

20

COMMUNITY REPORT

23

UnitedWayNELA.org | unitedway@unitedwaynela.org
VOLUNTEER! UnitedWayNELA.org/volunteer



W H O W E A R E

WHAT DOES IT MEAN TO LIVE UNITED?

For over 67 years, United Way of Northeast Louisiana has been a unifying force for passionate individuals, businesses, government entities, and nonprofits to effectively create positive and lasting change, improve lives, and build a stronger community. We accomplish this by mobilizing partners and resources throughout the **12-parish region** in a united effort to identify and respond to our community's most critical needs.

Together, we fight for the education, financial stability, and health of every person in our community.

OUR VALUES:

Inclusiveness, Integrity, Compassion, Respect,
Dignity, and Positive Impact.

Adopted by the Board of Directors in 2002.

With more than **910 volunteers** and over **6,968 donors**, we're powered by thousands of local people who want to help people and improve our community – now and for generations to come.

Diversity, Equity, and Inclusion Statement*

- We celebrate the visible and invisible qualities that make people who they are.
- We acknowledge that every person brings a unique perspective, experience, and desire to achieve equities in health, education, and financial stability.
- We believe that every community member must have access to ample resources to solve community problems.
- We strive for inclusive principles in the very fabric of how we operate and engage with those we serve.
- We commit to being accountable to these principles and adjusting as appropriate going forward.

**Revised by the Board of Directors in 2022.*

ASPIRATIONS & GOALS

CHILDREN, YOUTH, & YOUNG ADULTS SUCCESSFUL IN SCHOOL AND 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 obtain family sustaining employment.

HEALTHY & SAFE INDIVIDUALS, FAMILIES, AND COMMUNITIES

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

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

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.



ALICE

ASSET LIMITED. INCOME
CONSTRAINED. EMPLOYED.

PARISH DATA:

View the 2023 ALICE Report at unitedwaynela.org/alice

CALDWELL PARISH:

ALICE OR BELOW:
57%

31% ALICE

26% POVERTY

JACKSON PARISH:

ALICE OR BELOW:
56%

36% ALICE

20% POVERTY

MOREHOUSE PARISH:

ALICE OR BELOW:
66%

36% ALICE

30% POVERTY

TENSAS PARISH:

ALICE OR BELOW:
67%

40% ALICE

27% POVERTY

EAST CARROLL PARISH:

ALICE OR BELOW:
69%

27% ALICE

42% POVERTY

LINCOLN PARISH:

ALICE OR BELOW:
64%

38% ALICE

26% POVERTY

OUACHITA PARISH:

ALICE OR BELOW:
52%

26% ALICE

26% POVERTY

UNION PARISH:

ALICE OR BELOW:
56%

31% ALICE

25% POVERTY

FRANKLIN PARISH:

ALICE OR BELOW:
61%

37% ALICE

24% POVERTY

MADISON PARISH:

ALICE OR BELOW:
67%

37% ALICE

30% POVERTY

RICHLAND PARISH:

ALICE OR BELOW:
55%

29% ALICE

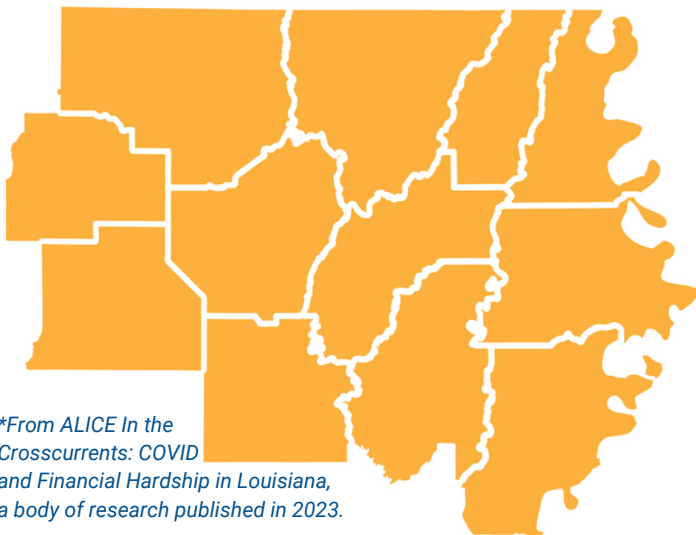
26% POVERTY

WEST CARROLL PARISH:

ALICE OR BELOW:
54%

33% ALICE

21% POVERTY



*From ALICE In the Crosscurrents: COVID and Financial Hardship in Louisiana, a body of research published in 2023.

