



Change starts with us. All of us.

Investing in collaborative efforts to transform our community.



THE WILSONS

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.

wilson's
JEWELERS • CATALOG SHOWROOMS



THE WILSONS

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**.



COLLABORATION

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

COMMUNITY

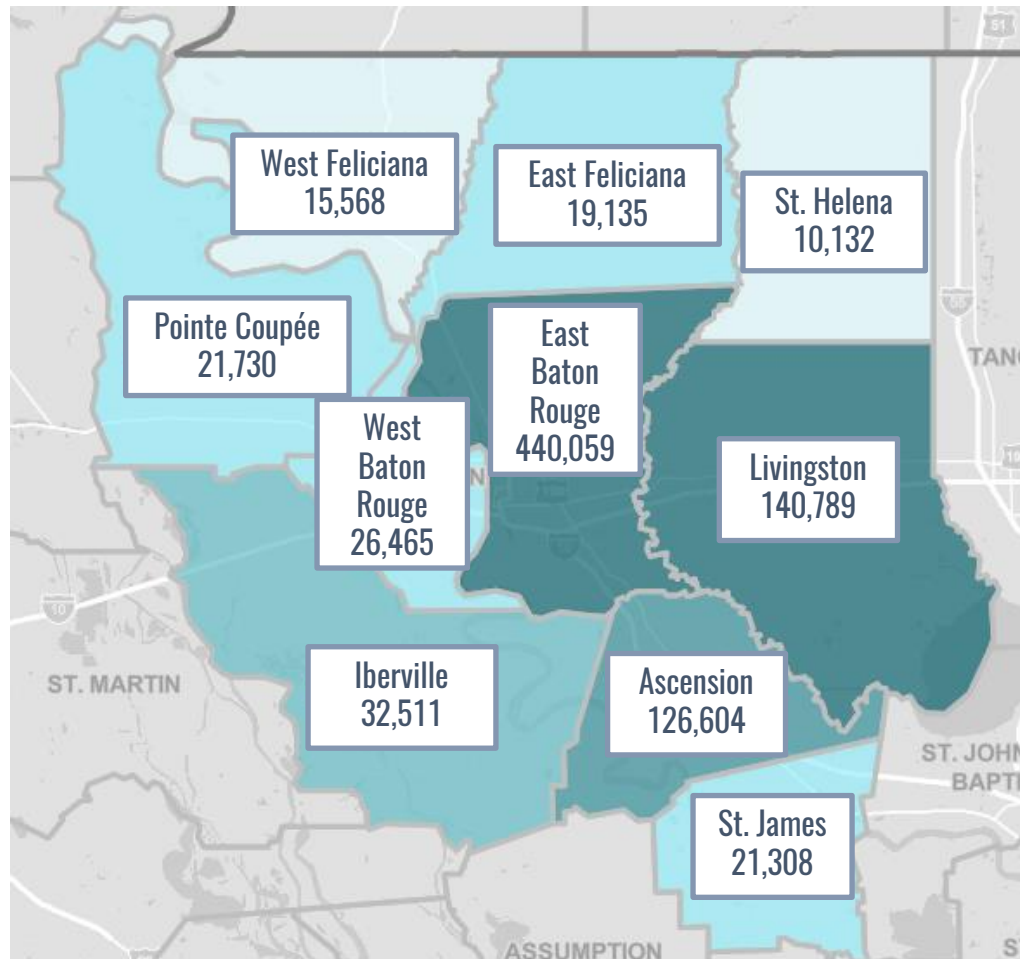
The place you serve is more than a geographic name on a map, or a term to describe a particular set of streets, buildings, and houses.

