, Ford and GNOF envision a prosperous region with equitable access to safe, affordable housing, efficient transportation, and good jobs,” said Ellen Lee, senior vice president of programs at the Greater New Orleans Foundation. “Putting these pieces together through thoughtful planning and coordination will lead to increased opportunities throughout our region.”



One organization working to do just that is Transport for NOLA, one of the first Met Ops grantees. Formed by a group of transit riders, planners, engineers, bicyclists, and designers, they will create a comprehensive regional transportation plan based on equity, accessibility, and best-practices. “We want to see a world class transit system for New Orleans including enhanced bus service, expanded streetcar lines, and rapid transit such as light rail,” said Jeff Schwartz, founder and board president of Transport for NOLA.

The Center for Planning Excellence (CPEX) has also received a Met Ops grant for its project, the Connect Coalition. The coalition brings together many organizations whose missions focus on transit, including Transport for NOLA, which will research best practices and advocate for better transit systems for the New Orleans and Baton Rouge metropolitan areas.

“Great transportation access is going to result in greater job opportunities and economic development,” said Rachel DiResto, executive vice president of CPEX.

BUILDING BETTER NONPROFITS: THE ORGANIZATIONAL EFFECTIVENESS INITIATIVE

The Greater New Orleans Foundation’s Organizational Effectiveness Initiative recently released its first *Needs Scan Report*, an in-depth look at the health of the nonprofit sector in the Greater New Orleans area. Based on survey results from 175 nonprofit organizations, the report outlines the sector’s challenges and needs while providing insights for addressing them.

“The goal of organizational effectiveness is to fully empower our nonprofit partners,” said Joann Ricci, GNOF’s vice president for organizational effectiveness. “By determining where these organizations need the most support, we can help them make the best use of time and resources.”

The report found that fundraising is a challenge for many nonprofits. Operating reserves are thin, especially

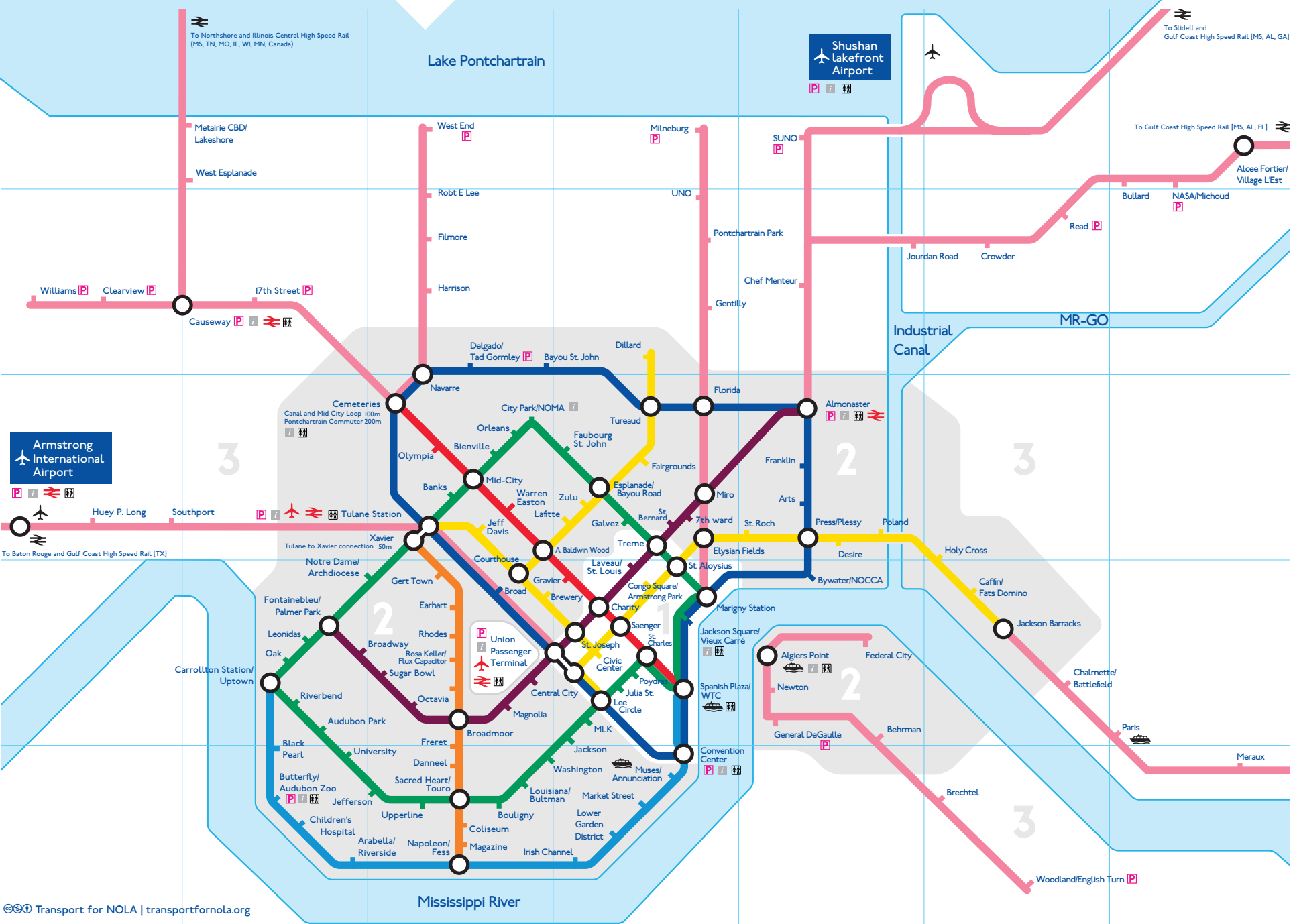
for small-to-mid-sized organizations. Nearly half of the respondents have less than a three month-reserve of “rainy day funds.” Of these, approximately 17% have less cash on hand than they need to last a single month. Many nonprofits also lack the diversified funding streams that can provide increased stability in tough or uncertain economic times. “Left unattended, these challenges will create obstacles for the nonprofits and the important role they play in building a healthy, safe, and prosperous region,” said Ricci.

