

# ANNUAL REPORT

## 2017-18



United Way  
of Northeast Louisiana



# BOARD OF DIRECTORS

## OFFICERS

Board Chair | Ron Barron  
Chair Elect | Blake Wheelis  
Secretary | Eve Van Sickle  
Treasurer | Susan Harwood  
Past Board Chair | Dr. Ron Berry

## CHAIRS

Campaign Chair | James W. Moore III  
Campaign Chairs-Elect | Stephanie & Nat Smith  
Campaign Chair (LUJP) | Richie LeBlanc  
Campaign Chair-Elect (LUJP) | Brandon Ewing  
Community Investment Chair | Stan Anderson  
Community Investment Chair (LUJP) | Adam O'Neal  
Communications Chair | Shelia Snow  
Community Impact Chair | Amy Price Sawyer  
2-1-1 Advocate | Beverly Lewis

Stan Anderson | Regions Bank  
Ron Barron, Chair | Don M. Barron Contractor, Inc.  
Ron Berry, PhD | University of Louisiana at Monroe  
Debbie Blue | Community Volunteer  
LaKeisha Bosworth | Ouachita Parish Public Library  
Don Coker, PhD | Ouachita Parish School System  
Shane Cooley | Louisiana Purchase Cncl. Boy Scouts of America  
Kevin A. Cuppia | Graphic Packaging International, Inc.  
Richard Davis | Foster Farms  
Brandon Ewing | Ewing Timber, LLC  
Ernest Finch | Thomas & Farr Agency, Inc.  
Jeff Glover | CenturyLink  
Cindy Gordon | Entergy  
Susan Harwood | Hulsey, Harwood & Sheridan, CPA  
Clay G. Hipp III | First National Bank  
Willie Hunter Jr. | Willie Hunter Jr. & Associates Attorney at Law  
Rep. Katrina R. Jackson | Louisiana House of Representatives  
Richie LeBlanc | Hunt Forest Products

Barbara Leader | The News-Star, a Gannett Company  
Beverly V. Lewis, RN, BSN, MPA | University Health Conway  
Billy McConnell | LaSalle Management Company, LLC  
James W. Moore III | InterMountain Hotels  
Adam O'Neal | Origin Bank  
Dr. Uma Rangaraj | Arthritis & Diabetes Clinic  
Michael Ryan, CFP | Wells Fargo Advisors  
Amy Price Sawyer | Delta Title/Mullens Price Sawyer, LLC  
Kelly Shambro | Progressive Bank  
Nathan G. "Nat" Smith | BancorpSouth  
Stephanie Smith | Ouachita Parish Tax Assessor's Office  
Shelia Snow | Monroe-West Monroe Convention & Visitors Bureau  
Randy Stone | KARD Fox 14 / KTVE NBC 10  
Eve Van Sickle | St. Francis Medical Center/FMOL  
Brent Vidrine, PhD | Monroe City Schools  
Rod Washington | City of Monroe  
Harrington Watson III, PhD | Ouachita Parish School System  
Blake Wheelis | Blake Wheelis State Farm Insurance Agency, Inc.

# WHO WE ARE

**UNITED WE FIGHT.  
UNITED WE WIN.**

LIVE UNITED®

**HELPING PEOPLE AND IMPROVING  
OUR COMMUNITY SINCE 1956.**

**United Way of Northeast Louisiana fights for the Education, Financial Stability, Health, and Basic Needs of every person in our community.**

But we are more than fund-raisers. We are hand-raisers. We raise our hands not only to lead the fight, but to reach out to people who need help. And hope.

Together with our partners, donors, volunteers, and community leaders, United Way of Northeast Louisiana is working to create lasting change in the following areas:

## **EDUCATION**

Increasing local graduation rates

## **FINANCIAL STABILITY**

Increasing income, building savings, and gaining assets

## **HEALTH**

Increasing access to care and preventative health and nutrition services

## **BASIC NEEDS**

Increasing access to food, shelter, medicine, transportation and disaster relief



We win by living united. By forging unlikely partnerships, finding new solutions to old problems, mobilizing the best resources, and inspiring individuals to fight against our community's most daunting issues.

