



BATON ROUGE AREA FOUNDATION
2006 ANNUAL REPORT

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A detail from the Hilton Capitol Center.

OUR CORE WORK

How do we measure
the places
that business and government don't reach—

the children who can't see to read, the people learning to lead?

How do we create avenues for solving tomorrow's ills,
while providing support for today?

How do we build community resiliency?

And what do you call it when a good program, one that is helping
real people, receives the funding it desperately needs?

Our donors know.



The Foundation and its donors gave more than 3200 grants totaling \$33.8 million in 2006. Details on pages 30-31. Grants listed on pages 57-72.



A detail from an arch of the downtown Hilton Capitol Center, a \$70 million redevelopment of the Capitol House by the Wilbur Marvin Foundation, the real estate portfolio of the Baton Rouge Area Foundation. More details on page 32.

HILTON CAPITOL CENTER

They could have torn it down,

stripped and sold the historic, whitewashed bricks,

leaving a gaping hole in the heart of downtown Baton Rouge—

instead the Wilbur Marvin Foundation
found a way
to save the famous Baton Rouge landmark.

Now the Capitol House is celebrating new life, **finally returned
to its breathtaking, riverside majesty.**

THE LRA SUPPORT FOUNDATION

Because we all deserve the best possible future for Louisiana,

Because we each are a part of, and have something to contribute
to the communities in which we live,

Because a growing catalogue of difficult decisions lies before us,

Because a compass has no politic:

The nation's leading experts are helping the LRA Support Foundation create a direction for the future of South Louisiana, one that represents the values and visions of our people—one that finds the greatest opportunity for **improving the quality of life for all.**



After Hurricanes Katrina and Rita, the Baton Rouge Area Foundation created the LRA Support Foundation to deliver plans for rebuilding and making Louisiana stronger, including methods to preserve the wetlands that protect our communities. More about the LRA Support Foundation on pages 33-35.



Hundreds of children living in Old South Baton Rouge learn at the new Carver Branch Library and attached Head Start center in the neighborhood between LSU and downtown. In 2006, the Foundation continued its efforts to revive the area, revealing a growth strategy and helping establish a board to carry out the strategy. More on page 36.

OLD SOUTH BATON ROUGE

After dozens of public meetings and more than a year of research,

the residents of Old South Baton Rouge have created a plan.

But they realize

that even the best plans

can be misplaced, sidetracked or pulled apart.

So they're coming together, building a community solution.

Standing on the plan they've made, because it takes people

—it takes partnerships—

to turn words into actions.

THE ERNEST J. GAINES AWARD FOR LITERARY EXCELLENCE

To recognize a life of service—first as a soldier in the U.S. Army;
then by writing, putting the emotions
of Louisiana’s generations to paper,
recording the recollections
of River Lake Plantation;
also teaching,
building a legacy of students, of readers and friends
who also seek peace, equality, and understanding—

Look for the person who has honored their community
in ways more far-reaching
and long-lasting
than could have ever been expected.

Let achievement light the way.



To recognize Ernest J. Gaines' unparalleled contribution to the people of Louisiana and the world, several Foundation donors have launched an annual literary award in his honor. Read more on page 37.



A youngster skips rope at a playground funded by the Foundation and partners at Renaissance Village, the North Baton Rouge trailer city housing hurricane victims. In 2006, The Baton Rouge Area Foundation continued to serve people displaced by Katrina and Rita. More on pages 38 and 72.

HURRICANE KATRINA DISPLACED RESIDENTS FUND

We were silent
as we watched the water slip
over the levee tops—
our neighbors stranded on torn-out roofs and flooded
highway overpasses.

We were shaken, later, following the footsteps of Katrina
up and down the coast, stunned by a thousand terrible images—each one
worth a thousand horrible words:

we felt like we were on our own, like we always had been,
like the help Louisiana needed would never come.

Or that it would arrive too late,
and stay just to paint our markers on the walls.

**It is impossible to remember the people we've helped,
without thinking of the ones we've failed.**

INCOURAGE

For us, the floods weren't just a flash across our TV screens.

The people stranded—abandoned—the people lost

weren't just strangers;

they were our neighbors and friends, our families.

So whether we were among those who lost their neighborhoods and businesses,
or among those who opened their homes, volunteered—

**we know
that trusting in the future
begins with taking care of each other.**



New Orleans Jazz singer Stephanie Jordan records “Come Rain, Come Shine” for a television and radio ad campaign for InCourage, a Baton Rouge Area Foundation initiative that continues to provide free mental health counseling to hurricane sufferers. Read details on page 39.



