

ANNUAL REPORT

2021-22



United Way
of Northeast Louisiana



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Adam O'Neal | Origin Bank
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Pastor William Smith | OIC
Sheila Snow | Discover Monroe-West Monroe
Corre Stegall | Louisiana Tech University, Retired
Randy Stone | KARD Fox 14 / KTVE NBC 10
Daniel Taylor | Argent Financial Group
Victor Vidaurre | St. Francis Medical Center
Rod Washington | XP Synergy
Harrington Watson III, PhD | Monroe City Schools
Ashley West | Progressive Bank
Juanita Woods | NOVA

WHO WE ARE

ASPIRATIONS & GOALS

CHILDREN, YOUTH, & YOUNG ADULTS SUCCESSFUL IN SCHOOL & LIFE

GOAL Children enter school ready.

GOAL Students are successful in elementary school and prepared for middle/secondary school.

GOAL Youth gain the knowledge, skills, and credentials so that they are prepared for the workforce and able to

ECONOMIC OPPORTUNITY FOR ALL

GOAL Individuals and families have adequate and sustainable resources to support their needs.

GOAL Individuals and families have the skills, knowledge, relationships, and economic pathways they need to effectively increase and manage their income.

GOAL Vulnerable populations maximize their ability to live with independence and dignity.

GOAL People/organizations continue to work together to support a thriving, prosperous, robust economy.

HEALTHY & SAFE INDIVIDUALS, FAMILIES, & COMMUNITY

GOAL Families/individuals live in a healthy and safe environment.

GOAL People/organizations work together to strengthen and build a more inclusive community.



OUR IMPACT

FINANCIAL HEALTH SERVICES



Miller Roy building, built in 1929

Financial Health Services will be Provided Across 12 Parishes

All 12 parishes of NELA will have access to financial capability services. Examples include:

- Access to Safe and Affordable Financial Products
- Asset Ownership Programs
- Credit Improvement Services
- Financial Coaching & Education
- Free Tax Preparation Assistance
- Housing Stability Counseling
- Incentivized Savings Program
- Workforce Development Soft Skills

Introducing United Way of Northeast Louisiana's Financial Health Center!

Located in the historic Miller-Roy Building at 1001 Desiard Street in Monroe, United Way of Northeast Louisiana's Financial Health Center will serve as the community's hub for economic resources.

What is the Financial Health Center?

Low-to-moderate income individuals and families face multiple economic and societal barriers that prevent them from achieving financial stability and economic independence. Many organizations offer a variety of services designed to help these individuals and families become more financially stable. These services are often delivered by multiple agencies with little coordination amongst each other, making accessibility difficult.

The Financial Health Center will develop a holistic, integrated approach to improving financial security, functioning as a one-stop hub to allow community members access to a wide range of services.

OUR IMPACT



DIAL 211

available 24/7,
365 days a year or



Text

Your zipcode to 898-211,
available M-F 8am-5pm

What did 211 do in 2021?

- In 2021, United Way NELA 211 made **16,159 connections** to help and resources.
- Of those connections, **95% of callers** reported satisfaction with 211's service.

WHAT WERE THE TOP CALLS PLACED TO 211?

- 7,267 people called 211 for assistance with **housing, homelessness, and/or utility bills** in 2021.
- 1,755 connections were made to **reduce hunger** in 2021.

ALICE

618,636 children in Louisiana — 57% of all children — lived in a household with income below the ALICE Threshold of Financial Survival in 2019, the highest rate in the nation. These households included families in poverty as well as those who were ALICE: Asset Limited, Income Constrained, Employed. ALICE households don't earn enough to afford the essentials of housing, childcare, food, transportation, health care, a smartphone plan, and taxes — the basics needed to live and work in the modern economy.



53% of children in renter households below the ALICE Threshold in Louisiana were rent burdened.



Having working parents or guardians does not guarantee financial stability: **29%** of Louisiana children in households with two adults in the labor force were still below the ALICE Threshold in 2019.



81% of children with an adult working as a cashier — one of the most common occupations in Louisiana — were below the ALICE Threshold.



Nearly 245,000 children below the ALICE Threshold in Louisiana did not have access to high-speed internet at home.