So who are the hand-raisers, the game-changers? In Northeast Louisiana, they're people just like you.

With an annual contribution of \$500 or more, United Way of Northeast Louisiana Leadership Givers are vital to the success of our annual Workplace Campaign, enabling us—together with our community partners, donors, and volunteers—to address critical community needs.

**For more information about United Way of Northeast Louisiana Leadership Giving, contact Janet S. Durden, President of United Way of Northeast Louisiana, at 318-325-3869, or by email at [jdurden@unitedwaynela.org](mailto:jdurden@unitedwaynela.org).**

# OUR IMPACT

UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED®

## IMPACT AT A GLANCE: EDUCATION

*Increasing local graduation rates*

### READ.LEARN.SUCCEED.: Improving Reading Skills Since 2012

Studies show that students who cannot read on grade level by the end of the 3rd grade are four times less likely to graduate from high school than a child who can, so United Way of Northeast Louisiana has partnered with Lincoln Parish, Monroe City, Ouachita Parish, and Union Parish School Districts to tackle this issue.

Launched during the 2012-2013 school year, **READ.LEARN.SUCCEED.**, United Way of Northeast Louisiana's community education initiative, focuses on helping 2nd and 3rd graders read on grade level, with the ultimate goal of improving local graduation rates.

Since its launch, **READ.LEARN.SUCCEED.** has helped over 900 Northeast Louisiana students improve their reading skills, increasing their chances of graduating from high school. The initiative has also provided over 24,000 free books to **READ.LEARN.SUCCEED.** students to add to their home libraries, helping to inspire a life-long love of reading.



24,039

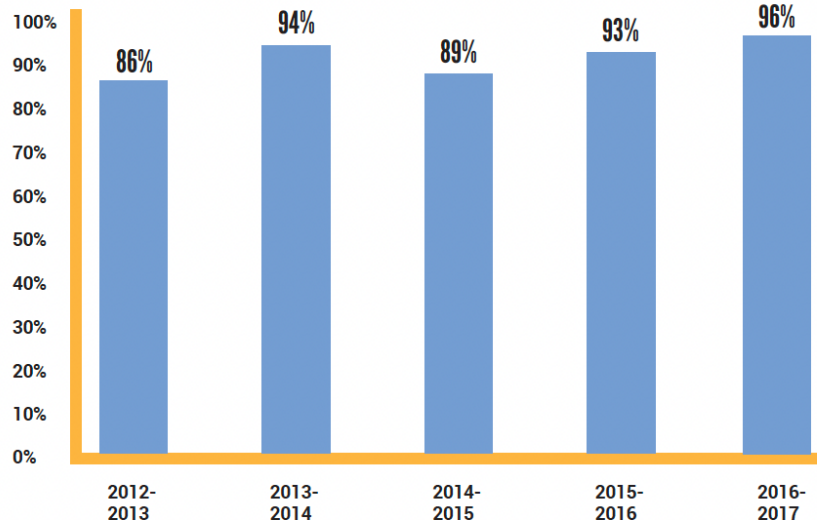
free books have been provided to **READ.LEARN.SUCCEED.** students since 2012 to keep for their personal home libraries, inspiring a love of reading



906 STUDENTS/1,755 VOLUNTEERS

1,755 **READ.LEARN.SUCCEED.** volunteers have read with 906 students in Lincoln Parish, Monroe City, Ouachita Parish, and Union Parish School Districts since **READ.LEARN.SUCCEED.** launched during the 2012-2013 school year. Some students participate in **READ.LEARN.SUCCEED.** for two school years, while some volunteers participate multiple school years.

