

MONDAY,  
DECEMBER 2,  
2024

6:30 PM CT



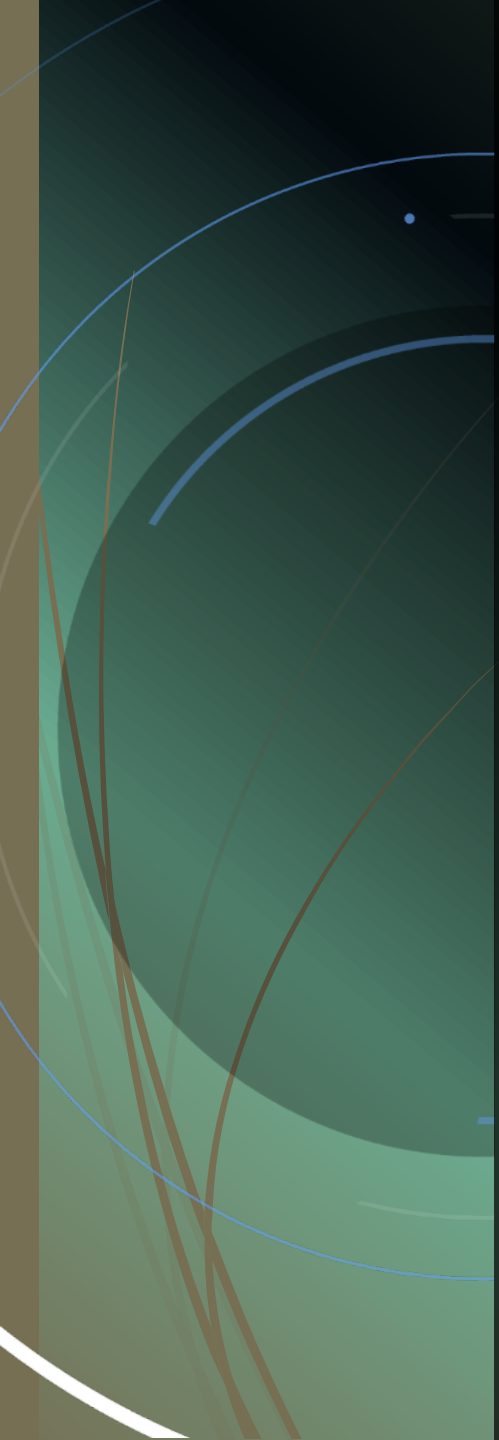
# BOARD MEETING

# AGENDA

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- Opening Prayer
- Call to Order
- Roll Call
- President / CEO Report
- By-Laws
- Election of Officers
- Scheduling of Next Meeting (officer swearing in)
- Adjournment





# SUPPORTER GATHERING

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- Cost \$1,300
- All Board Members were present (1 virtually)
- 3 Board advisors were present
- Set the unified vision and tone moving forward

# WE CARE 4 U KREWE DE CHARITE'

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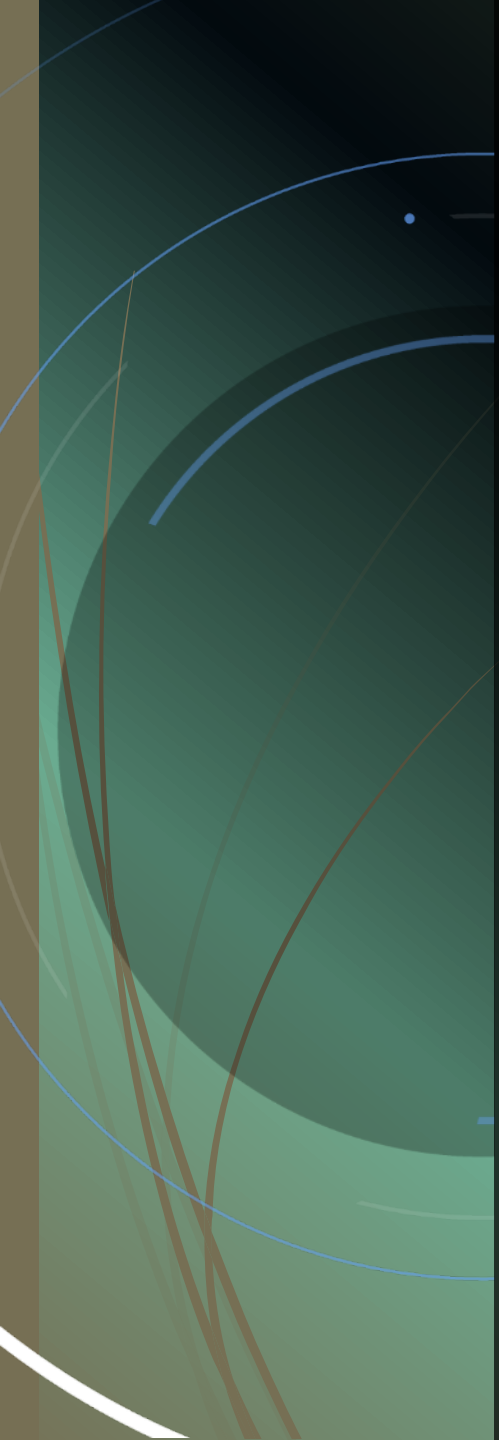
- Held at the New Orleans Mission and put on by AETNA Health
- Attendees were given access to over 15 services providers who were handing our resources, haircuts, showers, food, blankets, health screenings, and more.
- IMPACT504 Distributed 80 hygiene kits
- IMPACT504 Distributed 30 crocheted hats
  - These were a hit
    - Handmade and selection
    - Crocheted and donated by Doris Marchand
- IMPACT504 was invited by and partnered with Help a Sister Out

