



UNITED WAY
Northeast Louisiana

**20
25**

COMMUNITY
REPORT

UNITED IS THE WAY

WE BUILD THRIVING COMMUNITIES IN NORTHEAST LOUISIANA



LETTER FROM THE PRESIDENT & CEO



Kim Lowery

President and CEO
United Way of
Northeast Louisiana

TO OUR NORTHEAST LOUISIANA COMMUNITY,

My name is Kim Lowery, and I am deeply honored to serve as the new President and CEO of United Way of Northeast Louisiana. As I step into this role, I'm mindful of the strong foundation already in place—one built through years of care, hard work, and heart. It's a privilege to lead an organization so deeply trusted and rooted in service to our community.

Our mission hasn't changed. We believe every person in every community deserves the opportunity to thrive. That starts with listening closely to the people we serve, acting when action is needed, and always leading with heart.

United Way of Northeast Louisiana is more than an organization—it's a movement of people who believe in taking care of each other. Every day, we're working to help families find financial stability, support students and schools, and strengthen the overall health and well-being of our 12-parish region.

As we look to the future, our priorities are clear:

- We will continue to build pathways of opportunity for individuals and families.
- We will deepen our partnerships across sectors to ensure we are tackling our region's toughest challenges together.
- And we will do it all with transparency, integrity, and an unshakable belief in the power of community.

I'm incredibly proud to lead a team that brings passion, innovation, and relentless determination to this work every single day. I'm also proud to stand alongside so many partners—nonprofits, businesses, faith groups, volunteers, and donors—who bring their time, talent, and treasure to the table for the greater good.

At the end of the day, United Way is about you. Your voice. Your belief in something better. Your willingness to be part of the solution. When we're UNITED, there's no limit to what we can do.

There's important work ahead, but I couldn't be more hopeful about the future of Northeast Louisiana. I'm excited to take this journey together—with all of you. **United is the Way.**

With gratitude,

KIM LOWERY

MEET OUR LEADERSHIP TEAM



Traci Canterbury
Chief Financial Officer



Meghan Jones
Director of Marketing
& Communications



Laura Maddox
Resource
Development Director
- Northeast Louisiana



Tabatha Ross
United Way 211 Contact
Center Director



Michelle Saucer
Sr. Community Impact
Director

LETTER FROM THE CHAIR, UWNELA BOARD OF DIRECTORS



TO OUR VALUED COMMUNITY,

On behalf of the United Way of Northeast Louisiana Board of Directors, I am pleased to welcome Kim Lowery as our new President and CEO. Kim brings a deep knowledge of our region, a passion for service, and a proven commitment to United Way’s mission. We are confident in her ability to lead us forward—building on our strong foundation and inspiring continued progress across our 12-parish footprint.

United Way of Northeast Louisiana is in the business of improving community. We will continue to unite all stakeholders—donors, volunteers, partners, and community members—to make a real difference in the lives of those we serve. We will continue to be excellent stewards of the dollars with which we have been entrusted, ensuring our programs and our partners are fiscally responsible and our impact is measurable.

Our future is bright, and we are delighted to have Kim at the helm as we continue this important work—together with you.

Sincerely,

ASHLEY WEST

Progressive Bank
Board Chair
United Way of Northeast Louisiana

LETTERS FROM OUR CAMPAIGN CHAIRS



TO OUR COMMUNITY,

It’s an honor to serve as the 2025 Campaign Chair for United Way of Northeast Louisiana.

As someone who has witnessed the real impact United Way makes every day, I can tell you—this work matters. When we give, advocate, and volunteer, we’re not just checking a box—we’re investing in real people and creating lasting change across our region.

This year, I’m especially excited to champion a campaign built on listening, collaboration, and bold action. Our communities are full of potential, and together, we can unlock it.

Let’s keep moving forward—United is the Way.

Sincerely,

DAVID COLE

Progressive Bank
2025 Campaign Chair
United Way of Northeast Louisiana



DEAR FRIENDS,

As the 2025 Campaign Chair for the Lincoln, Union, and Jackson Parishes market, I’m proud to support United Way’s mission in the community I call home.

