



GREATER **NEW** ORLEANS FOUNDATION

PHILANTHROPY AT WORK

IMPACT



WINTER 2011





Dr. G. Albert Ruesga, President & CEO

THERE IS REALLY ONLY ONE BUSINESS

Colleagues who have worked in both the business and nonprofit sectors sometimes tell me that the two speak a different language and that their values are incommensurate.

This has not been my experience.

“For-profit” and “nonprofit” are simply IRS designations, reflecting not a fundamental difference in values, but certain basic facts about human nature. The facts are these: There are some products and services that people will pay for gladly (and can afford to do so). The organizations that deliver these products and services tend to be for-profit businesses. There are other products and services, such as healthcare for the indigent and food banks, that are essential to a well-functioning community but require subsidy from tax dollars or private donations. These products and services tend to be delivered by not-for-profit corporations.

Both kinds of entities deliver value to our region, and the lines often blur between them. Many nonprofit organizations—the Greater New Orleans Foundation included—partner with businesses to deliver important social goods. New Orleans business leaders for their part have been especially generous in giving to the communities they serve and from which they draw their

employees and customers. They also provide invaluable service on nonprofit boards.

In this issue of IMPACT, we celebrate these leaders. We honor the entrepreneurs—both for-profit and nonprofit—who lift up our community by bringing new ideas to life. While it’s true there are three sectors at work in our region—government, for-profit, and nonprofit—there’s only one business we’re all engaged in, and that’s the business of making this place a better place for all.



The author's mother tending to the family lunch wagon business in Miami, ca. 1980

About the Cover: A not-for-profit organization with strong entrepreneurial instincts is the Louisiana Outdoors Outreach Program (LOOP). This organization markets its popular educational outdoor programs to private schools and adult groups which generates revenue. Terrielle Brown is shown taking advantage of LOOP's canoeing program. LOOP is one of 40 IMPACT 2010 grantees.

COMMUNITY

CREATIVE SOLUTIONS TO WORKFORCE HOUSING

As an economic development organization for the Greater New Orleans region, GNO, Inc. is well attuned to the needs of both businesses and workers. Thanks to a \$50,000 grant from the Greater New Orleans Foundation's Community Revitalization Fund, GNO, Inc. will soon launch a program that addresses the needs of both.

It's called employer assisted housing. A company spends money up front to help their employees get into permanent housing through a rental subsidy or a stipend toward a down payment on a house.

“The employee benefits by having the opportunity to get into more stable housing; companies benefit by having a more stable workforce; and the

community benefits by having more homeownership and increased regional retention,” says GNO, Inc. President and CEO Michael Hecht.

“This is a perfect example of a philanthropic investment that will have long-term benefits. A thriving community is one where people have access to decent jobs and affordable housing, and the beauty of this program is it unites the two,” says Ellen Lee, senior vice president of programs at the Greater New Orleans Foundation, who oversees the Foundation's housing work through the Community Revitalization Fund.

This is one example of many creative and strategic housing and economic development grants from the Community Revitalization Fund at the Greater New Orleans Foundation. To date, the Fund has allowed 8,500 families to move back into their homes and has attracted an investment of \$21 million from national and local partners.



“A thriving community is one where people have access to decent jobs and affordable housing...”

- President and CEO Michael Hecht, GNO, Inc.



FUNDING WATER SOLUTIONS

Living in New Orleans means living with water, and The Idea Village sees this as an opportunity. The Idea Village, in partnership with the Greater New Orleans Foundation, is launching a Water Venture Development Fund to support entrepreneurial solutions that address our water challenges.

“The Water Fund will create innovative solutions to living with water,” says Tim Williamson, CEO of The Idea Village. “We are looking to be the catalyst, with the Greater New Orleans Foundation, to encourage New Orleanians to create solutions to end such problems as street and coastal flooding.”

