

# PROPELLER ANNUAL REPORT 2018



[www.gopropeller.org](http://www.gopropeller.org)

*Growing and supporting entrepreneurs  
to tackle inequities in New Orleans.*





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Letter From Our  
*Executive Director*

We ended 2018 with immense gratitude for our community of entrepreneurs, partners, and stakeholders working with us towards social, racial, and economic justice. Through their support and tireless work, Propeller ventures are increasing access to healthy food, supporting equitable development in our neighborhood, improving public health, creating high quality, equitable learning environments, and helping our region live and work with water. In this report, you'll meet entrepreneurs like Ajax, who founded New Orleans' first Black-owned yoga studio. You'll meet people like Arpit and Elora, who are partnering with Louisiana's sugarcane farmers of color.

Individually, our entrepreneurs are business leaders. Together, they are a force. 60% are women, and 65% are people of color. In 2018, Propeller proudly graduated our 215th entrepreneur from our accelerator program. Last year, they collectively served 8,442 students K-12, brought direct health services to 10,313 New Orleanians, restored 15,501 acres of coastal land, and sold \$721,000 worth of healthy groceries.

This year, we expanded on our work providing direct support to entrepreneurs by advocating for and contributing to a more equitable entrepreneurship ecosystem at large. We made our first investments through our \$1 million Social Venture Fund, advocated for institutions like hospitals and schools to buy more of their produce from Louisiana farmers, and worked with our Mayor to make sure her transition into office included a focus on increasing inclusive, local procurement policies.

New Orleans has always been a place of imagination, invention, and social innovation. We follow in the footsteps of our city's visionaries, entrepreneurs, agents of change, and those that supported them to create the fabric of our city's joy and resilience. We are honored to learn from and build upon the wisdom of our contemporaries and generations of community leaders, business owners, and entrepreneurs who have laid strong foundations and worked in concert with us. From the People's Institute for Survival and Beyond, Racial Equity Institute, and Beloved Community, who have guided and worked with us to operationalize racial equity in our own organization, to partners like LaunchNOLA and Coastal Communities Consulting, who provide critical support to our city's businesses.

Our work would not be possible without those who have worked beside and before us. In this report, we honor a handful of entrepreneurs integral to the history of the areas where we work, from Rhodes family's multi-generational leadership of business development along Broad Street to the women of Congo Square who became food entrepreneurs to purchase their freedom.

