THANK YOU FOR TAKING THE LEAD ON THE UNITED WAY CAMPAIGN IN YOUR WORKPLACE.

This critical role is a vital part in the success of United Way of Northeast Louisiana and our work to support the health, education, and financial stability of every person in our community. We truly appreciate you being our voice for your peers. It is only through our amazing volunteers, like you, that we are able to educate, motivate, and empower employees across northeast Louisiana to be a part of the positive change.

Through this guide, you will learn more about the best practices of a United Way campaign, how your workplace campaign can be transformational for our work, and you will develop a plan that you can implement immediately in your workplace, with new ideas for employee engagement. We hope that once you complete this workbook, you are motivated and excited about your workplace campaign!

Our staff is ready to offer support whenever it is needed. We are here to help you make the most of your campaign, as well as empower and inspire your employees.

Your leadership in the 2019 Campaign CHANGE DOESN’T HAPPEN ALONE, is invaluable and we are beyond grateful for your service to United Way and the community.
COMMUNITY ASPIRATIONS & GOALS

ASPIRATIONS  |  GOALS

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

1. Children enter school ready
2. Students are successful in elementary school and prepared for middle/secondary school
3. Youth gain the knowledge, skills, and credentials so that they are prepared for the workforce and are able to obtain family sustaining employment

ECONOMIC OPPORTUNITY FOR ALL

1. Individuals and families have adequate and sustainable resources to support their needs
2. Individuals and families have the skills, knowledge, relationships, and economic pathways they need to effectively increase and manage their income
3. Vulnerable populations maximize their ability to live with independence and dignity
4. People/organizations continue to work together to support a thriving, prosperous, robust economy

HEALTHY AND SAFE INDIVIDUALS, FAMILIES, AND COMMUNITY

1. Families/Individuals live in a healthy and safe environment
2. People/organizations work together to strengthen and build a more inclusive community
United Way of Northeast Louisiana fights for the health, education, and financial stability of every person in our community. We do so through investing in our collaboratives, initiatives and partner programs.
WHO IS ALICE?

Families or individuals who are working and can’t make ends meet are ALICE. They may be just one emergency away from financial crisis.


WHO IS ALICE?

Families or individuals who are working and can’t make ends meet are ALICE. They may be just one emergency away from financial crisis.


AVERAGE YEARLY HOUSEHOLD SURVIVAL BUDGET FOR A FAMILY OF FOUR: $53,988

JUSTIN

HUSBAND, DAD, & MAINTENANCE WORKER

High School Diploma
$14 an hour
40 hours a week

MEGAN

WIFE, MOM, & NURSING ASSISTANT

2 Years of Higher Education
$12 an hour
40 hours a week

Their average gross monthly income of $4,507 barely covers basic expenses

MONTHLY BILLS:

Rent $715
Daycare $990
Groceries $550
Car Note/Gas $645
Healthcare $725
Phone Bill $75
Miscellaneous $409
Taxes $390

TOTAL $4,499

WE ALL KNOW ALICE. WE ALL NEED ALICE. WE ARE UNITED FOR ALICE.

*View the full ALICE report at unitedwaynela.org/alice
WHAT IS 211?

United Way 211, a free, confidential service of United Way of Northeast Louisiana, is your Convenient Community Connection to information and resources.

United Way 211’s trained, experienced staff is available **24 hours a day, 7 days a week, 365 days a year…even holidays.** In 2018, United Way 211 staff handled **12,556 contacts.**

**CALL 211 OR TEXT 898-211**

Call 24/7, even holidays OR
Text Monday - Friday,
8:00 a.m. - 5:00 p.m.

