

GREATER **NEW** ORLEANS FOUNDATION

IMPACT

WINTER 2015

PHILANTHROPY AT WORK

IMPORTING INNOVATIONS

GIVENOLA DAY

A LAND TRUST FOR THE COMMUNITY

BUILDING WITH THE ENVIRONMENT IN MIND

IMPACT 100

HEALTH LITERACY

MAI TRAN AND HER DAUGHTER KELLY enjoy the urban farm in New Orleans East supported by Mary Queen of Vietnam CDC, where more and more families are receiving healthcare benefits and participating in workshops on nutrition. MQV CDC is one of 48 organizations that recently received a highly competitive IMPACT grant that recognizes the work of outstanding nonprofits. To date, the IMPACT program has invested \$5 million in 135 local organizations.

IMPORTING INNOVATIONS: THE URBAN WATER SERIES

Every city faces its own set of water challenges. But here in New Orleans, where we are surrounded by water, with the nation's third highest rainfall rate and a serious subsidence problem, the need for a top-notch urban water management system is of the utmost importance.

Ella Delio, recently-named director of environmental and regional initiatives at the Foundation, invited stakeholders from local government agencies and nonprofit organizations to go on the road to see firsthand innovative and successful green infrastructure practices in three vanguard water cities – Austin, Milwaukee and Philadelphia.

“New Orleans is ahead of the game with our ‘gray’ infrastructure, the mostly-hidden system of pipes and concrete,” says Ella. “But this system relies on pumps, which are costly to operate and can become overwhelmed in times of strong storms and heavy rain. Complementing our gray infrastructure with more green infrastructure and sustainable stormwater management can help alleviate flooding and reduce subsidence in our city.”

Green infrastructure encompasses things from rooftop rain gardens to rain barrels while stormwater management includes aspects of water management you don't see such as policies, incentives, education, and advocacy.

The Greater New Orleans Foundation recently convened four participants to review the lessons learned and to develop strategies for driving green infrastructure and better stormwater management in New Orleans.

“IT'S BEEN AN INSPIRATION TO SEE HOW OUR SISTER CITIES ARE MANAGING STORMWATER. WE'RE ALL GOING TO HAVE TO WORK TOGETHER TO BUILD BROAD PARTNERSHIPS AS WE WORK TOWARD A COMPREHENSIVE WATER PLAN.”

- LaToya Cantrell, *City Councilmember*

“I WAS ABLE TO SEE WHAT THE FUTURE OF GREEN INFRASTRUCTURE PROGRAMS COULD LOOK LIKE FOR NEW ORLEANS AND WHAT CAN BE ACCOMPLISHED WHEN WE ALL WORK TOGETHER.”

- Brad Klamer, *Environmental Affairs, Sewerage and Water Board of New Orleans*

LEARN MORE ABOUT URBAN WATER IN NOLA

GREATER NEW ORLEANS URBAN WATER PLAN www.livingwithwater.com

GREATER NEW ORLEANS WATER COLLABORATIVE www.nolawater.org

SWBNO GREEN INFRASTRUCTURE PROJECTS www.swbno.org/work_greeninfrastructure_projects.asp



PHILADELPHIA



AUSTIN



MILWAUKEE



NEW ORLEANS



Irma Thomas belts out “One Day to Give as One,” the inspiring GiveNOLA Day 2015 public service announcement encouraging the public to give what they can on May 5, 2015.

GiveNOLA DAY

2015 GOALS

- ONLINE DONATIONS: \$3 MILLION
- NUMBER OF GIFTS: 25,000
- PARTICIPATING NONPROFITS: 500

NONPROFITS HAVE UNTIL MARCH 17, 2015 TO SIGN UP FOR GIVENOLA DAY.



MAKING DOWNTOWN LIVING AFFORDABLE FOR ALL

PEOPLE WHO LIVE IN DOWNTOWN NEW ORLEANS PAY AMONG THE HIGHEST RATES PER SQUARE FOOT FOR APARTMENTS.

IT'S BECOMING HARDER AND HARDER FOR WORKING CLASS RESIDENTS TO KEEP UP WITH RISING RENTS, YET DOWNTOWN IS WHERE THE JOBS ARE—IT'S THE LARGEST EMPLOYMENT CENTER IN THE REGION.

234 LOYOLA AVENUE WILL MAKE LIVING DOWNTOWN AFFORDABLE BECAUSE IT'S USING A COMMUNITY LAND TRUST MODEL POPULAR IN OTHER CITIES.

RENTAL RATES ARE PERMANENTLY AFFORDABLE IN PERPETUITY BECAUSE THE TRUST OWNS THE LAND AND CONTROLS THE RENT.

A LAND TRUST FOR THE COMMUNITY

This 10-story historic building at 234 Loyola Avenue will offer a new kind of housing opportunity for low-income working families. It's a land trust model that makes possible permanently affordable housing. The Crescent City Community Land Trust and its partners will soon convert this vacant downtown building into mixed-income apartments including 35 permanently affordable apartments. Because the Crescent City Community Land Trust retains ownership of the underlying land, the rental rates will forever remain affordable.

The Greater New Orleans Foundation is granting \$1 million to the Crescent City Community Land Trust toward this project and others to create permanently affordable housing units for both renters and homeowners throughout the city. By locking in permanent access to affordable housing, community land trusts play an important role in countering market-driven displacement.



Impact 100 is a group of women who pooled their resources to make one transformative grant to a local nonprofit.

Would you like to join
Impact 100 in 2015?
Contact Allie Betts:
allie@gnof.org or
504.598.4663.

