

IMPACT UNIVERSITY



CONCEPT PLAN

IMPACT504's MISSION

MISSION

IMPACT504's mission is to **empower communities** through **innovative solutions** and **collaborative efforts**.



INACTING CHANGE

We strive to create **sustainable change** by addressing **critical social and economic challenges**.



OUR COMMITMENT

Our commitment is to **foster inclusivity**, **drive impactful initiatives**, and **inspire individuals to contribute to a better future for all**.



IMPACT504's VISION

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VISION

IMPACT504's Vision is to be a catalyst for **transformative change**, fostering **resilient** and **thriving communities**.

THE FUTURE

We envision a future where every individual has the opportunity to reach their **full potential** with a passionate and worthy calling to **give of their time and resources**, and where community stakeholders lead in **collaborative efforts** to create **sustainable and equitable community growth and development**.

LASTING IMPACT

Through **innovation, dedication**, and **inclusivity**, we aim to create a **lasting impact** that **inspires and uplifts** generations to come.



IMPACT504's HISTORY

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Founded in 2021, **IMPACT504** is a 501(c)(3) nonprofit dedicated to **empowering** underserved communities through **education, health, and enrichment programs.**

With a 13-member volunteer board, the organization successfully:

- Host its Annual **B00!Dat504 Halloween Extravaganza** and **WinterFest504 Community Christmas Parade and Giveaway**
- Provides weekly **Health & Wellness Events** through its **HEALTHY504** Initiative
- Distributes tens of thousands of hygiene, clothing, coat, school supplies, and household items to underserved and underhoused individuals through its **Krew de Charite'** program
- Engages and encourages community engagement, service, and action through its annual **IMPACT504 Weekend / Week of Service, Love, Hope, and Change.**
- Provides needed and beneficial programming to vulnerable youth, adults, and seniors through its expanding **Community IMPACT Programs.**



**JORNEA
ARMANT**
*Technology Professional
Educator
Speaker*



**SHANIKA
BEATTY**
Entrepreneur



**SHERMAN
BUNCH**
Entrepreneur



**CAROLYN
LE**
*College Success Coach
Social Worker*



**DIONDRA
LEWIS**
*Program Innovator
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**ALEXADER
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*Author
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**EUGENE
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*Human Resources
Executive*



**NICHOLAS
REESE**
*Behavioral Health
Researcher
Mental Health
Professional*



**CIERA
SINGLETON**
STEM Professional



**GINA
SWANSON
GRAY**
Journalist



**SUNDIATA
WASHINGTON**
Engineer



CONCEPT OVERVIEW

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- **IMPACT University** is a wraparound services community center in Gert Town, New Orleans. It will provide **educational, vocational, and hollistic support** to underserved communities.



COMMUNITY NEED

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- Over the decades, Gert Town has missed out on millions in community center funding. The area suffers from **vacant lots, lack of programming and meeting spaces, and limited access to resources.**
- **IMPACT University** aims to fill this gap.





DEMOGRAPHIC STATISTICS

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- Population: 4,861
- Predominantly Black (76% renters)
- Median Income: \$24,000
- Low Education Attainment
- High housing vacancy rates

According to: The Data Center and Homes.com



VISION

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Transform a **neglected** block into a **vibrant** campus with:

- Meeting Spaces
- Computer Labs
- Community Garden
- Media Studios
- Life & Work Skills Development and Job Placement
- Affordable Housing
- Nonprofit Partnerships
- Youth and Senior Programming

WORKFORCE DEVELOPMENT

- Technology: Intro, Coding, Software, & Cybersecurity
- Media: Podcasting, Journalism, Music, Television/Film
- Trades: HVAC, Plumbing, Carpentry, Electric
- Life Skills: Job Readiness, Financial Literacy, Homeownership
- Urban Farming: Gardening, Cooking, Nutrition

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FUNDING

- \$100,000 seed donation from Percy Marchand
- Affordable Housing Revenue
- Grants and Sponsorships
- Monthly/Annual Donor Campaigns



TIMELINE

OCT 25, 2025: Building Fund Launch

FEB 2026 - DEC 2028: Property Acquisition

May 2026: Initial Programming



GOALS

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- Acquire and renovate properties
- Launch programming by May 2026
- Train 1,000+ residents by 2030
- Partner with 20+ organizations
- Generate sustainable revenue



REVENUE MODEL

- Affordable housing rent
- Grant and sponsorships
- Recurring donations
- Event hosting revenue



STAFFING

- Separate Executive Director
- Outreach & Development Office
- Program Coordinators
- Facilities Manager
- Instructors
- Interns





EVALUATION METRICS

- Participation rates
- Job placement success
- Community satisfaction
- Revenue growth
- Property revitalization

THANK YOU!

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