We thank you for another year of support and partnership in our work,



Andrea Chen  
Executive Director  
Propeller

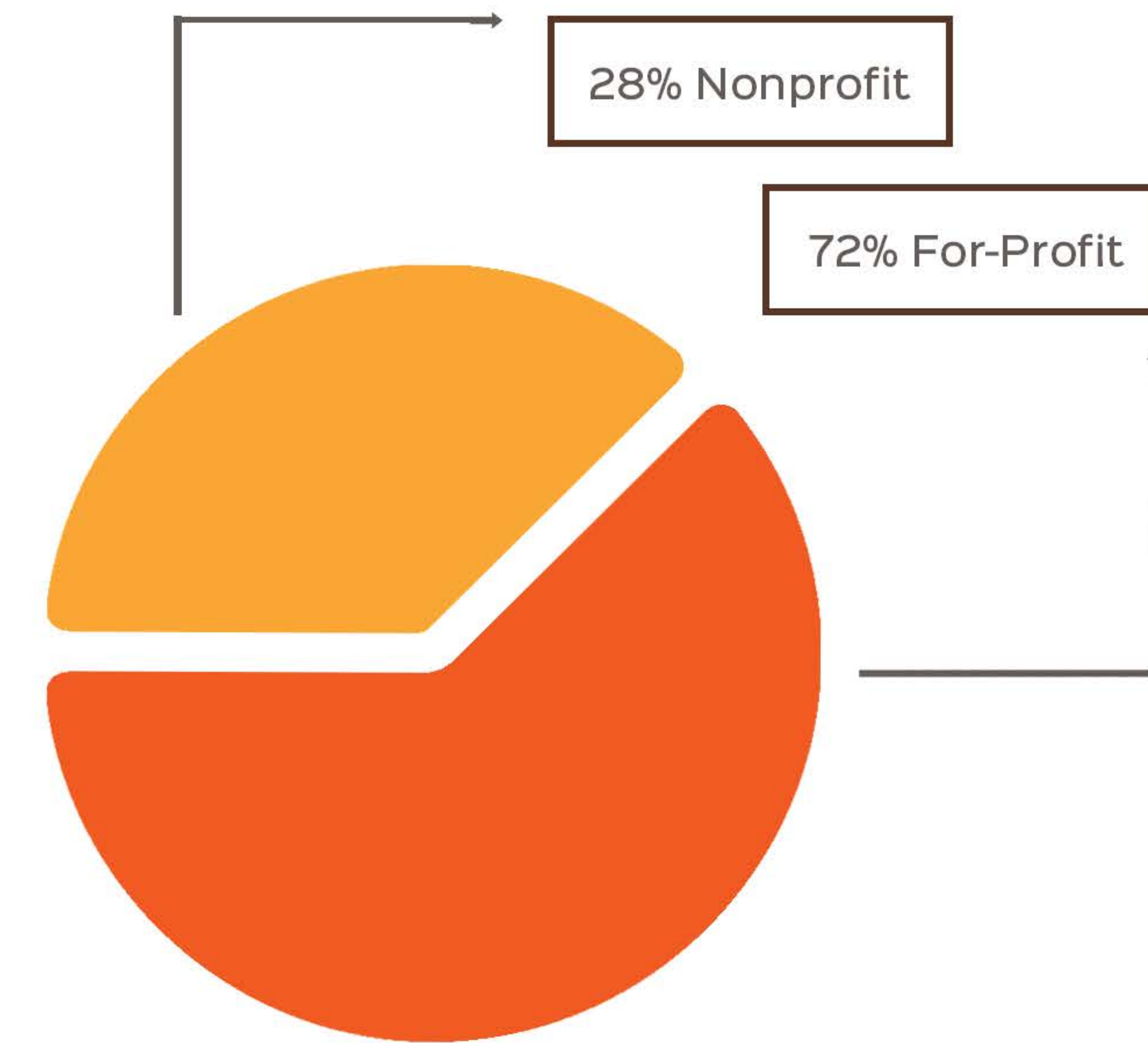




## HERE'S WHERE TO FIND OUR 2018 VENTURES



# OUR 2018 FAMILY OF FOUNDERS



**62%**  
**WOMEN-  
OWNED  
BUSINESSES**

**77%**  
**OWNED BY  
PEOPLE  
OF COLOR**



# THE PROPELLER PLAN

Research shows that current disparities in the U.S. and New Orleans break down primarily and consistently along racial lines. Propeller tackles racial disparities in community economic development, education, food, health, and water. We believe that to close these gaps, change has to happen at the systemic, institutional, and individual mindset levels. Propeller focuses on building a vibrant and inclusive entrepreneurship ecosystem by working at the institutional level in partnership with entrepreneurs committed to racial equity.



SYSTEMS



MINDSETS

INSTITUTIONS



# 215

ENTREPRENEURS  
COMING TOGETHER TO  
BRING OWNERSHIP &  
CHANGE TO OUR  
COMMUNITY.



# HOW OUR ENTREPRENEURS IMPACT NEW ORLEANS

**20**

Businesses brought their services and 8 permanent jobs to the South Broad Commercial Corridor.

**EDUCATION**

**10,313+**

Residents received health or wellness services.

**FOOD**

**239**

Urban water management projects completed, with the capacity to hold 237,984 gallons of storm water.

**CED\***

**8,442**

K-12 students served in Orleans Parish.

**HEALTH**

**\$721K**

In healthy groceries sold in New Orleans neighborhoods.

**WATER**

\* COMMUNITY ECONOMIC DEVELOPMENT



**FINANCIAL  
IMPACT  
SINCE 2011**

Propeller entrepreneurs have contributed to a vibrant, inclusive New Orleans economy by creating jobs, generating revenue, and securing investment.

**\$112<sub>MM</sub>**

in revenue and financing generated  
by **Propeller alumni**

**215**

ventures supported and accelerated

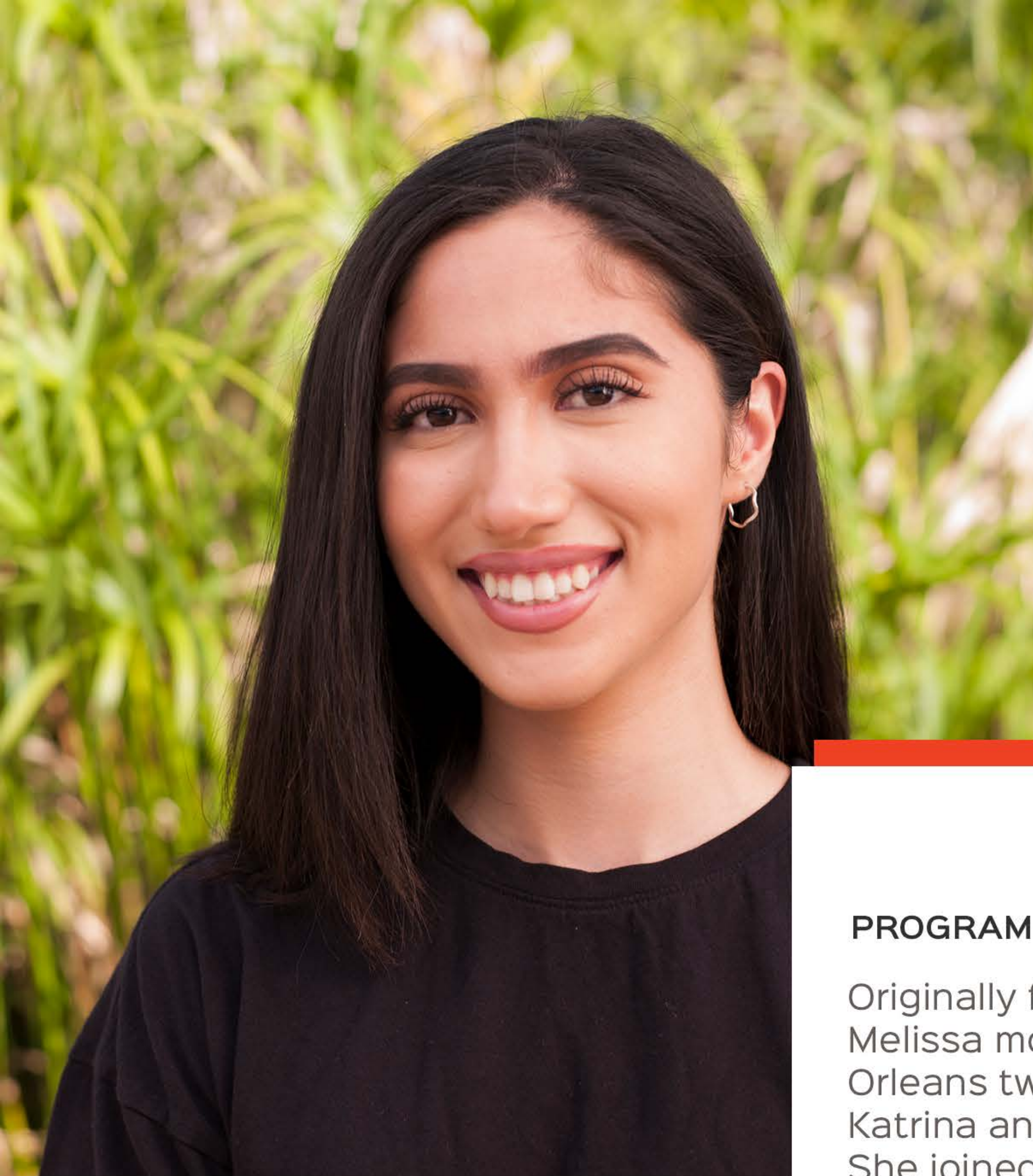
**485**

jobs created for local  
**New Orleanians**

Aggregate revenue, financing, and jobs were calculated via Propeller's annual Alumni survey, with a total of 62 or 29% ventures responding.



