

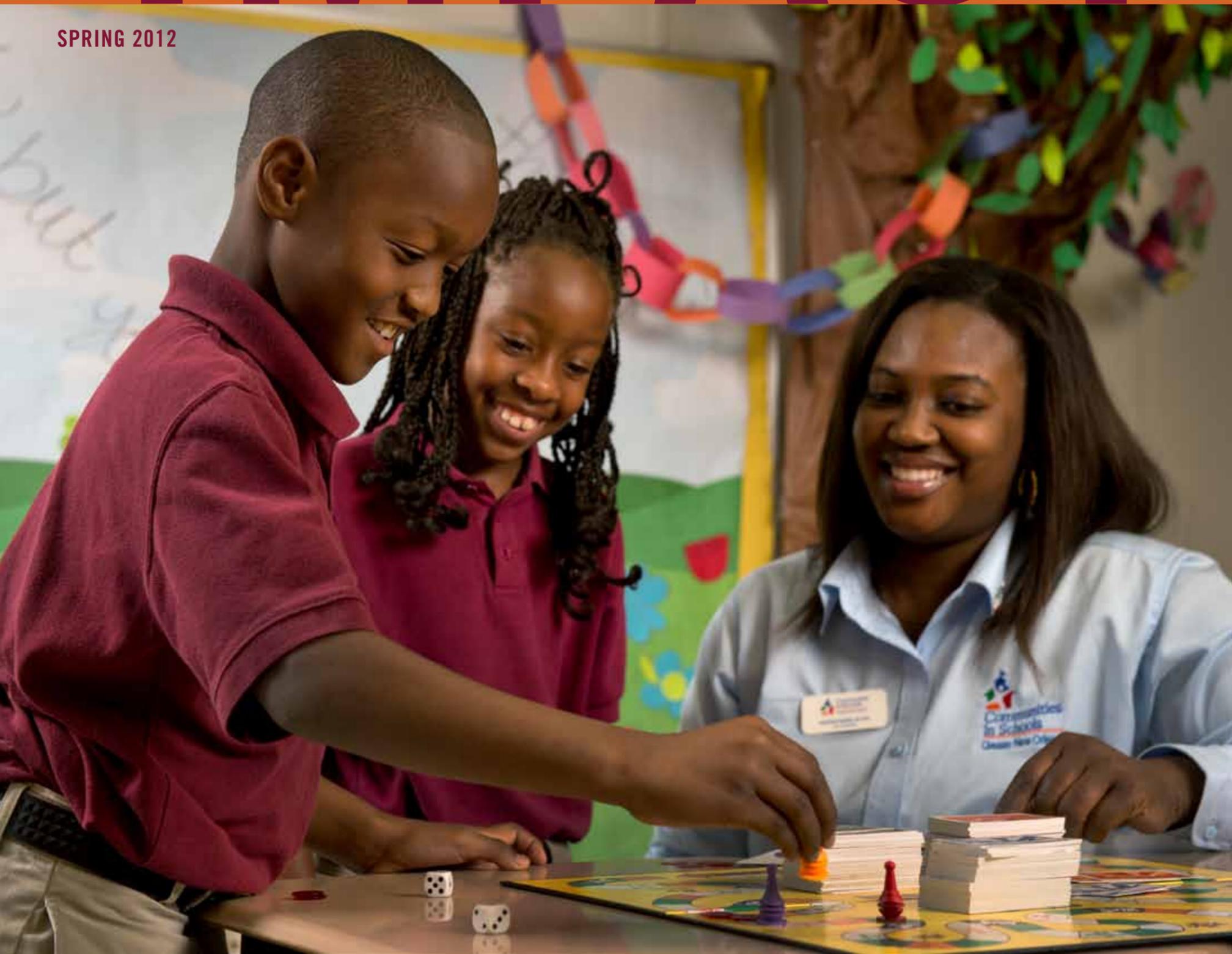


GREATER **NEW** ORLEANS FOUNDATION

PHILANTHROPY AT WORK

# IMPACT

SPRING 2012





*J. Albert Ruesga*

Dr. G. Albert Ruesga, President & CEO

# THE GREAT CHAIN OF GIVING

The first community foundation was founded almost a hundred years ago in Cleveland by Fredrick Harris Goff, a banker at the Cleveland Trust Company who had a long association with John D. Rockefeller. Goff's idea was to create an institution that would do locally what large private foundations did nationally and internationally—namely, address the root causes of our social ills. The community foundation would be led by a board of prominent local citizens who would oversee the foundation's grantmaking and encourage the philanthropy of other donors.

