

CURRENTS

third quarter 2024

BATON ROUGE AREA FOUNDATION

braf.org

CARE ON THE GEAUX

Baton Rouge General is hitting the road to bring care to patients in their own communities





CONTENTS

THIRD QUARTER 2024 | VOLUME SEVENTEEN | NUMBER TWO

04

LETTER

Jeffrey W. Koonce, Chair

06

ABOUT US

07

LEAD IN

- » University Lakes
- » Development Fellows
- » Entertainment Study
- » Plan Baton Rouge III
- » Early Childhood Education

12

PLUG IN

Visiting Purrfessor

16

CIVIC PROJECTS

Data-Driven Philanthropy

22

COVER STORY

Care on the Geaux

29

NONPROFITS

2023 Nonprofit
Leadership Awards

36

ANNUAL REPORT

- » Recap
- » Gifts and Grants
- » New Funds
- » Members

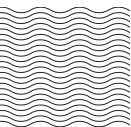
44

EVENT ROUNDUP

46

CODA

Louisiana Lights



LETTER



As we reflect on the past few months, the progress and partnerships shaping our community have been nothing short of inspiring. Our commitment to growth, innovation, and shared success continues to drive us forward, especially as we tackle the complex challenges outlined in our Opportunity Agenda.

We proudly celebrated the graduation of our most recent Development Fellows cohort. These emerging leaders, having completed a six-month long program dedicated to honing their skills in the nonprofit sector, are now more equipped to strengthen our nonprofit ecosystem for years to come.

In August, we announced that planning has begun on Plan Baton Rouge III—a visionary master plan aimed at revitalizing and enriching our downtown area. Building on the successes of previous plans, this initiative is set to transform our city’s core with new housing, improved infrastructure, and a vibrant arts and cultural scene. The enhancements promise a higher quality of life for both residents and visitors, making downtown Baton Rouge a thriving hub for our community.

The recent results from an entertainment study, conducted in collaboration with local partners, reveal an exciting potential for Baton Rouge to become a leading entertainment destination. This ambitious endeavor will breathe new life into our venues and enrich our cultural landscape, all while fueling our local economy.

Additionally, the latest findings in the Opportunity Data Project reveal the urgent need for targeted efforts to improve early education outcomes in our city. By leveraging advanced data science, we’re paving the way for meaningful interventions that will empower our youngest learners and build a brighter future for our community.

Moreover, the University Lakes revitalization project has secured funding for Phase 2A, marking a significant step toward transforming our local lakes into

vibrant, sustainable spaces. This project will restore our environment while creating recreational areas that celebrate Baton Rouge’s natural beauty.

As we look forward, we remain energized by our exciting future. Our upcoming initiatives will continue to focus on fostering innovation, expanding opportunities, and strengthening our community ties. We are committed to exploring new ideas, forging new partnerships, and pushing forward with a bold vision for the future.

With continued support from our partners, generous donors, and dedicated Foundation members, we are broadening our reach and creating positive change in Baton Rouge and beyond. Together, we will continue to build on the successes of today to create an even brighter tomorrow.

With sincere thanks,

Jeff Koonce
Chair, Baton Rouge Area Foundation



100 NORTH STREET
SUITE 900
BATON ROUGE
LOUISIANA 70802

BRAF.ORG
225.387.6126

BOARD OF DIRECTORS

Jeffrey W. Koonce, **CHAIR**

Chris Meyer, **PRESIDENT & CEO**

Thomas J. Adamek, **VICE CHAIR**

Helena Cunningham, **SECRETARY**

Dan Gardiner, **TREASURER**

Annette D. Barton, **AT LARGE**

Jennifer Eplett Reilly, **PAST CHAIR**

J. Wesley Daniels Jr.

Preston J. Castille Jr.

Rhoman J. Hardy

Beverly M. Haydel

Scott N. Hensgens

Erin Monroe

Tatiana Patel, MD

Dianna R. Payton

Linda O. Posner

Matthew C. Saurage

William F. Tate IV, Ph.D.

Karen R. Williams, MD



ABOUT US

About

The Baton Rouge Area Foundation has been dedicated to making a difference in South Louisiana since 1964. With a mission to enhance the quality of life in our region, we unite human and financial resources to drive positive change and foster community growth.

Among the largest community foundations in the country, the Baton Rouge Area Foundation seeks to improve the quality of life in greater Baton Rouge and across South Louisiana.

The Foundation pursues its mission by serving donors to build the assets that drive initiatives and solutions, supporting local nonprofits with strategic consulting to ensure overall impact and sustainability, engaging community leaders to develop appropriate responses to emerging opportunities and challenges, and by partnering with others to leverage collective resources and create the capacity to be a stimulus of positive regional change.

Our North Star

Our North Star is clear: We strive to build a thriving and resilient future for all in Baton Rouge and beyond. Through strategic initiatives, collaborative partnerships, and thoughtful philanthropy, we work tirelessly to address emerging challenges and opportunities in our community.

How We Fulfill Our Mission

We pursue our mission through three key avenues:

1 Catalyzing change and positive opportunity in our community.

The Foundation leads civic projects with annual support from our members. This work seeks to address the most pressing barriers to opportunity and is guided by data and community need.

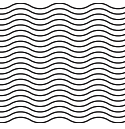
2 Fostering a strong philanthropic environment.

We believe philanthropy is for everyone. The Foundation supports philanthropists at every stage of their journey of giving — providing education, counsel, and tools to help them support nonprofits and

the community at large with their time, knowledge, and resources.

3 Empowering changemakers and nonprofits.

Our Center for Nonprofit Excellence provides strategic and technical support to nonprofit organizations. We build relationships with and between nonprofits in our area, connect organizations to funding opportunities, offer consulting services for fundraising and planning, and lead educational fellowships.



TIM MUELLER

The University Lakes

THE UNIVERSITY LAKES revitalization project is making steady progress. Supported by a \$1 million planning grant from the Baton Rouge Area Foundation's donors in 2014, this initiative merges environmental restoration with enhanced recreational opportunities, creating a vibrant space for the Baton Rouge community. The University Lakes LLC, a division of the LSU Real Estate and Facilities Foundation, is managing the project.

Phase 1 construction, which began in 2023, focused on dredging City

Park Lake and Lake Erie, improving shorelines, and upgrading the Stanford Avenue weir. The newly commenced Phase 2A involves constructing living shorelines and deepening all of College Lake and about half of University Lake. Phase 2B, which recently received capital outlay funding, will complete the deepening of University Lake.

Future phases will further enhance water quality and ecosystem health. The project aims to create 77 acres of new land, with ongoing maintenance being

overseen by LSU, BREC, and the City-Parish. As of now, over 250,000 cubic yards of sediment have been removed, and it is expected 1 million cubic yards will be removed before the project's completion in December 2026.



VISIT **UNIVERSITY
LAKESPROJECT.ORG** FOR
MORE INFORMATION





Development Fellows graduates

Development Fellows Graduates

IN JULY, the Baton Rouge Area Foundation celebrated the graduation of its most recent cohort of Development Fellows. This tuition-free program, facilitated by the Foundation's Center for Nonprofit Excellence, equips emerging development professionals with essential skills in fundraising, storytelling, marketing, impact measurement, and more.

Over six months, 23 cohort members engaged in intensive lectures, discussions, and practical exercises designed to enhance their expertise.

The program's goal is to strengthen nonprofit organizations by cultivating a community of skilled professionals committed to making a lasting impact.

This year's cohort particularly benefited from the introduction of a mentoring component, which paired each fellow with an experienced nonprofit leader. This mentoring provided personalized guidance, helping participants deepen their understanding and navigate challenges with the support of seasoned professionals.

