



GREATER **NEW** ORLEANS FOUNDATION

25 YEARS OF PHILANTHROPY AT WORK

IMPACT

WINTER 2009



IS IT BALLYHOO IF IT'S ALSO TRUE?



Dr. G. Albert Ruesga, President & CEO

About the Cover Shot: Executive Director Jane Worley (seated, left) is shown with a class of Rethinkers. Kids Rethink New Orleans, the only program of its kind in the United States, seeks to elevate the voices of New Orleans youth so they can be part of the sweeping reforms taking place in public education. More than 200 young people have participated in the Rethink program, and they have turned their ideas into action on such issues as school evaluation, healthy food programs, and security. Recently, Rethink was invited by Superintendent Paul Vallas to expand its model through school-based clubs. Rethink was recently awarded a grant from the Community IMPACT Program at the Greater New Orleans Foundation. Photo © Colin M. Lenton

In his very tongue-in-cheek book titled, *New Orleans Unmasked*, Dr. Frederick Starr, a former trustee of the Greater New Orleans Foundation, took sharp aim at the public relations industry in New Orleans:

...nearly all of New Orleans' communicators, ad-men, PR folk and media boosters are imports. Go to any meeting of true believers in these fields and you will hear the accents of Manhattan, The Loop, LA, or Boston—not the Ninth Ward, the Garden District or anywhere between. For the true child of Bienville's city knows in his gut that ballyhoo is bad and to be avoided.

I hope you will forgive my ballyhoo if I employ it not in the service of self-promotion, but in the service of something *you* helped to create.

The Greater New Orleans Foundation isn't the product of Madison Avenue but of the sacrifices of thousands of New Orleanians who gave their time and money to a simple but brilliant idea: a community endowment that could serve our region in both good times and bad.

Well, times are bad.

Thanks to your generosity, we were able to use the income from some of our endowed funds to support, through our Community IMPACT Program, 49 of the most effective nonprofit organizations serving our region—to give them a lift at a critical time when charitable giving by individuals, foundations, and corporations is down.

You may not have heard of some of these organizations. Few of them are name brands. They do their work quietly, engaging armies of volunteers, and stretching every dollar until it hollers. They're the social glue that keeps us bound together as a community.

We invite you to think of them during this giving season, to support their work—and ours.

As for Dr. Starr's low opinion of public relations: Is it ballyhoo if it's also true?

COMMUNITY

The Greater New Orleans Foundation is pleased to announce the grant recipients from its first annual Community IMPACT Program. We had \$1 million available in funding and we received a total of 368 letters of interest requesting well over \$12 million. The Foundation reviewed all letters of interest and then extended an invitation to 65 nonprofit organizations to submit full proposals. The application process included a site visit by a staff member from the Foundation's program department, a careful study of all financial information for the organization, and a review by the Foundation's Grants committee. In addition to the nonprofits listed here, we have listed on our website the nonprofit organizations that we fully reviewed but were unable to support because of limited funding.

We applaud whole-heartedly these extraordinary organizations that are contributing to the health and vibrancy of our region.

ARTS/CULTURE

Arts Council of New Orleans
Contemporary Arts Center
Junebug Productions, Inc.
Louisiana Cultural Economy Foundation
Ogden Museum of Southern Art
Renew Our Music Fund Sweet Home New Orleans

CIVIC ENGAGEMENT

Broad Community Connections, Inc.
Collaborative Solutions, Inc.
Engage NOLA
Good Work Network
Gulf Restoration Network
HandsOn New Orleans
Junior League of New Orleans, Inc.
Metropolitan Crime Commission of N.O., Inc.
Puentes New Orleans, Inc.

EDUCATION

Center for Action Research on
School Reforms in New Orleans
Center for Development & Learning
Digital Opportunity Trust

Greater New Orleans Education Foundation
Lindy Boggs National Center for Community Literacy
Literacy Alliance of Greater New Orleans
Louisiana Charter School Alliance
New Orleans Outreach
New Orleans Parent Organizing Network
New Schools for New Orleans
Orleans Public Education Network
Start the Adventure in Reading STAIR
Vietnamese Initiative in Economic Training

HEALTH

504 Health Net/Covenant House
Harry Tompson Center
Jewish Family Service
Louisiana Public Health Institute
MarketUmbrella.org
New Orleans Children's Health Project
St. Bernard Health Center, Inc.

HUMAN SERVICES

Employment Rights Consortium, Loyola Law Clinic
New Orleans Council On Aging, Inc.
New Orleans Mission

Responsibility House
Second Harvest Food Bank of
Greater New Orleans & Acadiana
Southeast Louisiana Legal Services Corporation
UNITY of Greater New Orleans
Urban League of Greater New Orleans

YOUTH DEVELOPMENT

Covenant House
Early Childhood and Family Foundation
Greater New Orleans Afterschool Partnership
Juvenile Justice Project of Louisiana
Kids Rethink New Orleans' Schools
Operation REACH, Inc.



NEWS BRIEFS

The Foundation will soon be launching its **Coastal 5+1 Initiative** for the five coastal parishes of St. Bernard, Plaquemines, lower Jefferson, Terrebonne, and Lafourche, and for the coastal-dependent urban parish of Orleans. The initiative will bring together local leaders to address in a strategic manner some of the pressing challenges facing our coastal region.

The rise in the capital markets is evidence that we are slowly rebounding from the global recession. GNOF's **endowment pool** returns were up 10.11% for the third quarter and 15.35% year to date.