“This is just the kind of grant we like to make,” says Marco Cocito-Monoc, director of regional initiatives at the Greater New Orleans Foundation. “We are going to take one of our greatest liabilities—excess water—and turn it into an asset. Water management is big business. One only has to look at Holland as an example. We’re addressing one of our greatest environmental challenges while creating jobs at the same time.”

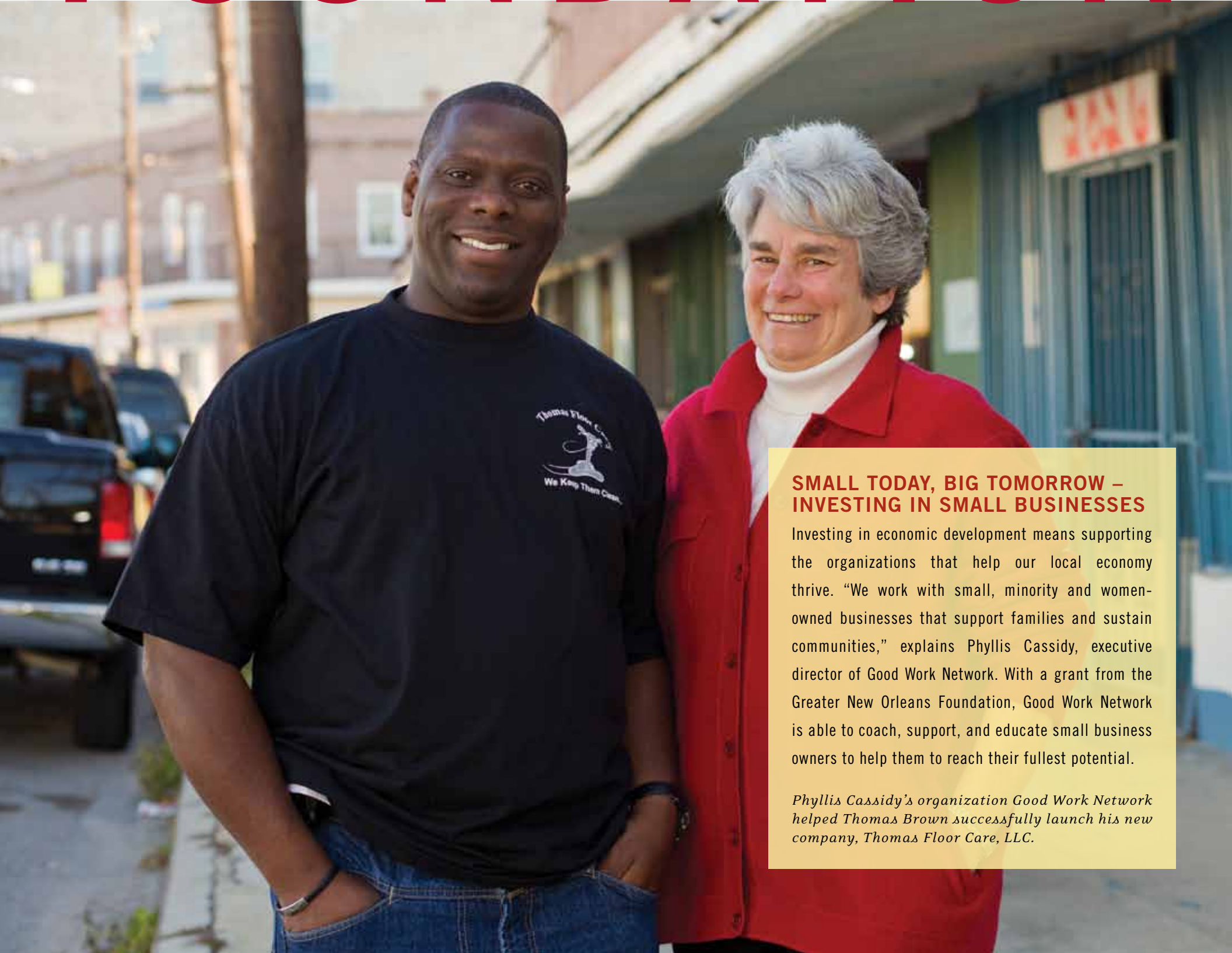
The \$110,000 program will encourage entrepreneurs to develop and start high-growth ventures in the water industry in the New Orleans region. Through a competitive process, The Idea Village will select up to three Water Fund winners during its Entrepreneur Week in March.