**IT’S QUICK!**
The average call time in 2018 was 4 minutes, 32 seconds, with an average hold time of 35 seconds

**GET CONNECTED**
211 provides an easy, convenient, way to get connected to the help or information you need

**CALLERS CONTACT 211 ABOUT**

- Basic Needs (food, clothing, housing)
- Consumer Information
- Volunteer Opportunities
- Criminal & Legal Services
- Education
- Environmental & Public Health/Safety
- Health Care
- Income Support & Employment
- Individual & Family Life
- Leisure Activities & Recreation
- Mental Health & Substance Abuse Services
- Organizational & Community Services

**34% UTILITY Assistance**

**21% HOUSING & SHELTER**

**11% FOOD & MEALS**

*View data from the annual United Way 211 report at unitedwaynela.org/211*
READ.LEARN.SUCCEED. A student who is reading at grade level by third grade is significantly more likely to succeed in later grades and graduate high school on time. READ.LEARN.SUCCEED. pairs trained community volunteers (either individually or in pairs/teams) with 2nd and 3rd grade students in Lincoln Parish, Monroe City, Ouachita Parish, and Union Parish school districts for weekly, thirty minute one-on-one reading sessions throughout the school year. During the 2018-2019 school year 91% of the 173 students participating increased their reading level.

DOLLARS & $ENSE REALITY FAIR A financial education simulation during which high school students actively learn how to make better financial decisions and gain knowledge of budgeting, saving, and spending. Upon completion of the Dollars & Sense Reality Fair, students have increased understanding of the source and uses of their income, while beginning to develop responsible attitudes towards budgeting, spending and saving. A follow-up curriculum developed by the University of Louisiana at Monroe is also offered to further enrich students’ learning.

FAMILYWIZE United Way NELA is working with FamilyWize to help people in Northeast Louisiana get their much-needed prescription medications they otherwise wouldn't be able to afford. The FamilyWize Prescription Savings Card can help save on prescription medication and is free to everyone. Even with insurance, you can show the FamilyWize card to make sure you get the best price.

LINCORN PARISH HUNGER TASK FORCE United Way NELA collaborates with community churches and civic organizations to support an initiative that provides nutritious food backpacks to at-risk students whose primary source of food is what they receive in the school cafeteria during the school week. This joint partnership ensures that Lincoln Parish children have enough to eat, increasing their chances of success in school and life.

SUMMER ENRICHMENT CAMP United Way NELA collaborates with community nonprofits, public schools, municipal departments, and area funders in a summer camp providing four weeks of literacy-enriched summer programming for children in kindergarten through 5th grade designed to address summer reading loss for local elementary school students in a fun, enriching environment. 2019 Summer Camp participants saw an overall increase in both their reading and math scores.

UNITED AGAINST HOMELESSNESS Collaborative efforts facilitated by United Way NELA are underway to address homelessness in Ouachita Parish and have now begun in Lincoln Parish, as United Way supporters and community leaders across the region commit to stand United Against Homelessness. This partnership of area non-profits, faith-based organizations, government, businesses, and volunteers have developed both short and long-term solutions to reduce homelessness. This collaborative approach aims to connect homeless individuals and families with those who can provide needed services. Latest data shows that in the past year over 181 people who were experiencing homeless were able to move in to a home over their own because of this collaborative effort.

EMERGENCY RESPONSE TASK FORCE Every year in our region, house fires affect more than 360 families. And a fire or other disaster can be extremely difficult to recover from—especially for the 57 percent of families already struggling to make ends meet. United Way joins with other nonprofit partners to accomplish our common goal of ensuring that every family can learn how to protect themselves from crises and have their needs met when disaster happens.
YOUR EMPLOYEES CAN MAKE A DIFFERENCE IN THE COMMUNITY, AS A TEAM OR INDIVIDUALLY.

Build a volunteer plan that benefits your employees, improves the quality of services, and increases the bottom line. Volunteering through the workplace benefits employees, corporations, and the community at large. Employees have the opportunity to put their skills and passion into action, companies demonstrate their corporate citizenship, and lives are improved.

UNITED WAY NELA WILL:

- Plan your project
- Work on your time
- Manage project logistics
- Promote on our social media
- Manage events
- Take photos
- Record service hours for the company team leader

OUR TEAM MAKES IT EASY TO VOLUNTEER WITHOUT WORKPLACE INTERRUPTIONS!
UNITED WAY CAMPAIGN

WORKPLACE CAMPAIGN:
The United Way of Northeast Louisiana Workplace Campaign unites and inspires your employees, giving them a unique opportunity to donate to and volunteer for causes that matter most to them. Last year, in total we raised more than $3,980,000. Part of that effort was through partnering with 169 companies during the annual Workplace Campaign.
A partnership with United Way of Northeast Louisiana provides your company and employees with these and many other opportunities:

COMMUNITY INVOLVEMENT
Opportunities to give back and make a difference, including customized employee and individual volunteer opportunities.

