ANNUAL REPORT
2019
THE WALLS PROJECT
A group of young college students group together at MLK Fest 2019 for a picture during a break of work.
Letter From The Director

Casey Phillips
Director of The Walls Project

On behalf of our team and board of directors THANK YOU for your years of support. As an organization, we have evolved well beyond our initial Kickstarter campaign in 2012 with a goal to create beautiful murals downtown. The Walls’ programs now work to harnesses the power of creativity to address deeply-rooted and historically systemic issues in order to make city-wide, collective social impact. To date, Walls and 200+ community partners have:

- Generated $2,000,000 for creative professionals
- Created 120 murals and sculptural installations
- Trained 1,000 teens in computer coding and photography
- Cleared 150 tons of trash from streets and vacant lots
- Reactivated 5 miles of blighted commercial corridors
- Harnessed 35,000+ volunteer hours to beautify our city
And we have only just begun, as The Walls charges forward into 2020, I invite you to engage as a donor, partner, and volunteer to support one of our community programs highlighted below.

To Enlight.
To Unite.
To Ignite.
#ONEROUGE

With gratitude,
Casey Phillips / Director
FUTURES FUND

ABOUT THIS PROGRAM

Futures Fund is not like traditional school. We train teens for the creative and technological careers of the digital age. Futures Fund offers classes in coding for the web or digital photography on Saturdays in the spring and fall at college campuses around the city.

Graduates of Levels I, II, and III are able to apply to the Walls Apprenticeship Program, earning money from real-world projects.
SPRING SEMESTER (FEBRUARY – MAY)

Futures Fund started 2019 off with a great spring semester. The program saw an increase of applications, with most students applying from the zip code areas of 70805 and 70802. This targeted approach for recruitment highlights the focus of the program to help teens coming from programmatically underserved communities in North Baton Rouge.

In the spring, Futures Fund work-study coding trainees presented an app concept at the Junior Achievement Bold New Idea pitch event. This app, called UpRoot, is aimed at reducing food insecurity in the local area. Although the competition was tight, the UpRoot team placed second and won $500 in scholarships.

Trainees were welcomed to the semester with an orientation day, allowing families to fully acclimate to the rigor of the program. On the final day of class, Futures Fund held an all-day capstone event at BRCC Magnolia Theatre where over 1500 students and families were able to see the progress teens made throughout the semester. Partnered with the Mayor’s event for Youth Workforce Orientation, we saw a record number of teens interested to participate with our programs.

FALL SEMESTER (AUGUST – DECEMBER)

The Futures Fund’s fall 2019 semester marked the beginning of the program’s fifth year, and continued partnerships with community organizations (e.g. New Orleans Video Access Center, Pelican State Credit Union) and institutions (Southern University and Baton Rouge Community College).

This semester, Futures Fund formalized essential skills curriculum deployment for all Level I-III trainees. Lesson plans, topics, and/or materials were modified from IBM’s Workplace Learning curriculum. Essential skills training took place in-class on Saturdays for 30-45 minutes, was led by classroom instructors, and facilitated through small group or whole class discussions or activities. In addition, the program introduced concentrated essential skills and technical skills training for pre-apprentices through workshop offerings, ranging from one to four hours, on a variety of life and career topics. Futures Fund Work Study students were able to continue work on the UpRoot app, as well as research and build webpages for the #ONEROUGE campaign for The Walls Project.
CULTIVATING AN FUTURE WORKFORCE
Instructor Joey Park shows Photography Level III students the look behind the lens.
Baton Roots Community Farm at BREC Howell Park

ABOUT THE PROGRAM

By blending access to fresh food, skill-development, socialization, and art into one location, Baton Roots brings an opportunity for our community to learn best practices in sustainable agriculture on an urban farm. Baton Roots broke ground during MLK Fest on Winbourne Avenue in January 2019.

