

**CRESCENT RISING:  
THE FREE DEMOLITION PROGRAM  
FOR THE PEOPLE OF NEW ORLEANS**

**SEVEN DAYS.  
A LIFETIME OF HOPE.**



**PRESENTED BY THE REGGIE WHITE FOUNDATION**



# CRESCENT RISING: THE FREE DEMOLITION PROGRAM FOR THE PEOPLE OF NEW ORLEANS

## BIG EASY BACK UP

On August 29, 2005, Hurricane Katrina ripped into the Gulf Coast, displacing hundreds of thousands of people from their homes.

Nineteen months later, much of New Orleans – which was hit hardest by the catastrophe – remains in ruins. But there is hope and a new beginning is just seven days away.

- More than 250,000 former residents still live in shelters or makeshift housing.
- Sixty thousand damaged and condemned houses impede the reconstruction effort.
- At the current pace of demolition, homeowners must wait more than a year to rebuild.

The Reggie White Foundation (RWF) conducted a careful regulatory and economic analysis of the situation and determined that a privately administered home demolition program could start to get displaced homeowners back on their feet in just seven days. Fueled by its commitment to help the people of New Orleans and rooted in its conviction that it could deliver environmentally sound relief faster and more cost-effectively, RWF launched “Crescent Rising: the Free Demolition Program for the People of New Orleans,” in March 2007.

### A TIMELY IMPERATIVE WITH IMMEDIATE IMPACT

The program has already raised \$250,000 – but that’s just a start. Crescent Rising seeks to raise \$25 million to demolish 12,500 ruined houses and set the displaced people of New Orleans on the path home. The enormity of Katrina’s devastation and the overwhelming task of reconstruction make Crescent Rising a timely imperative.

With your support, Crescent Rising will:

- Empower homeowners to request and receive free demolitions, making it possible for them to access additional public disaster relief.
- Allow displaced residents to rebuild their homes and lives immediately.
- Stimulate economic development and advance the rebirth of America’s “Crescent City.”

FOR MORE INFORMATION ABOUT CRESCENT RISING AND THE REGGIE WHITE FOUNDATION,  
PLEASE VISIT OUR WEBSITE AT [WWW.CRESCENTRISING.COM](http://WWW.CRESCENTRISING.COM).

**WE CAN'T REBUILD UNTIL WE DEMOLISH THESE FLOODED HOMES, BUT THE COST OF DEMOLITION IS SOMETHING FEW OF OUR DISPLACED RESIDENTS CAN AFFORD. CRESCENT RISING IS A GIFT TO THE PEOPLE OF NEW ORLEANS AND A HELPFUL PUSH FOR THE CITY ON THE ROAD TO RECONSTRUCTION.**

— A NEW ORLEANS POLICYMAKER

## **A SKILLED TEAM WITH IN-DEPTH LOCAL KNOWLEDGE**

During his remarkable life, NFL Hall-of-Famer Reggie White worked tirelessly to improve the lives of people facing adversity. The Reggie White Foundation continues his legacy.



## **THE FOUNDATION HAS PROVIDED MILLIONS OF DOLLARS IN AID TO PEOPLE IN NEED FROM ALL WALKS OF LIFE THROUGH ITS INNOVATIVE PROGRAMS**

Since 1996, the Foundation has provided millions of dollars in aid to aspiring entrepreneurs, at-risk children and people in need from all walks of life through innovative programs such as the Urban Hope Entrepreneur Center, Angel Tree Youth Outreach Program and Operation Blessing. These programs offer financial, emotional and spiritual support to help people overcome their most difficult challenges.

Crescent Rising, RWF's newest program, combines the Foundation's philanthropic and management expertise with in-depth, local knowledge of the hurricane reconstruction effort to administer the City of New Orleans' most ambitious free demolition program.

- Bill Horn, executive director of the Reggie White Foundation, was Reggie's marketing representative throughout most of his Hall-of-Fame career. A former CBS broadcaster, Mr. Horn has organized food and clothing drives, multi-media education campaigns and other charitable endeavors that have delivered millions of dollars in aid to those in need. He is also widely recognized for his political fundraising expertise. Bill has appeared on national television programs including "Larry King Live," "Good Morning America" and "The Today Show."
- Sara White, Reggie's widow, has been involved in the White family's business and charitable affairs for more than 20 years and continues to serve on the Foundation's board of directors. Together with Reggie, Sara received acclaim for her inner-city activism in Philadelphia as well her pivotal role in the Campbell's Soup Drive and the Urban Hope Entrepreneur Center. Sara also coordinates a national sleep apnea campaign for the Foundation, helping to raise awareness about the condition that afflicts millions of unsuspecting Americans.
- Southern Coast Environmental (SCE) is RWF's selected partner to implement the Crescent Rising free demolition program. In the wake of Hurricane Katrina, SCE has completed thousands of demolition, construction and restoration projects along the Gulf Coast and offered its services at below-market rates to help residents rebuild their lives quickly. With seasoned crews supporting reconstruction across the region, SCE understands what it will take to rebuild New Orleans and has the experience to get it done right.