CONVENIENCE AND AFFORDABILITY
Giving options, including payroll deduction, electronic pledging, and online giving options.

COMMUNITY INVESTMENT
Community impact driven by our volunteers’ passion and their knowledge of the community, ensuring contributions are invested into solutions that make the biggest impact.

DONOR CHOICE
Opportunities for direct contributions to any 501(c)(3) non-profit human services organization

CORPORATE RECOGNITION
Enhance your company’s image in the community by meeting Campaign Best Practices and qualifying for community-wide corporate recognition through our annual Celebrating Excellence Community Awards Program.
(see page 8 for awards)

LEADERSHIP GIVING:
At the heart of United Way of Northeast Louisiana is a dedicated group of people with strength, character and sense of purpose who inspire others to help meet the needs of the community.

TOCQUEVILLE SOCIETY Annual Gift of $10,000+

| Membres de la Société | $10,000 - $14,999 |
| Les Bienfaiteurs | $15,000 - $24,999 |

STEAMBOAT SOCIETY Annual Gift of $1,000-$9,999

| Commander: | $1,000 - $1,499 |
| Captain: | $1,500 - $2,499 |

BAYOU SOCIETY Annual Gift of $500-$999

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.

CORPORATE SPONSORSHIP:
Corporate Sponsorship helps United Way of Northeast Louisiana underwrite how we thank, recognize, and educate donors, volunteers, and community partners while keeping our administrative costs low.
CORPORATE RECOGNITION

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 employee 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.

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.

LIVE UNITED® AWARD
This award is given to a company 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.

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 the community.

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. Campaign Coordinators must also attend training prior to their campaign.

VOLUNTEER UNITED AWARD
This award is given to a workplace campaign that embodies an overall spirit of giving through contributions of time, leadership and resources in supporting the work of United Way of Northeast Louisiana.

