



United Way  
of Northeast Louisiana

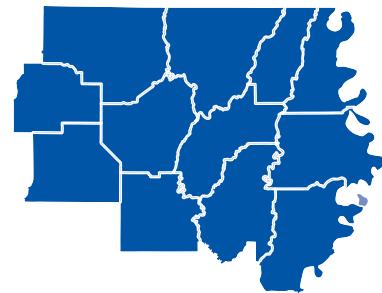
COMMUNITY  
**REPORT**

**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](mailto:jdurden@unitedwaynela.org)

[UnitedWayNELA.org](http://UnitedWayNELA.org) | [unitedway@unitedwaynela.org](mailto:unitedway@unitedwaynela.org)

VOLUNTEER! [UnitedWayNELA.org/volunteer](http://UnitedWayNELA.org/volunteer)



2020 - 2021

# BOARD OF DIRECTORS

## OFFICERS

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North Delta Title Company  
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Willie Hunter Jr. & Associates  
SECRETARY

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CHAIR

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Monroe Coca-Cola Bottling  
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2021 CAMPAIGN CHAIR

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

**BJAY DURRETT**  
Durrett Law & Title  
2021 Lincoln-Union-Jackson  
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Convention & Visitor's Bureau  
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Oschner LSU Health  
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Monroe

**CORRE STEGALL**  
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Monroe Coca-Cola  
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Argent Financial  
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BancorpSouth

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Drax Biomass

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Origin Bank

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SMITH**  
OIC

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Wossman High School

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Ewing Timber, LLC

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Willie Hunter Jr. &  
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**ASHLEY WEST**  
Progressive Bank

**ERNEST FINCH**  
Thomas & Farr Agency,  
Inc.

**BLAKE WHEELIS**  
Blake Wheelis State  
Farm Insurance  
Agency, Inc.



United Way  
of Northeast Louisiana

## 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**.

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 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**.



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### DIAL 211

available 24/7,  
365 days a year or

### TEXT

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

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

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.

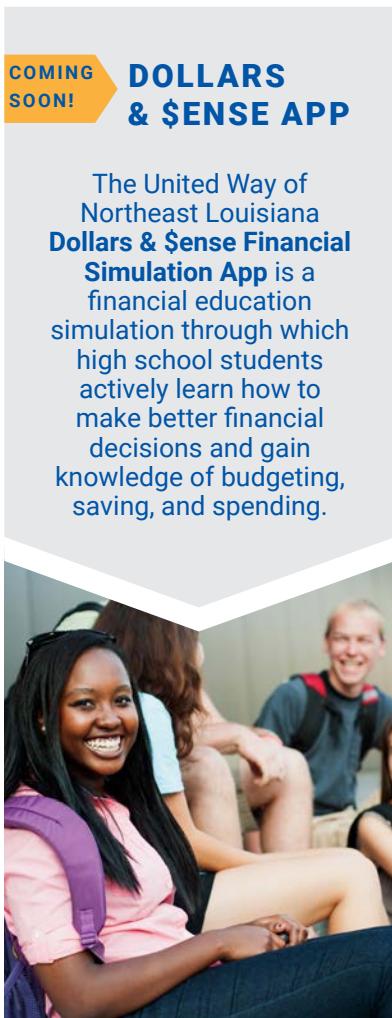


# ACCESS TO OPPORTUNITY



## 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.**

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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 had depression or depressive disorder? Depression, anxiety, and substance use are often the result of how much safety, belonging, and connection is 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 Bienfaiteur** \$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.**

## CAMPAIN 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	Centric Federal Credit Union	First National Bank
4th Judicial District Attorney's Office	Century Next Bank	Food Bank of Northeast Louisiana
4th Judicial District Court-Judges	Christopher Youth Center	Foster Farms
Acadian Ambulance Service	City of Monroe	Girl Scouts of LA – Pines To the Gulf Council
AIMS, Inc.	City of Ruston	Glenwood Regional Medical Center
Allen, Green & Williamson, LLP	City of West Monroe	Grambling State University
Amcor	Community Financial Insurance Center, LLC	Graphic Packaging International
ANGUS Chemical Company	Courtesy Chevrolet Buick GMC Cadillac of Ruston, LLC	Graphic Packaging – West Monroe Mill
ARC OF OUACHITA	Courtesy Chrysler Dodge Jeep Ram	Green Clinic Health System
Argent Financial Group, Inc.	CREED & CREED	Green Oaks Juvenile Detention Center Ouachita Parish - State of Louisiana
Arthur J. Gallagher Risk Management Services, Inc.	Cross Keys Bank	Heard, McElroy & Vestal
Associated Business Printing, Inc.	Crossmark Management Group	HiTech Computers of Ruston Inc
AT&T	D.A.R.T.	Holfield Construction
ATMOS Energy Corporation	Dean Morris, LLC	Homeland Bank
BancorpSouth Bank	Dewitt & Giger, LLP	Hulsey, Harwood & Sheridan, CPA
Bancroft Bag, Inc.	Don M. Barron Contractor, Inc.	Hunt Forest Products
Bank of Oak Ridge	Drax Biomass, Inc.	Hunt, Guillot & Associates, LLC
Berry Global, Inc.	Durrett Law & Title	iBERIABANK
Blake Wheelis State Farm	Durrett Law & Title – Monroe	Impact Healthcare Solutions, LLC
Boardwalk Pipeline Partners	Emprint Moran Printing, Inc	InterMountain Management
Boys & Girls Clubs of North Louisiana	Enable Midstream Partners, LP	Jackson Parish Correctional Center
Brookshire Grocery Company	Ensure, The Insurance Agency	James Machine Works
Business Alliance Financial Services	Entergy Louisiana	Jim Taylor Buick GMC
Business First Bank	Enterprise Rent - a - Car	Jim Taylor Chevrolet
Cameron, Hines & Company, APAC	Ewing Timber, L.L.C.	Jim Taylor Ford Lincoln
Car Town	Federal Express	JPMorgan Chase Bank, N.A.
CenterPoint Energy	Financial Institution Service Corporation	

**CAMPAIGN  
LEADER****SPECIAL  
ACHIEVEMENT****NEW  
CAMPAIGN****VOLUNTEER  
UNITED****GOING THE  
EXTRA 10%****CIRCLE OF  
HONOR****LIVE  
UNITED****CAMPAIGN  
COORDINATOR  
OF THE YEAR**

KTV 10 NBC KARD FOX 14

LaSalle Management, M&amp;T Properties, and Correct Solutions Group

Lazenby &amp; 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 &amp; 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 &amp; Foster

Newcomer, Morris &amp; 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 &amp; Funderburg

Regions Financial Corporation

Richwood Correctional Center

Robertson Produce, Inc.

Roseburg Forest Products

Ruston Glass &amp; Mirror

Ryan Auto Group

S. E. Huey CO.

Scott Equipment Companies

Scott Powerline &amp; Utility Equipment, LLC

Snellings, Breard, Sartor, Inabnett, &amp; 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 &amp; 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 &amp; 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](mailto:jhughes@unitedwaynela.org).

### **MONROE:**

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

### **RUSTON**

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