



United Way of
Southeast Louisiana



ORLEANS PARISH AND UNITED WAY

2022 REPORT

Grand Reopening of J. Wayne Leonard Prosperity Center

OUR MISSION

To Eradicate Poverty in Southeast Louisiana.

For nearly 100 years, United Way of Southeast Louisiana has been working to meet the needs of vulnerable families in our region.

We make sure your dollar goes further by taking a collective impact approach - working at all levels of society to create meaningful change - to maximize your investment and meet the specific needs of your community.

We leverage our expertise, resources, and partnerships to meet your most pressing needs, creating a stronger, more equitable Orleans Parish where everyone is healthy, educated, and financially stable.

The results? A vibrant, equitable, and thriving Orleans Parish for all.

PART-TIME TO THRIVING

"It wasn't just the money for equipment, but the guidance and business counseling that made it easier to fulfill my dreams of becoming a tax professional, working for myself, and having more time for my family." Today, the business Renisha, an IDA Project participant, started has already expanded to offer bookkeeping and tax planning services, allowing her part-time business to become a full-time career.



Offering financial capability programs is just one way United Way of Southeast Louisiana is helping build pathways to prosperity for everyone. From training for high-wage jobs to expanding access to quality early education, we know it'll take a holistic approach to eradicate poverty in our region. Thank you for standing with us to ensure more people like Chantel and our entire community thrive.

Together, we can make more impact than any one of us could create alone.



ORLEANS PARISH DEMOGRAPHICS*

Population: 376,971 • **Number of Households:** 158,827

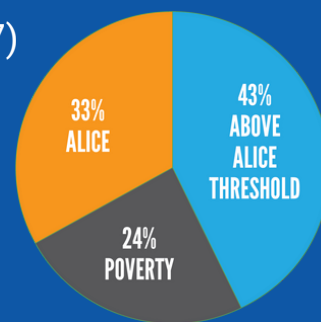
Median Household Income: \$46,942 (state average: \$52,087)

ALICE Households: 33% (state average: 32%)

Households in Poverty: 24% (state average: 19%)

Labor Force Participation Rate: 59.9%

Source: 2023 ALICE Report



\$2,841,322 IN UNRESTRICTED FUNDS

RAISED BY ORLEANS PARISH 2022-2023 CAMPAIGN

Includes dollars raised by Orleans workplace employees that reside outside the parish.

An additional \$1,550,049 raised in funds designated to nonprofits across SELA and beyond – per donors' request.

ACTIVE ORLEANS PARISH CAMPAIGNS

145 companies and organizations in Orleans Parish conduct an annual United Way Campaign. These workplace campaigns take place between July 1 and March 30.

*We used the most recent ALICE Report at the time, which included 2018 data, to inform 2023-21 funding decisions
State average ALICE Household Survival Budget for 2 adults, 1 preschooler, 1 infant - \$66,288

\$44,486,192 INVESTED & RETURNED TO ORLEANS PARISH

201,863 SERVICES PROVIDED TO ORLEANS PARISH RESIDENTS

Does not include services provided to individuals working in the parish and living elsewhere or individuals served that did not provide residential data.

\$6,900,349



Returned to Orleans Parish residents via Volunteer Income Tax Assistance (VITA) Program
6,559 returns prepared during 2022 Tax Season.

\$10,441,800



Estimated CCAP allocations for 13,200 Orleans Parish youth
Estimated CCAP allocations in 2023 resulting from UWSELA's 2022 advocacy efforts to increase state funding.

\$27,144,043



Invested in Orleans Parish via UWSELA
See investments below from 2021 - 2023.

UWSELA INVESTMENTS IN ORLEANS

7/1/21 - 6/30/22
\$1,372,310

Programmatic funding across 54 partner agencies and 58 programs.

