

www.IMPACT504.org

IMPACT 504

Spreading
LOVE

Bringing
HOPE

Changing
LIVES



We are the
“SOMETHING”
to your
*“I wish there was
SOMETHING I could do”*





- OUR HISTORY -

PERCY MARCHAND, a lifelong resident of Gert Town and whose family has lived on Audubon Street for over a century, grew frustrated with the lack of local opportunities for residents to engage, gather, and grow. In 2021, driven by a deep love for his community, Percy—alongside family and friends—began hosting free programs and events right from the Marchand family home, creating a space where neighbors could connect, learn, and thrive.

What started as a grassroots effort quickly grew into a movement. Each year, the IMPACT expanded—drawing hundreds of residents and forming partnerships with over 100 community stakeholders.

Today, IMPACT504 is a 501(c)(3) nonprofit with a strong 13-member Board of Directors, dedicated volunteers, and a proven track record of service. The organization continues to live up to its name, striving to be the impactful something people are looking for when they say, “I wish there was something I could do.”

- OUR MISSION -

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 -

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.



Percy Marchand
Founder and CEO



Dr. Ciera Singleton
Board Chair



Brandon Billy
Associate Director



LaKenya Roberson
Development Director

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MOVE504
EVERY BODY MOVES.
EVERY SATURDAY.





HEALTHY504 is IMPACT504's wellness initiative providing free health education, screenings, fitness events, and nutrition resources in underserved New Orleans communities. Through local partnerships, it also offers mental health support, stress management, and holistic healing—bringing accessible wellness directly to neighborhoods and advancing IMPACT504's mission to spread love, bring hope, and change lives.



MOVE504 offers free group workouts at Norwood Thompson Park and City Park. Each week participants take steps on their journey to optimal health and are encouraged to work out throughout the week. The program will soon offer equipment to participants to encourage at-home workouts and fitness.



KEEP GERT TOWN SAFE is IMPACT504's proactive initiative to help residents prepare for hurricane season with confidence and care. The program provides vital storm preparation tips, evacuation steps, and readiness resources. By collecting up to date household data, IMPACT504 can assist responders and agencies better align resources with needs in the event of a disaster, ensuring that support reaches those who need it most. The program empowers the community to stay informed, prepared, and protected.



URBAN ROOTS is a offering under our HEALTHY504 program. The summer program empowers teens (ages 13–18) through hands-on farming, cooking, and leadership experiences. Youth grow and harvest produce, cook meals with local chefs, and learn about food justice and sustainability—all while building practical skills and a deeper connection to their community.

The program also fosters personal growth through teamwork, mentorship, and civic engagement. Participants lead volunteer efforts, host community meals, and explore food equity issues. Urban Roots empowers youth to become confident, informed leaders —reflecting IMPACT504's mission to educate, empower, and uplift.

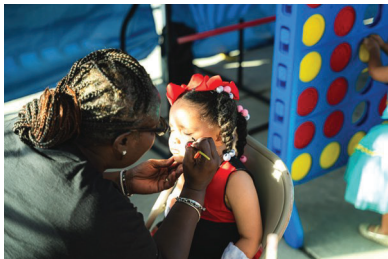


BOO!Dat504 HALLOWEEN EXTRAVAGANZA is a vibrant, family-friendly celebration held annually in the heart of New Orleans. Hosted on the 2900 block of Audubon Street, this free event transforms the neighborhood into a festive Halloween wonderland. Rooted in community empowerment, the event brings together families, children, and local partners for an unforgettable day of joy, creativity, and connection.

The event features a haunted house, costume contests, delicious food, live music, and a variety of engaging activities—including STEM-based learning stations that blend fun with education.

More than just a party, BOO!Dat504 is a platform for local healing and support. It serves as a safe and inclusive space for families to come together and celebrate in unity while advocating and raising resources for Domestic Violence Survivor organizations during Domestic Violence Awareness Month (October).

Through partnerships with local organizations IMPACT504 ensures that the event also provides access to valuable resources and services. With its blend of entertainment, education, and outreach, BOO!Dat504 exemplifies IMPACT504's mission to spread love, bring hope, and change lives across the 504.