Asked to work with communities that surround Lake Pontchartrain and its waterways, the Baton Rouge Area Foundation partnered with leaders in St. Helena, St. Tammany, Tangipahoa, and Washington parishes to create the Northshore Community Foundation. Details are on pages 40-41.

THE NORTHSHORE COMMUNITY FOUNDATION

As thousands of new residents and their families
settle into their new homes and communities,
leaders from St. Tammany, Tangipahoa, Washington, and St. Helena parishes
have come together to launch the Northshore Community Foundation.

After experiencing twenty-five-years' worth of growth overnight,
they are positioning themselves to help the region cope
with strained public infrastructure
by organizing basic grantmaking programs
and long-term planning and development.

Through cooperation and integrity, they are overcoming local obstacles—

building a legacy of success and goodwill.



LETTER FROM THE CHAIR, THOMAS H. TURNER

On behalf of the Board of Directors of the Baton Rouge Area Foundation, I'm pleased to report that the Foundation issued \$33.8 million in grants and increased assets to \$496.5 million in 2006. Additionally, the Foundation has issued more than \$34 million in grants for hurricane relief efforts since Katrina and Rita. From our core grantmaking in Baton Rouge to helping hurricane-impacted communities plan their recovery, our Foundation continues to fulfill its mission of enhancing the quality of life for people living in this region.

In this year's edition of our annual report, you'll find details about the Foundation's efforts to help residents of Old South Baton Rouge improve their community—a process that is moving from the planning phase as a new Neighborhood Partnership Board works to implement the plans.

You'll see how we've helped residents of the Northshore establish their own community foundation, the Northshore Community Foundation, to address challenges and opportunities in their region—especially in light of their recent population growth.

You'll find information about the Foundation's hurricane relief efforts, including local and regional plans made by the finest planners in the nation, and a mental health initiative to help people suffering from hurricane-related stress.

You'll see how the Wilbur Marvin Foundation continued downtown redevelopment efforts with the renovation of the historic Capitol House and Heidelberg Hotel—now the Hilton Capitol Center.

Finally, you'll read about the launch of the Ernest J. Gaines Award for Literary Excellence, a new \$10,000 award given annually to honor the legacy of Mr. Gaines and promote different kinds of creative achievement in our community.

These successful initiatives reflect the tremendous vision of our founders—12 local business leaders—who, more than 40 years ago, asked themselves, “What have we done to help our neighbors? And how have we improved our community?”

They wondered about the future of Baton Rouge, about how our city would develop and grow over the next few decades. They wondered about what they were doing to build a legacy of shared responsibility and neighborly cooperation, about how they could create an institution dedicated to the preservation and stewardship of the community they loved and called home.

To answer those questions, the group launched the Baton Rouge Area Foundation, a public charity managed by area residents and dedicated to enhancing the community and improving the quality of life across the region.

Today, it’s hard to imagine where our community would be without the Foundation—without the passion and commitment of our fund donors, members, and board.

It’s been an honor to serve our community as Chair of the Board of Directors of the Baton Rouge Area Foundation for the past two years, and I’d like to thank you for your continued support. I’d also like to thank John G. Davies, the Foundation’s president and CEO, John Spain, executive vice president, and the entire staff for their ongoing leadership, vision, and dedication to improving our community. Finally, I’d like to wish our new Chair, Christel C. Slaughter Ph.D., the best of luck.

Sincerely,



Thomas H. Turner

Afterword | As Chair of the Board of Directors of the Baton Rouge Area Foundation, Thomas Turner has demonstrated tremendous leadership and dedication to our community. Amid the devastation and chaos of Hurricanes Katrina and Rita, he played a critical role on the Hurricane Katrina Task Force, helping us create a disaster response plan that would best fill the unprecedented challenges facing our region. Week after week, Thomas practically called our offices home, determined to see our displaced neighbors get the assistance they desperately needed. Under his leadership, the Foundation has played a major role in our state’s recovery process over the past two years, and I speak for the entire staff when I say that we have both enjoyed working with him and learned a tremendous amount through his service.

John G. Davies,
President & CEO

ABOUT US

OUR MISSION The Baton Rouge Area Foundation unites human and financial resources to enhance the quality of life across the region.

