United Way of Northeast Louisiana

FOR IMMEDIATE RELEASE

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United Way NELA Opens 2025 Agency Program Application Process to Drive Community Change

MONROE, LA — United Way of Northeast Louisiana is thrilled to announce the opening of its 2025 agency program application process on **Tuesday, January 7, 2025**. This annual initiative invites local 501(c)(3) organizations to join United Way in fostering positive community impact across the region's 12 parishes.

Since its establishment in 1956, United Way of Northeast Louisiana has remained steadfast in its mission to improve lives and address critical needs within the community. With core aspirations in education, financial stability, and health, United Way NELA's goals are strategically designed to meet evolving challenges, build resilience, and create opportunities that facilitate lasting change.

Comprised of engaged volunteers who represent a diverse cross-section of the community, United Way NELA's Board of Directors sets strategic policies and provides operational oversight. Through collaborative volunteer committees, the organization maintains a rigorous process to ensure financial transparency, operational excellence, and maximized community impact.

United Way NELA's ongoing investments in local programs and initiatives underscore the organization's commitment to lasting, positive change.

"As community members invest in United Way NELA this year, they are enabling a volunteer-driven approach to carefully assess and select programs that will address our community's most pressing issues," said Ashley West (Progressive Bank), Chair of United Way NELA's Board of Directors. "Our volunteers bring unique perspectives and expertise to ensure that every dollar donated makes a measurable difference in Northeast Louisiana, aligning United Way's mission with the community's vision for a better future."

Last year, United Way NELA partnered with **39** agency programs that provided essential services throughout Northeast Louisiana. These partnerships, built on United Way NELA's high accountability standards, play a pivotal role in addressing challenges across the region. For a full list of current partners, visit unitedwaynela.org/our-partners.

"As we open our doors to potential new and returning partnerships this year, we are reminded of the profound impact these partners have on the lives of individuals and families," said Kim Lowery, Vice

President of Community and Organizational Strategy. “Our commitment is to ensure that every program we support aligns with our community’s aspirations and goals, advancing positive, measurable outcomes that make Northeast Louisiana stronger.”

“Our annual application process not only strengthens our existing partnerships but also invites new organizations to join in addressing emerging needs,” noted Jennifer Johnson (4th District Attorney's Office), Community Allocations Chair for United Way NELA. “As we look ahead, we remain dedicated to setting the gold standard in accountability for prospective and long-standing partners alike.”

Application Details:

- The application process is open to any 501(c)(3) organizations located within the 12 parishes of Northeast Louisiana that provide health and human services aligned with United Way NELA’s community aspirations and goals.
- Pre-application will open on **Tuesday, January 7, 2025,** at unitedwaynela.org/our-partners
- Pre-application submissions are due by **Friday, January 24, 2025**.
- For inquiries, please contact Kim Lowery, Vice President of Community and Organizational Strategy, at 318.998.9212 or klowery@unitedwaynela.org

Volunteer Opportunity:

- Local volunteers, representing all segments of the community, determine how to invest dollars raised by United Way NELA. The recommendations for funding are reviewed and approved by these volunteers annually.
- Interested in volunteering? Visit unitedwaynela.org/civregistration
- For inquiries, please contact Kim Lowery, Vice President of Community and Organizational Strategy, at 318.998.9212 or klowery@unitedwaynela.org

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United Way of Northeast Louisiana *works with volunteers, donors, and other organizations locally to create lasting community change in the areas of Education, Income, and Health — the building blocks for a good quality of life. For more information about United Way of Northeast Louisiana, visit unitedwaynela.org, dial 211 on any landline or mobile phone (a free call 24/7), or text your zip code to 898-211 (M-F, 8-5).*