



Propeller: A Force for Social Innovation

2014 ANNUAL REPORT



MISSION

We drive social, environmental, and economic impact in New Orleans by incubating ventures with the potential to solve our city's most pressing issues.

VISION

Our goal is to build a critical mass of entrepreneurs tackling key challenges in our sectors of food security, water management, healthcare, and educational equity to make significant change for underserved individuals and build a more equitable, prosperous city.

SECTORS

Food Security

Water Management

Healthcare

Educational Equity

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FROM THE EXECUTIVE DIRECTOR & BOARD CHAIRS

THIS REPORT comes at a critical moment for Propeller and for New Orleans. The 10th Anniversary of Katrina is a citywide reminder of our progress, but also a benchmark for how much is left to be done; it reminds us of the momentum following the storm and inspires us to ensure we carry our progress forward.

Propeller's impact on the New Orleans community has been significant and measurable. In just four years, Propeller has launched **60 ventures** from our accelerator programming, collectively generating over **\$24 million** in incremental revenue and financing, creating **120 full and part-time jobs**, and serving thousands of New Orleanians.

We have grown from a one-employee organization camping out in a hallway in 2011 to a staff of ten working out of a 10,000 square foot facility that is home to over 65 organizations and more than 100 individuals in 2015. We have built a solid track record of impact and execution that lays the foundation for growth, scale, and the kind of change that truly moves the needle on our community's biggest challenges.

In 2011, we did not imagine we would be where we are at today, and we owe much of that progress to you – our funders, supporters, and friends who make our work possible. As we look ahead, our road to deepened impact is to build the components of the entrepreneurial ecosystem to tackle key challenges in our issue areas of food security, water, healthcare, and education to make substantial, quantitative change for underserved individuals.

In this report, we share highlights of the work we do to make New Orleans a more prosperous, equitable city. As we step forward into the next ten years, we invite you to join us as we propel our city and its social entrepreneurs forward.

Sincerely,



Neil Gibbons
Board Chair (2011-2014)



Linda Usdin
Board Chair (2014-present)



Andrea Chen
Co-Founder & Executive Director



PROPELLER STAFF & BOARD



PROPELLER BOARD

Linda Usdin, Chair
Neil Gibbons, Chair (2011-2014)
Billy Perez, Vice-Chair
Kevin Wilkins, Treasurer
Terry Hightower, Treasurer (2011-2014)
Ella Delio, Secretary
Katie Walmsley, Secretary (2011-2014)
Stephanie Barksdale
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Bebe Ryan

PROPELLER INCUBATOR BOARD

Billy Perez, Propeller Representative
Neil Gibbons, Propeller Representative (2012-2014)
Andrea Chen, Propeller Representative
Will Bradshaw, Green Coast Enterprises
Lex Kelso, Green Coast Enterprises
Jackie Dadakis, Green Coast Enterprises

PROPELLER STAFF

Andrea Chen, Co-Founder & Executive Director
Julia Stewart, Director of Programs
Saegan Swanson, Business & Operations Manager
Catherine Gans, Marketing & Communications Manager
Sydney Gray, Grants & Development Manager
Sosha Mathew, Programs Coordinator
Ginny Hanusik, Programs Coordinator
Victor Carter, AmeriCorps Community Manager
Antonia Holden, AmeriCorps Marketing & Outreach Associate

PROPELLER INCUBATOR* STAFF

Danielle Kraus, Incubator Manager

**The Propeller Incubator (HUB NOLA LLC) is a partnership between Propeller: A Force for Social Innovation and Green Coast Enterprises, operating the Propeller co-working space and social innovation hub at 4035 Washington Ave.*



WADSWORTH

IMPACT

60 SOCIAL VENTURES

LAUNCHED THROUGH ACCELERATORS SINCE 2011

120 JOBS

(FULL AND PART-TIME) CREATED

\$24 MILLION

IN REVENUE AND FINANCING GENERATED BY ALUMNI



“Propeller has been our rock, our go-to place to help us with our host of development needs. But it also has been a home. We have been mentored, we have had support in key moments, and we have had a place to share our joys and frustrations. We have learned from the consultants, from the pro bono network, and from our peers. The Propeller staff has really nurtured us and our project, helped us believe in ourselves, and facilitated making our dreams come true.”

Elizabeth Gard Townsend & Ron Gard, Co-Founders, Limited Times LLC (Propeller '14)



LOGIC MODEL

We believe that to create systemic change, you need buy-in from the grassroots innovators up to the policymakers, and alignment from everyone in between. Propeller facilitates collaboration between top-down problem solvers and ground-up innovators, combining the creativity of entrepreneurs, the influence of policymakers, and the talents and expertise of Propeller’s networks to accelerate change. Propeller takes a three-stage approach:

SECTOR ANALYSIS, RESEARCH, AND ADVOCACY Through this process, we map the system and specific strategies to “move the needle” in each of our four sectors. We gather information from key industry experts and stakeholders to determine Propeller’s role in each strategy, from incubating new ventures to advocacy, sector convening, data collection and analysis, to collaborating with and supporting existing initiatives.