VOLUNTEERING AT THE FARM

Catapulting this engagement, Baton Roots partnered with Mayor Weston-Broome’s Geaux Get Healthy initiative by hosting a four-week “Wellness Wednesday” series in the fall. Here, participants received hands-on gardening experience for the first hour, followed by a healthy-lifestyle training from nutritionist Ellen McKnight and free yoga class by Yoga Noir. These events brought about thirty volunteers out to the farm each week. Volunteers looked forward to coming to the farm as a way to build community, relax, and unwind after a long workday.

HUSTLE & GROW

During the summer, the pilot session of the youth workforce training program, Hustle & Grow, took place in partnership with the Mayor’s Youth Workforce Experience. All aspects of running a four-acre urban farm were introduced to the teen trainees. Through the program, participants also took part in outreach to other summer youth programs to share their experiences on the farm.

Building on the successful pilot, Hustle & Grow ran a 10-week session on Saturdays from September to November. Teen trainees from different grades and schools came together to learn agricultural skills on an urban farm. Each week, lesson plans were created via the 4-H Junior Master Gardeners curriculum. Food grown was then harvested by Trainees to be sold at a lower cost to other Geaux Get Healthy partners to be sold and distributed in the community.

Finalizing the semester, Trainees participated in a public capstone event where a tour of the farm and a meal made from fresh produce was made.
PARTNERS & ALLIES

The Geaux Get Healthy initiative has brought together a group of like minded organizations to impact food access in North Baton Rouge. Coalition partners include Healthy BR, Office of Mayor-President Sharon Weston-Broome, Grow Baton Rouge, TopBox Louisiana, and the American Heart Association. Through Baton Roots program, we have cultivated relationships with additional partners including LSU Ag, 4-H Louisiana, Southern Ag Center, Istrouma High, Arlington Prep, Church Point Ministries, HOPE Ministries, SPROUTS Farmers Market, Baton Rouge Green, WHLC Architecture, and BREC.

1755 pounds of food grown in 2019
306 volunteers engaged at farm
11 Hustle & Grow trainees
1003 hours worked by Hustle & Grow trainees
25 ag-related certifications earned via Baton Roots
3000 servings of fresh food received by community
CULTIVATING A FOOD OASIS
Program Coordinator Mitchell Provensal shows Capstone Attendees the farmwork done by the Hustle & Grow students.
Jumping into 2019 at MLK Fest, our Public Art program produced 17 murals and art installations working with local and national artists. With the help of a National Endowment of the Arts grant, we were able to paint a vacant firehouse matte black and brighten with grand gold lettering, “Black is Beautiful” by local artist, Kristen Downing.

During the summer, the Walls Project ran its first crowdsourcing fundraiser since its launch in 2012, on a mural honoring the history of Old South Baton Rouge - “Welcome to Old South” by artist Skinny Dope. This mural spans the facade of the historic Stroube’s Drug Store building on the corner of Myrtle and Perkins Road. The building, now a music studio, sends a vibrant message of celebrating roots and the colorful history of the area.
2019 MURALS & INSTALLATIONS

Black is Beautiful • Kristen Downing • 4836 Winbourne Ave
Istrouma High School Indians • Jo Hines Jr • 3730 Winbourne Ave
Single Candle • Skinny Dope • 4149 Winbourne Ave
Yoway Audio • Marc Fresh • 4149 Winbourne Ave
Meditation Labrynth • Taliesin Gilkes-Bower • 4198 Winbourne Ave
Our Future • Brendan Palmer-Angell • 4325 Winbourne Ave
Malcolm & Martin • Lionel & Taylor Milton • 4365 Winbourne Ave
Squeaky Clean • Tattoo Slim • 4365 Winbourne Ave
King’s Dream • Jeremy Price • 4500 Winbourne Ave
Big Money • Tattoo Slim • 4520 Winbourne Ave
Katressa’s Salon • Bryson Boutte • 4660 Winbourne Ave
Dales Krazy Kutz • Jennifer Hester • 4662 Winbourne Ave
Abstract Lines • Clark Derbes • 4938 Winbourne Ave
Linda’s Lilies • Jennifer Carwile • 5006 Winbourne Ave
Super Linda • Dianna Clawson • 5006 Winbourne Ave
Three Hunters • Langston Allston • 5336 Winbourne Ave
Welcome to Old South • Skinny Dope • 1100 Perkins Rd
Honoring Sadie Roberts-Joseph • Kristen Downing • 2065 Plank Rd
Living Waters • Marc Fresh • 2065 Plank Rd
River Road Waves • Marc Fresh • River Rd near Laurel St

20 murals & installations produced in 2019
35 crowdsourced fundraisers utilized
19 artists engaged in 2019
11 active businesses made vibrant with murals
Our children are our greatest treasure. They are our future.

