



United Way
of Northeast Louisiana

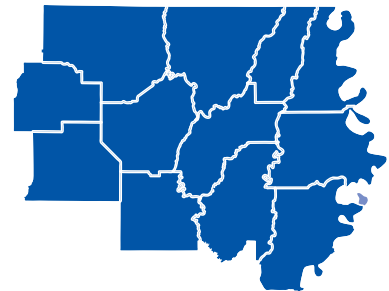
COMMUNITY
REPORT

2021

WHO ARE WE

| What does it mean to **LIVE UNITED**?

For over 65 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.

With more than **1,100 volunteers** and over **7,500 donors**, we're powered by thousands of locals who want to help people and improve our community – now and for generations to come.

Diversity and inclusion are vital to achieving United Way of Northeast Louisiana's mission of helping people and improving our community. We believe it's critical to foster and promote an inclusive environment that leverages the unique contributions of diverse individuals and organizations in all aspects of our work. We know that by bringing these diverse individuals and viewpoints together, we can collectively and more effectively create a stronger community for all by engaging the

power of diverse talents to produce innovative solutions to some of Northeast Louisiana's most complex community issues.

Diversity and inclusion have always been and will continue to be at the heart of what it means to **LIVE UNITED**. The United Way of Northeast Louisiana Board of Directors has formed an Equity Advisory Council for Spring 2021. If you are interested in being a part of this work, contact:

■ Janet Durden | jdurden@unitedwaynela.org

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



2020 - 2021

BOARD OF DIRECTORS

OFFICERS

AMY SAWYER
North Delta Title Company
CHAIR

WILLIE HUNTER JR.
Willie Hunter Jr. & Associates
SECRETARY

NATHAN G. "NAT" SMITH
BancorpSouth
TREASURER

BLAKE WHEELIS
Blake Wheelis State Farm
Insurance Agency, Inc.,
IMMEDIATE PAST BOARD
CHAIR

CHAIRS

MICHAEL RYAN
Wells Fargo Advisors
2020 CAMPAIGN CHAIR

KEITH BIEDENHARN
Monroe Coca-Cola Bottling
Company UNITED
2021 CAMPAIGN CHAIR

CORRE STEGALL
Louisiana Tech University
2020 Lincoln-Union-Jackson
CAMPAIGN CHAIR

BJAY DURRETT
Durrett Law & Title
2021 Lincoln-Union-Jackson
CAMPAIGN CHAIR

SHEILA SNOW
Monroe-West Monroe
Convention & Visitor's Bureau
COMMUNICATIONS CHAIR

BEVERLY V. LEWIS, RN, BSN, MPA
Oschner LSU Health Monroe
UNITED WAY 211
ADVOCATE

ADAM O'NEAL
Origin Bank
COMMUNITY IMPACT
CHAIR

BLAKE WHEELIS
Blake Wheelis State Farm
Insurance Agency, Inc.
STRATEGIC PLANNING
CHAIR

MARK KENT
ANDERSON
Mid South Extrusion

DON DJ BANKS
Allstate

KEITH BIEDENHARN
Monroe Coca-Cola
Bottling Company UNITED

LAKEISHA
BOSWORTH

Ouachita Parish Public
Library

LISA BRADLEY
Louisiana Tech University

BJAY DURRETT
Durrett Law & Title

BRANDON EWING
Ewing Timber, LLC

ERNEST FINCH
Thomas & Farr Agency,
Inc.

JANICE J. GARRISON
JP Morgan Chase

FLORENCETTA H.
GIBSON, PHD
Louisiana Association
for Marriage & Family
Therapy

WES GIBSON
Lumen

ALBERTA B. GREEN
ABG Professional
Development Solutions

TODD GUICE
Ouachita Parish
School System

COURTNEY HORNSBY
City of West Monroe

WILLIE HUNTER JR.
Willie Hunter Jr. &
Associates

BEVERLY V. LEWIS,
RN, BSN, MPA
Oschner LSU Health
Monroe

MARCUS MASHAW
Ouachita Parish
Sheriff's Office

BILLY MCCONNELL
LaSalle Management
Company

JAMES W. MOORE III
Moore Investments

BRITTNEY MYERS
Drax Biomass

ADAM O'NEAL
Origin Bank

PASTOR VANCE
PRICE
New St. James Baptist
Church

MICHAEL RYAN, CFP
Wells Fargo Advisors

PAMELA
SAULSBERRY, PHD
University of Louisiana
Monroe

AMY SAWYER
North Delta Title
Company

KEVIN SMITH
Regions Bank

NATHAN G. "NAT"
SMITH
BancorpSouth

STEPHANIE SMITH
Ouachita Parish Tax
Assessor's Office

PASTOR WILLIAM
SMITH
OIC

SHELIA SNOW
Monroe-West Monroe
Convention & Visitor's
Bureau

CORRE STEGALL
Louisiana Tech
University

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 –
Wossman High School

ASHLEY WEST
Progressive Bank

BLAKE WHEELIS
Blake Wheelis State
Farm Insurance
Agency, Inc.





