

OTHER PERSON'S REPORT

(filed by a person that makes expenditures or accepts contributions, other than to or from a candidate or political committee in support or opposition of one or more candidates)

1. Full Name and Address of Political Committee

EDUCATION REFORM NOW ADVOCACY
276 5th Ave.
Suite 704 #915
NEW YORK, NY 10001

OFFICE USE ONLY

Report Number: 123991

Date Filed: 1/7/2025

Report Includes Schedules:

Schedule A-1

Schedule D-1



2. Date of Primary 11/5/2024

This report covers from 11/18/2024 through 1/6/2025

3. Type of Report:

180th day prior to primary 40th day after general
 90th day prior to primary Annual/Supplemental
 30th day prior to primary
 10th day prior to primary
 10th day prior to general Amendment to prior

4. Candidates Supported or Opposed (use additional sheets if necessary)

a. Name & Address of Candidate	b. Office Sought	c. Political Party	d. Support/Oppose
On attached sheet			

5. a. Name of Person Preparing Report MARY C HOFFMAN

b. Daytime Telephone 225-337-4720

6. I HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of my 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 7th day of January, 2025.

EDUCATION REFORM NOW ADVOCACY
Signature

646-354-9625
Daytime Telephone

4. Candidates Supported or Opposed (use additional sheets if necessary)

a. Name & Address of Candidate

ERIC JONES
7406 Malvern Dr.
New Orleans, LA 70127

b. Office Sought

Orleans SB 02

c. Political Party

Democrat

d. Support/Oppose

Oppose

SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 56,500.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3a. Campaign paraphernalia sales of \$25 or less	\$ 0.00
3b. Raffle ticket sales of \$25 or less	\$ 0.00
4. TOTAL CONTRIBUTIONS (Lines 1 + 2 +3a + 3b)	\$ 56,500.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. TOTAL RECEIPTS (Lines 4 + 5 + 6)	\$ 56,500.00

DISBURSEMENTS	This Period
8. Expenditures (Schedule D-1)	\$ 59,491.94
9. Other Disbursements (Schedule D-2)	\$ 0.00
10. Loan Repayments Made (Schedule B)	\$ 0.00
11. TOTAL DISBURSEMENTS (Lines 9 + 10 + 11)	\$ 59,491.94

FINANCIAL SUMMARY	Amount
12. Funds on hand at beginning of reporting period <small>(Must equal funds on hand at close from last report or -0- if first report for filer)</small>	\$ 452,053.51
13. <i>Plus</i> total receipts this period (<i>less</i> in-kind contributions received) <small>(Line 7 above minus line 2 above)</small>	\$ 56,500.00
14. <i>Less</i> total disbursements this period <small>(Line 11 above)</small>	\$ 59,491.94
15. <i>Less</i> in-kind contributions this period <small>(Line 2 above)</small>	\$ 0.00
16. Funds on hand at close of reporting period	\$ 449,061.57

Form 305, Rev. 11/12

SUMMARY PAGE (continued)

INVESTMENTS	Amount
17. Of funds on hand at beginning of reporting period (Line 12, above), amount held in investments (<i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
18. Of funds on hand at close of reporting period (Line 16, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS	This Period
19. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 56,500.00
20. 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
21a. Proceeds from the sale of campaign paraphernalia (Total receipts from the sale of campaign paraphernalia reported on Schedule A-1 or Line 3a above)	\$ 0.00
21b. Proceeds from the sale of raffle tickets (Total receipts from the sale of raffle tickets reported on Schedule A-1 or Line 3b above)	\$ 0.00
22. Expenditures from petty cash fund (Must also be reported on Schedule D-1)	\$ 0.00

Form 305, Rev. 11/12

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 E. 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)	
CAMPAIGN FOR GREAT PUBLIC SCHOOLS DBA CITY FUND ACTION 9450 SW Gemini Dr. PMB 28552 Beaverton, OR 97008 POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/20/2024	\$56,500.00	\$518,000.00
4. SUBTOTAL (this page)		\$ 56,500.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 56,500.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:			
SUBTOTAL (this page)	\$ 56,500.00	TOTAL (complete only on last page of this schedule)	\$ 56,500.00

Form 305, Revised 11/12

SCHEDULE D-1: GENERAL EXPENDITURES

Use this schedule to report information on expenditures made during this reporting period. If the expenditure directly benefited a particular candidate(s), list the candidate(s)' name under **Item 1.(Candidate Supporting/Opposing)** An "expenditure" is any payment made for the purpose of supporting or opposing the election of a candidate for public office. 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)
BERNI CONSULTING 900 CAMP STREET Ste. 346 New Orleans, LA 70130 Candidate Supporting/Opposing:	11/22/2024	Digital/OTT placement - oppose Eric Jones	\$ 22,200.00
BERNI CONSULTING 900 CAMP STREET Ste. 346 New Orleans, LA 70130 Candidate Supporting/Opposing:	11/22/2024	Digital ad production - oppose Eric Jones	\$ 4,000.00
BRUSHFIRE LLC 3050 K Street NW Ste 210 Washington, DC 20007 Candidate Supporting/Opposing:	12/02/2024	Live ID calls and unregistered MMS - Oppose Eric Jones	\$ 7,297.04
LEBLANC & SCHUSTER 433 Metairie Rd # 306A Metairie, LA 70005 Candidate Supporting/Opposing:	11/20/2024	Direct Mail Postage - oppose Eric Jones	\$ 3,194.90
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing:	11/21/2024	Direct Mail - oppose Eric Jones	\$ 7,000.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing:	11/27/2024	Direct Mail - Oppose Eric Jones	\$ 7,900.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing:	12/02/2024	Direct Mail - oppose Eric Jones	\$ 7,900.00
3. SUBTOTAL (optional)			\$ 59,491.94
4. TOTAL (optional - complete only on last page of this schedule)			\$ 59,491.94

Form 305, Revised 11/12