

# REPORT FOR PROPOSITION/RECALL ELECTIONS

(filed by persons/committees that support or oppose one or more propositions or recall elections)

## 1. Full Name and Address of Person/Committee

YES FOR CHILDREN'S SUCCESS CAMPAIGN COMMITTEE  
P.O. Box 56244  
New Orleans, LA 70156

## Office Use Only

Report Number: 94284

Date Filed: 1/12/2021

## Report Includes Schedules:

Schedule A-1  
Schedule A-2  
Schedule A-3  
Schedule E-1



## 3. Date of Election

12/5/2020

This report covers from 11/16/2020 through 1/4/2021

## 3. Type of Report:

\_\_\_\_\_ 45<sup>th</sup> day after filing petition        X   40<sup>th</sup> day after election  
\_\_\_\_\_ 135<sup>th</sup> day after filing petition      \_\_\_\_\_ Supplemental  
\_\_\_\_\_ 200<sup>th</sup> day after filing petition  
\_\_\_\_\_ 30<sup>th</sup> day prior to election  
\_\_\_\_\_ 10<sup>th</sup> day prior to election      \_\_\_\_\_ Amendment to prior report

## 4. All Committee Officers (including Chairperson, Treasurer, if any, and any other committee officers), if applicable.

### a. Name

### b. Position

### c. Address

MELANIE BRONFIN

Chairperson

426 Atherton Dr.

Metairie, LA 70005

HAMILTON SIMONS-JONES

Treasurer

2555 Verbena St.

New Orleans, LA 70122

## 5. Propositions or Recalls Supported or Opposed (use additional sheets if necessary)

### a. Description of Proposition/ Name of person subject of recall election

### b. Office Sought

### c. Political Party

### d. Support/Oppose

On attached sheet

## 6. a. Name of Person Preparing Report

MARY C HOFFMAN

### b. Daytime Telephone

225-275-1904

8. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted.

This 12<sup>th</sup> day of January, 2021.

Melanie Bronfin

Signature of Person/Committee Chairperson

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Daytime Telephone

Hamilton Simons-Jones

Signature of Committee Treasurer, if any

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Daytime Telephone

5. Propositions or Recalls Supported or Opposed (use additional sheets if necessary)			
a. Description of Proposition/ Name of person subject of recall election	b. Office Sought	c. Political Party	d. Support/Oppose
PARISHWIDE PROPOSITION NO. 2 OF 3 (LIBRARY AND EARLY CHILDHOOD EDUCATION MILLAGE)  , LA			Support

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions Received (Schedule A-1)	\$ 30,900.00
2. In-kind Contributions Received (Schedule A-2)	\$ 44,625.03
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. <b>TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +3)	\$ 75,525.03
5. Other Receipts (Schedule A-3)	\$ 275.66
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. <b>TOTAL RECEIPTS</b> (Lines 4 + 5 + 6 + 7)	\$ 75,800.69

DISBURSEMENTS	This Period
9. General Expenditures (Schedule E-1)	\$ 59,773.88
10. In-Kind Expenditures (Schedule E-2)	\$ 0.00
11. <b>TOTAL EXPENDITURES</b> (Lines 9 + 10)	\$ 59,773.88
12. Other Disbursements (Schedule E-3)	\$ 0.00
13. Loan Repayments Made (Schedule B)	\$ 0.00
14. Funds Loaned (Schedule D)	\$ 0.00
15. <b>TOTAL DISBURSEMENTS</b> (Lines 11 + 12 + 13 + 14)	\$ 59,773.88

FINANCIAL SUMMARY	Amount
16. Funds on hand at beginning of reporting period (Must equal funds on hand at close from last report or -0- if first report for this committee)	\$ 35,757.85
17. <i>Plus</i> total receipts this period ( <i>less</i> in-kind contributions received) (Line 8 above minus line 2 above)	\$ 31,175.66
18. <i>Less</i> total disbursements this period ( <i>less</i> in-kind expenditures) (Line 15 above minus line 10 above)	\$ 59,773.88
19. Funds on hand at close of reporting period	\$ 7,159.63

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## SUMMARY PAGE (continued)