## PROPELLER TEAM HIGHLIGHTS



MELISSA ALBA

### PROGRAM COORDINATOR

Originally from Santa Ana, California, Melissa moved with her family to New Orleans two weeks prior to Hurricane Katrina and remained after the storm. She joined Propeller inspired to work on tackling systematic oppression and how inequities can affect a person's ability to make a living and take entrepreneurial risks.



TRACE ALLEN

### COMMUNITY ECONOMIC DEVELOPMENT PROGRAM MANAGER

In 2016, Trace returned home to the New Orleans area to begin working at Propeller as Incubator Manager. His passion for supporting Black-owned businesses along the Broad Street corridor is led by his acts as a neighborhood liaison and efforts to connect partners to our neighborhood through policy and advocacy.



## **THE SOCIAL VENTURE FUND**

In 2018, Propeller made its first investments through the Propeller Social Venture Fund, a \$1 million loan fund that provides loans between \$20,000 and \$100,000 to New Orleans entrepreneurs of color and social entrepreneurs.



**826 New Orleans** built and opened their 4,200 square foot Youth Writing Center in the 7th Ward. A hub for creativity, the Center hosts writers 6-18 for after school programs, field trips, workshops, and a Young Writers' Council.

**Bhoomi Cane Water** purchased equipment to reduce manufacturing costs and hired its first sales director, preparing them to raise an additional \$725,000 of follow-on funding.



**Clean Course Meals** purchased commercial kitchen equipment and opened their first retail storefront in Chalmette. They also grew their e-commerce offerings and customer base through meal prep and meal plan options.



“Propeller is a true asset to our community,  
Providing business with access to resources  
that help the community grow and  
thrive creates jobs, weath, and stability.”

Jay H. Banks, City Councilman  
District B, New Orleans

# COMMUNITY ECONOMIC DEVELOPMENT





# SUPPORTING SUSTAINABLE BUSINESSES IN THE BROAD STREET CORRIDOR.

## ENTREPRENEURS IN LOCAL HISTORY



*Duplain Rhodes Sr. founded the Rhodes Undertaking Company after the Civil War to provide proper burial services to Black New Orleanians. Over five generations, the **Rhodes Family Funeral Home** expanded to multiple locations, including the renovation of the old Tivoli Theater into its present-day location at Washington Avenue and Broad Street.*





Earl J. Mackie, MBA  
**Mackie One Construction**

## MACKIE ONE CONSTRUCTION

Mackie One is a full service roofing and construction company that has served New Orleans since Hurricane Betsy in 1965. In 2017, CEO Earl Mackie joined the first cohort of Propeller's Accelerator serving Black-owned brick-and-mortar businesses on and along the Broad Street corridor.

Over the course of the program, Mackie One increased their profit margin to 32 percent, and secured an opening line of credit, enabling them to earn a \$100,000 city contract for the renovation of the Ernest Morial Convention Center.



“The information I received and the training, help, and assistance were equivalent to going to business school.”

Earl J. Mackie, Founder  
Mackie One Construction





Sonjauh Green  
NOLA Organic Spa

## NOLA ORGANIC SPA

Numerous studies show that Black women are disproportionately more likely to experience chronic diseases than other race and gender groups. This includes heart disease, diabetes, stroke, and cancer.<sup>1</sup>

In 2016, Sonjauh Green opened NOLA Organic Spa, New Orleans' first organic day spa using exclusively plant-based, chemical free products. NOLA Organic provides a holistic, therapeutic approach to their customers, from offering services safe for clients undergoing chemotherapy and pain management to educating visitors on the importance of knowing what ingredients they put into and onto their bodies.

Through Propeller's Accelerator in 2018, NOLA Organic Spa resturctured their pricing to better reflect the value of their services and transitioned their nail technicians from commission-based to hourly pay to increase staff retention and living wages. In 2018, NOLA Organic Spa was named the best day spa in Louisiana by *Travel Noire*. As NOLA Organic Spa grows, their plans include building referral partnerships with cancer centers, podiatrists, and other healthcare providers.

<sup>1</sup>Psychoneuroendocrinology 2019



“NOLA Organic Spa is truly grateful for being a part of the Propeller Accelerator. We learned so much and business has been much better. Thank you to everyone at Propeller.”  
Sonjauh Green, Founder  
NOLA Organic Spa



“Capital One is proud to partner with Propeller to support the growth of our city’s entrepreneurs, particularly those increasing access to high-quality education. We believe in helping New Orleanians get the tools they need to succeed in the digital age, and we continue to be inspired by Propeller’s ability to equip people to start, grow, and transform their ideas.”

