

The Greater New Orleans Foundation Launches the Louisiana Service and Hospitality Family Assistance Program with Support from the Gayle Benson Community Assistance Fund, McIlhenny Company and the Louisiana Restaurant Association

New Orleans, LA – Today, The Greater New Orleans Foundation (GNOF) launched the Louisiana Service and Hospitality Family Assistance Program, an initiative to support displaced Louisiana service and hospitality workers who are supporting their dependent children and elderly parents and need help to continue meeting their basic needs during the coronavirus pandemic.

The program is the first initiative to launch with resources contributed by Mrs. Gayle Benson through the Gayle Benson Community Assistance Fund at GNOF. Five hundred thousand dollars from the Gayle Benson Community Assistance Fund and \$100,000 in newly contributed money from McIlhenny Company, maker of Tabasco® Brand Pepper Sauce, will be the catalysts to kick this program off with an initial \$600,000 in funding. This program is launched in partnership with the Louisiana Restaurant Association which will be promoting the initiative alongside its ongoing advocacy for the region’s restaurants and workers.

To support this program’s expansion, please donate to the Gayle Benson Community Assistance Fund at the Greater New Orleans Foundation, please visit www.gnof.org/benson.

“Service and hospitality workers are the backbone of this region’s economy,” said GNOF President & CEO, Andy Kopplin. “Thanks to the generosity of Mrs. Benson, the Tabasco® brand and the McIlhenny family, we have the opportunity to support hospitality workers and their families make ends meet in these difficult times.”

“Every day, it is these individuals who do whatever it takes for our restaurants, bars, and hotels to operate at peak performance, now we must do our part to return the favor,” said Mrs. Gayle Benson, team owner of the New Orleans Saints and Pelicans. “We were excited to partner with GNOF because we knew they had the tools to effectively get these resources to the families who need it the most both quickly and efficiently.”

“In this current state of emergency, the service and hospitality workers so essential to our local economy are among the most adversely affected, particularly those who are caring for children and elderly family members,” said Harold G. Osborn, president and CEO of McIlhenny Company. “We invite everyone in the community in a position to help to donate to this fund to ensure the service and hospitality industry workers and their families who need our help the most get support.”

“Thanks to the Greater New Orleans Foundation, Mrs. Gayle Benson, and McIlhenny Company, some of the most vulnerable families who depend on the earnings of service and hospitality

workers will get much needed help,” said Stan Harris, CEO of the Louisiana Restaurant Association.

The fund will award grants between \$1,000 and \$2,000 within ten days to support service and hospitality industry employees from Southeast Louisiana who are primary care givers for dependent children and elderly parents. To qualify, individuals must also have been earning below 100 percent of the Area Median Income (AMI) prior to the COVID-19 pandemic and have suffered a significant loss of income, illness, or loss of an immediate family member as a result of it. If an individual also faces extraordinary expenses (e.g. is supporting children with severe health issues, etc.), that will be taken into consideration in making grant awards.

To apply for an award, visit GNOFs online grants portal at www.gnof.org/nonprofits/grants. Applications will be available in English, Spanish, and Vietnamese online only. Phone interviews may be arranged for visually-impaired applicants. Successful awards will be dispersed 10 days after application review.

About the Greater New Orleans Foundation (GNOF):

With roots extending over 90 years, the Greater New Orleans Foundation has been connecting generous people to the causes that spark their passion. As one of the most trusted philanthropic organizations in the region, we work every day to drive positive impact through philanthropy, leadership, and action in our thirteen-parish region. In addition to grantmaking, we convene people, resources, and ideas to create intelligent strategies and solutions to meet our region’s greatest challenges. We are proud to serve as a vocal civic leader with our partners to ensure a vibrant, sustainable, and just region for all. Learn more at www.gnof.org.

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