INVESTMENTS	Amount
20. Of funds on hand at beginning of reporting period (Line 16, above), amount held in investments ( <i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
21. Of funds on hand at close of reporting period (Line 19, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS	This Period
22. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1)	\$ 0.00
23. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3 above)	\$ 0.00
24. Expenditures from petty cash fund (Must also be reported on Schedule E-1)	\$ 0.00

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## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributions **received** during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. For anonymous contributions, see SCHEDULE F. Totals and subtotals at bottom of the page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Year
	a. Date(s)	b. Amount(s)	
STEPHANIE B BARKSDALE 1331 3rd St. New Orleans, LA 70130  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	12/02/2020	\$500.00	\$500.00
BRONFIN POLICY SOLUTIONS 426 Atherton Dr Metairie, LA 70005  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	12/02/2020	\$500.00	\$11,525.00
CHILDREN'S FUNDING ACCELERATOR, INC. 1875 Connecticut Ave NW 10th Floor WASHINGTON, DC 20009  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	12/03/2020	\$10,000.00	\$30,000.00
CHILDREN'S FUNDING ACCELERATOR, INC. 1875 Connecticut Ave NW 10th Floor WASHINGTON, DC 20009  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	11/23/2020	\$10,000.00	\$30,000.00
COMMITTEE TO ELECT TENEE FELIX P.O. Box 19845 New Orleans, LA 70119  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	11/24/2020	\$200.00	\$200.00
DANA HENRY 7600 Hansbrough St. New Orleans, LA 70127  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	12/08/2020	\$250.00	\$250.00
4. SUBTOTAL (this page)		\$ 450.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:			
SUBTOTAL (this page)		\$ 0.00	TOTAL (complete only on last page of this schedule)

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## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributions **received** during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. For anonymous contributions, see SCHEDULE F. Totals and subtotals at bottom of the page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Year
	a. Date(s)	b. Amount(s)	
LA CHARTER SCHOOLS IN ACTION 320 Metairie Hammond Highway Ste 402 Metairie, LA 70005  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/25/2020	\$2,000.00	\$2,000.00
CATHY MCRAE 1347 Moss Street New Orleans, LA 70119  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/19/2020	\$1,000.00	\$1,000.00
MELINDA MINTZ 123 Walnut Street New Orleans, LA 70118  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	12/01/2020	\$300.00	\$300.00
CRYSTAL ROESLE 3845 Orleans Road Mountain Brook, AL 35243  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/25/2020	\$150.00	\$150.00
SAVE THE CHILDREN ACTION NETWORK 899 North Capitol Street NE Ste 900 WASHINGTON, DC 20002  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/25/2020	\$1,000.00	\$21,000.00
STAND FOR CHILDREN, INC 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	12/02/2020	\$5,000.00	\$6,974.50
4. SUBTOTAL (this page)		\$ 6,150.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 30,900.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:			
SUBTOTAL (this page)		\$ 6,000.00	TOTAL (complete only on last page of this schedule) \$ 6,000.00

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## SCHEDULE A-2: IN-KIND CONTRIBUTIONS RECEIVED

The following information must be provided for all in-kind contributions **received** during this reporting period. In-kind contributions **made** (i.e. in-kind expenditures) are reported on SCHEDULE E-2: IN-KIND EXPENDITURES. For anonymous contributions see SCHEDULE F. Totals and subtotals at bottom of the page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of In-Kind Contributor	2. In-Kind Contributions this Reporting Period			3. Total this Year
	a. Description(s)	b. Date(s)	c. Value(s)	
<b>RESOURCEFULL CONSULTING, LLC</b> 2555 Verbena St. New Orleans, LA 70122  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Consulting services, drafting of materials, strategy and coordination of activity	12/05/2020	\$15,000.00	\$30,000.00
<b>BRONFIN POLICY SOLUTIONS</b> 426 Atherton Dr Metairie, LA 70005  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Legal services, coordination of campaign activities and strategy	12/05/2020	\$4,375.00	\$15,900.00
<b>DANA J. HENRY, ATTORNEY AT LAW</b> 7600 Hansbrough St. New Orleans, LA 70127  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Legal services, coordination of campaign activities and strategy	12/05/2020	\$1,600.00	\$6,600.00
<b>SAVE THE CHILDREN ACTION NETWORK</b> 899 North Capitol Street NE Ste 900 WASHINGTON, DC 20002  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Production Cost for Digital Ad - Yes to Prop 2	11/19/2020	\$2,006.00	\$22,006.00
<b>STAND FOR CHILDREN, INC</b> 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Fair Market Value of Staff Time	11/24/2020	\$1,974.50	\$1,974.50
<b>STAND FOR CHILDREN, INC</b> 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Staff Support - Campaign planning, communications, volunteer training	12/03/2020	\$1,609.94	\$8,584.44
<b>4. SUBTOTAL (this page)</b>			\$ 1,609.94	N/A
<b>5. TOTAL (complete only on last page of this schedule)</b>				N/A
<b>6. IN-KIND CONTRIBUTIONS FROM POLITICAL COMMITTEES</b>				
SUBTOTAL (this page) <b>\$ 1,609.94</b>			TOTAL (complete only on last page of this schedule) _____	