This work is personal. It’s about neighbors helping neighbors—and I’ve seen firsthand how United Way brings people and resources together to meet real needs and create lasting impact.

I’m energized by what’s ahead and honored to serve as a volunteer alongside so many dedicated partners. Together, we can make this campaign our strongest yet.

Thank you for joining us in building a better future—right here in our own community.

Warm regards,

BRUCE RUSHING

Origin Bank
2025 Lincoln, Union, and Jackson Parishes
Campaign Chair
United Way of Northeast Louisiana

UNITED WAY OF NORTHEAST LOUISIANA LEADING POSITIVE CHANGE



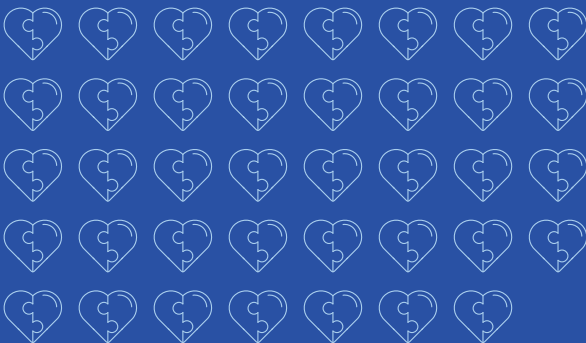
Donors
4,495

Initiatives &
Collaboratives **16**



Volunteers
5,926

Partner
Programs **39**



Total People Served Across
Northeast Louisiana



67,372

OUR MISSION, VISION & VALUES

OUR VISION

United Way of
Northeast Louisiana
envisions a community
where all individuals and
families achieve their human
potential through education,
income stability, and
healthy lives.



OUR MISSION

United Way of
Northeast Louisiana
is focused on helping
people and improving
communities. We rely on
experienced volunteers, loyal
donors, effective partner agencies,
and dedicated staff to help
achieve our vision for a better
Northeast Louisiana.

OUR VALUES

Our
values are
inclusiveness,
integrity,
compassion, respect,
dignity, and positive
impact.



CHILDREN SUCCESSFUL IN SCHOOL AND LIFE

United Way of Northeast Louisiana works to ensure children, youth, and young adults are successful in school and life. This includes helping children enter school ready to learn, supporting students to succeed in elementary school and transition smoothly into middle and high school, and equipping youth with the knowledge, skills, and credentials needed to join the workforce and secure family-sustaining employment.



Igniting a Love for Learning

Through joyful classroom read-alouds, book giveaways, and outdoor exploration on the Born Learning Trail, United Way NELA brings early literacy to life at Louisiana Tech’s Early Childhood Education Center. “Our students get so excited about the books they take home to share with their families,” said Kelsey Moeller of the LA Tech Early Childhood Education Center. “These moments spark curiosity, build confidence, and help connect learning with joy—creating memories that last long after the story ends.”

READ.LEARN. SUCCEED.



- 629 students, 12,580 books, 467 volunteers, 2,682 letters, and 141 companies engaged during the 2024-25 school year.
- Why it’s powerful:** Demonstrates long-term literacy impact and strong community investment in student success.

READY 4 SERVICE



- 13 partner schools, 38 4th and 5th grade students, and 4 educational excursions including Louisiana Tech University and the State Capitol.
- Why it’s powerful:** Builds future leaders through education, civic engagement, and real-world experiences.

Out-of-School Enrichment (Summer Camp)

- 121 students served in the largest summer camp yet at Henrietta Johnson Community Center, focused on emotional development and STEM-themed learning.
- Why it’s powerful:** Combines fun, safety, and personal growth to prevent summer learning loss and provide stability for children.

ECONOMIC OPPORTUNITY FOR ALL

United Way of Northeast Louisiana promotes economic opportunity for all by ensuring individuals and families have the sustainable resources they need to meet their basic needs. We also help people build the skills, knowledge, and connections necessary to grow and manage their income. By supporting vulnerable populations in living with independence and dignity, and fostering collaboration among people and organizations, we work toward a thriving, prosperous economy for everyone.

