

LIVE UNITED

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ANNUAL REPORT

UNITED WAY

of CENTRAL LOUISIANA



United Way

For 69 years, United Way of Central Louisiana has been committed to creating hope for our community. UWCL bands together all community members to create positive, measurable, and long lasting change.

Our Mission

The United Way of Central Louisiana empowers members of the community through access and improvement in education, health, and financial stability. United Way brings people together to build strong, equitable communities where everyone can thrive. We serve 8 parishes in the Central Louisiana area-

Avoyelles, Catahoula, Concordia, Grant, La Salle, Rapides, Vernon, and Winn.

Through United Way, communities tackle tough challenges and work with private, public, and nonprofit partners.

Our Vision

We dream of a community in which all our neighbors are linked to each other and to the resources they need to prosper and thrive. We are committed to honoring, embracing, and harnessing the power of diversity of all Central Louisiana residents to create a stronger community for all. United Way uses its global reach and local presence to build stronger, more resilient, and more equitable communities where everyone can thrive. We help people make meaningful change, through charitable donations, volunteerism, or public policy advocacy.

Our Focus

EDUCATION -

Success in life begins with a quality education. And yet, millions of children and youth lack the support they need to strengthen their literacy, stay on track in school, graduate high school and find a career.

FINANCIAL STABILITY -

Chronic Unemployment - Financial Illiteracy - Homelessness
In communities around Central Louisiana, individuals and families
are facing financial obstacles that prevent a good quality of life. We're
fighting to put every family, in every community, on a path toward financial
empowerment. That starts with access to services, job training, credit counseling

and money management programs.

HEALTH -

When it comes to accessing health services, a person's zip code should never be a deterrent to success, nor should it be a barrier to improved health. Yet for many, that's a daily reality. By making it easier for individuals to access the services they need for a healthy life we create a healthier community. We're committed to building healthy communities, one person at a time.

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GIVE. ADVOCATE. VOLUNTEER.

CEO's Letter

"It is no easy feat to change a community but together we can revive the mindset that we are "better together."" Michelle Purl



As year two has come to an end, it is overwhelming the amount of support the community has shown in helping us improve and strengthen our community. The generous support of donors and the number of people that are working towards creating lasting change for this area can only lead to success. As we make strides in improving education, helping families to become financially stronger, and ensuring all have access to health services, we look to innovative approaches and collaborating with partners that can help strengthen these systems.

We have launched two new programs this year to help connect people with resources and enable our partners to reach those who need us most. It is no easy feat to change a community but together we can revive the mindset that we are "better together." We can bring back industries, provide better resources, and create hope for our ALICE (Asset Limited Income Constrained Employed) families. Forty-nine percent of our local community lives at the ALICE threshold or poverty level - they are struggling. Remember the "E" is for employed - many have multiple jobs to just provide the basics for their family. We have begun making a lasting difference in families lives thanks to our campaign companies, individuals, nonprofit partners, and government officials but the charge has just begun.

Post covid has left many people with new challenges, drained mentality, and a workforce that is suffering due to the many shifts after covid. UWCL helped through covid by ensuring the basics were met. We helped deliver meals, held health fairs, and ensured 2-1-1 had accurate information for testing and vaccination sites. Now is the time for the recovery beyond the health effects, it is time to work together to ensure we live in an environment that is safe, has adequate resources, and a workforce that is thriving.

I ask you to join the charge and become a part of the United Way family in creating hope and ensuring Central Louisiana is a place you encourage your children to live post-graduation to continue creating success for this region.

