Change starts with us. All of us.

Investing in collaborative efforts to transform our community.
The Wilsons were entrepreneurs who were able to change and adapt to the needs of their customers and the world in which they lived.

They never lost sight of their humble beginnings as children of the Great Depression and out of that compassion and concern sought to help people in their community.
Since 2000, the Foundation has provided more than $60 million in grants to better the lives of people in the Greater Baton Rouge community.

Mr. and Mrs. Wilson believed when people have their healthcare, education and basic needs met they can be self-sufficient, productive, and successful members of society.
OUR MISSION

To enhance Louisiana’s communities throughout the Greater Baton Rouge area by supporting philanthropic initiatives and programs that improve the lives of its citizens through supporting and strengthening organizations working in the areas of human services, healthcare, education, and prison reentry.
OUR VISION

Those most in need have the education, resources and skills to achieve their **full potential**.
Just as Huey and Angelina Wilson believed when they created the Foundation, community leaders would use their collective talents and resources to solve problems.

The Wilsons knew strong leaders would focus and dedicate themselves to eliminating barriers and inspire others to solve problems at the root cause.
A Place-Based Approach
The place you serve is more than a geographic name on a map, or a term to describe a particular set of streets, buildings, and houses.

The Foundation will focus resources to these very people and places that need the most help.
REGIONAL POPULATION

Estimated 853,148

U.S. Census Bureau, American Community Survey, Population Estimates, July 1, 2019
REGIONAL POPULATION

Estimated 853,148

North Baton Rouge

Estimated 166,823

20% of the region resides in North Baton Rouge

U.S. Census Bureau, American Community Survey, Population Estimates, July 1, 2019
MEDIAN HOUSEHOLD INCOME

Greater Baton Rouge Region
$56,282

East Baton Rouge
$54,948

North Baton Rouge
$38,139

70805
$25,783
Families do not earn enough to afford the ALICE Survival Budget

Greater Baton Rouge
Region 48%

East Baton Rouge
52%

North Baton Rouge
67%

70802
81%

EBR ALICE Household Survival Budget

<table>
<thead>
<tr>
<th></th>
<th>Single Adult</th>
<th>Family of 4</th>
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</thead>
<tbody>
<tr>
<td>Housing</td>
<td>$877</td>
<td>$1,228</td>
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<tr>
<td>Child care</td>
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<td>$445</td>
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<tr>
<td>Food</td>
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<td>$1,002</td>
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<tr>
<td>Transportation</td>
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<td>$850</td>
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<tr>
<td>Health care</td>
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<td>$844</td>
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<tr>
<td>Technology</td>
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<td>$511</td>
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<td>Miscellaneous</td>
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<td>$664</td>
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<tr>
<td>Taxes</td>
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<tr>
<td>Monthly Total</td>
<td>$2,408</td>
<td>$5,619</td>
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<tr>
<td>Annual Total</td>
<td>$28,896</td>
<td>$67,428</td>
</tr>
</tbody>
</table>

Median Household Income
- East Baton Rouge: $54,948
- North Baton Rouge: $38,139
- 70805: $25,783

ALICE Report, Louisiana Association of United Ways, 2018
HOUSING BURDENED RENTERS

Spending more than 30% of income on housing

Greater Baton Rouge
48%

East Baton Rouge
54%

North Baton Rouge
61%

70811
78%

U.S. Census Bureau, American Community Survey, 2019
EDUCATION

3rd Graders Reading on Grade Level

- Louisiana: 46%
- Greater Baton Rouge Region: 45%
- East Baton Rouge: 42%
- North Baton Rouge: 31%
GRADUATION RATE

Louisiana 84%

Greater Baton Rouge Region 86%

East Baton Rouge Parish 75%

North Baton Rouge 61%
We will be focusing on long-term outcomes rather than situations where assistance is short-term and unsustainable.

In the past, we may have paid close attention to how many, how often, or how much.

We will continue to respect needs but encourage all of us to face the final goal: the outcome we seek.
10-Year Strategic Plan
Our Vision
Those most in need have the education, resources, and skills to achieve their full potential.
EQUIP
Strengthen Greater Baton Rouge nonprofits to operate effectively and demonstrate impact

- Leadership skills and pipeline
- Strategic Plans with metrics
- Cash reserves to cover three months of operating expenses
- Collaborations and partnerships formed
- Disaster Preparedness and/or Continuity of Operations Plans
ENGAGE

Build and sustain commitment for impoverished, ALICE, and justice-involved populations

- Decreased percentage of families who are liquid-asset poor
- Increased healthcare utilization by families below the ALICE threshold
- Decreased recidivism rate
EMPOWER
Support revitalization of North Baton Rouge
Generate new opportunities for families so that residents can thrive

- Increase percentage of children ready for Kindergarten
- Increase percentage of children reading on level by 3rd grade
- Increase high school graduation rate
- Decrease percentage of families who spend more than 30 percent of household income on housing
- Increase positive community health and well-being
EXCELLENCE
Operate as a premier foundation

- Effective Trustee engagement and governance
- Strategic, financial and operating goals achieved
- Highly desired place to work
IMPLEMENTATION

Year 1
- Document policies, practices and institutional knowledge
- Conduct needs assessment and asset mapping of nonprofits
- Develop grantmaking frameworks for Equip and Engage
- Research models for Empower
- Define transition plans

Year 2
- Implement new grantmaking frameworks for Equip and Engage
- Execute transition plans
- Identify and pursue opportunities to leverage foundation investments
- Determine neighborhood for Empower implementation

Years 3-10
- Full execution of strategic plan
- Monitoring of progress to identified outcomes
LEGACY

The Foundation serves as a catalyst for collaboration focused on helping meet basic human needs through real-issue outcomes.

That is what the Wilsons envisioned, what they hoped for, and why they chose to invest in this area.