

GREATER **NEW** ORLEANS FOUNDATION

IMPACT

WINTER 2012

PHILANTHROPY AT WORK

NAVIGATING THE RIVER'S FUTURE

A COMMITMENT TO COMMUNITY

RAPID HURRICANE RESPONSE

ENCOURAGING FINANCIAL LITERACY

As the region's leader in philanthropy for almost 30 years, the Greater New Orleans Foundation joins every day with other foundations, nonprofit organizations, community leaders, and government officials to address the needs of the community.

ENVIRONMENTAL

44% OF PEOPLE IN OUR REGION LIVE IN A THREATENED



CHARTING THE FOUNDATION'S ENVIRONMENTAL WORK

Q & A with Marco Cocito-Monoc, Ph.D., *director for regional initiatives at GNOF*

WHERE DO YOU BEGIN TO ADDRESS OUR ENVIRONMENTAL PROBLEMS?

As we know, Louisiana faces serious environmental problems. Our focus is on those who live and work in the coastal communities, many of whom have been fishing for generations, their entire way of life is threatened. The oil spill and recent hurricanes have exacerbated coastal land loss which, in turn, has made the people living in Southeast Louisiana even more vulnerable.

WHAT'S PHILANTHROPY'S ROLE?

Working together with our region's most vulnerable communities, we can help find and implement solutions to ensure a healthy and sustainable future for our region. Here in Louisiana, as elsewhere, the environment touches everything we do. At its heart, our environmental work is about people. We use our resources, relationships, and expertise strategically to help find and implement solutions to ensure a healthy and sustainable future for our region.

HOW DOES THE FOUNDATION APPROACH ITS ENVIRONMENTAL WORK IN THE COASTAL AREAS?

The people who have been living and working along the coast for generations have an intimate knowledge of their environment. However, these communities are often isolated and lack the political clout to make their voices heard. Listening is the first of a three-pronged approach to our environmental work – secondly we strategize – and thirdly, we invest intelligently and effectively.

CAN YOU GIVE US AN EXAMPLE?

GNOF brings together a wide array of groups who may not otherwise work together, but who all have a stake in the ecological health of our region—civic groups, neighborhood associations, tribal groups, minority-based organizations, economic development agencies, business associations, commercial and sports fishers, entities that provide services to local fishers, and more—along with top scientific experts. We use our convening power to help local communities confront the environmental problems that are most relevant to their daily lives.

HOW ARE YOU ADDRESSING ENVIRONMENTAL PROBLEMS IN NEW ORLEANS?

The effects of childhood lead exposure may be even more detrimental than we thought. There is a possibility of a connection between our high murder rate and high concentrations of lead in the city's poorest neighborhoods. Our grants will help educate residents about the dangers of childhood lead exposure; help them encourage government agencies to take the matter more seriously; and provide resources to remove lead from child care centers and public playgrounds. This will have a real impact on the lives of our young people and the quality of life of our city as a whole for many years to come.

SUPPORT ENVIRONMENTAL WORK THAT HELPS PEOPLE IN THE COASTAL COMMUNITIES, DONATE TO THE COASTAL 5+1 INITIATIVE.
CALL 504.598.4663 OR EMAIL JOSEPHINE@GNOF.ORG

ACTION

IMPACT

COASTAL PARISH

The Nature Conservancy: Navigating the River's Future

With large scale projects being planned at the federal and state level that will impact the future of the lower Mississippi River, The Nature Conservancy wants to make sure that everyone with a stake in the river's future has their say. "This is such a pivotal time for thinking about the future of the river," said Karen Gautreaux, TNC's Louisiana chapter, director of government relations. With a grant from the Foundation, TNC will bring together the fishing community, the shipping industry, environmental organizations, universities, public officials, and others to envision what they will need in order to prosper on the river in 50 years. Based on this input, TNC will make recommendations to government decision makers so that the river can be managed in a holistic way that meets everyone's needs.



GNOF'S ENVIRONMENTAL INITIATIVES TIMELINE

1927-1928 The Community Chest (which later became the Greater New Orleans Foundation) partnered with the Citizens Relief Committee to provide food, shelter, and other emergency services to those victims of the 1927 Mississippi River flood who did not qualify for Red Cross aid.