Michelle Purl, CEO March 2023

Michelle Purl



Meet our Board of Directors



Board Chair

LSUA



Rapides Parish School Board



Board Treasurer

Red River Bank



Northwestern University



Board Vice Chair

CLTCC



Higgins Law Firm



St. Matthew Baptist Church



CAC Consulting Group LLC



Rapides Parish Library



Mayor, Town of Ball

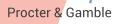


Chris J. Roy, Jr. APLC



Compro Tax







The Pierite Group Tunica-Biloxi Tribe



Community Leader



Exec. Asst. State Rep District 26



Christus St. Frances Cabrini



USDA Forest Service



Roy OMartin



Regions



Capital One

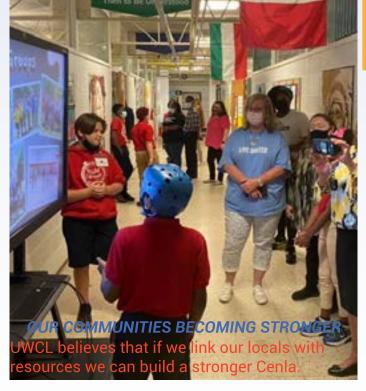


Maltempi Holdings



Turner & Turner Construction

LIVE UNITED with UNITED WAY of CENTRAL LOUISIANA





Community Impact is the center of what we do at United Way of Central Louisiana. Everything that is done ultimately comes back to how it impacts our community.

We achieve these goals through Community Investment grants, internal programs, and community engagement opportunities. We know we cannot achieve this alone, but working together with partner agencies to make Central Louisiana better for all.

We measure our success in lives changed.

The United Way of Central Louisiana empowers members of the community through access to and improvement in education, health and financial stability.





resources and programs.

Internal Programs

Community Engagement
 Strategic Community
 Partnerships at corporate
 and governmental levels





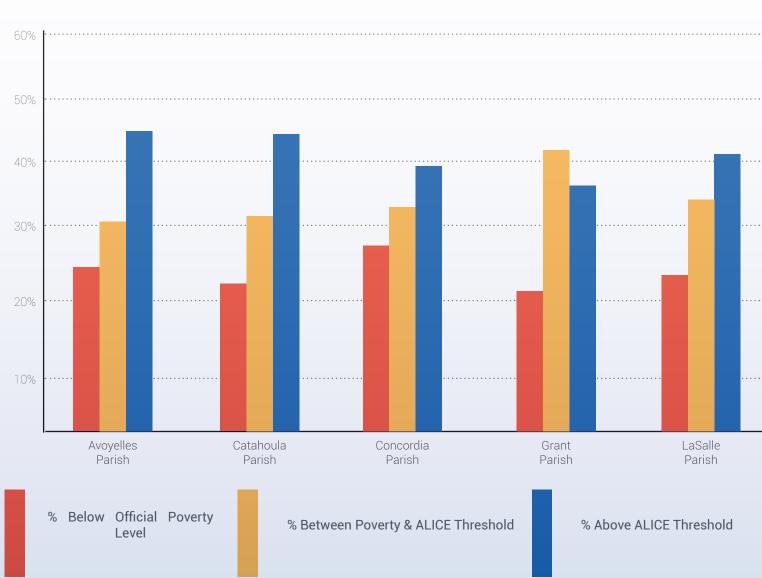
Asset Limited Income Constrained Employed

ALICE households live in every parish in Louisiana - urban, suburban and rural. They include women and men, young and old, of all races and ethnicities.

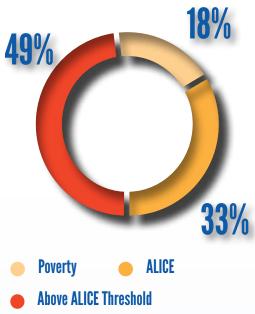
WHO IS ALICE?

ALICE families total annual income is above the poverty level but not enough to afford basic household budgeting of:

