

# FOUNDATION OFFERS MILLION DOLLAR CHALLENGE

Ten charities that serve our area have taken a step to secure their futures by building an endowment fund at the Community Foundation of Shreveport-Bossier, thanks to a \$1,000,000 grant. The Community Foundation will provide a dollar-for-dollar match of \$100,000 for each selected organization that raises at least \$100,000 in endowment funds.

An endowment is a fund that does not spend down its principal. A portion of the income and appreciation from the fund is paid out annually to provide a steady stream of revenue for the agency. With an endowment, an agency can make sure that its programming is uninterrupted and that there are funds to supply future needs.

“Providing for our community’s future through endowment building is our core business,” said Paula Hickman, executive director. “By helping these agencies create endowment funds at the Foundation, we free them to focus on their mission while we make sure that their futures are in good hands.”

The agencies participating in the Foundation’s Endowment Challenge are the Alliance for Education; Biomedical Research Foundation; Goodwill Industries; Junior Achievement of Northwest Louisiana; Louisiana Endowment for the Humanities; Northwest Louisiana Economic Development Foundation; Providence House; Shreveport Regional Arts Council; Volunteers for Youth Justice and the YMCA.

“We are pleased to work with these community partners to strengthen their capacity for service,” said Joe Averett, Community Foundation Chairman.

The Endowment Challenge grant will enable donors to leverage their endowed gifts to the selected agencies and give with the knowledge that the endowment will be permanently and professionally run by the Foundation. If you are interested in contributing to the Challenge, please contact the Foundation at 221-0582.



# good NEWS

A publication of The Community Foundation of Shreveport-Bossier • Winter 2008

## ICE! A RED RIVER REVEL HOLIDAY EVENT

Ice skating in 70° plus weather seemed impossible for Northwest Louisiana, but the Red River Revel was able to pull off another great year of Winter Wonderland fun for the whole family! With the help and support from the local community, underwriters, corporate sponsors and grants, like the one provided by the Community Foundation of Shreveport-Bossier, the Revel presented ICE!, a Red River Revel Holiday Event for the second consecutive year, bringing



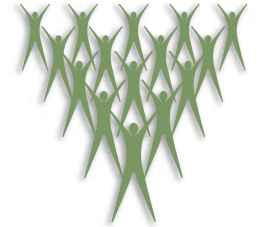
visitors from all over to the Shreveport Riverfront.



ICE! began in 2006 with an 85' x 100' ice skating rink that served as the primary anchor for the entire event. For year two, the rink was increased to a 90' x 112' ice skating rink that included a winter festival and holiday market lasting 51 days from November 17, 2007 – January 6, 2008. The holiday market was

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THE  
Community Foundation  
OF SHREVEPORT-BOSSIER



North Louisiana's Center  
for Creative Giving

**ICE!**

**Community**

**Impact**

- Nearly 20,000 skaters
- 30,000 spectators
- 16% of visitors outside Shreveport-Bossier community
- 126 birthdays celebrated
- 19 school groups and organizations
- 38 vendors participated
- Average person spent \$9.00

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North Louisiana's Center for Creative Giving  
The Community Foundation of Shreveport-Bossier

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**ICE! A RED RIVER REVEL HOLIDAY EVENT**

*continued*

held for five consecutive weekends beginning the weekend after Thanksgiving. The holiday market had 40 vendors participating - featuring a variety of items including jewelry, pottery, candles, fudge and nuts, oil and acrylics, glass, gift baskets, spices, wood, and more. Twenty-five of those vendors were from Louisiana and fifteen were from out of state. ICE! also utilized a local concessionaire to provide food and drinks for our patrons. To further meet the ice skaters' needs, socks, gloves, and hats were sold at the skate counter.

For the 2007-2008 ICE! season, skating lessons, birthday parties, field trips, holiday parties, and



Shreveport Opera Express (SOX), weekly skating with the Bossier-Shreveport Mudbugs, a visit from a Budweiser Clydesdale, Southwood High School's Concert Choir, hands-on art activities offered by Shreveport Public Assembly and Recreation (SPAR) each Saturday, pictures with Santa Claus, and a mailbox for letters to Santa Claus that would receive a reply from him (through SPAR).



private parties were offered. Not only were more lights, snowflakes, and a Christmas tree added, but more auxiliary programming was provided to give patrons a variety of holiday activities and that true feeling of the holiday and winter spirit.

Special events at ICE! included hosting the holiday lighting ceremony for Shreveport and Bossier City (December on the Red), the *ReinDog* doggie costume contest, two on-stage performances by Power and Grace School of Performing Arts, two performances by

Programming, like ICE! helps ensure the continued success of the Red River Revel by providing an additional income stream. The Red River Revel is the region's largest and most successful arts festival. Along with ICE!, the Revel is also responsible for Cork: A Red River Revel Wine Event and the Shreveport Farmers' Market.