To achieve our mission, we:

- Serve donors to build the assets that drive initiatives and solutions;*
- Engage community leaders to develop appropriate responses to emerging opportunities and challenges; and*
- Evaluate our work and share the results with our stakeholders.*

FOUNDED June 1964

TOTAL ASSETS \$496.5 million as of December 31, 2006

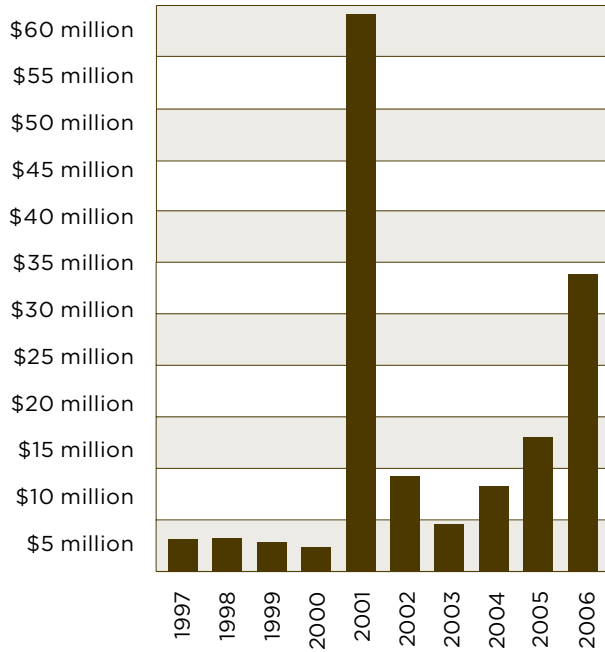
GRANTS AWARDED IN 2006 \$33.8 million

OVERVIEW The Baton Rouge Area Foundation is a nonprofit organization that forms partnerships with philanthropists, nonprofit organizations, and other community leaders to ensure that our community can exceed any challenge, and that our residents have every opportunity to succeed.

The Foundation serves eight parishes in South Central Louisiana: Ascension, East Baton Rouge, West Baton Rouge, East Feliciana, West Feliciana, Iberville, Livingston and Pointe Coupée.

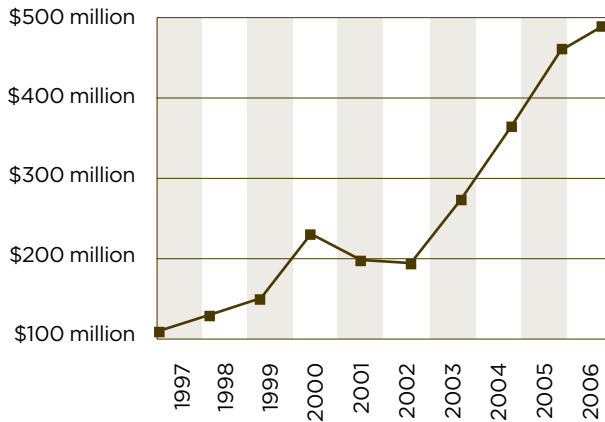
Through the Northshore Community Foundation, the Foundation also serves St. Helena, St. Tammany, Tangipahoa, and Washington parishes.

Total Grants



2001 includes a \$43 million grant to Lamar-Dixon Expo Foundation.

Asset Growth





2006 BOARD OF DIRECTORS

Thomas H. Turner *Chair*
 John G. Davies *President & CEO*
 Christel C. Slaughter Ph.D. *Vice Chair*
 Brace B. Godfrey Jr. *Secretary*
 Thomas A. Cotten *Treasurer*
 John W. Barton Sr. *Chair Emeritus*

Warren O. Birkett Jr.
 Thomas L. Frazer
 Alice D. Greer
 Richard F. Manship
 Charles W. McCoy*
 Jennifer Eplett Reilly
 H. Norman Saurage III
 Charles L. Valluzzo
 Jacqueline D. Vines
 Paul S. West
 Candace E. Wright

The Baton Rouge Area Foundation is governed by directors who are appointed for three year terms. Members may serve two consecutive terms. The Board is comprised of fifteen directors elected by the members. The immediate past Board Chair serves as a member of the Executive Committee and member of the Board, as does the Chief Executive Officer of the Foundation. Founding Chair John W. Barton Sr. has a permanent seat as Chair Emeritus on the Board and its Executive Committee.

FOUNDERS

John W. Barton Sr.
 Joseph H. Baynard*
 L. Heidel Brown*
 Sidney A. Champagne*
 Frank S. Craig Jr.*
 Charles F. Duchein*
 Henry W. Jolly Jr. MD*
 Douglas L. Manship Sr.*
 George Mathews*
 Harvey H. Posner*
 Benjamin B. Taylor Jr.*
 Scott Duchein Barton* *Honorary Founder*

