



## **PRESS RELEASE: Greater New Orleans Foundation Launches 9th Annual GiveNOLA Day to Support Regional Nonprofits**

*Contributors can donate early during Early Giving beginning April 18, 2022 at [www.GiveNOLA.org](http://www.GiveNOLA.org)*

**NEW ORLEANS, LA** (March 30, 2022) - On March 30, 2022, the [Greater New Orleans Foundation](http://www.GreaterNewOrleansFoundation.org) announced that the 9<sup>th</sup> annual **GiveNOLA Day**, a 24-hour online giving event for the 13-parish Greater New Orleans Region, will take place on Tuesday, May 3, 2022 from 12 a.m. to midnight. GiveNOLA Day 2022 is hosted by Baptist Community Ministries and powered by Entergy.

“At the Greater New Orleans Foundation we know the people and institutions of our region are extremely generous and that everyone can be a philanthropist,” **said Bobby Bories, Board Chair of Greater New Orleans Foundation.** “We believe philanthropy can drive innovation and build capacity in nonprofits, government, and even for-profit social enterprises. GiveNOLA Day is a great example of how we as a Community Foundation can leverage our role as a partner to both donors and nonprofits.”

GiveNOLA Day provides support for 900+ regional nonprofits in the 13-parish region (Orleans, Jefferson, St. Tammany, St. Bernard, Plaquemines, Lafourche, Terrebonne, Assumption, St. Charles, St. James, St. John the Baptist, Tangipahoa, and Washington Parishes). These participating nonprofits work on a broad range of issues, including arts & culture, animal welfare, community improvement, education, environment, health, housing, human services, public safety & crime prevention, and youth development.

“GiveNOLA Day is the most important initiative where the Greater New Orleans Foundation promotes a culture of giving in our region”, **said Greater New Orleans Foundation President & CEO Andy Kopplin.** “We encourage everyone to be a philanthropist during that 24 hour period on May 3rd and support the nonprofits that are the backbone of our communities and make our region the generous, caring place that it is.”

Since its inception in 2014, GiveNOLA Day has raised more than \$40 million for regional nonprofits. Overall, the majority of gifts are \$100 or less, which shows that even small gifts add up to a huge impact. In 2021, GiveNOLA Day raised a record \$8.1 million in donations for 900 nonprofits. The total number of contributions exceeded 67,000 at the close of the 24-hour period.

"We look forward to continuing our support of local nonprofits by serving as the Hosting Sponsor of GiveNOLA Day. With more than 900 nonprofits participating, everyone who loves the Greater New Orleans region is sure to find a cause they feel good about donating to. And on a day like GiveNOLA Day, every single donation counts," **said Slade Simons, Baptist Community Ministries (BCM) Board Chair.**

"GiveNOLA Day exemplifies the spirit of generosity inside almost all New Orleanians and people from Southeast Louisiana," said **Joshua Cox, Senior Advisor & Director of Strategic Initiatives, Office of Mayor LaToya Cantrell.** "Our region will continue to thrive because of initiatives like this. On behalf of Mayor LaToya Cantrell, I urge everyone to give what they can to the non-profit of their choice on GiveNOLA Day, because everyone can be a philanthropist."

"While the City of New Orleans has begun to open, we are still seeing the impacts of the COVID-19 pandemic and severe weather. It is more important than ever that we support our local nonprofits as they are a lifeline to the local communities," **said Patty Riddlebarger, Vice President of Corporate Responsibility for Entergy.** "For those that are able, I encourage you to support these critical organizations that are providing services that impact nearly every part of our communities."

"Youth Empowerment Project (YEP) is one of many impactful non-profit organizations that benefits immensely from the generosity of individuals on GiveNOLA Day. This year, whether or not you have participated in GiveNOLA Day every year for the past nine years, or this is the first year you are thinking of getting involved -- I urge you to give what you can to the organizations that you care about that are making a difference in our region," **said Melissa Sawyer, Co-Founder & CEO, YEP.** "The non-profit sector plays a critical role in addressing the most entrenched challenges in our communities and your support goes a long way to help organizations, most of which are not adequately or steadily funded, fulfill their missions and strengthen our communities."