*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.
WORKPLACE GIVING

4th Judicial Court-OPPJ
4th Judicial District Attorney’s Office
4th Judicial District Court
AIMS, Inc.
Allen, Green & Williamson, LLP
American Red Cross NELA Chapter
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
BancorpSouth Bank
Bancroft Bag, Inc.
Bank of Oak Ridge
Bemis
Berry Global
Blake Wheelis State Farm
Boy Scouts Louisiana Purchase Council
Boys & Girls Club of North Central Louisiana
Boys & Girls Clubs of Northeast Louisiana
Brookshire Grocery Company
Business First Bank
Cameron, Hines & Company, APAC
Capital One Bank
Car Town
CenterPoint Energy
Centric Federal Credit Union
CenturyLink
Century Next Bank
Christopher Youth Center
City of Monroe
City of Ruston
City of West Monroe
Coca-Cola Bottling Company UNITED
Comcast
Community Financial Insurance Center, LLC
Convenience Chevrolet Buick GMC
Cadillac of Ruston, LLC
CREED & CREED
Cross Keys Bank
Crossmark Management Group
D.A.R.T.
D’Arbonne Woods Charter School
Dean Morris, LLC
Dewitt, French & Giger, LLP
Dillard’s
Don M. Barron Contractor, Inc.
Durrett Law and Title
Emprint Moran Printing, Inc
Enable Midstream Partners, LP
Ensure, The Insurance Agency
Entergy Louisiana
Enterprise Rent-a-Car
Ewing Timber, L.L.C.
Federal Express
Financial Institution Service Corporation
First National Bank
Food Bank of Northeast Louisiana
Foster Farms
Gardner Denver Thomas Division
Georgia-Pacific Corp.
Girl Scouts of La.-Pines To the Gulf Council
Glenwood Regional Medical Center
Grambling State University
Graphic Packaging International
Green Clinic Health System
Green Oaks Juvenile Detention Center
H. Mickel Sports
Hayes, Harkey, Smith & Cascio
Heard, McElroy & Vestal
Hi Tech Computers of Ruston Inc
Holyfield Construction
Huffman & Soignier, APAC
Hulsey, Harwood & Sheridan, CPA
Hunt Forest Products
Hunt, Guillot & Associates, LLC
iBERIABANK
IBM Corporation
InterMountain Management
ITW Monroe Packaging
James Machine Works
Jim Taylor Auto Group (CC of the year in Ruston)
Johnston Dental Care
JPMorgan Chase Bank, N.A.
KTVE 10 NBC KARD FOX 14
LaSalle Management, M&T Properties, and Correct Solutions Group
Lazenby & Associates, Inc.
Lincoln Builders, Inc.
Lincoln Council On Aging
Lincoln Parish Police Jury
Lincoln Parish School District
Lincoln Parish Sheriff’s Office
Lincoln Preparatory School
Little & Associates
Louisiana Delta Community College
Louisiana Tech University
Marion State Bank
McKinney Honda
Merrill Lynch Wealth Management
Mid South Extrusion
MJB Wood Group, Inc.
Monroe Chamber of Commerce
Monroe City Schools
Monroe Housing Authority
Mott, MacDonald
NAI Faulk & Foster
Newcomer, Morris & Young
North Delta Title Company
Northeast Louisiana Cancer Institute
Northern Louisiana Medical Center
Nu Star Entergy LLP
OP Workforce Development Board
Origin Bank
Ouachita Council On Aging
Ouachita Parish Assessor’s Office
Ouachita Parish Clerk of Court
Ouachita Parish Farm Bureau
Ouachita Parish Fire Department
Ouachita Parish Police Jury
Ouachita Parish Public Library
Ouachita Parish Public Works
Ouachita Parish School System
Ouachita Parish Sheriffs Office
Ouachita Valley Federal Credit Union
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
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 Ouachita
St. Francis Medical Center
Standard Enterprises, Inc.
State Combined Charitable Campaign
Steel Fabricators of Monroe, LLC
Strauss Interests, Inc.
Stuart C. Irby
Target
The Health Hut
The Lincoln Agency, LLC
The News Star, a Gannett Company
The Wellspring Alliance For Families
Thomas & Farr Agency, Inc.
Town of Farmerville
Union Council on Aging
Union General Hospital
Union Parish Police Jury
Union Parish Schools
Union Parish Sheriff’s Department
United Way of Northeast Louisiana
University of LOUISIANA Monroe
UPS
Van-Trow, LLC
Wagner Logistics
Wal-Mart Stores, Inc
Wells Fargo Advisors
CAMPAIGN BEST PRACTICES

1. BUILD A RELATIONSHIP WITH UNITED WAY STAFF
   Meet with United Way staff to help you assess the strengths of last year’s Campaign and suggest areas for improvement. Ask for information about additional recognition opportunities.

2. SECURE TOP-LEVEL SUPPORT
   Involve your CEO in all initial planning. Discuss budget, corporate gifts, and CEO involvement throughout the campaign.

3. DEVELOP A PLAN AND SET GOALS
   Plan your campaign timeline, budget, and design your campaign. Be creative and set achievable goals.

4. ORGANIZE A TERRIFIC TEAM
   Recruit a committee to help. Involve friendly and outgoing employees from ALL levels and departments of your company who will build excitement for the campaign and make sure that everyone is asked to give.

5. PROMOTE AND PUBLICIZE THE CAMPAIGN
   Share how, where, and when to pledge and incentivize giving. Utilize and distribute United Way campaign materials.

6. MAKE THE ASK: EMPLOYEE MEETINGS OR ONE-ON-ONE
   Include new hires, current staff and leadership, and retirees in the asking process by providing them with pledge forms. This is the most important step. The number one reason employees don’t give is because they were never asked.

7. PROMOTE LEADERSHIP GIVING
   Encourage and recognize levels of Leadership gifts with peer-to-peer solicitation and personal asks. Successful campaigns have heavy involvement from leadership, setting an example of participation from the top down.

8. WRAP UP & REPORT OUT
   Announce your final results to your organization and your local United Way in a timely manner and thank everyone involved! Determine how you will collect all the completed pledge forms and check for accuracy.

9. RECOGNITION & THANK YOU
   Sponsor a breakfast, luncheon, build your own sundae bar, or reception to thank employees. Those two simple words not only show appreciation, but also set the tone for year-round communication and next year’s Campaign.

