



BUILDING CAPACITY, BUILDING COMPASSION, BUILDING COMMUNITIES.



ANNUAL REPORT 2011

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FROM THE CHAIR

Five years ago, the Baton Rouge Area Foundation reached out to leaders in the Northshore area to assess the opportunity and desire for starting a local community foundation. Having a long history with BRAF and the work they do in the capital area, I was acutely aware of the impact a successful community foundation could have on a region and its people. Therefore, when asked, I accepted a leadership position on the board of the newly-formed Northshore Community Foundation. This year, I proudly assumed the reigns of chairman.

In just five short years, our Foundation has grown its asset base to \$12 million with grants of over \$2.7 million to nonprofits serving the greater good. We are actively involved in community development and planning efforts in St. Tammany, Tangipahoa, St. Helena and Washington Parishes, and we have become the center for philanthropy in the region.

While we are deeply grateful for the human and financial investment BRAF has made to get our Foundation firmly started on solid ground, I am even more proud of our local leaders assuming the responsibility of making our Foundation thrive. Philanthropists from the Northshore, both small and large, have rallied to become the stakeholders and ambassadors to ensure that we are not only building a strong community foundation, but that we are more importantly building a better place.

I am grateful for the support and partnerships of so many and I look forward to our continued success.

A handwritten signature in black ink that reads "Jimmy Maurin". The signature is written in a cursive, slightly slanted style.

Jimmy Maurin, Chairman

MISSION STATEMENT

The Northshore Community Foundation unites human and financial resources to enhance the quality of life in the Northshore 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
- Elevate our work and share the results with our stakeholders

HISTORY

Initiated in 2007, the Northshore Community Foundation is improving life in St. Tammany, Tangipahoa, Washington and St. Helena parishes simply by connecting resources with needs. Our supporters and donors have chosen to make a difference in their own backyard. Through those partnerships, the Northshore Community Foundation has taken on projects that fundamentally improve the Northshore and will continue to build a smarter, more sustainable future for the region.

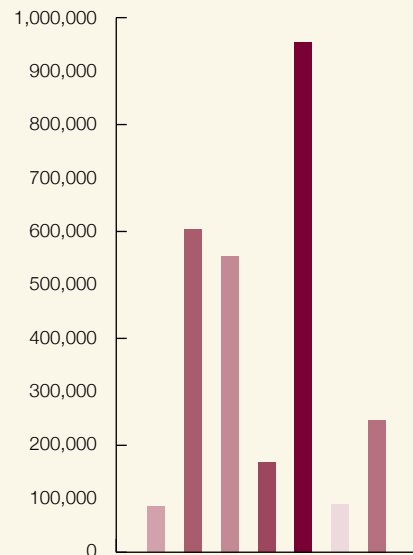
Through October of 2011, the Foundation had estimated assets of \$12 million and had granted over \$2.7 million to serve the greater good.

Nonprofit Grants

(since inception)

■	Arts and Humanities	\$85,500
■	Community Development/Housing	\$604,500
■	Education	\$554,400
■	Environment	\$168,000
■	Human Services	\$954,411
■	Recreation	\$89,250
■	Other	\$247,530

Total
\$2,703,591





LEGACY SCHOOL GARDENS

More people than ever are living in cities. Jinx Vidrine believes that children—the caretakers of our future—must not forget their relationship to the land outside our metropolitan areas. At the Foundation, she created the Legacy School Garden Fund, which brings together master gardeners, teachers and students to plant and harvest vegetables in our schoolyards. “If we can teach our children to comprehend our total bond to our earth,” says Jinx, “we have succeeded, for then they will take care of it.” Partners include St. Tammany Parish Schools, LSU AgCenter, Boy Scouts, parents and teachers.