PAST CHAIRS

John W. Barton Sr. *1964–1970*
 Harvey H. Posner* *1971–1972*
 Joseph H. Baynard* *1973–1974*
 L. Heidel Brown* *1975–1976*
 John S. Kean Jr.* *1977–1978*
 Chester McKay* *1979–1980*
 William H. LeBlanc Jr.* *1981–1982*
 Rosalind B. McKenzie* *1983–1984*
 Jake L. Netterville *1985–1986*
 John B. Noland *1987–1989*
 Dudley W. Coates *1990–1991*
 Gordon A. Pugh *1992–1993*
 John W. Barton Sr. *1994*
 J. Terrell Brown *1995–1996*
 Mary Ann Sternberg *1997–1998*
 Ben R. Miller Jr. *1999–2000*
 Virginia B. Noland *2001–2002*
 Kevin R. Lyle *2003–2004*

** indicates deceased*

COMMITTEES

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Roger F. Shaw OD
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Shunn Phillips
Ralph J. Stephens
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Support personnel: Debbie Pickell

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Thomas L. Frazer
Jason T. Green
C. Kris Kirkpatrick

Joe Ingraham
John B. Noland
Larry Paddock
Support personnel: Debbie Pickell

HURRICANE KATRINA DISPLACED RESIDENTS FUND SCREENING COMMITTEE

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Yolanda Dixon
Edward Francis
Dan Holliday III
Cornelius A. “Connie” Lewis
Patrick Mockler
Jennifer Eplett Reilly
Suzanne Turner
Thomas H. Turner
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Charles S. Greeson MD
R. Bryan Griffith MD
Michael Hamilton MD
Carol R. Ridenour MD
Floyd J. Roberts MD
Darryl Peterson MD, *At large*
Support personnel: Twanda Lewis

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Tee Brown

Norman Deumite

Staci Duhe

Jeff English

Thomas L. Frazer

René Greer

Lourdes Kadair

Michael W. McKay

Gail and Bill O'Quin

Angela M. "SuSu" Rosenthal

Paige Stewart

Anne McCanless

Edy Koonce

Connie Chilvers

Support personnel: Jessica B. Stuart

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Charlette Byrd

Meri Cambre

Thomas A. Cotten

Rev. Steve Crump

Ronnie Edwards

Perry Franklin

Edy Koonce

Mark D. Richterman

Support personnel: Twanda Lewis

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Thomas A. Cotten

Gerald J. Jolly

Cornelius A. "Connie" Lewis

Virginia B. Noland

Jennifer Eplett Reilly

Mary Ann Sternberg

Support personnel: John G. Davies

CIVIC ENGAGEMENT COMMITTEE

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Annette Barton

Shelby McKenzie

Bettsie Baker Miller

Rolfe Miller

Claude Reynaud

Donna Saurage

Support personnel: John Spain

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Carol Anne Blitzer

Stephen N. Carville

Matthew G. McKay

Hermann Moyse Jr.

Iveson B. Noland

Randy P. Roussel

Bob Schmidt

Support personnel: Ty McMains



JANET KETCHAM,
McMains Children's Developmental Center



KATHERINE MARTIN,
O'Brien House



DEBORAH ROE,
Catholic Community Services

2006 Barton Awards | Named in honor of the Baton Rouge Area Foundation's founder—John W. Barton Sr., the recipients of this award are leaders in the nonprofit sector, outstanding and dedicated nonprofit executives who have demonstrated exemplary leadership over time and acted as a catalyst for significant accomplishments that have had a substantial impact on the Baton Rouge area.

JANET KETCHAM

Janet is the executive director of McMains Children's Developmental Center, an organization providing independence and education to children with cerebral palsy, developmental delays, and learning disabilities. Janet has worked with the center for more than 30 years; she began in 1975 as a social worker, climbed the ranks, and was appointed executive director in 1988. Under her direction, the center has evolved into an internationally-recognized nonprofit organization, providing therapy to more than 140 children each year. She has led the center in a capital campaign to expand the center to twice its original size, and secured funding to make recreational facilities safer and more useful for therapy.

Janet is a member of both the Louisiana Association of Social Welfare and the Academy of Cerebral Palsy and Developmental Medicine.

KATHERINE MARTIN

Since 1995, Katherine has served as executive director of O'Brien House, an organization dedicated to helping recovering alcoholics and drug addicts in their struggle to rejoin the community as productive residents. The O'Brien House began as a shelter; under Katherine's leadership, it has evolved into a halfway house with a six-month rehabilitation program, making it one of the state's premier institutions for the effective treatment of substance abuse. Katherine's dedication to the community recently resulted in the implementation of two new and influential programs: The Strengthening the Family Program and The Millennium Kids Club, which operates in four Housing Authority apartment complexes in Baton Rouge.

