



IMPACT504

proud producer of
BOO!Dat504, WinterFest504, and the Krewe de Charite'

Welcome!

November 23, 2024

Thank you for agreeing to serve, lead, and, most importantly, to spread love, bring hope, and change lives as a member of the IMPACT504 Inaugural Board of Directors. You are now part of a legion of qualified, capable change agents committed to a unified vision and mission centered around collaborative partnerships, efficient and effective operations, and impactful outcomes and solutions.

Please understand that this is no longer just my organization or vision—it is now OURS. You were selected to serve because of your unique qualifications, experiences, and focused passion. I know you will bring these qualities to our organization to help define and refine our vision, set and reach our goals, and work together to provide opportunities for impactful service and giving that benefits the citizens of our city—our neighbors, families, co-workers, and friends, both near and distant.

You have seen and been a part of our great progress thus far. Now, I ask you to imagine the possibilities and opportunities as you fully come onboard with a team dedicated to bettering the lives of the people we serve.

My one request is that your every thought, word, decision, and action be rooted in doing what is best for our community—realizing that even small decisions impact outcomes and either lead us towards or away from our vision and mission.

Together, we WILL bring the good old days back, reclaim our streets and neighborhoods, and help create a future and legacy of which even our ancestors will be proud.

Sincerely,

Percy Marchand
President and CEO
IMPACT504

IMPACT504 | Board of Directors



JORNEA
ARMANT
Technology Professional
Educator
Speaker



SHANIKA
BEATTY
Entrepreneur



SHERMAN
BUNCH
Entrepreneur



CAROLYN
LE
College Success Coach
Social Worker



DIONDRA
LEWIS
Program Innovator
Social Worker



ALEXANDER
BRIAN
McCONDUIT
Author
Educator
Speaker



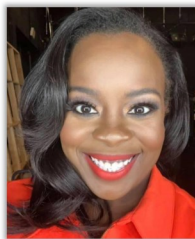
EUGENE
PRIESTLEY
Human Resources
Executive



NICHOLAS
REESE
Behavioral Health
Researcher
Mental Health
Professional



CIERA
SINGLETON
STEM Professional



GINA
SWANSON
GRAY
Journalist



SUNDIATA
WASHINGTON
Engineer



www.IMPACT504.org

BOARD OF DIRECTORS INFORMAL MEETING/GATHERING with Board Advisors and Invited Supporters

Saturday, November 23, 2024
5:30 pm

THE RED ROOM
New Orleans, Louisiana

Our mission...

is to empower communities through innovative solutions and collaborative efforts. We strive to create sustainable change by addressing critical social and economic challenges. Our commitment is to foster inclusivity, drive impactful initiatives, and inspire individuals to contribute to a better future for all.



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MINIMAL ACTION ITEMS FOR FIRST OFFICIAL BOARD OF DIRECTORS MEETING

- Elect Board Officers
 - Chair
 - Vice-Chair
 - Secretary
 - Treasurer
- Propose and Vote on Board Member Expectations
 - Attendance / Participation
 - Term
 - Disclosure / Conflict of Interest Policies
 - Fundraising / Donation Requirements
- Vote on Organization By-Laws
- Set Meeting Schedule

BOARD OF DIRECTORS

Jornea Armant
Dr. Shanika "Tru" Beatty
Sherman Bunch
Carolyn Le, LMSW, MPH
Diondra Lewis, MSW
Alexander Brian McConduit
Eugene A. Priestley, MBA
Nicholas Reese, M.A.
Dr. Ciera S. Singleton
Gina Swanson Gray
Sundiata Washington

ADVISORS

Michelle A. Craig
Legal and Governance
Greg Dumas II, CPA LLC
Accounting and Operations
Eddie Francis / Edify Ventures
Media Relations
Kristyna Jones
Governance and Programming
George Marchand Jr.
Operations and Development
Rolanda Smith
Technology and Grants
Dr. Roslyn Smith
Governance, Education, and Grants

VOLUNTEER STAFF

Percy Marchand
President and CEO
Brandon Billy
Associate Director
Kacey Horton
Intern