Of the 1,776,260 households in Louisiana, 51% had income below the ALICE Threshold of Financial Survival in 2021, the second-highest rate in the U.S.

STATE DATA:

ALICE OR BELOW:
51%

32% ALICE

19% POVERTY

NELA DATA:

ALICE OR BELOW:
60%

33% ALICE

27% POVERTY

SUCCESSFUL CHILDREN & YOUTH

READ.LEARN.SUCCEED.



Dr. Pamela Saulsberry with Students at Carver Elementary School



Provides children with passionate, positive role models for reading and education - **448 students**



Builds a sense of community and support for education within the school and surrounding area - **92 companies/organizations represented**



Allows volunteers to make a difference in the lives of children and contribute to society - **411 volunteers/1800 hours**



Helps bridge the achievement gap by providing additional resources and support to underprivileged or at-risk children - **896 connections to resources**

PARTNER AGENCY PROGRAMS

Our partner programs have a proven track record of success in helping youth achieve their goals. Recent reports show:



100% of students tracked in their final year of school graduated on time, demonstrating a strong commitment to academic success



99% of students who received soft skill development showed improvements, highlighting the importance of these skills for future success



90% of children and youth in programs that track attendance showed an improvement, demonstrating the effectiveness of monitoring and intervention in promoting regular attendance

Cadeyn started gaining weight rapidly and was diagnosed with diabetes at age 9. His mother, Magan, turned to the Boys and Girls Clubs of North Louisiana (West Monroe) to assist with diet and exercise and avoid medication. The staff helped make healthy choices fun by teaching Cadeyn how to make healthy snacks and incorporate fun activities for exercise. He has since lost 78 pounds. Magan credits the Boys and Girls Clubs for their support and influence in Cadeyn's life.



The Boys and Girls Clubs of North Louisiana participated in the Boys and Girls Clubs of Louisiana's annual Youth of the Year program.

Ruston senior, Jeralyn Black, became the first Youth of the Year from Boys and Girls Clubs of North Louisiana to win the statewide competition.



FINANCIAL HEALTH SERVICES



Low-to-moderate income individuals and families face multiple economic and societal barriers that prevent them from achieving financial stability and economic independence. United Way of Northeast Louisiana works to ensure that everyone has access to financial tools and resources they need to succeed. By doing so, we can help create a more equitable society where everyone has the opportunity to thrive.

FINANCIAL HEALTH GOALS:

Increase income | Decrease debt | Increase savings | Gain and sustain assets

658 individuals were provided with tools to help them manage money and make informed financial decisions in 2022.



FINANCIAL COUNSELING

It is estimated that each dollar spent on financial counseling yields **\$7** in benefits to consumers. That is a **\$1,111,314** benefit for our Northeast Louisiana community.



3,824 HOURS of financial education provided to individuals in 2022



Shykeria Smith attends the University of Louisiana Monroe as a freshman majoring in Graphic Design. She is enrolled in the Workforce Investment and Opportunity Act (WIOA) youth program.



Milicent Jackson attends Louisiana Tech as a senior majoring in Business Management. She is enrolled in the Workforce Investment and Opportunity Act (WIOA) youth program.



Both students benefited from this program by learning the importance of budgeting, saving, and free tax preparation services.

For more information, visit unitedwaynela.org/financial-health-center

FINANCIAL HEALTH SERVICES

BANKON NELA

According to BankOn Coalition research, as of 2019, **49.6%** of households in Northeast Louisiana were unbanked or underbanked.

