GREATER NEW ORLEANS FOUNDATION

IMPACT

SPRING 2014

OUR 30 SECOND TV COMMERCIAL

♫ You know you love New Orleans ♫

♫ Now show that you care ♫

♫ One day in May ♫

♫ We can celebrate ♫

♫ Make it a day of giving ♫

♫ And showing your love ♫

♫ A day that we can always be proud of ♫

♫ So come on ♫

♫ Give back to the community ♫

♫ ONE DAY TO GIVE AS ONE ♫
WHAT IS GIVENOLA DAY?

Hosted on Tuesday, May 6th, by the Greater New Orleans Foundation, GiveNOLA Day is the community’s first one-day, online giving event to inspire people to give generously to nonprofit organizations that are making our region stronger, creating a thriving community for all.

Based on successful models from other cities, GiveNOLA Day raises money for the community, brings new donors to local nonprofits, and helps make our region a more vital place to live. GiveNOLA Day is tied to a national event called Give Local America in which hundreds of community foundations across America ask their communities to give back on May 6, 2014.

WHY GIVE ON TUESDAY, MAY 6TH?

Every dollar donated from 12:01 a.m. to midnight on GiveNOLA.org on Tuesday, May 6th, will be stretched with additional “lagniappe” dollars provided by the Greater New Orleans Foundation and our generous GiveNOLA Day sponsors. While we encourage you to support our exceptional nonprofits with year-round giving, GiveNOLA Day is the one day we come together as one to celebrate our community’s spirit of generosity and support our local nonprofits.

HOW DOES MY GIFT GO A LITTLE FURTHER?

In partnership with its generous donors, the Greater New Orleans Foundation has raised over $300,000 to make each and every gift go a little further. First, there’s a $200,000 Lagniappe Fund which is a "stretch" fund. Here’s how it works: if a nonprofit organization raises 5% of the total donations during GiveNOLA Day then it will receive an additional 5% or $10,000 from the Lagniappe Fund. Additionally, there are $72,000 in awards for the nonprofits that raise the most money and get the largest number of unique donors. Also, every hour on the hour, any nonprofit can be randomly selected to win a $1,000 Rock-Around-the-Clock prize.

CAN ANYONE PARTICIPATE?

Yes! Anyone can make a tax deductible donation to a nonprofit that has created a profile on GiveNOLA.org. The minimum gift is $10 and there is no limit to the maximum size or number of donations you can make. Over 300 nonprofits are participating in our inaugural year and you can search for your favorite nonprofit by name, parish, or focus area.

HOW MUCH OF MY DONATION GOES TO THE NONPROFIT?

All of your donation will go directly to the nonprofit except for nominal processing and credit card fees. The Greater New Orleans Foundation does not receive any fees from GiveNOLA Day. It helps fulfill our mission to connect donors to community needs.

CAN I GIVE THROUGH MY FUND AT THE FOUNDATION?

Yes, in fact, fundholders at the Greater New Orleans Foundation are encouraged to give through their funds to avoid transaction fees. The deadline to donate to your favorite nonprofit participating in GiveNOLA Day is May 1, 2014. Please contact Allie Betts, donor relations manager, at allie@gnof.org or (504) 598-4663 to submit your GiveNOLA Day grant today.

WOULD YOU LIKE TO BE A GIVENOLA DAY VOLUNTEER?

We invite you to take part in New Orleans’ first official day of giving. Volunteers are needed to help with special events and community outreach. Please sign up at GiveNOLA.org.

THANK YOU GIVENOLA DAY SPONSORS

AWARDS
Made possible by Bob Brothers
Raising the most money (large and small nonprofit organizations compete separately):
1st Place $10,000
2nd Place $5,000
3rd Place $3,000
Attracting the largest number of unique donors (large and small nonprofit organizations compete separately):
1st Place $10,000
2nd Place $5,000
3rd Place $3,000

PRESENTING AND SUPPORTING SPONSORS

LAGNIAPPE FUND
Making all gifts go a little further, thanks to:
Grills, Ellis & Baker
Shall Beach Fund
Merrill Lynch
Zemurray Foundation
Timothy Reily
All American Grease Services Companies
Bellwether Technology
Lemle Fund
Butet Distributing
Anonymous Donors
Aida Smith Johnson Fund for Children
Greater New Orleans Foundation

ROCK-AROUND-THE-CLOCK
$1,000 randomly drawn hourly prizes made possible by:
All American Grease Services Companies
Anonymous Donors
David and Stephanie Barksdale
Boetcher Fund
Carven, Darden
Scott Chotin
Bryan and Lauren Fitzpatrick
Gracious Bakery
Mary Kohnmann
LaPorte CPAs & Business Advisors
Milling Benson Woodward LLP
Moses Engineers
Paris Clothing
Staff of Greater New Orleans Foundation
Villere & Co
Jacques L. Wiener, Jr
and Sandra M. Feingerts Family Fund
Dian and Tom Winingder

MEDIA SPONSORS

About the cover: Our GiveNOLA Day jingle was graciously donated by local Grammy-winner, Allen Toussaint.
Our sincere appreciation to the 321 nonprofit organizations in the Greater New Orleans area that are participating in our inaugural GiveNOLA Day.

Together we’re igniting the giving community to create a thriving community for all.

WORKFORCE CREATION THAT WORKS

Fourty-seven individuals now have jobs as medical assistants, thanks to the Foundation’s workforce initiative called New Orleans Works (NOW). The initiative brought together the area’s leading healthcare employer, Ochsner Health System, and the area’s leading community college, Delgado, to identify unfilled, entry-level healthcare jobs and the skills needed to fill those jobs. To close the gap, NOW helped create a training program in which participants obtained the technical skills at Delgado for the jobs waiting for them after graduation at Ochsner. Presently, NOW is applying the same model to create customized workforce training programs in other sectors so that more and more people are trained and hired for available jobs.

If you would like to learn more—as an employer actively seeking to fill jobs or as a funding investor—please call Bonita Robertson, NOW site director, at (504) 598-4663 or email bonita@gnof.org.

DON’T MISS THE DEADLINE TO GIVE!

The deadline has passed for GiveNOLA Day 2014. Please be sure to encourage your favorite nonprofit to sign up for GiveNOLA Day 2015.

GOALS FOR 2014 on www.GiveNOLA.org

$1,000,000 raised for our local nonprofits
Construction will begin in a few months on Lee Circle and St. Charles Avenue as the Greater New Orleans Foundation, in partnership with its generous donors, builds the Center for Philanthropy. Designed by Waggonner & Ball, the Center for Philanthropy will house the offices of the Greater New Orleans Foundation as well as a much-needed nonprofit learning center where nonprofit organizations and community leaders can come together to learn, to network, and to share their ideas for creating a thriving community for all.

At the groundbreaking ceremony next month, the Foundation will be celebrating the Imagine Greater Campaign, the Foundation’s first major capital campaign since its inception in 1983. Co-chaired by Phyllis Taylor and Cleland Powell, the campaign raised funds to construct the new building, create an operating endowment to sustain the Foundation’s growing operations, and expand the Foundation’s programmatic work addressing community issues. To view additional interior and exterior plans of the Center for Philanthropy and to learn how you can be part of the campaign, please visit www.gnof.org/centerforphilanthropy.org.