**READ.LEARN.SUCCEED.** Percentage of Student Improvement 2012-Present



## IMPACT AT A GLANCE: HEALTH *Increasing access to care and preventative health and nutrition services*



United Way of Northeast Louisiana has partnered with **FamilyWize** to provide free prescription savings for everyone in our community. Whether insured or uninsured, **FamilyWize** can help save on prescription medication. The app is free to download and is accepted at over 60,000 pharmacies nationwide.

\$77,542

Northeast Louisiana  
FamilyWize participants  
saved \$77,542 in 2016

In 2016, **FamilyWize** participants in Northeast Louisiana saved \$77,542 on prescription costs, an average of 43% savings per prescription. To take advantage of **FamilyWize** prescription discounts, print a free card at [familywize.org](http://familywize.org), or download the free app on your smartphone.





# OUR IMPACT

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## IMPACT AT A GLANCE: FINANCIAL STABILITY

*Increasing income, building savings, and gaining assets*

### Dollars & Sense Reality Fair: Providing A Sound Financial Education for Area Teens

The United Way of Northeast Louisiana **Dollars & Sense Reality Fair** is 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 upon completion of the simulation to further enrich students' learning.



*Capital One Bank is pleased to continue its support of financial education in Northeast Louisiana with a \$15,000 grant to support United Way of Northeast Louisiana's Dollars and Sense Reality Fair. As a leading corporate citizen in North Louisiana, Capital One is committed to helping our local communities thrive - especially through programs that benefit local youth. Financial education programs like the Dollars and Sense Reality Fair teach students how to make better financial decisions by increasing their knowledge of budgeting, spending and savings. — Rick Larsen, North Louisiana Market President, Capital One Bank.*

## Long Term Recovery: Working Together To Help People Recover from 2016 Flooding

United Way of Northeast Louisiana facilitates the Northeast Louisiana Long Term Recovery Group, a diverse group of community partners. The Long Term Recovery Group's goal is to address unmet needs of the most vulnerable individuals and families, such as low income elderly and disabled residents, impacted by the March 2016 flooding, helping them return home and resume the routine of daily life activities.

The Northeast Louisiana Long Term Recovery Group Unmet Needs Committee meets weekly. Represented by the American Red Cross, ARCO, Catholic Charities, Children's Coalition, United Methodist Committee on Relief (UMCOR), Waking Up, Inc., and community volunteers, and facilitated and staffed by United Way of Northeast Louisiana, as of April 2017, the Long Term Recovery Committee has helped 93 local families with \$111,753 to provide household goods, housing, reconstruction expenses, and other vital needs, enabling them to return to their homes.



*Larry Head, volunteer Northeast Louisiana Long Term Recovery Group Chair, also volunteers with housing rehabilitation projects.*

# AWARD WINNERS

## Campaign Leaders Award

CenturyLink \$1,208,895  
Origin Bank \$143,033  
Strauss Interests, Inc. \$133,745  
Angus Chemical Company \$113,950  
Ouachita Independent Bank \$87,037  
Lincoln Parish Schools \$79,435  
Graphic Packaging Intl. \$74,500  
St. Francis Medical Center  
P&S Surgical Hospital &  
Specialty Management  
Services of Ouachita. \$71,995  
Entergy Louisiana \$69,402  
Roseburg Forest Products \$62,600

## Circle of Honor Award

AIMS, Inc.  
Allen, Green, & Williamson, LLP  
ANGUS Chemical Company  
Argent Financial Group, Inc.  
Associated Business Printing, Inc.  
BancorpSouth  
Bank of Ruston  
Centric Federal Credit Union  
Coca-Cola Bottling  
Company-UNITED  
Community Financial  
Insurance Center, LLC  
Cross Keys Bank  
D.A.R.T.  
Don M. Barron Contractor, Inc.  
Ensure, The Insurance Agency  
Financial Institution  
Service Corporation  
First National Bank  
Heard, McElroy & Vestal, LLP  
Holyfield Construction  
Hulsey, Harwood & Sheridan, CPA  
Hunt Forest Products, LLC  
iBERIABANK  
James Machine Works  
Jim Taylor Chevrolet  
Jim Taylor Ford Lincoln  
LaSalle Management Company/  
M&T Properties/  
Correct Solutions Group