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.

It's a single access point for everyday needs and needs in times of crisis.

DO YOU KNOW SOMEONE CARING FOR THEIR **GRANDCHILDREN OR OTHER RELATIVES' CHILDREN?**

Roughly 65,000 Louisiana children live with relatives other than their parents. United Way NELA 211 has partnered with Louisiana Department of Children and Family Services on a new way for these kinship caregivers to find resources in their communities.

Dial 211 or text **KINSHIPLA** to **898-211**.



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.

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.

 **DIAL 211**

available 24/7,
365 days a year or

 **TEXT**

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

HAVE YOU OR SOMEONE YOU KNOW BEEN AFFECTED BY THE **OPIOID CRISIS?**

Families and individuals in our community suffering from the impact of Opioid Misuse now have a new, FREE resource to locate help and information through the Louisiana 211 Opioid Project.

Anyone can access the service by texting the word **OPIOID** to **898-211**.







United Way
of Northeast Louisiana



Do you or someone you know need access to a COVID-19 vaccine or have questions about receiving one?

 **DIAL 211**
available 24/7,
365 days a year or

 **TEXT**
Your Zip Code to 898-211,
available M-F 8am-5pm

The 211 network has been on the frontlines responding to the COVID-19 pandemic, handling more than **200%** of the usual call volume. Contact a 211 Specialist to find a vaccination site nearest you.

What did 211 do in 2020?

- Answered **20,851** calls.
- **95%** of callers' needs were matched with a community resource provider.
- Of those callers reached for follow-up, over **50%** received assistance from community resource providers.



ACCESS TO OPPORTUNITY



THE HEIRSHIP PROJECT

United Way of Northeast Louisiana recently launched "The Heirship Project," a pilot project in Ouachita Parish aimed at educating and assisting residents who need help obtaining a clear title to their heir property. Plans to expand to surrounding parishes are forthcoming.

COMING
SOON!

DOLLARS & \$ENSE APP

The United Way of Northeast Louisiana **Dollars & \$ense Financial Simulation App** is a financial education simulation through which high school students actively learn how to make better financial decisions and gain knowledge of budgeting, saving, and spending.



SERVICES OF PARTNER PROGRAMS

United Way of Northeast Louisiana works with community partners to invest in programs and services that will enable the ALICE (Asset Limited, Income Constrained, Employed) individuals and families to address big issues around food, housing, transportation, and skilled employment.

VIRTUAL INCOME TAX ASSISTANCE (VITA)



CUSTOMIZED EMPLOYMENT FOR INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES





SAFE LIVING

Sexual Assault & Domestic Violence Awareness & Support

Did you know? **Every 73 seconds, an American is sexually assaulted. And every 9 minutes, that victim is a child.**

In Northeast Louisiana, we have two Sexual Assault Centers that are providing awareness and services from highly trained and certified staff. Additionally, help is available for domestic and dating violence survivors and their children. We are proud to collaborate as we address the issues of sexual assault and domestic violence. **Call 211 to be connected to available resources in your area.**

Mental Health Resources

Counseling Services: United Way NELA partners with agencies providing mental health counseling services for a wide range of issues, including but not limited to substance abuse, anxiety and depression, domestic violence, child abuse, divorce adjustment, grief/loss, and trauma. **Call 211 to be connected to available resources in your area.**

Family Support Services: United Way NELA partners with agencies providing support services for families, including but not limited to parent-to-parent connections, permanent and transitional housing, summer camps, life skills, and support groups. **Call 211 to be connected to available resources in your area.**

Our mental wellbeing is a crucial part of our health. Did you know that **20%** of adults in our region have been told by a health care professional that they have depression or depressive disorder? Depression, anxiety, and substance use are often the result of how much safety, belonging, and connection are available in our communities.



SUCCESSFUL CHILDREN & YOUTH



AFTER SCHOOL PROGRAMS

United Way NELA invests in community-based out-of-school programs serving elementary, middle, and high school youth. Last year, over **6,000** students received individualized support from these services.

READ. LEARN. SUCCEED.

United Way NELA put over **5,000 books** into the hands of local school children.

1,071 letters were exchanged between local school children and their volunteer Pen Friends.

600+ school children's parents received weekly messages reminding them of the importance of the parent-child connection.

Over **23,000 text messages** were sent to empower families to recognize and act on every day, teachable moments.



FOOD FOR SCHOOL CHILDREN

More than **1 in 4** children are struggling with hunger. Hunger affects a child's ability to learn and perform well at school. Children who experience hunger come to school ill prepared to learn, are more likely to have trouble focusing in class, and may struggle with complex social interactions and adapt less effectively to environmental stress. As a response, we invest in backpacks of food for elementary school children.



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 obtain family sustaining employment.

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.



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

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 **\$3,208,200**. Part of that effort was through partnering with **165** 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.