More than 341,000 children below the ALICE Threshold in Louisiana were struggling but did not participate in SNAP.

Ready4K

Accessible to partner school families, Ready4K leverages text messaging as a powerful tool to deliver learning activities at home and on the go.



35,325 text messages were sent to empower families to recognize and act on everyday, teachable moments.



100% of parents report that Ready4K helped their children learn and grow.

Read.Learn.Succeed.



Research shows that raising a child in a home filled with books positively impacts his or her future academic growth and job attainment. United Way NELA put **5,500 books** into the hands of local school children.



Research shows that writing and receiving handwritten pen pal letters hones both reading and writing skills. **1,180 letters/correspondences** were exchanged between local school children and their volunteer Pen Friends (826 letters from volunteers and 354 correspondences from students).

AWARD WINNERS



CELEBRATING EXCELLENCE

LIVE UNITED AWARD

REGIONAL:

University of Louisiana Monroe

LINCOLN, UNION, AND JACKSON PARISHES:

Union Parish Schools

VOLUNTEER UNITED AWARD

REGIONAL:

University of Louisiana Monroe

LINCOLN, UNION, AND JACKSON PARISHES:

Jackson Parish Sheriff's Office

CAMPAIGN COORDINATOR OR TEAM OF THE YEAR AWARD

REGIONAL:

Keiona Wesby

Monroe Coca-Cola Bottling Company UNITED

Chelsey Walley & Team

Business Alliance Financial Services, LLC

LINCOLN, UNION, AND JACKSON PARISHES:


























Corre Stegall & Cathi Cox-Boniol

Louisiana Tech University





















2021

AWARD WINNERS

WORKPLACE GIVING

 4th Judicial District Attorney's Office
 4th Judicial District Court - Judges
 4th Judicial District Court-OPPJ
 Acadian Ambulance Service
 AIMS, Inc.
 Allen, Green & Williamson, LLP
 Amcor
 ANGUS Chemical Company
ARC OF OUACHITA
 Argent Financial Group, Inc.
 Arthur J. Gallagher Risk Management Services, Inc.
 Associated Business Printing, Inc.
AT&T
ATMOS Energy Corporation
b1BANK
 b1BANK Loan Production Office
 BancorpSouth Bank
Bancroft Bag, Inc.
Bank of Oak Ridge
 Berry Global, Inc.
 Blake Wheelis State Farm
 Boys & Girls Clubs of North Louisiana
 Brookshire Grocery Company
 Business Alliance Financial Services
Cameron, Hines & Company, APAC
Car Town
CenterPoint Energy
 Centric Federal Credit Union

 Century Next Bank
 Choice Brands
Christopher Youth Center
 Citizens Progressive Bank
 City of Monroe
 City of Ruston
City of West Monroe
 Community Financial Insurance Center, LLC
Courtesy Chevrolet Buick GMC
Cadillac of Ruston, LLC
Courtesy Chrysler Dodge Jeep Ram
 CREED & CREED
 Cross Keys Bank
 Crossmark Management Group
 D.A.R.T.
 Dean Morris, LLC
 Delta Biscuit Company
Dewitt & Giger, LLP
 Don M. Barron Contractor, Inc.
 Drax Biomass, Inc.
 Durrett Law & Title
 Emprint Moran Printing, Inc.
 Ensure, The Insurance Agency
Entergy Louisiana
 Etheridge Pipeline & Conduit
 Ewing Timber, LLC
Federal Express
 Financial Institution Service Corporation
First Horizon Bank

Food Bank of Northeast Louisiana
Foster Farms
Girl Scouts of Louisiana - Pines to the Gulf
 Glenwood Regional Medical Center
Grambling State University
Graphic Packaging International
Green Clinic Health System
Green Oaks Juvenile Detention Center Ouachita Parish - State of Louisiana
 Guaranty Bank & Trust
 Heard, McElroy & Vestal, LLP
HiTech Computers of Ruston Inc
 Holyfield Construction
 Homeland Bank
 Hulsey, Harwood & Sheridan, CPA
 Hunt Forest Products
 Hunt, Guillot & Associates, LLC
 Impact Healthcare Solutions
InterMountain Management
 Jackson Parish Correctional Center
 Jackson Parish Sheriff's Office
James Machine Works
 Jim Taylor Buick GMC
Jim Taylor Chevrolet
 Jim Taylor Ford Lincoln
JPMorgan Chase Bank, N.A.
 KTVE 10 NBC KARD FOX 14
 LaSalle Management, M&T Properties, & Correct Solutions Group
Lazenby & Associates, Inc.