-Nelson Mandela

CREATING COLLECTIVE CHANGE
Our Future mural painted by artist Brendan Palmer-Angell during MLK Fest 2019
Reactivate

What began as a one-day event in 2014 with 300 volunteers has emerged into a year-long series of cleanup initiatives with nearly 5,500 volunteers to continue the strategic transformation of disinvested neighborhoods.

MLK FEST 2019

Held on Winbourne Avenue, MLK Fest 2019 saw over 5,000 volunteers in four days. With volunteer power, Walls Project, Mayor-President Sharon Weston-Broome, the City of Baton Rouge, and over 150 partner organizations, 30 sites along historic Winbourne Avenue were painted, planted, and reactivated. Thirteen murals were painted on small businesses, schools, and unused buildings to bring the street to life. Additionally, volunteers helped break ground to start Baton Roots’ urban farm, building and filling over 10 large raised beds at the once under-utilized BREC Howell Park golf course.

To celebrate the work accomplished, a block party and resource fair was held at BREC’s Howell Park. This event saw a variety of political figures take the stage, such as Mayor-President Sharon Weston-Broome, to discuss the importance of the work being done. Continued discussions happened at Metromorphosis’ Open Air Town Hall, held near the Resource Fair. The resource fair, supported by The Bridge Agency, offered attendees information on over 60 community resources. Additionally, hot meals for volunteers was provided by BRPD.
REACTIVATEBR:
QUARTERLY CLEANUPS

To harness the power of the first cleanup of the year, Reactivate began instituting Quarterly Cleanups, tagged ReactivateBR. These cleanups took place at locations visited previously, such as Winbourne Avenue, as well as new locations on Plank Road. During the spring, summer, and fall, cleanups ranged between 100-250 volunteers allowing for a more specialized and personalized event to take place. Two murals were painted, including a tribute to the late Sadie Roberts-Joseph by local artist Kristen Downing.

5500
volunteers engaged

50
tons of trash and debris cleared

35
sites cleaned & reactivated

40K
hours of community service incurred over the year

15
murals painted on small businesses, schools, & community buildings

18–24
average volunteer age
The Walls Project
REACTIVATING NEIGHBORHOODS IN NEED
REACTIVATING NEIGHBORHOODS IN NEED

Young volunteer priming a building during MLK Fest 2019.
THANK YOU

FY 2019 Supporters

$25,000 AND ABOVE

Capital Area United Way
City of Baton Rouge
ExxonMobil
Foundation for Louisiana
HealthyBR
LSU Foundation
United Way Dallas Metro Dallas

$10,000 – 15,000

Charles Lamar Family Foundation
Healthy Blue
Irene W. and C.B. Pennington Foundation
Jerrett Richter, CPA LLC
MAPP Construction LLC
SLA LLC

$5,000 – 10,000

The Arts Council of Greater Baton Rouge
Raising Canes

$1,000 – 5,000

Baton Rouge Area Foundation
Cox Communications
EMR Recycling
Genevieve Silverman
Jeffrey and Lynne Pisto
Joseph and Cary Skaggs
Kristy Faus
Raymond Faus
Research Park Corp
Rex Cabaniss
Shell Oil
Sparkhound Foundation
Star Hill Baptist Church
Unum Starmount Insurance
Wal*Mart
WHLC Architecture

$500 – 1,000

4-H Louisiana Foundation
Anita Byrne
Ari & Kelly Kocen
Bancorp South
Big Buddy Program
Genesis Energy
Gordon McKernan Injury Attorneys, LLC
Hancock Whitney Bank
Lamar Corporate Office
La Capitale Chapter The Links, LLC
SSA Consultants
Youth Service America