"The generous support we received from hundreds of donors on GiveNOLA Day last year added up to more than 10% of our annual fundraising totals," **said ACLU of Louisiana Executive Director Alanah Odoms.** "As Louisiana's chief defender of the Constitution, this collective giving has helped us fulfill our mission of advancing racial justice and dismantling systemic racism across the state, ensuring equal justice for all Louisianans. Creating the future we imagine – a future devoid of racism and disparities in every system – will take all of us, together. And we are so grateful for the renewed investment in our organization."

"Give NOLA Day can be a game changer for small and emerging organizations, exponentially increasing their visibility, scale and ability to operate", **said Touré Folkes Founder and Program Director, Turning Tables.** "The donor base of Turning Tables instantly increased from a handful of people to 270. That same donor base is who we turned to when Hurricane Ida struck in the Fall and it allowed to give back to the community that supported us because this is what New Orleans does! More importantly we are raising funds in a community of support with 900 other organizations looking to make real change in New Orleans and Louisiana."

“Northshore Food Bank is pleased to participate once again in Give NOLA day sponsored by the Greater New Orleans Foundation. Since 2016 NFB has been involved in this endeavor to bring awareness and funding to area nonprofits in service with the Greater New Orleans Foundation,” **said Northshore Food Bank CEO Terri Turner-Marse.** “Through this program we have obtained funding which has allowed us to support and sustain the nutritional programs we offer on the Northshore to our residents facing food insecurity. Additionally, the awareness created geographically through our Give NOLA participation assisted us in garnering support for the demands created by the pandemic as well as those seen and experienced by south Louisiana with Hurricane Ida.”

For more information about GiveNOLA Day, hosted by Baptist Community Ministries and powered by Entergy, visit [www.GiveNOLA.org](http://www.GiveNOLA.org), email [GiveNOLA@gnof.org](mailto:GiveNOLA@gnof.org) or call (504) 598-4663. For any Communications Questions, email VP of Communications and Public Affairs Jeff Schiffman at [Jeff@gnof.org](mailto:Jeff@gnof.org). Connect with the Greater New Orleans Foundation on Facebook ([@greaterneworleansfoundation](https://www.facebook.com/greaterneworleansfoundation)), Twitter ([@GNOFoundation](https://twitter.com/GNOFoundation)), and Instagram ([@GNOFoundation](https://www.instagram.com/GNOFoundation)). You can also help by sharing your GiveNOLA Day posts by using #GiveNOLADay.

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**About the Greater New Orleans Foundation:**

With roots extending nearly 100 years, the Greater New Orleans Foundation serves the 13 parish region of Southeast Louisiana including Assumption, Lafourche, Terrebonne, St. Charles, St. James, St. John, St. Tammany, Jefferson, Orleans, Plaquemines, St. Bernard, Tangipahoa, and Washington. Over 900 nonprofits from the region participate in its annual online giving day, GiveNOLA Day, which has raised over \$40 million for nonprofits in the last eight years. The Greater New Orleans Foundation has responded to every disaster since Hurricane Katrina, when it led the Unified Community Planning Effort and a \$23 million affordable housing fund. The Foundation distributed nearly \$7 million in response to the COVID-19 pandemic and has distributed over \$4 million in response to Hurricane Ida.

**About Baptist Community Ministries (BCM):**

Baptist Community Ministries (BCM) is a 26-year-old private foundation providing philanthropic services and promoting the health and well-being of our community members in the Greater New Orleans area. BCM partners with local nonprofits and other organizations in an effort to build a healthier community and has awarded over \$220 million in grants since inception. In addition, BCM provides direct services through two operating divisions – Chaplaincy Services and Congregational Wellness. By doing so, BCM is able to extend its reach deeper into the community to help those in need. Learn more at [www.bcm.org](http://www.bcm.org).

**About Entergy New Orleans, LLC:**

Entergy New Orleans, LLC is an electric and gas utility that serves Louisiana's Orleans Parish. The company provides electricity to more than 200,000 customers and natural gas to more than 108,000 customers. Both companies are subsidiaries of Entergy Corporation. Entergy strives to improve the quality of life in communities where Entergy operates through strategic investments in education/workforce development, low-income/poverty solutions, and environmental programs.