1994 A court settlement following a phenol spill in the Mississippi River led to a \$6 million gift to the Foundation. The money was invested to create the Environmental Fund, an endowed fund which has since grown to \$20 million. Grants are given each year to support projects that encourage ecological, economic, and cultural vitality.

1997 The Ford Foundation selected GNOF as one of four national sites for its Regional Initiative.

2005 When Hurricane Katrina struck in August 2005, the Foundation found itself in a new and expanded role. Its Rebuild New Orleans Fund directed more than 1,200 grants to organizations responding to storm victims' needs.

2006-2008 It was clear that for our region's recovery to be complete and equitable, the rebuilding process in the parishes surrounding New Orleans should be spearheaded by leaders who live and work in those communities. The Foundation launched new community-based affiliates in St. Bernard, Jefferson, and Plaquemines Parishes.

Through our regional affiliates program, we helped create the Southeast Louisiana Fisheries Assistance Center in Belle Chasse. The Center provides commercial fishermen with free business planning, fishing licenses, and financial assistance.

2010 GNOF opened its Gulf Coast Oil Spill Fund and received generous donations from all over the world. Our grants addressed the short and long-term effects of the disaster, and strengthened coastal communities against future environmental catastrophes.

In partnership with The Idea Village, GNOF launched a multi-year "Water Challenge" to encourage the development of local entrepreneurial ventures in creative water management.

2011-2012 GNOF was selected by Rockefeller Philanthropy Advisors to award \$5 million in grants to help victims of the oil spill. GNOF granted the money from this Coastal Communities Fund in ten Southeast Louisiana parishes to support everything from food assistance, to mental and medical health services, to financial literacy and job training.

The Bayou Communities Foundation was established at GNOF to strengthen local nonprofit capacity to nurture sustainable coastal communities in Terrebonne and Lafourche Parishes.

The Foundation launched its latest environmental initiative, Coastal 5+1. Serving the five coastal parishes of St. Bernard, Plaquemines, lower Jefferson, Terrebonne, and Lafourche, and the coastal-dependent urban parish of Orleans, Coastal 5+1 is empowering diverse communities to confront pressing coastal issues, as defined by local residents in conjunction with regional and national experts.

A TRADITION CONT



WILLIAM B. REILLY,
Pres. The Reily-Taylor Co., Coffee Importers and Roasters

In 1995, when community activists Richard McCarthy and Sharon Litwin were looking for a location to host a downtown farmer's market, they approached Boatner and Robert Reily about using the Central Business District parking lot of Wm. B. Reily & Co.

"We asked for the blacktop, and Boatner's response was, 'wonderful idea!'" recalls Richard, executive director of the Crescent City Farmer's Market. "We've been there 17 years, and all based

on a handshake." The site was a natural for the market, adds McCarthy, in part because of the striking pastoral-themed mural by Robbert Dafford that was commissioned by Robert Reily's son, Jamie Reily.

From its early days in New Orleans in 1902, the Wm. B. Reily Co. has grown into a national manufacturer and distributor of food and beverage products. The company's focus on philanthropy in the local community, however, has never wavered. This disposition was formalized in 1964 with the creation of the Reily Foundation, which funds projects that improve and enrich the lives of New Orleanians. The wide range of organizations the foundation has supported includes the Louisiana Philharmonic Orchestra, Teach for America, Preservation Resource Center, the Bureau of Governmental Research, and the New Orleans Neighborhood Development Committee.

In recent years, particularly after Hurricane Katrina, the Reily Foundation has thrown its support behind what Robert Reily terms "not an evolution, but a revolution in public education," with significant funds going to selected New Orleans charter schools as well as a cadre of educational policy-focused nonprofits that includes New Schools for New Orleans, Orleans Parish Education Network, Education's Next Horizon, and the Cowen Institute for Public Education Initiatives.

Through it all, the Reily Foundation has been guided by the principle of helping others help themselves. "You know, if you teach a man to fish ..." begins Robert.