10. YEAR-ROUND ENGAGEMENT
    Learn more about what it means to LIVE UNITED at unitedwaynela.org. Invite United Way staff to employee engagement functions year-round, if appropriate.
# Your Campaign Team

**Include Your United Way Representative As Part of Your Team**

## Chief Executive Officer/Local Senior Manager
- Support the Campaign
- Endorse Leadership Giving Campaign
- Select CC, Co-Chair, & Leadership Giving Chair
- Increase Corporate Gift

## Campaign Coordinator (CC)
- Coordinate Campaign Plan
- Organize Campaign Team
- Arrange Campaign Meetings

## Leadership Giving Chair/Team
- Coordinate Leadership Giving Campaign among top managers

## Steering Committee Roles
Involves people at all levels & divisions in your organization. Include people from departments or these roles, such as:

### Marketing/Communications
- Develop Campaign promotion and publicity
- Plan & coordinate year-round

### Finance/Payroll
- Develop payroll deduction procedures
- Prepare personalized pledge cards

### Human Resources/Personnel
- Recruit coordinators
- Organize training with UWNELA staff
- Help schedule, plan employee meeting

### Unions (If Applicable)
- Endorse and support the Campaign
- Attend & speak at key employee meetings

If applicable, include other employees who have benefited from United Way of Northeast Louisiana supported programs or services & employees who volunteer for UWNELA partner agencies.

## Campaign Team Leaders (From Departments and/or Business Units)
- Attend a training session
- Organize & attend informational meetings for employees
- Recruit & manage team leaders
- Monitor Campaign progress in department and/or business unit & report to CC
- Recruit Campaign Team Members/Department Representatives

## Team Members/Department Representatives (One for Every 25-30 Employees)
- Attend a training session
- Organize & attend informational meetings for employees as needed
- Meet one-on-one, if necessary, with assigned co-workers to respond to questions & ask for gift to UWNELA
- Collect all necessary forms for UWNELA
WHAT IS UNITED WAY OF NORTHEAST LOUISIANA AND WHAT DOES UNITED WAY OF NORTHEAST LOUISIANA DO?

- United Way of Northeast Louisiana is a nonprofit, 501(c)(3) agency that works with volunteers, donors, and other local organizations to fight for the Education, Financial Stability, and Health of every person in our community
- Our mission is focused around Helping People & Improving Our Community
- Our Values are Inclusiveness, Compassion, Integrity, Respect and Dignity and Positive Impact

Together, our work is focused on:

- Children, Youth, & Young Adults Successful in School & Life
- Economic Opportunity for All
- Healthy and Safe Individuals, Families and Community

WHO RUNS UNITED WAY OF NORTHEAST LOUISIANA

- All United Ways are locally run and governed in each community. Our staff works with knowledgeable, well-trained volunteers representative of our community here in Northeast Louisiana.
- A volunteer-led Board of Directors sets policy and strategic direction.
- Various volunteer committees oversee financial practices and provide counsel on operational issues.
- The Chairman of the Board of Directors and the Executive Committee of United Way of Northeast Louisiana is Blake Wheelis, Blake Wheelis State Farm Insurance Agency, Inc.
- The President of United Way of Northeast Louisiana is Janet S. Durden.

WHAT DOES IT COST TO RUN UNITED WAY OF NORTHEAST LOUISIANA?

- Our administrative and fundraising cost is 16.25% for the most recently filed 990 (10/30/18)
- United Way of Northeast Louisiana overhead rate is well below industry standards and recommendations (like the Better Business Bureau Wise Giving Alliance at 35% and the Office of Personnel Management/OPM at 25%). United Way helps hundreds of other nonprofits maintain low overhead rates too.
- Overhead costs include important investments non-profits make to sustain and improve their work: investments in training, planning, evaluation, internal systems, and a professional staff, as well as their efforts to raise money so they can operate their programs. Other factors that contribute to non-profit performance include transparency, governance, leadership, and results.

WHICH PARISHES DOES UNITED WAY OF NORTHEAST LOUISIANA SERVE?