NOT FOR NAUGHT

“When will I ever need math?” the frustrated student asks. “Every day of your life,” is the answer. Math is not only necessary for maneuvering through life, but it is underpinning knowledge for improving the world we live in. To enhance math skills across the region, the Foundation collaborated with St. Tammany Parish Schools, the U.S. Naval Research Laboratory-Stennis Space Center and community groups to create the MathCOUNTS Northshore Fund. Grants from the fund have launched MathCOUNTS programs in five St. Tammany Parish Schools and will expand to three more before the school year is over. The program, part of a national initiative, strengthens science, technology and mathematic skills in St. Tammany Parish students.

GREEN GROWTH

Preserving the environment and growing our economy—there’s lots of potential for cross-fertilization in that. So the Northshore Community Foundation has teamed up with Greater New Orleans Inc., Southeastern Louisiana University and Northshore Technical College to develop a green jobs program.

In spring, we matched green industries that offer the greatest return to the Northshore with existing workforce training programs. SLU and NTC are expected to develop a curriculum that fills the gaps and to offer classes that will help us build a green economy.

“These partnerships will prove to be critical to expanding this job growth sector and connecting our graduating students to employers and jobs that will allow them to remain in Louisiana.”

—Michael Hecht, CEO of GNO Inc.

LAKE FOREVER

More than just a pretty place, we need Lake Pontchartrain and its ecosystem. Now, a report funded by the Northshore Community Foundation shows that the lake needs us, too.

Conducted by Lake Pontchartrain Basin Foundation, the study and prioritization plan examines the history, land use and land change on the Northshore of the lake and makes specific recommendations for restoration and conservation in the region.

While the plan is comprehensive in its evaluation and recommendations, perhaps the most pressing parts are those focusing on restoration, conservation and land acquisition to protect the fragile ecosystems in the region. These efforts are critical for many reasons, with storm surge protection being the most obvious and pressing.

Now that we know what must be done, the NCF and the Lake Pontchartrain Basin Foundation will work hand-in-hand to carry out the study's recommendations.

COVINGTON WEST 30S FOR PROGRESS

Two years ago, the Foundation's board made a commitment to the West 30s neighborhood, granting \$150,000 for a revival plan. No longer just a plan, that revival is underway.

The blueprint called for rebuilding basketball courts at Peter Atkins Park. Thanks to the city and the Hoops for Kids effort, a fund at the Foundation has accomplished that. Money is now being raised to cover the courts and add amenities to the park.

Another piece of the plan, The Groves at Mile Branch, has opened as a partnership of Volunteers of America and Habitat for Humanity. The project provides safe, quality housing options for the area.

Going a step further, the City of Covington has hired a neighborhood development firm to work with residents to implement other specific recommendations of the plan. Already, the committee has hosted several neighborhood events, including clean-ups and recognition of neighbors who set an example for home maintenance and participation.

Volunteers of America and local banks have partnered to fund home repair grants with money from Federal Home Loan Bank of Dallas. We have seen that with proper planning, neighborhood revival is possible, and West 30s provides the proof.

"I have seen an immediate renewed interest of what is going on in the West 30s, both in and out of the neighborhood," said Nathan Young, of Faith Bible Church in Covington. "Before this plan, the West 30s was out of sight, out of mind. Now people are talking about and doing things that will make it a better community."

BEER MONEY

Soon after the British Petroleum oil spill, Abita Brewing had an idea: Deposit 75 cents per bottle of a special brew into a beneficial fund at the Foundation to assist in the leak response. The beer, Save our Shore-A Charitable Pilsner, was such a hit that Abita raised nearly \$300,000, then issued grants from the fund to people affected by the spill and to improve coastal wildlife.

"This gift will help restore more than 3,000 acres of critical wetland habitat and we are very pleased to add Abita Brewing Company to our list of partners supporting a sustainable coast." Said Bob Dew, Ducks Unlimited manager of conservation programs.





Downtown Hammond, top, University East, bottom.
University West, below.



HAMMOND OF THE FUTURE

Unregulated growth, worsening traffic, limited housing choices for seniors and young workers—these are common problems for growing communities. But with a grant from the Northshore Community Foundation, Hammond has responded to these challenges with a comprehensive plan to build a great city.