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



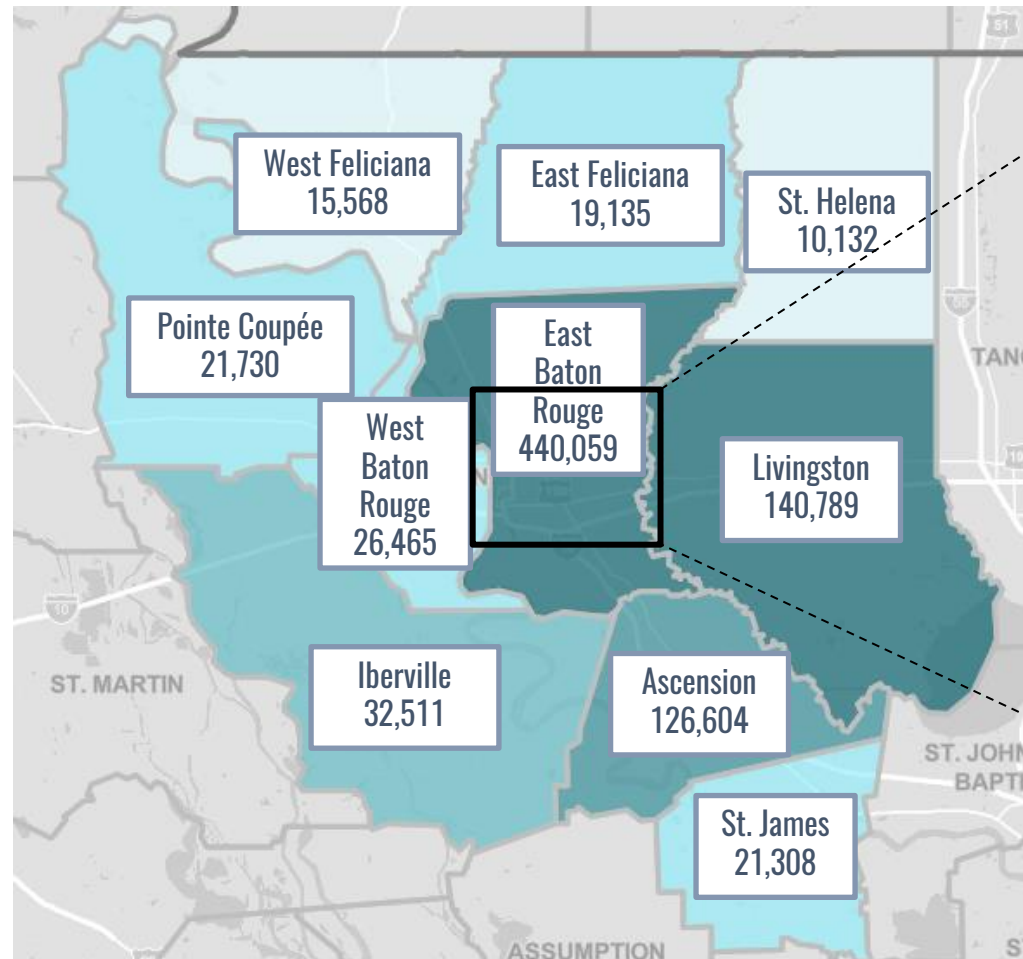
REGIONAL POPULATION

Estimated 853,148



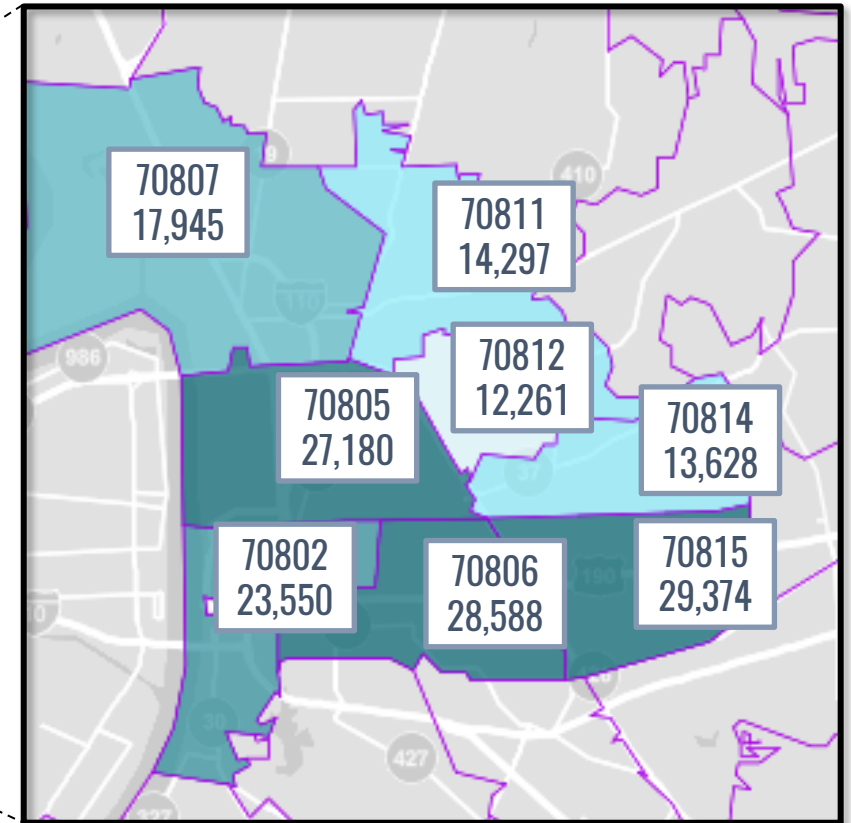
REGIONAL POPULATION

Estimated 853,148



North Baton Rouge