27.3%

UNBANKED

22.3%

UNDERBANKED

United Way of Northeast Louisiana is spearheading the Northeast Louisiana BankOn Coalition to improve financial stability for families and individuals in the region.

FOCUS financial education | integration | marketing & product development

BankOn partners offer financial products tailored to the unbanked and underbanked, such as low-cost or no-fee checking and savings accounts, prepaid debit cards, and financial education resources.

For more information, visit unitedwaynela.org/bankon-nela



DOLLARS AND \$ENSE

The United Way of Northeast Louisiana Dollars and \$ense is a financial education simulation through which young people actively learn how to make better financial decisions and gain knowledge of budgeting, saving, and spending.

For more information about financial health services, visit unitedwaynela.org/financial-health-center



VITA



(Volunteer Income Tax Assistance)

This program offers free tax preparation and e-filing services to individuals and families who meet the household income thresholds set by the IRS. VITA tax preparers are certified by the IRS and save people money by not having to pay fees associated with tax preparation.

THE HEIRSHIP PROJECT

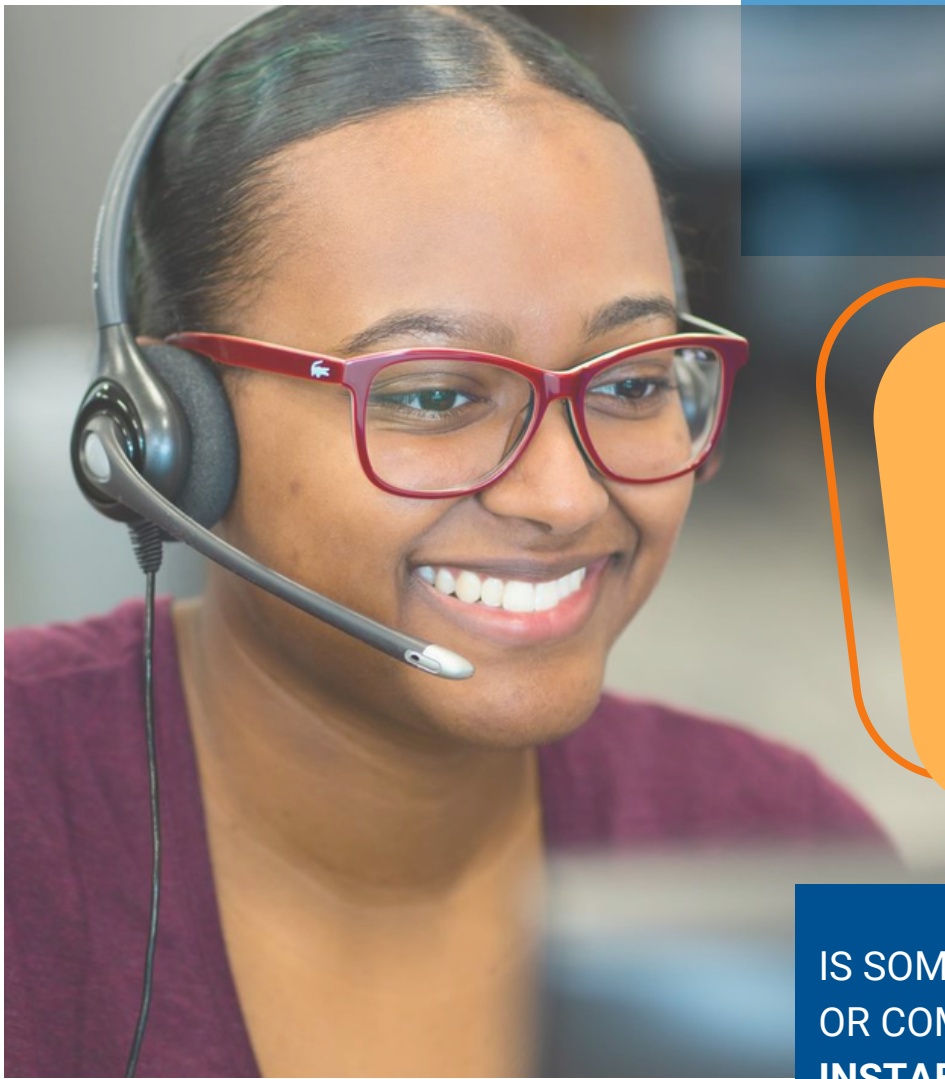


After experiencing multiple disasters, United Way of NELA launched The Heirship Project to provide education, outreach, and support to those with heir property and title issues so residents will have proof of ownership to apply for recovery funds and personally secure their property for the future.