Katherine serves as provider and coordinator of the Annual Crossroads Conference on Substance Abuse and is a board member of the Homeless Alliance and Association of Halfway Houses. She received the Standards of Excellence Certification 2004-2007 from the Louisiana Association of Nonprofit Organizations (LANO).

DEBORAH ROE

Deborah is the executive director of Catholic Community Services and has served the Catholic Diocese for more than 30 years. The CCS, founded in 1962, has become a leader in social services in Greater Baton Rouge and is now the top non-profit-referred agency of United Way. Deborah manages 14 programs for CCS, including those concerning immigrants and refugees, adoption, and medical bill assistance. She has developed diversity of CCS in programming and funding in order to address unmet needs, and has initiated agency services in such areas as prison ministry, homeless shelters, and advocacy for people with disabilities.

Deborah was elected by the Southeast Region to serve on the Catholic Charities USA Board of Trustees, serves on the Board of Directors for the Blue Ridge Institute, and is active in a peace-building initiative partnership with Catholic Charities USA and Caritas.



Larry LeBeouf, an Alzheimer's patient, and his wife Ferma enjoy the spring weather. Ferma is Larry's primary care giver and has utilized the services offered by Alzheimer's Services.

2006 In Detail | From our core work—grantmaking—to projects and leadership initiatives, the following pages are filled with examples of the Foundation's efforts to improve the quality of life in our region. These accounts will provide you with insight into our key programs and illustrate the progress our board, donors, members, and friends are making possible.

CORE WORK—ALZHEIMER'S SERVICES

The main role of the Baton Rouge Area Foundation is to aid in the overall growth and development of our region. To do so, the Foundation provides grants to service organizations that are making a difference and fostering opportunity in the daily lives of residents.

Alzheimer's Services is among them. The nonprofit has provided services for Baton Rouge residents since 1983, when it was founded by a local physician and nurse who realized that families dealing with the disease needed to be able to communicate with each other. They expected 40 people at the first meeting; 100 people showed up. In 1996, Alzheimer's Services decided to expand its services, hiring Beth Veazey to run daily operations. "They gave me two file cabinets and a couple of boxes," Veazey remembers. Today, she's the executive director of Alzheimer's Services, which has greatly expanded its services over ten years and now employs a staff of eight.

Alzheimer's Services works with patients who have the degenerative brain disease, as well as their family, friends, and health care professionals. As the victim's brain deteriorates, family members often become caretakers. "Statistics say that when someone is diagnosed, ten other people are directly affected—from the spouse, to children, grandchildren, co-workers, and friends," says Veazey. About 15,000 people in the Greater Baton Rouge Area have been diagnosed with Alzheimer's.

When I came here, there were about 500 people on the mailing list,” says Veazey. “Now it’s around 10,000. We had four support groups then, and we have nine now.”

Some of the most important services offered to families include listening to problems or helping to validate their tough decisions, such as taking the patient’s car keys away or placing the patient in an assisted-living home.

Services offered by Alzheimer’s Services include a dementia-specific resource library, an information phone line, a quarterly newsletter, Safe Return ID bracelets, a caregiver respite program, and the Lunch N’ Learn education series.

Baton Rouge resident Sonny Landry cares for his wife, Elsie, who suffers from the disease. “I don’t worry so much now when we go to Wal-Mart. I know if someone finds her they will be able to locate me,” he says of the Safe Return program.

The caregiver respite program provides caregivers with a break one day a month. “This is a costly and long-lasting disease,” says Veazey. “Caregivers are the hidden victims, often doing everything for the patient. Sometimes they just need rest.”

The Lunch N’ Learn series has become so popular that it has grown from monthly to almost weekly. At each session, the nonprofit brings in local experts to give families the opportunity to learn more about the disease and related issues.

Two and a half years ago, Alzheimer’s Services moved into its current office building on North Boulevard. The organization is now in the process of remodeling the vacant half of the building, which it recently acquired. The new accommodations will include a respite center for Alzheimer’s patients.



Ruth Smith, age 89, takes a break at the Rural Life Museum.



Party-goers enjoy the grand reopening of the Capitol House Hotel at a gala benefitting the Foundation for Historical Louisiana.

WILBUR MARVIN FOUNDATION & COMMERCIAL PROPERTIES

In 2006, the Wilbur Marvin Foundation's real estate management business, Commercial Properties Realty Trust, re-opened the Capitol House Hotel in downtown as a renovated Hilton.

For nearly two decades, the Capitol House was a reminder of the decline of downtown. But with the city center on the mend, the Wilbur Marvin Foundation took on what seemed to be a risky rehabilitation of the Capitol House. Using a mix of bank financing, sales tax incentives, federal historical tax credits and company capital, Commercial Properties invested \$70 million to revive the hotel as the Hilton Capitol Center featuring 290 rooms, 2 river-view ballrooms and an upscale restaurant.

