



WALLS

PROJECT



[Download the virtual
FY2023 Annual Report here](#)

FY 2023



Rotary Club volunteers paint the Utility Yard mural at Baton Roots BREC Howell Park (Left).

Welcome

The gift of time continues to strengthen the work of Walls in our community. After a decade of service in North Baton Rouge, the organization's evolution is unique in offering both direct intergenerational programming as well as functioning as a hyper-localized hub organization for over 400 local organizations through our OneRouge Coalitions. This interconnected approach produced a significant impact over the past 12 months, here is an overview of the work.

Casey Phillips

CEO, Co-Founder

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Learn more about what we do by visiting our blog:

thewallsproject.org/blog

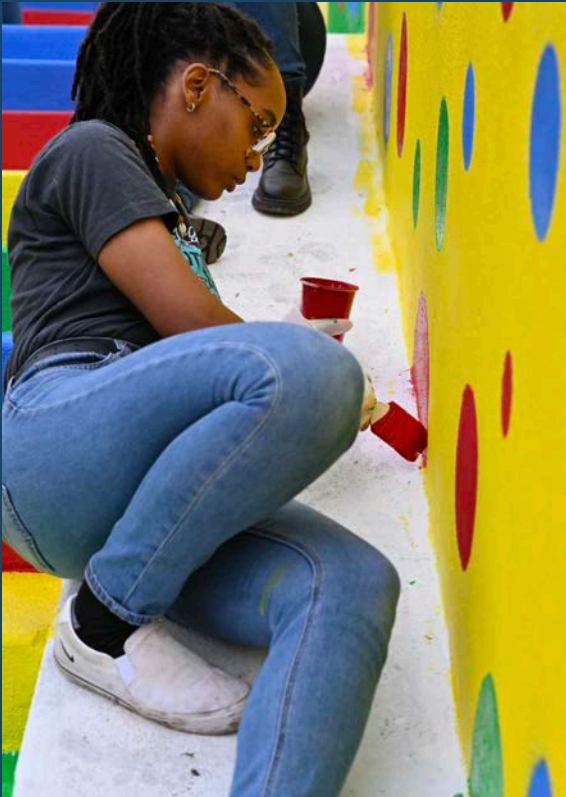
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About Us

The Walls Project leads programs, events, and alliances that work to break through and tear down the societal walls that discourage or prevent people from living safe, healthy, and prosperous lives.

The Walls Project offers a bold vision for what's possible in a community, creating pathways for economic prosperity; lifetime learning; creative expression; and healthy living for all, particularly for those impacted by poverty.

The Walls Project holds that the physical, social, and economic conditions of individuals ultimately and collectively inform the overall safety, health and well-being, and economic conditions of the entire community. The Walls Project offers a bold vision for what's possible in a city, creating a sense of place and pathways of opportunity for all.



Volunteers painted stairwell at Jewel J. Newman Community Center.

Cultural Income

\$4m

Income for artists, musicians, and creatives working with the Walls Project since 2012.

Murals Created

155

Murals and art installations completed since 2012.

Volunteers Engaged

10K

Through programs like Baton Roots, MLK Fest, Juneteenth, Futures Fund, and Public Art program.

Trained in Tech

3,800

Individuals taught tech skills to build their digital knowledge to leverage in their future workforce and creative endeavors.

Farm Sites

15+

Have been built and maintained in our Baton Roots network.

Budget

\$2.4m

Raised through grants, corporate donations, and individual donors. See Financials on page 21 for more information.



Vision

We look to empower everyone to be a driver of change in their communities. Our vision is to enlighten others and challenge preconceptions, to unite individuals by celebrating the differences, and ignite real progress through dialogue and action.

Mission

The Walls Project leads programs, events, and alliances that work to break through and tear down the societal walls that discourage or prevent people from living safe, healthy, and prosperous lives.

Our Values

Walls embraces clarity of purpose. Walls is a multi-dimensional organization delivering programs, events, and alliances intended to disrupt poverty and give everyone opportunities to secure economic prosperity and personal health and wellbeing. Walls' brand, organizational culture, and intentionality of work are focused squarely on helping people be the best they can be through equitable access to educational, social, and economic opportunities.