To address these needs, GNOF partnered with the Louisiana Association for Nonprofit Organizations (LANO) and the Arts Council of New Orleans to offer the Foundation Directory Online to all local nonprofit organizations free of charge. The Foundation Directory Online offers a searchable database of 100,000 private foundations, charities, funding programs, and more.

“The fact that GNOF and LANO have teamed up to make the Foundation Directory Online available makes my job easier,” said Erin McQuade, development director for Lighthouse for the Blind pictured with Cory Sparks, director for LANO.

[Download the full Needs Scan Report at www.gnof.org/organizational-effectiveness/report](http://www.gnof.org/organizational-effectiveness/report)

LONDON? NO, NEW ORLEANS – What if New Orleans had a world-class transit system? Without going underground, light rail could be added to an expanded system of buses and streetcars to connect our region with greatly improved access and efficiency. European transit systems such as the London Underground inspired Jeff Schwartz of Transport for NOLA to envision a system that would deliver the same quality for the New Orleans metropolitan area—all while staying above ground.



SUPPORTING COASTAL COMMUNITIES

Edwin Riley was a commercial fisherman until the oil spill in the Gulf of Mexico last year wreaked havoc on his community and livelihood. Since then, he has been receiving assistance from Catholic Charities at the oil spill relief center at St. Thomas Catholic Church in Plaquemines Parish. “They’ve been here since the oil spill, helping a lot of commercial fishermen,” said Riley.

Catholic Charities Archdiocese of New Orleans and Catholic Charities Diocese of Houma-Thibodaux are both recipients of grants from the Greater New Orleans Foundation’s Coastal Communities Fund. The Fund was created after an anonymous donor established the \$20 million Fund for Gulf Communities through the Rockefeller Philanthropy Advisors to assist people living in Florida, Alabama, Mississippi, Louisiana, and Texas who are still struggling in the wake of the oil spill. The Greater New Orleans Foundation is responsible for granting \$5 million of the \$20 million to nonprofit organizations providing services to residents within Louisiana’s coastal communities who were affected by the oil spill.

