



United Way of
Southeast Louisiana

ST. TAMMANY PARISH AND UNITED WAY

2022 REPORT

MLK Day of Service at Covington Recreational Complex

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 St. Tammany Parish where everyone is healthy, educated, and financially stable.

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

DRIVING HOME

For Samantha*, a single mom of three, buying a home wouldn't be easy. The upfront costs of major purchases - a home, car, or education - make them out of reach for many low-income families like hers.

Through United Way, Samantha accessed a program to help build her savings and gain financial capability skills. With our expert staff's support, she made her dream of becoming a homeowner a reality. Building on this success, Samantha returned to the program two years later and was able to purchase a new vehicle.



*Name and image change to protect client privacy

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 Samantha and our entire community thrive.



Sonja Ragusa Newman reading to preschoolers during an Early Ed Month event at the Little Red School House in Covington.

ST. TAMMANY PARISH DEMOGRAPHICS*

Population: 269,388 • **Number of Households:** 103,543

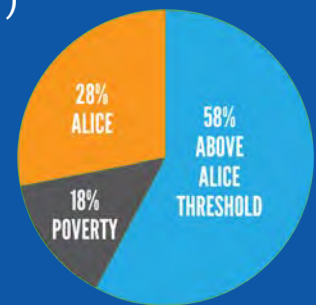
Median Household Income: \$66,582 (state average: \$52,087)

ALICE Households: 28% (state average: 32%)

Households in Poverty: 14% (state average: 19%)

Labor Force Participation Rate: 62%

Source: 2023 ALICE Report



\$272,944 IN UNRESTRICTED FUNDS

RAISED BY ST. TAMMANY PARISH 2022-2023 CAMPAIGN

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

An additional \$96,590 raised in funds designated to nonprofits across SELA and beyond – per donors' request.

ACTIVE ST. TAMMANY PARISH CAMPAIGNS

63 companies and organizations in St. Tammany 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 2022-23 funding decisions
State average ALICE Household Survival Budget for 2 adults, 1 preschooler, 1 infant - \$66,288

\$9,795,585 INVESTED & RETURNED TO ST. TAMMANY PARISH

54,458 ST. TAMMANY PARISH RESIDENTS SERVED

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

\$169,746



Returned to St. Tammany Parish residents via Volunteer Income Tax Assistance (VITA) Program

261 returns prepared during 2022 Tax Season.

\$7,299,100



Estimated CCAP allocations for 9,100 St. Tammany Parish youth

Estimated CCAP allocations in 2023 resulting from UWSELA's 2022 advocacy efforts to increase state funding.

\$2,326,739



Invested in St. Tammany Parish via UWSELA

See investments below from 2021 - 2023.

UWSELA INVESTMENTS IN ST. TAMMANY

7/1/21 -
6/30/22

\$308,711

in Programmatic funding across 33 partner agencies serving residents of St. Tammany Parish

11/01/21 -
12/31/23

\$73,032

in Emergency Food and Shelter (EFSP) grants, Phase 39; (Cancer Association of Louisiana, Family Promise of St. Tammany, NAMI St. Tammany, New Orleans Mission Inc., Northlake Homeless Coalition, Northshore Food Bank, Safe Harbor, UWSELA Prosperity Center)

\$221,210

in EFSP grants, Phase ARPA-R (Family Promise of St. Tammany, NAMI St. Tammany, New Orleans Mission Inc., Northlake Homeless Coalition, Northshore Food Bank, Safe Harbor, Second Harvest Food Bank of Greater New Orleans and Acadiana, UWSELA Prosperity Center)

UWSELA INVESTMENTS IN ST. TAMMANY

\$5,850

in utility bill assistance provided to 39 households through our partnership with Entergy.

\$1,323,542

in asset purchases (e.g., home, car) by 10 participants through our Individual Development Account (IDA) Project.

\$1,826

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

\$107,303

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

\$10,440

value of 1,194 age-appropriate books delivered to 348 children through our partnership with the Dolly Parton Imagination Library.

\$197,573

in savings on prescriptions through our partnership with SingleCare.

\$42,427

in rent, mortgage, and utility support for 13 participating families in our Moving Families Forward program.

\$27,641

in support of mental health services and suicide prevention from our East and West Red Beans “N” Rice Cook-Offs.

\$7,184

in supports for returning citizens through our LA-PRI programming.

United Way of Southeast Louisiana

SERVING **ST. TAMMANY PARISH** RESIDENTS

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

FUNDED AGENCIES

United Way provides grants to 23 programs (2023-26), including East St Tammany Rainbow Child Care Center, Inc., Northlake Homeless Coalition, Safe Harbor, Southeast Louisiana Legal Services, and Youth Service Bureau of St. Tammany. *See full list on the following page.*

NORTHSHORE PROSPERITY CENTER

Our one-stop financial capability center offers an array of free 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.

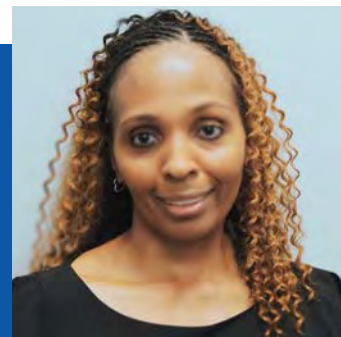
IDA PROJECT

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 St. Tammany resident and Thriving African-American Small Business Initiative participant Denise Johnson, owner of Braids by Denise. Learn more at UnitedWaySELA.org/TAASB.



UWSELA 2023 - 2026 FUNDED AGENCIES & PROGRAMS SERVING ST. TAMMANY RESIDENTS

American Red Cross

serving Southeast Louisiana

- *Disaster Services*

CADA Prevention and Recovery Center

- *Counseling Services*
- *Project Reconnect*

Cancer Association of Louisiana

- *Cancer Patient Services*

Catholic Charities

Archdiocese of New Orleans

- *Counseling Solutions*

College Beyond

- *College Success Program Multi-institutional Microgrant Support & Expansion*

East St Tammany Rainbow

Child Care Center, Inc.

- *Learn, Play, Grow*

Family Violence Program of St. Bernard

- *FVP of St. Bernard*

Jewish Family Service

of Greater New Orleans Inc.

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

Junior Achievement of Greater New Orleans

- *JA Work Readiness Pathway*

Louisiana Appleseed

Center for Law & Justice

- *Heirs' Property in Louisiana*

Louisiana Endowment for the Humanities

- *Prime Time Reading: Family Engagement in Literacy for SELA*

Metro Centers for Community Advocacy

- *Stability Today*

Northlake Homeless Coalition

- *NHC Coordinated Access and Assessment System*

Operation Restoration

- *Operation Social Services*

Safe Harbor

- *Safe Harbor*

Second Harvest Food Bank of Greater New Orleans and Acadiana

- *Fighting Hunger and Feeding Hope in Southeast Louisiana*

Southeast Louisiana Legal Services

- *Jefferson Parish Housing Crisis Stabilization Project*

The Good Samaritan Ministry

- *First Step in Crisis*

TrainingGrounds

- *We PLAY*

YMCA of Greater New Orleans

- *YMCA Educational Services*

Youth Service Bureau of St. Tammany

- *OPTIONS*



**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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