A woman and a young girl are standing outdoors, smiling. The woman is wearing a white top and blue skirt, and the girl is wearing a blue dress with a white bow in her hair.

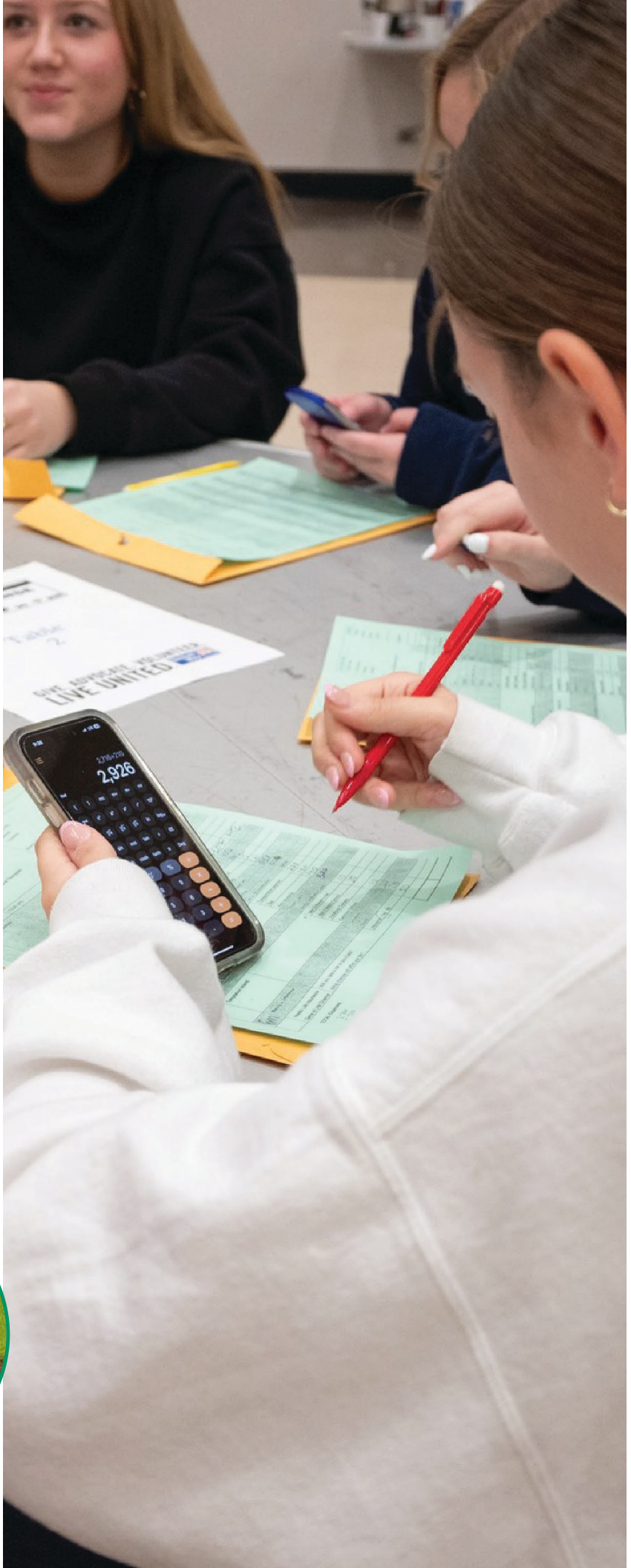
A Vision for What's Possible

Christy, a single mom participating in the Tenant Based Rental Assistance (TBRA) program with the City of Monroe Planning & Urban Development, came to United Way overwhelmed and unsure of how to begin managing her finances. “I just didn’t look at it,” she admitted. Through financial counseling and workshops with our partners, Christy not only gained tools—she took action. She created a vision board to map her goals, broke them down into manageable steps, and came to her next session energized and empowered. “You gave me the tools, and now I’m just using them,” she said. Christy’s story is a powerful example of what financial education can unlock: confidence, clarity, and a plan for the future.