Karen DeBlieux, Southeast Louisiana Market President  
Capital One







# EQUITABLE ACCESS TO AN EXCELLENT EDUCATION AND FULFILLING CAREERS.

## ENTREPRENEURS IN LOCAL HISTORY



*Recognizing the lack of institutions educating Black and Brown New Orleans youth, **St. Katharine Drexel** established the Sisters of the Blessed Sacrament. Together, they opened Xavier Preparatory School and Xavier University, creating an ongoing legacy of educating Black and Native American people in the New Orleans community.*





Freddi Evans  
**Let's KNOW Card Games**

## Let's KNOW Card Games

While New Orleans is 60 percent Black, the city's Black, Brown, and local teaching force has decreased dramatically since Hurricane Katrina, from 72 percent Black in 2004 to 49 percent in 2014.<sup>1</sup>

Scholar and historian Freddi Evans created Let's KNOW Card Games to help bridge this disconnect, providing portable learning tools and ideas for classroom lesson plans that share the contributions of Black and Native groups to our region's history and culture. During Propeller's Startup Accelerator, Freddi grew Let's KNOW from idea stage to pilot, conducted focus groups to help develop her prototype, finalized her business plan, and engaged a printer and distributor to begin production and bring her product to market.

Since graduating, Let's KNOW has formed a network consisting of teachers, educational organizations, museums, bookstores, festivals, and gift shops. Next in the Let's KNOW series of games will be "Let's KNOW Louisiana Culture" and "Let's KNOW Louisiana History."

<sup>1</sup>Education Research Alliance of New Orleans 2017



"Propeller helped to shape my vision and provided me with the groundwork upon which to build a sustainable enterprise."

Freddi Evans, Founder  
Let's KNOW Card Games





Christine Neely &  
Melanie Richardson  
**TrainingGrounds**

## TRAININGGROUNDS

Less than 50% of Louisiana children enter kindergarten developmentally prepared, and 84% of New Orleans' children from low-income households do not have access to publicly funded early care and education seats.<sup>1</sup>

In 2016, co-founders Melanie Richardson and Christine Neely founded TrainingGrounds to create a free, safe space for caregivers to engage in child-led play with children birth to three years old. During Propeller's Startup Accelerator, TrainingGrounds focused on developing business skills and increasing access to sustainable funding. In 2017, TrainingGrounds won the first place prize of \$5,000 and the Audience Favorite Award of \$500 at PitchNOLA: Education, allowing them to open their first permanent We PLAY Center location. By the end of 2018, TrainingGrounds served 350 families and trained 930 early education professionals.



“As Alumni, we continue to benefit from Alumni support providing business and legal assistance.”

Christine Neely, Co-Founder  
TrainingGrounds

<sup>1</sup>The Data Center 2018



“Partnering with Propeller helped broaden our reach and make an impact on the New Orleans food system through strong relationships and a shared vision. As members of FPAC’s Steering Committee, Propeller is helping shape the work and vision of FPAC as we work to make systemic change in our food system.”

Elisa Muñoz-Miller, Co-Chair,  
New Orleans Food Policy Committee







# INCREASING ACCESS TO FRESH, LOCAL FOOD FOR ALL NEW ORLEANIANS.

## ENTREPRENEURS IN LOCAL HISTORY



*New Orleans chef Leah Chase and her husband, Edgar Dooky Chase II, opened **Dooky Chase Restaurant** in 1941. The restaurant became a safe haven and meeting place for the Civil Rights Movement, the first gallery for local Black artists, and a loving celebration of Creole Cuisine.*





Elora Turner &  
Arpit Bhopalkar  
**Bhoomi Cane Water**

## BHOOMI CANE WATER

Propeller graduate Bhoomi sources Louisiana sugarcane to create a deliciously hydrating, functional beverage infused with super botanicals. Bhoomi's mission is to revolutionize sugarcane by promoting its ayurvedic whole food properties, partner with minority sugarcane farmers in the U.S., and work towards radical positive environmental impact. Bhoomi's vision is to reconnect humanity to balanced health, equitable economies, and regenerative practices.

Bhoomi came to Propeller's Accelerator as an early-revenue stage company and graduated having increased their revenue over 70 percent. In addition to investing directly in them through Propeller's Social Venture Fund, Propeller made several key introductions for Bhoomi. These included connecting them with investors like the New Orleans Startup Fund and with key Natural Food Industry experts, one of whom is now a part of Bhoomi's core team. Propeller also played a major role in introducing Bhoomi with Louisiana minority sugarcane farmers, which subsequently inspired them to source sugarcane primarily from local farmers of color.



“Propeller’s team helped us achieve strategic goals, connected us with marketing support, and strengthened our team by introducing us to an incredible mentor.”

Elora Turner, Co-Founder  
Bhoomi Cane Water





Shani Christopher  
**RePurpose Food Co.**

## REPURPOSE FOOD CO.

Like many American cities, New Orleans faces simultaneous issues of food waste and food insecurity.<sup>1</sup> While one in four Louisiana children struggled with hunger, 75 percent of waste in New Orleans was food waste in 2017.<sup>2</sup>

Shani Christopher came to Propeller with an idea to tackle both. She founded RePurpose Food Co. to reclaim produce to make nutritious, affordable baby food, with a focus on serving low-income communities of color. In May 2018, Shani pitched RePurpose Food Co. at Propeller's PitchNOLA competition focused on increasing food access and equitable health outcomes.

That fall, she joined Propeller's Startup Accelerator, where she worked on developing relationships with local food suppliers to capture unsold produce. She also launched a pilot with low-income mothers to develop and test her product.

<sup>1</sup> Louisiana Department of Environmental Quality 2018

<sup>2</sup> Feeding America 2017



“I was able to refine my business model and pivot to a subscription based service, which carves out a much quicker path to profitability and financial stability.”

Shani Christopher, Founder  
RePurpose Food Co.



“Propeller is not only an organization, but is also a movement that supports both the incubation of ideas and self-efficacy of people – entrepreneurs - to affect and be the change needed to tackle and dismantle social and environmental disparities in New Orleans.”

