

www.IMPACT504.org

**IMPACT
504**

Spreading *Bringing* *Changing*
LOVE HOPE LIVES

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.*

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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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*



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BRIAN
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*Author
Educator
Speaker*



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



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SINGLETON**
STEM Professional



**GINA
SWANSON
GRAY**
Journalist



**SUNDIATA
WASHINGTON**
Engineer



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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

2927 Audubon Street | New Orleans, Louisiana 70125 | 504.913.1888
percy.marchand@impact504.org | www.impact504.org

*"Do they too not
deserve the best?"*

- Saint Katharine Drexel



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

2024 By the Numbers...

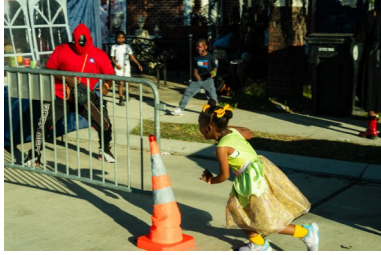
Krewe de Charite'

- 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







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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

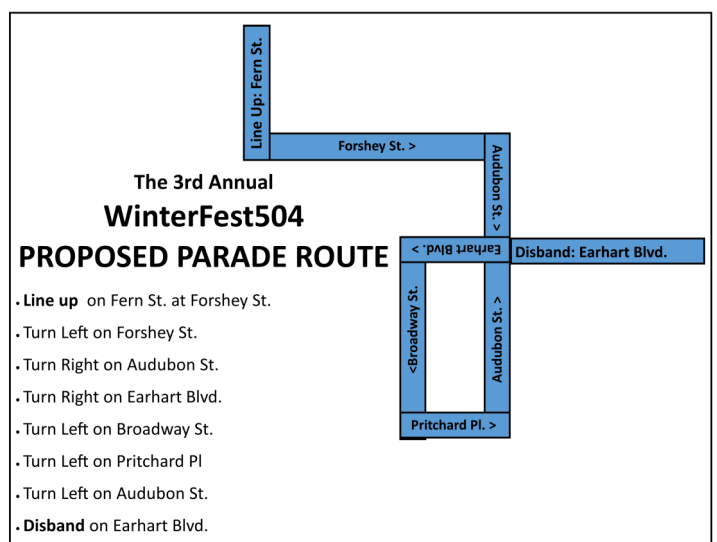
WinterFest504

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



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Changing

*“I wish there was
something I could do...”*

to

**“There is
something
WE WILL DO.”**



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SCAN TO GIVE!

Online Donations: **pay.boodat.com**



OR Cash App: **\$ReachTheGoal**