“The Greater New Orleans Foundation is displaying leadership in identifying that entrepreneurs can create sustainable change while also creating jobs and industry,” says Williamson. “We can solve the challenges our community is facing, and then New Orleans can become an expert and a leader on this subject and a model for other communities.”

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- Tim Williamson, CEO of The Idea Village

FOUNDATION



SMALL TODAY, BIG TOMORROW – INVESTING IN SMALL BUSINESSES

Investing in economic development means supporting the organizations that help our local economy thrive. “We work with small, minority and women-owned businesses that support families and sustain communities,” explains Phyllis Cassidy, executive director of Good Work Network. With a grant from the Greater New Orleans Foundation, Good Work Network is able to coach, support, and educate small business owners to help them to reach their fullest potential.

Phyllis Cassidy’s organization Good Work Network helped Thomas Brown successfully launch his new company, Thomas Floor Care, LLC.

EIGHT OUTSTANDING SOCIAL ENTREPRENEURS OF 2010



SHARING A VISION

John O'Neal

Founder, Junebug Productions

It was 1960. Hopeful playwright John O'Neal was ready to move to New York, but the civil rights movement called him to Jackson, Mississippi. He could not ignore his passion for theater or social justice. In 1963, the Free Southern Theater was born. Subsequently, he moved to New Orleans, and founded Junebug Productions.

"Our mission is to create and present artwork of the highest quality that encourages and supports African Americans in the South," says O'Neal.

For more than 50 years, John O'Neal has shared his wisdom with writers, actors, directors, and community members.



IMPROVING AFTERSCHOOL PROGRAMS

Gina Warner

Executive Director, Greater New Orleans Afterschool Partnership

Having been a teacher, a lawyer, a lobbyist, and now a mother, Gina Warner knows that what happens outside the classroom is just as important as what happens inside the classroom. She and her staff support programs for youth, conduct research, offer education and training to afterschool providers, and work

with governmental agencies in order to give New Orleans youth quality programs.

"We all know that children thrive when they have a safe place to learn and play after school," says Warner. "We're bringing national standards in youth development to our community to better serve all our children."



SUPPORTING YOUTH LEADERSHIP

Minh Nguyen

Executive Director, Vietnamese American Young Leaders Association (VAYLA)

Many Vietnamese American youth find themselves under immense pressure as they struggle to support their families. They are often translating for their families while attending school and taking on jobs. Thankfully, they have an organization where they can come together to find support and empowerment.

VAYLA began in 2006 when the youth came together with their elders to successfully shut down the Chef Menteur landfill. Most recently, VAYLA coordinated efforts to help those affected by the Gulf Coast oil spill.

"Young people have power and must be a part of the process in order for us to make change," says Nguyen. "Our success comes from the leadership of our youth, who are setting a powerful example for others across our region and nation."



ENERGIZING THE NEIGHBORHOOD

Brad Powers

Executive Director, Jericho Road Episcopal Housing Initiative

Brad Powers believes a vibrant community starts with resident engagement. "We're not just building houses, we're also helping organize residents around each other to energize the neighborhood," Powers says about their work in Central City. "Working lot by lot, we learn the lessons and the hurdles

involved in community development, and then we share that knowledge with others working throughout the city."

Jericho Road is working proactively to fight blight by transforming vacant lots into community gardens and playgrounds. "We have found cleaning up the worst lots in a neighborhood often inspires others to step forward and take care of their own properties and other vacant lots nearby," says Powers.