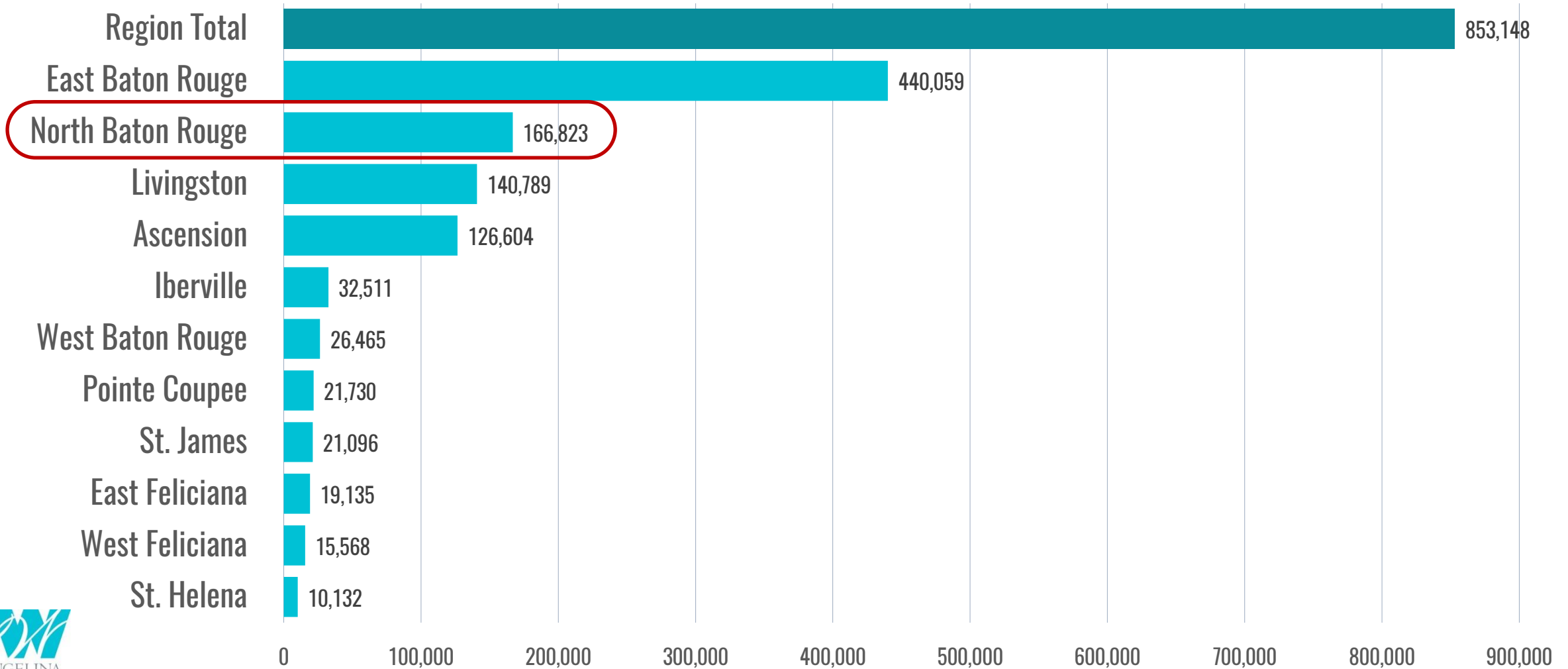
Estimated 166,823



20% of the region resides in North Baton Rouge

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

REGIONAL POPULATION



MEDIAN HOUSEHOLD INCOME



Greater Baton Rouge Region
\$56,282



East Baton Rouge