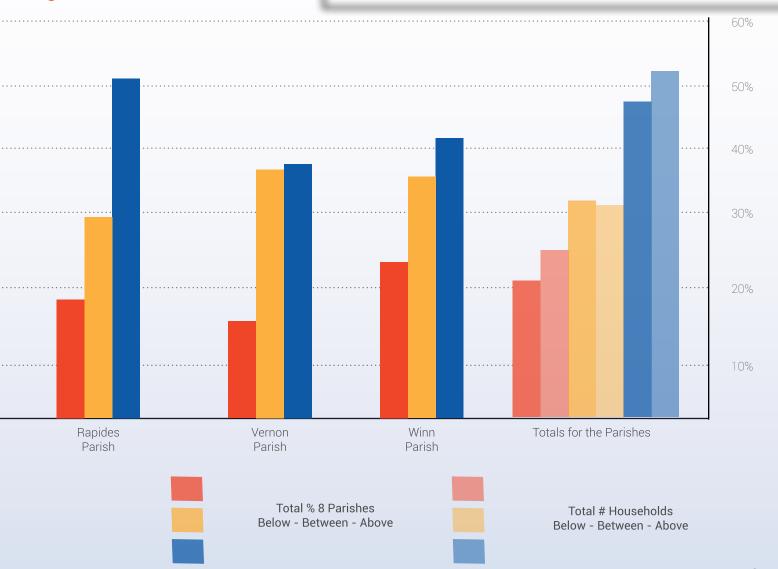
- Housing
- Child Care
- Food
- Transportation
- Health Care



Did you know that nearly half the households in Louisiana struggle to make ends meet???



Household Survival Budget, Rapides Parish, 2018	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$593	\$830
Child Care	\$-	\$1,068
Food	\$251	\$761
Transportation	\$382	\$850
Health Care	\$212	\$844
Technology	\$55	\$75
Miscellaneous	\$177	\$509
Taxes	\$277	\$659
Monthly Total	\$1,947	\$5,597
ANNUAL TOTAL	\$23,364	\$67,164
Hourly Wage*	\$11.68	\$33.58



VOLUNTERS

OUR VOLUNTEERS MAKE ALL OF OUR HOPES BECOME REALITIES.





Back to School Day with Louisiana Christian University.

Youth Summer of Service day event.

Our volunteers make an impact in the community.

We invite you to VOLUNTEER and become part of the strategic solution to help our communities. Whether you are a corporate partner or an individual, no other organization is better equipped to connect volunteers to the needs of our community.

Annual Opportunities

Read Across America

This motivational and awareness day calls all children and youth in every community across the United States to celebrate reading. It encourages them to read wherever they are. We invite community members to read to elementary grade students.

VITA

VITA is free person-to-person tax help for individuals needing assistance in preparing their own tax returns. By filing returns at UWCL's VITA site people receive 100% of their refund. We train volunteers to prepare taxes through the IRS certified program to help keep money in people's pockets.

Committees

If you are looking to make a difference in your community, we would love to have you join one of our committees. Our Allocation committee decides the Community Investment grants each year and creates impact with our partners in the community. The Resource Development Committee works to improve the campaign and ensure our events are successful.





GIVE. ADVOCATE. VOLUNTEER.

Volunteers do not necessarily have the time; they just have the heart. 59



EDUCATION

OUR FUTURE BEGINS WITH OUR CHILDREN



Michelle Purl, CEO of UWCL makes time during her busy morning to participate in Read Across America.

CORNERSTONE OF SUCCESS

Education is the cornerstone of individual and community success. But with more than 1.2 million children dropping out each year, we face an education crisis. The cost? More than \$312 billion in lost wages, taxes and productivity over their lifetimes. These trends are reversible, but only when communities and public, private and non-profit sectors work together.

"It's better to know how to learn than to know" -Dr. Seuss

Early Childhood Success

Our Goal - Increase the number of children ready to enter school and are successful in primary grades

Our Strategies -

Connect adults with children to help improve reading levels
Children receive literacy supports in K-3
Families, caregivers are provided with information, resources, tools, trainings, and/or teaching skills.

Early childhood literacy ignites creativity, sparks curiosity, and stimulates the imagination. Often, leading to role-play as children grow which helps to develop other skills such as empathy, problemsolving, and morality. These skills will promote success as the child grows and into adult life.