Every day, we partner with committed, visionary leaders across the city, men and women fighting for a more equitable and resilient region. Here we introduce eight grantee partners—keen observers, strategic risk takers, and innovative problem solvers. Some have served our region for a lifetime; some are young leaders who have already made a substantial impact. They are all on the front lines, strengthening our region, and in partnership with the Greater New Orleans Foundation, making it a better community for all.



IMPLEMENTING POWERFUL IDEAS

Ashleigh Gardere
Advisor to the Mayor for Strategy and Development

A collaboration between City Hall and 33 partner organizations—including the Greater New Orleans Foundation—successfully won a \$2 million federal grant to study the revitalization of the Claiborne Corridor. The project will reconnect neighborhoods that have long been separated by the interstate highway.

“This grant was one of the first opportunities to show what it looks like for everyone to be at the table, and to demonstrate how powerful ideas are born when you have an inclusive group,” says Gardere. “The mayor talks about New Orleans as a city of infinite possibilities. Our partners have demonstrated what the space inside ‘infinite possibilities’ could look like.”



PROVIDING LEGAL AID

Laura Tuggle
Formerly with Southeast Louisiana Legal Services and now General Counsel, Housing Authority of New Orleans

When Laura Tuggle joined HANO, she brought years of experience in providing legal services to underserved populations. At Southeast Louisiana Legal Services, she and her staff worked one-on-one to provide free legal aid to those in need. This work led to city-wide

changes, such as improvements in how HANO handles its housing voucher program for residents including domestic violence victims and people with disabilities.

“Sometimes in order to meet the needs of individuals, you have to look at where the larger systems need to be changed,” says Tuggle. “And, sometimes the only change necessary is for everybody to work together.”



CREATIVE HOUSING SOLUTIONS

Gary Williams
Senior Vice President, Community Development & Housing, Enterprise Corporation of the Delta

Gary Williams and the Enterprise Corporation of the Delta are committed to making sure there is enough decent affordable housing.

“The regular citizens—teachers, police officers, first-time home buyers, restaurant and hotel

workers—drive a significant part of the economy here. When we provide an affordable, decent, and safe place to live for these folks, we are supporting the local economy.”

Through their Mid-South Equity Fund, they’re matching developers with low-income housing tax credits, which will result in at least 500 new affordable housing units in the Greater New Orleans region over the next three to five years.”



REFORMING HEALTHCARE

Dr. Karen DeSalvo
Chair, 504 HealthNet

It is no surprise that Mayor Landrieu tapped Dr. Karen DeSalvo as the city’s new health commissioner. She’s a driving force in healthcare reform for our region’s most medically underserved residents. As founder of 504 HealthNet which brings together 17 organizations, DeSalvo and her team created a sustainable model whereby many uninsured and

underinsured residents receive primary care at neighborhood, community-based health centers.

When the doors to the centers were almost closed recently due to a lack of funding, DeSalvo worked collaboratively with various agencies to keep them open.

“We now have three years of sustainable funding. This was a huge success, because it was really the first time that we saw coordination between local, state, and federal government to say community health matters.”

TAYLOR PLAN

A NATIONAL MODEL FOR ACADEMIC SUCCESS

“The programs have met with success everywhere from here to Alaska...”

– Phyllis Taylor, chairman and president of the Patrick Taylor Foundation



The Taylor Opportunity Program for Students, or TOPS,

was enacted by the Louisiana legislature in 1989, thanks to Patrick Taylor’s vision that a college education should be accessible to all students based on their academic achievements, and not on their ability to pay. Since that time, the “Taylor Plan” has become a national model. Twenty-two other states have adopted similar achievement-based tuition assistance programs over the past 21 years.

“The programs have met with success everywhere from here to Alaska, but no state has as extensive a plan as we have here in Louisiana,” says Phyllis Taylor, chairman and president of the Patrick Taylor Foundation.