DO YOU KNOW SOMEONE FACING FOOD INSECURITY?

A 211 Specialist can connect older adults, low-income families, and those who can't leave home to information about food distribution sites.



DO YOU OR SOMEONE YOU KNOW HAVE TROUBLE PAYING FOR PRESCRIPTIONS?

SingleCare works directly with pharmacies to negotiate up to 80% off prescription prices. SingleCare partners with United Way to ensure that savings are passed on to members, free of charge.

Total (NELA) Rx Savings in 2022:
\$172,040

Total (NELA) people helped in 2022:
2,648

DIAL 211

available 24/7,
365 days a year



IS SOMEONE IN YOUR WORKPLACE OR COMMUNITY FACING HOUSING INSTABILITY?

A 211 Specialist can help find options for paying rent, mortgage, and/or utilities to help individuals stay in their homes.

WHAT WERE THE TOP CALLS PLACED TO 211?

- Electric service payment assistance
- Food pantries
- Rent assistance

WHAT IS THE LOUISIANA 211 REFERRAL & CARE COORDINATOR?

The Louisiana 211 Referral and Care Coordinator provides a broad-based human services needs assessment, makes referrals within the referral platform, collects and records data, and follows up to ensure correct placement. By collaborating with service providers to secure services that are needed, the coordinator ensures that people get the help that is required to meet needs.



United Way
of Northeast Louisiana

211 is an easy to remember telephone number that connects callers to information about critical health and human services available in their community... and it's **FREE!**



In 2022, **136 households** were helped through the 211 referral and care coordination services in Northeast Louisiana.



TEXT

Your Zip Code to **898-211** available M-F 8 a.m.-5 p.m.

211 SUCCESS STORY

Amanda first heard about United Way NELA during a presentation at her workplace, Blake Wheelis State Farm Insurance. Amanda said, "When they explained ALICE, I knew that I was ALICE."

Though she had heard of United Way before, Amanda never fully understood the vast amount of connections to services available through United Way NELA 211. 211 was able to recommend services for Amanda's elderly mother, who now goes to a local Council on Aging several times a week. Amanda says, "I wish we had known about 211 before we battled the nightmare of setting up her Medicare." Amanda's family also learned of services to support her grandchildren's academic success.

Learning about and being connected to these services prompted Amanda to support United Way. Amanda says, "Even though I can't give much, I realize that every little bit adds up to an enormous number of services for our community. I am still ALICE, but now I know that if a hardship arises, there is support available in my community. While I can, I want to do my part to help others who are ALICE."

WHAT DID 211 DO IN 2022?

- In 2022, United Way NELA 211 made **33,388** referrals to resources in our community.
- United Way NELA 211 online database had **831 hits**.
- From those visits, **2,878** resources were searched.



UNITED WAY NELA CAMPAIGN

CORPORATE GIVING

Each year, many Northeast Louisiana companies choose to make a difference through corporate giving, showing their commitment to being part of the change needed to create a healthier, safer, and more opportunity-filled community for all.



WORKPLACE CAMPAIGN

Are you looking for ways to unite and inspire your employees? Want to give your team a unique opportunity to donate to causes that mean the most to them? Are you interested in volunteer opportunities that align with your company's culture and values? A partnership with United Way of Northeast Louisiana provides your company and employees with these and many other opportunities! Last year, we raised **\$3,053,039!** A big part of that effort was through partnering with **143 companies** during the annual Workplace Campaign.



