

# UNITED WAY OF SOUTHEAST LOUISIANA BUSINESS CASE

## Live United

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 262,500 households in Southeast Louisiana struggle with financial hardship as ALICE or in poverty – **and that figure may even include many of your own employees.**

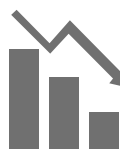
**How Does This Affect Your Business?** When half of households struggle, we all face serious consequences. Because ALICE employees and those in poverty are an integral part of our economy, we suffer when the important services they provide are delayed or reduced. Communities are destabilized, growth 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.*
- **SingleCare** *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](https://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 FY 20/21 = **\$6.28** generated in impact in Southeast Louisiana in FY 21/22