AWARD WINNERS



**CAMPAIGN
LEADER**



**SPECIAL
ACHIEVEMENT**



**NEW
CAMPAIGN**



**VOLUNTEER
UNITED**



**GOING THE
EXTRA 10%**



**CIRCLE OF
HONOR**



**LIVE
UNITED**



**CAMPAIGN
COORDINATOR
OF THE YEAR**



Lincoln Agency, LLC



Lincoln Builders, Inc.



Lincoln Parish Police Jury



Lincoln Parish School District



Lincoln Parish Sheriff's Office



Lincoln Preparatory School



Little & Associates



Louisiana Delta Community College



Louisiana National Bank



Louisiana Tech University



Lumen



Marion State Bank



McKinney Saw and Cycle, Inc.



Med - Camps of Louisiana



Merrill Lynch Wealth Management



Mid South Extrusion



Monroe Chamber of Commerce



Monroe City Schools



Monroe Coca-Cola Bottling
Company UNITED



Monroe Housing Authority



NAI Faulk & Foster



Newcomer, Morris & Young



North Delta Title Company Price &
Sawyer, LLC



Northeast Louisiana Cancer
Institute



Northern Louisiana Medical Center



Origin Bank

Ouachita Council On Aging



Ouachita Parish Assessor's Office



Ouachita Parish Clerk of Court



Ouachita Parish Police Jury



Ouachita Parish Public Library



Ouachita Parish Public Works



Ouachita Parish School Board



Ouachita Parish Sheriff's Office



Ouachita Parish Workforce
Development Board



Ouachita Valley Federal
Credit Union



Peoples Bank



Peregrine Corporation



Polaris of Ruston



Progressive Bank



Radiology Associates



Raymond James and Associates



Reeves, Coon & Funderburg



Regions Financial Corporation



Richwood Correctional Center



Robertson Produce, Inc.



Roseburg Forest Products



Ruston Glass & Mirror



Ryan Auto Group



S. E. Huey Co.



Sawyer Industrial Plastics, Inc.



Scott Equipment Companies



Scott Powerline & Utility
Equipment, LLC



Snellings, Breard, Sartor, Inabnett,
& Trascher, LLP



Southern Apparatus Services, Inc.



Specialty Management Services of
Ouachita (SMSO)



St. Francis Medical Center



Standard Enterprises, Inc.



State Combined Charitable
Campaign SCCC



Steel Fabricators of Monroe, LLC



Strauss Interests, Inc.



Target Store T1469



The Health Hut



The Wellspring Alliance For Families



The Woman's Clinic, Inc.



Thomas & Farr Agency, Inc.



Town of Farmerville



Union Council on Aging



Union General Hospital



Union Parish Schools



Union Parish Sheriff's Department



United Way of Northeast
Louisiana



University of Louisiana Monroe



UPS Monroe Site



Van-Trow, LLC Van-Trow Toyota



Wagner Logistics



Walpole Tire & Service



Wells Fargo Advisors



WestRock - Hodge Mill

UNITED WE FIGHT. UNITED WE WIN.

2021-22 VOLUNTEER DIRECTED DOLLARS

REGIONAL

Economic Opportunity for All

ARCO (ARCO Customized Employment) **\$12,280.80**
Food Bank (Senior Program) **\$15,765.10**
Food Bank (Agency Partner Program) **\$5,759.60**
Ouachita Council On Aging (Home Delivered Meals) **\$34,676.00**
Ouachita Council On Aging (Transportation - Non-Emergency Medical) **\$26,713.10**
Ouachita Council On Aging (Homemaker Program) **\$10,472.00**
West Ouachita Senior Center (Senior Adult and Community Supportive Services) **\$78,527.40**