PIPELINE BUILDING AND CONVENING We host sector-specific business pitch competitions for early-stage ideas and ventures throughout the year. We also host key sector partners and policymakers in workshops and convenings. By convening around a specific issue, we facilitate collaboration, as well as identify and cultivate innovators with the potential to benefit from our Impact Accelerator and other programs.

INCUBATION AND ACCELERATION We operate our Impact Accelerator programs to bring new ideas to their targeted social impact and financial sustainability. We also support the larger entrepreneurial ecosystem through our co-working facility, public events, and series of personal and professional development workshops.



2019 GUIDE

OUR SECTOR FOCUS

Propeller takes a sector-based approach to driving innovation in New Orleans through our Impact Accelerator and other programs, focusing our work in four main issue areas:

- FOOD SECURITY**
- WATER MANAGEMENT**
- HEALTHCARE**
- EDUCATIONAL EQUITY**

We work in sectors we have identified as having the greatest opportunity for market-based, financially sustainable solutions to make significant impact for New Orleanians. We assess our sectors based on sustainable revenue streams for solutions, feasibility of incubating viable ventures, and the likelihood that a critical mass of entrepreneurial solutions would have the potential to create systemic change, all. We also consider our own expertise and established relationships and partnerships.

Within each sector, we identify industry-wide problems, gaps, and inefficiencies, and we seek to understand who is currently working actively towards solving them. We engage key players to explore ideas that will lead to market-based solutions to these challenges.



FOOD SECURITY

SPOTLIGHT

CHALLENGE:

- 22.1% of adults and one quarter of children are food insecure in Orleans Parish.¹
- 68% of children in Orleans Parish are income-eligible for federal nutrition programs.²
- On average, New Orleans has just one supermarket for every 15,700 residents, compared with the national average of one for every 8,600.³
- More than one-third (39.8%) of children in Louisiana are overweight or obese.⁴

SOLUTION:

Propeller provides support and resources to ventures at every end of the food production and delivery line. By approaching food security as a complex, multi-part system, Propeller fills necessary gaps in production and distribution and forges unmade connections between key players in food security. Propeller also accelerates food security innovators through PitchNOLA: Living Well, a business pitch competition focused on getting New Orleanians healthier and more active. Propeller has incubated 12 food ventures since 2012.

¹ Feeding America, 2013.

² Feeding America, 2013.

³ The Data Center, 2010.

⁴ Child Health Data, 2012.

Healthy School Food Collaborative

Propeller Accelerator '13

For food insecure students, the majority of calories per day are consumed in school. Healthy food increases concentration, behavior, and overall classroom performance.

The Healthy School Food Collaborative, an initiative of KIPP New Orleans and Propeller, functioned as a Propeller-funded School Food Authority (SFA), serving a healthy breakfast, lunch, snack, and supper to 43% of New Orleans public schools.

The KIPP SFA, Louisiana Public Health Institute (LPHI), and Propeller held school vendors accountable to higher nutritional standards—no fried food, no canned fruit, no high-fructose corn syrup, and fresh fruits and vegetables daily.

“With the help of Propeller’s visionary Executive Director, Andrea Chen, KIPP’s healthy food initiative is tackling childhood obesity, which we hope down the line, will reduce Louisiana’s overall obesity rate among adults. Equally important is the impact that healthy food will have on student academic achievement. Our school partners and organizations like Propeller, who focus on social innovation, are our teammates in this endeavor.”

James Graham, HSFC Founder and Executive Director





ENTREPRENEURS:

- **Jack & Jake's** (Propeller '12) constructed a 27,000 sq. ft. local and organic public market and distribution point, Louisiana's first regional food hub capable of connecting local producers with local residents in need, including children at HSFC schools. This regional food hub, located on OC Haley Blvd, will open in 2015.
- **Community Plates** (Propeller '15) saved 9,500 fresh meals from being thrown away and redirected them to soup kitchens, shelters, and other local receiving agencies in need.
- **VEGGI Farmers' Cooperative** (Propeller '13) has trained 20 community members who had lost their livelihoods as fishermen after the BP oil spill, harvesting more than 10,000 lbs. of high quality produce that they sell to grocery stores and restaurants across New Orleans.