Walls Team

Baton Roots



Mitchell Provensal
Program Coordinator



SK Groll
Program Coordinator
of Operations



Jacquell Curry
Mobile Farm Manager



Kiarah Craft
Farm Educator

Futures Fund



Teresa Calligan
Dean, Coding



Nina Tran
Trainee & Alumni
Coordinaor



Felicia Braud
Photography



Paul Franklin
Culture Club Booking

Placemaking and Leadership Team



Morgan Udoh
Public Art Coordinator
Louisiana



Pepper Roussel
OneRouge Coalitions
Program Coordiantor



Dr. Patrick Tuck
Director fo Revenue



Helena Wiliams
Director of Operations &
Communications



Thomas Donley
Chief Financial Officer



Casey Phillips
Executive Director

Walls Board



Rex Cabaniss
President
WHLC Architecture



Kendra Hendricks
Vice President
Capital Region Planning
Commission



Matt Zagotti
Treasurer
Ryan, LLC



Monica Vela-Vick
Secretary
Phelps Dunbar LLP



Chelsea Morgan
Member
American Heart Assoc.



Tayanna Teel Osorio
Member
Capital One



Korey Patty
Member
Feeding Louisiana



Carl Motsenbocker
Member
LSU Agriculture



Syndey Epps
Member
LSU



William Assaf
Member
Microsoft



Czarina Walker
Member
Oracle



Bukky Awoyemi
Member
BASF



Dr. Jared Llorens
Member
LSU



Jan Moller
Member
Louisiana Budget Project

Our Programs

What We Offer



Baton Roots

Our multi-site community farm program which serves the community in urban agriculture training and access to fresh foods in food deserts.



Futures Fund

Our youth and adult tech training program which introduces digital literacy skills, web development training, and creative techniques for a more prosperous future.



Public Art

Our flagship program which invests in placemaking and culture-building opportunities in the community we serve.



OneRouge

Our coalition-building program which coordinates the efforts of 400 organizations toward reducing the drivers of poverty.



Afterschool Alchemists

Our newest program which brings all the efforts of The Walls Project into the afterschool space. Each of the four programs are able to be experienced afterschool in public high schools.



Community Events

All programs of The Walls Project host and partner in community events. From MLK Fest (placemaking and blight remediation event) to JOLTcon (youth empowerment conference), the Walls has opportunities for everyone.

Ten Years

Breaking X: 2012 -2022



Casey Phillips cheers the crowd for their 10 year investment in the Walls Project (left). Orhan McMillan wins the 2022 Petit-Pisto award for excellence (middle). Pepper Roussel speaks on the many struggles faced today (right).

Emerging from the Kickstarter movement in 2012, The Walls Project swiftly transformed into a catalyst for change. Driven by local business leaders and visionaries, its impact on the Capital Region has been resounding.

The initial canvas was murals, demonstrating the power of collaboration. Merging building owners with potential canvases, artists with expansive visions, and stakeholders with unique perspectives required trust and cohesion to envision a city that's creative, invigorated, and united.

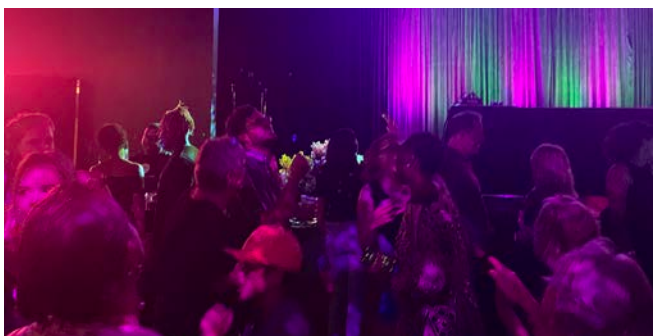
A decade later, the journey is one of profound reflection. How does an art-oriented initiative evolve into a multifaceted, program-centered force without deviating from its mission and ideals?