The combination of theoretical learning and practical application, complemented by one-on-one mentoring, ensured that graduates left the program with robust technical knowledge and the confidence to apply it effectively in their roles. The Development Fellows Program's impact extends beyond individual

participants; it strengthens the broader nonprofit ecosystem, benefiting the community as a whole.



TO LEARN MORE
ABOUT THE CENTER
FOR NONPROFIT
EXCELLENCE VISIT
[BRAF.ORG/
NONPROFITS](https://braf.org/nonprofits)





Entertainment Venue Study

AT THE BEGINNING OF THIS YEAR, the Baton Rouge Area Foundation, in collaboration with the Arts Council, BRAC, Tiger Athletic Foundation, Visit Baton Rouge, and the Downtown Development District, embarked on an entertainment study for the capital region.

This joint effort explored the market potential and economic viability of revitalizing three key local venues: the River Center, the Pete Maravich Assembly Center, and Memorial Stadium. The plan aims to position Baton Rouge as a vibrant entertainment hub by attracting global artists, strengthening the city's music industry, and enriching the community with dynamic cultural experiences.

Preliminary findings from the music city study have further solidified the confidence of key stakeholders in Baton Rouge's potential to become a premier destination for entertainment. More detailed results of the study are expected to be released before the end of the year.



Plan Baton Rouge III

IN AUGUST, civic leaders in Baton Rouge announced the launch of Plan Baton Rouge III, a master plan aimed at revitalizing and enhancing downtown Baton Rouge. Building on the successes of Plan Baton Rouge I and II, this initiative seeks to guide comprehensive growth and investment in the downtown core over the next decade.

A request for proposals has been issued to identify a consultant team responsible

for implementing placemaking, adding new housing units, enhancing the riverfront, improving infrastructure, attracting new restaurants and businesses, and celebrating the area's rich arts and cultural potential.

This forward-looking master plan will introduce innovative ideas to increase residents' opportunities to live in, work in, and enjoy the downtown area, with accountability measures in place to

ensure its effective implementation.

The City of Baton Rouge/Parish of East Baton Rouge, Downtown Development District, Visit Baton Rouge, Baton Rouge Area Chamber, and Baton Rouge Area Foundation proudly sponsor this initiative. Once a consulting firm is selected, the planning process will commence, with completion expected in 2025.





Early Childhood Education: Opportunity Data Project

THE BATON ROUGE AREA FOUNDATION, in partnership with Common Good Labs, released the second installment of the Opportunity Data Project in May. The briefing takes a deeper dive into the facts surrounding early education in East Baton Rouge Parish. Despite nearly universal access to Pre-K 4 programs, many students in the parish are arriving unprepared for kindergarten. Notably, 31% of economically disadvantaged students in EBR scored a zero on the readiness exam, compared to the national average of 13%.

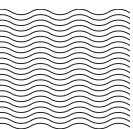
The Opportunity Data Project utilizes advanced data science to enhance social and philanthropic efforts, aiming

to improve the quality of life in Baton Rouge. This installment is part of one of the largest studies of its kind, linking education and safety outcomes through big data. The analysis draws on data from over 120,000 students in the East Baton Rouge Parish School System from 2007 to 2023, including test scores, attendance, and disciplinary records. It also integrates data from the EBR District Attorney's office on violent crimes, including homicides. The findings underscore the urgent need for targeted interventions to improve kindergarten readiness and long-term outcomes for the community's children.



VISIT [OPPORTUNITYBTR.ORG](https://opportunitybtr.org) TO LEARN MORE ABOUT THIS INITIATIVE AND READ EACH OF THE BRIEFINGS





Visiting Purrfessor

BY AMY ALEXANDER | PHOTOS BY TIM MUELLER

When Tasha Whitton toured the Companion Animal Alliance's facility during a Baton Rouge Area Foundation Civic Initiatives Site Visit in May, she found a volunteer gig at the shelter that was the cat's meow.

"They had a shift that's called The Purrfessor," the BRAF member explained recently with a slight chuckle. "Essentially, you go for a couple of hours to sit in the 'Catio,' which is a lovely, glassed-in atrium area with a number of cats."

Whitton, an English professor at Baton Rouge Community College, became a regular at the Catio, where she read, sometimes aloud to her feline students, the newest edition of Homer's *Odyssey*.

The time Whitton donated during her summer break was deeply satisfying for her and for the kitties. In a sense, Whitton's feline friends were becoming educated—and not just because their fuzzy ears were catching Ancient Greek rhymes.

"They really want the cats to be in an environment where they aren't necessarily being paid attention to every minute," Whitton explained.

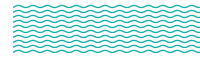
Gaining insight into animal behavior was an unexpected but welcome perk

of her gift of time to the shelter. As any cat person will tell you, these creatures love to feel independent and capable.

"It's one of my favorite spots to go sit when I get a minute," said Heidi Wetherbee, communications and events senior manager at CAA. "All the cats in our Catio are adoptable and love getting to spend time with all the potential adopters that come through, as well as our volunteers that sign up to spend time in there with them while they are studying or to help speak with potential adopters."

Over time, Whitton was welcomed by the Catio's regulars. "Big Mama," a gray tabby, would always come to greet her, then climb onto her lap. Whitton read and the cat reclined.





In some ways, they were taking care of each other. Whitton, whose husband, Brady, is the senior pastor at First United Methodist Church, has three busy teens who were home on summer break. The peace and quiet of the Catio was a welcome change of pace for her.

Whitton was gifted a membership to BRAF at the end of her term as a Changemaker for Baton Rouge Alliance of Students in 2023. She has since become active as a member of BRAF. The other members have inspired her. But it was touring organizations, such as CAA, that sparked her desire to give her time.

When school started in August, Whitton decided to increase that commitment. She went through training to gain the knowledge and skills necessary to clean cat enclosures at the facility.

CAA is the only open intake center in Baton Rouge. That means they take pretty much what Noah's Ark did.

During that May Civic Initiative tour, Whitton saw a bird, a turtle, and an iguana that had been dropped off.

CAA matches its diversity in fauna with a vast array of volunteer experiences which require a minimum commitment of six hours per month. Members of the community can serve by taking a dog on a walk, for instance, or keeping an animal overnight. They can provide transportation to get animals from one point to another.

Though CAA requires its in-house volunteers to be at least 18 years old, children can get involved making cat mats or dog treat bags.

The lesson: There is no such thing as a small act of service. Homer himself said it best: "The charity that is a trifle to us can be precious to others."

Whitton says that going to the shelter fills her heart in ways nothing else can. Animals respond in a special way to acts of kindness. They don't concern themselves with prestige or presentation.

"I was gearing up for the start of this school year, and before you meet your students there is a lot of nervous energy and anxiety," Whitton said. "My favorite acts of volunteering are when who you are doesn't matter. It's not about what you are bringing other than just being a person ... It reminds you of what's really important."



HOW TO Be a Stellar Volunteer

Volunteering can change your life, and it has an immeasurable impact on the community. However, there are some strategies that will help energize your efforts to increase your satisfaction and make sure you're actually able to make a difference.

Here are some hints:

Make a commitment and stick to it. It might take a while for you to learn your role and form the connections that make volunteering truly rewarding. It can take six to nine months for everything to click. "It can be easy to go a couple of times and think 'Oh, I don't know if this is what I thought it was going to be,'" Whitton said. Push through the urge to quit before you have even begun.

Never underestimate the power of showing up. It means a tremendous amount to those you serve that you cared enough to be reliable, Whitton said. On weeks when it seems you're not making much of a difference, remember that you energize your cause by being there.

Be honest about what you can give—then find a way to give something. If you're strapped for time, for instance, seek out a facility that has a streamlined process and different levels of commitment. You don't have to give your whole life to the organization to make a huge difference. "There are seasons to life where you have a little bit more time, a little bit more flexibility, and sometimes you don't," Whitton said.