WINTERFEST504 CHRISTMAS PARADE AND GIVEAWAY is a joyful holiday event hosted by IMPACT504 in the Gert Town community. Families enjoy a festive day of arts & crafts, performance, food, and a Christmas parade, along with giveaways and kid-friendly games and activities—all in a safe, welcoming space that celebrates the magic of Christmas!

More than a celebration, WinterFest504 supports families in need by providing essential resources and spreading holiday cheer—annually adopting over a dozen local families. Through community partnerships, the event promotes unity, resilience, and IMPACT504’s mission to uplift and empower during the season of giving.



KREWE DE CHARITÉ is a key outreach effort by IMPACT504, focused on supporting underserved New Orleans communities through mobile giveaways and compassionate service. Held on select Saturdays and during community events, volunteers and partners distribute essentials like water, snacks, hygiene kits, clothing, and shoes—meeting people where they are and addressing urgent needs.

More than a donation drive and giveaway, Krewe de Charité fosters empathy and connection. It gives volunteers a chance to engage directly with those in need, while strengthening community bonds. Whether donating, volunteering, or spreading the word, participants help advance IMPACT504's mission to spread love, bring hope, and change lives.



SHOOT BALLS NOT BULLETS is IMPACT504's basketball skills and mentorship program for youth ages 13–18, combining skills training with mentorship and life coaching. Led by local coaches and athletes, participants build teamwork, discipline, and confidence through drills, scrimmages, and fitness sessions in a safe, supportive environment.

More than a sports camp, the program promotes peace and personal growth. Youth take part in workshops on conflict resolution, emotional intelligence, and goal setting, while families and community leaders stay involved through family engagement activities and community support initiatives. . It's all part of IMPACT504's mission to empower young leaders and build safer, stronger communities.



IMPACT 5/04 DAY WEEKEND OF SERVICE is IMPACT504's citywide call to action, held annually on the weekend / week of May 4th (5/04), encouraging individuals, families, and organizations to uplift New Orleans through acts of kindness and volunteerism. From donating clothes to mentoring youth or feeding the unhoused, participants are invited to "move the 504ward" by making a difference in their communities.

More than a weekend event, it's a movement rooted in unity and compassion. Through partnerships with local nonprofits and civic groups, participants can join or lead service projects that create lasting impact. It's a time to give back, build community, and spread hope—one act at a time.

Join us in
Spreading **LOVE**,
Bringing **HOPE**,
and Changing **LIVES**.

IMPACT504 | Board of Directors



**JORNEA
ARMANT**
Technology Professional
Educator
Speaker



**SHANIKA
BEATTY**
Entrepreneur



**SHERMAN
BUNCH**
Entrepreneur



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STEM Professional



**GINA
SWANSON
GRAY**
Journalist



**SUNDIATA
WASHINGTON**
Engineer



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How you can get involved...

HELP SPREAD THE WORD!

- Share our flyers, posts, and how you have seen us **IMPACT** the **504**!

FOLLOW US ON SOCIAL MEDIA!

- Like, share, and comment on our posts



@IMPACT504



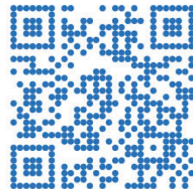
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SUPPORT OUR SPONSORS

- Visit their booths, tables, stores, offices
- Thank them for supporting **IMPACT504**
- **SUPPORT THE BUSINESSES THAT SUPPORT YOUR COMMUNITY!**

DONATE / VOLUNTEER

- Get the intrinsic, invaluable rewards of serving your community and having a lasting IMPACT by volunteering with us!
- Donate clothing, hygiene, and household items in good condition
- Donations add up the same way expenses do!
 - No gift is too small or too large
 - Your donations are **tax-deductible** and will go directly to **community programming NOT SALARIES OR OVERHEAD!**



You can also

DONATE ONLINE:

www.IMPACT504.org



Giving and Serving Is NOT a Burden - It's a BLESSING!

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