United Way of Northeast Louisiana is a regional organization, serving 12 Parishes. These parishes are Caldwell, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union and West Carroll. Parish-wide information on funded programs is available from your United Way staff person and on our website at unitedwaynela.org.
WHAT IS UNITED WAY WORLDWIDE AND HOW IS OUR LOCAL UNITED WAY RELATED TO IT?

United Way Worldwide is the leadership and support organization engaged in nearly 1800 communities across more than 40 countries and territories. It provides national media advertising including television Public Service Announcement broadcast during the NFL football season. It also sets national impact goals and provides brand leadership for local United Ways. Use of the United Way logo is based on United Way Membership Requirements regarding governance and fiscal accountability. In addition, United Way Worldwide conducts a vast array of research to assist member organizations in the development and implementation of their local community impact agenda. United Way Worldwide DOES NOT provide funding of any kind to any program, organizations, or any local United Way. United Way of Northeast Louisiana pays 1% of its annual campaign dollars to United Way Worldwide for dues.

HOW ARE DOLLARS RAISED ALLOCATED IN THE COMMUNITY?

When you give your undesignated gift to United Way of Northeast Louisiana, you are allowing local volunteers, representing all segments of the community, to determine how to invest the money in the issues and areas that need it most, ensuring our work is both focused on our community’s aspiration and achieving measurable results. The recommendations for funding are reviewed and approved by our volunteer Board of Directors.

WHAT’S THE DIFFERENCE BETWEEN AN UNDESIGNATED AND DESIGNATED GIFT?

An undesignated gift takes advantage of United Way of Northeast Louisiana thorough, research-based program selection that gets the money to the issues and areas that need it most. You can also choose to direct your gift to any of our Community Impact Initiatives or collaborations centered around our work in Education, Financial Stability, and Health.

By completing a Specific Care Form and submitting it with the pledge for, a designated gift restricts your gift to a specific 501(c)3 non-profit health and human service agency:

- Designated gifts must be $100 or greater.
- Gifts of less than $100 will be directed to the general fund.
- These gifts will be adjusted for pledge loss and an administrative fee.
- Specific Care Forms must be turned in to your Campaign Coordinator with the pledge amount and signed by the donor along with address and or email address by February 15th to be honored.

HOW IS UNITED WAY OF NORTHEAST LOUISIANA ACCOUNTABLE TO ITS DONORS?

United Way of Northeast Louisiana is committed to the highest standards of accountability and transparency when investing donor dollars. As a matter of practice, no single staff member is able to process any transaction from start to finish and all checks must be signed by two authorized signers. The Finance Committee and Board of Directors review financial statements monthly to ensure adherence to the budget. An independent accounting firm audit United Way of Northeast Louisiana once a year and the Audit Committee and Board of Directors must review and approve this audit each year.

In order to receive funding from United Way of Northeast Louisiana, a partner agency program or organization must demonstrate that it is meeting strict accountability requirements:

- Be a tax exempt, non-profit corporation
- Be governed by a volunteer board whose members are elected and supported by trained, professional staff
- Have an annual, independent financial audit (Agencies with under $100,000 in revenue may have an independent review)
- Meet reasonable standards of financial responsibility and efficiency
- Quantify or measure the changes that the agency/program is making in the lives of the people it serves
WHO IS ULTIMATELY RESPONSIBLE FOR THE PARTNER AGENCIES?

While United Way of Northeast Louisiana has standards for Partner Agencies, each agency is autonomous and is governed by a Board of Directors. The agencies determine the programs they provide to the community and their criteria for receiving services.

Agencies are not totally funded by United Way of Northeast Louisiana dollars and may depend on service or membership fees for financial support. Frequently, agencies offer sliding fee schedules so that people who are unable to pay the total fee can be charged based on their ability to pay.

WHY ARE SOME COMMUNITY NON-PROFITS NO LONGER UNITED WAY OF NORTHEAST LOUISIANA PARTNER AGENCIES?

Some agencies choose to discontinue their partnership with United Way of Northeast Louisiana; others do not continue to meet partnership standards and are asked to exit AFTER every effort is made to help the organization meet the partnership criteria and standards.

HOW DOES AN AGENCY BECOME FUNDED BY UNITED WAY OF NORTHEAST LOUISIANA?

