

GREATER **NEW** ORLEANS FOUNDATION

PHILANTHROPY AT WORK

IMPACT

SPRING 2014



OUR 30 SECOND TV COMMERCIAL



♪♪♪♪♪



♪ You know you love New Orleans ♪



♪ Now show that you care ♪



♪ One day in May ♪



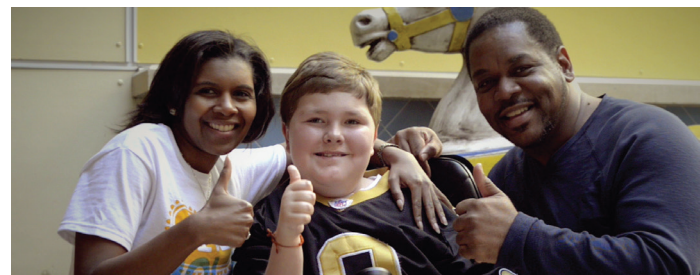
♪ We can celebrate ♪



♪ Make it a day of giving ♪



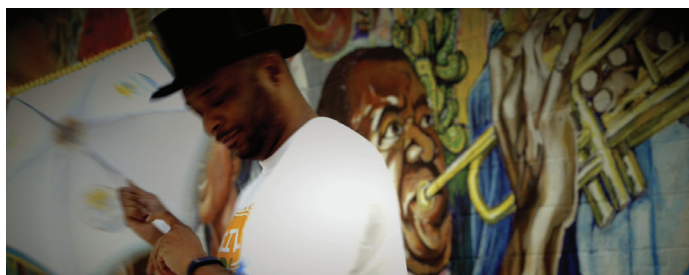
♪ And showing your love ♪



♪ A day that we can always be proud of ♪



♪ So come on ♪



♪ Give back to the community ♪



♪ ONE DAY TO GIVE AS ONE ♪

GIVE NOLA DAY

ONE DAY TO GIVE AS ONE

MAY 6, 2014 • www.GiveNOLA.org

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 Boh 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:

- Gillis, Ellis & Baker
- Shell Beach Fund
- Merrill Lynch
- Zemurray Foundation
- Timothy Reily
- All American Grease Services Companies
- Bellwether Technology
- Lemle Fund
- Buquet 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
- Boettcher Fund
- Carven, Darden
- Scott Chotin
- Bryan and Lauren Fitzpatrick
- Gracious Bakery
- Mary Kohlmann
- LaPorte CPAs & Business Advisors
- Milling Benson Woodward LLP
- Moses Engineers
- Perlis 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.

If you would like to learn more about being a GiveNOLA Day sponsor, please contact Alice Parkerson at (504) 598-1291 or alice@gnof.org

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.

A Studio in the Woods
 Accion Louisiana
 Advocacy Center
 AfricaNola
 Alliance for Affordable Energy
 American Cancer Society's Patrick F. Taylor Hope Lodge
 American Diabetes Association
 American Red Cross Southeast Louisiana Chapter
 Amistad Research Center
 Arts Council of New Orleans
 A's & Aces
 Ashe Cultural Arts Center
 Assurance for Tomorrow's Leaders Youth Foundation, Inc.
 Audubon Nature Institute
 Autism Society Greater New Orleans
 Back 2 Basics Sports Foundation
 Bastion Community of Resilience
 Bayou Grace Community Services
 Bayou Land Resource Conservation and Development Council, Inc.
 Benjamin Franklin High School
 Bethel Community Baptist Church Inc.
 Better Than Ezra Foundation
 Bike Easy
 Birdfoot Chamber Music Festival
 Boys & Girls Clubs of Southeast Louisiana
 Boys Hope Girls Hope of Greater New Orleans
 Boys Town Louisiana
 Brain Injury Association of Louisiana
 Breakthrough New Orleans
 Bricolage Academy
 Bridge House / Grace House
 Broad Community Connections
 Brothers Empowered to Teach
 Bunny Friend Neighborhood Assoc.
 Bureau of Governmental Research
 Café Reconcile
 Camp ACE
 Cancer Association of Greater New Orleans
 Caps For Kids
 Catholic Charities Archdiocese of New Orleans
 Childhood & Family Learning Foundation
 Children's Bureau of New Orleans
 Choice Foundation
 Citizens Committee for Education
 City Year
 Committee For A Better New Orleans
 Common Ground Health Clinic
 Common Ground Relief, Inc.
 Communities In Schools of Greater New Orleans, Inc.
 Community Service Center, Inc
 Community Visions Unlimited
 Community Works of Louisiana
 Contemporary Arts Center
 Council on Alcohol & Drug Abuse for Greater New Orleans
 Court Watch NOLA
 Covenant House New Orleans
 Cowen Institute for Public Education Initiatives