\$54,948



North Baton Rouge
\$38,139

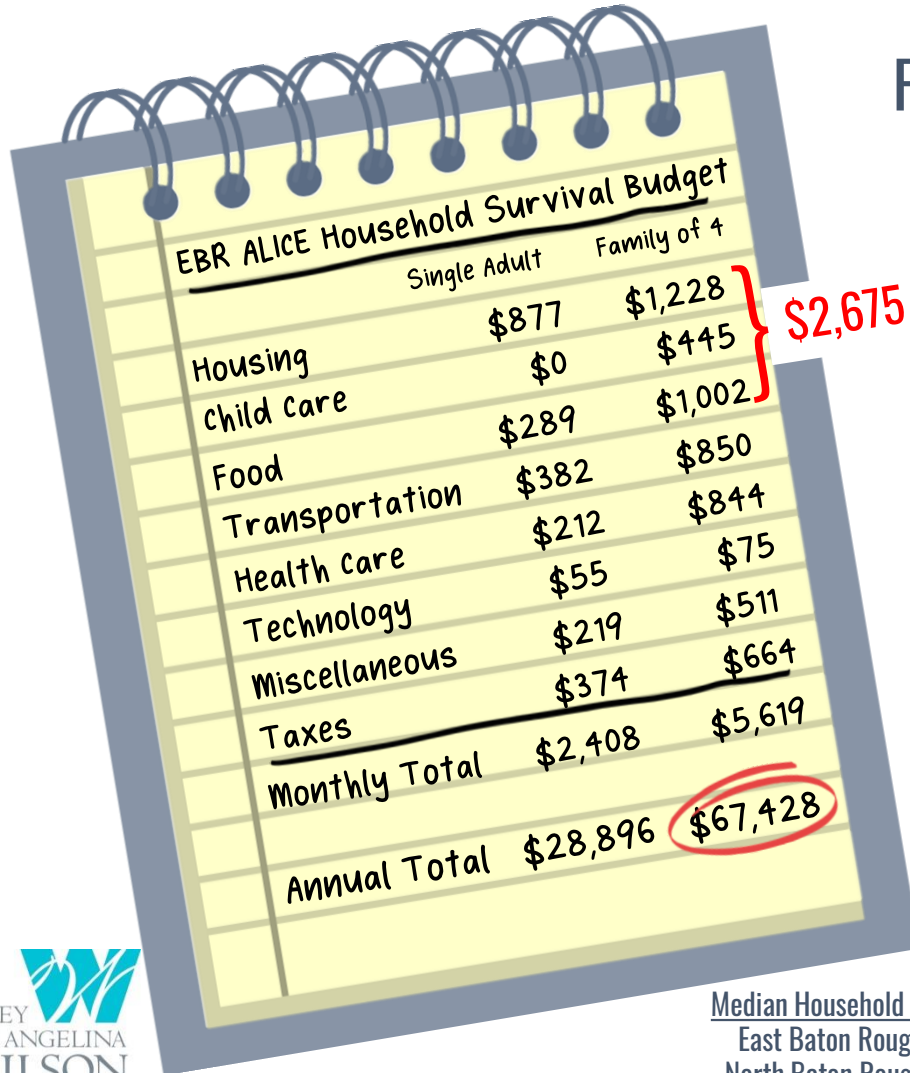


70805
\$25,783



ALICE HOUSEHOLD SURVIVAL BUDGET

Families do not earn enough to afford the ALICE Survival Budget



EBR ALICE Household Survival Budget		
	Single Adult	Family of 4
Housing	\$877	\$1,228
Child Care	\$0	\$445
Food	\$289	\$1,002
Transportation	\$382	\$850
Health care	\$212	\$844
Technology	\$55	\$75
Miscellaneous	\$219	\$511
Taxes	\$374	\$664
Monthly Total	\$2,408	\$5,619
Annual Total	\$28,896	\$67,428