Read Across America Impact for 2022

3 days 15 schools 23 volunteers

700 minutes read \$ 349.41 Economic Impact

YOUTH SUCCESS

Our Goal

Increase the number of youth who gain knowledge, skills, and credentials to obtain family sustaining employment

Our Strategies

Provide students with mentoring and education to develop skills needed for employment

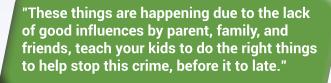
Provide support for youth to complete a technical or degree program

Connect students with in-school and out-of-school programming to support academic success and overall development

Equip families with tools, knowledge and skills to help young people succeed in school, and the workforce

LIFE SKILLS

Begins with understanding the importance of our community, to work and grow together, and by instilling fundamental life skills for adulting. UWCL believes by volunteering their time, youths become more empathetic citizens who are connected to the community.



"I feel that it need more actives in my community for other kids and teens to get along and meet new people."

"I wish there would be more of counseling and just more of people around schools to just listen to what people have going on."

"Yes, one thing we need to work on is poverty. Young people get into gangs for money or just to fit in. If everyone was literally equal we wouldn't have to worry about that."

LIVE UNITED TO

When a survey asked local youths what they thought the major reasons for crimes are committed by youths; 572 local youths responded with:



37.2% Lack of Education

34.3% Lack of Money

72.8% No Parental Guidance

46.3% Dropping out of school

69.8% Peer Pressure

27.8% Boredom

60.0% Mental Health

73.7% Drug/Alcohol use

YOUTH TOWN HALL

Our youth are at risk in Central Louisiana, it seems every day we hear of a new tragedy. UWCL created an opportunity for our youth to have a voice. We had 572 youth respond to our survey. If we want to create a solution, we need to hear the voices of those that we are trying to help. This is our first step in creating opportunities for the community to be a part of creating a future for our children.

"Not all youth commit a crime because they want to some times they have to. People need to start looking at the bigger picture -the way they are treated and what pushes them to do it; trauma, anxiety, fear, abuse, peer pressure, and more. Our voices are ignored. Its our story. We are constantly treated like we don't matter and that is what makes youth start to act out. People really need to understand that we go through, things just like adults do, but people aren't ready to admit that so it just gets worse for young men and women. That's one of the reasons why suicide rate is so high. No one is prepared to help us, so we just deal with a lot of things. My life has changed for the better, but it doesn't change the fact that we all still hurt we still go through things and people ignore it."

"A lot of kids do not know how to get opportunities therefore saying that I heard someone say while walking in the halls of my school that "I don't even know how to get a scholarship "this student is a senior. I know that I am a sophomore and I know how to get a scholarship, but I grew up with a lot of support behind me and to me it is making such a big difference"

"They need help and this is a cry for help, my brother was doing some bad things and he almost got put in jail, he is 15 years old. He just wanted to fit in and i get that but he was doing some messed up things and seeing him like this was hurting me my little brother and my mother. He has a counselor but she is not helping that's why we need people that are really trying to help us and not just looking for a pay check."





United Way of Central Louisiana and volunteers can join forces to fight for change. Summer of Service develops youth volunteers that understand the impact made and continue to give back throughout their lives.



UNITED WAY OF CENTRAL LOUISIANA



VOLUNTEERS OF AMERICA

Benefits of Youth Volunteer programs



Developing new skills Building relationships Enhancing personal growth Gaining valuable experience Improving academic performance
Making a difference
Boosting college and job
applications



CENTRAL LOUISIANA AIDS SUPPORT SERVICES



CENTRAL LOUISIANA HOMELESS COALITION



FAITH HOUSE

Program Impact \$ 5,211.30 Economic Impact

8 Days 58 Volunteers 174 Hours Volunteering is at the very core of being human. No one has made it through life without someone else's help.

~ Heather French Henry



FAMILY JUSTICE CENTER OF CENTRAL LOUISIANA



MANNA HOUSE



SHERIFF'S FUN DAY

UNITED WAY OF CEN 2022 EVENTS & HIGHLIGHTS



HAPPEN!





TRAL LOUISIANA



FINANCIAL STABILITY

As many as one-third of working Americans do not earn enough money to meet their basic needs. Wages have not kept pace with the rising cost of housing, healthcare and education. These families are walking a financial tightrope, unable to save for college, a home, or retirement.