Crescent City Farmers Market/Market Umbrella
 Crescent City Lights Youth Theater
 Crescent City Schools
 Crossroads NOLA
 Cystic Fibrosis Foundation
 Dancing Grounds
 Daughters of Charity Foundation of New Orleans
 Daughters of Esther Parent and Children Center
 Dillard University
 Dream City Foundation
 Dress For Success New Orleans
 Dulac Community Center
 Each One Save One
 East Bank Collaborative of Charter Schools
 Easter Seals Louisiana
 Ecole Bilingue de la Nouvelle Orleans
 Eden House
 Educare New Orleans
 Emeril Lagasse Foundation
 Excel Star, Inc
 Excite All Stars
 Families Helping Families of Jefferson
 Families Helping Families of Southeast Louisiana
 Family Service of Greater New Orleans
 Felicity Redevelopment, Inc.
 FirstLine Schools
 FitLot
 Foundation for Science and Mathematics Education
 Friends of City Park
 Friends of Lafitte Corridor
 Friends of the Cabildo
 Funny Bones Improv
 Gert Town Community Development Center
 Girls First
 Girls on the Run New Orleans
 Global Green USA
 Greater New Orleans Drum Corps Association
 Greater New Orleans Fair Housing Action Center
 Greater New Orleans Foundation
 Greater New Orleans Muscular Dystrophy Association
 Green Light New Orleans
 Grow Dat Youth Farm
 Guardians Institute
 Gulf Coast Teaching Family Servies
 Gulf Restoration Network
 Gulf States Dive and Rescue
 Habitat for Humanity St. Tammany West
 HandsOn New Orleans
 Harmony Neighborhood Development
 Healing Hearts for Community Development
 High Voltage, Inc.
 Hike for KaTREEna
 Hope House, Inc.
 HOPE The Premier Way, Inc.
 House of Ruth Inc.
 Humane Society of Louisiana
 Innocence Project New Orleans
 Isidore Newman School
 Japan Society of New Orleans
 Jefferson Chamber Foundation Academy

Jefferson Children's Advocacy Center
 Jefferson Council on Aging
 Jefferson Dollars for Scholars
 Jefferson Performing Arts Society
 Jewish Children's Regional Service (JCRS)
 Jewish Community Center
 Jewish Endowment Foundation of Louisiana
 Jewish Family Service of Greater New Orleans
 Jewish Federation of Greater New Orleans
 Jonah Group Outreach Community Development Inc
 Junior Achievement of Greater New Orleans
 Junior League of New Orleans
 Just The Right Attitude
 Justice and Accountability Center of Louisiana
 Juvenile Diabetes Research Foundation (JDRF)
 Juvenile Justice Project of Louisiana
 Kid Catch Foundation
 KID smART
 Kids Rethink New Orleans Schools
 Kingsley House
 KIPP New Orleans Schools
 Ladies Leukemia League, Inc.
 Lake Pontchartrain Basin Foundation
 Lakeview Shepherd Center
 Latino Farmer's Co-operative of Louisiana, Inc.
 Leading Educators
 Leukemia & Lymphoma Society
 Liberty's Kitchen
 Lighthouse Louisiana (The Lighthouse for the Blind)
 Longue Vue House and Gardens
 Louis Armstrong Summer Jazz Camp
 Louise S. McGehee School
 Louisiana Association of Public Charter Schools
 Louisiana Books 2 Prisoners
 Louisiana Center for Children's Rights
 Louisiana Children's Museum
 Louisiana Children's Research Center for Development and Learning
 Louisiana Cultural Economy Foundation
 Louisiana Endowment for the Humanities
 Louisiana Green Corps
 Louisiana Philharmonic Orchestra
 Louisiana SPCA
 Louisiana-Mississippi Hospice & Palliative Care Organization
 Lower 9th Ward Center for Sustainable Engagement and Development
 lowernine.org
 LSU Health Foundation in New Orleans
 Make It Right Foundation
 Make Music NOLA
 Mardi Gras Indian Hall of Fame
 McKenna Museum of African American Art
 Mercy Endeavors Senior Center
 Mercy Family Center
 MESA Production Company
 Metairie Park Country Day School
 Metairie Sanctuary on the Lake, Inc.
 Metropolitan Center for Women and Children
 Mid-City Ministries
 Milne Developmental Services