This year, Mrs. Taylor went to Alaska for the signing of the bill that created a TOPS-like program in that state. Still, Mrs. Taylor is most proud of what TOPS has accomplished and continues to accomplish for Louisiana’s youth.

“TOPS acts as a motivator for them to stay in school and to do well in school, and then to remain in Louisiana to get their post-secondary education,” says Taylor. “Through the years we’ve been able to show, statistically, that more of our highest achieving students—the type of students who tend to be recruited by other states—have opted to remain in Louisiana because they can take advantage of the TOPS program.”

One student currently benefiting from TOPS is Mai Vu, who had to work two jobs while attending high school after her mother was diagnosed with breast cancer.

“I got a job at Café du Monde,” Vu says. “I was very lucky to get that job to help my mom pay the bills. But it wasn’t enough, so I also got a job at Kim Acupuncture.”

As a student at Patrick F. Taylor Science and Technology Academy, Vu had known about TOPS for years. Her teachers and school counselor pushed all the students to achieve and qualify for TOPS. Vu managed to

keep her grades up while working 22 hours a week and caring for her mother and little brother.

“I was really close to being valedictorian,” says Vu. “I had one B.”

Vu is now a sophomore at Tulane, majoring in business management.

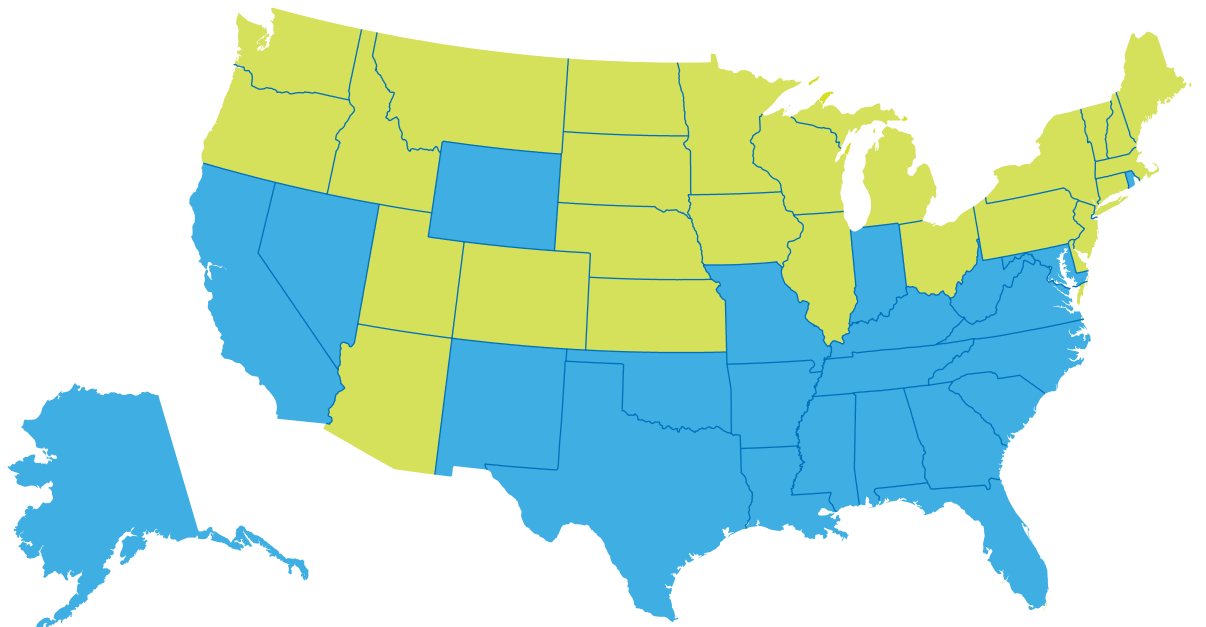
“I love Tulane,” Vu says. “There are all kinds of famous speakers coming to campus, lots of interesting classes to take and things to do. I wouldn’t be able to afford school without TOPS.”