\$2,675

Greater Baton Rouge
Region 48%



East Baton Rouge
52%



North Baton Rouge
67%



70802
81%



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

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%

EDUCATION

3rd Graders Reading on Grade Level

Louisiana 46%



Greater Baton Rouge Region 45%



East Baton Rouge 42%

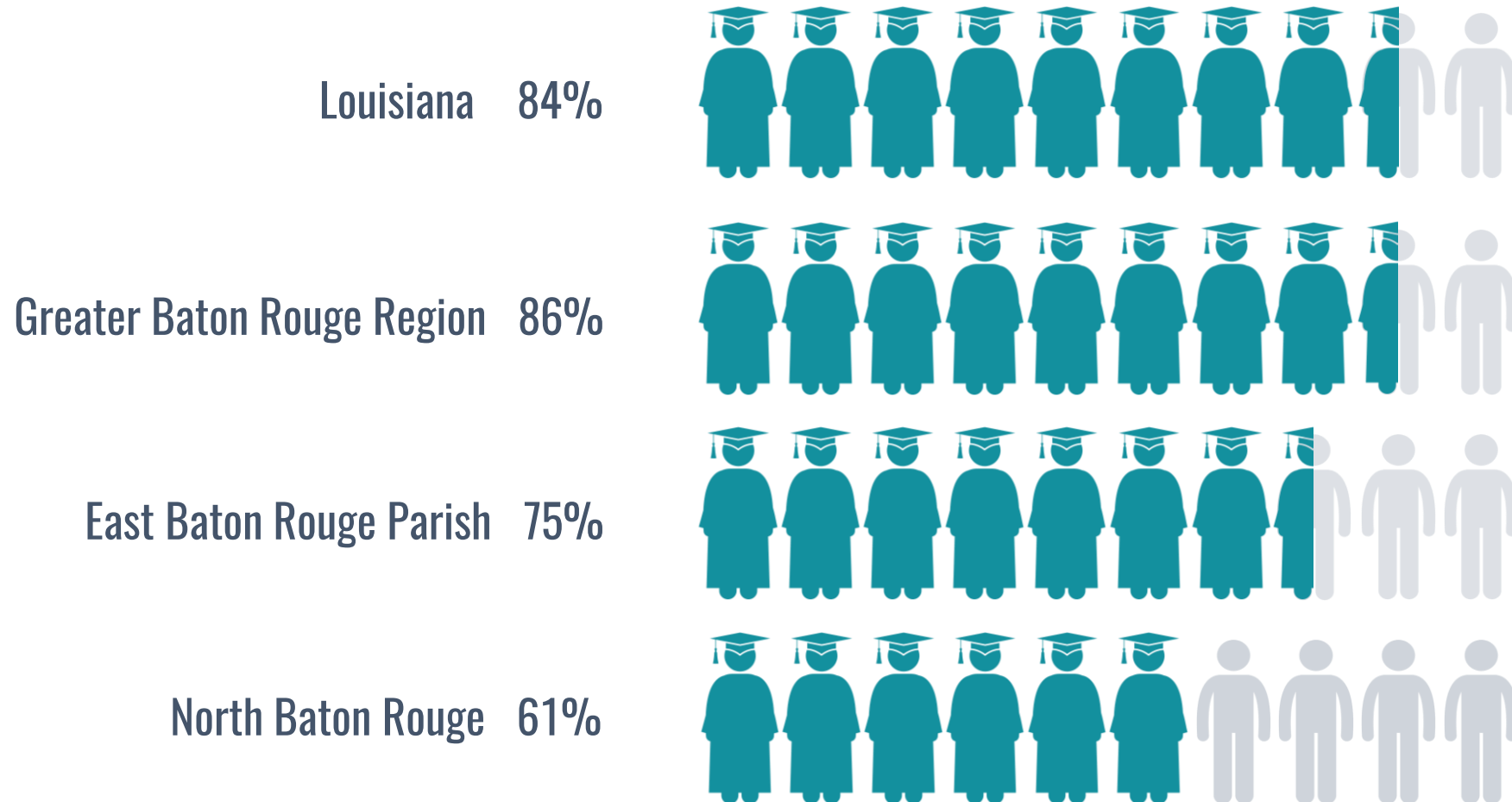


North Baton Rouge 31%





GRADUATION RATE



OUTCOMES

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

Result Trail for: Prison Staff, Probation and Parole Officers,
Reentry Service Providers, Faith-Based Providers, Volunteer Mentors,
and Health and Mental Health Providers

Desired Results: Build capacity to deliver a continuum of reentry best practices

Confirm understanding of current needs, gaps and barriers for the incarcerated to achieve
successful reentry including both health and mental health needs

Express interest in aligning/providing support and resources to maximize positive
outcomes for the incarcerated and formerly incarcerated