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## SCHEDULE A-2: IN-KIND CONTRIBUTIONS RECEIVED

The following information must be provided for all in-kind contributions **received** during this reporting period. In-kind contributions **made** (i.e. in-kind expenditures) are reported on SCHEDULE E-2: IN-KIND EXPENDITURES. For anonymous contributions see SCHEDULE F. Totals and subtotals at bottom of the page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of In-Kind Contributor	2. In-Kind Contributions this Reporting Period			3. Total this Year
	a. Description(s)	b. Date(s)	c. Value(s)	
STAND FOR CHILDREN, INC 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <u>  X  </u> PARTY COMMITTEE? <u>      </u>	Staff Support - planning, communications, social media and voter data	12/04/2020	\$1,859.94	\$10,444.38
STAND FOR CHILDREN, INC 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <u>  X  </u> PARTY COMMITTEE? <u>      </u>	Voter file data	12/04/2020	\$634.86	\$11,079.24
STAND FOR CHILDREN, INC 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <u>  X  </u> PARTY COMMITTEE? <u>      </u>	Voter file data	12/08/2020	\$1,365.14	\$12,444.38
STAND FOR CHILDREN, INC 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <u>  X  </u> PARTY COMMITTEE? <u>      </u>	Staff support with social media and GOTV	12/08/2020	\$152.61	\$12,596.99
STAND FOR CHILDREN, INC 2121 SW Broadway Portland, OR 97201  POLITICAL COMMITTEE? <u>  X  </u> PARTY COMMITTEE? <u>      </u>	Volunteer usage of Stand for Children CallFire dialing tool	12/08/2020	\$47.04	\$12,644.03
UNITED WAY OF SOUTHEAST LOUISIANA 2515 Canal St New Orleans, LA 70119  POLITICAL COMMITTEE? <u>      </u> PARTY COMMITTEE? <u>      </u>	Radio Spots and Digital Ads	11/23/2020	\$3,000.00	\$3,000.00
4. SUBTOTAL (this page)			\$ 3,000.00	N/A
5. TOTAL (complete only on last page of this schedule)				N/A
6. IN-KIND CONTRIBUTIONS FROM POLITICAL COMMITTEES				
SUBTOTAL (this page)		\$ 0.00	TOTAL (complete only on last page of this schedule)	

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## SCHEDULE A-2: IN-KIND CONTRIBUTIONS RECEIVED

The following information must be provided for all in-kind contributions **received** during this reporting period. In-kind contributions **made** (i.e. in-kind expenditures) are reported on SCHEDULE E-2: IN-KIND EXPENDITURES. For anonymous contributions see SCHEDULE F. Totals and subtotals at bottom of the page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of In-Kind Contributor	2. In-Kind Contributions this Reporting Period			3. Total this Year
	a. Description(s)	b. Date(s)	c. Value(s)	
UNITED WAY OF SOUTHEAST LOUISIANA 2515 Canal St New Orleans, LA 70119  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Digital Display ads pd to The Advocate 840 St. Charles Ave NOLA 70130	11/23/2020	\$2,000.00	\$5,000.00
UNITED WAY OF SOUTHEAST LOUISIANA 2515 Canal St New Orleans, LA 70119  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Direct Mail	12/15/2020	\$9,000.00	\$14,000.00
4. SUBTOTAL (this page)			\$ 14,000.00	N/A
5. TOTAL (complete only on last page of this schedule)			\$ 44,625.03	N/A
6. IN-KIND CONTRIBUTIONS FROM POLITICAL COMMITTEES				
SUBTOTAL (this page) <span style="float: right;">\$ 0.00</span>			TOTAL (complete only on last page of this schedule) <span style="float: right;">\$ 9,650.03</span>	