A woman with long braids is smiling.

Building a Foundation for the Future



Elizabeth, a devoted mother who frequently travels to the children’s hospital for her youngest child’s care, is on a mission to restore her childhood home—a house filled with memories and meaning. Through one-on-one financial counseling and group workshops with United Way and our partners, Elizabeth identified the first critical step: securing legal ownership of the home left to her by her mother. After attending an Heirship Project workshop, she is now actively working to obtain the title so she can access funding for much-needed repairs. In the meantime, she’s also building her credit to keep every option open. Her journey is one of perseverance, legacy, and long-term financial empowerment.





VITA (Volunteer Income Tax Assistance)

-  **151** individuals served, **\$160,799** in tax refunds, and **\$30,200** saved on tax preparation fees in the 2024 tax year.
-  **Why it’s powerful:** Delivers direct financial impact—money back in the pockets of local families



-  **20** workshops, with outcomes like 2 home purchases, employment gains, and **40 hours** of financial education per participant
-  **Why it’s powerful:** Equips people with the tools to achieve long-term financial independence and stability.



-  **627** high school students participated in 2024; now with the potential to expand to local junior high students.
-  **Why it’s powerful:** Prepares the next generation for financial success by teaching real-life budgeting and money management.

HEALTHY INDIVIDUALS AND COMMUNITY

United Way of Northeast Louisiana strives to build healthy and safe individuals, families, and communities. This means ensuring that people live in environments that support their well-being and safety, while also encouraging collaboration among individuals and organizations to strengthen and create a more inclusive community for all.



To Our Children With Love

For foster families, the holidays can be a financial and emotional challenge. United Way NELA's support brings more than gifts—it brings hope, dignity, and relief. "Because of you, I can say YES to a child in need—even at Christmas," shared Margie Foster of Royal Family Kids NELA. "To not go into debt to create precious memories for children in our care is priceless."

Health Equity & Access through UWNELA's Community Connection Specialist



2,400+ households reached with health outreach and 211 materials, plus direct delivery of hygiene supplies, food, and basic necessities across 12 parishes.



Why it's powerful: Builds healthier communities by removing barriers to care, promoting equity, and connecting people to essential services through 211, partnerships, and local outreach.

Benefit Application Support (Community Connections)



UWNELA is using the Benefit Kitchen tool to help individuals and families access vital health-related benefits like Medicaid, SNAP, and CHIP—removing barriers to care and promoting wellness.



Why it's powerful: Advances health equity by connecting vulnerable populations to preventive care, nutrition, and stability—improving outcomes and reducing disparities across our region.

2·1·1

Northeast Louisiana



Offers anyone in need a centralized source for referrals and information from the UWNELA's Financial Health Center.



Why it's powerful: Reliable, universal access point.



UNITED WAY OF NORTHEAST LOUISIANA 211

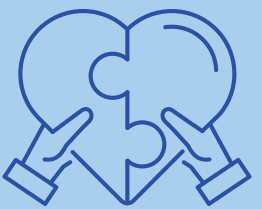
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Northeast Louisiana



As your direct line to a community that cares, 211 is an easy to remember phone number that connects you to available information and resource providers in your area.

NEEDS MET
17,314



REFERRALS
GIVEN
36,829



PEOPLE GIVEN
REFERRALS
10,008



TOTAL
CONTACTS
12,867



TYPES OF REFERRALS



Electric Service Payment Assistance

7,980



Food Pantries

6,221



Rent Payment Assistance

3,400



Water Service
Payment Assistance

1,838

211 Helps Keep a Family Together

When a DCFS caseworker reached out to our Louisiana 211 Referral & Care Coordinator, LaToya, for help with a desperate housing situation, LaToya jumped into action. The caller—a single mother from Union Parish—had just \$250 toward her \$700 rent and no other options. With limited resources in the rural area, LaToya got creative. She called over 15 landlords until one agreed to rent a safe, livable trailer for \$300 a month.

