



# 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.

**361**

teens applied to the  
Futures Fund

**98%**

of trainees are  
Low-to-Moderate  
Income

**89%**

of trainees are  
African American

## 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 Provencal shows Capstone Attendees the farmwork done by the Hustle & Grow students.





# Public Art

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 it’s 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 Labriynth* • 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

Bender

**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





**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

Robert Vela  
The McMains Foundation  
Thomas Donley  
Urban Restoration Enhancement  
Corporation  
Valerie Borders  
William & Christine Assaf

### \$100 AND BELOW

Abby TerHaar  
Alecia Robillard  
Alex Cohen  
Alkieza Angrum  
Alnita Brown  
Amanda Messa  
Amazon Smile  
Anthony Kumse  
Ashley White  
Brad Jobe  
Bob Bruno  
Brooke Duncan  
Carolyn Stutts  
Chris & Nicole Ciesielski  
Christy Acosta  
Ciara Cummings  
Colbi Nelson  
Collis & Robbie Marshall  
Cynthia 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





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  
Larkie 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  
CADA V, 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





## THE WALLS PROJECT

Our mission is to revitalize communities by implementing mural, education, and arts workforce training programs to catalyze cultural and economic redevelopment.

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### Contact Info

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