

CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1. Qualifying Name and Address of Candidate

HELENA MORENO
625 ST CHARLES AVE, PH-C
New Orleans, LA 70130

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

CITY COUNCIL
NEW ORLEANS
CITYWIDE DIVISION 1

OFFICE USE ONLY

Report Number: 96454

Date Filed: 2/17/2021

Report Includes Schedules:

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

3. Date of Primary

Future

This report covers from 1/1/2020 through 12/31/2020

4. Type of Report:

☐ 180th day prior to primary	☐ 40th day after general
☐ 90th day prior to primary	☒ Annual (future election)
☐ 30th day prior to primary	☐ Supplemental (past election)
☐ 10th day prior to primary	
☐ 10th day prior to general	☐ Amendment to prior

5. FINAL REPORT if:

☐ Withdrawn	☐ Filed after the election AND all loans and debts paid AND no surplus funds remaining
☐ Unopposed	

6. Name and Address of Financial Institution
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all campaign funds.)

FIRST BANK AND TRUST
909 POYDRAS ST
SUITE 100
NEW ORLEANS, LA 70112

7. Full Name and Address of Treasurer

WILLIAM VANDERBROOK CPA
2900 CLEARVIEW PKWY
SUITE 206
METAIRIE, LA 70006

9. Name of Person Preparing Report

VANDERBROOK & CO., LLC CPAS

Daytime Telephone 504-455-0762

10. 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 17th day of February, 2021.

Helena Moreno

Signature of Candidate/Chairperson
(To be signed by Chairperson only if report by principal campaign committee)

504-455-0762

Daytime Telephone

WILLIAM VANDERBROOK CPA

Signature of Treasurer

504-455-0762

Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY

a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 1,000.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. TOTAL CONTRIBUTIONS (Lines 1 + 2 +33)	\$ 1,000.00
5. Other Receipts (Schedule A-3)	\$ 350.00
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. TOTAL RECEIPTS (Lines 4 + 5 + 6 + 7)	\$ 1,350.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 34,726.81
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
13. TOTAL DISBURSEMENTS (Lines 9 + 10 + 11 + 12)	\$ 34,726.81

FINANCIAL SUMMARY	Amount
14. 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 election)	\$ 43,729.88
15. <i>Plus</i> total receipts this period (Line 8 above)	\$ 1,350.00
16. <i>Less</i> total disbursements this period (Line 13 above)	\$ 34,726.81
17. <i>Less</i> in-kind contributions (Line 2 above)	\$ 0.00
18. Funds on hand at close of reporting period	\$ 10,353.07

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SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments (<i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS - for the reporting period	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	\$ 0.00
22. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 0.00
23. 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
24. 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
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 0.00

SPECIAL TRANSACTIONS - total for the election	This Election
26. Total amount of contributions received from political committees for both the primary and general elections combined since the first report filed for this election.	\$ 6,250.00

NOTICE

The personal use of campaign funds is prohibited.* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.

Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c)(3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.

*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15, 1988.

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

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals 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 Election
	a. Date(s)	b. Amount(s)	
RAND VOORHIES 1139 THIRD ST. NEW ORLEANS, LA 70130 POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	07/16/2020	\$1,000.00	\$1,000.00
4. SUBTOTAL (this page)		\$1,000.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 1,000.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		\$0.00	TOTAL (complete only on last page of this schedule) \$ 0.00

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SCHEDULE A-3: OTHER RECEIPTS

This schedule is used to report those receipts that are not "contributions"; that is, monies paid to the campaign that are not given for the purpose of supporting, opposing or otherwise influencing the nomination or election of a candidate to public office. 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 to the campaign.

1. Name and Address of Source	2. Date(s)	3. Explanation(s)	4. Amount(s)
POLLY THOMAS CAMPAIGN 3230 METAIRIE COURT METAIRIE, LA 70002	04/02/2020	PURCHASE OF CAMPAIGN FURNITURE	\$350.00
5. Total OTHER RECEIPTS during this reporting period			\$ 350.00