# 501C3 NON-PROFIT RESOURCES

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## **We have taken advantage of the following resources:**

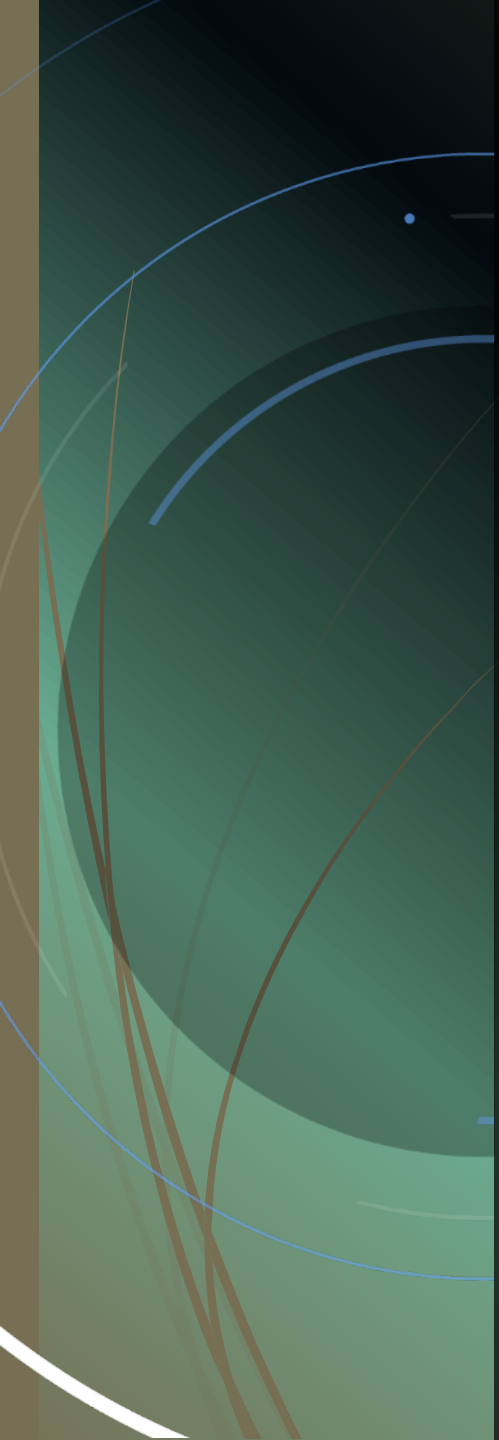
- Greater New Orleans Foundation
  - Grants
  - Training
  - Advising
- Goods360
  - Acquisition of goods at deeply discounted rates
- Tech Soup
  - Software and hardware at deeply discounted rates