Link to current Board of Directors:

www.IMPACT504.org/board-of-directors



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RESPONSIBILITIES OF PRESIDENT AND CEO – PERCY MARCHAND

- Run the day-to-day operations.
- Articulate the nonprofit's vision, mission, theory of change, statement of need, unique value proposition, and overall strategy and direction of the organization.
- Build alignment across the organization / Uncover misalignments and make the correct adjustment.
- Exude hope, optimism, and a bold vision.
- Navigate or avoid dysfunctional conflict (personal and emotional)
- Embrace functional conflict (professional and healthy disagreement about strategy and direction).
- Be aware of group dynamics and foster healthy differences of opinion.
- Provide fundraising leadership and ensure the funds exist to execute the budget.
- Create the conditions for fundraising success (vision, materials, pitch, call-time, training, technology, etc.).
- Lead development of staff/volunteers and board development.
- Create a culture of fundraising.
- Ensure the Board and staff can tell the organization's story well.
- Work in partnership with the Board and for the Board.
- Assist the board in operations, administration, planning, and information dissemination.
- Help build, sustain, and strengthen all board functions.
- Work with Board Treasurer and Financial Advisor to create financial documents, including budgets, cash flow, income statements, balance statements, and statements of functional expenses.
- Ensure that onboarding, recruitment, retention, management, development, and compliance are carried out with excellence.
- Ensure the organization operates correctly and functionally.
- Ensure proper hardware and software are in place for fundraising, collaboration, document creation and storage, communication, productivity, and record keeping.
- Create and maintain policies to ensure the use of the most relevant and efficient technology and planning/budgeting for upgrades needed for future success.
- Work with the board, staff, and other stakeholders to ensure that the mixture of programs and activities is achieving the organization's mission.
- Ensure the quality and effectiveness of each program and activity.
- Stakeholders expect the executive director to set the organization's strategy and achieve outcomes.
- Ensure the strategic vision is clear to internal and external stakeholders.
- Be open to accountability from stakeholders.
- Develop and maintain strong relationships in the region, with peers, donors, industry associations, the media, and others.
- Build alliances and strategic partnerships.
- Communicate regularly with stakeholders and the public.
- Remain in compliance with all laws and regulations.
- Create systems to monitor compliance.



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BOARD OFFICES AND RESPONSITBILITIES

Board Chair

Presides at board meetings; creates a purposeful agenda in collaboration with the CEO; appoints people to committees and assigns committee chairs; serves as the contact for board issues; sets goals and objectives with the board and ensures they are met; and holds members accountable for attending meetings.

Vice Chair

Offers support for the board chair and other leadership when needed.

Secretary

Ensures that board members are given appropriate notice of meetings and proactively records these meetings. Works with the Board Chair and CEO to produce and distribute meeting agendas.

Treasurer

Deals with the organization's finances and makes important decisions regarding spending and investing. Works with CEO to produce and review financial documents / records.

RESPONSIBILITIES OF ALL BOARD MEMBERS

1) Advance the mission of the organization

You are IMPACT504's most important advocates. You are the face of our cause and are expected to use your efforts and abilities to promote our core mission in an ethical manner.

- Promote our work
- Attempt to ignite passion in others
- Always paint our organization and work in the best light possible.
- Spread awareness for our mission to promote growth and empower IMPACT504 to flourish in its work.

2) Legal and fiduciary responsibilities

Every member should understand internal policies and the legal implications of our organization's activities. Failure to do so can result in severe consequences, such as heavy fees and even revocation of our non-profit status.

- Help ensure that all tax-related filings are done completely and on time, including the [IRS File-990](#). Failing to do so can result in revocation of tax-exempt status.
- Additionally, be aware of the penalties caused by:
 - Overpaying staff or other individuals
 - Engaging in excessive lobbying or political activities
 - Making egregious bad bargains on behalf of your organization



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- Assume fiduciary duties to the served population
 - Act in good faith and work for the benefit of those we serve, never against it.