Our Goal

Is to increase the financial mobility and socioeconomic status of individuals and families in Central Louisiana.

Our Strategies

Providing the financial education and resources Providing career training and job placement resources.

Increase the awareness of and enrolment in available benefits (e.g. SNAP) and income supports to improve financial stability.





GOALS

- Connect families to resources
- Build families financial stability

About Building Stronger Families

Building Stronger Families provides equal opportunity to build skills in the areas of financial empowerment, education, and health. Without knowledge or opportunity, many American families remain stuck in the vicious cycle of living paycheck to paycheck with little to no hope of a better future. Our Building Stronger Families program provides knowledge and opportunity for a financially stable future. This new instructional program, is ten skill building courses to share guidance, instruction, and resources. Families are provided matching saving funds at completion of the program. We partner with the Alexandria Housing Authority and 13 community based partners to provide a hand up in the areas in which families want to see improvement.

Utility Bill Assistance

UWCL helped 520 people with utility bills. Entergy partnered with UWCL to provide \$72,000 in payment assistance for summer relief. In December UWCL was able to help 40 families with utility assistance. During the holiday season, keeping the lights can be a stressor, so we are glad to make Christmas a little brighter for these families.

UWCL & entergy

\$72,000

In hill payments approved for 480 residents

UWCL facilitated the application process.

Total Application Received - 573



United Way of Central Louisiana

\$10,004

In utility bill payments approved for 40 residents

Application Data and Value Below:

	# UT Apps	
Parish	Approved	Dollars
Avoyelles	2	\$500
Cataholua	3	\$750
Concordia	4	\$1,000
Rapides	30	\$7,504
Winn	1	\$250
Total	40	\$10,004

Application Data and Value Below:

# Of Apps				
Parish	Approved	Dollars		
Avoyelles	182	\$27,300		
Concordia	159	\$23,850		
Grant	17	\$2,550		
LaSalle	80	\$12,000		
Winn	42	\$6,300		
Total	480	\$72,000		

VITA Program Impact \$ 655,681 Total Amount Refunded with VITA

Goals

Increase financial stability through maximization of federal and state tax returns.

Become a VITA tax preparer!

About VITA is free person-to-person tax help for individuals needing assistance in preparing their own tax returns. Our volunteers become IRS certified and prepare taxes for our ALICE families. By filing returns at UWCL VITA site people receive 100% of their refund.

VITA STATS: 3 Volunteers 519 Returns Prepared \$132,345 Saved in Fees

\$16,113 in Volunteer Value with \$636,035 in Economic Impact

Almost 50,000 people a year enter homeless shelters immediately after exiting incarceration. Returning from jail, prison, or juvenile detention places an immediate barrier to stable housing and employment.

Goals Connect offenders re-entering society to resources by raising awareness and advocating for services for re-entry success and reduce recidivism in Central Louisiana.

About LaPri is the Louisiana Prisoner Re-entry Initiative. It is a multi-sector collaborative approach to improving public safety through reducing recidivism by providing wraparound support to prisoners released back to their communities. We work with agencies to ensure community members are connected to resources that will help their re-entry be successful.



HEALTH

HEALTH IS A STATE OF COMPLETE PHYSICAL, MENTAL, AND SOCIAL WELL-BEING. GOOD HEALTH IS CENTRAL TO HUMAN HAPPINESS AND WELL-BEING THAT CONTRIBUTES SIGNIFICANTLY TO INDIVIDUAL AND COMMUNITY PROSPERITY.



Single Care
Single Care Prescription Savings

\$71,308

Total Savings for 2022

Rapides - \$65,460.82

Avoyelles - \$4,259.56

Vernon - \$1,583.68

Our Goal

Increase access to healthcare and improve the health of individuals and families.

Our Strategies

Provide affordable healthcare insurance options and supports
Increase knowledge and skills of individuals to refrain from risky behaviours and increase developmental assets and healthy behaviours.
Increase knowledge of, access to and consumption of healthy foods

Provide services that support the family and promote positive emotional, psychological, and social well-being Provide knowledge of issues related to behavioural health needs and improve access to community resources and services.