Commercial Properties continues to develop projects that are in keeping with smart growth principles, which call for walkable communities instead of sprawling neighborhoods. Its largest project, announced last year, is 5401 North, a \$750 million mixed-use development in Charlotte, North Carolina.

The Wilbur Marvin Foundation's most important contribution is helping to fund the Baton Rouge Area Foundation. Last year, the real estate portfolio provided \$3 million in grants to the Baton Rouge Area Foundation. The grants included hundreds of thousands for charity work in the Baton Rouge region and Puerto Rico, where the late Wilbur Marvin had real estate holdings.

Through his foundation, Mr. Marvin continues to improve the city he called home.

LRA SUPPORT FOUNDATION

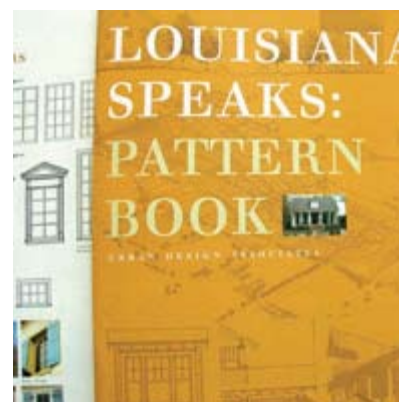
Formed by the Baton Rouge Area Foundation at the request of the state of Louisiana to support research and planning needs of the Louisiana Recovery Authority, the LRA Support Foundation (LRASF) is using private funds to coordinate world-renowned planners as they help us re-envision the future of South Louisiana.

So far, those activities have included community planning, a statewide health care study, and a study of land-use and other legal issues related to coastal preservation. Most of the projects have relied on community input to produce the final reports.

Louisiana Speaks: With the help of the Center for Planning Excellence, a Baton Rouge Area Foundation offshoot, the LRASF has conducted a three-part planning process endorsed by the state.

1. *Duany Plater-Zyberk & Co.:* The firm performed local design charrettes in Lake Charles, Vermilion Parish (Abbeville, Delcambre, and Erath), and St. Bernard Parish, creating new master plans for those communities. The work included zoning strategies and model codes from which other communities across the state can benefit.

2. *Urban Design Associates:* UDA created a Pattern Book and Toolkit intended for use by homeowners, businesses, and developers as they rebuild. The Pattern Book outlines safer building methods and documents Louisiana's unique landscape and architectural style. The Toolkit is intended as a reference for local planning officials and outlines issues like development patterns and flood management from the regional, municipal, neighborhood, block, and lot levels.



The Louisiana Speaks Pattern Book documents our state's architectural and landscaping traditions, and is helping people rebuild their homes and businesses safer than ever before.



Calthorpe Associates conducted charrettes and led planning discussions with residents across the state following Katrina and Rita.

3. *Calthorpe Associates:* Through in-depth assessment of the area's people, cultures, and assets, the firm is creating a regional vision that will recommend ways for the communities of South Louisiana to work together to create a more stable and diverse region than ever before. Residents are participating in this process, creating local consensus that will be key to its long-term success. The effort was supported by Collective Strength Inc, which performed surveys; and Peter A. Mayer Advertising Inc., which raised stakeholder awareness.

Additional Planning:

Cameron Parish: The LRASF funded a project conducted by the Community Design Workshop of the University of Louisiana at Lafayette School of Architecture and Design that created new master plans for Cameron. The plans feature new strategies for rebuilding with an emphasis on hurricane resistance and hazard mitigation.

Land-use Charrette: On October 11-12, leading national experts met at the request of the LRASF to outline legal issues associated with our state's recovery. The group found that implementing recovery plans will require significant legal research to resolve legal and financial issues associated with property rights and eminent domain, water and mineral rights, coastal restoration, the availability of public services, and other topics. Now research is being conducted to overcome potential legal obstacles, ensuring that recovery plans will be implementable according to federal, state, and local statutes.

Health Care Report: The LRASF funded a comprehensive health care study conducted by PricewaterhouseCoopers Health Industries Group. The study says Louisiana's two-tier health care system—the last in the country—should be ended by eliminating the charity hospital system and moving those patients into the private hospital network.

Additionally, the report recommended building a new University Hospital in Baton Rouge to accommodate our state's post Katrina/Rita population shift and to replace the aging Earl K. Long Hospital. Planning for that project, the report concludes, should include a Level 1 Trauma Center and create a greater graduate medical education presence in the area.