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## SCHEDULE A-3: OTHER RECEIPTS

This schedule is used to report those receipts that are not "contributions"; that is, monies received that are not paid for the purpose of supporting or opposing propositions or questions submitted to the voters. Examples include interest or investment income. **Receipts should be reported on this schedule only if they have not been reported elsewhere in this report.** The explanation of the receipt should state the reason the payment was made.

1. Name and Address of Source	2. Explanation	3. Date	4. Amount
CAMPAIGN HQ PO Box 257 Brooklyn, IA 52211	Refund of over payment	01/04/2021	\$275.66
5. Total OTHER RECEIPTS during this reporting period			\$ 275.66

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## SCHEDULE E-1: GENERAL EXPENDITURES

Use this schedule to report information on most committee expenditures, during this reporting period. **However, in-kind expenditures should be reported on SCHEDULE E-2 and should not be reported on this schedule.** An "expenditure" is any payment made for the purpose of supporting or opposing a proposition or question submitted to the voters. Expenditures include monies spent for general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-4: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional* but will assist in completing the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
CAMPAIGN HQ PO Box 257 Brooklyn, IA 52211	11/25/2020	Text Messages and Live Calls pd by Melanie Bronfin	\$ 4,527.00
CAMPAIGN HQ PO Box 257 Brooklyn, IA 52211	12/04/2020	Live calls and text messages	\$ 1,331.89
CAMPAIGN HQ PO Box 257 Brooklyn, IA 52211	12/04/2020	Live Calls and Text Messages pd. by Melanie Bronfin	\$ 4,358.14
CAMPAIGN HQ PO Box 257 Brooklyn, IA 52211	12/17/2020	Text messages, live and robo calls pd by ResourceFull Consulting, LLC	\$ 3,961.73
DOCUMART 5824 Citrus Blvd Harahan, LA 70123	11/25/2020	Campaign Flyers and Signs pd by Hamilton Simons-Jones	\$ 1,691.00
DOCUMART 5824 Citrus Blvd Harahan, LA 70123	12/04/2020	Campaign Signs pd by ResourceFull Consulting, LLC	\$ 2,314.83
DOCUMART 5824 Citrus Blvd Harahan, LA 70123	12/01/2020	Campaign Flyers and signs pd. for by Hamilton Simon-Jones	\$ 2,373.97
MARY C HOFFMAN 10128 CHESTNUT OAK DR BATON ROUGE, LA 70809	12/10/2020	Campaign Finance Consulting	\$ 3,000.00
3. SUBTOTAL (optional)			\$ 23,558.56
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: GENERAL EXPENDITURES

Use this schedule to report information on most committee expenditures, during this reporting period. **However, in-kind expenditures should be reported on SCHEDULE E-2 and should not be reported on this schedule.** An "expenditure" is any payment made for the purpose of supporting or opposing a proposition or question submitted to the voters. Expenditures include monies spent for general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-4: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional* but will assist in completing the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
MARY C HOFFMAN 10128 CHESTNUT OAK DR BATON ROUGE, LA 70809	11/24/2020	Campaign Finance Consulting	\$ 1,500.00
PEOPLE WHO THINK 4250 Hwy 22 Ste 7 Mandeville, LA 70156	12/10/2020	Direct Mail	\$ 2,139.32
PEOPLE WHO THINK 4250 Hwy 22 Ste 7 Mandeville, LA 70156	11/30/2020	Direct Mail	\$ 12,788.00
PEOPLE WHO THINK 4250 Hwy 22 Ste 7 Mandeville, LA 70156	12/02/2020	Direct Mail	\$ 12,788.00
PEOPLE WHO THINK 4250 Hwy 22 Ste 7 Mandeville, LA 70156	11/23/2020	New Orleans Radio Media Placement	\$ 7,000.00
3. SUBTOTAL (optional)			\$ 36,215.32
4. TOTAL (optional - complete only on last page of this schedule)			\$ 59,773.88

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