



Rebuilding  
the Homes & Lives  
of Katrina Survivors



[Home](#) [Where We Serve](#) [Our Programs](#) [How You Can Help](#) [About Us](#) [News and Media](#) [4 NOLA](#)

## Team of Google employees volunteer, donate \$15,000 to SBP



During the week of March 20-27, New Orleans played host to hundreds of bright young innovators who descended upon the city for New Orleans Entrepreneur Week — described by organizers as the “Jazz Festival” for entrepreneurs, innovators and their crazy ideas.

St. Bernard Project was invited by The Idea Village, a nonprofit organization that hosted the week, to take part in the events in a special way. On Sunday March 20, nearly 80 MBA students, entrepreneurs and executives from companies including Salesforce and Google volunteered with SBP and worked on more than a dozen homes.

Before an intense week of consulting and business planning, the volunteers helped rebuild the greater New Orleans community and return more families home. They also enjoyed a lunch with homeowners at the completed home of Anthony Mendoza. While some participants were locals, others had never before been to New Orleans and were struck by the progress as well as the remaining devastation nearly five

years later.

Tara Canobbio led the team of Google employees who came down to New Orleans to offer their expertise and services to entrepreneurs and SBP. Peter Harrison was part of the Google Team that volunteered that day and he later led strategy sessions with SBP.

“We had heard that nothing experienced from afar could match working side by side with homeowners trying to rebuild their lives after the storm,” Harrison said. “The wisdom was clear in every story we heard, every nail we hammered, and every moment we spent to ponder the aftermath of Katrina.”

SBP was incredibly fortunate to host the team of Google executives that participated in New Orleans Entrepreneur Week for a morning of brainstorming ways SBP could better its cause-related marketing strategies and boost its social networks.

“Our team also worked to help St. Bernard Project use Google’s many tools to create a framework plan to deepen its relationship with clients, volunteers and donors while magnifying its presence in the nation’s psyche,” Harrison added.

The morning meetings generated a multitude of innovative ideas for how to improve our marketing strategies, perfect the volunteer experience and utilize our social networks to the fullest. The tech-savvy team also showed SBP some of the tools Google has created, such as Google Earth, Maps and Analytics, which lets us track how many people visit SBP’s website (and where they are accessing it from), how many sites link to us and much more.

“We believe that the implementation of these tools and strategies Google presented will help SBP become a more effective and engaging organization,” said Zack Rosenberg, CEO of St. Bernard Project. “We were pleased and honored that they came to work with us. They are dedicated to bringing our clients home.”



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After their trip, Harrison said he and his colleagues feel connected to the city of New Orleans and its successful restoration.

“Our immersion in the vibrance, culture and passion of the city inspired us to rebuild this American jewel with an even brighter luster,” he said.

In addition to a generous \$15,000 donation made by Google to help move a family home, SBP has also received a Google Grant that allows us \$10,000 worth of free online advertising each month. Now, when people search for certain key terms, like Volunteer + New Orleans, an ad about how to volunteer with St. Bernard Project will appear at the top of their Google search page.

SBP is very excited and grateful for this partnership with Google and we look forward to only learning more from this talented team of people who are dedicated to making a difference in the lives of New

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The St Bernard Project is a registered 501(c)(3); all donations are tax deductible.