Recently, the board members of the Reily Foundation have chosen to shift assets to the Greater New Orleans Foundation into several donor advised funds. The vehicle may have changed, but the giving continues.

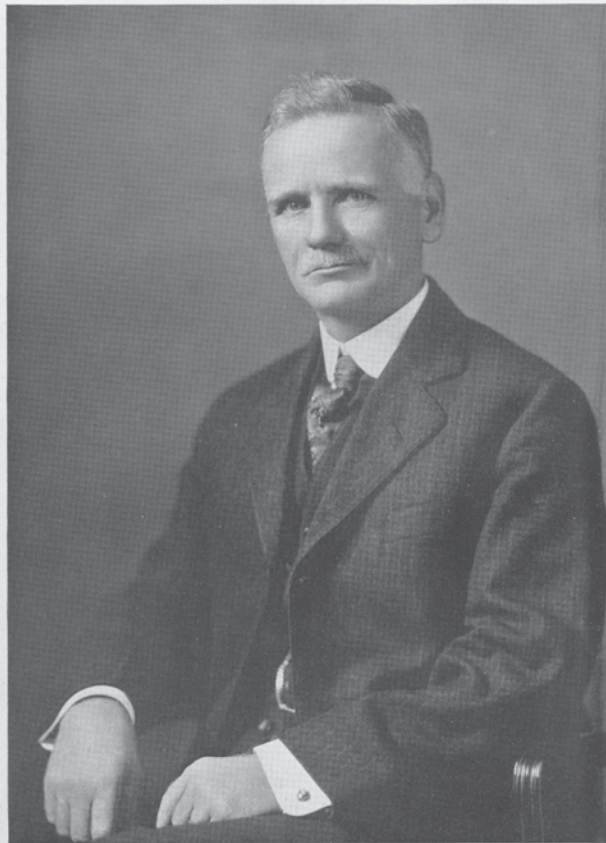
Richard McCarthy appreciates what the Reily Foundation has done not only for the farmer's market but for the community as a whole.

"They recognize their role in the community and it's not something they parade around," he says. "They just do it with refreshingly old-fashioned values."

"They recognize their role in the community and it's not something they parade around," he says. "They just do it with refreshingly old-fashioned values."

COMMITMENT TO COMMUNITY

TINUES



George B. Stealy



“You can look at donor advised funds as a charitable conduit. They provide ease, flexibility, and a certain elegance of function to those who want to remain actively involved in their grantmaking.”

– Kell Riess, Hickey & Riess

GIVING MADE EASY

While many Americans may still be unaware of **them**, donor advised funds have become the fastest-growing area of giving and grantmaking, and families are increasingly choosing to move their assets from private foundations into donor advised funds professionally managed by a community foundation.

There are a myriad of reasons for doing this, says Kell Riess, the managing member of Hickey & Riess, a New Orleans firm specializing in tax law.

“You can look at donor advised funds as a charitable conduit,” says Riess. As such, they provide ease, flexibility, and a certain elegance of function to philanthropists who want to remain actively involved in grantmaking decisions of their charitable donations.

Unlike a private foundation, a donor advised fund is faster and less expensive to initiate and operate, says Riess, who has referred a number of New Orleanians to the Greater New Orleans Foundation.

“A major disadvantage of private foundations is their attendant costs. These costs include fees for governing documents, formation under state law, and securing of a favorable tax-exempt determination letter from the Internal Revenue Service,” says Riess.

“Grantors avoid the responsibility and strain of maintenance,” says Riess. “You can let the community foundation handle the more onerous tasks associated with doing due diligence, making investments, and filing tax returns.”

As a result, the costs and headaches of establishing and administrating a donor advised fund are minimal, says Riess.

And there are other benefits. “There is generally a delay of several months in obtaining a foundation’s determination letter. By contrast, the tax exempt status of a donor advised fund is immediate,” he says. “The donor knows upon creation that contributions will be fully deductible for federal tax purposes.”

Grantors also enjoy tremendous flexibility in directing funds to nonprofits. For instance, unlike private foundations, a DAF is not subject to a minimum mandatory distribution. “You can stipulate that money not be touched for a 100 years, if you want, and grow funds into something that will make a significant difference in the future,” says Riess.