$100 – 500

Cordell and Ava Haymon
Daniel Espinoza
Derrick Wesley
Disk Productions
EBR 4-H Foundation
Eric Vela
Genesis Energy
George Bonvillain
Hannah Walker
Jan Moller
Janet Moulder
Jessica Hutchinson
Joey Decker
John Gibby
Karla King
Keisha’s Bishop
Kristen Core
Love Alive Church
Leah Simon
Lisa Delpit
Lydia Carlis
Morgan Davis
Margaret Heffron
Mary Nell Netterville
Meredith Hawthorn
Monica & Shea Vela-Vick
Onetha Albert
Regina Ashford Barrow Campaign Fund

$100 AND BELOW

Abby TerHaar
Alicia Robillard
Alex Cohen
Akieza Angrum
Alnita Brown
Amanda Messa
Amazon Smile
Anthony Kumse
Ashley White
Brad Jobe
Bob Bruno
Brooke Duncan
Carolyn Stutts
Chris & Nicole Ciesielski
Christy Acosta
Clara Cummings
Colbi Nelson
Collis & Robbie Marshall
Cynthea Corfah
Darrell Roberson
David M Vick
Deborah Facey
Denise Mallard
Elaine Wesley
Elizabeth Perry
Emily Heltz
Emily Jackson
Erica Atkinson
Erika Lejune
Family Carriero
Hawatha Wagner
Helena Williams
Holly Witherington
Jessica Landry
James Harwood
Jane Didia
Jane Webb

Robert Vela
The McMains Foundation
Thomas Donley
Urban Restoration Enhancement Corporation
Valerie Borders
William & Christine Assaf
Jane Vela
Janice Joseph
Jason Hunt
Jeanette Ramsey
Jeffrey Barbin
Jessica Landry
Joy Smith-Durant
Lauren Ford
Lindsey Meyers
Katreena Moses
Karen Stewart
Kayla Decoteau
Kelsey Clark
Kristen Collins
Kelsey Cowart
LaToya Wilson
Lily Pham
Linda Pittman
Long Le
Lydia Carlis
Maggie Gleason
Maya Curtis
Meghan Daniel
Melissa Crawford
Myron Smith
Najla Rashadeen
Nancy Jo Craig
Nathan Irby
Nishawn Stovall
Omar Ledezma
Paypal Inc
Quinton Jason
Quisa Smith
Renee Chatelain
Rhett Clement
Robert Kumse
Rod Joseph
Rylan Carruth
Salesforce
Sarah Bruno
Sarah Gardner
Sara West
Scott Solomon
Shalese Flowers
Shaniya Warren
Shantel Porche
Shantel Smith
Sharon Elliott-Thomas
Shelby Guidry
Sherish Dabney
Tamara Murray
Terry Skaggs
Tonya Pollard
Tracey Rizzuto
Tyrslai Williams
Yvonne Bey
Zoë Robison

IN-KIND

4-H Louisiana Foundation
Baton Rouge Community College
Baton Rouge Green
BREC
CADAV, Inc.
G.E.E.P. Blight Ministries
Giraphic Prints
City Citris
City of Baton Rouge
Coca-Cola of Baton Rouge
East Baton Rouge Libraries
IBM
Jerrett Richter, CPA LLC
Lamar Advertising Company
Laniebird Designs
Living Faith Church
Louisiana Tech Park
Louisiana State University
LSU Women’s Center
Mid City Redevelopment Alliance
Metromorphosis
NOVAC
Progressive Social Network
ScottsMiracle-Gro
Scotlandville CDC
Serve Louisiana
SSA Consultants, LLC
Soul Fresh Organic
Southern University
Southern Labs
The Force Agency
Three Sixty Eight
Unitarian Church of Baton Rouge
Vinformatix
WHLC Archeticture
YEA! Young Entrepreneurs Academy
Our mission is to revitalize communities by implementing mural, education, and arts workforce training programs to catalyze cultural and economic redevelopment.

Contact Info

(225) 434-0515
support@thewallsproject.org
458 America St., Baton Rouge, LA 70802