

PROGRESS REPORT

March 2021



Began planning to open the Northshore Prosperity Center located in the Covington West 30s | The center will provide programming similar to our offerings at the J. Wayne Leonard Prosperity Center located in our Canal Street office | The space will be rented in the Northshore Food Bank and is nearly move-in ready | Developed sponsorship materials and ribbon-cutting/grand opening ceremony plans for the [Northshore Prosperity Center](#) located in the Northshore Food Bank | CI team began work to determine NSPC staffing | Finance reviewed and prepared the lease, insurance, and expenditures | Evaluated all IT needs for the location and executed contracts with vendors to ensure the facility is functional for CI staff by April 7

Mary Ambrose presented on ALICE to the Louisiana National Leaders Council on Saturday morning to continue our efforts to raise awareness around financial instability in Louisiana | [New Leaders Council](#) is the hub for progressive Millennial thought leadership

Attended the Jefferson Parish Reentry Coalition Meeting hosted by Louisiana Right on Crime State Director Scott Peyton to discuss plans to promote April as Second Chance Employment and employment initiatives with the Dept. of Corrections

Launched registration for Young Leaders United's 5-Day Equity Challenge March 15-19 | During the challenge, participants will receive a daily email that explores a topic related to diversity, equity, and inclusion | **The challenge is free and open to all, so please sign up [here](#) if you are interested and share this opportunity with your connections**

Live-streamed a new edition of Mic'd Up on Facebook at the Munch Factory to highlight Fish Fry Fridays | The campaign now includes over 50 restaurants all lending their support to Hospitality Cares

Celebrated big wins in our annual campaign as we bring our March to the Finish | Began outreach to over 20,000 individuals through Direct Mail and email to make our final individual giving pushes | Our friends at Canal Barge exceeded goal, Enterprise sent a very generous corporate gift of over \$37,000 for 2021 | Henry & Karen Coaxum as well as Chad Berg joined our fight as Tocqueville donors | We're growing our relationship with Zatarains and working with International Paper to increase volunteer events in Bogalusa | And don't forget Gordon, Arata, Montgomery, Barnett, McCollam, Duplantis & Eagan LLC kicks off Friday – remember to tell you respective connections to participate | Hosted our final Campaign Cabinet meeting to discuss our remaining action items | Tulane University exceeded their campaign goals | Continued our March to the Finish | LCMC finished their campaign over goal, raising over \$78k! | Hosted Cathy McRae, Marcus Brown, and our United Way SELA staff on [LIVE UNITED Radio](#) to promote their closing efforts to reaching goal

Hosted Women United's Coffee with Community Leaders ([watch here](#)) to meet and interact with the 2nd Congressional District Candidates and gain a better understanding of why the candidates decided to run and what their passions and future visions for Southeast Louisiana

Prepared for our annual programmatic grant review process | We've provided added support and guidance to grantees throughout the year to help them manage reporting challenges associated with COVID-19

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Hosted a second equity learning opportunity for partner agencies ([watch here](#)) to discuss the concept of inclusion, what it is, and why it is important to our work; how word choice can foster a culture of inclusion; and Say This, Not That, best practice guidance for inclusive communication

Began content creation to celebrate International Women's Day on Monday, March 8, and promote Women United | [Dr. Toya Barnes-Teamer penned a blog](#) highlighting the importance of mentorship for women and girls, which we published in our weekly newsletter and will be promoted on social next week | Began collection of quotes from Women United members to include in weekly newsletter spotlights throughout Women's History month

Hosted the Kay Fennelly Literacy Institute's virtual mini-conference on March 9 with excellent attendance from over 30 providers | The summer and enrichment program providers shared best practices for purposeful literacy development experiences in nontraditional learning environments

Provided guidance on COVID concerns and the Occupational Safety and Health Administration (OSHA) COVID-based laws to hospitality workers in the latest segment of Hospitality Cares - Know Your Rights | Watch the session with Southeast Louisiana Legal Services [here](#)

Participated in Women Entergy United event highlighting UWSELA Women United membership and their policy and advocacy efforts on critical issues affecting women and children in Louisiana, including the importance of Early Childhood and Education; domestic violence survivors, pay equity, paid family leave, and the minimum wage

Charmaine Caccioppi hosted a panel discussion at the Greater New Orleans Funders Network's March Virtual Convening | The agenda included a preview of the 2021 Legislative Session, GNOFN's Strategic, and a 2020 Election Debrief

Attended the Senate Select Committee on Women and Children meeting chaired by Senator Regina Ashford Barrow, which included a presentation regarding sexual misconduct allegations and incidents at Louisiana Colleges and Universities