The Walls Project, akin to a thoughtful artist, embraced exploration, addressing evolving needs unconventionally, all while rooted in collaboration.

This is where YOUR role becomes pivotal. Many of you contributed time, effort, sweat, artistry, and dedication to The Walls Project's journey. Your commitment, support, and tireless involvement shape its present form. Never overlooked and consistently valued, The Walls Project thrives due to your unwavering commitment to drive change.



Dorothy Ray reads poetry on BIPOC experience (above). Dexter Jackson interviews Futures Fund alums and mentors (below).



The crowd enjoys the music and celebration (above).



Baton Roots

Community Farm Network

Baton Roots Community Farm is a network of urban agricultural hubs around the city of Baton Rouge. Whether at the main site at BREC Howell Park or the many satellite and mobile sites, Baton Roots provides a mix of urban agriculture training, conservation and permaculture practices, and the ability to bring fresh food home in areas of food deserts.

Baton Roots Mobile Garden Sites at East Baton Rouge Parish Housing Authority

For a second year, Baton Roots has partnered with East Baton Rouge Parish Housing Authority (EBRPHA), to continuing bringing Urban Agriculture to residents with the Mobile Farm program.

Throughout the year, 11 EBRPHA affordable housing complexes received either raised garden beds or in-ground farm rows to create a mini-Baton Roots community garden on site. These locations received a year of maintenance and urban ag training for residents.

The new Baton Roots effort is aimed at providing fresh produce and marketable skills to residents “that will last a lifetime,” said J. Wesley Daniels, chief executive director of the housing authority. “It will truly be an intergenerational effort for our families,” said Daniels.

“A portion of the main farm is also open to the public for harvesting,” said Helena Williams, director of operations and communications for the Walls Project.

Partners & Supporters of Baton Roots

Huey & Angelina Wilson Foundation, Rotary Club, Baton Rouge Area Foundation, Healthy Blue, Pennington Foundation, Cox Communications, Sprouts Healthy Communities Foundation, Aetna/ CVS, ExxonMobil, EBRPHA, Mayor-President Broome’s HealthyBR initiative & Geaux Get Healthy, LSU Ag, Southern Ag, Entergy, Big Green, Interfaith America, Louisiana 4-H, BREC, and BR Green



Mitchell Provesnal helping with youth at EBRPHA Clarksdale site (above).

100

Citrus Trees
Planted

Baton Roots partnered with Baton Rouge Green to add 8 citrus orchards with 100 trees to Baton Roots community gardens at EBRPHA communities. Trees were planted by staff, volunteers, and community members in March-April 2023.



MYWE Hustle & Grow students planting trees (above).

Baton Roots Hustle & Grow

Urban farmership through education is a critical component in the makeup of the Baton Roots vision. To reach youth, Baton Roots began its Hustle & Grow program in 2019. In its third year, Hustle & Grow has been integrated into three high schools: Glen Oaks High School, Capitol High School, and Scotlandville High School.

Youth enrolled in the Hustle & Grow program learn from Baton Roots staff how to farm in an urban setting, right on their school grounds! As always, students can take home any produce to share with their families, while additional produce is distributed to schools or at

community events.

During the summer, Hustle & Grow continued with **Mayor-President Sharon Weston-Broome's Mayor's Youth Workforce Experience (MYWE)**. Held at Baton Roots' main site at BREC Howll park, teens participated in an 8-week paid summer program provided in partnership with Big Buddy Program. The career preparedness program leads young people through four identified pillars: mentor support, training and enrichment, civic responsibility, and social-emotional learning (SEL) skills.

Baton Roots Community Farm at BREC Howell Park

Sow Good Saturdays

Sow Good Saturday, a monthly partnership event with Geaux Get Healthy and the American Heart Association, helps blend activities around health, nutrition, and growing fresh produce into a Saturday morning event. Here residents can experience yoga class, get a tasty treat from Chef Traci Vincent, and go home with bags of freshly picked produce.