# COLLABORATING AND LEADING

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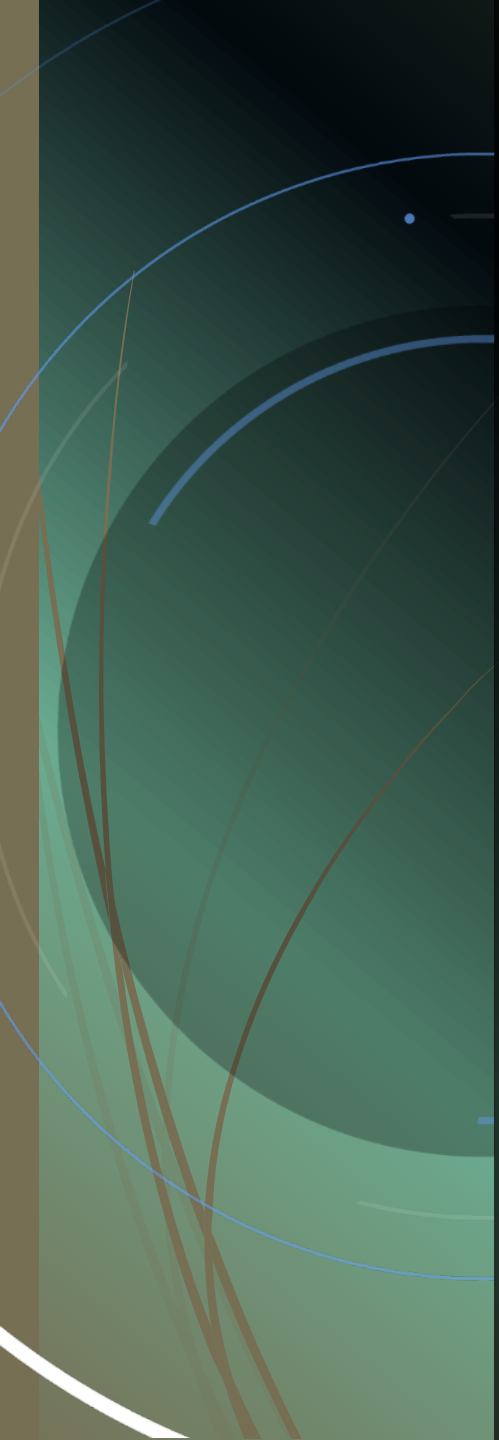
- We partner with over 30 organizations and entities
- Have or will have representation on the following via President / CEO:
  - Total Community Action Board of Directors
  - Greater New Orleans Foundation Gert Town Community Fund Committee
  - Police Community Advisory Board
  - Peace Center Advisor Council



# IMPACT504 BRANDING NEEDS

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- The following will be designed and acquired to continue getting our brand out (critical for collaborations and resource solicitations)
  - 4, 6, and 8 ft tablecloths
  - Signs and Banners
  - Business Cards – Digital and Print
  - Shirts – T-Shirts and Board Polos
  - Backpacks for giveaways
  - Jackets/Sweaters



# IMPACT504 IDEA BOARD

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- IMPACT504 DAY – inspired by Jornea
- New Years Resolutions
  - Volunteer / Service Opportunities
  - Donations



# GIVING TUESDAY

**Krewe de Charité**  
Caring for the Underserved

**IMPACT: 2024**  
*By the numbers....*

## ***in service to the Underhoused, we have:***

- Distributed Over 800 personal hygiene kits
- Distributed Over 200 hats and throws
- Held 4 on-site distributions throughout the city
- Filled over 60 volunteer opportunities
- Raised over \$2,500 for undergarments, waters, snacks, throws, and other items



**[www.IMPACT504.org](http://www.IMPACT504.org)**

## #GIVINGTUESDAY

- The Gift that keeps on giving
- Resources available by 9pm tonight at [www.IMPACT504.org/1232024](http://www.IMPACT504.org/1232024)
  - Graphics
  - Sample Language for text, emails, posts, calls
- Set your goal and exceed it
- DONATIONS ARE TAX DEDUCTIBLE AND FULLY AND DIRECTLY IMPACT THOSE WE SERVE
- Ways to give
  - Facebook Fundraiser
  - Online: [www.IMPACT504.org](http://www.IMPACT504.org)



**FREE AGENTS  
BRASS BAND**



**610  
STOMPERS**



**BLAZIN CHEETAHS  
DANCE COMPANY**



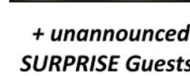
**ROYAL HEAT  
DANCE TEAM**



Stilt Walker /Dancer  
@lifeofSABREEN



**M&M  
Samba and Line Dancers**



+ unannounced  
**SURPRISE Guests!**

**ACTIVITIES LOCATION: 2929 AUDUBON ST.**  
**PARADE: SEE ROUTE ABOVE**

#### 3:30 PM:

- Youth Arts & Crafts
- Coat / Jacket Giveaway
- Adopt a Family
- Photos with Santa
- Christmas Carole "oke"
- Games
- Parade Viewing (Parade rolls at 5pm!)

#### FOLLOWING THE PARADE:

- Christmas Dinner (following parade)
- Movies under the Moon with Hot Cocoa
- Marine Corps Toys for Tots Giveaway



**MR. AND MRS. CLAUS**

Lieutenant **DARRYL PERSON** & Journalist **GINA SWANSON-GRAY**  
**WILL BE MAKING A LIST & CHECKING IT TWICE!**

INFO / REGISTER: [www.WINTERFEST504.com](http://www.WINTERFEST504.com)



# WINTERFEST504

## Saturday, December 21

- Activities
  - Start at **3:30 pm** at **2927-29 Audubon St.**
  - Will have arts and crafts
  - coat and jacket giveaway (we need coat and jacket donations asap!)
  - Games
  - Christmas dinner
  - Toys for Tots Giveaway
  - Movies under the Moon with Hot Cocoa (movie suggestions?)
  - Christmas "Carole"oke; Photos with Santa\*\*\*
- Security by Orleans Parish Sheriff Officers