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
Ordre de Liberté \$25,000 - \$99,999
La Société Nationale \$100,000 - \$249,999

Commander: \$1,000 - \$1,499
Captain: \$1,500 - \$2,499
Commodore: \$2,500 - \$4,999
Admiral: \$5,000 - \$9,999

STEAMBOAT SOCIETY

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

BAYOU SOCIETY | ANNUAL GIFT OF \$500-\$900



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.**

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.

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.

*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.

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.**

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.

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.

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.

2020

CELEBRATING EXCELLENCE

LIVE UNITED AWARD

REGIONAL:

City of West Monroe

LINCOLN, UNION, AND JACKSON

PARISHES:

Union General Hospital

VOLUNTEER UNITED AWARD

REGIONAL:

Entergy Louisiana, LLC

LINCOLN, UNION, AND JACKSON

PARISHES:

WestRock Hodge Mill

CAMPAIGN COORDINATOR & TEAM OF THE YEAR AWARD

REGIONAL:

Brandi Green & Katelyn Reed
Graphic Packaging - West Monroe Mill

Shelva Thomas & Temika Cooks
Monroe Housing Authority

CAMPAIGN COORDINATOR OF THE YEAR AWARD

LINCOLN, UNION, AND JACKSON

PARISHES:

Ashley Avery
First National Bank



WORKPLACE | GIVING

4th Judicial Court-OPPJ

4th Judicial District Attorney's Office

4th Judicial District Court-Judges

 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

 BancorpSouth Bank

 Bancroft Bag, Inc.

Bank of Oak Ridge

Berry Global, Inc.

  Blake Wheelis State Farm

Boardwalk Pipeline Partners

Boys & Girls Clubs of North Louisiana

Brookshire Grocery Company

  Business Alliance Financial Services

Business First Bank

Cameron, Hines & Company, APAC

Car Town

 CenterPoint Energy

 Centric Federal Credit Union

  Century Next Bank

 Christopher Youth Center

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

Dewitt & Giger, LLP

 Don M. Barron Contractor, Inc.



 Drax Biomass, Inc.

 Durrett Law & Title

 Durrett Law & Title – Monroe

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

Girl Scouts of LA – Pines To the Gulf Council

Glenwood Regional Medical Center

Grambling State University

Graphic Packaging International

   Graphic Packaging – West Monroe Mill

Green Clinic Health System

Green Oaks Juvenile Detention Center Ouachita Parish - State of Louisiana

 Heard, McElroy & Vestal

 HiTech Computers of Ruston Inc

 Holyfield Construction


Homeland Bank

 Hulsey, Harwood & Sheridan, CPA

  Hunt Forest Products

 Hunt, Guillot & Associates, LLC

 iBERIABANK

  Impact Healthcare Solutions, LLC

InterMountain Management

 Jackson Parish Correctional Center

James Machine Works

 Jim Taylor Buick GMC

Jim Taylor Chevrolet

 Jim Taylor Ford Lincoln

 JPMorgan Chase Bank, N.A.



CAMPAIGN LEADER



SPECIAL ACHIEVEMENT



NEW CAMPAIGN



VOLUNTEER UNITED



GOING THE EXTRA 10%



CIRCLE OF HONOR



LIVE UNITED



CAMPAIGN COORDINATOR OF THE YEAR

- 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 (LPSD)
- Lincoln Parish Sheriff's Office
- Lincoln Preparatory School
- Little & Associates
- Louisiana Delta Community College
- 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
- Northeast Louisiana Cancer Institute
- Northern Louisiana Medical Center

- OP Workforce Development Board
- Origin Bank
- Ouachita Council On Aging
- Ouachita Parish Assessor's Office
- Ouachita Parish Police Jury
- Ouachita Parish Public Library
- Ouachita Parish Public Works
- Ouachita Parish School System
- Ouachita Parish Sheriff's Office
- Ouachita Valley Federal Credit Union
- Peregrine Corporation
- Polaris of Ruston
- Progressive Bank
- Radiology Associates
- Raymond James
- 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.
- Scott Equipment Companies
- Scott Powerline & Utility Equipment, LLC
- Shellings, Breard, Sartor, Inabnett, & Trascher, LLP
- Southern Apparatus Services, Inc.

- Specialty Management Services 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 Lincoln Agency, LLC
- The Wellspring Alliance For Families
- Thomas & Farr Agency, Inc.
- Town of Farmerville
- Traxler Construction Co., Inc.
- Trenton Dental Center
- 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
- Wells Fargo Advisors
- WestRock Hodge Mill
- Woodard & Associates APAC





Is Your Workplace or Group Interested in **Volunteer Opportunities?**

To build a volunteer project best suited to your group or company's needs, call **211** or contact **Jessica Hughes**, VolunteerUNITED Manager, at jhughes@unitedwaynela.org.

MONROE:

1201 Hudson Lane, Monroe, LA 71201
318-325-3869

RUSTON

939 North Trenton Street, Ruston, LA 71270
318-232-0055

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