3) Board members should attend board meetings

- Share your insight, get creative, and have deep conversations about pursuing greater outcomes for IMPACT504.
- Review agendas in advance.
- Adhere to the outlined rules of order to facilitate fruitful conversation.
 - Show decorum / respect for the organization and fellow Board Members.

4) Recruit new Board Members

- Consider skills and qualities that are missing from the boardroom. and seek candidates who can fill those gaps.
- Constantly be on the lookout for passionate, qualified recruits who will bring additional knowledge, talent, and background experience to the table.
- Assist in onboarding new directors.
- Help with training the new Directors
- Proactively get to know new members and simply providing a supportive and friendly face in the boardroom.

5) Serve on at least one committee

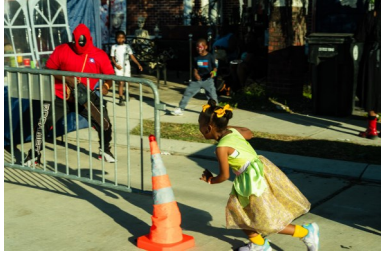
Most of the board's work is completed in committees. There simply isn't enough time for the entire board to have lengthy conversations and research specific issues in depth. Because of this, every board member should serve on a committee, effectively steering our organization toward its goals.

- Individuals should be assigned to committees based on past experience, skills, and interests. For instance, a board member who has a background in accounting would be a great fit for the finance committee.
- Like with individual board members, each committee should receive a written document that covers its responsibilities, guidelines, and goals.
- It's the full board's responsibility to regularly assess each committee's success and adjust accordingly.

6) Participate in Fundraising / Campaigns

- Set Board fundraising / giving goals
- Fully-engage in fundraising trainings / campaigns
- Reach out to your respective professional, family, community, and social networks
- Give personally – it's hard to ask for support for something if you haven't given to it
 - Show potential donors that you find IMPACT504 a worthy investment







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2024 By the Numbers...

Krewe de Charite'

- Distributed over 800 personal hygiene kits
- Distributed over 200 hats and throws
- Held 4 on-site distributions throughout the city
- Over 60 Volunteer service opportunities filled
- Over \$2,500 was contributed by donors
- Collaborated with the Hollygrove / Dixon Life Transformation Center Youth Program to sort through donated clothing

BOO!Dat504

- Over 500 attendees
 - 305 attendees registered before Registration closed at 5 pm
 - Over 200 additional guests arrived after registration shut down
- 250 IMPACT504 Bags were distributed
- Attendees from at least 3 states outside of Louisiana and from over 17 cities outside of New Orleans - exposing new eyes to our great community!
- Over 50 volunteers
 - Over 30 from community-stakeholder Xavier University of Louisiana
- Over 30 community and business entities, organizations, and offices came together to support
- More than doubled sponsorship funds
- Over 60 individual donors made financial contributions to support
- Substantial media coverage. BOO!Dat504 was featured on
 - WWL, WDSU, WVUE, and WGNO
 - The front page of all 3 Advocate "The Times" neighborhood editions
 - Crescent City Picayune, West Bank Advocate, and East Jefferson Advocate
 - a 30-minute segment on radio station WBOK
- Over 3,000 brochures were distributed to every house in Gert Town and surrounding communities
- Over 2,350 people visited www.BOODat.com in the month of October alone
- Event attended by City and State Officials
 - City Councilmember Lesli Harris
 - State Senator Royce Duplessis
 - State Representative Shaun Mena
 - State Representative Mandie Landry

www.IMPACT504.org

**IMPACT
504**

Spreading Bringing Changing
LOVE HOPE LIVES

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UPCOMING EVENTS:

Krewe de Charite' - November 29th

Distributing hygiene kits and clothes at the New Orleans Mission



Needed:

- Personal Hygiene Supplies
- Disposable undergarments
- Socks, Shoes, Clothes, Coats, and Jackets
- Pillows and Blankets
- Volunteers



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Giving Tuesday - December 3rd

Once Black Friday, Small Business Saturday, and Cyber Monday end, charitable giving has its day on Tuesday, December 3rd! This is a great time to solicit donations of all sizes, especially as tax year-end giving deadlines loom.