Both years' success with ICE! were made possible due to grants and financial support from the Community Foundation of Shreveport-Bossier. Their assistance helped provide the citizens of Shreveport-Bossier and the surrounding areas another place to bring family and friends to enjoy Downtown Shreveport.

--- Kip Holloway  
Red River Revel Executive Director



both decision-makers and ordinary citizens into the planning process and generated the overwhelming support that made the plan a success.

The Shaw Center for the Arts is an outstanding example of what cooperation can accomplish. During the charrette the consultants saw what they called "a backwoods Guggenheim" in the shell of an abandoned garage across from the old state capitol. That shell, after an infusion of \$45 million from BRAF, \$8 million from the state, and \$2.2 million from the city, now holds a community cultural center containing the Louisiana State University art museum, a performing arts space, and classrooms for art programs. With a rooftop garden and café, and spectacular views of the Mississippi, the Center is now what Thomas calls "an icon" for downtown Baton Rouge.

In another collaborative effort, the state built badly needed parking garages in downtown Baton Rouge, then leased adjoining "liner buildings" to BRAF at \$1 a year. BRAF leased these narrow commercial spaces-designed to make the garages pedestrian friendly-and uses the income from the leases to support a farmer's market and a public market. The farmer's market gives local farmers a weekly outlet to sell their produce. The public market is a mixed retail venture open six days a week. This is "an ingenious way to provide sustainable income to a public use," says John Davies, president and CEO of BRAF.

Other successful joint ventures include a parking garage incorporating a YMCA and another garage with restaurants and a credit union. Plans are underway for a planetarium and space theater. Success has spurred more success, as seed money supplied by BRAF in partnership with the city and state has been supplemented by private investment.



**The Community Benefit**

More plans are on the table, including revitalized housing and commercial structures for Old South Baton Rouge, the neighborhood adjoining downtown Baton Rouge. BRAF raised \$250,000 to develop a master plan for this community and put up half the money that won a federal HUD housing grant for the community. According to Thomas, property values have risen in this period from \$18 a square foot to \$60 a square foot.

From parking garages to an art museum, from a farmer's market to a planetarium, more than 80 specific projects within Plan Baton Rouge have been completed or are well under way. All of these funded activities have generated private activity. Downtown Baton Rouge now has new restaurants, shops, office buildings and art galleries.

"When the city is open for business 24/7," says Thomas, "we will have accomplished our goals." That prospect, thanks to dedicated leadership by BRAF, is clearly in sight.

Grace W. Weinstein is a freelance writer based in Englewood, New Jersey.

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What is your vision for our community? A thriving downtown? Affordable housing? Excellence in education? The Community Foundation exists to bring together the expertise and resources to make our region a better place for all of us. Tell us your dreams. Together we can make them a reality.

## COMMUNITY FOUNDATION OF SHREVEPORT-BOSSIER GRANTS AWARDED FALL 2007

Foundation awards \$1,018,728 to strengthen our community!

### ARTS AND CULTURE

**Red River Radio** .....\$22,000  
Grant from the Travis A. White Fund for Local News and Arts Coverage

**Red River Revel, Inc.**.....\$20,000  
Grant from the Justin and Eugenie Gras Funds for ICE II: A Red River Revel Holiday Event

### CIVIC

**Bossier City** .....\$15,000  
Grant from the Mayor George Dement Endowed Fund for Bossier and Rowena and Henry Kirsch Fund for the I-69 Coalition

**Greater Bossier Economic Development Foundation**.....\$5,000  
Grant from the Rowena and Henry Kirsch Fund for support of the Cyber Innovation Center

**Shreveport Regional Arts Council**.....\$5,000  
Grant from the Operating Fund for a special event held during the 2007 Air Force Cyber Symposium

### EDUCATION

**Biomedical Research Foundation of Northwest Louisiana**.....\$22,396  
Grant from the Rubye Moss Ratcliff Fund for the MST Biotechnology Start Up Project at Southwood High School

**Caddo Community Action Agency, Inc** .....\$2,900  
Grant from the Travis A. White Fund for the Reading is Fundamental Program

**Literacy Volunteers at Centenary College**.....\$17,000  
Matching Grant from the Rubye Moss Ratcliff Fund for Literacy Training for 30 Students

**Louisiana Endowment for the Humanities**.....\$50,000  
Grant from the Ann Wilder Stratton Fund, the Samuel B. Hicks, Jr. and Elizabeth K. Hicks Fund, and the Rubye Moss Ratcliff Fund for the Prime Time Family Reading Program

**Shreveport Opera**.....\$40,000  
Grant from the Samuel B. Hicks, Jr. and Elizabeth K. Hicks for the SOX production of "Herman the Horse"