And unlike with a private foundation, you can select a qualified charity on an ad hoc basis each year. “The donor advised fund can distribute money to whatever charity the donor recommends,” says Riess succinctly.

While both private and community foundations share in the common goal of benefiting other charitable institutions, donor advised funds administered through a community foundation provide a streamlined alternative for families who want to manage their giving without the burden of operating a foundation.

FIVE REASONS WHY DONOR ADVISED FUNDS ARE POPULAR:

- **PERSONAL:** You can recommend grants to your favorite charities.
- **FLEXIBLE:** You can add to the fund whenever you want.
- **EASY:** You can recommend grants online through Donor Central.
- **INFORMED:** Foundation staff is available to help facilitate your giving.
- **FAST:** A donor advised fund can be set up in a matter of hours.

RECOVERY IMPACT

Rapid Response to Hurricane Isaac

On August 29, seven years to the day since Hurricane Katrina made landfall, Hurricane Isaac struck our region. The storm caused devastating floods in communities such as Braithwaite and LaPlace and left hundreds of thousands of homes and businesses without electricity. Within days, GNOF granted \$348,000 from the Hurricane Isaac Relief Fund to 29 organizations providing basic needs such as food, shelter, clothing, water, and ice to residents of seven parishes.

“As the community foundation for the Greater New Orleans region, it is our role to respond to both the short and long-term needs of the community,” said Albert Ruesga, president & CEO of the Greater New Orleans Foundation.

“Our intimate knowledge of the region and its nonprofits makes us well-positioned to connect donors to organizations that will provide the resources our communities need after a disaster,” said Marco Cocito-Monoc, the Foundation’s director for regional initiatives.

For the complete list of organizations that received grants from the Hurricane Isaac Relief Fund, [visit our website, www.gnof.org/hurricane-isaac-emergency-grants-awarded/](http://www.gnof.org/hurricane-isaac-emergency-grants-awarded/).

“We’re pleased to help those in need, and we know GNOF will use this donation to rebuild strong neighborhoods throughout coastal Louisiana.”

— *Steve Hemperley, Capital One Bank’s Southeast Louisiana Market President*

Within hours of Isaac making landfall, the Greater New Orleans Foundation opened the Hurricane Isaac Relief Fund. A special thanks to the Binnacle Family Foundation, an anonymous donor, individuals, and our corporate partners:



Recovery Continues in Braithwaite

Every house on Marc’s Lane in Braithwaite belongs to a member of the LaFrance family, and all have flooded twice in seven years. With a grant from GNOF, St. Paul’s Homecoming Center has provided the Braithwaite residents with food, clothing, assistance with house gutting, a toy drive, and lifted their spirits at a free event with music and food. But for this town of 700 which lies outside the new federal levee protection system, the future is uncertain. Shanan Lafrance, pictured with Connie Uddo, executive director of St. Paul’s Homecoming Center, said that while they may have lost all of their material possessions, the most important thing is that the Lafrances have each other. “Wherever we are,” she said, “we’ll be together.”



If you would like more information about a corporate giving program tailored to meet your philanthropic goals, please call **Josephine Everly at 504.598.4663** or email Josephine@gnof.org.

Extending Support in Sandy’s Wake

Our hearts go out to all those on the East Coast affected by Hurricane Sandy. The Foundation has opened the NOLA Pay it Forward Fund in partnership with Mayor Mitch Landrieu.

“The Northeast was there for us following Katrina, and while many in this region are still recovering from Isaac, New Orleans wants to pay it forward to those impacted by Sandy,” said Mayor Landrieu.

ASSET POVERTY IN NEW ORLEANS: A CALL TO ACTION

ASSET POVERTY IS DEFINED AS NOT HAVING THE MEANS TO SUPPORT A HOUSEHOLD FOR THREE MONTHS AT THE FEDERAL POVERTY LEVEL—\$4,632 FOR A FAMILY OF THREE—IF THE PRIMARY SOURCE OF INCOME WERE TO BE LOST.