LATOYA WOODS

Louisiana 211 Referral
& Care Coordinator

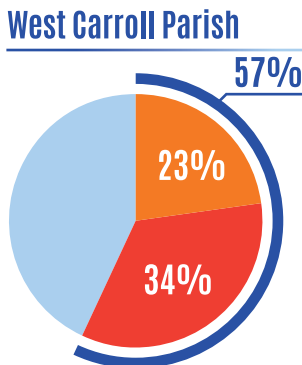
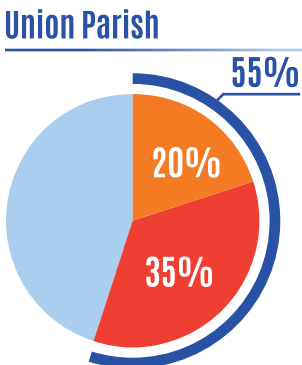
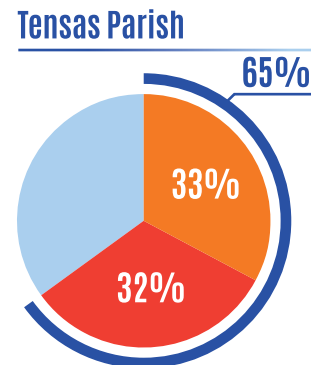
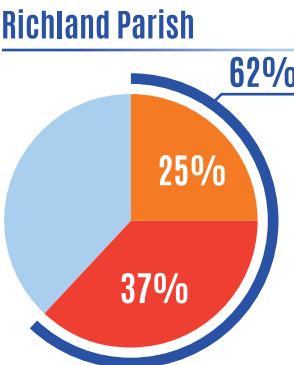
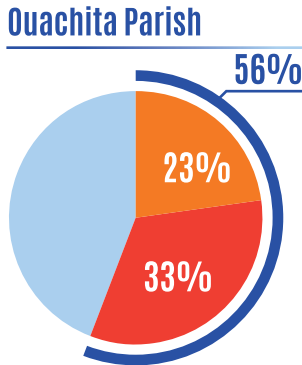
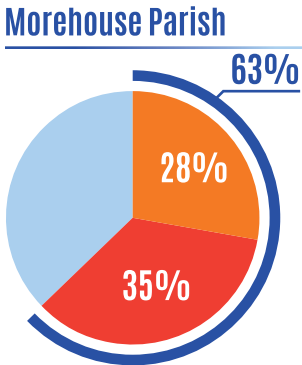
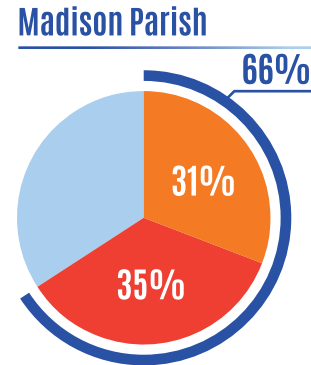
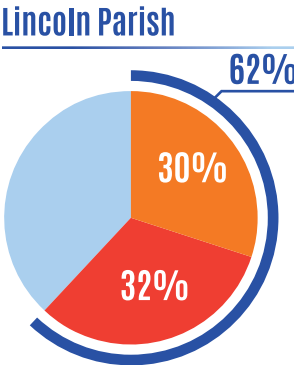
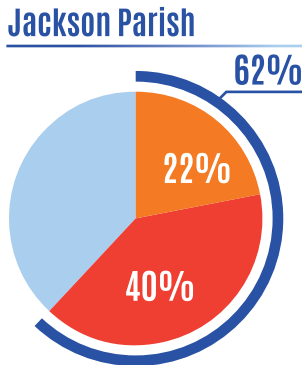
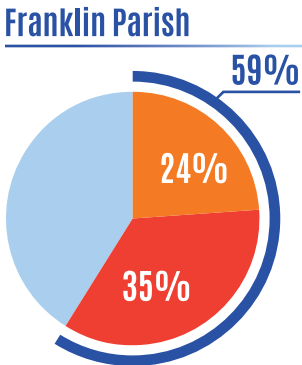