POLICY:

- **School Food Authority:** we worked with Kipp New Orleans, the Louisiana Department of Education, USDA, and the Recovery School District to gain approval for a Local Education Agency (LEA) School Food Authority (SFA) to act as an umbrella SFA for other charter schools LEAs.
- **Local Procurement:** we wrote healthy food guidelines and a 5% local procurement clause for school food into the Request for Proposal (RFP) for the charter schools included in the KIPP SFA RFP (33 in SY 2013-2014 and 35 in SY 2014-2015), a total of 43% of all public schools in Orleans Parish.
- **Universal School Lunch:** with our partner Louisiana Appleseed, we worked with the Louisiana Department of Education to ensure Louisiana schools are able to take advantage of Universal Meal Programs without losing their ability to count students eligible for at-risk funding by opting into Provision 2 and the Community Eligibility Program (CEP). As of SY 2014-2015, 335 schools are using CEP, which covers more than 146,000 students. This policy is projected to save participating schools \$10,000-\$50,000 in paperwork processing time and expensive technology that could be routed to healthy ingredients in school meals.

CONVENINGS:

- **PitchNOLA: Living Well 2014** awarded \$11,500 through a business pitch competition for entrepreneurial ideas to get New Orleanians healthier, more active, and better nourished. Winners included an initiative to fund operations for a citrus and fruit tree farm to grow produce for residents of the Lower 9th Ward.
- **PitchNOLA: Lots of Progress 2014** awarded \$7,500 and the winners' choice of vacant lot(s) to solutions to transform blighted property into viable businesses, including a 9th Ward pop-up produce stand.
- Workshops including **Transforming Your Urban Farm into a Sustainable Business** educated community members on how to participate in the New Orleans food economy.

WATER MANAGEMENT

CHALLENGE:

- Our coast faces the highest rate of sea-level rise worldwide. At this rate, New Orleans will be underwater by 2100.¹
- Over the next 50 years, inaction will cost the Greater New Orleans community \$8 billion in storm water flood damage, \$2.2 billion in subsidence damage, and \$600 million in avoidable insurance costs.²
- Louisiana comprises 40% of our nation's wetlands, but 90% of its losses, losing a football field of land every hour.³

SOLUTION:

Propeller accelerates social entrepreneurs by giving them the tools they need to bring market-based solutions to improve urban water quality, water retention, and restoration of our coastal, wetland, and marshland environments. Propeller has incubated 15 water ventures since 2012.

In addition to individual business acceleration, Propeller convenes entrepreneurs, policymakers, potential funders, and other players within the sector to build a critical mass of water entrepreneurs collaborating for collective impact as they solve our region's greatest water challenges.

ENTREPRENEURS:

- **Magnolia Land Partners** (Propeller '15) provided a more efficient, environmentally beneficial use of mitigation funds in Louisiana, and has secured 1,330 acres of wetlands in 2014 for restoration and permanent protection, with a projected total of 2,000 acres under contract for 2015.
- **Wetland Resources** (Water Cohort '15) pioneered long-lasting storm protection for coastal Louisiana through the planting of 100,000 hurricane-resistant cypress trees, with plans to plant tens of thousands of cypress trees annually.
- **Front Yard Initiative** (Water Cohort '15) launched a successful pilot, replacing over 300 square feet of concrete with permeable pavement, and co-hosted a permeable paving and urban stormwater management demonstration for over 120 homeowners, engineers, city planners, and architects.

¹ The Data Center, 2009.

² Greater New Orleans Urban Water Plan, 2013.

³ America's Wetland Foundation, 2015.

SPOTLIGHT

Greenman Dan

Propeller Accelerator '15

New Orleans receives about 64 inches of rain each year, straining the city's drainage pumps, and causing repeated urban street flooding, land subsidence, and high costs for the city, homeowners, and businesses alike.

Changes to the city's Comprehensive Zoning Ordinance (CZO) require the majority of developers and property owners of new commercial construction and owners of large multi-unit residential properties to contain the first inch and a quarter of rainfall at each rain event.

Greenman Dan Inc. is a landscape design company specializing in rainwater management. Their proprietary modular underground containment systems retains rainwater for re-use, allowing property owners to save on water bills and prevent neighborhood flooding.

In the coming year, Greenman Dan will ensure a projected 900,000 gallons of water annually are retained onsite for re-use and kept out of storm drains, through contracts with clients including McDonogh 16, Project Home Again, and the New Orleans Redevelopment Authority.

POLICY:

- **Comprehensive Zoning Ordinance Stormwater Regulations:** Through Waterworks, we worked with the Sewerage and Water Board, the New Orleans City Planning Commission, the New Orleans Redevelopment Authority, and the Department of Safety and Permits to convene and provide feedback on CZO proposed stormwater regulations. The regulation was passed in May 2015.