LEADERSHIP GIVING

ANNUAL GIFT OF \$10,000+

Membres de la Société: \$10,000 - \$14,999

Les Bienfaiteurs: \$15,000 - \$24,999

Ordre de Liberté \$25,000 - \$99,999

La Société Nationale: \$100,000 - \$249,999



ANNUAL GIFT OF \$1,000 - \$9,999

Commander: \$1,000 - \$1,499

Captain: \$1,500 - \$2,499

Commodore: \$2,500 - \$4,999

Admiral: \$5,000 - \$9,999



ANNUAL GIFT OF \$500 - \$999





Community Recognition

CAMPAIGN LEADERS AWARD

This award is based purely on dollars raised in Northeast Louisiana. This award recognizes the outstanding corporate/employee giving of the Top 10 Companies raising the most dollars in the current campaign.

CIRCLE OF HONOR

Gifts specific to United Way of Northeast Louisiana to be invested by the United Way NELA Volunteers must total at least \$25,000 or 80% of total employees giving. **Average employee gift is at least \$200 with 51% employee participation in the campaign.**

SPECIAL ACHIEVEMENT AWARD

Gifts specific to United Way of Northeast Louisiana to be invested by the United Way NELA Volunteers must total at least \$25,000 or 70% of total employee giving. **Average employee gift is at least \$120 with 51% employee participation in the campaign.**

GOING THE EXTRA 10% AWARD

This award is given to those workplace campaigns that increase their annual United Way of Northeast Louisiana campaign by 10% or more and 60% of total employee giving is allocated by the United Way NELA Volunteers.

OUTSTANDING CAMPAIGN COORDINATOR OR TEAM AWARD

At the heart of each workplace campaign is the United Way Campaign Coordinator or Team. This award is given to a Campaign Coordinator or Team that works diligently to reach their employee giving and participation goals. They go over and above what is expected of them to ensure that their campaign and coworkers make a difference in improving their community.

VOLUNTEER UNITED AWARD

This award is given to an individual or organization that embodies an overall spirit of giving through contributions of time, leadership and resources in supporting the work of United Way of Northeast Louisiana.

LIVE UNITED AWARD

This award is given to a workplace campaign that exemplifies and embodies a corporate culture of philanthropy and community involvement. They truly know what it means to GIVE.ADVOCATE.VOLUNTEER. Their actions inspire others to be involved in their community.

YOUNG LEADERS UNITED AWARD

This award is given to a member of Young Leaders UNITED who personifies a commitment to the future of our community and supports the work of United Way of Northeast Louisiana. By exhibiting leadership, encouraging engagement, and empowering young individuals in Northeast Louisiana to make an impact, they cultivate lasting change for generations to come.

**Corporate Giving and Best Practices apply to all awards. Corporate Giving: The Company has made a corporate contribution to United Way of Northeast Louisiana. Corporate giving does not apply to public sector or nonprofit organizations. Campaign Best Practices: At least 6 of 10 best practices must be met.*



CAMPAIGN LEADERS AWARD

Origin Bank, ANGUS Chemical Company, Graphic Packaging International, Argent Financial Group, Progressive Bank, Ouachita Parish School Board, Strauss Interests, Inc., Louisiana Tech University, alli Management Solutions, and University of Louisiana Monroe

CAMPAIGN COORDINATOR & TEAM AWARD

REGIONAL: Scott McCain and Team - alli Management Solutions

CAMPAIGN COORDINATOR OF THE YEAR AWARD

REGIONAL: Lisa Tarver, RN, BSN and Angela Grubbs - Glenwood Regional Medical Center
LINCOLN, UNION, JACKSON PARISHES: Adarian Williams - Grambling State University



REGIONAL: JP Morgan Chase

LINCOLN, UNION, JACKSON PARISHES: Bill Hogan and Jessica Slaughter - Century Next Bank

LIVE UNITED AWARD

REGIONAL: Drax

LINCOLN, UNION, JACKSON PARISHES: Northern Louisiana Medical Center



REGIONAL: Kristen Shambro - Centric Federal Credit Union

LINCOLN, UNION, JACKSON PARISHES: Pastor George Lee IV - The Springs.Life / Temple Baptist Church