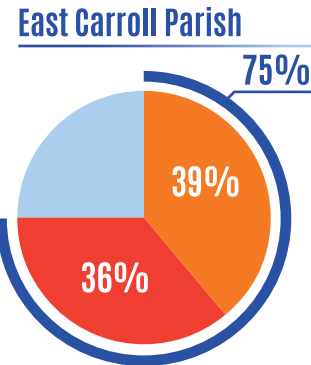
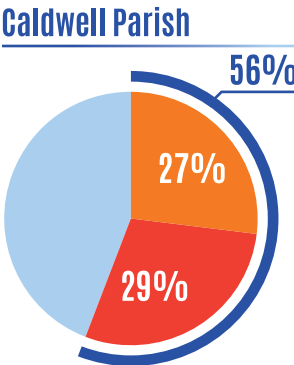
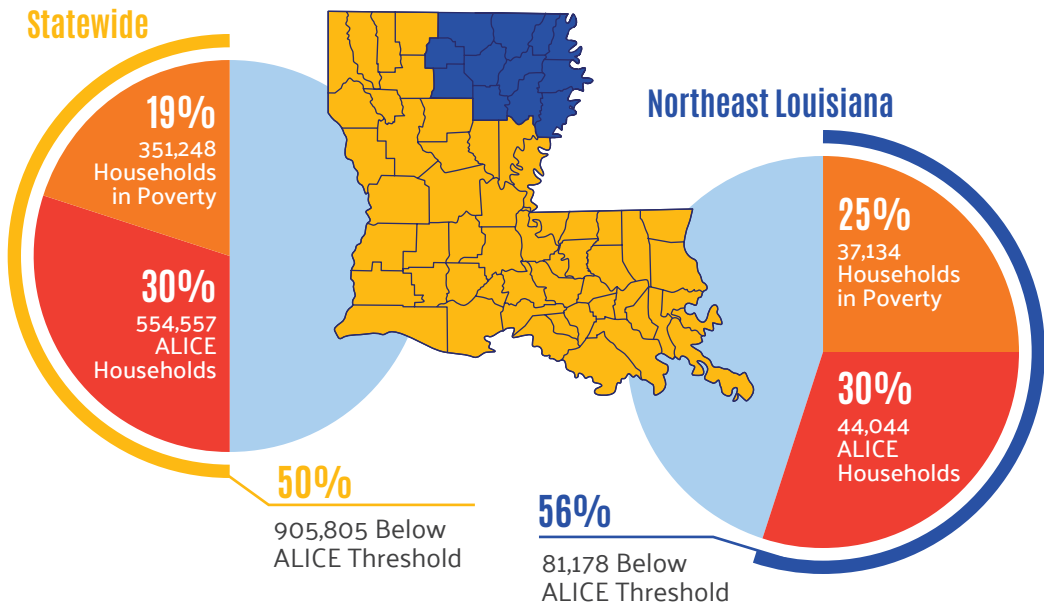
With help from a special DCFS-funded grant, 211 covered the immediate costs, secured utilities, and partnered with Rolling Hills to furnish the trailer—ensuring the family had what they needed to stay together and avoid further DCFS involvement. Now safely housed, the mother's next call to LaToya was full of hope: "Now can you help me find a job?"