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SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of 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 Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
RAGUSA CONSULTING 2130 JEFFERSON AVENUE NEW ORLEANS, LA 70115	02/27/2020	CAMPAIGN SOCIAL MEDIA WEBSITE	\$ 5,953.41
ADRIAN PERKINS FOR LOUISIANA P.O. BOX 19093 SHREVEPORT, LA 71149	07/27/2020	CANDIDATE CONTRIBUTION	\$ 250.00
ALLSTATE SUGAR BOWL 1500 SUGAR BOWL DR. NEW ORLEANS, LA 70112	02/27/2020	SUGAR BOWL EVENT SPONSOR	\$ 1,200.00
AMERICAN HEART ASSOCIATION 110 VETERANS MEMORIAL BLVD SUITE 160 METAIRIE, LA 70005	03/12/2020	EVENT SPONSOR	\$ 1,500.00
BDPC 2045 LAKESHORE DR SUITE 207 NEW ORLEANS, LA 70122	03/09/2020	CAMPAIGN POLLING	\$ 12,500.00
BIDEN VICTORY FUND P.O. BOX 96663 WASHINGTON, DC 20077	08/10/2020	CANDIDATE CONTRIBUTION	\$ 250.00
CONCERNED CITIZENS OF ALGIERS 1409 NUNEZ ST. #1417 NEW ORLEANS, LA 70114	03/23/2020	EVENT SPONSOR	\$ 500.00
COSTCO 3900 DUBLIN ST NEW ORLEANS, LA 70118	02/18/2020	FUNDRAISING COST - SUPPLIES	\$ 156.50
3. SUBTOTAL (optional)			\$22,309.91
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
CRISTA ROCK PRODUCTION 2352 ANNUNCIATION ST NEW ORLEANS, LA 70130	05/07/2020	CAMPAIGN VIDEO PRODUCTION	\$ 500.00
CRISTA ROCK PRODUCTION 2352 ANNUNCIATION ST NEW ORLEANS, LA 70130	10/26/2020	CAMPAIGN VIDEO PRODUCTION	\$ 1,850.00
CRISTA ROCK PRODUCTION 2352 ANNUNCIATION ST NEW ORLEANS, LA 70130	05/29/2020	CAMPAIGN VIDEO PRODUCTION	\$ 600.00
FIRST BANK AND TRUST 909 POYDRAS ST SUITE 100 NEW ORLEANS, LA 70112	07/10/2020	BANK SERVICE CHARGE	\$ 35.00
FRIENDS OF WWOZ P.O. BOX 51840 NEW ORLEANS, LA 70151	04/27/2020	EVENT SPONSOR	\$ 1,000.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	07/02/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	08/03/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	09/03/2020	EMAIL SERVICES/INTERNET	\$ 30.00
3. SUBTOTAL (optional)			\$4,075.00
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	10/02/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	11/03/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	12/02/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	05/04/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	06/02/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	04/02/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	03/03/2020	EMAIL SERVICES/INTERNET	\$ 30.00
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	02/03/2020	EMAIL SERVICES/INTERNET	\$ 30.00
3. SUBTOTAL (optional)			\$240.00
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
GOOGLE 1600 AMPHITHEATRE PKWY MOUNTAIN VIEW, CA 94043	01/03/2020	EMAIL SERVICES/INTERNET	\$ 30.00
KREWE OF BARKUS P.O. BOX 52047 NEW ORLEANS, LA 70113	02/18/2020	EVENT SPONSOR	\$ 1,000.00
MELE PRINTING 619 N TYLER ST COVINGTON, LA 70433	01/02/2020	CAMPAIGN CHRISTMAS MAILER PRINTING	\$ 2,321.19
NANO 1 GRAPHICS 3508 TULANE AVENUE NEW ORLEANS, LA 70119	10/13/2020	CAMPAIGN T-SHIRTS	\$ 512.23
ORLEANS PARISH CLERK OF COURT 2700 TULANE AVE NEW ORLEANS, LA 70119	01/06/2020	QUALIFYING FEE	\$ 112.50
ORLEANS PARISH CLERK OF COURT 2700 TULANE AVE NEW ORLEANS, LA 70119	01/06/2020	QUALIFYING FEE	\$ 112.50
POLICAMP 5726 PARIS AVE NEW ORLEANS, LA 70122	07/02/2020	CAMPAIGN SOCIAL MEDIA SERVICES	\$ 150.00
POLICAMP 5726 PARIS AVE NEW ORLEANS, LA 70122	07/02/2020	CAMPAIGN SOCIAL MEDIA SERVICES	\$ 150.00
3. SUBTOTAL (optional)			\$4,388.42
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
POLICAMP 5726 PARIS AVE NEW ORLEANS, LA 70122	05/29/2020	CAMPAIGN SOCIAL MEDIA SERVICES	\$ 300.00
PRINTER'S WHOLESALE GROUP 3801 N. CAUSEWAY BLVD METAIRIE, LA 70002	06/29/2020	SIGN PRINTING	\$ 273.00
ROUSES SUPERMARKET 701 BARONNE STREET NEW ORLEANS, LA 70113	02/25/2020	FUNDRAISING COST - SUPPLIES	\$ 424.86
RUN WITH JASON 607 ST. CHARLES AVENUE NEW ORLEANS, LA 70130	09/02/2020	CANDIDATE CONTRIBUTION	\$ 500.00
SADDLEBRED RESCUE 6 MEADOW CLIFF LANE HARDWICK, NJ 07825	03/11/2020	DONATION	\$ 100.00
STRIPE 3180 18TH STREET SUITE 100 SAN FRANCISCO, CA 94110	07/16/2020	CREDIT CARD PROCESSING FEE	\$ 29.30
UNITED STATES POSTAL SERVICE 701 LOYOLA AVENUE NEW ORLEANS, LA 70113	01/02/2020	CAMPAIGN CHRISTMAS MAILER POSTAGE	\$ 1,275.33
UNITED STATES POSTAL SERVICE 701 LOYOLA AVENUE NEW ORLEANS, LA 70113	02/14/2020	P.O. BOX RENTAL FEE	\$ 170.99
3. SUBTOTAL (optional)			\$3,073.48
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
UNITED WAY SELA 2515 CANAL ST. NEW ORLEANS, LA 70119	05/26/2020	DONATION	\$ 350.00
VENMO 95 MORTON ST. NEW YORK, NY 10014	05/29/2020	CREDIT CARD PROCESSING FEE	\$ 15.00
WIN PARTNERS P.O. BOX 57132 NEW ORLEANS, LA 70157	01/02/2020	CAMPAIGN CHRISTMAS MAILER DESIGN FEE	\$ 275.00
3. SUBTOTAL (optional)			\$640.00
4. TOTAL (optional - complete only on last page of this schedule)			\$ 34,726.81

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