“Regional leaders like the Greater New Orleans Foundation have a deep knowledge of communities throughout the region and a history of trusted, effective grantmaking at the neighborhood level. Their on-the-ground experience and relationships make it possible to identify and support local groups that are addressing problems in their communities in the wake of the region’s economic challenges,” said Amy Holmes, a senior philanthropic advisor at Rockefeller Philanthropy Advisors.

“All the grants from the Coastal Communities Fund are helping individuals and families return to financial, emotional, and physical stability from the lingering effects of the oil spill,” said Marco Cocito-Monoc, director of regional initiatives at the Greater New Orleans Foundation.

For a list of all the grants from the Coastal Communities Fund, visit www.gnof.org.

SUPPORTING EDUCATION WITH CHEVRON

“ I love seeing my kids so eager to share an answer that they know to be right after much practice. I love hearing my kids encourage each other when confronted by a challenge. ”

— José Guadarrama

When asked what he likes most about teaching, José Guadarrama finds it difficult to choose. “I love seeing my kids so eager to share an answer that they know to be right after much practice. I love hearing my kids encourage each other when confronted by a challenge. I love when my kids teach me how to do the ‘cat daddy.’ I love the relationship that is formed through teaching and learning.”

Guadarrama draws upon the training he received from Teach for America

every day in his job at John Dibert Community School in Mid-City.

Teacher training through Teach for America has received support from the Chevron Energy for Learning Fund at the Greater New Orleans Foundation. Chevron has also used the fund to support educational initiatives through the Greater New Orleans Foundation’s IMPACT program, which provides grants to help the “best of the best” area nonprofits to strengthen and continue their programs in a difficult economic climate.

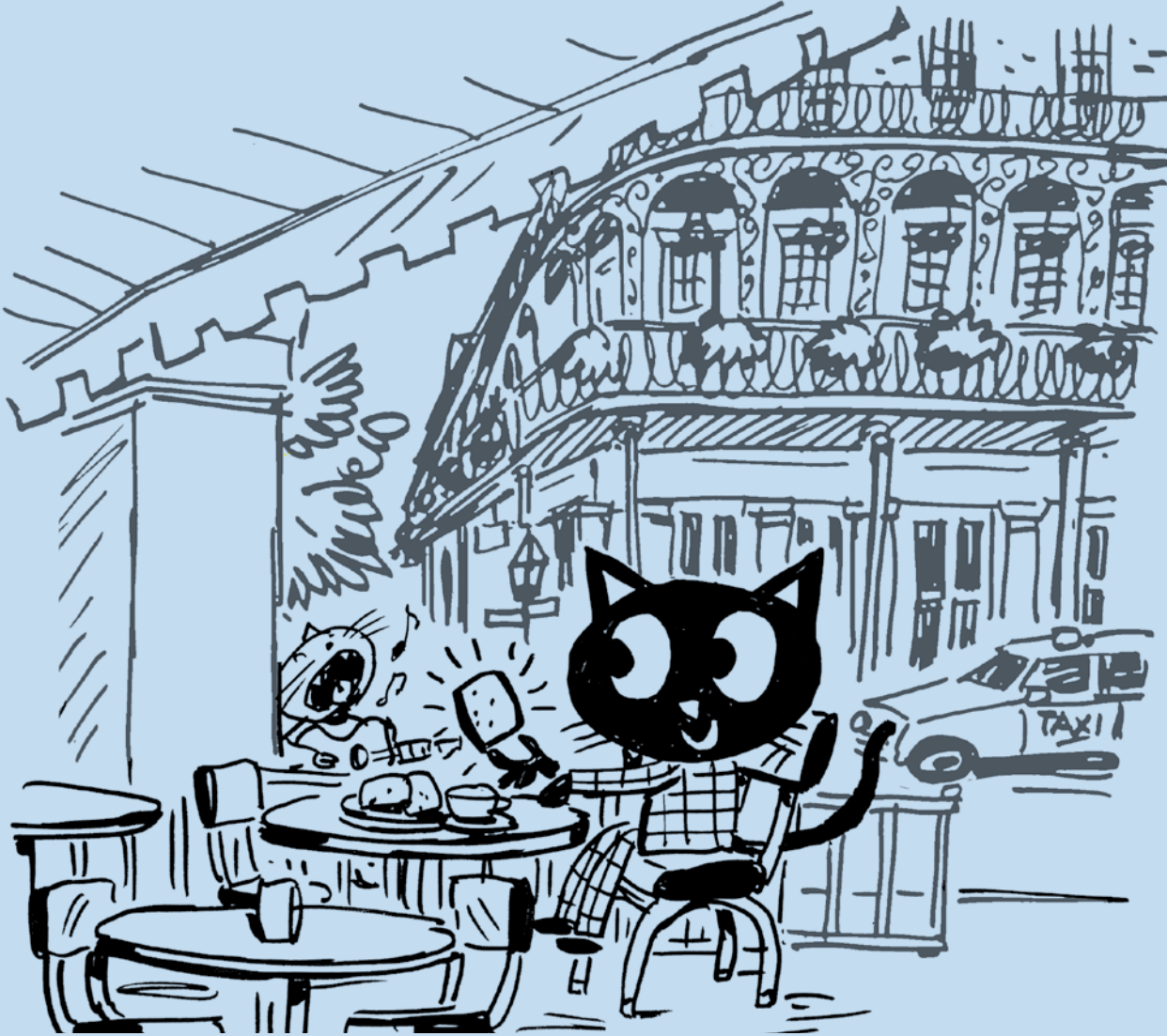
“GNOF provides an abundance of expertise and guidance,” said Karen Rawls, Chevron’s public and government affairs representative for the Gulf of Mexico business unit. “They are on the ground and know the actual needs of the community and really do an impeccable job of matching community needs to the supporting corporations and organizations to bridge those gaps. GNOF provides a pipeline to the educational and training programs that are central to building capacity and sustaining long-term economic development.”