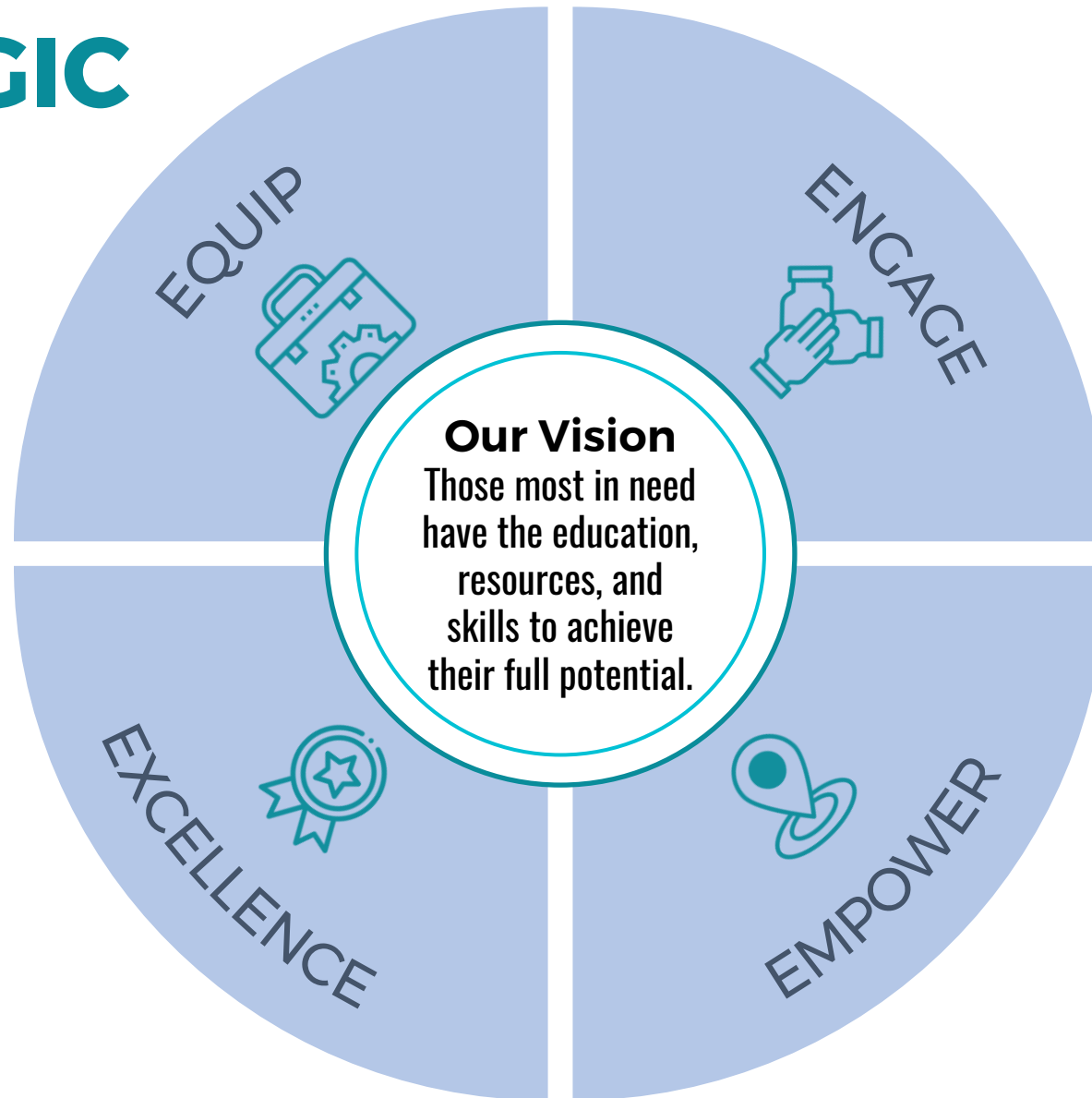
Agree on measurable results from the changes along with timing and
implementation

Implement the changes on their own or collaborate to achieve
positive gains for the incarcerated and formerly incarcerated

Communicate results and learning, and encourage additional
partners to apply reentry best practices and take action