Experience Our Magical  
**CHRISTMAS PARADE  
& GIVEAWAY!**  
Saturday, December 21<sup>st</sup>

**FREE AGENTS  
BRASS BAND**



**610  
STOMPERS**



**BLAZIN CHEETAHS  
DANCE COMPANY**



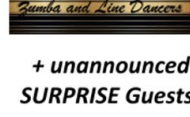
**ROYAL HEAT  
DANCE TEAM**



**STILT WALKER/DANCER  
@lifeofSABREEN**



**M&M  
ZUMBA AND LINE DANCERS**



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The Greater New Orleans Foundation  
**GERT TOWN COMMUNITY FUND**



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# WINTERFEST504

**Saturday, December 21**

• **PARADE**

- Parade **line-up** starts at **4:00 pm**; **in-place** by **4:30 pm**
- Parade **rolls** at **5:00 pm**
- Parade will pass "**Viewing Stand**" on Audubon St.
- Will **end ~6:00 pm** on **Audubon St.** and **Earhart Blvd.**
  - **Transport back to cars for performers?**

• **Performers**

- 610 Stompers
- 2 Free Agents Brass Bands
  - **NEW!** 1 at the front; 1 at the end
- Blazin Cheetahs Dance Company
- M&M Zumba and Line Dancers
- **NEW!** Royal Heat Dance Team
- Stilt Walker and Dance @lifeofSABREEN
- **NEW!** Junior Buck Jumpers

• **Debut of the WinterFest504 TV Float**

• **PLEASE SIGN UP WHETHER YOU WILL BE WALKING OR RIDING!**

• **[www.WinterFest504.com](http://www.WinterFest504.com)**



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# WINTERFEST504

## Saturday, December 21

- **ROLES WE NEED FILLED:**
  - Parade Marshals
    - Will have headsets to make sure everything is smooth throughout the parade / parade route
  - Inflatable Costume Characters
    - Need about 12 people
  - Float Pushers
    - Need 2 to push mini floats
  - Throws / waiver distribution / collection for parade participants
    - If they get throws or ride on one of the trains or trolley they must sign!
  - Registration table on Audubon St.
  - Game attendants
  - Food Servers
    - Dinner and snack stand for Movies Under the Moon
  - Setup / Maintain / Tear Down



For Immediate Release

Contact: Eddie Francis, 504-906-8601

eddie@edifyventuresnola.com

Gert Town prepares for 3rd annual WinterFest504

Coats and toys to be collected, families to be adopted prior to community event

December 2, 2024

NEW ORLEANS - The 3rd annual WinterFest504 Community Christmas Parade and Giveaway will take place Saturday, December 21 at 2927-29 Audubon Street in New Orleans. The festivities will begin at 3 p.m. with a parade beginning at the intersection of Fern Street and Forshey Street at 5 p.m.

Leading up to the event, Impact504, a nonprofit organization, is conducting their Coat and Jacket Drive and Adopt-a-Family Program for five families. The organization is also a Toys for Tots partner. Items can be dropped off at 2927 Audubon Street. Pick-up can also be scheduled by contacting 504-913-1888.

The parade will feature the beloved 610 Stompers, the Free Agents Brass Band, local media personality Gina Swanson Gray as Mrs. Claus, and New Orleans Police Department officer Daryl Person as Santa Claus. There will also be dancers including the Blazin Cheetahs Dance Company, the MNM Zumba and Line Dancers, and SABREEN the Stilt Walker. The community event will also feature hot cocoa and movies, arts and crafts, a Christmas feast, a fundraiser raffle, carnival games, a fundraiser raffle, and pictures with Santa Claus.

WinterFest504 follows the mission of Impact504 whose mission includes empowering communities, fostering inclusivity, and producing events and initiatives that deliver a positive impact to the community.

For more information, contact the event's organizer, Percy Marchand, at 504-913-1888 or percy.marchand@impact504.org. For the full schedule of events, go to [www.WinterFest504.com](http://www.WinterFest504.com). Below is the tentative parade route.

###

2927 Audubon Street | New Orleans, Louisiana 70125 | 504.913.1888  
Percy.Marchand@IMPACT504.org | [www.IMPACT504.org](http://www.IMPACT504.org)

# WINTERFEST504

## Saturday, December 21

- Media:
  - Press release sent today
  - WWL interview on Monday at 8 am
    - Looking for 1 board member to accompany
  - Others will be scheduled as release hits news manager desks
  - Parade will be Livestreamed on IMPACT504's Facebook Page