Coordinated efforts to launch a fundraising campaign among Louisiana United Way and Women United to raise critical dollars for STAR®, a leader in addressing campus sexual assault in Louisiana | STAR provides supportive services to survivors at no cost to reduce their experience of trauma | Women United is prepared to solicit fellow women's organizations to consider gifts to support STAR's efforts | United Way will grant 100% of proceeds to STAR's multi-year plan to provide appropriate remedies for survivors and develop and implement more comprehensive, student-centered policies, procedures, and practices to prevent and respond to campus dating and sexual violence

Began promotion of our Louisiana Leaders webinar series next installment, Understanding the Racial Wealth Gap, on Friday, April 9, Noon – 1:30 p.m. | This panel presentation, moderated by our own Mary Ambrose, will include expert insight on factors that contribute to the racial wealth gap and solutions to close it from local thought leaders

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Received final board approval of our proposed 2021 Public Policy State Legislative Agenda (See Attached) | UWSELA Public Policy chairman and staff continued to meet with legislators and collaborative partners to prepare for the upcoming Legislative Session scheduled to begin April 12 | Charmaine Caccioppi and collaborative partners met with The Advocate Editorial Board to discuss the importance of why we need all sports betting revenues (both in-person and online) to be committed to the Louisiana Early Childhood Education Fund

Hosted the four sessions in our Public Policy Education Series to inform the development of our legislative agenda and inform stakeholders on issues affecting ALICE, including education, financial stability, health, and community strengthening | Review Public Policy's four sessions in the links below:

- Educational Session #1: ALICE Families –View a recording of the session [here](#)
- Educational Session #2: Education & Health – View a recording of the session [here](#).
- Educational Session #3: Financial Stability – View a recording of the session [here](#).
- Educational Session #4: Community Strengthening – View a recording of the session [here](#).

Developed a new state application process for SNAP Employment and Training programs and delivered it to DCFS for review and consideration | United Way SELA is now embedded in operations with DCFS for capacity building services and coordinating with E&T State Director

Hosted [Young Leaders United's 5-Day Equity Challenge](#) with over 100 participants | YLU hosted the 5-Day Equity Challenge as an opportunity to gain a deeper understanding of how inequities affect our lives and communities | Participants received a daily email that explored a topic related to equity, diversity, and inclusion

Requested applications for the Kay Fennelly Literacy Institute's summer 2021 programs | The Institute aims to infuse easy-to-implement literacy practices within existing summer programs for young children and raise awareness around the importance of literacy among program staff

Worked to complete United Way Worldwide's 2021 membership certification process, which includes new membership rules that require LUWs to focus on racial/ethnic equity | Learn more about UWW's membership fulfillment criteria [here](#)

Assisted with ongoing promotions for Second Chance month, beginning in April | The Louisiana Department of Corrections is partnering with the Louisiana Workforce Commission to host a four-part webinar series on the benefits of hiring formerly incarcerated individuals, which we are encouraging partners to attend

Finalized funding for a partnership with 504HealthNet to support educating community members about the value of the COVID-19 vaccine and providing vaccinations via a public health information campaign | Support will be used to hire two public health advocates - Spanish/English ([job description here](#)) or Vietnamese/English ([job description here](#)) - to be responsible for data collection and community outreach, including answering patient questions about the COVID-19 vaccines and coordinating vaccination appointments | 504HealthNet will work with Project Finish Line to build a community vaccine helpline to promote COVID-19 vaccination efforts among underserved populations, providing education and sharing information on how, where, and when residents can get COVID-19 vaccines

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Discussed United Way SELA's efforts to promote the [ALICE Report](#) and incorporate ALICE data into all aspects of our work with the United for ALICE Project team and LAUW | United for ALICE, led by United Way of Northern New Jersey has studied our MKT/Comms work and would like to use our team as a resource as the project works to provide more customizable ALICE materials to local UWs | Also shared our equity work in respect to ALICE with LAUW members and will provide additional guidance to Louisiana United Ways on how to infuse equity into their efforts

Charmaine Caccioppi served as a panelist in the Junior League of New Orleans (JLNO) 2021 Louisiana Legislative Session Overview Panel | One of JLNO's focus areas is to advance the wellbeing of women, including supporting the campaign to eliminate the pink tax, a sales tax for menstrual products and diapers

The Louisiana Women's Policy and Research Commission, chaired by Charmaine Caccioppi, released a [Status of Women in Louisiana](#) report | The Commission held its first webinar series on the [Status of Women: Economic Stability \(listen here\)](#)