CONVENINGS:

- Workshops educated community members and industry stakeholders on topics including **Stormwater and the Comprehensive Zoning Ordinance, Monitoring Water Challenges**, and a **Water Hack-a-thon** series for data-based solution to regional water challenges.
- Public events and presentations brought together industry players for the **Public Unveiling of Sewerage and Water Board Green Infrastructure Projects, Coastal Wetland Restoration & Entrepreneurship in Louisiana**, and the **Water Challenges Showcase**, a showcase of regional competition and funding opportunities for water entrepreneurs.
- **The 2014-2015 Water Challenge Cohort** launched in fall of 2014 as Propeller's first sector-specific accelerator, providing 11 water innovators with mentorship and business expertise to launch their startups.



HEALTHCARE

CHALLENGE:

- 33.1% of the population of Louisiana is obese, nearly five percentage points higher than the national average.¹
- Louisiana ranks 46th in the nation for physical activity among adults.²
- 16.6% of Louisiana residents are uninsured, two percentage points higher than the national average.³
- The life expectancy gap between residents in the city's most affluent and most disadvantaged neighborhoods is 25 years.⁴

SOLUTION:

Propeller ventures serve previously unmet needs in access to healthcare coverage, women's reproductive health, emphasizing school food as an anti-obesity measure, community wellness services, accessible, affordable primary care and complementary medical centers. Propeller also accelerates healthcare innovators through PitchNOLA: Living Well, a business pitch competition focused on getting New Orleanians healthier and more active. Propeller has incubated 12 healthcare ventures since 2012.

¹ The State of Obesity, 2013.

² America's Health Rankings, 2014.

³ U.S. Census, 2013.

⁴ Robert Wood Johnson Foundation, 2013.



Coordinated Care for the Whole Child

Propeller Accelerator '15

Poor health keeps students from attending school and negatively impacts their ability to learn while there. This issue is especially prevalent among high risk students, who often receive little to no access to healthcare.

CCWC partners with schools to provide health screenings in schools for all students at the start of the school year. The program helps the school connect children to the services they need and develop care plans alongside schools and parents to address identified health problems, whether physical, mental or social.

In this past school year, CCWC found a full 39% of the 1,121 low-income New Orleans Public School Children screened for vision failed their screening.

CCWC has provided a total of 6,000 elementary school students with quality health screenings for vision, dental, hearing and immunizations.

The goal is to instill in teachers and school administrators that struggling children could have simple health problems, such as visual impairment, that need to be addressed to ensure their health and ability to learn.

ENTREPRENEURS:

- **The Arts & Wellness Center** (Propeller '13) generated \$1.2 million in financing to build an 11,500 square foot community cultural and health center designed to enrich the Broadmoor community at every life stage by bringing together innovative, creative programs and holistic wellness services. The center opened in August 2015.
- **Griffin Law Group** (Propeller '14) has secured over \$1 million in financial support and medical care for New Orleans children with disabilities, serving over 150 families.
- **Birthmark Doulas** (Propeller '13) has served over 400 families, half of whom received free or reduced-cost services through Birthmark's One-to-One program.

POLICY:

- **Louisiana Medicare and Medicaid reimbursement:** Coordinated Care for the Whole Child (Propeller '15) advocated for the Louisiana Department of Health and Hospitals to change procedures for Medicare and Medicaid reimbursement to allow behavioral health services provided by Local Education Agencies to be included in the standard reimbursement process used by other public and private providers.

CONVENINGS:

- **PitchNOLA: Living Well** awarded \$10,000 through a business pitch competition to entrepreneurial solutions to get New Orleanians healthier, more active, and better nourished. The event brought together established healthcare leaders such as Touro and the Louisiana Public Health Institute and local thought leaders like John Elstrott, Chairman of Whole Foods, to support and inspire local health innovation.



EDUCATIONAL EQUITY

SPOTLIGHT

CHALLENGE

Early Childhood

- 39% of children in Orleans Parish live in poverty, putting them at higher risk for grade repetition, learning disability, violent crime, lead poisoning, and emotional problems in school.¹
- 26% of Orleans Parish children scored “Intensive Intervention” at Kindergarten entry on the Dynamic Indicator of Basic Early Literacy Skills (DIBELS), a test of pre-literacy skills to determine risk for later literacy outcomes.²

K-12

- In 2012, Louisiana ranked 19th in the US in per-pupil expenditures (adjusted for regional differences).³
- Over a quarter of New Orleans high school students were classified as chronically absent, or absent from 10% or more of school days. Attendance rates are important indicators of student engagement and success.⁴

Opportunity Youth

- 18.2% or 26,000 of 16-24 year olds in the New Orleans metropolitan area are qualified as opportunity youth, young adults between the ages of 16-24 neither employed nor enrolled in school. The national average is 13.8%.⁵

¹ The Data Center, 2015

² Louisiana Department of Education, 2012.

³ Kids Count Data Center, 2015.

