

PROGRESS REPORT

4.27.20



- Continued accepting applications for the Hospitality Cares Pandemic Response Fund emergency grants
 - New funder:
 - Allstate Sugar Bowl Committee \$100,000
 - Online giving: \$ 89,463
 - \$2.1M+ total
 - 1,822 grants awarded to date | 2,407 to be awarded | 4,229 total
- Finalized the **ALICE is Always Essential campaign** to raise awareness around urgent need to support ALICE workers on the frontlines
 - Launching on GivingTuesdayNow May 5, 2020
 - Campaign features three ask:
 - Make a gift to Support ALICE on GivingTuesdayNow
 - Share Messages of Thanks on Social Media: Every Thursday, we will thank different ALICE workers on UWSELA's social media channels and encourage users to share the posts and send their own message of thanks
 - Pledge to Fight for ALICE: Nonprofits and businesses are invited to sign on to United Way SELA's ALICE is Always Essential Campaign. We will share the list of partners who have pledged to fight for ALICE to our state's elected officials.
- Served as a panelist for the Campaign for Equity New Orleans' Virtual Naked Lunch series discussion "Can Philanthropy Get Equitable Fast Enough to Lead an Equitable COVID-19 Recovery"
- Announced **United for Early Care and Education** program in partnership with Loyola University New Orleans College of Law and Agenda for Children to provide technical assistance, beginning with a focus on the Payroll Protection Program (PPP), to help child care providers navigate new public funding and supports rolled out in response to the COVID-19 pandemic
- Began EMS provider meal deliveries throughout the service area through our partnership with J. M. Smucker Co. and Folgers – will continue through May 15
- Submitted a Letter to the Editor to The Advocate on behalf of our Public Policy team, which calls for unity among elected officials as they lead our state's COVID-19 response
- Raised \$2.4M through BET's **Saving Our Selves: A BET COVID-19 Relief Effort**, which was established to support the work of United Way SELA and other United Ways in cities where the African American population has been disproportionately impacted by COVID-19 crisis
 - Community Impact is working with partners to outline funding strategy
- Delivered 31,500 meals to 2,250 older adults and mobility-impaired individuals in Orleans Parish
- Informed Collaborative grant applicants that we will not move forward with the second round of collab grants under the Blueprint for Prosperity for the time being (does not affect programmatic grants)
- Preparing for the return of the 2020 Louisiana Legislative session on 5/4/2020 and related advocacy work to address the most pressing health and human service needs in our community and to assist those on the cusp of poverty or ALICE
- Hosted a virtual Ted Talk watch party with Young Leaders United
- Continued virtual programmatic site visits and evaluations
- Continued volunteer recruitment to assist 311 seniors and homebound individuals
- Continued weekly newsletter distribution and Facebook live update
- Continued virtual VITA and IDA support
- Continued outreach and support to Community Partners