Any registered nonprofit agency in our service area that provides health and human services, is aligned with our Community Aspirations and goals identified by United Way may contact Kim Lowery, Director of Strategy (klowery@unitedwaynela.org) to get information regarding available funding opportunities.

DOES UNITED WAY OF NORTHEAST LOUISIANA FUND THE SALVATION ARMY?

No, not directly at the present time. The Salvation Army does not currently receive United Way funding however, the Salvation Army is a part of the collaborative efforts being facilitated by United Way to address both short and long-term solutions to reduce homelessness. This approach aims to connect homeless individuals and families with those who can provide needed services. Over the past two years UWNELA has contributed $35,000 to the Community Shelter Collaborative for homeless sheltering at the Salvation Army.

IF I KNOW SOMEONE WHO NEEDS HELP OR ASSISTANCE HOW DO I GET INFORMATION ABOUT WHAT IS AVAILABLE?

The fastest way to find out what is available is to call United Way of Northeast Louisiana 2-1-1. With just one phone call to 2-1-1 by cell or landline phone, anyone who needs help can speak with a caring, highly trained person who will listen, assess their needs, offer emotional support, and get them connected to the services that could meet their needs. Call specialists have access to a vast array of community and social service resources. For more information, visit the 211Community Services Directory on the United Way of Northeast Louisiana website at www.unitedwaynela.org, or simply call 2-1-1.

IS MY CONTRIBUTION TAX DEDUCTIBLE?

YES. United Way of Northeast Louisiana is a 501(c)(3) not-for-profit corporation. Donations to United Way are tax-deductible to the extent allowed by an individual’s or corporation’s circumstances.
Sincerity and accurate information are the best tools when responding to objections and overcoming misconceptions.

**DOES UNITED WAY OF NORTHEAST LOUISIANA FUND ABORTION OR FUND PLANNED PARENTHOOD?**

- **NO**, United Way of Northeast Louisiana does NOT fund abortion or abortion services. UWNELA does not provide funding for any agency which performs abortions or provides counseling on abortions.
- **NO**, United Way of Northeast Louisiana does NOT fund Planned Parenthood, has NEVER funded Planned Parenthood and WILL NOT fund Planned Parenthood in the future. In fact, NO local United Way in the state of Louisiana funds Planned Parenthood.
- All United Ways are locally governed in each community with all local funding decisions being made by each local United Way Board of Directors. Out of 1129 local United Ways in the United States, only a small number, 58 provide direct funding to Planned Parenthood. The amount of financial support represents less than one tenth of one percent of total United Way revenue and only supports pregnancy related programs focused mainly on education. NO United Way funds in any local United Ways currently use, or have ever been used, to support abortion services.
- Our national organization, United Way Worldwide, exists to provide best practices, marketing and training support to local United Ways and DOES NOT provide funding of any kind to any program, organization, or any local United Way.

**DOES UNITED WAY OF NORTHEAST LOUISIANA PRESSURE PEOPLE TO GIVE?**

**NO**, Giving is a personal decision. United Way of Northeast Louisiana has a strong policy against coercion. Whether a person gives and how much the person chooses to give is up to the individual. United Way of Northeast Louisiana DOES NOT support the use of threats or coercion of any kind. The award and recognition level for participation/employee giving rate is 51% for all awards.

**I KNOW SOMEONE WHO ASKED FOR HELP AND DIDN’T GET IT.**

Needs always exceed the dollars available to meet them, so unfortunately, some people don’t get the help needed because of limited community resources. Call 2-1-1 to be connected to available services in the community.

**I CAN’T AFFORD TO GIVE TO UNITED WAY OF NORTHEAST LOUISIANA.**

Every gift to United Way of Northeast Louisiana, no matter its size, makes a difference in our community. Many people find that giving through payroll deduction allows them to make a contribution that fits their budget. One of the advantages of giving to United Way is being part of a community effort that combines all of our giving to multiply the impact. If you would like to give your time call 2-1-1 to connect to VolunteerUnited.
PARISHES SERVED BY UNITED WAY NELA:
Caldwell, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita,
Richland, Tensas, Union, and West Carroll

REGIONAL OFFICE:
Phone: 318-325-3869 | Fax: 318-325-4329
1201 Hudson Lane, Monroe, LA 71201

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