It was an idea that caught fire. Today there are 700 community foundations in the United States and an equal number abroad. They provide a home to thousands of generous donors, large and small, who want to do something for the communities they love.

Since Frederick Goff's time we've seen an explosion in the number of foundations and new vehicles for giving, including federated giving programs like the United Way; donor-advised funds, that enable even people of modest means to conduct their philanthropy through named funds

that function in many ways like private foundations; giving circles that have grown in number and variety over the past decade; and online giving sites that enable individuals to respond quickly to catastrophes on the other side of the planet.

Each year, the spirit of giving comes to life in new forms. This speciation of giving, and the generosity it represents, leave us breathless—and grateful.

There are some who make a sharp distinction between so-called “checkbook philanthropy” and more “strategic” forms of giving, devaluing the former and heaping praise on the latter. But we don't see it that way. Individual donors writing checks keep the lights on for many charities, and there are few things more strategic than simply keeping the lights on.

From the perspective of a community foundation, it's all good—whether it's the calculus of the donor who has a strategy for reforming higher education, or the spontaneous generosity of the individual who empties his pockets for the homeless. All are part of the great chain of giving that it's our great privilege to celebrate.

**About the Cover:** Mike and Rayvin play the game *Talking, Feeling, Doing* with Counselor Deatrice Green, **Communities In Schools** site coordinator at Benjamin E. Mays Prep. Green provides her students with support that empowers them to stay in school and achieve in life. Over 800 children in 16 area schools receive a one-on-one relationship with a caring adult thanks to Communities In Schools. To ensure their work continues, Communities In Schools recently opened an endowment fund at GNOF with dollars matched through the Freeman Challenge.

**Tune in to learn more:**

[www.gnof.org/newsroom/wwno-media-partnership/](http://www.gnof.org/newsroom/wwno-media-partnership/)



# COMPUTER COP

The New Orleans Police Department (NOPD) is lucky to have employees like **Detective Daniel Plustache**. A self-taught computer enthusiast, Plustache cobbled together and enhanced equipment he found in the Crime Lab so he could run digital forensic testing on suspects' computers.

“The equipment we had was from 2005,” he said. “But software ages quickly. Everything was outdated, and I was doing the best I could with what was available.”

In August of last year, Plustache moved out of Crime Lab and into the NOPD's sparkling new Digital Forensics Lab, built courtesy of a \$364,000 grant from the Patrick F. Taylor Fund in partnership with the Greater New Orleans Foundation.

“Patrick believed strongly in continuing education,” said Phyllis Taylor, chairman and president of the Patrick F. Taylor Foundation. “And we cannot tackle our crime

problems without investing in our police officers and giving them the technological skills they need to solve today's crimes.” Taylor relied on Greater New Orleans Foundation staff to conduct a needs assessment within the NOPD that included six months of strategic planning with police officers to determine the best allocation of resources. As a result, Plustache now avails himself of the latest digital forensics equipment and software.

“These days, the vast majority of crimes involve computers or smart phones in some way,” Plustache noted. “Texting, Facebook, browsing online—it all leaves digital traces, and we can use them. Digital forensic data make for the best witnesses. You can't bribe them or sway them. Either the evidence is there or it's not.”

The Digital Forensics Lab recently examined an accused sex offender's computer and uncovered unexpected evidence of child pornography. In another case, the lab investigated the cell phone of a teenager to determine whether threats of violence against the teachers and students at his school were credible.

As someone who is self-taught, Plustache is excited to receive advanced formal training and learn best practices used by his police department peers across the country. On the job, he is benefitting from the power and speed of his new equipment. The ultimate beneficiaries of the grant, of course, are crime victims in New Orleans.



