In an increasingly turbulent world, having a compelling north star that benefits society, stakeholders and business creates a pathway to business and societal success. In fact, companies whose purpose is a core driver of strategy are more likely to realize successful innovation and consistent revenue growth than competitors.

~ Harvard Business Review
Today's workforce places a premium on a company’s corporate social responsibility (CSR). CSR drives employee recruitment, engagement, and retention; customer loyalty; and long-term business success. (2016 Cone Communications Employee Engagement Study)

- A balanced, well-managed CSR strategy has substantial potential to deliver ROI and business benefits
- CSR can increase market value by 4-6% and increase revenue by up to 20%
- Employees overwhelmingly report (74%) improved job satisfaction when their companies provide opportunities to make a positive impact on social issues
- 70% of employees say they would be more likely to remain loyal to a company that helps them contribute to worthy causes

It is clear; employees want to be a part of something bigger. They are looking for new, innovative ways to engage in workplace giving and volunteerism, and United Way is here to help position you as a sustainable business.

OUR COMMUNITY.

1 in 2 households in Southeast Louisiana struggles to make ends meet.

Why are Households Struggling? ALICE [Asset Limited, Income Constrained, Employed] households work hard but struggle to afford basic needs. ALICE is our neighbor, friend, and family member. ALICE prepares our coffee, takes care of our loved ones, and serves our meals. ALICE also lives paycheck to paycheck, unable to save, and one unexpected financial need away from poverty themselves. More than 235,000 households in Southeast Louisiana struggle with financial hardship as ALICE or in poverty – and that figure may even include many of your own employees.

How Does This Affect Your Business? When half of households struggle, we all face serious consequences. Because ALICE employees and those in poverty are an integral part of our economy, we suffer when the important services they provide are delayed or reduced. Communities are destabilized, growth is thwarted, and costs rise when households cannot weather a crisis. Employees feel this in:

- Greater pressure on health care and social services
- Increased need for educational remediation and training
- Less engaged and skilled workforce, reduced economic growth
- Lost work productivity, increased burden for coworkers, and reduced customer service

UNITED WAY IS GOOD FOR BUSINESS.

To solve big problems, we need long-term solutions. United Way of Southeast Louisiana’s Blueprint for Prosperity - our strategic plan to move individuals out of poverty - identifies specific indicators and outcomes that will maximize employment and increase the productive capacity of our regional economy. We work closely with top corporate, government, and community influencers on critical community issues to improve conditions for business success.

United Way focuses on three critical areas aimed at strengthening Southeast Louisiana’s economic growth:

- Building a more engaged and skilled workforce
- Minimizing the pressure on health care and social services
- Supporting corporate social responsibility efforts

As we continue to improve economic opportunities for business in Southeast Louisiana, we remain dedicated to providing the support necessary to help your business thrive.
UNITED WAY IS GOOD FOR YOUR BUSINESS.
United Way strengthens your reputation as a corporate leader through visible participation and leadership in initiatives that are big and bold.

- Corporate leadership and employee engagement in high impact community initiatives
- Integrated investment and volunteer opportunities that increase effectiveness and visibility
- Recognition for all forms of engagement including employee and employer investments, volunteer leadership, and public policy influence across geographies

UNITED WAY IS GOOD FOR YOUR EMPLOYEES.
Your employees can access United Way initiatives and partner programs to ensure their financial stability and well-being and keep your workforce strong.

- **211** The 211 Contact Center provides information and referral to health and human service agencies utilizing the VIA LINK Community Resource Directory. Available 24/7 by dialing 211.
- **VITA** IRS certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals.
- **FamilyWize** The pharmacy discount card is free for everyone. Whether or not you have health insurance coverage, you are eligible to begin saving on your prescription medications today.
- **IDA** Our IDA (Individual Development Account) program is designed to help low-income participants save money through a matched savings program.
- **Hospitality Cares** Louisiana Hospitality Foundation and United Way of Southeast Louisiana partnered to create Hospitality Cares, a crisis grant program offering emergency financial assistance to individuals working in the hospitality industry.