THE 2022 CELEBRATING EXCELLENCE SPONSORS:

REGIONAL: Origin Bank, The Lincoln Agency, Reeves, Coon & Funderburg, and Thomas and Farr

LINCOLN, UNION, JACKSON PARISHES: Louisiana Tech University, Origin Bank, and The Lincoln Agency



CAMPAIGN LEADER



GOING THE EXTRA 10%



SPECIAL ACHIEVEMENT



CIRCLE OF HONOR

4th Judicial District Attorney's Office

4th Judicial District Court - Judges

Acadian Ambulance Service

AIMS, Inc.

Allen, Green & Williamson, LLP

Alli Management Solutions

Amcor

ANGUS Chemical Company

ARC OF OUACHITA

Argent Financial Group, Inc.

Arthur J. Gallagher

Associated Business Printing, Inc.

ATMOS Energy Corporation

b1BANK

Bancroft Bag, Inc.

Bank of Oak Ridge

Benoit Ford

Berry Global, Inc.

Blake Wheelis State Farm

Boy Scouts Louisiana Purchase Council

Boys & Girls Club of Northeast Louisiana

Brookshire Grocery Company

Business Alliance Financial Services

Cadence Bank

Cameron, Hines & Company, APAC

Car Town

CenterPoint Energy

Centric Federal Credit Union

Century Next Bank

Christopher Youth Center

Citizens Progressive Bank

City of Monroe

City of Ruston

City of West Monroe

Community Financial Insurance Center, LLC

Courtesy Automotive Team

CREED & CREED

Cross Keys Bank

Crossmark Management Group

D.A.R.T.

Dean Morris, LLC

Dewitt & Giger, LLP

Don M. Barron Contractor, Inc.

Drax

Durrett Law & Title

Emprint Moran Printing, Inc.