Renowned firm Dover Kohl & Associates created the plan with input, ideas and inspiration from residents. The plan calls for development that's focused in existing areas, improving and reviving the neighborhoods that are already there. It advocates for more parks and roadways friendly to walking and biking. It envisions new neighborhoods of mixed uses and the building of beautiful gateways.

“We all walk under the shade of trees we did not plant, and this comprehensive plan presents us with an opportunity to provide something better for future generations.”

—Mayor Mayson Foster

SCHOLARLY PURSUITS

Scholarships are an investment in human potential. Our investment has paid off handsomely in Sarah Lucy Davis and Mason Westmoreland. Each has succeeded in college, thanks to scholarships managed by the Northshore Community Foundation.

As a Tulane University senior in biomedical engineering, Sarah is studying in the breakthrough field of optogenetics. She's working on a computer program to control a microscope that will allow us to see how cells work in real time. Louisiana Sen. Jack Donahue's legislative scholarship paid \$128,000 for Sarah's four years at Tulane.

Mason will graduate from LSU in 2013 with a degree in biochemistry. He plans to attend pharmacy school at either Xavier University or the University of Louisiana Monroe. His education is paid for by the Bogalusa Scholarship Fund, which has awarded nearly \$120,000 since its inception in 1999.

ST. TAMMANY SUICIDE CRISIS UPDATE

The Foundation was alarmed about the high suicide rate in St. Tammany. So, two years ago, we convened experts and people affected by suicide and delivered two recommendations: 1) a task force must deliver solutions to the crisis, and 2) a campaign must foster suicide awareness, alerting people to available resources.

Parish President Kevin Davis responded, appointing a Suicide Prevention Task Force to address the strengths and weaknesses in our safety net. Working with partners, a new system ensures that there are immediate resources available for people who are considering suicide, and that adequate follow-up exists to continue to help them. A public awareness campaign will launch in the coming months, with dozens of organizations and institutions coming together to assist in the effort.

Donor Funds

The 1906 Founders Endowment Fund
 Bankston Family Fund
 Fund for Bogalusa
 Bogalusa Scholarship Fund
 Fay and Phelan Bright Endowment Fund
 Cards 4 Kids Fund
 Carpenter Family Fund
 Center of Philanthropy
 CGB Enterprises-Japan Disaster Relief Fund
 Christwood Fund
 John Lohman Christwood Endowment Fund
 Doyle Coatney Foundation Fund
 Jack and Maura Donhaue Fund
 Donahue Favret Contractors Fund
 Darleen Duda Fund
 EWE, LLC Fund
 Founders Forum Fund
 Hoops for Kids Fund
 HOYST Fund
 JAA Foundation Fund
 Kids in Need During Disasters (KINDD) Fund
 KIT Fund
 Lake Pontchartrain Basin Foundation Fund
 Legacy Gardens Fund
 Dale and Sharon Mahnke Charitable Gift Fund
 Mandeville Recreation Fund
 MathCOUNTS Northshore Fund
 The Mill Town Players Fund
 Robin and Pamela Mingo Fund
 The PamLab Corporate Fund
 Rotary Club of Slidell Northshore Endowment Fund
 St. Tammany Association for Retarded Citizens Fund
 SOS-An Abita Beer Charitable Fund
 South Slidell Swim Scholarship Fund
 Jinx Vidrine Legacy Foundation Fund
 Peter A. and Lisa H. Wilson Charitable Fund
 Zen-Noh Grain-Japan Disaster Relief Fund

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 Donahue Favret Contractors
 Family Wealth Management, LLC
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 Netchex
 Bill and Sharron Newton
 Northshore Business Council
 Parish Concrete, LLC
 Poitevent Interests, LLC
 Resource Bank
 Carl and Cheryl Schneider
 D. Randy Waesche
 Weyerhaeuser Real Estate Development Company
 10 12 Business/News from Louisiana's Creative Corridor