Your corporate investment in United Way will return a loyal and energetic workforce that is ready to advance your company, alongside a thriving Southeast Louisiana that will build better, brighter futures for all. Learn more about resources available for your employees at UnitedWaySELA.Org/Help.

UNITED WAY IS YOUR TRUSTED PHILANTHROPIC ADVISOR.
United Way serves as an internal community relations strategist for your company, ensuring that your philanthropic investments align with your business needs and provide maximum exposure for your company. We provide world-class experiences for workplaces to get involved in and support causes they care about on their terms and in ways that are engaging, meaningful, and add value to your business.

- Virtual, year-round engagement and volunteerism across locations that is personalized for individual interests and aligned with corporate priorities
- Early engagement of new employees for more rapid integration
- Active development of employees through community leadership training and engagement opportunities
- Global/Local Board and Council opportunities for CEOs, executives and high performers
- Early engagement of employees who retire to ensure continued engagement in the community

Our simple, straightforward payroll deduction process makes it easy for individuals to make a significant contribution, while not breaking their budgets. Even small gifts, when multiplied by United Way's collective impact model, can create a significant impact.

Every $1 invested in 2017 = $4.47 generated in impact in Southeast Louisiana in 2018
2019-2020 BOARD OF TRUSTEES

Gary Lorio  
Hancock Whitney  
Chair

Robert Kimbro  
Community Volunteer  
Governance Committee Chair  
Immediate Past Board Chair

Cathy McRae  
Community Volunteer  
Board Vice Chair

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Community Volunteer  
Finance and Operations Chair  
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Tod Smith  
WWL-TV/WUPL-TV/NW15  
Board Secretary

Adrienne Slack  
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Rick Young  
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At-Large Member  
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Hancock Whitney  
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Terrell Boynton  
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Crescent Guardian Inc.  
Scott Reitan  
Pan-American Life Insurance  
Robert Tanner  
Rayburn Correctional Center  
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Griffin, Todd & Associates, LLC.

2019-2020 CAMPAIGN CABINET

Hunter Hill  
IBERIABANK  
Chair

Ken Flower  
Woodward Design & Build  
Phil Gunn  
Postlethwaite & Netterville  
Alice Glenn  
Glenn & Associates  
Bea Forlano  
Enterprise Holdings  
Pres Kabacoff  
HRI Properties  
Jennifer Kelley  
Louisiana Hospitality Foundation  
Bob Kimbro  
Community Volunteer  
Gary Lorio  
Hancock Whitney Bank  
Karen Martin  
Traveler’s Aid

Marty Mayer  
Stirling Properties  
Shelley Mayer  
EY  
Paige Relle  
Re/Max, LLC  
Mark Ricard  
Community Volunteer  
John Roberts  
Community Volunteer  
Graham Ryan  
Jones Walker  
Madalyn Schenk  
Community Volunteer  
Michael Schneider  
Stone Pigman  
Flo Schornstein  
Community Volunteer

Benton Smallpage  
Donovan Marine  
Ronnie Slone  
The Slone Group  
Ann Theriot  
Pfizer Dunbar  
Crystal Taylor  
Plaquemines Parish Government  
Michael Todd  
Griffin, Todd & Associates, LLC.  
Carol Wise  
Community Volunteer  
Cliff Worley  
IBERIABANK  
Kathleen Zuniga  
Carr Riggs & Ingram CPA

2018-2019 TOP 20 WORKPLACE CAMPAIGNS

Shell  
Entergy Corporation  
Valero Meraux Refinery  
Chalmette Refining - PBF Energy  
International Paper  
Freepoint-McMoRan, Inc.  
Pan-American Life Insurance Group  
UPS  
Hancock Whitney  
Phillips 66 Alliance Refinery  
Enterprise Holdings, Inc.  
LOOP LLC  
The Reily Companies, LLC  
The Folger Coffee Company

Turner Industries Group  
EY  
IBERIABANK  
Boh Bros Construction LLC  
PwC  
Cornerstone Chemical Company

To see a listing of our Top 60 Partners, visit UnitedWaySELA.org/corporate-partners

United Way of Southeast Louisiana

serving Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington parishes

504.822.5540 | UnitedWaySELA.org | St. Tammany and Washington, 985.778.0815 | Tangipahoa 985.542.8680