# UNITING COASTAL COMMUNITIES

**Jimmy Dao** has spent his whole life as a commercial shrimper. Like all Louisiana shrimpers, to survive over the years he's had to navigate numerous challenges such as the BP oil spill, cutthroat competition due to globalization, and a gradually eroding coastline. Now that the State of Louisiana is looking to pass and implement its 2012 Coastal Master Plan, Dao is likely to see the world he knows upended once again.

The Coastal Master Plan calls for Mississippi River fresh water diversions into wetlands in order to rebuild coastal areas with sediment.

"A sustainable future is the ultimate goal, but in the near term, the plan is likely to have an adverse impact," said Steven Peyronnin, executive director of the Coalition to Restore Coastal Louisiana (CRCL). "We may see fisheries displaced or altered, and communities surrounded by these wetlands may have to change the way they function and develop."

CRCL receives grant money through the Greater New Orleans Foundation's Coastal 5+1 Initiative (C5+1). It's working to show southern Louisiana communities how they can best adapt to a changing landscape. The initiative

is helping the people living and working in coastal areas understand what their options are—options that may not always be clear to them. C5+1's goal is to give people like Jimmy Dao a voice in shaping the future of their communities.

Many local donors contribute to C5+1, but the initiative also brings in national partners such as the New York-based Environmental Defense Fund and the blue moon fund of Charlottesville, Virginia. "We look to support environmental projects across the globe that take an integrated approach," said Diane Miller, the blue moon fund's president. "Our projects address the environment on a broad, regional level and also take into account economic and cultural issues. C5+1 is a natural fit for our organization."

Indeed, Miller is an advisory committee member for the C5+1 initiative and also sits on the board of the Greater New Orleans Foundation.

"I don't live in Louisiana, but I believe the Louisiana coastline is incredibly important," said Miller. "The Foundation understands regional issues and regional organizations, and I value having such a knowledgeable and trustworthy partner in the state."



## MAINTAINING A LOVED ONE'S LEGACY

**William and Mallory Savoie** are standing in front of the new soccer complex in City Park named in memory of their brother Matthew, who died in 2009 in an automobile accident. In a few weeks, the Matt Savoie Soccer Complex will open and feature four soccer fields, concessions, and a covered area to shelter onlookers—a fitting tribute to their brother, who was known by many as an electrifying athlete. A 2009 graduate of Isidore Newman School, Matt scored the winning goal during quadruple overtime in the Division III state championship game and was named most outstanding player. Many remember Matt for more than his athletic prowess. He loved his family and friends as much as he loved the city he lived in. He was passionate about New Orleans and felt connected to the heart and soul of the city.

City Park had been planning improvements to its soccer facilities. "The fields were getting a lot of use, and needed an upgrade," explains John Hopper, director of development for City Park. "Not all were lit or irrigated, and the only bathrooms available were Port-o-lets." Several City Park board members who knew the Savoies approached them with an opportunity: City Park was going to build a new soccer complex, but they needed a way to ensure it would be maintained.

When it opens this summer, the Matt Savoie Soccer Complex, built with love by his family and friends, will stand as tribute to Matt, and the endowment fund held at the Greater New Orleans Foundation will ensure that the legacy remains well into the future.



*William and Mallory Savoie*

# WELCOME

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## IMPACT IN THE COASTAL COMMUNITIES

**90,000** households are being fed through support of food pantries. **20,000** residents are being given assistance in social services. **30,000** residents are benefitting from financial planning, literacy, education, and workforce training. **1,040** women and children are receiving emergency shelter. Medical services are being provided to more than **3,000** underinsured patients. Efforts are being made to protect the heritage of **1,000** members of the United Houma Nation. Seedco Financial Fishermen's Assistance Center is receiving aid for **700** fishermen, and **\$8.5 million** in grants is going to nearly **500** small business owners.

Rockefeller Philanthropy Advisors came to us with **\$5 million** to invest in Louisiana's coast. Now those funds are in the hands of the nonprofits helping the coastal communities take back their future.

TO HEAR MORE:



[www.youtube.com/user/gnofoundation](http://www.youtube.com/user/gnofoundation)



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