Make a good match. If you have a passion, there is probably a nonprofit that could use your expertise. A mechanically inclined individual might go serve at Front Yard Bikes, for example, Whitton said. Someone who loves the outdoors can give back by collecting litter.

Stretch yourself. "Volunteering is the place where you can try out things that are completely different from your profession," Whitton said. If you have ever had a calling you didn't pursue, see if there is an organization out there that might feed that desire. ■

Your finances and philanthropy, **SIMPLIFIED.**

Under the Baton Rouge Area Foundation's new program, you can open a charitable account with us **while keeping your own financial advisor**. Your advisor manages all your funds, and you can make grants to nonprofits through the Foundation.

Find out how the Foundation has simplified giving to the causes you care about. Please contact Carissa Graves at **(225) 387-6126** or **cgraves@braf.org** for more information.



DATA-DRIVEN PHILANTHROPY

BY SARA BONGIORNI

THE OPPORTUNITY DATA PROJECT'S initial report on early childhood education provides unprecedented insight into the root causes of educational disparities in Baton Rouge and lays the groundwork for new community initiatives to close them.

The project's use of data modeling will combine with community collaboration in pursuit of strategies to ensure access to high-quality early care for vulnerable children from birth to age 5.





TIM MUELLER

CIVIC PROJECTS



"This is about learning how we can build upon what's working in Baton Rouge in a thoughtful, strategic, community-connected way," says former Foundation Chair Jennifer Eplett Reilly, a co-founder of City Year Inc. who helped found City Year Louisiana and served as founding chair of New Schools for Baton Rouge.

Also a member of Teach For America's founding board, Eplett Reilly is a national leader in social entrepreneurship, which applies business principles to tackling community challenges, developing creative solutions, and advancing systemic change.

She will deploy that expertise alongside community and regional stakeholders in developing targeted investments in early childhood education with first-of-its-kind data from the Opportunity Data Project.

"We are learning from data and research to understand what's happening on the ground in order to create opportunities for long-term change," says Eplett Reilly.

Seed funding was provided through a new unique, collaborative philanthropic approach called Civic Impact Funds. The Education Impact Fund was seeded by the Jennifer and Sean Reilly Family Fund. Other Foundation and community members who wanted to impact change in education in a collective, multiplicative way also chipped in. The Opportunity Data Project will generate briefings in additional areas of concern in Baton Rouge, including

the role geography plays in determining outcomes for health, education, and access to economic opportunity.

Its analysis of early childhood education in Baton Rouge considered test scores, attendance records, and other data from the East Baton Rouge Parish School System for more than 120,000 kindergarten through high school students between 2007 and 2023.

Common Good Labs, the Foundation's data partner, used geospatial analyses and advanced modeling to improve understanding of student outcomes at multiple points.

Data from more than 1,000 arrest records from the parish District Attorney's office were used to identify connections between education and incarceration in a recently released K-12 briefing.

One of the largest analyses of its kind in the U.S., the Opportunity Data Project's findings on early childhood education will form the basis of community-shaped solutions that correspond to needs that are specific to Baton Rouge.

Some findings are cause for celebration, including that roughly 96 percent of low-income 4-year-olds in the parish attend publicly funded pre-kindergarten programs. Children enrolled in the parish's most effective early childhood education centers score above the U.S. average in a kindergarten-readiness assessment, the research found.



This is about learning how we can build upon what's working in Baton Rouge in a thoughtful, strategic, community-connected way."

— Jennifer Eplett Reilly



SCAN THE QR CODE TO READ
THE FULL REPORT



**31% of
children**

from low-income families
scored a zero on a widely
used kindergarten-
readiness assessment

But the data also pinpoint where additional investments are needed to ensure the most vulnerable children start school prepared to thrive.

That includes its finding that about 31 percent of children from low-income families scored a zero on a widely used kindergarten-readiness assessment compared to 13 percent nationally.

Among the children who scored zero for kindergarten readiness, 62 percent were not reading by third grade. The correlation is critical because reading

by third grade is fundamental to future academic success and lifelong well-being, including earning potential, a 2010 study on childhood literacy by the Annie E. Casey Foundation found.

“The data show an extremely high risk that kids will fail, drop out or become involved in the criminal justice system based on their third grade scores,” says Eric Dexter, the Foundation’s vice president of civic leadership. “We can change that outcome by changing the way students show up to learn.”

Students who scored zero were concentrated in a small number of Baton Rouge schools, a finding that indicates where additional support might be best directed.

The Foundation’s use of data science is in step with an emerging trend among philanthropies. The Bill and Melinda Gates Foundation uses it to improve the reach of its vaccination efforts. The Rockefeller Foundation uses data science to shape investments in poor communities and identify the most effective solutions to issues like climate change and climate health.

If the use of data science is new ground for the Foundation, the focus on early childhood education builds on earlier work in education, including its support of charter-school recruiter and funder New Schools for Baton Rouge.

A wide body of research has established the critical importance of what happens in a child’s first 5 years, when about 90 percent of brain development takes place, according to a Bipartisan Policy Center report on early childhood development.

Gaps in the development of children from low-income households compared to peers from families with higher income levels emerge in these years and persist across the school years.

Early childhood education programs for 3- and 4-year-olds from low-income families narrow development gaps by boosting IQ scores and improving educational outcomes, but they must be of high quality to be effective, research shows.



BIRTH

25% of adult size



AGE 5

90% of adult size



AGE 12

100% of adult size



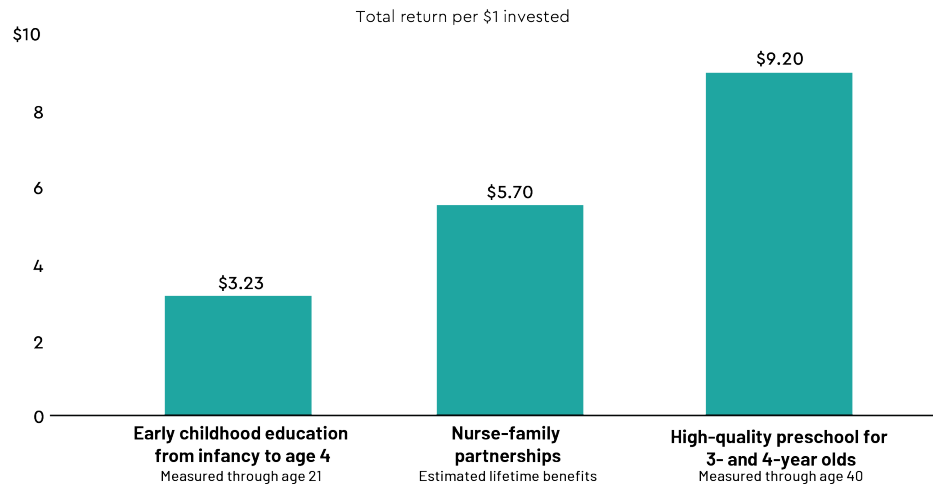
Investments in high-quality early childhood education offer a rate of return of \$3 to \$9 for each dollar spent through savings in remedial education, criminal justice and tax revenues diminished by lower adult earnings.

“It’s the best investment of public resources in human development that we know of,” says Dexter.

Research aside, the Opportunity Data Project’s work in early childhood education and other areas will be shaped by strategic partnerships, community collaboration, and understanding of local needs—the tenets of social entrepreneurship.

It’s familiar territory for the Foundation and Eplett Reilly, who points to Plan Baton Rouge, the Shaw Center, and New Schools for Baton Rouge as examples of longstanding adherence to the approach.

Cost-benefit analyses of investments in early childhood education



For over 30 years, the Foundation has led with an entrepreneurial approach to driving meaningful change.”

— Jennifer Eplett Reilly



“For over 30 years, the Foundation has led with an entrepreneurial approach to driving meaningful change,” Eplett Reilly says. “The Opportunity Data Project is the Foundation’s compelling new chapter of this work.”