Get Connected. Get Help.

2-1-1 has:

Received 3,389 calls & text messages

211 is an easy-to-remember phone number that links people in need to local resources. When you call 211, you will speak with a referral specialist that has a database of community based resources.

211 can connect you to basic services

Who can 211 Help?

Residents of the following parishes.



How can 211 Help?

Food, shelter & clothing **Opioid Abuse** Abuse/Neglect prevention & protection Rent/Utility/Financial assistance Crisis Intervention services Job training Transportation assistance **Educational programs** Home health care Family resource centers And much more...

Needs met:

Housing 1,808

Utility Assistance 1,360

> Food/Meals 891

Healthcare 290

Clothing/Household needs 269

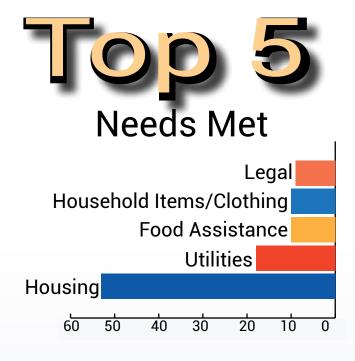
Total needs met in 2022 6,372

Louisiana Department of Children and Family Services No Wrong Door (NWD)

The Louisiana Department of Child and Family Services (DCFS) is partnering with United Way and the Louisiana 211 Statewide Network to ensure clients can access service providers or special programs to meet basic needs.

This program seeks to improve the lives of the most vulnerable people in Louisiana by addressing needs effectively and respectfully through a personalized, confidential, and documented holistic/collaborative approach that serves Louisiana.

Total Cases: 121



Emergency, Food & Shelter Program (EFSP) Program Impact \$ 1,404,776

United Way of Central Louisiana is dedicated to helping individuals and families meet their immediate needs. Emergency Food and Shelter Program funds are essential to meeting those needs. EFSP funds go to local agencies that fight for every individual to have access to the basics such as food and shelter.

Goal: Provide funding to local agencies for basic needs programs.

In EFSP funding into the community since 1997.











UNITED WAY of CENTRAL LOUISIANA

2022 Events & Highlights





























FOREST RESURGE SOCIETY Thank You

We are thankful to our donors that have helped change people's lives. Your generosity has helped put books in kids' hands, keep the lights on for families, and help create financial stability for those who need us most. Our Forest Society members go above and beyond to create hope for our ALICE families.



ALEXIS DE TOCQUEVILLE SOCIETY GIFTS OF \$10,000 OR MORE

Mrs. Bertie Deming Smith



CYPRESS GIFTS OF \$5,000 OR MORE

William G. Fontenot



RED OAK GIFTS OF \$2,500 OR MORE

Jacqueline Cody
Gerald James Darbonne
Tonita Laprarie
Eric Lord
Mr. & Mrs. William R. Miller
Scott & Heather Poole
Mr. & Mrs. Joseph R. Rosier, Jr.
Terry Secrest
Mr. & Mrs. John F. Simon

DEVELOPMENT



PINE GIFTS OF \$1,500 OR MORE

John & Mary Carroll W. Paul Fuselier Kurston Gentry Paul Karisny John T. Lane, Jr.

Mr. & Mrs. Roy O. Martin III Mrs. Charlot Pitts Morrison Terrence Strader Paul D. Trimble Cade Young



MAGNOLIA GIFTS OF \$1,000

Floyd D. Alejandro Marie A. Barron Jack Brame Christopher W. Cannon Mr. & Mrs. Blake Chatelain Jeremy J. Clark **Andrew Cutrer** Marcus A. Daigrepont Dr. & Mrs. Wesley W. Davis **Kimberly Escott Bertrand Freeman III** Randy Gilchrist Amy M. Guidry Kyra Hall-Turner Mr. & Mrs. Tom Hardin Dr. David & Nicole Holcombe Robert C. Hughes Mike & Debbie Humphries **Egbert Jakobs** Neil H. Klock Kirk P. Lacour Jason C. Lemoine Nicole Lofton Casey S. Lummus