Rebekah E. Gee, Secretary  
Louisiana Department of Health







# INCREASING AFFORDABLE HEALTHCARE AND WELL-BEING FOR ALL NEW ORLEANIANS.

## ENTREPRENEURS IN LOCAL HISTORY



*Voodoo Queen **Marie Laveau** was a 19th-century New Orleans entrepreneur and free woman of color. While working as a hairdresser and healer, she made a living and history by healing disease, offering counsel and selling protective spiritual objects, herbs, and holistic remedies to New Orleanians of all backgrounds.*





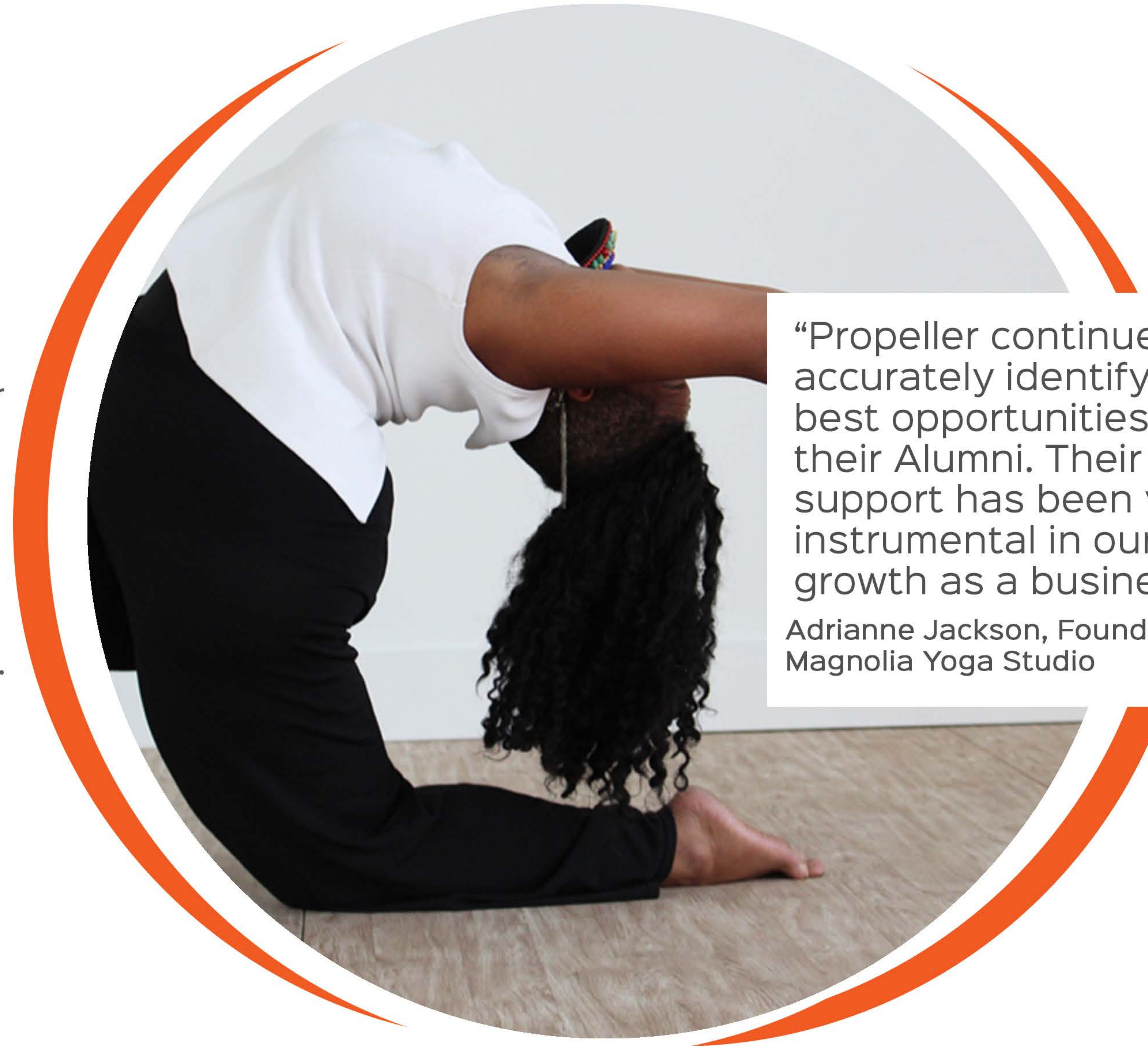
Adrienne Jackson  
**Magnolia Yoga Studio**

## MAGNOLIA YOGA STUDIO

When Adrienne “Ajax” Jackson thinks about what motivates her work, she shares that Black women’s educational attainment is increasing, yet their health outcomes are not. A report from Duke University showed infants born to Black women with doctorates or professional degrees were still three times more likely to die than infants born to White woman with high school diplomas or GEDs.<sup>1</sup>

When Jackson started yoga, she noticed she was able to sleep better, relieve chronic knee pain, quit smoking, and find confidence and calm. After a decade of teaching, she founded New Orleans’ first Black-owned yoga studio, Magnolia Yoga Studio. When she came to Propeller’s Growth Accelerator, she was the sole instructor teaching 20 classes a week.

During the Accelerator, Jackson developed systems and processes for managing her team, including writing an Employee Handbook and implementing a payroll system and financial tracking tools to promptly pay off loan debt and taxes. In the final month of the program, Magnolia Yoga’s profit margin increased to over 50 percent. She now has just under twenty part-time employees and 159 active, paying monthly members.



“Propeller continues to accurately identify the best opportunities for their Alumni. Their support has been very instrumental in our growth as a business.”