Outside of Sow Good Saturday, Baton Roots has hosted groups like Rotary Club, Big Buddy, City Year, Key Clubs and Beta Clubs, Sprouts, The Council on Aging, graduates, families of the Hustle & Grow Urban Ag program, graduates and families of the Geaux Get Healthy Community Wellness Classes, and more. Additionally, this year Baton Roots has launched the beginning of a bokashi compost program for better conservation practices.

In partnership with BREC and National Endowment of the Arts, Baton Roots has constructed a utility yard designed to accommodate storage for farm equipment, a wash/pack station for the preparation of produce for distribution, and a hoop house dedicated to seedling production. This utility yard is more than just functional, it was painted with a mural of fresh fruits, vegetables, and Louisiana's animals to make it a major highlight of the farm.

24K

**Pounds of Produce Grown
& Distributed in 2023**

150

**Hustle & Grow
Students in 2023**

2000

**Volunteer Hours
in 2023**



Volunteers help on a Sow Good Saturday with the garden rows at BREC Howell park (above). The newly completed utility yard was painted by Skinny Dope and volunteers from Baton Rouge Rotary Club (right).



Futures Fund

Tech & Digital Skills Training

Hack-A-Thon

On March 11th, Baton Rouge teens had a unique Saturday, gaining skills for the upcoming Hack-A-Thon at JOLTcon on April 22nd. At Southern University's T.T. Allain School of Business, The Futures Fund instructors introduced vital skills to prepare for the competition. The workshops aimed to acquaint youth with tech, app development, and future workforce readiness, with applicability to new brands and businesses. Over 50 eager minds absorbed these skills for their concepts and the competition. Attendees expressed aspirations of future entrepreneurship. The Hack-A-Thon will focus on teens designing app solutions for better friend communication or merging social media and music discovery, vying for a grand prize.



Teens learn about using a free online resource to create branding for their ideas.

JOLTcon

Teens' innate enthusiasm for futuristic innovations often lacks clear pathways for engagement in technology development. Initiatives like the Futures Fund, however, are narrowing this gap, enabling youth in the Greater Baton Rouge area and beyond to access creative arts and technology.

JOLTcon recently hosted a dual-part teen conference: a Hack-A-Thon competition and technology workshops. The Hack-A-Thon marked Baton Rouge's inaugural youth-centered app development contest, with teams of 1-5 creating apps to enhance teen communication or fuse music with social media. Among five competing groups, AME and FiveLanguagesinOne stood out.

AME clinched the \$500 cash prize for its well-designed interface and features. Workshop attendees had a chance to win a laptop and printer combo. The workshops, covering cybersecurity, UI/UX, AI ethics, and more, offered a holistic view of technology's diverse facets.



The AME group wins the grand prize for the "no code" Hack-A-Thon (left). Teens enjoy the presentations (middle). Interested participants take notes during the workshops (right).

Partners & Supporters of Futures Fund

Huey & Angelina Wilson Foundation, Microsoft, Santander Consumer USA, State Fair of Texas, The Moozie Foundation, BASF, Aetna/CVS, Capital One, Capital Area United Way, UNUM, ExxonMobil, Charles Lamar Family Foundation, New Schools of Baton Rouge, LOSFA, ThreeSixtyEight, Giraphic Prints, Southern University, City Year



At Southern University T.T. Allain, teens take a workshop on web design mock ups to further their own passions.

Coding Boot Camp

Coding Boot Camp (CBC) held its 9th and 10th Capstone Event this year where trainees presented their captivating projects. Trainees in the beginner and intermediate levels created websites over the course of several weeks after receiving instruction from instructors in the industry. They independently executed the planning, design, and development stages of the software development life cycle and presented the

final results as an elevator pitch. Trainees in the advanced level worked as a team to create a full website for an imagined entertainment company in addition to each building their own interactive JavaScript feature.

Throughout the semester, we heard community leaders speak on the following topics: Resume Building, Interviewing Tips for the Tech Industry, Certifications for Your Career, Financial Literacy and Building Generational Wealth, and general Inspiration and Motivation. 21 virtual sessions were held, 86% attendance rate, 69% retention rate, 3 trainees completed the full 3-level course.