Developed in partnership with The Tennessee Institute

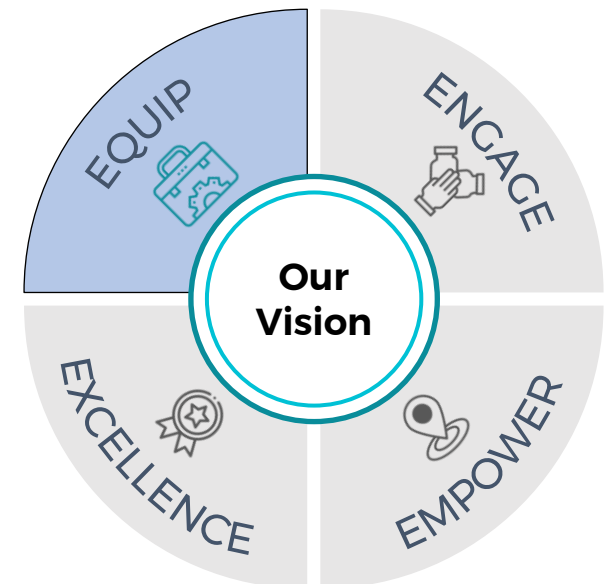
STRATEGIC PLAN



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

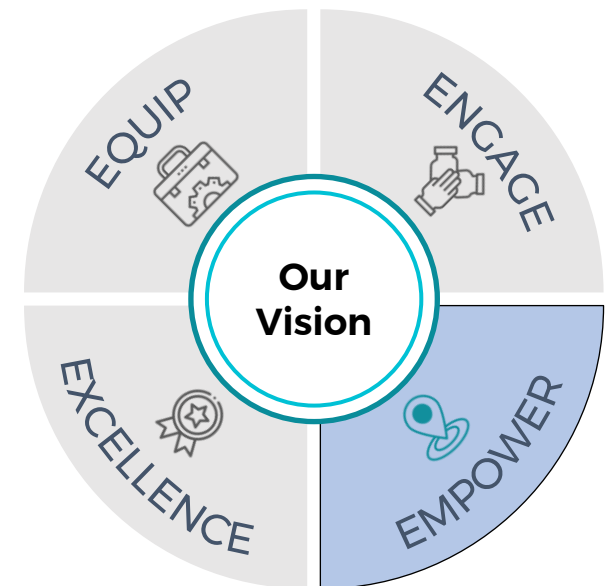


EMPOWER

Support revitalization of North Baton Rouge

Generate new opportunities for families so that residents can thrive

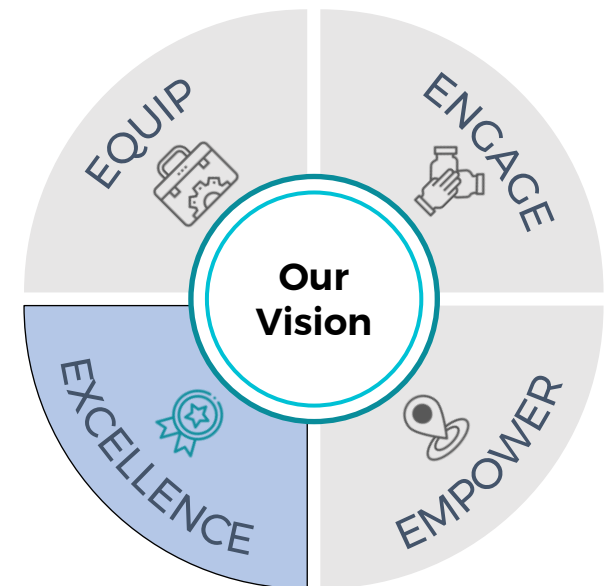
- Increase percentage of children ready for Kindergarten
- Increase percentage of children reading on level by 3rd grade
- Increase high school graduation rate
- Decrease percentage of families who spend more than 30 percent of household income on housing
- Increase positive community health and well-being



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

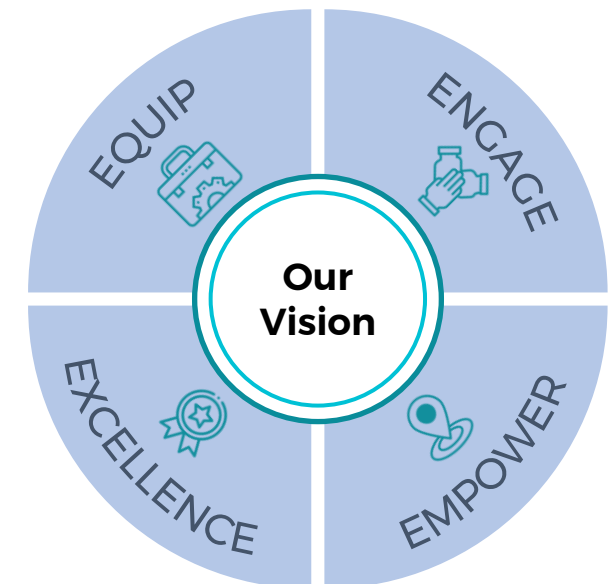
- Document policies, practices and institutional knowledge
- Conduct needs assessment and asset mapping of nonprofits
- Develop grantmaking frameworks for Equip and Engage
- Research models for Empower
- Define transition plans

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.