⁴ The Times-Picayune, 2014.

⁵ The Cowen Institute, 2013.

TrueSchool Studio

Propeller Accelerator '14

Every year, 1.3 million students drop out of high school in the US. More than half are students of color, and the majority are low-income. Simultaneously, more than half of the top 20% of teachers leave the profession in the first five years, frustrated by waiting for top-down reforms to address school challenges and student needs.

TrueSchool builds student-centered schools and education tools by leveraging the ideas of educators. They do this through professional learning experiences that allow them to design, test, and scale solutions to solve real problems in schools, continuously seeking and incorporating real-time feedback from students along the way.

Since launching in 2014 in Propeller's Accelerator, TrueSchool has collaborated with 513+ educators to prototype and pilot innovations to drive student achievement, collectively impacting 20,000+ students. TrueSchool was named a 2015 Global Echoing Green Fellow.

“As a solo-founder, it was up to me to ‘make it happen’ and I missed the camaraderie that comes with a collective vision . . . until I joined Propeller. [I found] the thought-partner I needed to gain self-confidence, to strategize sales and program offerings, and to establish short and long-term plans.”

*Amy Vreeland, TrueSchool Studio
Founder and CEO*





SOLUTION:

Propeller social entrepreneurs bring viable solutions to improve educational outcomes for New Orleanians aged 0-24, from early childhood development to workforce entry and preparedness. Propeller builds educational equity in New Orleans by accelerating initiatives to leverage and maximize funding streams for early childcare and K-12 services, help launch programming to address triggers for poor academic performance and absenteeism, and create pathways to vocational education and additional alternatives to four-year college degrees. Propeller has incubated 14 education ventures since 2012.

ENTREPRENEURS:

- **Live Oak Wilderness Camp** (Propeller '15) enrolled 110 campers from 37 schools in a summer camp focused on leadership development for diverse cohorts of outstanding New Orleans kids, creating 25 part-time jobs for New Orleans residents.
- **Brothers Empowered 2 Teach** (Propeller '15) graduated their BE2T pilot program to inspire and incentivize men of color to choose education as a career. 4 graduates are now pursuing careers as teachers in New Orleans public schools, and 30 young black men have been mobilized to support tutoring sessions for 190 kids at the Andrew H. Wilson Charter School.
- **Center for Restorative Approaches** (Propeller '15) completed 87 restorative circles and trained 560 staff to facilitate constructive dialogues that reduce school suspensions and break the school to prison pipeline by bringing together those most impacted by conflict to develop their own solutions.

CONVENINGS:

- Workshops increased access to technology for at-risk youth through programs including Tech Talent South's **3-month coding bootcamp** and Google Community Leaders' **Digital Literacy Classes**.



MAINTAINING



PROPELLER INCUBATOR

In January of 2013, Propeller expanded into a 10,000 square foot abandoned rim shop at 4035 Washington Ave., creating a co-working space for social entrepreneurs and New Orleans' first ever hub for social innovation. Located at the intersection of Washington & Broad in the heart of the city, the space is part of a larger effort to revitalize the neighborhood of Broadmoor, an area that stagnated long before the hurricane hit.

Today, the Propeller Incubator hums with life and ideas. It's a vibrant space to work, grow, collaborate, and connect.

65+ ORGANIZATIONS

Organizations housed out of Propeller include Foundation for Louisiana, Rap Jab, Youth Run NOLA, Public Lab, The Berger Group, and Friends of the Lafitte Greenway.

100+ INDIVIDUALS

Propeller coworkers are a diverse and creative group of entrepreneurs, small business owners, freelancers, non-profits, and foundations whose work is making a difference in New Orleans.

75+ WORKSHOPS & EVENTS

Propeller offers public workshops for personal and professional development, from QuickBooks 101 to trademark law for startups, community events like pop-up art studios for kids, community yoga, and hack-a-thons, and acts as a site for partner organizations from coding bootcamp Tech Talent South to StartingBloc.

Justice & Accountability Center of Louisiana

Propeller '13

Louisiana's incarceration rate ranks highest in the world. Nearly two-thirds of those prisoners are nonviolent offenders. Half of them return to prison within three years.

The Justice & Accountability Center of Louisiana (JAC) is a social justice law clinic focused on disrupting the prison pipeline.

Ameca and Adrienne founded the Justice and Accountability Center of Louisiana to help give people a second chance, allowing them get back to work and back to life instead of back to prison. Since joining Propeller, they have grown from 35 to almost 2,000 clients, hosted over 50 clinics and community education classes, trained over 200 attorneys, and influenced state policy on equal employment for ex-offenders.