Financial health depends on more than just income. For a family to have long-term stability and mobility, it must also have sufficient assets. That’s why the Greater New Orleans Foundation and the Ford Foundation funded the new Assets & Opportunity Profile of New Orleans. This study—the first of its kind for our region—paints a more complete picture of poverty in our region.

“Assets create a financial buffer that allow families to weather emergencies,” said Kasey Weidrich, senior program manager at the Corporation for Enterprise Development and co-author of the report.

The picture is sobering: the study found that 37 percent of all New Orleans residents live in asset poverty, a rate significantly higher than the national average of 27 percent. Asset poverty affects New Orleanians across all demographics. However, it disproportionately affects lower-income families, families of color, and those with less education.

For those living in asset poverty, a job loss or medical emergency could spell financial ruin. In New Orleans, the costs of evacuating for hurricanes can also deal a significant blow to a family that is just making ends meet. When households live paycheck to paycheck, affording gas, food, and lodging away from New Orleans adds up.

“As a community we have to work together with a coordinated, multi-sector approach to lifting New Orleanians out of poverty,” said Albert Ruesga, president & CEO of the Greater New Orleans Foundation.

For a copy of the report, visit: www.gnof.org/assets-opportunity-profile-new-orleans/

Nearly **4** out of **10** New Orleans households own so few assets that they would fall into poverty within 3 months if they lost their main source of income.

37%
of New Orleans residents live in asset poverty

71%
of New Orleanians have subprime credit scores

23%
is the city’s poverty rate, more than twice the national average of 11%

10%
is the number of New Orleans working households that don’t have access to a vehicle

22%
of New Orleans residents own microenterprises—higher than the national average of 17%

Reducing Asset Poverty: A Multi-Sector Approach

NONPROFIT ORGANIZATIONS

“We have to begin financial education at an early age to steer people away from high-cost financial services such as check-cashers and payday lenders.”

— *Thelma French, president & CEO of Total Community Action*

THE BANKING COMMUNITY

“When banks promote affordable financial products and nonprofit organizations offer strong financial literacy programs, then we can help families focus on building assets which is a crucial step toward financial stability.”

— *Nancy Montoya, senior regional community development manager with the Federal Reserve Bank of Atlanta*

THE PUBLIC SECTOR

“The data confirms that too few residents have the necessary resources – assets like savings accounts, credit, and insurance for long-term stability. But there isn’t a single one of these numbers that we don’t already have the tools to change.”

— *Allison Plyer, chief demographer of the Greater New Orleans Community Data Center and co-author of the report*