Nicholas Harris
Future's Fund Level 3 Coder
Futures Fund Coding Boot Camp graduate speaks on his experience at capstone.

64%

**Of Trainees are
Female-Identifying**

96%

**Of Trainees are
African American**

98%

**Of Trainees
qualify for low-to-
moderate incomes**

Public Art

Placemaking and Culture-building



Louisiana Key Academy

The students at the Louisiana Key Academy now have a vibrant playground to keep their creative minds active. Artist Skinny Dope finished the final touches on August 13.

“The families and students really came out to help with this project. We had roughly 40 volunteers who stuck with us,” said Morgan Udoh, public arts and placemaking program coordinator for The Walls Project. “We completely transformed their backlot into a playground that they are going to be using in their instruction.”

“And a special shout out to the staff who helped to guide the design that the artist incorporated to match their curriculum,” she added.



Murals painted by volunteers and artist (Skinny Dope) help bring learning into the arts to be enjoyed when on the playground (all above photos).

Salvation Army

A dedication ceremony was held on Tuesday, June 14 for the new courtyard mural located at the Salvation Army headquarters on Airline Hwy.

Major Don Tekautz commissioned the mural displaying “I can do all things through Christ who strengthens me” as a positive reminder to his staff, their clients, and the corps members who work diligently each day to coordinate services for the city’s many housing insecure residents.

The mural was completed by Walls own Morgan Udoh. She completed the 13 x 80 ft wall during some of the hottest days of the year and was assisted by the fabulous Walls Project regular, Skinny Dope.



(Above) A motivational mural was completed by Salvation Army volunteers and artist Skinny Dope.

LSU & SU Unite

In a display of unity and solidarity, students share a historical experience together celebrating the Southern University and LSU football game by painting a collaborative mural at the 70805 Conversion Center.

Art students from Southern University Laboratory School and LSU Laboratory School left campus on Wednesday, September 7 to spend the day painting a new mural located in the 70805 area.



"I hope the kids will see that we're all the same," said Elizabeth Mackey, U-High art instructor. "And I hope that they will step outside of their box a little bit and reach out into the community and do more for the community."



Youth volunteers from two schools help paint a united mural (all above photos).

Northdale Superintendent Academy

Utilizing funding from the Office of Alternative Education in the East Baton Rouge Parish School System, the team set out to transform several sections of the school. Artist Ellen Ogden was the lead artist on the project.

"We presented them with a concept of designing the poles in a way that would designate the high school side from the middle school side," Udoh explained. "With volunteers, we were able to paint all 70 plus poles and the pavilion seating at the front entrance of their outdoor corridors and the actual brick façade of the front entrance to the office.



School mascots were painted by muralist Ellen Ogden.

OneRouge

Coalitions facing the 9 Drivers of Poverty

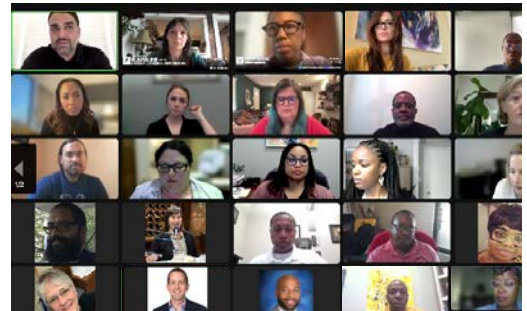
OneRouge is a collaborative effort between numerous organizations to build coalition movements to reduce the drivers of poverty in Baton Rouge. Partnered with MetroMorphosis, the Walls Project helps facilitate community convenings with stakeholders and interestholders involved in helping dismantle the system that keep poverty pervasive.