Indeed, the role of community stakeholders remains firmly in place alongside data science. For its early childhood education work, for instance, the Foundation sought input from the Louisiana Policy Institute for Children, the parish District Attorney’s office, early childhood educators, and others in formulating the questions to direct Common Good Labs’ research.

“The collaboration on the front end is very intentional,” Dexter says. “We asked stakeholders what they would ask a big research firm if they could.”

The data will signal where stakeholders will likely focus their efforts but won’t dictate precise programs and policies. Stakeholder collaboration will do that. Dexter looks forward to the next step in the process, which includes convening a task force to lead the initiative forward this fall.

To that end, Eplett Reilly will share insights acquired as a fellow with the Harvard Advanced Leadership Initiative.



Like other fellows, Eplett Reilly selected one area for intensive study over the year-long program. Her choice: evidence-based innovations in early childhood ecosystems.

Successful models she has learned about include Book Harvest, a Durham, N.C., initiative to promote literacy that has distributed more than 2.3 million books to North Carolina families since 2011. Book Harvest also provides literacy coaching to parents to equip them to help their children and sends 10 books home

from the hospital with the families of newborn babies.

Another model Eplett Reilly has studied was developed by Harvard education professor Ron Ferguson. His approach, known as The Basics, combines science-based parenting tools with increased community awareness of the importance of children’s development from birth to 5 and additional community supports for families.

How Baton Rouge addresses the issue still lies ahead, but Eplett Reilly

emphasizes that any new programs or policies will build on the work of strong leaders currently serving our youngest children.

“This is about building on our strengths to create more opportunities of the highest quality,” she says. “Every child in our community deserves an excellent early childhood learning experience.” ■

What is Book Harvest?

Book Harvest equips children and families with tools, resources, and supports that optimize their literacy. Four evidence-informed, parent-powered programs ensure that literacy is nurtured for every child, from birth and over the first decade of life.

EARLY LITERACY SYSTEM OF CARE			
Books from Birth 0+ years old	»» Book Babies 0–5 Years old	»» Bridge to School 4–5 years old	»» Books on Break 5–10 years old
Collaborating with health systems and pediatric practices to send every newborn home with a starter home library of 10 brand-new board books and resources.	Partnering with families from the moment their baby is born and for five full years through kindergarten, providing literacy coaching, age- and language-appropriate books, and an abundance of additional supports.	Working with families of children entering Pre-K and/or kindergarten to navigate application and enrollment so that the transition to formal education settings is seamless and successful for child and parent.	Collaborating with school districts and organizations to sustain reading skills over the summer by offering students the opportunity to select 10 free books to take home and keep forever right before summer break.

BOOK HARVEST BY THE NUMBERS:

2,363,971 books

distributed since 2011

30+ counties

across North Carolina and Oregon

98% of families

agreed Book Babies programming helps create a
daily reading routine at home

100% of teachers

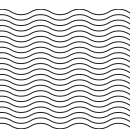
affirmed Books on Break helped students maintain
reading skills over summer

**14,500+ children
and families**

connected with reading resources in 2023



Dr. Oanh Truong, EMT Saveta Wilson, and Dr. Amber Robins of the Baton Rouge General Mobile Care Unit visit True Light Baptist Church at 3836 North Street in Mid-City Baton Rouge.



COVER STORY

CARE ON THE GEAUX

BY AMY ALEXANDER | PHOTOS BY TIM MUELLER

When Baton Rouge was a young city, doctors walked house to house, serving people where they lived. Dr. T.P. Singletary was one of those physicians, dutifully visiting his patients in his small neighborhood office or at their bedsides.

Then a train wreck became the catalyst for innovation. Singletary corralled the wounded in a borrowed building. He marveled at the improved care that came from the ability to quickly treat several traumas at once.

Once the wounds were bandaged, he began dreaming of growing a hospital.

In 1908, he opened The Sanitarium, a three-story brick building that became Baton Rouge General Medical Center.

Health care in Baton Rouge changed forever.

Innovation has always been a primary goal for Baton Rouge General. Now that innovation hearkens to those early days of medicine when Dr. Singletary made house calls.

Baton Rouge General Medical Center will soon begin meeting and treating patients where they live, worship and gather with its new mobile health care unit funded by a grant from Baton Rouge Area Foundation and other area partners.

The new mobile health care unit is a primary care physician's office on wheels. It can travel into neighborhoods bringing diagnostic, preventative, and acute care to people who might not otherwise go to the doctor. Local churches, community centers, and the EBR Parish School System have been actively involved in the mobile health care unit's presence, providing access and resources. Blue Cross and Blue Shield of Louisiana will be onsite at the mobile clinics, signing up interested patients for health insurance so that they can continue to seek care wherever they are.

In Louisiana, about 73% of the population, both rural and urban, lives in what the federal government has defined as a primary health professional shortage area.

In March 2023, the U.S. Congress passed the bipartisan Mobile Health Care Act, which was signed into law earlier this year. The new law allows



health care companies to open mobile clinics that can operate on an ongoing basis.

Previously, those organizations were required to be in the process of building a brick-and-mortar site that would eventually replace the mobile unit in order to operate a mobile clinic. This development has the potential to transform health care once again, making a big difference in the lives of those who have traditionally missed out on services the hospital offers due to economic, educational, and social challenges.

According to the Robert Wood Johnson Foundation, a person's ZIP code is arguably the greatest determinant of a person's life expectancy. Economically and socially

disadvantaged geographies present an array of conditions that make it more difficult to achieve good health.

A few blocks or miles can make a decade or more difference in the average lifespans of residents. There are a number of factors that contribute to this phenomenon: violence, aging infrastructure, and lack of fresh food options, to name a few.

In Baton Rouge, the most critically impacted area is just a couple of blocks from Baton Rouge General-Mid City. In order to fully live its mission of improving the quality of life for Baton Rouge residents, it's a top priority for Baton Rouge General Medical Center to get into those neighborhoods with its top-notch care.

“

The most important thing when you work in mobile services, whether it's for literacy efforts, medical efforts or fun things like a gaming truck is that you allow yourself time to meet people where they are.”

—Tamika L. Roby





COVER STORY

“I put emphasis on a broad net of North Baton Rouge,” explained Dr. Vincent Shaw, program director for Baton Rouge General’s Family Medicine Residency and Sports Medicine Fellowship Program.

The 70802 ZIP code is among the most needy areas of Baton Rouge when it comes to residents’ ability to receive basic preventative medical care, immunizations, and treatment for colds, flu, and other acute maladies that can turn deadly without early intervention, particularly when they are combined with ongoing ailments such as diabetes or chronic respiratory ailments.

“We learned very quickly that the patients that live in the surrounding communities have different needs and face barriers that a lot of patients don’t face,” said Erik Showalter, president of the Baton Rouge General Foundation, which facilitates charitable giving, donations, and outreach for the hospital.

The Baton Rouge General Foundation looked into building a primary care clinic in north Baton Rouge. However, “we knew that wasn’t going to do us any good,” Showalter said. “We needed to move around.”

One of the lessons health care and community leaders learned from COVID-19 is that with good planning and teamwork, you can take medicine just about anywhere.

Lauren Hebert-Henderson, community relations director for Baton Rouge General, came to the hospital from the Mayor’s Healthy City Initiative, where she was part of the mayor’s COVID-19 response team. It was the perfect proving ground for mobile health care.

“We did a lot of popups at churches and barbershops and everywhere else,” said Hebert-Henderson.

If you station health care services in locations where people are already gathering, she explained, they will be more likely to become active in pursuing preventative care.





“

“We learned very quickly that the patients that live in the surrounding communities have different needs and face barriers that a lot of patients don’t face. We needed to move around.”