**Volunteers of America of North Louisiana**.....\$92,500  
Grant from the Ann Wilder Stratton Fund for The LightHouse

**Volunteers for Youth Justice** .....\$70,000  
Grant from the Ann Wilder Stratton Fund for a Truancy Prevention Program

### ENVIRONMENT

**Shreveport Green**.....\$25,000  
Grant from the Rubye Moss Ratcliff Fund for Community Growing Stations

### HEALTH AND SCIENCE

**Children and Arthritis** .....\$20,000  
Grant from the Samuel B. Hicks, Jr. and Elizabeth K. Hicks Fund for Jambalaya Jubilee

**The Glen Retirement System**.....\$250,000  
Grant from the Annie Lowe Stiles Trust for the construction of Village Health Care at The Glen

**Northwest Louisiana Interfaith Pharmacy**.....\$20,732  
Grant from the Travis A. White Fund for One-Time Prescription Assistance

**Shreveport-Bossier Rescue Mission, Inc.**.....\$50,000  
Grant from the Travis A. White Fund and the Stiles Mineral Reserve Fund for a Medical and Dental Clinic

### HUMAN SERVICES

**Council on Alcoholism and Drug Abuse of NW Louisiana**.....\$44,200  
Grant from the Hortense R. and John H. Tucker, jr. Fund and the Samuel B. Hicks, Jr. and Elizabeth K. Hicks Fund for Renovations to the Cavanaugh Family Treatment Center

**Evergreen Presbyterian Ministries, Inc.**.....\$15,000  
Grant from the Ruby Moss Ratcliff Fund for the Development of the NW LA Division Training Area

**The Fuller Center for Housing** .....\$60,000  
Grant from the Hortense R. and John H. Tucker, jr. Fund for the Building on Higher Ground Project in Allendale

**Providence House, Inc** .....\$72,000  
Grant from the Travis A. White Fund for "Breaking the Cycle of Homelessness"

**Shreveport Urban Renaissance Corporation** .....\$25,000  
Matching Grant from the Ruby Moss Ratcliff Fund for the Stoner Hill Duplex Project

### ORGANIZATIONAL DEVELOPMENT

**Northwest Louisiana Economic Development Foundation** ....\$75,000  
Grant from the Hortense R. and John H. Tucker, jr. Fund, the Justin and Eugenie Gras Funds, and the Rowena and Henry Kirsch Fund for the New Employment Opportunities Network (NEON) Project

**Total Grants**.....\$1,018,728

## COMMUNITY FOUNDATIONS IN ACTION:

# USING LOCAL CONNECTIONS TO REBUILD A COMMUNITY

In the late 1990's, Baton Rouge was badly in need of revitalization. While there was some government and business activity downtown during the day, there was very little happening at night. But through the efforts of the Baton Rouge Area Foundation (BRAf), local leaders developed a model for innovative community service on a large scale. And over a six-year period, this joint effort—called Plan Baton Rouge—revitalized the downtown area.

### The Genesis

BRAF funded a lecture by Stefanos Polyzoides, a Los Angeles architect, who spoke on building pedestrian-friendly communities, a concept based on work of the Congress of the New Urbanism, and successfully implemented in West Palm Beach, Florida.

The lecture ignited a spark among residents, community leaders and public officials. The enthusiastic response prompted BRAf to form a subcommittee on New Urbanism. Both the

assistant chief administrator to the mayor of Baton Rouge and the commissioner of administration for the governor of Louisiana joined the subcommittee. Along with the rest of the subcommittee, they visited West Palm Beach and were impressed with the significant growth and development there. "Both [of them] bought into the process," says Elizabeth "Boo" Thomas, executive director of Plan Baton Rouge. "They were able to get the city and state to put up equal funds with BRAf to move forward."

In an unusual collaboration, BRAf, the State of Louisiana, and the Parish of East Baton Rouge joined in comprehensive planning to revive downtown Baton Rouge. At the outset, each entity put up one-third of the \$450,000 required for the initial design.

BRAF put up additional money from some of its unrestricted funds to support an intensive design week—known as a charrette—and later hire Thomas as a full-time director of Plan Baton Rouge. While decisions about these funds—which are reserved for emerging needs or opportunities in the community—are left to the board of directors, Thomas notes that many donors were very much in favor of the project that BRAf was proposing. The State of Louisiana, already committed to \$500 million in capital construction for new state office buildings in the city, came on board with additional funding. The city contributed funds toward specific initiatives.

### The Solution

Duany-Plater Zyberk and Company was hired as the lead consultant in the spring of 1998, and the charrette was held that June. The six-day design marathon involved hundreds of people in the planning process. "Publicity around the event built up so much excitement that hundreds of residents from neighboring towns came in to participate in the event," says Thomas. This was critical, since it brought