Left: Jackie Silverman,
co-founder New Orleans
Women's Shelter, Impact
100 winner

*"I HAVE ALWAYS DONATED TO CHARITIES,
BUT IMPACT 100 MADE ME FEEL SO
CONNECTED TO THE ORGANIZATION
RECEIVING THE DONATION. I LOVED BEING
ABLE TO MEET THE RESIDENTS OF THE NEW
ORLEANS WOMEN'S SHELTER WHICH WAS
SO SPECIAL AND HEARTWARMING."*

IMPACT 100 member

BUILDING DESIGN WITH THE ENVIRONMENT IN MIND



An underground cistern will collect rainwater that lands on the building, store it, and transport it to the courtyard where it will be used on drier days to water the plants.

A) Rainwater drains into the cistern.

B) Overflow goes into the rain gardens filled with native plants.

C) Water is stored underground where it can be used on drier days.

CENTER FOR PHILANTHROPY TO OPEN IN SPRING 2016

Environmental protection has always been a top priority at the Greater New Orleans Foundation, so in designing our new building, we're walking the talk: our new terrace (and driveway, and parking lot, and roof) will see rain that falls on it captured and stored for reuse.

Architects Waggoner & Ball have designed the Center for Philanthropy to conserve water in innovative and aesthetically appealing ways using various green infrastructure techniques.

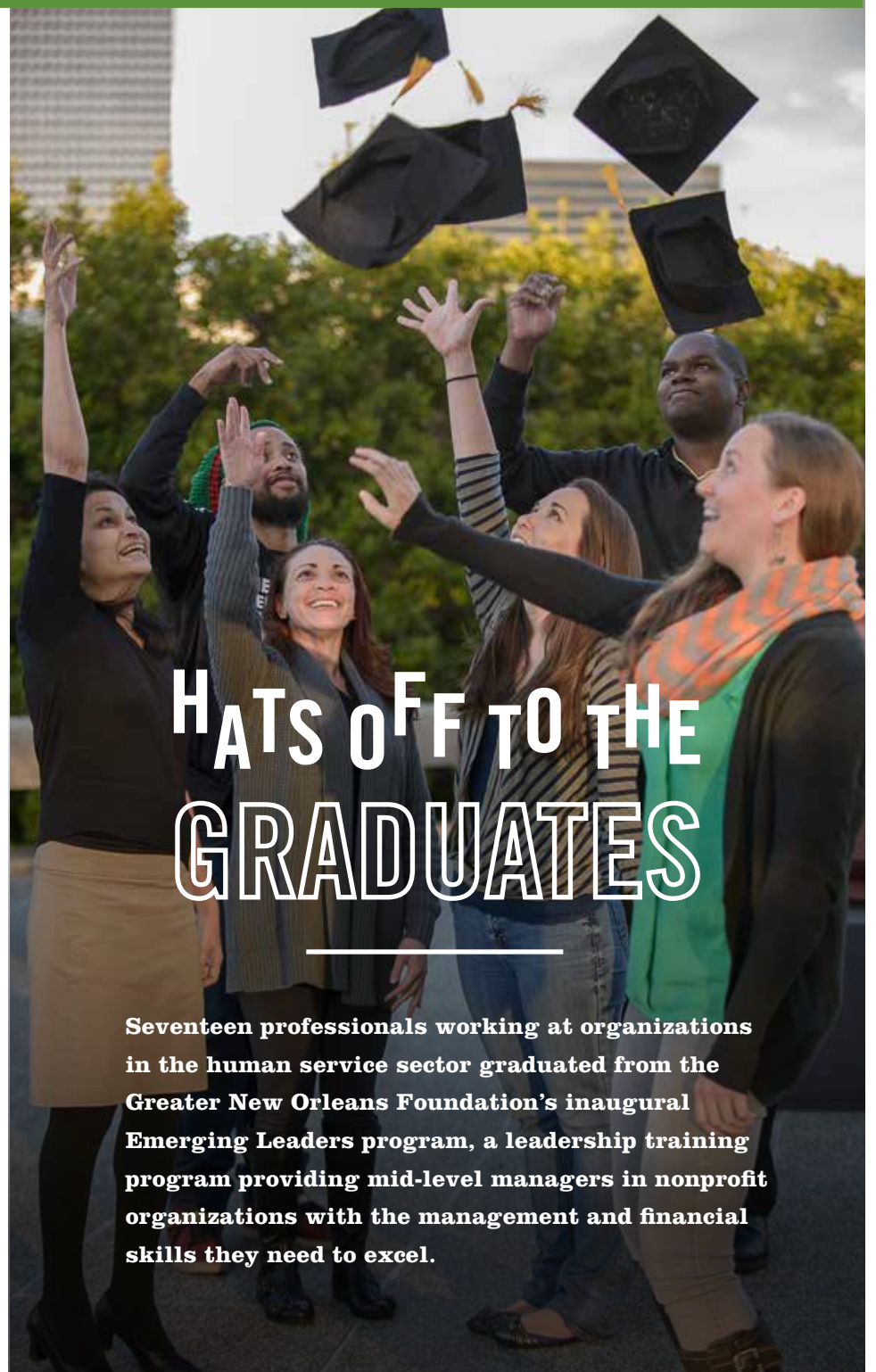
"The Greater New Orleans Foundation is putting its philosophy into practice by designing its new building with innovative green design features," said architect David Waggoner and lead designer of the city's Urban Water Plan. "The building will be a living example of how conservation can be implemented by each of us to make a difference in our city and region."

ENVIRONMENT



**GREATER NEW ORLEANS
FOUNDATION**

1055 St. Charles Avenue, Ste. 100
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HATS OFF TO THE GRADUATES

Seventeen professionals working at organizations in the human service sector graduated from the Greater New Orleans Foundation's inaugural Emerging Leaders program, a leadership training program providing mid-level managers in nonprofit organizations with the management and financial skills they need to excel.

Photography by Vanessa Lyons