—Erik Showalter





COVER STORY

Churches, libraries, community centers, and housing authorities, for instance, make ideal spots for mobile clinics.

In planning its mobile unit, Baton Rouge General also looked for wisdom about operating on-the-go from libraries. Bookmobiles can teach health care leaders a lot about how to bring services into neighborhoods.

"I think the most important thing when you work in mobile services, whether it's for literacy efforts, medical efforts or fun things like a gaming truck is that you allow yourself time to meet people where they are," said Tamika L. Roby, Bookmobile and Outreach Services manager at the Eden Park Branch Library.

She tells a story about Walmart. Early in her library's Book mobile efforts, she and her team firmly believed that Walmart would be a great location for their truck. Wrong. Turned out, when shoppers were done getting their groceries, they didn't want to linger at the retail giant. The bus station was a much better fit, since people were

already waiting there. Gathering places are better than retail when it comes to community services.

"Don't think that the bigger the place, the better the outcome will be," Roby said. "That's not necessarily true."

Along with supporting the community, service-based mobile resources are able to support one another.

The book mobile often has patrons looking for health care information. No doubt, the mobile health care unit will be able to let its patients know where they can find more literature about, say, Type 2 diabetes.

Baton Rouge General's new health care unit rolled out in September. The sapphire-colored van is easy to spot. Inside, patients enter a cool-toned intake area with a bathroom, sink, desk, and refrigerator. Behind a door sits an exam room with natural lighting and a full-sized exam table. The most important thing a clinic plans to offer, however, is talented and approachable professionals that have taken the time to get to know patients.

"The mobile unit will be friendly and welcoming," said Showalter. "[The patients] will see familiar faces."

The first step in starting a rolling clinic is setting initial goals for the initiative. Baton Rouge General is targeting primary care, including preventative screenings, vaccinations, and chronic disease support, with hopes to eventually offer behavioral health and other specialized services. The clinics will be staffed by students in the family medicine residency program under the direction of Dr. Shaw and other members of the medical faculty from Baton Rouge General Medical Center.

Treating patients where they live is a vital part of their education as health care professionals, Shaw explains.

"Ideally, as part of our requirements in educating the residents, we have to educate them on the social determinants of health, as well as treating and serving the needs of the community," he said. "It's important for our residents to see where our patients are coming from and understanding the barriers to health care."



Some of the thorniest obstacles to seeking treatment are emotional. For many, hospitals can seem complex and cold. It's tough to make it to a doctor's appointment when you're not sure if you'll be able to make rent. And then there are scars from past hurts.

Some locals felt a sense of abandonment when Baton Rouge General closed its emergency room in 2015. In 2020, the ER opened back up, much to the relief of the community and surrounding neighborhoods.

The morning the emergency room reopened its doors, "we had a gentleman at 6:30 in the morning coming across the parking lot in a wheelchair. He had been waiting for it to open," Showalter said.

But more is needed. The mobile clinic is seen as essential to rebuilding the trust among residents in the area who felt betrayed by the closing of the ER.

"When people saw the emergency room go away, they thought, 'That hospital is done, it's just a building,'" said Shaw. "This is about reaching out to community members and saying we are here. This hospital is here, we have been here for a really long time. We are back, and we want to be there for you."

The medical center and its staff will go directly to the residents of North Baton Rouge. They will hold important conversations with patients not only about their health concerns, but also about the troubles they are facing in their day-to-day lives. Those kinds of chats are key to any productive doctor-patient relationship.

"Establishing trust as a medical system is an extremely important first step, no matter what neighborhood you are from," Showalter said. "We have to walk the streets, shake hands, and get involved with community leaders."

Another benefit of working on location? Neighbors talk.

"We will be closer to where the patient lives," Shaw said. "As the neighborhood comes to realize that we are going to be there on a consistent basis and they can rely on you, you will hear things like,

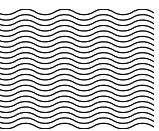


"I know you are here but can you go down the street to see Miss Jones who can't get out of her house?"

A few weeks before the mobile clinic's launch, Dr. Shaw spoke about that first day of operation, when he and his residents would hit the streets. Training for triathlons and marathons have taught Shaw the value of consistency. He knows that it takes more than a day to build

something strong and responsive. You have to keep rolling in with your best efforts, week after week.

"The launch day will be very exciting, but the more exciting days will have our residents and faculty members returning to work," he said. "When the community starts to see that we are there, begin to trust, and more patients start showing up." ■



2024


JOHN W. BARTON SR.

Excellence in Nonprofit Management Awards

BY SARAH GARDNER

PHOTOS BY HEATHER MCCLELLAND



or more than two decades, the Baton Rouge Area Foundation has presented the John W. Barton Sr. Excellence in Nonprofit Management Awards to the best and most devoted nonprofit leaders. The award is named to honor John Barton, who was among founders of the Foundation. He provided wisdom and advice over nearly five decades to Foundation leaders and staff. And, starting nine years ago, the Foundation began honoring visionary leaders dedicated to transforming the trajectory of downtown Baton Rouge. That award honors Marcia Kaplan Kantrow, the Foundation's first director of programs. The following pages present our Q&As with this year's winners.



NONPROFITS





Q&A

CAMILLE MANNING-BROOME

BARTON AWARD WINNER

Tell us about your organization.

CPEX is a nonprofit organization that champions the power of good planning to build livable, resilient communities through our work as policy advocates, educators, and planning experts. We provide best-practice planning models, innovative policy ideas, and technical assistance to communities that wish to create and enact master plans dealing with transportation and infrastructure needs, environmental issues, and quality design for the built environment. Through projects with more than 75 Louisiana cities, towns, and parishes, we've brought community members and leaders together and provided guidance to help them collaborate on shared visions for future growth and development.

How did you start working in the nonprofit sector? Tell us generally about your journey to your current organization.

In 2005, only months before hurricanes Katrina and Rita devastated Louisiana, I received a master's degree in Environmental Planning with an emphasis on Disaster Planning. I was quickly called to work with the federal government to focus on long-term recovery planning for the state. From there, The Shaw Group recruited me to help start a planning department and begin working on the state's first Coastal Master Plan. As part of the coastal planning work, I interviewed Elizabeth "Boo" Thomas, who had recently founded CPEX. She inspired me tremendously. About a year later, Boo offered me a position to begin a statewide planning practice at CPEX. It was a perfect fit.

What is the most valuable lesson you've learned while leading your organization?

I've learned to lead with empathy. In my experience, it's critical to first listen and seek to understand.

Do you have a favorite quote or guiding mantra?

You don't grow when you're comfortable.

What inspires you to keep serving your community?

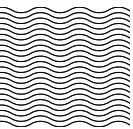
Louisiana's essence is rich, multicultural, and more interesting than most places. I like being on the ground where so much is happening and being able to actually make a difference. I'm concerned about climate change and the risks that confront everyone in our state. Whatever we do to address that, as well as other challenges facing us, I'm inspired to be a part of making changes that support the underserved and help our communities be healthier and more equitable.

Success rarely happens in a vacuum — who has helped support your work?

I have a remarkable support system at home and at the office. I've put a lot of effort into building a great team at CPEX, and I'm proud that CPEX is a place that attracts top-notch talent with a culture of collaboration and mutual support.

What else do you want us to know?

Devotion to your place and people has a high payoff. Invest in your community and Louisiana. Our CPEX team's mission is centered on retaining Louisiana people and attracting those who've left by creating places that are healthy, beautiful, culturally rich, resilient, and economically sustainable.



NONPROFITS

Q&A

JASON ANDREASEN

BARTON AWARD WINNER

Tell us about your organization.