"Working out of Propeller has given the JAC an opportunity to grow. We were working out of our apartments before and during the Accelerator program, so moving into a space at Propeller was a huge benchmark. Having an office here actualized everything we were working on already and has given us a great opportunity to network with other service providers and benefit from close proximity to the connections and support Propeller and its staff offer."

Adrienne Wheeler, Justice & Accountability Center Co-Founder & Director of Law & Policy





GETTING INVOLVED

Propeller owes its success in large part to the generosity of a network of talented, knowledgeable volunteers, pro bono professionals, and donors who give to Propeller and its social entrepreneurs.

PRO BONO PROFESSIONALS

Henry Alpert, Michael Balascio, Duncan Bates, Tom Beh, Bryan Bowdler, Jon Brouk, Sebrina Bush Hillard, Amanda Butler, Linton Carney, Joshua Cox, David Deering, Lee Domingue, Bobby Dressel, Elaine Fitzpatrick, Kurt Garcia, Ron Gard, Edward George, Mandy Gerrets, Adam Hawf, Abid Hussain, Gabe Janusa, Candice Johnson, Benjamin Kadden, Elyria Kemp, David Kulick, Robert Kutcher, Ethan LaBelle, Don Lazzari, Trey Luby, Gregory Marsiglia, Lynn Mclean, Rebecca Miller, Robert Mouton, Stephanie Ng, Erica Olsen, Aaron Ready, Francis Repass, Jonathan Rhodes, Zak Rosenberg, Sarah Shachat, Tiffany Starnes, Bruce Sudds, Bryan Tarnowski, Emilie Tenenbaum, Greg Tilton, Elizabeth Townsend- Gard, Matthew Treuting, Mary Valigosky, Benjamin Varadi, Pierre Walker, Bri Whetstone, Daniel White, Wes Withrow, David Yancey

EXECUTIVE MENTORS

John Elstrott, Mike Eckert, Kevin Wilkins, David Barksdale, Stephanie Barksdale, Councilmember Latoya Cantrell, Robin Barnes, Senator Karen Carter Peterson, Charles Rice, Neil Gibbons, Rob Lalka, Sarah Usdin, Kathy Padian, Patrick Comer, Carol Markowitz, Tara Hernandez, Sean Meenan, Mark Davis, Shirley Laska, Lisa Lloyd, Pat Quinlan, Carol Wise, Janet Niles, Nick Vivion, Jacob Landry, Vic Richard, Adam Hawf, Matt Flannery, Dann Schwartz, Jean Claude Rodriguez, Haiyan Khan, Mark Romig, Ben Johnson, Mike Ricks, John Loken

ACCELERATOR CONSULTANTS

Lorenzo Castillo, Jeff Thomas, Will Donaldson, Sia Karamalegos, September Hargrove, Marquita Wright, Lanitra Johnson, Klassi Duncan, Kevin Gibson, John Sillars, Dianne Sclafani, David Payton, Christine Albert, Anne Gates, Denise Redmann Hoffman

To learn more about making a donation or getting involved with us, email Andrea at achen@gopropeller.org.



“The work of social entrepreneurs is positively impacting the health and well-being of our children and families by increasing the quality or access to healthy food and programs in the community. Additionally, social entrepreneurs are concurrently building economic stability for our most vulnerable families and communities.”

William Buster, Director of New Orleans Programming, W. K. Kellogg Foundation

Propeller takes [entrepreneurship in New Orleans] one step further. If we believe that entrepreneurship can be an agent for change, why not take that insight and apply it to really addressing some of the social issues that face the city? [We would] make the city not only stronger economically, but stronger culturally, and stronger as a way of life.

Kevin Wilkins, Founder & Managing Director, trepwise, llc

“Propeller inspires us, and they’re a key partner in our mission of bringing the power of entrepreneurship, innovation, and the force of the market to solving social and environmental challenges. We think their model of incubation is key to New Orleans’ sustainable future, and it can be replicated in communities around the nation and around the world.”

Paul Harrison, Vice President of Strategy & Implementation, blue moon fund

“Propeller is an important hub for many of the City’s most dynamic social entrepreneurs. This organization remains an important partner in addressing tough challenges through innovation and change.”

Mayor Mitch Landrieu

“We continue to invest in the Water Challenge year after year because we see the impact it’s having on growing our region’s water economy.”

Albert Ruesga, President & CEO of the Greater New Orleans Foundation

“At Capital One Bank, we are committed to fostering the economic vitality of Greater New Orleans and Louisiana. That commitment is manifest in our investment in organizations like Propeller that support forward-thinking, socially-minded entrepreneurs who apply their knowledge, skills and energy to address significant challenges affecting people – including the underserved – in our region.”

Karen DeBlieux, Greater New Orleans Market President, Capital One Bank

“Creating sustainable value for our communities is at the heart of Entergy’s mission. That’s why we are proud to partner with Propeller to bring together innovation and entrepreneurship for social good and impact in our communities.”