Lincoln Builders, Inc.  
Marion State Bank  
MJB Wood Group  
Monroe Chamber of Commerce  
Monster Moto, LLC  
NAI Faulk & Foster  
North Delta Title Company  
Origin Bank  
Ouachita Independent Bank  
Ouachita Parish Assessor's Office  
Progressive Bank  
Reeves, Coon & Funderburg  
Scott Powerline & Utility Equipment, LLC  
Southern Apparatus Services, Inc.  
Standard Enterprises, Inc.  
Steel Fabricators of Monroe, LLC  
Strauss Interests, LLC  
The Lincoln Agency, LLC  
The News-Star, A Gannett Company  
Thomas & Farr Agency, LLC  
United Way of Northeast  
Louisiana  
Wells Fargo Advisors, LLC

## Going the Extra 10% Award

American Red Cross  
NELA Chapter  
Argent Financial Group, Inc.  
BancorpSouth  
Bemis  
City of Monroe  
City of Ruston  
Coca-Cola Bottling Company-UNITED  
Comcast  
Dillard's Inc.  
Don M. Barron Contractor, Inc.  
ENABLE Midstream Partners  
Ensure, The Insurance Agency  
First National Bank  
Grambling State University  
Heard, McElroy & Vestal, LLP  
Hi Tech Computers  
Holyfield Construction  
Hunt Forest Products, LLC  
Intermountain Management  
Jim Taylor Ford Lincoln

LaSalle Management/  
M&T Properties/  
Correct Solutions Group  
Lincoln Parish Schools  
Monroe City Schools  
Mott MacDonald  
Newcomer, Morris & Young  
Origin Bank  
Ouachita Independent Bank  
Ouachita Parish Assessor's Office  
Ouachita Parish Public Works  
Regions Financial Corporation  
Richland State Bank  
Roseburg Forest Products  
Standard Enterprises, Inc.  
The Health Hut  
The News-Star, A Gannett Company  
Town of Farmerville  
Union General Hospital  
Union Parish Schools  
Wells Fargo Advisors, LLC

## Special Achievement Award

Dean Morris, LLC  
Lincoln Parish School District  
Lincoln Preparatory School  
MJB Wood Group, Inc.  
Newcomer, Morris & Young

## Life-Changing Award in Financial Stability

Capital One Bank (Regional)  
Origin Bank (LPUP)

## Life-Changing Award in Education

University of Louisiana Monroe/KEDM (Regional)  
Louisiana Tech University (LPUP)

## LIVE UNITED Award

Ouachita Independent Bank (Regional)  
First National Bank (LUJP)

## Campaign Coordinator of the Year Award

Chief Terry Williams with City of Monroe (Regional)  
Sheri Cooper with Union General Hospital (LPUP) and  
Randi Clifton with LaSalle Management Company  
(LPUP)

# UNITED WE FIGHT. UNITED WE WIN.

## REGIONAL EDUCATION

Boy Scouts Traditional Scouting (Boy Scouts, Cub Scouts, & Venturing) \$38,500.00  
 Boy Scouts Learning for Life \$28,250.00  
 Boy Scouts Multicultural Markets \$22,250.00  
 Boys & Girls Club of NELA Project Learn \$110,235.00  
 Children's Coalition Children's Coalition Early Head Start \$38,000.00  
 Girl Scouts Girl Scouting Leadership Experience \$25,000.00  
 OIC I CAN \$10,000.00  
 OIC High School Equivalence Test \$4,312.81  
 Wellspring (The) Big Brothers/Big Sisters \$47,674.00  
 YMCA of NE LA Y-Kids After School \$41,969.25

## FINANCIAL STABILITY

ARCO Vocational Program \$21,500.00  
 OIC Career Training Program \$12,300.00  
 OIC Community Initiatives Financial Literacy \$6,317.52