Like the physical planning efforts, this study has the potential for a great and positive impact on our community, especially on overall quality of life. The Louisiana Recovery Authority has accepted the PWC plan, and state and federal authorities are continuing to discuss a statewide insurance program to provide coverage for the uninsured. The LRASF is hopeful that this study will lead to true health care reform for the state in 2007.

Center for Planning Excellence: Formerly known as Plan Baton Rouge, the Center for Planning Excellence, or C-PEX, was hired by the LRASF to coordinate the Louisiana Speaks planning process. With a strong history of success in both downtown Baton Rouge and Old South Baton Rouge, C-PEX has been a great resource for residents, community organizations, developers, and elected officials. They have provided valuable information on best practices for planning and urban design, and continue to advocate for the highest quality planning possible. By helping planners generate public participation across the state, C-PEX has helped ensure that the Louisiana Speaks process moves forward smoothly and best represents the vision that Louisiana's residents have for the future of their communities and state.



A resource designed for local planners and builders, the Louisiana Speaks Planning Toolkit outlines best practices in planning, zoning, and hazard mitigation.



Workers put the finishing touches on affordable housing in Old South Baton Rouge—part of the federal HOPE VI grant issued in 2003.

OLD SOUTH BATON ROUGE

Since the award of an \$18.6 million federal HOPE VI grant to redevelop housing in 2003, Old South Baton Rouge has seen the replacement of blighted housing projects with new single-family homes and duplexes. Now residents also have a clear strategy in hand for reinvigorating the area. Known as the Old South Baton Rouge Neighborhood Economic and Revitalization Strategy, the plan was created by a team of experts hired by the Baton Rouge Area Foundation. Led by RKG Associates, the planners relied on direct community input to create a strategy that best serves the residents of Old South Baton Rouge, and released that strategy in spring 2006.

For the plan, more than 1,000 residents, business owners, and other stakeholders were interviewed, giving each of them the opportunity to share their vision for the future of the neighborhood. By directly engaging such a large portion of the neighborhood's stakeholders, this effort has made it clear that the future of Old South Baton Rouge is in the hands of the people who live there, and that they have capable partners who are eager to help them achieve that vision.

In order to continue the momentum gained during the planning phase, several committees and a Neighborhood Partnership Board were created to carry the ideas forward. The efforts build on recent developments in the area, including the reopening of McKinley High School as an alumni center, the new Carver Branch Library and Headstart Center, and a levee-top bike trail that connects Old South Baton Rouge to both LSU and downtown. Private developers have built hundreds of new apartments and condos in the community. Additionally, efforts to improve existing housing and reduce crime are blossoming.

THE ERNEST J. GAINES AWARD FOR LITERARY EXCELLENCE

“My wife, Dianne, and I are very happy to be a part of this exciting project by the Baton Rouge Area Foundation established to recognize the best newly-published African American writers from across the country. I am especially humbled that the Foundation chose to call the award The Ernest J. Gaines Award for Literary Excellence. From experience I know what it means to young writers to receive recognition and monetary awards when struggling in the early years. We hope that this important award will encourage and help young writers to continue their struggles and aspirations to write.” —*Ernest J. Gaines*

In 2006, the Ernest J. Gaines Award for Literary Excellence was created to honor Mr. Gaines and recognize the achievement of a deserving fiction writer. Mr. Gaines, a native of Louisiana and current resident of Oscar, is the author of several renowned works of fiction, most notably *The Autobiography of Miss Jane Pittman*, *A Gathering of Old Men*, and *A Lesson Before Dying*, winner of the National Book Critics Circle Award.

The winners of this annual award will receive \$10,000 in recognition of their works, and travel accommodations to Baton Rouge to read a portion of their books at the award ceremonies. Full-length books of fiction written by African-American writers and published in the preceding year are eligible for entry.

Judges for the first award include Dr. John Callahan, professor of humanities at Lewis and Clark College and author of *In the African-American Grain: Call-and-Response in Twentieth Century Black Fiction*; and Dr. Rudolph Byrd, professor of African-American studies at Emory University and editor of *Generations in Black and White*.



Ernest J. Gaines—soon to be honored by a literary award carrying his name—at his home in Oscar, Louisiana.



After gutting the flooded property, residents begin rebuilding a home in New Orleans.

HURRICANE KATRINA DISPLACED RESIDENTS FUND

Immediately following Katrina, the Foundation formed the Hurricane Katrina Displaced Residents Fund. Focused on providing basic needs like food, shelter, security, health care, and education, the fund issued 43 grants totaling more than \$6 million in 2006. With literally thousands of generous donors from around the country and world making gifts to the fund, the Foundation was able to ensure that critical programs received the emergency funding they needed to provide services.