Patty Riddlebarger, Director of Corporate Social Responsibility, Entergy Corporation

“I continue to support Propeller because it is a social entrepreneurial hub that is vital to the sustainability of programs that meet the needs of the constituents, business owners, and the entire city.”

Councilmember Latoya Cantrell

“The opportunity to support the Propeller Social Innovation Incubator facility is about more than just bricks and mortar. Investing in the property gives the New Orleans Redevelopment Authority (NORA) the opportunity to contribute to the revitalization of a burgeoning neighborhood as well as improving the quality of life for the people and organizations that call Propeller their creative home.”

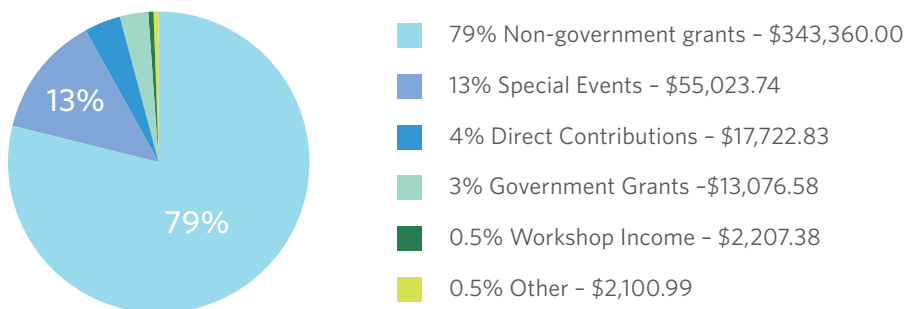
Jeff Hebert, Chief Resilience Officer for the City of New Orleans and Executive Director of the New Orleans Redevelopment Authority

FINANCIALS

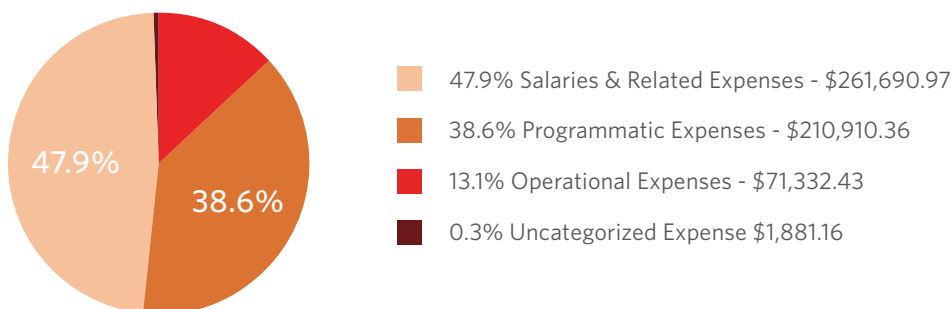
2014 BALANCE SHEET

ASSETS	TOTAL	LIABILITIES AND EQUITY	TOTAL
Current Assets		Liabilities	
Bank Accounts		Current Liabilities	
1000 - Cash	374,088.16	Accounts Payable	
Total Bank Accounts	\$374,088.16	2000 - Payables	27,934.41
Accounts Receivable		Total Accounts Payable	\$27,934.41
1100 - Accounts Receivable (A/R)	72,990.00	Credit Cards	
Total Accounts Receivable	\$72,990.00	Capital One Credit Card	512.65
Other current assets		Total Credit Cards	\$512.65
1400 - Other Assets	14,193.97	Other Current Liabilities	
1490 - Undeposited Funds	750.00	2100 - Accrued Liabilities	4,381.64
Total Other current assets	\$14,943.97	2500 - Short-Term Liabilities	2,800.00
Total Current Assets	\$462,022.13	Total Other Current Liabilities	\$7,181.64
TOTAL ASSETS	\$462,022.13	Total Current Liabilities	\$35,628.70
		Total Liabilities	\$35,628.70
		Equity	
		3050 - Opening Balance Equity	206.02
		Retained Earnings	538,391.98
		Net Income	112,204.57
		Total Equity	426,393.43
		TOTAL LIABILITIES AND EQUITY	\$462,022.13