SIGNATURE

Association of Fundraising Professionals-Northshore Chapter
 Walter M. and Bebe Babst
 Baptist Community Ministries
 George and Barbara Barnes/ Venous & Arterial Surgery, LLC
 Claude and Sandra Bloom
 Broadway Inc./K Bar B Youth Ranch
 Martin and Elaine Bruno
 Thomas K. Bubrig
 Joseph Scott Chotin, Jr.
 City of Mandeville
 Community Christian Concern of Slidell Inc.
 Scott and Amy Day
 Merlin and Eleanor Duke
 East St. Tammany Chamber of Commerce
 First Community Bank
 Food Bank of Covington
 Dr. and Mrs. Gerald L. Foret

GALAM, LLC
 Mrs. David L. Goodyear
 Zachary Goodyear
 Cindy Harlan
 Kids Wanna Help
 Mary Kay Holmes and Alexander Stolin
 Eric and Alicia Irmischer
 Robert and Julie Jardine
 Martis Jones, Ph.D.
 Terry King
 Krebs, LaSalle, LeMieux Consultants
 Blake and Stephanie Landry
 James and Marilyn LeBlanc
 Peter J. Link and Maureen Clary
 Lowry-Dunham, Case, & Vivien Insurance Agency
 Joseph A. Luquet, Jr.
 Ellis and Joyce Magee
 Mary Queen of Peace Church
 Moody & Johnson, Attorneys at Law
 Marjorie Morrison
 Steve and Carla Mouton
 Debra Neill Baker
 Northshore Families Helping Families
 Olivet, LLC
 Harvey and Mooney O'Neill
 OPTIONS Inc.
 Our Daily Bread of Tangipahoa Inc.
 Willie Paretti
 Thomas and Cheryl Peters
 Chuck Sabadie & Associates Inc.
 St. Andrews Village
 St. Scholastica Academy
 St. Tammany Alliance on Mental Illness Inc./NAMI of St. Tammany
 St. Tammany SALT Council
 St. Tammany West Chamber of Commerce
 Ellis and Pris Sampson
 SCORE Northshore Chapter 0707
 Skin Care Specialist, APMC
 Slidell Art League
 Slidell Youth Soccer Club Inc.
 Todd D. Stevens
 Sunshine Village Housing Corporation of Slidell Inc.
 WHLC Architecture

Memorials

Holy Ghost Catholic Church in memory of Father Ed Everett from the EWE, LLC Fund
 The International Council of Shopping Centers Foundation Inc. in memory of John Ingram from the EWE, LLC Fund

THE FOUNDATION LAUNCHES PARTNERS IN CIVIC ADVANCEMENT

The Northshore Community Foundation has an opportunity for a small team of local leaders to join our work surrounding civic leadership initiatives. Termed "Partners in Civic Advancement," this small team will work with the Foundation in determining the future efforts, specifically regarding local leadership initiatives. These leaders will be at the forefront of ensuring not only that our Foundation thrives, but also that it is impactful in all we do.

Our Partners in Civic Advancement support the Foundation with a gift of \$5,000 and meet twice yearly at breakfast for updates and input on the direction of the Foundation and our projects. While many Partners have already signed on, a few spaces remain to round out our team.

If commitment to community is important to you, we encourage you to become part of our team who will steer the projects to build a better place for all of us. If you are interested, please contact Susan Bonnett at sbonnett@northshorefoundation.org or join online and become a partner today at www.northshorefoundation.org.

Current leaders include:

PCA SUPPORTERS

Doyle Coatney
 Robert and Kim Crosby
 First Premium Insurance Group Inc.
 Scott and Kathryn Gutterman
 Hornbeck Offshore Services
 Joe Jaeger
 James and Lillian Maurin
 Manuel Perez de la Mesa
 Stirling Property, LLC
 Lisa and Peter Wilson