Vu plans to attend medical school, hopefully in Louisiana. Her dream is to open her own women’s clinic where she will bridge Eastern and Western medicine.

“Eastern medicine is better at treating some things, and Western medicine is better for others,” says Vu, who wrote her high school senior thesis on both approaches to women’s health. “I want to put the two together to make women’s lives a little bit better.”

“I wouldn’t be able to afford school without TOPS.”

– Mai Vu, TOPS recipient



The Taylor Plan, or versions of it, have been adopted in 22 states (in blue).



ENDOWING FOR THE FUTURE: THE INTERNATIONAL SCHOOL OF LOUISIANA

The International School of Louisiana is a local public school with a global perspective. Students are taught core subjects in either French or Spanish, allowing them to learn a second language naturally, through everyday conversation and classroom instruction.



“What we do here redefines public education,” said Head of School Sean Wilson. “We provide a curriculum and an environment rich with the diverse cultures of our world. We make lessons relevant to today’s students through a comprehensive and multi-cultural language immersion program in French, Spanish, and Mandarin Chinese that includes art, music, and technology—all designed to prepare children for the diverse global society we now inhabit.”

“The Freeman Challenge gave our school the opportunity to reach out to donors with a new perspective—one of long-term investment for ISL and our community,” Wilson said. “Matching funds encouraged investors to give now for the future.”

Quelle bonne idée!

The Freeman Challenge will be accepting applications in 2011. Please sign up at www.gnof.org for GNOF’s newsletter to stay informed on this and other grantmaking opportunities.



Now entering its eleventh year, the International School has made an investment to secure its future by opening an endowment at the Greater New Orleans Foundation, with funds from a number of sources including the Freeman Challenge. The Freeman Challenge, created by the family of local philanthropist Richard West Freeman, rewards outstanding nonprofit organizations by matching half of the funds they raise when they open an endowment.

*Quelle
bonne idée!*

GULF TOAST

CLEAN COAST WINES

A TOAST TO THE GULF AND GNOF



“New Orleans has always been the most special place in the world to me,” says winemaker Susie Selby. When the BP oil disaster struck the Gulf, she knew she had to do something to help.

“The one thing I do well is make wine,” she said.

Selby created the Clean Coast label, offering four Sonoma County wines with images of Gulf wildlife on the labels. A portion of the proceeds from each bottle goes to the Greater New Orleans Foundation’s Gulf Coast Oil Spill Fund, designated for programs to support the seafood industry and protect the environment.

“This label was created because of the oil spill, but the purpose is for it to be a long term project to raise national awareness of the importance of this area,” said Selby. “I chose the Greater New Orleans Foundation because, as a community foundation, they have a very high awareness level of where the money should go and who benefits.”

She has also opened her own fund at the Foundation, the Selby Fund, for her own personal grantmaking.

“Louisiana and the Gulf Coast exemplify overcoming difficult times with love for friends and family, a good appetite, a sense of humor, and a drink in hand. I think we all have a lot to learn from that,” said Selby.

For more information on how you can partner with the Greater New Orleans Foundation, please contact VP for Development Alice Parkerson at (504) 598-1291. For a complete list of all the grants made from the Gulf Coast Oil Spill Fund, we invite you to **visit www.gnof.org**.

A series of ads promoting charitable funds running in local publications.

ANYONE CAN BE A PHILANTHROPIST

(Chauffeur and private jet optional)

You don't have to be a billionaire to be a philanthropist. At the Greater New Orleans Foundation, we make it easy for you to start your very own foundation fund. All it takes is a minimum opening balance of \$5,000 to begin supporting the causes you believe in. For more information on how you can feel like a billion for a whole lot less, call **Alice Parkerson**, VP of Development, at 504.598.1291.



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YOU TOO CAN BE A PHILANTHROPIST

(Chateau in Provence not included)

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HOW TO BECOME A PHILANTHROPIST

(Custom yacht sold separately)

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Newsletter design: Tom Varisco Designs
Photography: Will Crocker