Baton Rouge Gallery – center for contemporary art (better known as “BRG”) has been a part of the cultural landscape of Louisiana’s capital for nearly 60 years. It was founded as a cooperative by eight artists whose work didn’t fit within the traditional gallery spaces in Baton Rouge in the mid-1960s. Today, it is a hub for artists and arts lovers of all backgrounds with about 75 professional artists on its roster. BRG hosts monthly exhibitions that are always free and open to everyone inside its home in BREC’s City-Brooks Community Park.

Do you have a favorite quote or guiding mantra?

Do what you have to do so you can do what you want to do.

If you could describe your community in one sentence, what would you say?

Baton Rouge is already a more vibrant place to be than its given credit for, including by locals, but I think it is entering an exciting time with a number of people working to move on from old solutions and outdated ways of thinking.

What inspires you to keep serving your community?

When I see hundreds of people – from very diverse backgrounds and ages – routinely show up to support local art. Knowing that art has an impactful part to play in the city I think we hope Baton Rouge is becoming, I am energized to

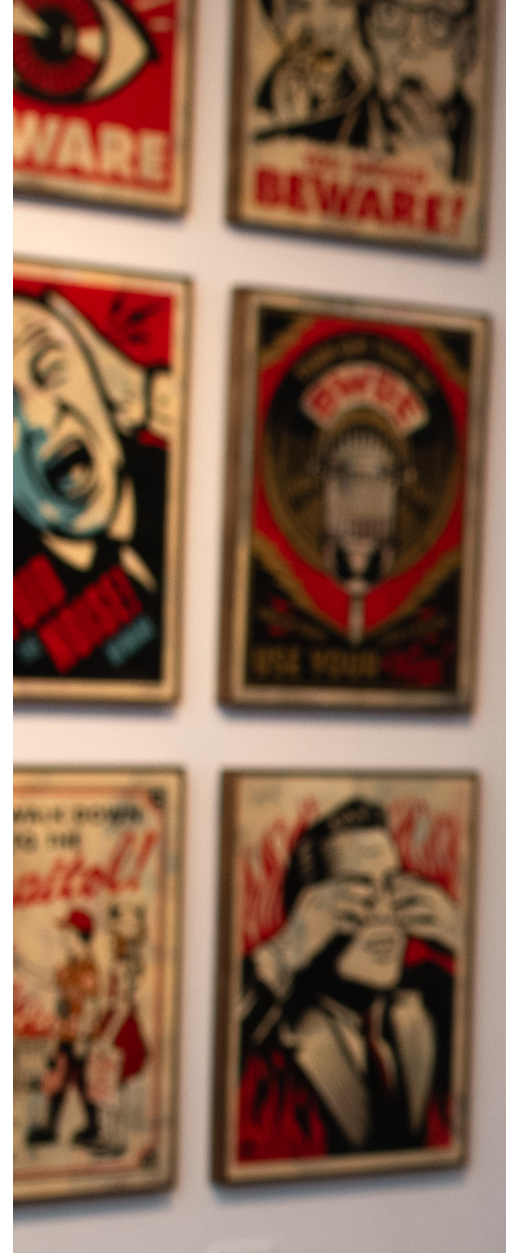
see our community continue to embrace working, Louisiana-based artists and art spaces like BRG.

What do you insist out of town guests see or do before leaving South Louisiana?

After the obvious visit to Baton Rouge Gallery, of course ... They have to have a Boudin Burger from Elsie’s (even if they can’t finish it). They have to flip through the racks at Capital City Records. And we are definitely grabbing a drink at Radio Bar.

Success rarely happens in a vacuum — who has helped support your work?

Without question, my wife Lily and my three children have been supportive in ways big, very big, and small. Similarly, the people I get to work with day in and day out are simultaneously inspiring and generous. Of course, I owe a lot to the ever-dynamic collective of artists that make BRG what it is. I’ve also been fortunate beyond words to have some truly phenomenal board members by my side during my time at BRG. I’d also point to our donors who continue to show up and support the vision for a more impactful BRG every year. Finally, the volunteers who surround BRG are second to none and give so much to make BRG and its artists shine.



What else do you want us to know?

The arts are a gateway to understanding where we are today and to understanding what could be in the future. If Baton Rouge strengthens its embrace of local artists and the arts more generally, there is a bevy of data to show we’ll reap the rewards at an exponential rate, both culturally and economically. For a Baton Rouge that not only keeps its most talented from moving away but also attracts new talent to its doors, the arts have to be something we recognize, place value in, and include in our planning for tomorrow.



NONPROFITS





NONPROFITS



Q&A

CORDELL HAYMON

BARTON AWARD WINNER

NONPROFITS 

How did you become involved in community planning efforts?

In the late 1990s, while serving on the Baton Rouge Area Foundation's Board, I chaired the Long Range Planning Committee. Stefanos Polyzoides, a New Urbanist architect, spoke at a lecture series honoring Marcia Kaplan Kantrow. These ideas opened my eyes to better understand many of the causes of significant issues in Baton Rouge such as crime, poor education, congested transportation.

This insight spurred the initiation of Plan Baton Rouge in collaboration with BRAF's then-CEO John Davies and committee members. Following the creation of the plan, I continued to work with Boo Thomas and the Foundation to follow through on the recommendations that came out of the planning process. This resulted in a revitalization of our downtown and led to further planning efforts in other parts of the city.

After Hurricane Katrina, the nonprofit Center for Planning Excellence (CPEX) was established. I was privileged to serve as the founding chair and continued in that role until 2019; I am still on the board and a member of the Executive Committee. Under the remarkable leadership of Boo Thomas and her successor Camille Manning-Broome, CPEX has greatly expanded the scope of its planning efforts and plays a unique and extremely valuable role all across the state.

What has inspired you to serve Baton Rouge?

I was born in Baton Rouge and grew up here. I was educated in the public schools, and after graduating from Rice University returned to LSU Law School. My career in law and business has opened numerous

doors of opportunity for me to serve my community. I have gained inspiration from the many remarkable people with whom I have had the opportunity to partner in such areas as planning, education (Teach For America), law reform (Louisiana State Law Institute), legal services (Capital Area Legal Services and Baton Rouge Bar Association), the arts (Arts Council, LSU), among others. I have enjoyed the relationships I have been able to form with those working alongside me.

Which Plan BR project do you feel has been most impactful in Baton Rouge?

The plan itself caught the imagination of our community, especially young people, and led to billions of dollars of new investments in a downtown area that was previously two-thirds surface parking lots with the rest mostly boarded up buildings.

There were numerous important individual projects that came out of Plan Baton Rouge such as the Shaw Center and the Hilton Hotel. Often overlooked, however, is the way state government—under the leadership of Mark Drennen as commissioner of administration—responded to the plan in shaping the new state government buildings that were built in downtown to consolidate the state's workforce. This had a substantial ripple effect in Baton Rouge.

Plan Baton Rouge III was just announced. What are your thoughts on the continuation of master planning downtown? What do you hope is considered/included this go round?

I am sure this plan will include efforts to continue bringing more retail and more housing into the downtown area. I would

also hope that the long-sought key to connecting downtown to the river can be solved in a creative and exciting way.

What is the most valuable lesson you've learned while implementing transformative change?

Quality leadership is indispensable. The Baton Rouge Area Foundation has provided leadership that has led to most of the beneficial changes our community has seen. I give great credit to John Davies and John Spain, and I see Chris Meyer continuing that tradition of strong leadership.

Do you have a favorite quote or guiding mantra?

I don't have a guiding mantra. However, I have been known to quote Andres Duany when he said, "In planning, everything connects to everything else."

What skill do you consider to be your secret superpower?

I like people, I care about others, particularly those in need of care, and I am willing to work hard to make things better if I can.

Success rarely happens in a vacuum — who has helped support your work?

This is so true. I have had the good fortune to work with great people, whether in my company or in the nonprofit activities that I have been involved in. Building a family business, I certainly got great inspiration and support from my parents and my brothers Brian and Martin and the amazing employees of PSC Group (formerly Petroleum Services Corporation).