11/01/21 - 12/31/23
\$266,592

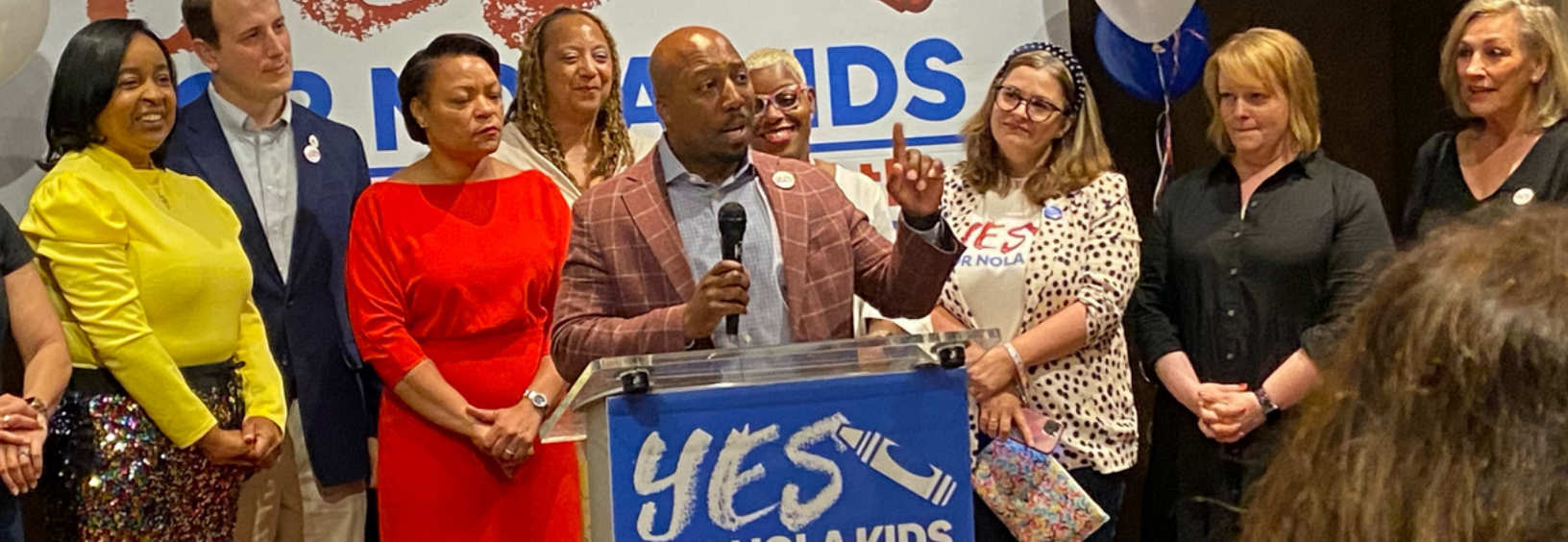
in Emergency Food and Shelter (EFSP) grants, Phase 39 (Bridge House Corporation, Cancer Association of Louisiana, Covenant House New Orleans, Clover, Mercy Endeavors, New Orleans Family Justice Alliance, New Orleans Mission Inc., Operation Restoration, Project Lazarus, Second Harvest Food Bank of Greater New Orleans and Acadiana, The Salvation Army New Orleans Area Command- Center of Hope, Top Box Foods, Total Community Action, Travelers Aid Society of Greater New Orleans)

\$823,973

in EFSP grants, Phase ARPA-R (Cancer Association of Louisiana, Giving Hope dba HOPE The Food Pantry, Clover, MQVN Community Development Consortium, New Orleans Family Justice Alliance, New Orleans Mission Inc., Operation Restoration, Project Lazarus, Second Harvest Food Bank, The Salvation Army New Orleans Area Command-Center of Hope, Top Box Foods, Total Community Action, Travelers Aid Society of Greater New Orleans, United Way Ride United)

\$231,501

in EFSP grants, Phase 40 (New Orleans Family Justice Alliance, Mercy Endeavors, Operation Restoration, Second Harvest Food Bank of Greater New Orleans and Acadiana, Catholic Charities Archdioceses of New Orleans - Bethlehem Housing, New Orleans Mission Inc., Covenant House New Orleans, Top Box Foods, MQVN Community Development Consortium DBA Song Community Development Corporation, Giving Hope dba HOPE The Food Pantry of New Orleans, The Salvation Army New Orleans Area Command, Bethlehem Lutheran Church)



UWSELA INVESTMENTS IN ORLEANS

\$21,274,959

in estimated revenue via a 20-year millage - successfully advocated for by UWSELA and partners - to fund early childhood education, supporting 1,500 children annually.

\$500,000

in Summer Impact Grants - in partnership with Baptist Community Ministries - to increase summer supports and activities for 3,519 youth through 37 Orleans youth-serving organizations.

\$3,299

in supplies delivered to local schools through our partnership with WDSU.

\$88,981

in rent, mortgage, and utility support for 42 participating families in our Moving Families Forward program.

\$243,751

in savings on prescriptions through our partnership with SingleCare.

\$42,000

in financial capacity building programming, including our matched-savings program, for 21 students at local HBCUs.

\$756,300

in Youth Master Plan Grants - awarded through our NOLA Coalition partnership - to help close the achievement gap, create economic stability, reduce crime, and more for 3,558* youth.

**Midterm Report*



UWSELA **INVESTMENTS** IN ORLEANS

\$984,600

in utility bill assistance provided to 6,564 households through our partnership with Entergy.

