

PROGRESS REPORT

5/4 – 5/8/2020



- Continued accepting applications for the [Hospitality Cares Pandemic Response Fund](#) emergency grants
 - Online giving: \$ \$91,173
 - \$ 2,114,388
 - 2,985 grants awarded to date | 1,259 to be awarded| 4,229 total
 - Application is still open
- Launched the [ALICE is Always Essential campaign](#) to raise awareness around urgent need to support ALICE workers on the frontlines
 - 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
- Reviewed partner funding distribution from BET's [Saving Our Selves: A BET COVID-19 Relief Effort](#); to begin next week
 - Currently reporting requirements
 - Marketing and agencies will continue to promote the partnership and local funded programs
- Prepared for the launch of a [survey](#), as a part of the ALICE Project in partnership with the Louisiana Association of United Ways, to better understand the impacts of the COVID-19 pandemic on people living in Louisiana
 - Survey to go live on 5/11/2020 through 5/22
 - Responses will be used to inform how to best support Louisiana individuals and families, throughout the long-term recovery and beyond
- Ramped up support to early care providers through United for Early Care and Education
 - 20 centers have applied to receive technical assistance representing Orleans, Jefferson, St. Tammany, and Washington parishes
 - 19 have applied for PPP
 - 3 have received funding to date
 - Average amount received per center is approximately \$40,000
 - Case management meetings are underway with Loyola Law partners and center directors prioritizing those centers that have received funding
 - Phase 1 wraps up in May and will inform a Phase 2 through April 2021, which will focus on providing continued technical assistance for centers to access and get forgiveness of government funds and providing learnings from first 20 centers to support more centers
- Launched the third year of the Kay Fennelly Summer Literacy Institute to continue support to summer program providers
 - Kicked off our orientation and building a culture of literacy workshop
 - 15 summer programs representing 19 sites across Greater New Orleans
 - 14 of the 15 are planning to modify their programs for virtual offering

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- Rolling out a series of three focus area workshops every Monday for the next three weeks
- Building out content for a public facing YouTube channel to engage families and children at home in addition to working with our program participants
- Received a \$20,000 donation from Hancock Whitney to provide food to local domestic violence shelters
- Awarded a \$20,000 to fund scholarships and support the creation of an alumni group for the Marsiglia Institute for Justice
- Serve as a panelist (Cammie Proctor) on the Region 9 "COVID-19 - Preparing for the Next Phase" tele-town hall hosted by the Louisiana Public Health Institute and the Louisiana Department of Health
- Resumed regular session advocacy for legislation related to early care and education, paid sick leave, federal stimulus check seizure, and more
- Continued earned media outreach to raise awareness around UWSELA's COVID-19 efforts
 - Placed a Letter to the Editor, "[Coronavirus crisis makes equity and progress more important](#)," in 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
 - Recorded an episode of Biz New Orleans' new [Biz Talks Podcast](#) with Kim Singletary, which will be released next Tuesday
 - Appeared on WWL Radio with Tommy Tucker
 - Interviewed on Access St. Tammany STPG-TV
- Continued EMS provider meal deliveries throughout the service area through our [partnership with J. M. Smucker Co. and Folgers](#)
- Live-streamed the fourth installment of 15 Minutes of FAME, UWSELA's virtual financial capability education series, on student loan assistance
- Delivered 38,838 meals to 2,417 older adults and mobility-impaired individuals in Orleans Parish
- Completed virtual programmatic site visits and evaluations
- Completed 6,804 virtual tax returns through VITA since COVID-19 pandemic
- Continued volunteer recruitment to assist 311 seniors and homebound individuals
- Continued weekly newsletter distribution and Facebook live update
- Continued virtual IDA onboarding and support
- Continued outreach and support to Community Partners