Children, Youth and Young Adults Successful in School and Life

Boy Scouts (Traditional Scouting - Boy Scouts, Cub Scouts, & Venturing) **\$48,559.70**
Boys & Girls Club of NELA (Project Learn) **\$64,493.70**
Children's Coalition (Children's Coalition Early Head Start) **\$22,802.30**
Christopher Youth Center (Emergency Youth Shelter) **\$36,003.50**
Food Bank (Backpack for Kids) **\$12,001.10**
Girl Scouts (Girl Scouting Leadership Experience) **\$11,251.10**
OIC (I I AN) **\$3,220.42**
OIC (High School Equivalence Test) **\$3,221.00**
Wellspring (Youth Empowerment Program - YEP) **\$28,607.20**

Healthy and Safe Individuals, Families and Community

Med Camps of Louisiana (Summer Camping) **\$13,708.80**
NELA Sickle Cell Anemia Foundation (Social Service Provision) **\$17,821.70**
Ouachita Council On Aging (Congregate Meals) **\$7,154.30**
Rays of Sonshine (The Zone) **\$3,750.00**
Rays of Sonshine (Project Hope) **\$15,208.20**
St. Vincent de Paul (Prescription & Counseling Services) **\$22,202.10**
Wellspring (Counseling & Family Development Center) **\$12,067.80**
Wellspring (Rural Victim Services) **\$24,938.60**
Wellspring (Domestic Violence Program) **\$79,968.00**

LINCOLN, UNION, JACKSON PARISHES

Economic Opportunity for All

Food Bank (Senior Program) **\$24,000.00**
Food Bank (Agency Partner Program) **\$8,000.00**

Children, Youth and Young Adults Successful in School and Life

Wellspring (Youth Empowerment Program - YEP) **\$40,203.00**
Boy Scouts (Traditional Scouting - Boy Scouts, Cub Scouts, & Venturing) **\$9,000.00**
Boys & Girls Club of NELA (Core Programming) **\$50,176.00**

Healthy and Safe Individuals, Families and Community

Health Hut (Prescription & Counseling Services) **\$10,000.00**
LA Methodist Children & Family Services (Family Counseling Center) **\$42,000.00**
DART (Domestic Violence Program) **\$69,100.00**
St. Vincent de Paul (Prescription & Counseling Services) **\$12,000.00**
Med Camps of Louisiana (Summer Camping) **\$45,000.00**
Lincoln Council On Aging (Home Delivered Meals) **\$35,000.00**
Union Council On Aging (Congregate & Home Delivered Meals) **\$26,146.00**
NELA Sickle Cell Anemia Foundation (Social Worker) **\$7,000.00**

FINANCIAL HIGHLIGHTS

BALANCE SHEET		STATEMENT OF SUPPORT, REVENUE & EXPENSES	
Assets		Revenues	
Cash	502,509	Income from Campaign & Other Contributions	2,977,043
Investments	562,376	Income from Additional Pledges	55,876
Pledges Receivables	1,650,295	Grants, Sponsorship & Other Income	733,050
Grants & Other Receivables	412,526	Total Revenue	\$ 3,765,969
Fixed Assets	357,767		
Other Assets	5,932		
Total Assets	\$ 3,491,405		
Liabilities & Net Assets			
Liabilities		Expenses	
Allocations & Designations Payable	1,169,035	Agency Services/Fund Distribution	1,619,455
Other Payables	131,867	Supporting Services	760,593
Deferred Revenue	44,763	Program Services	1,515,632
Total Liabilities	\$ 1,345,665	Total Expenses	\$ 3,895,680
Net Assets			
Unrestricted Net Assets	600,626	Increase (Decrease) in Net Assets	\$ (129,711)
Temporarily Restricted Net Assets	1,545,114		
Total Net Assets	\$ 2,145,740		
Total Liabilities & Net Assets	\$ 3,491,405	United Way of Northeast Louisiana is audited by the firm of Little & Associates, Certified Public Accountants, Monroe, LA.	



United Way
of Northeast Louisiana

unitedwaynela.org

Monroe | 1201 Hudson Lane
Ruston | 939 N. Trenton Street