## A PRIVATE NETWORK ROOTED IN THE PUBLIC TRUST

In the nearly two years since Hurricane Katrina, regulatory red tape and the cost of demolition have left dilapidated homes standing and continue to hinder the reconstruction effort. While the current demolition process can take more than a year, Crescent Rising can demolish all 12,500 remaining, ruined homes in much less time while ensuring the well-being of individuals and the environment.

Crescent Rising will never demolish a home without full owner consent, and it will carefully consider the effects of demolition on any

surrounding historic landmarks. FEMA, the Louisiana Department of Environmental Quality (DEQ) and the Orleans Parish City Council – key partners in the reconstruction effort – all support Crescent Rising. They agree that it is environmentally sound, in accordance with DEQ standards, and one of the most promising ways to speed the pace of relief and help spark the city's revitalization.



**SEEING THESE DILAPIDATED HOMES BREAKS YOUR HEART AND YOU WONDER WHAT THE OWNERS MUST BE GOING THROUGH. BUT IT FEELS GOOD TO KNOW WE'RE MAKING A DIFFERENCE AND THAT SOON THEY'LL HAVE SOMETHING TO COME HOME TO.**

– SCOTT COWMAN, SCE PRESIDENT

FOR MORE INFORMATION ABOUT CRESCENT RISING AND THE REGGIE WHITE FOUNDATION, PLEASE VISIT OUR WEBSITE AT [WWW.CRESCENTRISING.COM](http://WWW.CRESCENTRISING.COM).

# HELP THE BIG EASY BACK UP... AND REAP THE REWARDS

Crescent Rising is slated to be the most influential program Reggie White's legacy has ever inspired; it is also an ideal vehicle to connect your organization or brand to the historic rebirth of one of America's most vibrant cities.

Your contribution to Crescent Rising is fully tax deductible to the extent permitted by law. Your organization would also benefit from:

- The opportunity to use the late Reggie White's name and likeness to endorse your products and services.
- Branded gear opportunities from T-shirts to toolsets to toy dump trucks.
- Media recognition at press conferences, in press materials and in key news coverage.
- Logo inclusion on all program-related signage and marketing materials.
- Exclusive, brand-specific sponsorship roles in association with Crescent Rising – such as exclusive airline, hotel and cell phone sponsor; event underwriter; concert presenter; and more.
- Links to your organization's website at [www.crescentrising.com](http://www.crescentrising.com) and opportunities to generate and link to exclusive program-related content online.
- Additional, high-impact recognition opportunities we develop together.

To make your contribution today, please visit our website at [www.crescentrising.com](http://www.crescentrising.com). We will use your gift immediately to reshape the lives of New Orleans residents who have already lost so much.

## THE CRESCENT RISING MISSION

Crescent Rising is the most ambitious free demolition program serving the people of New Orleans in the wake of Hurricane Katrina. Crescent Rising provides immediate relief to families and sparks revitalization citywide by accelerating the pace of demolition, eliminating the financial burden on homeowners and enabling access to public funds for reconstruction. Crescent Rising will raise \$25 million to demolish 12,500 ruined homes by January 2009. Established in the spring of 2007, Crescent Rising is the newest program of the Reggie White Foundation.

## THE REGGIE WHITE FOUNDATION MISSION

The Reggie White Foundation (RWF) was founded in 1996 to continue NFL Hall-of-Famer Reggie White's legacy of helping people who face adversity. Since its inception, RWF has provided millions of dollars in aid to people in need from all walks of life through innovative programs including the Urban Hope Entrepreneur Center, Angel Tree Youth Outreach Program and Operation Blessing. The foundation's newest program is "Crescent Rising: the Free Demolition Program for the People of New Orleans." The Reggie White Foundation is recognized by the IRS as a 501(c)(3) tax-exempt organization.

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**REGGIE ALWAYS HAD A SPECIAL PLACE IN HIS HEART FOR NEW ORLEANS. HE WON THE ONLY SUPER BOWL OF HIS CAREER IN THE SUPERDOME AND HAD MANY FRIENDS FROM THE REGION. THE GREAT NEED THERE IN THE WAKE OF HURRICANE KATRINA – TOGETHER WITH REGGIE'S LEGACY OF HELPING THOSE IN NEED AND HIS PASSION FOR NEW ORLEANS AND ITS PEOPLE – INSPIRED US TO CREATE CRESCENT RISING.**

– SARAH WHITE, REGGIE'S WIDOW