This is just one example of how 211 listens deeply, acts boldly, and connects people with life-changing solutions every day.

ALICE

Asset Limited.
Income Constrained.
Employed.

- % of Total Households below the ALICE Threshold
- % of Households living in Poverty
- % of ALICE Household



2024-25 PARTNER PROGRAMS

- Academic Success**
Boys and Girls Club of North Louisiana
- Agency Partner Program**
Food Bank of Northeast Louisiana
- ARCO Customized Employment**
ARCO
- Backpack for Kids**
Food Bank of Northeast Louisiana
- Basic Lab Testing for the Uninsured**
The Health Hut
- Business Management & Technology**
O.I.C. of Ouachita
- Camping Programs**
Med-Camps of Louisiana
- Career Pathway to Financial Sustainability**
NOVA Workforce Institute of Northeast Louisiana
- Care Closets**
The Junior Leauge of Monroe
- Community Outreach**
Lyfe Skills Collaboration
- Congregate Meals**
Ouachita Council on Aging
- Congregate Meals**
Union Council on Aging
- Counseling & Family Development Center**
The Wellspring
- Domestic Violence Program**
D.A.R.T.
- Domestic Violence Program**
The Wellspring
- Emergency Youth Shelter**
Christopher Youth Center
- Family Counseling Services**
Louisiana Methodist Children & Family Services
- Family Strengthening**
Catholic Charities of North Louisiana
- Girl Scout Leadership Experience**
Girl Scouts of Louisiana - Pines to the Gulf
- High School Secondary Education Test (HiSET)**
O.I.C. of Ouachita
- Home Delivered Meals**
Lincoln Council on Aging
- Home Delivered Meals**
Ouachita Council on Aging
- Homemaker Program**
Ouachita Council on Aging
- Individuals Committed to Achieving Now (I CAN)**
O.I.C. of Ouachita
- Job Training & Placement**
Goodwill Industries
- Mental Health Matters**
National Alliance on Mental Illness
- OWL Center Special Needs Equine Therapy**
Louisiana Methodist Children & Family Services

- Prescription & Counseling Services**
St. Vincent de Paul Community Pharmacy
- Project Hope**
Rays of Sonshine
- Rural Victim Services**
The Wellspring
- Senior Adult & Community Supportive Services**
West Ouachita Senior Center
- Senior Program**
Food Bank of Northeast Louisiana
- Social Service Provision**
Sickle Cell Anemia Foundation of Northeast Louisiana
- The Vine**
The Vine of Northeast Louisiana
- The Zone**
Rays of Sonshine
- Traditional Scouting (Boy Scouts, Cub Scouts & Venturing)**
Boy Scouts of America, Louisiana Purchase Council
- Transitional Living**
Christopher Youth Center
- Transportation (Non-Emergency Medical)**
Ouachita Council on Aging
- Youth Empowerment Program (YEP)**
The Wellspring

INITIATIVES

- Dollars & \$ense
- Financial Counseling
- The Heirship Project
- Volunteer Income Tax Assistance (VITA)
- READ.LEARN.SUCCEED.
- Ready4K
- Ready4Service
- VolunteerUNITED

COLLABORATIVES

- Bank On NELA
- Emergency Food and Shelter Program
- Front Door for Housing
- Out of School Enrichment
- Disaster Relief
- Lincoln Parish Hunger Task Force



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, safe, 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 **\$2,790,426!** A big part of that effort was through partnering with **175** 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

2024 CAMPAIGN LEADERS

The Campaign Leaders Awards are 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.



1.

ORIGIN BANK
\$161,243



2.

ADVANCION
\$123,487



3.

MID SOUTH EXTRUSION
\$75,012



4.

ARGENT FINANCIAL GROUP
\$71,252



5.

STRAUSS INTERESTS
\$57,095



6.

**OUACHITA PARISH
SCHOOL BOARD**
\$56,852



7.

PROGRESSIVE BANK
\$54,124



8.

FORTH INSURANCE
\$47,415



9.

CENTURY NEXT BANK
\$46,197



10.

**ALLI MANAGEMENT
SOLUTIONS**
\$46,047

2024 CELEBRATING EXCELLENCE

Companies appearing in blue have a presence in Lincoln, Union, and/or Jackson Parishes.

SPECIAL AWARDS

BANK ON NELA

This inaugural award is given to an organization that has gone above and beyond in championing financial empowerment and safe and affordable banking in Northeast Louisiana.

Cadence Bank

LIVE UNITED

This award is given to a workplace campaign that exemplifies and embodies a corporate culture of philanthropy and community involvement. They truly understand that United Is The Way. Their actions inspire others to be involved in their community.