Sign up for our email newsletter at www.gnof.org/email-newsletter-sign-up to learn more about our IMPACT program and other Foundation news.



Meet Lafayette

Giving While Living stars Lafayette LeChat, the French Quarter cat. Modeled after a children’s storybook, but intended for adults, *Giving While Living* follows Lafayette and his fat-cat lawyer friend Claude as they do all their favorite New Orleans activities in one day. In between munching on po’boys, riding the streetcar, and dancing in a second line, Claude teaches Lafayette about all the different ways he can make the gift of a lifetime to the city he loves. To order a copy of the Foundation’s newest book, *Giving While Living*, email askLafayette@gnof.org or call 504-598-4663.



ERNA DEIGLMAYR

Erna Deiglmayr has spent her life helping those around her. And, at 98 years, she continues to do just that. A member of the Foundation’s **1923 Legacy Society**, Erna has pledged

her support to helping the citizens of New Orleans, even after she’s gone.

Erna has always had a passion for helping others, and when the Nazis invaded her home country of Belgium in 1940, this passion was stoked even more. Erna was a 27-year-old social worker with the Belgian employment office in Antwerp. She soon learned that the job afforded her many opportunities to work with the Belgian Resistance. “You didn’t call it the



Resistance back then,” Erna explains. “You know it right away: You don’t talk, you don’t write things down.”

Throughout the war, Erna escorted hundreds of children from occupied Antwerp to the relative safety of rural farm families. When one family wouldn’t take a sickly two-year-old girl named Josette, Erna took her in and cared for the girl for five years, until her parents reclaimed her after the war. Erna still has a framed photo of Josette displayed prominently in her apartment.

Near the end of the war, Erna went to Allied-occupied Germany to work in “displaced persons” camps. These camps housed tens of thousands of refugees—survivors of concentration camps and labor camps, who had been forcibly uprooted from across Europe, and whose numbers included many orphans. They were displaced, destitute, and physically and emotionally traumatized. Those from Eastern Europe could not safely return to their now Soviet-occupied home countries.

Erna worked long hours to improve the orphans’ lives in any way she could, including organizing schools and recreational activities for them.