\$9,584

in gift cards for 16 families affected by the December 2022 tornado.

\$235,000

invested in 57 families through our Hurricane Ida Long-Term Recovery Group.

\$10,000

invested in small businesses affected by the December 2022 tornado through our partnership with the Algiers Economic Development Foundation.

Where there's a need, there's a United Way.

United Way of Southeast Louisiana

SERVING ORLEANS PARISH RESIDENTS

United Way of Southeast Louisiana offers an array of services in Orleans Parish designed to help eradicate poverty, including:

FUNDED AGENCIES

United Way provides grants to 46 programs (2023-2026), serving the residents of Orleans Parish.

See full list on following page.

J. WAYNE LEONARD PROSPERITY CENTER

Our one-stop financial stability center offers an array of programming to residents, including financial education and coaching, credit building and counseling, benefits screening, and more.

MOVING FAMILIES FORWARD

Designed to keep families in their homes and their children in their school of origin to allow them to succeed. Case managers work intensely with families for up to 18 months to create a plan for the family to stabilize and thrive.

IDA PROJECT

A matched-savings account program helping low-income individuals purchase long-term assets.

THRIVING AFRICAN-AMERICAN SMALL BUSINESS INITIATIVE

A small business investment and education program aimed at closing the racial wealth gap and addressing barriers faced by small Black-owned businesses.

Meet Shanda Domango Brown, owner of Domango Training. Shanda is an Orleans Parish resident and Thriving African-American Small Business Initiative participant. Learn more at UnitedWaySELA.org/TAASB.



2023-2026 FUNDED AGENCIES & PROGRAMS SERVING ORLEANS RESIDENTS

504HealthNet, Inc.

- Healthy Hospitality Initiative

American Red Cross serving Southeast Louisiana

- Disaster Services

Arts Council of New Orleans

- Young Artist Movement (YAM)

CADA Prevention and Recovery Center

- Project Reconnect
- Counseling Services

Cancer Association Louisiana

- Cancer Patient Services

Center for Employment Opportunities

- Center for Employment Opportunities New Orleans

STEM Global Action

- STEM Fellows

Children's Bureau of New Orleans

- Clinical Services

Clover

- Clover Connections

College Beyond

- College Success Program Multi-institutional
Microgrant Support & Expansion

College Track

- Educational Justice Through College Completion

Dancing Grounds

- Dance for Social Change

Family Violence Program of St. Bernard

- FVP of St. Bernard

Free ALAS

- Project Defender

Grow Dat Youth Farm

- Leadership Programs

Institute of Women & Ethnic Studies

- Multisystem Compassionate Caring and Healing for
Black Youth

Jewish Family Service of Greater New Orleans Inc.

- Teen Life Counts (TLC)
- Counseling and Case Management

Junior Achievement of Greater New Orleans

- JA Work Readiness Pathway

Louisiana Appleseed Center for Law & Justice

- Heirs' Property in Louisiana

Louisiana Center for Children's Rights

- Children's Defense Team: Changing the Lives of
Children in New Orleans' Juvenile Legal System

Louisiana Endowment for the Humanities

- Prime Time Reading

Luke's House: A Clinic for Healing and Hope

- Salud Para Todxs

New Orleans Area Habitat for Humanity

- Home Repair Services Program

New Orleans Career Center

- Pathway to Nursing Program (PTNP)

New Orleans Family Justice Alliance Inc.

- Invest In Yourself
- Trauma Recovery

New Orleans Women and Children's Shelter

- Ending Homelessness for New Orleans Families

New Orleans Youth Alliance

- The Reengagement Center

Operation Restoration

- Operation Social Services

Operation Spark

- Immersion

Second Harvest Food Bank of Greater New Orleans and Acadiana

- Fighting Hunger and Feeding Hope in SELA

SilencelsViolence

- Victim Allies Project

STRIVE International Inc.

- STRIVE New Orleans

The First 72+

- First 72+ Cooking School

The Health and Education Alliance of Louisiana (HEAL)

- Coordinated Care for the Whole Child

Thrive New Orleans

- Thrive 9th Ward

TrainingGrounds

- We PLAY

Travelers Aid Society of Greater New Orleans

- Permanent Supportive Housing
- Crisis Intervention Counseling

Urban League of Louisiana

- Clarence Barney Head Start
- Urban League of Louisiana Project Ready

Volunteers of America Southeast Louisiana

- Mentoring Children of Promise

YMCA of Greater New Orleans

- YMCA Educational Services

YouthForce NOLA

- YouthForce NOLA's YouthForce Internships (YFI)



**United Way of
Southeast Louisiana**

United Way of Southeast Louisiana

Serving Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes

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