Mirabeau Family Learning Center, Inc.
 Monumental Task Committee, Inc
 Moscow Nights Inc
 Music Inside Out
 NAMI New Orleans
 NAMI St. Tammany
 National Council of Jewish Women
 National Kidney Foundation of Louisiana
 National Performance Network, Inc.
 Neighborhood Development Foundation
 Neighborhoods Partnership Network
 New Orleans Airlift
 New Orleans Area Habitat for Humanity
 New Orleans Citizen Diplomacy Council
 New Orleans College Preparatory Academies
 New Orleans Council on Aging
 New Orleans Film and Video Festival, Inc.
 New Orleans Food & Farm Network
 New Orleans Friends of Music
 New Orleans Mission, Inc.
 New Orleans Museum of Art
 New Orleans Opera Association
 New Orleans Oral School
 New Orleans People Program
 New Orleans Pharmacy Museum, Ltd.
 New Orleans Police and Justice Foundation
 New Orleans Recreation Development Foundation
 New Orleans Speech and Hearing Center
 New Orleans Women's Shelter
 Nfungotah Inc.
 NO/AIDS Task Force
 NOLA MIX
 NolaVie
 Northshore Families Helping Families
 NOVA Chorale
 NOVAC
 Ochsner Clinic Foundation
 Ogden Museum of Southern Art
 Orleans Public Education Network
 Our Lady of Holy Cross College
 Ozanam Inn
 Parkway Partners
 Partnership for Youth Development
 Pelican Bomb
 Pelican Institute for Public Policy
 People's Institute for Survival and Beyond (People's Institute Youth Agenda)
 Plaquemines Community CARE Centers Foundation, Inc
 PlayBuild
 Playworks
 PLEASE FOUNDATION
 Preservation Resource Center
 Press Street
 Priority Health Care
 Pro Bono Project
 Project Homecoming, Inc.
 Project NOLA
 Project Spay/Neuter, Inc.
 Prospect New Orleans
 Providence Community Housing
 Puentes New Orleans
 Raintree Services
 Rebuilding Together New Orleans
 Ride New Orleans
 Ronald McDonald House Charities of Greater New Orleans
 Royal Castle Child Development Center

Sankofa Community Development Corporation
 Save Our Cemeteries
 Second Harvest Food Bank of Greater New Orleans and Acadiana
 Sensory Integration Education and Research Foundation (SIERF)
 Shelter Resources, Inc.
 Shotgun Cinema
 Skin Horse Theater
 Slidell Little Theatre
 Smiles 2 Geaux
 SoFAB Institute
 Son of a Saint
 Southeast Louisiana Legal Services
 SpayMart
 St. Anna's Episcopal Church
 St. Bernard Battered Women's Program, Inc.
 St. Bernard Project
 St. George's Episcopal School
 St. Katharine Drexel Preparatory High School
 St. Mary's Academy
 St. Michael Special School
 St. Patrick's Roman Catholic Church
 St. Paul's Episcopal School
 St. Paul's Homecoming Center
 St. Roch CDC
 St. Tammany Children's Advocacy Center
 St. Tammany SALT Council, Inc.
 Stand for Children Leadership Center
 Start The Adventure In Reading- STAIR
 Stuart Hall School for Boys
 Symphony Chorus of New Orleans
 Teaching Responsible Earth Education
 Tennessee Williams/New Orleans Literary Festival
 The Beautiful Foundation, Inc.
 The First Tee of Greater New Orleans
 The Foundation at East Jefferson General Hospital
 The Front
 The Gleason Initiative Foundation
 The Greater New Orleans Youth Orchestras
 The Green Project
 The Harry Tompson Center

The John Besh Foundation
 The Lens
 The New Orleans Fruit Tree Project
 The NOLA Project
 The Posse Foundation, Inc.
 The Roots of Music
 The Salvation Army New Orleans Area Command
 The Willwoods Community
 Top Notch Sports Performance Enhancement, Inc.
 Trinity Behavioral Health Services, Inc.
 Trinity Episcopal Church
 Trinity Episcopal School
 Twomey Center for Peace through Justice
 United Houma Nation
 UNITY of Greater New Orleans, Inc.
 University of New Orleans Foundation
 Up2Us
 Uptown Music Theatre
 Urban Conservancy
 Urban League of Greater New Orleans
 Ursuline Academy New Orleans
 VIA LINK
 Victory Youth Training Academy
 Volunteers of America Greater New Orleans
 What About Me? Youth Empowerment
 Wind in my Feathers
 WLAE-TV
 Woodlands Conservancy
 WRBH Radio for the Blind and Print Handicapped
 WWNO 89.9 FM
 WWOZ 90.7FM
 WYES-TV
 Xavier University of Louisiana
 YMCA of Greater New Orleans
 Young Aspirations/Young Artists, Inc.
 Young Leadership Council
 Youth Empowerment Project
 Youth Rebuilding New Orleans
 Youth Run NOLA

Don't see your favorite nonprofit?

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
 5,000 donations on www.GiveNOLA.org
 \$1,000,000 raised for our local nonprofits



WORKFORCE CREATION THAT WORKS

Forty-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.

GROUNDBREAKING SET FOR THE GREATER NEW ORLEANS FOUNDATION'S CENTER FOR PHILANTHROPY

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 Waggoner & 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.



JOIN US!

GROUNDBREAKING CEREMONY
THE CENTER FOR PHILANTHROPY
LEE CIRCLE & ST. CHARLES AVENUE
MAY 28, 2014 | 5:00 PM TO 7:00 PM



MAY 6, 2014
www.GiveNOLA.org

ONE DAY TO GIVE AS ONE



**GREATER NEW ORLEANS
FOUNDATION**

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



youtube.com/GNOFoundation

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