INCOME BY CATEGORY



EXPENSES BY CATEGORY



3-YEAR COMPARISON PROFIT AND LOSS

	JAN - DEC 2012	JAN - DEC 2013	JAN - DEC 2014	TOTAL
Income				
4000 - Direct Contributions	24,613.45	22,293.36	17,722.83	64,629.64
4200 - Non-Government Grants	471,115.30	439,810.15	343,360.00	1,254,285.45
4500 - Government Grants	142,355.85	181,621.81	13,076.58	337,054.24
5180 - Workshop Income		598.51	2,207.38	2,805.89
5400 - Revenue from Other Sources	2,653.80	1,356.63	2,050.91	6,061.34
5800 - Special Events	21,145.20	29,388.23	55,023.74	105,557.17
Total Income	\$661,883.60	\$675,083.08	\$433,491.52	\$1,770,458.20
Gross Profit	\$661,883.60	\$675,083.08	\$433,491.52	\$1,770,458.20
Expenses				
Operational Expenses	17,061.61	32,812.83	71,332.43	121,206.87
Programmatic Expenses	436,777.96	79,068.19	210,910.36	726,756.51
Salaries & Related Expenses	89,043.29	152,705.26	261,690.97	503,439.52
Uncategorized Expense	6.41	-82.07	1,881.16	1,805.50
Total Expenses	\$542,952.40	\$264,504.21	\$545,696.09	\$1,353,271.53
Net Operating Income	\$118,931.20	\$410,578.87	-\$112,323.40 *	\$417,186.67
Other Income				
Interest Income		14.39	50.08	64.47
Total Other Income	\$0.00	\$14.39	\$50.08	\$64.47
Other Expenses				
Miscellaneous (deleted)	63.13			63.13
Total Other Expenses	\$63.13	\$0.00	\$0.00	\$63.13
Net Other Income	\$63.13	\$14.39	\$50.08	\$1.34
Net Income	\$118,931.20	\$410,578.87	-\$112,204.57 *	\$417,186.67

*2014 net income shows a loss due to the timing of major grants received in 2013 for 2014 programming.

Propeller: A Force for Social Innovation annually engages the services of an independent accounting firm to perform an audit of the organization's financial statements. As part of its audit, the firm also reviews the internal controls and various policies and procedures to ensure Propeller staff is adhering to the most current accounting practices. Propeller's auditor, Postlethwaite & Netterville, has issued an unqualified opinion on the financial statements for the year ended December 31, 2014.

HEADLINES & HIGHLIGHTS



PROPELLER IN THE NEWS

Propeller and our entrepreneurs have been featured in *The New York Times*, *TIME Magazine*, *Los Angeles Times*, *Entrepreneur Magazine*, *Al Jazeera*, *The Huffington Post*, *Tech Crunch*, *The Guardian*, *Forbes*, *The Times-Picayune*, and *The Advocate*.

Should Schools Train Teachers Like Designers? One CEO is Convinced

"Through a proactive approach, TrueSchool...and their partner schools are taking ownership over how teachers leverage innovation, problem solving, and ultimately, entrepreneurial endeavors"



The One Thing Every Startup City Needs

"Back in New Orleans... entrepreneurs are also solving critical challenges within the education and water industries, with support systems in place to help people in those industries."



Real Prosperity Starts Here

"Propeller in New Orleans incubates early-stage social ventures to help solve the city's most pressing issues."



Step Aside Silicon Valley: 7 Startups to Watch in the South

"These startups' compassion may just be the secret ingredient to ensuring their success."

Turning Ninth Ward Lots into Gardens for Residents in "Food Deserts"

"With access to transportation and quality food still limited, David Young is making use of blighted lots in NOLA."

Entrepreneur



Broadmoor neighborhood in New Orleans aiming for a resurgence around Washington and Broad

"A building on Washington Avenue that previously housed a rim and tire shop...now serves as the brightly redeveloped Propeller incubator for entrepreneurs with social missions."

Wetland Resources wins Water Challenge. Goal: Plan 1 million trees in 10 years.

"The [2015 Water Challenge] sought high-potential entrepreneurial solutions for wetland and marshland restoration, storm protection and rain harvesting."

The Times-Picayune

THE NEW ORLEANS ADVOCATE

FEATURED CONFERENCES

- SOCAP 2014 Panelist - "Ecosystem for Community Entrepreneurs"
- Aspen Institute 2014 Ideas Festival Conference Invited Participant and Scholar
- Aspen Institute 2014 Action Forum Invited Participant
- BALLE 2014
- Norman C. Francis Leadership Institute 2014



DONORS

* indicates 2014 donors

PLATINUM

blue moon fund

Capital One Investing for Good

Greater New Orleans Foundation*

W.K. Kellogg Foundation*

GOLD

Louisiana Economic Development*

Louisiana Office of Community Development*

Entergy*

SILVER

Adams & Reese*

Amy Jean Boebel*

Baker Donelson Law Firm*

Barasso Usdin Kupperman Freeman Sarver LLC*

Concordia LLC*

Couhig Partners*

David and Stephanie Barksdale*

Helen Chuang and Sheng Cheng Chen*

Hsin-Lee Lin and Ling Huei Lin*

Kia and Christy Brown*

Linda Usdin & Steven Bingler (Usdin Weil Foundation)*

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