Ensure, The Insurance Agency

Entergy Louisiana

Ewing Timber

Financial Institution Service Corporation

First Horizon Bank

Food Bank of Northeast Louisiana

Glenwood Regional Medical Center

Grambling State University

Graphic Packaging International

Green Clinic Health System

Heard, McElroy, & Vestal

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

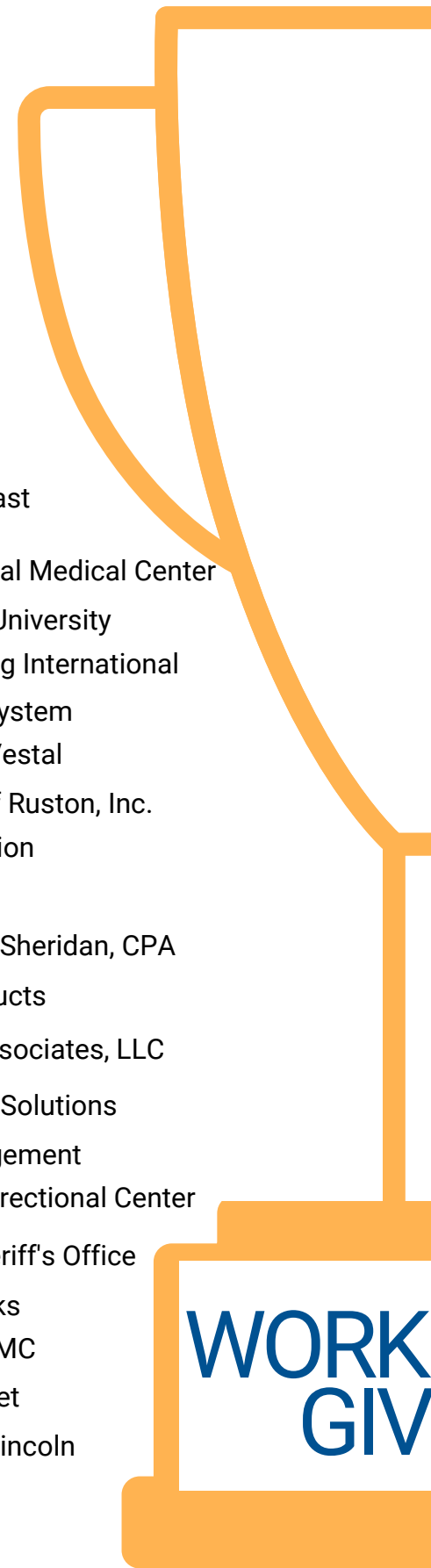
James Machine Works

Jim Taylor Buick GMC

Jim Taylor Chevrolet

Jim Taylor Ford Lincoln

JP Morgan Chase



WORK GIV





**NEW
CAMPAIGN**



**LIVE
UNITED**



**Volunteer
UNITED**



**CAMPAIGN COORDINATOR
OF THE YEAR**

**PLACE
ING**

- KTVE 10 NBC
- KARD FOX 14
- LaSalle Management,
- M&T Properties, and Correct Solutions Group
- Lazenby & Associates, Inc.
- The Lincoln Agency
- Lincoln Builders, Inc.
- Lincoln Parish Police Jury
- Lincoln Parish School District
- Lincoln Preparatory School
- Little & Associates
- Louisiana Delta Community College
- Louisiana National Bank
- Louisiana Tech University
- Lumen
- Marion State Bank
- McKinney Saw and Cycle, Inc.
- 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
- Northeast Louisiana Cancer Institute
- Northern Louisiana Medical Center
- Origin Bank
- 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 Valley Federal Credit Union
- Peoples Bank
- Peregrine Corporation
- Polaris of Ruston
- Progressive Bank
- Radiology Associates
- Raymond James
- Reeves, Coon & Funderburg
- Regions Financial Corporation
- Robertson Produce, Inc.
- Roseburg Forest Products
- Ruston Glass & Mirror
- Ryan Auto Group
- S.E. Huey Co.
- Scott Equipment Companies
- Scott Powerline & Utility Equipment, LLC
- Snellings, Breard, Sartor, Inabnett & Trascher, LLP
- Southern Apparatus Services, Inc.
- St. Francis Medical Center
- Standard Enterprises, Inc.
- State Combined Charitable Campaign
- Steel Fabricators of Monroe, LLC
- Strauss Interests, Inc.
- The Health Hut
- The Wellspring Alliance for Families
- Thomas & Farr Agency, Inc.
- Union Council on Aging
- Union General Hospital
- Union Parish Schools
- United Way of Northeast Louisiana
- University of Louisiana Monroe
- Van-Trow, LLC
- Wagner Logistics
- Walpole Tire & Service
- Wells Fargo Advisors
- WestRock Hodge Mill



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Mid South Extrusion
2023 CAMPAIGN CHAIR

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2024 CAMPAIGN CHAIR

MARC MASHAW

Ouachita Parish Sheriff's Department
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JOSH MANDRELL, M.D.

Green Clinic Health System
2023 LUJP CAMPAIGN CHAIR

AMY STEGALL

The City of Ruston
2024 LUJP CAMPAIGN CHAIR

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ABG Professional Development Solutions
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Progressive Bank
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Ewing Timber, LLC

Janet Fortenberry

Janet Fortenberry State
Farm Agency

Janice J. Garrison

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Louisiana Association for Marriage &
Family Therapy (LAMFT)

Ernest Green

ANGUS Chemical Company

Todd Guice

Ouachita Parish School System

Rick Guillot

Origin Bank

Kelly Hogan

Community Volunteer

Courtney Hornsby

City of West Monroe

Beverly V. Lewis, RN, BSN, MPA

Oschner LSU Health Monroe
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Ella Nimmers

Christopher Youth Center

Pastor Vance Price

Community Family of Faith
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Pamela Saulsberry, PhD

University of Louisiana Monroe

Amy Sawyer

North Delta Title Company

Kristen Shambro

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Office

Corre Stegall

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Randy Stone

KARD Fox 14 / KTVE NBC 10

Victor Vidaurre

St. Francis Medical Center

Rod Washington

XP Synergy

Juanita Woods

NOVA