In partnership with the Louisiana Association of Nonprofit Organizations, the Greater New Orleans Foundation recently sponsored a **workshop on raising money from state and federal sources**.

The Greater New Orleans Foundation is helping to lead the **New Orleans Coalition on Open Governance** supported with funding from **The Open Society Institute**.

In October, the **Community Revitalization Fund**, a collaboration of 21 local and national foundations, awarded four grants totaling \$826,000. Since 2007, the Community Revitalization Fund has awarded 40 grants totaling over \$13 million in support of 6,500 rehabilitated and new housing units in Orleans Parish.

The Foundation is pleased to welcome Flint D. Mitchell, Ph.D., to the staff as program officer and Isabel Barrios as program assistant.

Invest with Us. Invest in Us. Join our Partners in Philanthropy campaign and support the work the Foundation is spearheading to rebuild and revitalize New Orleans and the region. Donations are accepted by calling LaToria Willis at (504) 598-4663 or online at www.gnof.org/partners-in-philanthropy

Check out the **'Tis the Season feature box** on the home page of our website. It lists many exceptional nonprofit organizations in our community worthy of a year-end contribution.

TOP FOUR REASONS WHY DONORS CHOOSE GNOF

HIGHLY PERSONALIZED SERVICE: GNOF's staff can help you fulfill your charitable passions and meet your financial goals. Let our knowledge of nonprofit organizations help inform your grantmaking and connect you with like-minded organizations, resources, and donors so that your giving has the greatest meaning and impact.

EASY SET-UP: A fund at GNOF frees you up from the administrative tasks associated with charitable giving. A single gift to the Foundation can support many charitable causes and eliminate the need to collect multiple receipts.

MAXIMUM TAX ADVANTAGES: Let your contributions qualify for the maximum deductions allowed for charitable contributions. Our staff can also assist you with your estate-planning.

LONG-LASTING LEGACIES: Extend your generosity to benefit future generations. Your gift can be endowed so that it will fulfill your wishes and benefit our region in perpetuity.

For more information on the benefits of partnering with the Greater New Orleans Foundation, please visit www.gnof.org/donors or call Alice Parkerson, vice president of development at (504) 598-1291 or alice@gnof.org

SMALL DONATIONS, BIG IMPACT: THE CRESCENT FUND

If a small group of young professionals pooled their resources to give back to their community, could they make a difference? Just ask one of the Crescent Fund's first four grant recipients.

Melissa Sawyer, accepting a Crescent Fund grant for the Youth Empowerment Project, said, "You don't necessarily need a lot of money to make a difference. When money is used thoughtfully and efficiently, you can make a huge impact."

The idea for the Crescent Fund began in December 2008 when LaToria Willis, manager of donor relations at the Greater New Orleans Foundation, was seeking a way to get more young professionals engaged in organized philanthropy. She met local attorney Morgan Williams who liked the idea, and the two decided to start a giving circle.

"None of us has a lot of money, we're young, but if we pool our funds and get matching funds, we can make an impact," said Lauren Jacobs, Crescent Fund steering committee member who works in business development at Intralox.

Over a period of six months, the 18 Crescent Fund pilot class members researched giving circles and learned about strategic grantmaking from local philanthropists.

The 18 Crescent Fund pilot class members each made a donation and the group raised additional matching dollars to meet their goal of \$1,000 per person. The Greater New Orleans Foundation gave \$5,000 and helps administer the fund. 504ward, a collaborative movement designed to retain the influx of young talent of New Orleans, also gave a donation. The Urban League

of Greater New Orleans donated meeting space and serves as the group's fiscal agent. The pilot class split into two groups based on interest and began accepting grant applications focused on education and economic development.

"We were surprised by the response," said Jacobs. "We received nearly 40 applications per group, a reflection of the need." The groups narrowed the field down to 5-7 finalists each and conducted site visits to

choose the very best candidates.

In November, the Crescent Fund gave grants to four nonprofits: New Orleans Providing Literacy to All Youth, part of the Youth Empowerment Project; Social Entrepreneurs of New Orleans; Westbank Community School; and Young Aspirations/Young Artists, Inc.

If you would like to become involved in the Crescent Fund, please email LaToria@gnof.org.



Crescent Fund members Avery Brewton, Curry Smith (standing), Cherie Williams (standing), Amanda McFillen, Daryn Dodson, Damon Burns (standing), Lauren Jacobs, Morgan Williams, Casie Zimmerman, and LaToria Willis.

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OUR DONOR FAMILY

CLICK OUR 'TIS THE SEASON
FEATURE BOX FOR A LIST OF
EXCEPTIONAL NONPROFITS FOR
YEAR-END CONTRIBUTIONS

MEET OUR BOARD
AND STAFF

POST A MESSAGE ON OUR
COMMUNITY BULLETIN BOARD

VIEW GRANT
OPPORTUNITIES

THINGS YOU CAN DO AT
www.gnof.org

READ SNAPSHOTS OF
RECENT GRANTEES

DISCOVER THE WORK OF
EXCEPTIONAL NONPROFITS ON
OUR NONPROFIT SPOTLIGHT

SIGN-UP TO RECEIVE
OUR E-NEWSLETTER

LEARN MORE ABOUT OUR LEADERSHIP
WORK IN HOUSING, COMMUNITY
REVITALIZATION, THE ENVIRONMENT,
AND REGIONALISM

ENJOY WEEKLY
COMMENTARY ON THE
SECOND LINE BLOG

SEARCH OUR DATABASE
OF RECENT GRANTEES

MAKING AN IMPACT

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For more information on the Greater New Orleans Foundation visit www.gnof.org