## HEALTH

ARCO Early Intervention \$153,773.00  
 Med Camps of Louisiana Summer Camping \$23,300.00  
 NELA Sickle Cell Anemia Foundation Social Worker Program \$26,514.50  
 Ouachita Council On Aging Congregate Meals \$10,950.00  
 Ouachita Council On Aging In-Home Assistance \$14,000.00  
 Rays of Sonshine Substance Abuse Prevention Program for Children \$20,450.00  
 Wellspring (The) Counseling & Family Development Center \$21,315.00

## BASIC NEEDS

American Red Cross Emergency Services \$118,000.00  
 Christopher Youth Center Our House Shelter \$60,000.00  
 Food Bank Adopt-A-Senior \$28,000.00  
 Food Bank Agency \$12,000.00  
 Food Bank Backpack for Kids \$20,000.00  
 Food Bank Kid's Cabinet School Pantry \$7,147.00  
 Ouachita Council On Aging Home Delivered Meals \$67,000.00  
 Ouachita Council On Aging Transportation \$58,000.00  
 Rays of Sonshine The Zone \$5,000.00  
 St. Vincent de Paul Prescription & Counseling Services \$40,000.00  
 Wellspring (The) Domestic Violence Program \$121,500.00  
 Wellspring (The) Permanent & Transitional Housing \$35,399.92  
 West Ouachita Senior Center Senior Adult and Community Supportive Services \$125,000.00

## LUJP EDUCATION

Boy Scouts Multicultural Markets \$3,500.00  
 Boy Scouts Traditional Scouting \$4,000.00  
 Boys & Girls Club of North Central La Core Programming \$39,200.00  
 The Wellspring Big Brothers/ Big Sisters \$40,202.92

## HEALTH

LA Methodist Children & Family Services Family Counseling Center \$38,822.27  
 Med Camps of Louisiana Summer Camping \$40,000.00  
 Northeast LA Sickle Cell Social Worker \$6,000.00  
 The Health Hut Social Services \$7,500.00

## BASIC NEEDS

American Red Cross Emergency Services \$2,500.00  
 DART Domestic Violence Program \$61,960.00  
 Food Bank Adopt-A-Senior \$22,917.00  
 Food Bank Agency \$8,000.00  
 Lincoln COA Home Delivered Meals \$30,000.00  
 St. Vincent de Paul Prescription & Counseling Services \$11,611.00  
 Union COA Congregate & Home-Delivered Meals \$23,721.13

# FINANCIAL HIGHLIGHTS

## UNITED WAY FINANCIAL HIGHLIGHTS

FOR THE YEAR ENDED JUNE 30, 2018 (Audited)

### BALANCE SHEET

Assets	
Cash	502,509
Investments	562,376
Pledges Receivables	1,650,295
Grants & Other Receivables	412,526
Fixed Assets	357,767
Other Assets	5,932
<b>Total Assets</b>	<b>\$ 3,491,405</b>

### Liabilities & Net Assets

Liabilities	
Allocations & Designations Payable	1,169,035
Other Payables	131,867
Deferred Revenue	44,763
<b>Total Liabilities</b>	<b>\$ 1,345,665</b>

Net Assets	
Unrestricted Net Assets	600,626
Temporarily Restricted Net Assets	1,545,114
<b>Total Net Assets</b>	<b>\$ 2,145,740</b>

<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 3,491,405</b>
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### STATEMENT OF SUPPORT, REVENUE & EXPENSES

Revenues	
Income from Campaign & Other Contributions	2,977,043
Income from Additional Pledges	55,876
Grants, Sponsorship & Other Income	733,050
<b>Total Revenue</b>	<b>\$ 3,765,969</b>

Expenses	
Agency Services/Fund Distribution	1,619,455
Supporting Services	760,593
Program Services	1,515,632
<b>Total Expenses</b>	<b>\$ 3,895,680</b>

<b>Increase (Decrease) in Net Assets</b>	<b>\$ (129,711)</b>
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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](http://unitedwaynela.org)

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