Partners & Supporters of OneRouge

City of Baton Rouge, American Heart Association, Baton Rouge Alliance for Students, Blue Cross Blue Shield Foundation

Friday Community Calls

Since 2020, The Walls Project has hosted Friday morning Zoom calls open to the community where topics and conversations around the 9 Drivers of Poverty and related issues are presented for a learning opportunity. Guest speakers from all backgrounds, expertise, and industries are able to present perspectives on these topics, allowing for guests to ask questions and understand the barriers and opportunities that are affecting those looking to break out of poverty.



Capital Area Food Equity Coalition



The Capital Area Food Equity (CAFÉ) Coalition is focused on ending hunger in the Greater Baton Rouge area through access to nutritious food, teaching how to grow food, and greater utilization of community resources, government assistance and supportive programming. OneRouge is dedicated to collaboration between organizations, benefitting the populations we all serve for the greater good.

Aspirational Statement: Decrease the number of individuals in the Capital Region experiencing food insecurity.

Coalition Goals

- Promote collaboration across organizations and working groups within CAFE and OneRouge to move the needle on lasting and meaningful systems change.
- Promote greater utilization and access to existing feeding programs; SNAP; ensure people who are eligible are registered to purchase necessary healthy food.
- Teach to grow by providing opportunities for local, sustainable food production; promote economic development of food production and sales at all levels.
- End hunger with sustainable and equitable access to 3 healthy meals a day, every day.

Working Groups

- Family & Child Hunger
- Equity/Access
- Urban Farmers + Community Garden Network (GGH)
- Policy/Advocacy

Education to Career Coalition



The Education to Career (E2C) Coalition is focused on creating a bridge between education to employment. Education is a never-ceasing opportunity for people of all ages to advance themselves in the pursuit of success and prosperity. By creating a coalition of practitioners, funders, and policymakers, E2C aspires to create a more accessible pipeline of access to education and work opportunities for everyone in the Greater Baton Rouge community and beyond.

Aspirational Statement: Build a culture of quality instruction, lifelong learning, & equitable access to opportunity that make success & prosperity inevitable.

Coalition Goals

- Create a culture that values literacy and increases literacy rates.
- Increase equitable access to safe learning spaces that encourage a joy for learning at any level.
- Expand awareness and access to early childhood education.
- Increase opportunities for continuous learning.

Working Groups

- Schools as community hubs/centers
- Equity/Access
- Bridging the gap: education and industry - networking
- Community Outreach (Events)

Transportation & Mobility Coalition



The Transportation & Social Mobility (T&M) Coalition is focused on increasing access to safe and reliable methods of mobility. From comfortable and accessible walkable cities to commute times and costs, transportation is a critical component of a thriving life and economy. Many groups are connected to the work of transportation, but often in silos. OneRouge is dedicated to collaboration between organizations, benefitting the populations we all serve for the greater good.

Aspirational Statement: Inclusive, accessible, and progressive mobility options for the present and future of our entire community.

Coalition Goals

- Community assets are consistently mapped and aligned to increase mobility.
- Barriers to mobility are regularly considered and addressed timely.
- Planning and funding structures impacting community mobility work in coordination with one another to increase overall mobility for all.
- Emerging and proven practices in mobility appropriate for BatonRouge are embraced and executed.

Community Events

Walls Events for Community Improvement

MLK Fest 2023

Held during the MLK Day holiday weekend, two major sites at Jewel J. Newman and the MLK Center on Gus Young Avenue were reactivated with paint, artists, and volunteers.

Garden Plantings

Locations like BREC Eden Park received facelifts with garden beds done through cross-program support from Baton Roots and Public Art.

Juneteenth 2023

In celebration of Juneteenth, The Walls Project joined other community events being hosted to share arts education workshops to create a cultural and joyful experiences for youth and adults.

Workshops

Futures Fund began hosting workshops for youth and adults in 2023 as a way to bridge the digital divide in easy-to-understand sessions that were aimed to spark curiosity and inspire interest in tech.