Jeffrey Milstead

Darryl & Natalie Monroe Willie Morgan Scott & Sally Newcomer Peter Ndubuisi Orji **Stacey Peterson** Jeffrey S. Poque Randy Ponthie Japheth Pritchett Michelle Purl Mickey Rachal Jerri Remrey Tom & Lori Scott Jannease Seastrunk Kayren Segall Richard K. Spinner John Theriot II Rev, James & Caroline Theus Stewart Thornhill Glenn A. Turner Mr. & Mrs. C. A. "Buck" Vandersteen Mr. & Mrs. E. S. Voelker, Jr. Jennifer K. White John M. Williams Aiesha Wright

\$ 306,156.93 Given Via Corporate Campaigns

RESOURCE

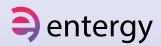
United Way of Central Louisiana is honored to receive financial and strong volunteer partnerships with some of the most treasured and beloved companies locally, statewide and across our nation.

TOP OVERALL COMPANIES











































*Please note that all financial, campaign, and donations were pulled on January 31, 2023 for the data given.

DEVELOPMENT

Employee Giving

As all the pieces of a puzzle are ESSENTIAL, our donors are essential to the funds made available directly to our local communities. United Way of Central Louisiana donors share their hard-earned income to make our community a great place to live.

Top Employee Campaign

\$196K

Acadian Ambulance Service
Meyer, Meyer, Lacroix & Hixson, Inc.
Proctor & Gamble
Red River Bank
RoyOMartin
Turner Industries

Employees and companies make a huge difference with one deduction per pay period. This is the traditional United Way giving model and is now one of many giving options. We are honored to receive, but also to support and shop with those business who support locally with United Way of Central Louisiana

Top 10 Employee Per Capita

Acadian Ambulance Service Access Health Louisiana Atmos Energy Knight Masden Meyer, Meyer, Lacroix & Hixson, Inc. Proctor & Gamble
The Rapides Foundation
Turner Industries
United Way of Central Louisiana
The Wellspring

\$2,427

Top Corporate Gift



Acadian Ambulance Service
Atmos Energy
Capital One Bank
Knight Masden
Meyer, Meyer, Lacroix & Hixson, Inc.

Proctor & Gamble
The Rapides Foundation
Red River Bank
Regions
The Wellspring

FINANCIAL HIGHLIGHTS

STATEMENT OF FINANCIAL POSITION

United Way of Central Louisiana is a Louisiana non-profit corporation formed for the purpose of uniting local resources to help the people of Central Louisiana, by assessing needs and identifying assets, fund raising, community awareness, building partnerships, and allocating resources. UWCL is an autonomous organization governed solely by local volunteer board chosen by its contributors and CEO. UWCL pays dues to United Way Worldwide in exchange for access to marketing, hiring and branding resources. The United Way's name and logo are granted annually by United Way Worldwide upon certification of certain standards of operation.

Where The Money Went In 2022



Community Impact 82.31%

Resource Development 6.32%

Management & General 11.32%

Assets \$1,	\$1,277,699		
Current Assets			
Cash &Reserves	1,152,468		
Pledges Receivable	86,539		
Other Receivables	7,615		
Other Assets			
Furniture & Equipment	31,077		
TOTAL ASSETS	1,277,699		
Liabilities & Equity			
Current Liabilities	5,407		
Deposits on Behalf of Others	3,092		
TOTAL CURRENT LIABILITIES	8,499		
Net Assets			
Without Donor Restrictions	663,274		
With Donor Restrictions	605,926		
TOTAL NET ASSETS	1,269,200		
Total Liabilities & Net Assets			
	1,277,699		

Because of Mon HIPELIS

Thank you.



United Way of Central Louisiana

1101 Fourth Street Suite 202 Alexandria, LA 71301

318.443.7203

www.uwcl.org