We ask that you yourselves donate and also reach out to your social, professional, family, and community networks asking them to support our work by making a donation!

Tax-Deductible donations can be made at www.IMPACT504.org



Krewe de Charité
Caring for the Underserved

GIVING TUESDAY

**We ask that you donate to IMPACT504 on Giving Tuesday
December 3, 2024 - Your donation is fully tax deductible!**

We hope that you find our community events and activities worthy of your generosity!

After you finish Black Friday, Small Business Saturday, and Cyber Monday shopping, we ask that you make a donation in support of our 501c3's charitable community work!

From BOO!Dat504 to WinterFest504 and our regular Krewe de Charite' giveaways, we touch thousands of lives throughout our community.

We have no paid staff/administrators. Your contributions have DIRECT IMPACT on your family, friends, neighbors and the community in which we live!

Donation options:

ONLINE: pay.boodat.com
CashApp: \$ReachTheGoal
Check: **IMPACT504**
2927 Audubon St.
New Orleans, LA 70125

Needed: Donations of all sizes!

Donate Online:

www.IMPACT504.org

Cash App:

\$ReachTheGoal

Mail Payments to:

IMPACT504

2927 Audubon St.

New Orleans, LA 70125



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WinterFest504 - December 21st

Event will kick off with an approximately 12-block parade covering both "sides of the track" featuring bands, floats, trains, and custom throws and toys.

Following the parade there will be a toy distribution in conjunction with **Toys for Tots**, pictures with Santa, arts and crafts, Christmas movies and "Carole"oke, and more.

The event will add the "IMPACT504 WALL" where attendees will place their painted palm print as a signature pledge to positively IMPACT their families and communities; and the "IMPACT504 Community Tree" upon which people in the community can place a family ornament.

SAVE THE DATE!

GERT TOWN'S 3rd ANNUAL

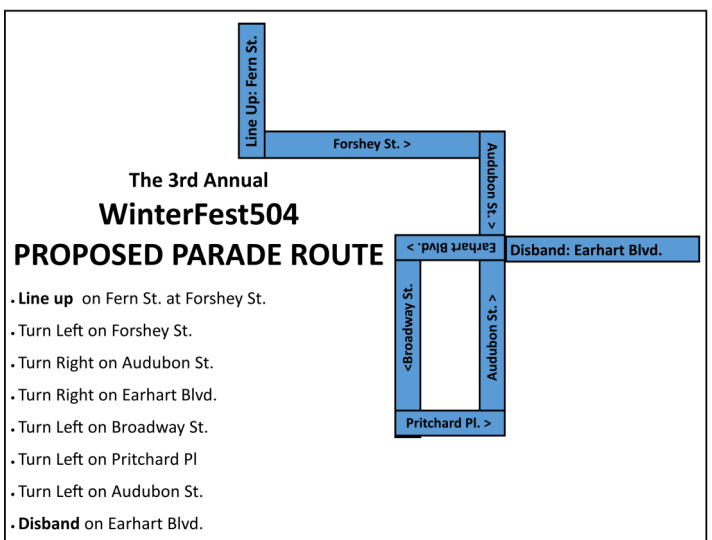
Winter Fest504

Holiday Parade and Giveaway!

SATURDAY, DECEMBER 21st

Another IMPACT504 Community Event
 in partnership with Help a Sister Out

Want to ride in this year's parade?
Visit: www.IMPACT504.org



Needed:

- Gifts (particularly for late teens)
- Adopt-A-Family Items
- Volunteers
- Coats and Jackets
- Gift Cards
- Christmas Arts and Crafts Supplies



MARINE CORPS RESERVE



"Do they too not deserve the best?"

. Saint Katharine Drexel

Our Vision ...

is to be a catalyst for transformative change, fostering resilient and thriving communities.

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.

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

IMPACT504 | VOLUNTEER ADMIN / STAFF



**PERCY
MARCHAND**
President / CEO



**BRANDON
BILLY**
Associate Director



**KACEY
HORTON**
Intern

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