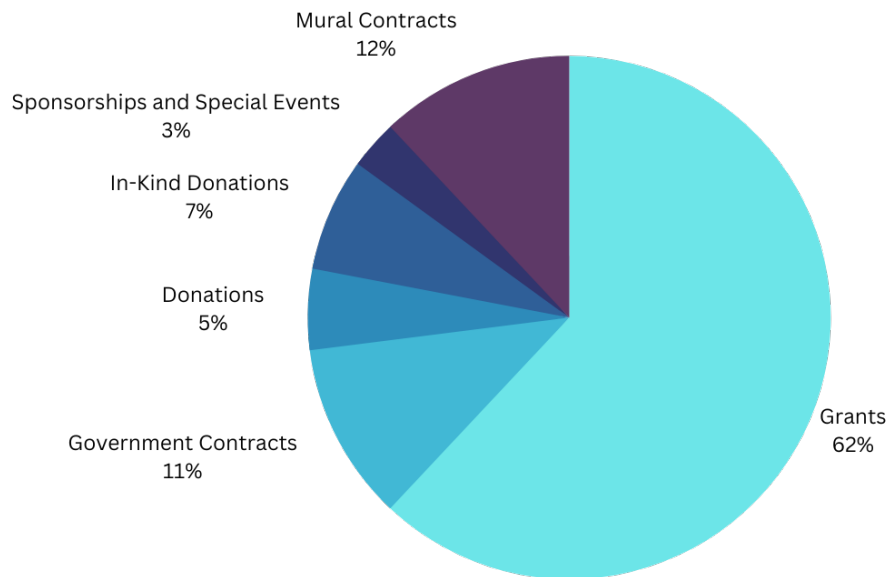
Volunteers at Jewel J. Newman Community Center paint the stairway during MLK Fest 2023.

FY2023 Financials

July 1, 2022 - June 30, 2023

The Walls Project expanded its programs throughout 2022-2023. Our model returned back to in-person events as finally the impact of COVID had officially subsided. To achieve this, we relied heavily on government, foundation, and corporate grant funding. In the future, greater efforts will be placed on engaging individual donors to help ensure a better mix of revenue sources.

Income Generated: \$1,351,293



Economic Impact



Acknowledgments

Supporters

| | | |
|-----------------------------------|--|--------------------------------|
| Aetna/CVS | Charles Lamar Family Foundation | Microsoft (MetroMorphosis) |
| Archer Daniel Midlands | Delta Regional Authority | National Endowment of the Arts |
| AT&T | EBR Public Housing Authority | New Schools for Baton Rouge |
| Bancorp South | ExxonMobil | Rotary Club |
| Baton Rouge Alliance for Students | Healthy Blue | Sprouts Healthy Communities |
| BASF | Huey & Angelina Wilson Foundation | Foundation |
| Baton Rouge Area Foundation | La Capitale Chapter of The Links, Inc. | Starbucks |
| Capital Area United Way | Louisiana Children's Trust Fund | State Senator Regina Barrow |
| Capital One | Mayor-President Broome's HealthyBR | United Way of Metro Dallas |
| CDBG CARES ACT | & Geaux Get Healthy | UNUM |
| Cox Communications | McMains Foundation | WHLC Architecture |
| | | Verizon |

Partners

| | | |
|------------------------------------|-----------------------------------|-------------------------------|
| 100 Black Men | EBR Library | Our Lady of the Lake |
| American Heart Association | EBR Metro Council | Southern University Ag Center |
| Athletes for Hope | EBR Schools | ThreeSixtyEight |
| Baton Rouge Area Chamber | Empower 225 | The Drum Newspaper |
| Baton Rouge General | FranU Dietetics Program | Together Baton Rouge |
| Baton Rouge Green | Giraphic Prints | TopBox Foods |
| Baton Rouge Community College | LSU AgCenter | YMCA |
| Big Buddy Program | LSU Coastal Sustainability Studio | |
| BREC | LSU School of Landscape | |
| CADAV, Inc. | Architecture | |
| Center of Planning Excellence | LSU School of Architecture | |
| Capital Region Planning Commission | Louisiana 4-H Foundation | |
| City Year | MetroMorphosis | |
| Downtown Development District | MidCity Redevelopment Alliance | |

THANK YOU!



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