

United Way of Southeast Louisiana (UWSELA)

Hurricane Ida Relief Fund in partnership with WWL-TV Channel 4

UnitedWaySELA.org/IdaRelief

Goal: Boots on the ground response, funding volunteer response/coordination, and nonprofit partner relief, recovery, and rebuilding

Stronger United:

Hurricane Ida destroyed so many of our communities here in Southeast Louisiana, but Louisianans are resilient, and we will get through this as we have done before. Families, friends, and neighbors face days and weeks without power and water and are in urgent need of immediate supplies, resources, and support.

United Way of Southeast Louisiana has been around for nearly 100 years. Just as we've done before, we will respond, recover, and rebuild together. But we need your help today. 100% of your gift will stay local and help support those who need it most.

Never forget, we are STRONGER, UNITED.

Why United Way:

United Way of Southeast Louisiana solves complex problems no one organization can solve alone. We turn every \$1 donated into more than \$6.02 in direct, local community [impact](#). We believe accountability is important, and that's why we encourage donors to review our recent GuideStar review and Platinum Seal of Transparency.

Get Involved: *Give. Volunteer. Donate.*

1. **Give:** Give a gift to United Way of Southeast Louisiana's Hurricane Ida Relief Fund to support local immediate relief efforts and long-term recovery.
2. **Volunteer:** Help our neighbors in need by volunteering your time. Multiple opportunities are available to match your interests. (e.g., in-kind donation management, supply giveaways, evacuation support)
3. **Donate:** Your in-kind material donations will help vulnerable families access basic necessities. Drop-off locations are available on the Northshore and Southshore. View locations and requested supplies here ([link to be created](#)). (e.g., water, toiletries, cleaning supplies)

Back-End Operations:

UWSELA will deploy Hurricane Ida Relief Fund proceeds in two main streams to support boots on the ground response in the immediate relief phase and throughout long-term recovery.

1. **Volunteer Coordination (anticipated 25%):**
Funding operational needs of the United Way HandsOn Entergy Volunteer Center including volunteer recruitment and management; in-kind donation receiving, sorting, and transport; and future long-term needs, in concert with helping community partners fill volunteer needs through the [Volunteer Center portal](#). The Volunteer Center's initial focus will be to receive and organize donations that will be distributed to the public through partners. This focus will shift as new needs are identified.

Example: COVID-19 Response Results (\$16+ million generated in full COVID-19 response):

- \$409,597 generated in community savings through volunteer hours
- 16,516 community service hours logged by 2,984 volunteers
- Delivered over 800,000 meals through 5,906 volunteers with an impact of \$5,036,305 in community savings through donated/purchased food and the value of volunteer time
- Packaged 56,282 meals per week delivered to 4,020 residents
- Currently serving 852 seniors weekly, distributing 28,051 pounds of food per month

2. Filling the Gaps (anticipated 35%):

Funding immediate unmet needs and gaps in service (e.g., purchasing diapers, washing clothes, charging stations). Needs will increase as households shelter away from home and/or return to the region to begin rebuilding, and our nimble response will allow families to [reduce dangerous decisions](#) - like choosing between food or prescriptions - and risks to immediate health, safety, and financial stability. The initial focus will include meeting basic needs and shift as unmet needs are exposed.

3. Nonprofit Response (anticipated 40%):

Providing crisis grants to trusted nonprofit partner organizations and meeting immediate relief and future long-term recovery needs for families in UWSELA's seven-parish area. Funding will be swift and nimble to give organizations ability to respond at the speed of real-time need and flexibly. The initial focus will include meeting basic needs (e.g., food, water, shelter) and shift to long-term recovery according to the needs of impacted communities.

Organizations include but not limited to those providing direct service: Mucking and gutting, food banks, rebuilding, case management (e.g., FEMA and insurance claim support), civil legal aid, information sharing (e.g. 211), crisis counseling and trauma-informed care, and more.

\$350,000 Initial Investment from UWSELA:

As the Hurricane Ida Relief Fund gains momentum in week two of response, United Way of Southeast Louisiana will invest \$350,000 (\$50,000 per parish) in internal reserve funding to be distributed to support nonprofit partners providing immediate relief and services to vulnerable households.

Reporting:

United Way of Southeast Louisiana will provide monthly reports on contributions and impact through the end of 2021, shift to quarterly reporting through 2022, and then determine appropriate timing based on available funding and need in 2023 and beyond.

Past Response Wins:

In the aftermath of Hurricane Katrina, UWSELA supported the establishment of long-term recovery organizations (LTRO's) in each parish we serve and raised a combined \$178.4 million in impact. In recent years, UWSELA has continued to play a key role in disaster response.

In 2016, our area was hit twice, first in March, then in August, with massive flooding, which affected over 10,000 households for each flood event. We responded following the March flood to fund emergency response efforts. Immediately following the 2016 August flood, UWSELA opened the state's first recovery distribution warehouse in Tangipahoa Parish. Hosting hundreds of volunteers and working with over 90 community partners, UWSELA collected and distributed emergency supplies of over 1.55 million items valued at more than \$1.4 million.

As of June 2020, UWSELA has leveraged \$5,298,710 in recovery services to the flooded communities through investments of \$2,551,503 in partner grants and rebuild/case management/construction services, \$1,220,255 in volunteer labor, and \$1,526,952 in donated items for impacted families.

UWSELA also invested in long-term recovery efforts following the 2017 New Orleans East tornado, providing \$500,000 in grants to rebuild organizations.

Finally, UWSELA understands the impact of disaster throughout the U.S. and raised funds to support victims of hurricanes Harvey, Florence, and Michael. After the devastating Southwest Louisiana hurricanes of 2020, UWSELA began the collection of in-kind material donations within hours after Laura swept through Louisiana. The Canal Street office served as our central receiving hub and supplied the evacuee resource fair located at the New Orleans Convention Center. We totaled over \$600,000 in material donations collected and distributed to affected SWLA residents, raised \$181,252 to support relief and response efforts, and provided \$25,000 in UBER rides to SWLA evacuees in partnership with the Louisiana Association of United Ways.

About United Way of Southeast Louisiana:

For more than 90 years, [United Way of Southeast Louisiana](#) (UWSELA) has been a leader and trusted partner in improving lives and making a lasting difference. We fight to eradicate poverty by preparing people for quality jobs, growing incomes, and affording better health and education opportunities throughout Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes. We have a bold vision of equitable communities where all individuals are healthy, educated, and financially stable – and we have a plan. United Way of Southeast Louisiana's [Blueprint for Prosperity](#) guides all [strategic investments](#) in programs, initiatives, collaborations, volunteerism, and advocacy aimed at tackling poverty. For more information, please visit [UnitedWaySELA.org](#). Find us on social: @UnitedWaySELA.