Erna met her best friend, Eleanor “Bea” Ellis of New Orleans, during this time. It was because of Bea that Erna ended up in New Orleans.

“I wrote several universities,” said Erna. “I didn’t wait for an answer from Tulane. I just went.”

Erna moved to New Orleans in 1952. She studied social work and political science at Tulane and continued to work for various social service agencies until she retired in her sixties. She’s traveled the world and kept in touch with friends from all over. A few years ago, she got a long letter from Josette, who, she learned, was happy, healthy, married, and still living in Belgium.

KATHLEEN MOORE VICK

Though her work and studies took her to Boston, New York, and Washington, D.C., Kathleen Moore Vick always returned to New Orleans.

“She had a deep interest in New Orleans and Louisiana—New Orleans in particular,” said Jerome Reso Jr. of Baldwin & Haspel, who was Mrs. Vick’s estate attorney. “There were times when she was away briefly, but she was born here and she lived here. This was her base, and everything else was temporary.”

A graduate of Louise S. McGehee School and Wellesley College, Mrs. Vick worked for the Associated Press in New York for two years before returning to Louisiana.

Mrs. Vick was active in Democratic politics for many years in Louisiana and Washington, D.C. She was a member of the Democratic National Committee, served as president of the State Chairs Association, and was the first non-elected official

to chair the DNC’s Rules Committee. In 1989, she became secretary of the DNC. She could be seen calling the roll of the states during televised national conventions as the delegates voted on candidates for president and vice president.

Mr. Reso worked closely with Mrs. Vick on planning her estate, which rolled into a fund called the Kathleen Moore Vick Foundation. Annual payouts from the fund will be used to support several organizations including the YWCA, the Louisiana Philharmonic Orchestra, the Louise S. McGehee School, the Isidore Newman School, the Kendall Vick Public Law Foundation, the Rayne Memorial Methodist Church, and the Greater New Orleans Foundation.

The grant to Newman was made in memory of her father, David Wardlaw Moore, and will be used to provide scholarship assistance. The grant to LPO is to be used as a fellowship for promising young musicians.

“The Greater New Orleans Foundation is a great resource and a natural vehicle to do what she wanted to do,” said Mr. Reso. “Through her endowment, GNOF administers the benefits to



“The Greater New Orleans Foundation is a great resource and a natural vehicle to do what Mrs. Vick wanted to do,” said Mr. Reso.

a range of charities. Each beneficiary will get a distribution of income on an annual basis. This will benefit all these institutions for a very long time.”



To learn how the Greater New Orleans Foundation can help you leave a legacy and become a member of the 1923 LEGACY SOCIETY, please contact VP for Development Alice Parkerson at 504-598-1291 or alice@gnof.org.

WAYNE & BARBARA AMEDEE

For artist Wayne Amedee and his wife Barbara, philanthropy is very important. Longtime residents of New Orleans, Wayne and Barbara have been involved with the Greater New Orleans Foundation for many years. They are fundholders and members of the Foundation’s **1923 Legacy Society**, which honors those individuals who have established a planned gift either to or through the Foundation. As members of the 1923 Society, the Amedees receive many benefits, including a listing in our annual report and invitations to special events—as well as professional advice and personalized services.

Their love of New Orleans, as well as a feeling of generosity, motivated them to establish their gift, which they set up through a bequest in their will. “We don’t have children,” Wayne explained, “and we felt it best to remember the Foundation because they do such incredible community work.”

Bequests are easy to set up, and are one of the most popular planned gifts to establish—adding a bequest to your will only takes a few sentences.

The Amedees believe that philanthropy is important no matter where you live. “With the Greater New Orleans Foundation, we focus on our local community because we live here and we love it here,” Wayne explained. “We love the Foundation because of the work they do, and we feel strongly about supporting the work that they do, even when we’re not here.”

By setting up a planned gift with the Greater New Orleans Foundation, the Amedees can be sure that their passions, which include feeding the hungry and supporting the arts, will be fulfilled long after they’re gone. When asked how it felt to establish a planned gift, Wayne explained, “You don’t put up a billboard or call all your friends, but it’s a good personal inner feeling.”

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