Adrienne Jackson, Founder  
Magnolia Yoga Studio





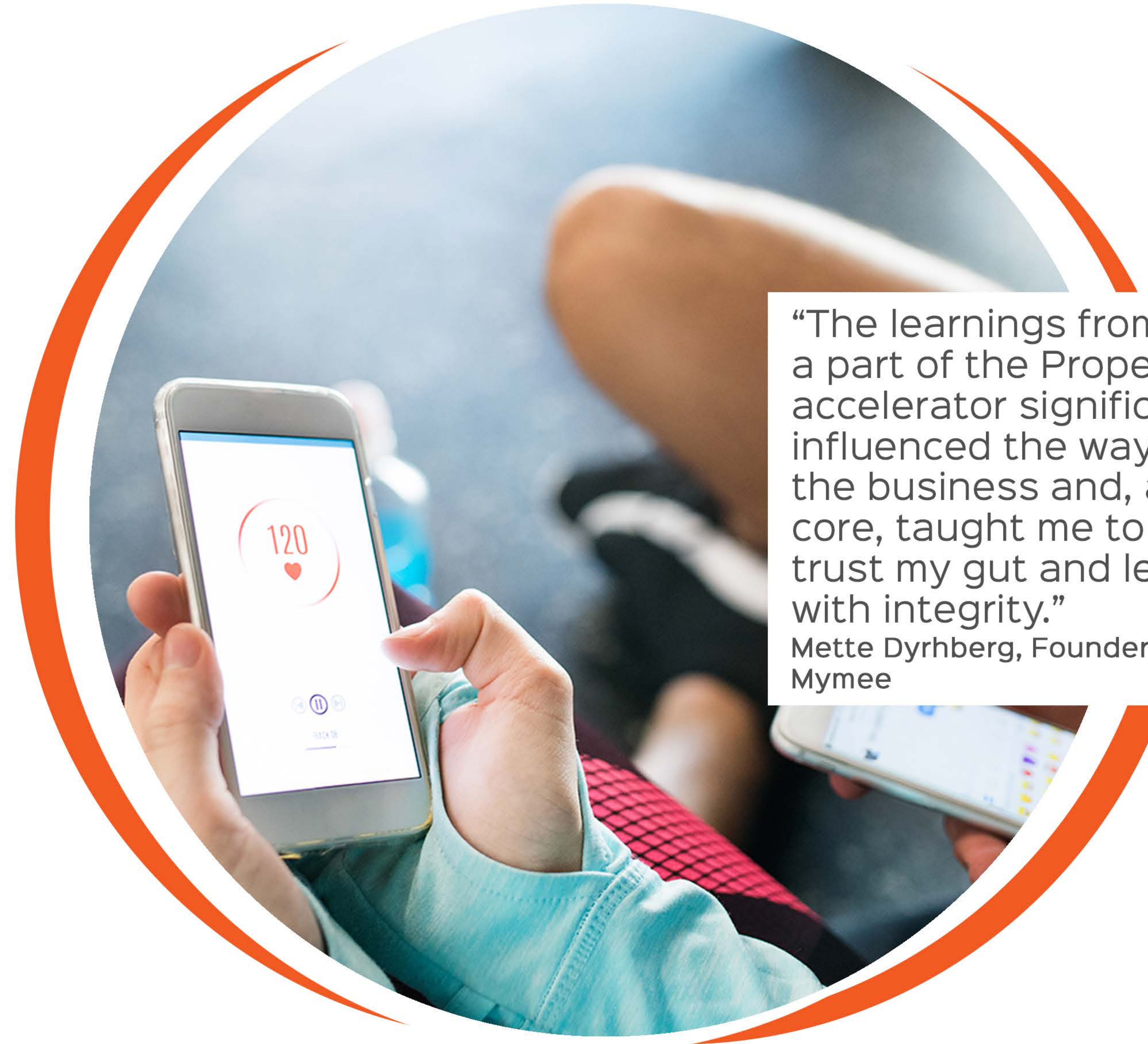
Mette Dyrhberg  
**Mymee**

## MYMEE

Mette Dyrhberg first entered functional medicine in response to her own chronic health issues. After identifying and tackling what became six autoimmune diseases, she built Mymee to help others do the same by providing them with data-driven coaching.

Mymee is a software platform that helps people identify the root causes for their problems and inspire them to change specific habits to reverse their symptoms. When Mymee came to Propeller's Startup Accelerator, they were in the process of beta testing with doctors and patients. After graduation, they enrolled in Propeller's Growth Accelerator, where they learned about how to apply a racial equity framework to their business, which largely serves low-income women of color.

They have since partnered with physicians to change the lives of more patients through careful data evaluation and helped numerous patients track and identify allergies, migraines, lupus, heart conditions, and more. In 2018, they raised \$1.3 million in funding and grew to a staff of 12.



“The learnings from being a part of the Propeller accelerator significantly influenced the way I run the business and, at its core, taught me to trust my gut and lead with integrity.”

Mette Dyrhberg, Founder  
Mymee



“The Greater New Orleans Foundation is proud to support Propeller's work as a critical resource for water entrepreneurs and a leader in building a more equitable water ecosystem. Over the past six years, we have seen Propeller evolve and deepen its impact on our region's economy and overall resilience.”

Andy Kopplin, President & CEO  
Greater New Orleans Foundation



WATER





# GROWING A WATER ECONOMY THAT **EMPOWERS** AND PROTECTS ALL NEW ORLEANIANS.

## ENTREPRENEURS IN LOCAL HISTORY



*In 1872, Black longshore workers came together to form **The Louisiana Environmental Action Network (LEAN)**. They performed the typical function of benevolent societies for workers' families - financing social services including medical care, burial, and support for orphans and widows - while also functioning as a trade union to advocate for fixed time and wages for working on New Orleans shores and levees.*





Sonjauh Green  
NOLA Organic Spa

## NOLA ORGANIC SPA

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<sup>1</sup>Psychoneuroendocrinology 2019



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Sonjauh Green, Founder  
NOLA Organic Spa





Andrew Petersen  
BlueFin Data

## BLUEFIN DATA

At \$2.4 billion in economic impact, the Louisiana seafood industry is a major contributor to the state economy. Commercial fisheries also employ one in seventy workers in Louisiana.<sup>1</sup> With this in mind, Bluefin Data launched VESL, a “hook to database” software platform designed to simplify and consolidate government reporting for the seafood industry.