Dean Morris, LLC
Karl Malone Toyota Of Ruston

NEW WORKPLACE CAMPAIGN

This award is given to new workplace campaigns in Northeast Louisiana.

Karl Malone Toyota Of Ruston
Meyer, Meyer, Lacroix & Hixson
Quicktrip - Ruston
Reeves Memorial Medical Center
Town of Richwood

WORKPLACE RECOGNITION

SPECIAL ACHIEVEMENT

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

Christopher Youth Center

OUTSTANDING CAMPAIGN COORDINATOR(S) OR TEAM OF THE YEAR

At the heart of each workplace campaign is the United Way Campaign Coordinator or Team that work 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.

Jenny Wills
The Woman's Clinic
Sara Carlson, Bria Small & Matt Dickerson
Mid South Extrusion
Aline Smead, Maribeth Holzer, Emily Lincecum & Haley Holley
Ouachita Parish School Board
Sarah Mckinnie
Origin Bank

VOLUNTEER UNITED

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.

Entergy

PACESETTER COMPANIES

Select companies who are invited to jump-start the United Way Campaign.

Allen, Green & Williamson, LLP
City of Ruston
Forth Insurance
LaSalle Management Group
Marion State Bank
Monroe Housing Authority
The Woman's Clinic

WORKPLACE RECOGNITION

CIRCLE OF HONOR

Gifts specific to United away 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.

Advancion	Ensure, The Insurance Agency	Ouachita Parish Assessor's Office
Allen, Green & Williamson, LLP	Ewing Timber, LLC	Peregrine Corporation
Argent Financial Group, Inc.	Financial Institution Service Corporation	Progressive Bank
Associated Business Printing, Inc.	Holyfield Construction	Quiktrip
Blake Wheelis State Farm	Hunt Forest Products	Regions Financial Corporation
Cadence Bank	Hunt, Guillot & Associates, LLC	Experience Ruston - Ruston Lincoln Chamber Of Commerce
Centric Federal Credit Union	Impact Healthcare Solutions	Scott Powerline & Utility Equipment, LLC
Century Next Bank	Louisiana National Bank	Southern Apparatus Services, Inc.
Community Financial Insurance Center, LLC	Marion State Bank	Strauss Interests, Inc.
D.A.R.T.	Meyer, Meyer, Lacroix & Hixson	Standard Enterprises, Inc.
Creed & Creed	Monroe Housing Authority	
Dean Morris, LLC	Newcomer, Morris & Young	
Don M. Barron Contractor, Inc.	Origin Bank	

GOING THE EXTRA 10%

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 United Way NELA Volunteers.

Aims, Inc.	Courtesy Chevrolet Buick GMC Cadillac Of Ruston, LLC	Mercy Medical Health Center
Allen, Green & Williamson, LLP	Courtesy Chrysler Dodge Jeep Ram	Mid South Extrusion
Berry Global	D'Arbonne Woods Charter School	Monroe Coca-Cola Bottling Company United
Amcor	Dean Morris, LLC	Ouachita Parish Assessor's Office
Arc of Ouachita	Dewitt & Giger	Peregrine Corporation
Associated Business Printing, Inc.	Financial Institution Services Corporation	Ruston Glass & Mirror
Atmos Energy Corporation	First Horizon Bank	Scott Equipment Companies
Blake Wheelis State Farm	Forth Insurance	The Health Hut
Boys And Girls Club of North LA - Monroe	Gibbsland Bank & Trust	The Woman's Clinic
Christopher Youth Center	Jackson Parish Correctional Center	Union Council On Aging
City of Ruston	Kronospan	Union Parish Schools
Century Next Bank	Jim Taylor Chevrolet	Van-Trow, LLC
Community Financial Insurance Center, LLC	Louisiana National Bank	



UNITED WAY
Northeast Louisiana

MONROE

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RUSTON

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Ruston, LA 71270
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unitedway@unitedwaynela.org
VOLUNTEER! [UnitedWayNELA.org/volunteer](https://www.unitedwaynela.org/volunteer)