ANNUAL REPORT

LAST YEAR, THE FOUNDATION

expanded with the addition of multiple new team members, representing an increase in capacity of nearly 20%. This expansion positioned us to take on even more ambitious projects, enabling us to deliver greater impact within our community. The Foundation credits this growth to the dedication and hard work of our existing team members, whose commitment has laid the groundwork for our success. As we celebrate this achievement, we eagerly anticipate the continued growth and progress that lie ahead.





IN MAY 2023, the Foundation established the Center for Nonprofit Excellence to support nonprofit organizations in fulfilling their missions and connect them with resources to help them succeed.

This division is dedicated to empowering nonprofits through strategic and technical assistance, ultimately helping them become stronger and more effective in serving their communities. The Center offers a range of support services to nonprofits including consulting, on-site visits, and professional fellowships to enhance technical skills and organizational capacity.

IN AUGUST 2023, the Center for Nonprofit Excellence introduced the Nonprofit Board Fellows program to equip individuals with essential skills for guiding local nonprofit organizations as board members. This intensive six-session program caters to civic-minded individuals eager to contribute meaningfully to nonprofit boards or committee service. Selected based on their commitment to service, volunteer experience, and interest in nonprofit advancement, Board Fellows explore topics such as governance, fiduciary responsibilities, fundraising, and more.





TOP YEAR *FOR* PHILANTHROPY

IN 2023, DONORS CONTRIBUTED \$48.3 million to the Foundation and invested almost \$55 million into the community through grantmaking, marking one of the top five years of philanthropy in its history. This achievement is noteworthy even when compared to record years following major events like Hurricane Katrina and the Deepwater Horizon oil spill. Since its inception 60 years ago, the Foundation has granted over \$700 million to charitable causes. Furthermore, 2023 also saw the Foundation achieving its highest year for membership, providing individuals, businesses, and nonprofit organizations with opportunities to directly support critical civic leadership projects.

Gifts AND Grants

GIFTS TO AND GRANTS MADE BY BATON ROUGE AREA FOUNDATION AND SUPPORTING ORGANIZATIONS

TOTAL GIFTS

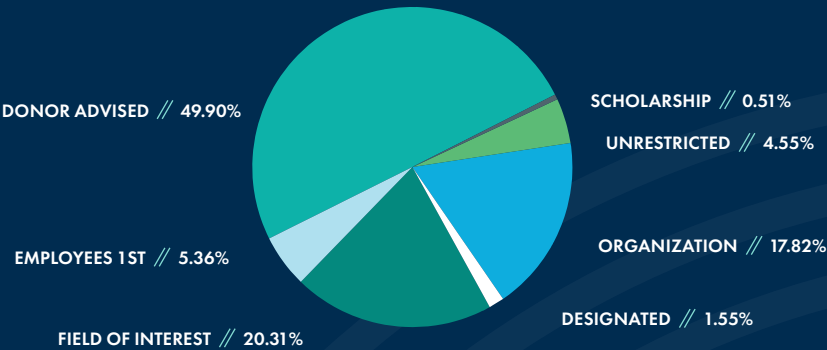
2023: \$48.3 MILLION (UNAUDITED)
2022: \$32.4 MILLION (AUDITED)

TOTAL GRANTS

2023: \$45.8 MILLION (UNAUDITED)
2022: \$34.1 MILLION (AUDITED)

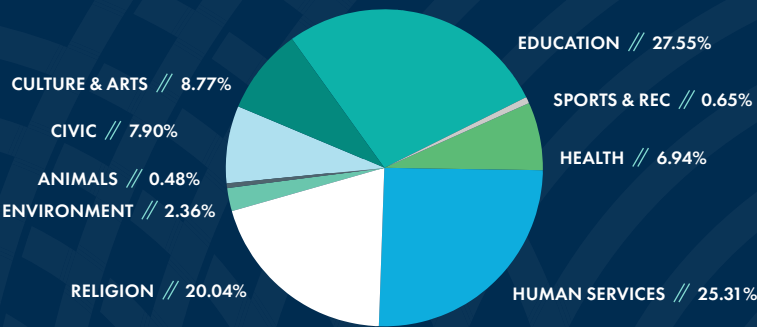
2023 GRANTS BY TYPES OF CHARITABLE FUNDS

Organization Funds	\$8,161,062
Designated Funds	\$708,160
Donor Advised	\$22,863,375
Employees 1st	\$2,453,209
Field of Interest	\$9,303,738
Scholarship Funds	\$234,335
Unrestricted	\$2,083,593



2023 GRANTS BY PROGRAM AREA

Animals	\$218,253
Civic	\$ 3,620,175
Culture & Arts	\$4,016,707
Education	\$12,623,175
Environment	\$1,080,664
Health	\$3,179,385
Human Services	\$11,593,805
Religion	\$9,177,992
Sports & Recreation	\$299,386





NEW FUNDS

BATON ROUGE AREA FOUNDATION

DONOR AND CORPORATE ADVISED

Allen and Jeannette Guillory Thomason Fund
McMains Foundation Fund III

FIELD OF INTEREST

Charles R. Kelly Metro Bayou Classic Fund
Envision Fund
First Tuesday Fund
Jimmy R. Williams Jr. Legacy Fund
Landre Clarke, Sr. Memorial Healthcare Education Fund
Local Education Journalism Fund
Ruston High School Educational Support Fund
Steele Boulevard Beautification Fund
The Gausman Project

DESIGNATED BENEFICIARY

Ascension Fund - Stacey D. Hughes Endowment

ORGANIZATION FUNDS

Baton Rouge Gallery Endowment Fund
Elizabeth Landry Theriot Mac GBR State Fair Scholarship Endowment Fund
Sally W. and Francis R. Crifasi Family Scholarship for St. Michael the Archangel High School Endowment
St. Joseph Cathedral Preservation Society Fund
Teach For America - South Louisiana Fund
Thomas Politz GBR State Fair Scholarship Endowment Fund

SCHOLARSHIPS

Hope in Action Scholarship Fund
Neighbors Kinship Award Fund
Orbia Empower Scholarship Fund

EMPLOYEES 1ST FUNDS

Coke Northeast Employee Emergency Disaster & Support (NEEDS) Fund
Dayton Children's Employees Care Fund
Flynn's Tire Employees 1st Fund
HPM Building Supply Employee Relief Fund

Liberty Coca-Cola CARES Employee Relief Fund
Sky River Employees 1st Fund
The Resiliency Fund

NORTHSHORE COMMUNITY FOUNDATION

Brian and Cassie Baker Fund
Christwood ERC Fund
Hope House Endowment Fund
Kent Cares Fund
John Derenbecker Fund
Kathryn Kite Gutterman Fund
Payton Elizabeth Strain Memorial Fund (P.S. We Miss You)
Under the Bridge Ministries Fund

COMMUNITY FOUNDATION OF SOUTHWEST LOUISIANA

Central School Fund
Hold Fast Fund
Southwest Louisiana Women in Industry Fund
The Ann and Ray Todd Family Foundation Fund
The Ben Terry Fund
The Beverly S. and David F. Schalon Fund
The Brent Fenet McGinley Fund benefitting The Children's Museum of Southwest Louisiana
The Cherry Ridge Friends Scholarship Fund in honor of Kim Armitage and Cindy Williams
The Christi and Jim Rock Family Fund
The John and Sheila Hixson Family Fund
The Marla and Dennis Stine Family Fund
The Pam and Dean Manning Family Fund
The Russel "Buddy Russ" Conrad Memorial Fund
The T-Boy Breaux Memorial Fund for Kids Who Want to Play Sports