Since joining Propeller’s Startup Accelerator, Bluefin has grown its overall revenue by 33 percent. In 2018 alone, Bluefin Data secured nine new contracts totaling \$540,000 and hired four full-time team members. Their clients include the National Oceanic and Atmospheric Administration, fisheries, and state agencies across Louisiana, Mississippi, Texas, Florida and along the East Coast as far north as Maine. Bluefin Data plans to expand to the East and West Coast by the end of 2020.



“Propeller was extremely useful in reaching my goals. The Accelerator program was beneficial for internal business decisions and processes.”

Andrew Petersen, Founder  
BlueFin Data

<sup>1</sup>Louisiana Seafood 2018

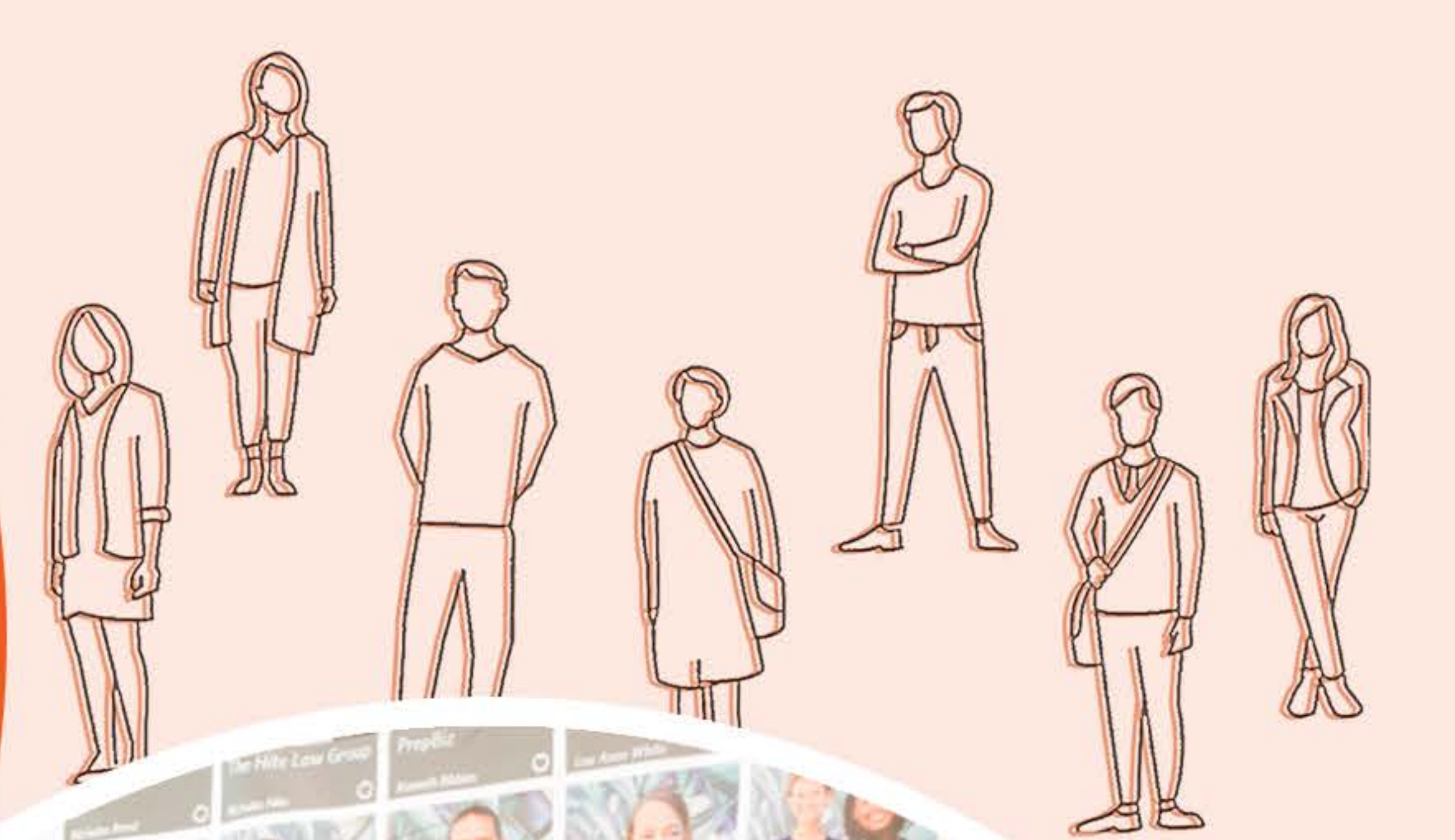




# 110+

## EVENTS HOSTED

Including the  
 New Orleans Abortion Fund Gala,  
 NOLA MicroSchools  
 Student Business Pitch Fair,  
 NOW LOVE Anti-Racism Workshops,  
 and the Ochsner PRIDE  
 LGBTQ Health Summit.



**60** ORGANIZATIONS

**30** INDIVIDUALS

**WORKING,  
 CONNECTING,  
 AND GROWING AT THE  
 PROPELLER  
 INCUBATOR.**





Amy Irvin, Executive Director  
New Orleans Abortion Fund

## NEW ORLEANS ABORTION FUND

A member of the Propeller Incubator since 2016, the New Orleans Abortion Fund affirms a person's right to control their body and works to ensure that all people have access to quality medical care, regardless of their economic situation. Working with local medical providers, they provide compassionate and empowering assistance to patients seeking abortions who are unable to fully fund their abortion and fund clients as available.