The first set of grants was issued only 10 days after Katrina, while many people were still stranded in New Orleans. Displaced people who made their way to Baton Rouge found shelter and food programs ready to help them; they benefited from recreation and counseling; they found programs to help their children cope with this disaster and return to school.

As the needs of displaced residents in our area have shifted, so have the fund's priorities. For instance, the Foundation's mental health initiative was, in part, made possible through this fund.

In all, the Foundation raised more than \$44.8 million in Katrina and Rita relief funds, ultimately issuing more than 3,700 grants to people directly impacted and organizations working to provide critical services to displaced residents.

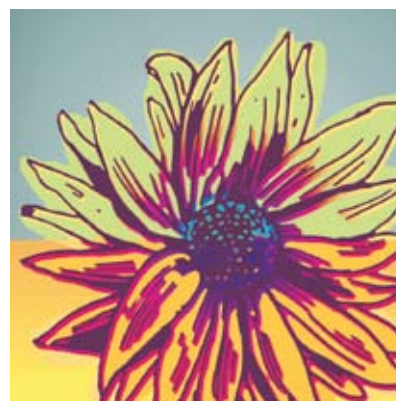
INCOURAGE

According to experts, more than 500,000 people statewide—including as many as 16,000 in the Baton Rouge area—are struggling to cope with the emotional strains of hurricanes Katrina and Rita. From displaced residents to host families and rescue workers, thousands of people continue to experience symptoms that include irritability, headaches, nightmares, withdrawal, and increased conflict with others.

In response, the Baton Rouge Area Foundation launched InCourage, a mental health initiative that provides free counseling based on lessons learned by the National Center for Post-Traumatic Stress Disorder and New York's Project Liberty following 9/11. Eligible adults receive up to ten free and confidential sessions with professionals specifically trained to help them cope with this situation.

Partners include the Baton Rouge Crisis Intervention Center, Capital Area Human Services District, the Irene W. and C.B. Pennington Foundation, Louisiana Family Recovery Corps, LSU School of Social Work, the National Center for Post-Traumatic Stress Disorder, and the Robert Wood Johnson Foundation. A media campaign featuring television and radio ads is urging people still experiencing aftershocks of the storm to get help by calling The Phone, which directs people to the Foundation's program.

As a national model of best practices, the program can easily be replicated across the state or in other communities across the country.



The Foundation launched InCourage in 2006, a counseling program to help people suffering from stress and other symptoms related to Katrina and Rita.



Susan Bonnett is leading the newly-formed Northshore Community Foundation as it works to enhance the communities north of Lake Ponchartrain.

THE NORTSHORE COMMUNITY FOUNDATION

The Baton Rouge Area Foundation recently helped launch the Northshore Community Foundation to support the people of St. Helena, St. Tammany, Tangipahoa, and Washington parishes through grantmaking and other leadership initiatives. Across Lake Pontchartrain from New Orleans, the region has a population of nearly 400,000 but lacked a community foundation for organizing the area and driving growth. Northshore residents will dramatically benefit as donors begin investing back into their communities.

Officially a supporting organization of the Baton Rouge Area Foundation, the Northshore Community Foundation is led by its own CEO, Susan Bonnett, and governed by its own board of directors. Residents have been excited about the project, and Maura W. Donahue has been selected to be the first board chair. She is the former chair of the U.S. Chamber of Commerce.

The Northshore region has experienced a tremendous population increase since Katrina, and the Northshore Community Foundation will help address challenges associated with that growth. To that end, the Baton Rouge Area Foundation has allocated \$1 million in Katrina relief funds to be granted by the Northshore Community Foundation in 2007.

NORTSHORE COMMUNITY FOUNDATION BOARD MEMBERS:

Maura Donahue, *Chair— Vice President of DonahueFavret Contractors*

Stephanie Berault

Mike Burris—*Michael B. Burris CPA*

Tim Carpenter—*Director of Fannie Mae Louisiana*

Scott Chotin—*self-employed*

Lisa Fitzmorris Clement, *Fitzmorris and Associates*

R. Reid Falconer—*Architect/Developer*

Martis Jones Ph.D.—*Director of Administration, City of Hammond*

Dick Knight—*Chairman of Resource Bank*

Jimmy Maurin—*Chairman of Stirling Properties*

Willie Paretto—*President of Rare Find Design Center*

Todd Richard—*President and CEO of FARA Insurance Services*

Carl Schneider—*Vice Chairman of First Community Bank*

Will Trist—*Resident Director of Merrill Lynch*



Children enjoying the natural surroundings and serene lifestyle typical of the Northshore.