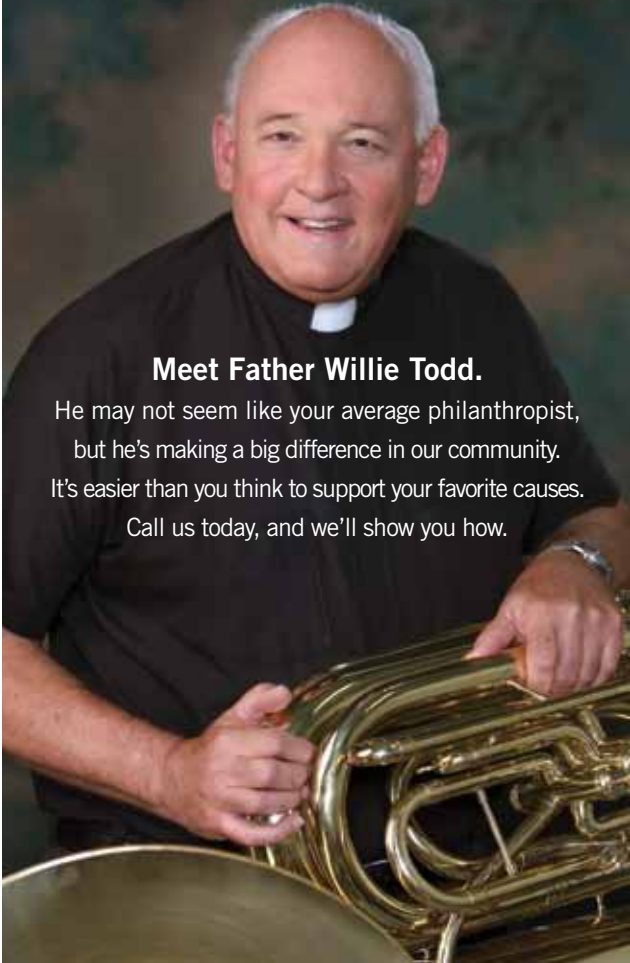


Building a Better Future

Without assets to fall back on, a job loss proved so stressful for Lavondra Varnado that she began to fail in her studies. A few months later, costs related to Hurricane Isaac led to an eviction from her apartment. But with the support of Total Community Action, a GNOF grantee—an organization which helps lift people out of poverty through programs in financial literacy, job readiness, and much more—Vernado is moving rapidly toward greater stability. She now has two jobs, a new, affordable apartment, and she’s going back to school to finish classes in order to begin her career as a medical lab technician.


“I’m proud of myself. I came a very long way. I’m just trying to build a better life for me and my daughter.” - *Lavondra Varnado*

PRIEST. TUBA PLAYER.
PHILANTHROPIST.



Meet Father Willie Todd.

He may not seem like your average philanthropist, but he's making a big difference in our community. It's easier than you think to support your favorite causes. Call us today, and we'll show you how.



GREATER NEW ORLEANS FOUNDATION
For a vibrant region
WWW.GNOF.ORG | 504.598.4663

VIOLINIST. PROFESSOR.
PHILANTHROPIST.



Meet Rachel Jordan.

Rachel's first passion is music. Her second passion is giving back. She's partnered with the Greater New Orleans Foundation to make a difference in our community. You can too. Call us today, and we'll show you how.



GREATER NEW ORLEANS FOUNDATION
For a vibrant region
WWW.GNOF.ORG | 504.598.4663

KAYAKER. NATURALIST.
PHILANTHROPIST.



Meet Marie Gould.

When she's not hiking, kayaking, or swimming, Marie's giving back to the community. She's partnered with the Greater New Orleans Foundation to help facilitate her giving. You can too. Call us today, and we'll show you how.



GREATER NEW ORLEANS FOUNDATION
For a vibrant region
WWW.GNOF.ORG | 504.598.4663

Be a Partner in Philanthropy
AND HELP THE CITY YOU LOVE
PLEASE GIVE TODAY • WWW.GNOF.ORG/PIP



GREATER NEW ORLEANS
FOUNDATION

1055 St. Charles Avenue, Ste. 100
New Orleans, LA 70130-3981

- BOARD OF TRUSTEES

Anthony Recasner Ph.D., Chair

Ludovico Feoli Ph.D., Vice Chair

Leann O. Moses, Secretary

Joseph Failla II, Treasurer

Phyllis M. Taylor, Past Chair

David Barksdale

Robert S. Boh

Robert A. Bories

Christian T. Brown

Robert W. Brown

James J. Buquet III

Daryl G. Byrd

Philip F. Cossich Jr.

Arnold W. Donald

Monica Edwards

Conrad N. Hilton III

Patricia S. LeBlanc

Silas Lee Ph.D.

Nancy M. Marsiglia

Diane Edgerton Miller

Andrée K. Moss

Elizabeth S. Nalty

Charles L. Rice Jr.

Ileana Suquet


Cheryl R. Teamer


Vera B. Triplett Ph.D.

Madeline D. West

George V. Young

Luis Zervigon
- CONNECT WITH US!

 Greater New Orleans Foundation

 GNOFoundation
- For more information on the
Greater New Orleans Foundation visit www.gnof.org
- Newsletter design: Tom Varisco Designs
Cover Photo: Jackson Hill
Other Photography: Craig Mulcahy, and Riely Foundation
Archival photography: the Historic New Orleans Collection, Tulane University, and New Orleans Public Library.
- ON THE COVER: Leah Peters is learning to grow vegetables and fruit in a community garden organized by NOLA Green Roots. Right after Hurricane Isaac, and with support from the Greater New Orleans Foundation, NOLA Green Roots provided fresh produce to 500 families.