NONPROFIT MEMBERS 2023

Baton Rouge Children's Advocacy Center
 Boy Scouts of America, Istrouma Area Council
 Christian Outreach Center
 Clean Pelican
 Companion Animal Alliance
 Criminal Justice Coordinating Council
 Emerge Center
 Girls on the Run South Louisiana
 Great Hearts Louisiana
 Habitat for Humanity of Greater Baton Rouge
 HOPE Ministries of Baton Rouge
 Interfaith Federation of Greater Baton Rouge
 Iris Domestic Violence Center
 Jubilee Pioneers
 K9 Rouge Rescue
 Kids' Orchestra
 Knock Knock Children's Museum, Christina Melton, Executive Director
 Lighthouse Louisiana
 Louisiana Firefighters Foundation
 Louisiana Hemophilia Foundation
 Louisiana Policy Institute for Children
 Louisiana United Methodist Children and Family Services
 Louisiana Wildlife and Fisheries Foundation
 Moonstar Village Inc.
 NAMI (National Alliance on Mental Illness) Louisiana
 New Schools for Baton Rouge
 O'Brien House
 OPTIONS Inc.
 PC Early Childhood Coalition Inc.
 Shiloh Missionary Baptist Church
 Urban Restoration Enhancement Corporation
 YMCA of the Capital Area
 YWCA Greater Baton Rouge



CORPORATE MEMBERS 2023

ENGAGE (\$5,000-\$14,999)

Baton Rouge Coca-Cola Bottling Co.
CSRS
Humana

IMPACT (\$15,000-\$29,999)

AT&T Louisiana
Blue Cross Blue Shield of Louisiana
Entergy Louisiana
ExxonMobil
Goldman Sachs
Jones Walker LLP
Kean Miller LLP
WBRZ-TV

TRANSFORM (\$30,000 & UP)

Baton Rouge General Medical Center
Deloitte Services
H&E Equipment Services
Milford Wampold Support Foundation
The Newtron Group
Our Lady of the Lake Regional Medical Center
Raising Cane's Chicken Fingers



MEMBERS

1964 LEGACY SOCIETY (\$25,000)

Annette D. Barton
Charles Valluzzo
Jennifer Eplett Reilly and Sean E.
Reilly
Mrs. Beverly Coates
Virginia and John Noland

PARTNERS IN CIVIC ADVANCEMENT (\$10,000-\$24,999)

Candy Wright
Cathy Coates and Brian Hales
Charles and Carole Lamar
Gene Berry
John G. Turner and Jerry G.
Fischer
Joseph Antunovich / Antunovich
Associates
Linda and John Davies
Meek Family Foundation
Mr. and Mrs. Gordon S.
LeBlanc Jr.
Mr. and Mrs. John C. Pisa
Patsy Lyle
Roger and Libby Falk Jones
Winifred and Kevin P. Reilly Jr.

JOHN BARTON BENEFACTOR (\$2,500-\$9,999)

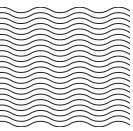
Anita Byrne
Ann Wilkinson
Beverly and Justin Haydel
Breazeale Sachse and Wilson LLP /
Mr. and Mrs. Claude F. Reynaud
Jr.
Brian and Barbara Haymon
Carolyn Martin
Cary Saurage
Chris Meyer
Cordell and Ava Haymon
Dave Baxter
Dr. and Mrs. Tom J. Meek
Frank D. McArthur II
Gary and Debbie Pickell
Heather Kleinpeter
Highflyer Human Resources LLC /
Hans and Donna Sternberg
James and Susan Roland
Jane and Kris Kirkpatrick
Jay Noland
Jean and Will Wilcox
Jeff and Edy Koonce
Jennifer and Shawn Usher
Jerry and Donna Jolly
J. W. Nixon
Kevin and Debbie Knobloch
Kevin Lyle and Renee Chatelain
Linda and Mark Posner

Louisiana Companies
Mary Ann Sternberg
Mary Kay and J. Terrell Brown
Mr. and Mrs. Andrew T. McMains
Mr. and Mrs. Bill Dixon
Mr. and Mrs. J. H. Campbell Jr.
Mr. and Mrs. Tim Barfield
Mr. and Mrs. William Balhoff
Mrs. Adrian and Mr. William Jones
Mrs. Alice Greer
Mrs. Donna M. Saurage
Nial Patel
Nick and Abbie Speyrer
Robert and Linda Bowsher
SSA Consulting
The Lamb Family
The Powell Group LLC
Tom and Lisa Adamek
Wendy and J. Daniels



THANK YOU TO ALL OF OUR PARTNERS.
TO SEE A FULL LIST OF MEMBERS AND
GRANTS, SCAN THE QR CODE OR VISIT
[BRAf.ORG/ANNUAL-REPORTS](https://braf.org/annual-reports).





E V E N T S

ANNUAL MEETING

APRIL 2024



OPPORTUNITY DATA PROJECT

MAY 2024



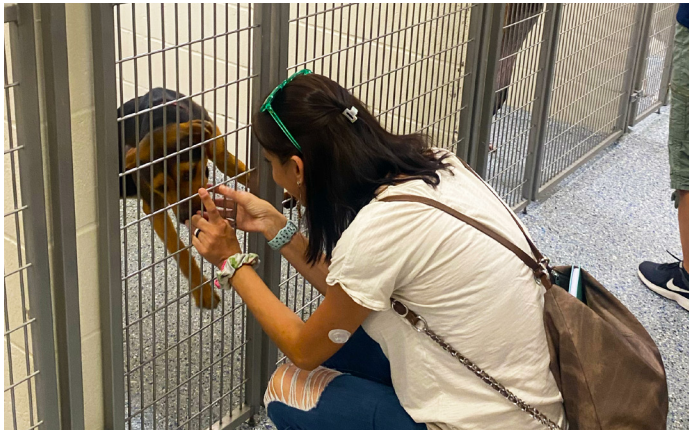
MAIN STREET MARKET VISIT

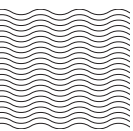
SEPTEMBER 2024



COMPANION ANIMAL ALLIANCE VISIT

MAY 2024





C O D A

Louisiana Lights

Burden Museum & Gardens has announced a new holiday event, Louisiana Lights: Where the Holidays Shine, debuting in winter 2024 with Visit Baton Rouge as the presenting partner. Set in Windrush Gardens, the light show will offer visitors an immersive, hour-long stroll through beautifully illuminated garden rooms, blending history with a festive spirit.

This multi-night event is expected to become a beloved tradition for families and the Baton Rouge community. Proceeds from the event will help preserve Windrush Gardens and the historic structures within Burden Museum.

Local leaders are enthusiastic about the event's potential to attract visitors during the quieter period between football season and Mardi Gras, giving a boost to local businesses while ensuring the sustainability of the gardens for future generations.

Louisiana Lights will welcome guests from November 29 to December 29. ■



PARTNERSHIP makes it POSSIBLE.

A community where everyone belongs and can thrive

The Baton Rouge Area Foundation is dedicated to building a thriving and resilient future for all in Baton Rouge and beyond. We've gathered feedback from hundreds of community members to create our Opportunity Agenda, which focuses our work in **six key areas** to drive meaningful impact for and with our community.

This agenda builds on our legacy of 60 years of community transformation and guides our ambitious goals for the decades ahead. Generous members and donors at the Foundation help drive profound and lasting change that generates a stronger and more vibrant community. Through collective philanthropy, we can move our community forward. Partnership makes great things possible.

Help us maximize the potential of our community by becoming a member today.



braf.org/membership

Drivers of opportunity:

- 1 Economic prosperity
- 2 Excellent education
- 3 Healthy families
- 4 Quality of life
- 5 Strong & safe neighborhoods
- 6 Regional resiliency



**BATON ROUGE
AREA FOUNDATION**

Non-profit
Organization
U.S. Postage
PAID
Baton Rouge, LA
Permit 485



100 NORTH ST. STE. 900
BATON ROUGE, LA 70802