“When other landlords rejected the New Orleans Abortion Fund as a tenant, Propeller Incubator welcomed us, embracing and supporting our mission of funding abortion.”  
Amy Irvin, Executive Director  
New Orleans Abortion Fund



## 3-YEAR COMPARISON PROFIT AND LOSS

TOTAL INCOME	Jan - Dec 2016	Jan - Dec 2017	Jan - Dec 2018
Grant Revenue	\$1,472,756.00	\$1,870,335.00	\$1,643,607.00
Special Events Revenue	\$58,019.00	\$37,845.00	\$15,831.00
Direct Contribution Revenue	\$44,537.00	\$38,556.44	\$23,554.00
Revenue from Other Sources	\$377.00	\$45,347.56	\$0.00
<b>TOTAL INCOME</b>	<b>\$1,575,689.00</b>	<b>\$1,992,084.00</b>	<b>\$1,682,992.00</b>
<b>GROSS PROFIT</b>	<b>\$1,575,689.00</b>	<b>\$2,003,343.71</b>	<b>\$1,706,329.15</b>
<b>EXPENSES</b>			
Personnel Services	\$746,293.00	\$989,389.92	\$1,319,078.00
Programmatic Expenses	\$430,565.00	\$586,917.00	\$952,697.00
Operational Expenses	\$134,008.00	\$143,089.08	\$158,541.00
<b>TOTAL EXPENSES</b>	<b>\$1,310,866.00</b>	<b>\$1,719,396.00</b>	<b>\$2,406,978.00</b>
<b>NET OPERATING INCOME</b>	<b>\$264,823.00</b>	<b>\$272,688.00</b>	<b>(\$723,986.00)*</b>

# FINANCIALS

## 2018 BALANCE SHEET AS OF DECEMBER 31, 2018

Current Assets	2016	2017	2018
Cash	\$230,155.00	\$258,823.00	\$426,533.00
Cash - Restricted	\$883,062.00	\$1,034,166.00	\$409,143.00
Grants Receivable	\$145,000.00	\$191,949.00	\$26,339.00
Other Receivables	\$12,130.00	\$44,981.00	\$6,510.00
Prepaid Expenses	\$5,553.00	\$19,902.00	\$16,703.00
Equipment	\$0.00	\$18,147.00	\$16,332.00
<b>TOTAL CURRENT ASSETS</b>	<b>\$1,275,900.00</b>	<b>\$1,567,968.00</b>	<b>\$901,560.00</b>

Current Liabilities	2016	2017	2018
Accounts Payable	\$22,752.00	\$34,947.00	\$89,669.00
Payroll and Related	\$16,070.00	\$23,255.00	\$17,778.00
Deferred Revenue	\$0.00	\$0.00	\$8,333.00
<b>Total Current Liabilities</b>	<b>\$38,882.00</b>	<b>\$58,202.00</b>	<b>\$115,780.00</b>
Unrestricted Net Assets	\$354,016.00	\$475,600.00	\$376,637.00
Temporary Restricted	\$883,062.00	\$1,034,166.00	\$409,143.00
<b>TOTAL NET ASSETS</b>	<b>\$1,237,078.00</b>	<b>\$1,509,766.00</b>	<b>\$785,780.00</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,275,900.00</b>	<b>\$1,567,968.00</b>	<b>\$901,560.00</b>

\*2018 net income shows a loss due to the timing of major grants received in 2017 for 2018 programming. After four years of exponential budget growth, we entered 2018 anticipating a more conservative year for fundraising.





## How this woman went from amateur yogi to extraordinary studio owner.

With the help of Propeller's Accelerator program, yogi Ajax grew into a small business leader and the owner of New Orleans' first Black-owned yoga studio.



## After nearly a decade, business incubator Propeller continues to grow, support social entrepreneurs.

The nonprofit Andrea Chen co-founded almost 10 years ago has 26 full-time employees and operates a 10,000-square-foot office, helping entrepreneurs nurture ideas to tackle inequities.



## Founders And Venture Capital: Racism Is Costing Us Billions.

Propeller Director of Programs Daniel Applewhite on why we need to change the way we invest to collectively fund and facilitate solutions to funding bias.



## New Team Announced to Serve as Honorary Co-Chairs on Cantrell's Transition Team.

Propeller Executive Director Andrea Chen joins the board of advisors selected to support Mayor-elect Cantrell in her transition into office.

## These black entrepreneurs are fighting gentrification on South Broad Street.

The entrepreneurs of Propeller's South Broad Business Initiative are building brick-and-mortar businesses, creating jobs, and building community along South Broad Street.



## Meet 3 Startups with Ideas to Help New Orleans Flood Less and Preserve the Coast.

At Propeller's annual water pitch competition, a new round of startups and nonprofits bring ideas to improve how Southeast Louisiana lives and works with water.



## Small-Scale Program Providing Big Returns in Fight to Increase Food Access

In New Orleans, a pilot program is proving that corner stores can help improve access to fresh, healthy food.





# DONORS

## Platinum

Capital One  
Corporation for National and Community Service  
City of New Orleans  
Entergy  
Foundation for Louisiana  
Greater New Orleans Foundation  
J.P. Morgan Chase  
SBA Prime  
Walton Family Foundation  
W.K. Kellogg Foundation  
Zemurray Foundation

## Gold

Blue Cross Blue Shield LA  
EDA SFS  
Ella West Freeman Foundation  
Goldring  
Kaufmann  
Newman's Own  
Verizon

## Silver

Clif Bar Family Foundation  
Ford Foundation  
Hsin-Lee Lin and Ling Huei Lin  
Jones Walker  
John A Frazee  
John Sy  
Laitram  
One More Thing, LLC  
Postlethwaite & Netterville  
Ricchiuti Family Fund  
Summit Concepts Corporation  
Trepwise  
Transcendant Legal  
Usdin-Weil Foundation





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# PROPELLER