

Woodlands Conservancy

"Creating a Legacy"

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WOODLANDS CONSERVANCY ACCEPTS ENDOWMENT CHALLENGE



(Left to right) Roy Williams, Program Assistant, GNOF, Katie Brasted, Executive Director of Woodlands Conservancy, Heidi Poche, Woodlands Conservancy Board President and Richard A. Martinez, Program Officer, GNOF

Belle Chasse, Louisiana. Katie Brasted and Heidi Poche of Woodlands Conservancy attended a recent kick-off meeting for Woodlands Conservancy's Richard West Freeman Endowment Challenge at the Greater New Orleans Foundation. Program Assistant, Roy Williams congratulated the organization for being the receiver of one of the top awards from the Richard West Freeman Endowment Challenge. Woodlands Conservancy will have until May 31, 2012 to raise \$30,000 for an endowment fund that will be housed at GNOF and if successful, will receive a match of \$15,000 from the Richard West Freeman

Foundation. No more than \$7500 can come from one individual donor for the required match.

"The launching of an endowment at the Greater New Orleans Foundation during the year of Woodlands Conservancy's 10th Anniversary, sends the perfect message to our supporters that Woodlands Conservancy is here to stay", commented Brasted. An endowment for Woodlands Conservancy at GNOF will fulfill the intent of our organizations' logo of 'creating a legacy for future generations'. Poche reported that part of the organizations plan for raising funds would launch immediately with proceeds from the Mignon Faget -Woodlands Conservancy's Palmetto jewelry going to the endowment fund. The Palmetto is currently available in all Mignon Faget stores and galleries and hopefully will be a big holiday seller says Poche as "during the holidays, people in the New Orleans area like to know that money they spend on gifts is also giving back to the community". Woodlands Conservancy has already been successful in obtaining the first corporate pledge for \$7500.

Woodlands Conservancy's greenway and trail system allows for increased access to wetlands that provide an "environmental classroom" to educate users of the value of conserving, restoring, creating and enhancing wetlands in Louisiana. For more information, visit www.woodlandsconservancy.org.