

PROGRESS REPORT

OCTOBER 2020



Week of Oct 2:

- Participated in the National Campaign for Grade-Level Reading Funder to Funder series to share our successes closing the digital divide in Orleans Parish through our BET funding to NOLA-PS and UNCF
- Hosted a Facebook live with UWSELA staff and UW Southwest Louisiana to continue promotion of ongoing donation needs
- Distributed meals to hospitality workers and vulnerable individuals through our second installment of the Hospitality Cares Food Distribution Drive-Through in partnership with the Louisiana Hospitality Foundation, Creole Cuisine Restaurant Concepts, and Blue Runner Foods
- Received support to the Disaster Relief Fund in response to Hurricane Laura from Entergy Corporation, the Community Foundation of Southwest Louisiana, and Greater New Orleans Foundation
- Launched a partnership with the American Red Cross of Louisiana to provide financial assistance to help Hurricane Laura evacuees return to their home communities
- Invited by UWW to participate in a Board Equity Training Pilot, which will be overseen by the governance committee
- Convened the first meeting of our internal CDEI Committee and began conversations to develop a strategic plan for equity for the organization, which we look forward to sharing by the end of the year
- Responded to auditors' questions as they prepare the first draft of our audit report
- Reviewed contracts and provided feedback for the LA-PRI community coordinators and two UWW BET partners
- Processed SNAP, VITA, LA-PRI check requests and reviewed all documentation and prepared month-end general journal entries for these grants
- Grant submissions: Baptist Community Ministry grant proposals submitted for the New Orleans Campaign for Grade-Level Reading and LA-PRI | Babcock Foundation proposal submitted for general Blueprint for Prosperity funding
- Began discussion with Jefferson Parish to develop a public service announcement for LA-PRI to air on the parish's public access channel and other communication channels
- Recognized by the National Campaign for Grade-Level Reading for its Pace Setter award for our work in our school readiness advocacy and summer learning, and in addition, the Kay Fennelly Summer Literacy Institute has been recognized for its 2019 Bright Spot award, highlighting the innovative strategies our Campaign has developed to address summer slide and literacy enrichment in our city's summer programs
- Began review of year-three results and improvement strategies for the Fennelly Institute

PROGRESS REPORT

OCTOBER 2020



- Met with Mayor Cantrell's administration to discuss the upcoming December millage package with early care and education and library funding
- Began accepting applications to our rental assistance program, in addition to ongoing mortgage assistance program, as a part of our BET community programming within the Prosperity Center
- UWSELA public policy and collaborative partners met with the Governor's staff, House Speaker Clay Schexnayder, House Appropriations Chair Zee Zeringue, and Senate President Page Cortez during the first week of the Louisiana Special Session to discuss the importance of ECE long term funding (see attached)
- Visited with the New Orleans legislative delegation with city officials to educate them on the needs of children in NOLA
- Met with Alma Stewart to review a strategic communications plan to establish a Louisiana Office on Women's Health by the end of 2021 to ensure improved health outcomes for Louisiana women to foster a better quality of life for women and their families
- Worked with the New Orleans City Council to prepare a resolution for October as Domestic Violence Awareness Month
- Charmaine Caccioppi participated in an Opioid Addiction conference call with Donna Dees, Emily Madoff of Wolf Popper LLP, and Scott Werner of NextEd Ventures to address policy concerning the class action lawsuit
- Hosted the Nancy M. Marsiglia Alumni Association's second Civic Conversation Zoom Session featuring "Black Lives Matter" by Dr. Maurice Sholas, Principal, Sholas Medical Consulting, LLC with record attendance and participation
- Campaign update:
 - Kicked off: IBERIABANK, Shell, Liskow & Lewis, and Atmos Energy
 - Kicking off next week: Jones Walker, Rain Carbon, International Paper
- Phillips 66 – Alliance Refinery announced their employee giving campaign, raising over \$163,000 - over a 9% increase from 2019-2020 campaign

Week of Oct 8:

- [Launched a partnership with the American Red Cross of Louisiana](#) to provide financial assistance to help families affected by Hurricane Laura purchase gas and essentials to return home | granted \$95,000 to support the initiative with support from Entergy Corporation, the Community Foundation of Southwest Louisiana, LOOP, Greater New Orleans Foundation and generous individuals throughout Southeast Louisiana and around the country
- Encouraged new financial and supply donations to support our disaster response efforts for the households and communities affected by Laura and bracing for Delta

PROGRESS REPORT

OCTOBER 2020



- Continued to monitor all committee hearings and tracks legislation impacting ALICE in fall special session
- Met with the Governor's staff at the Capitol on Wednesday, Oct 7, 2020, to continue discussions on the importance of early care and education.
- Continued 2020 Census response outreach
- Confirmed the participation of subject matter experts for Health, Education, and Financial Stability to join us for our Louisiana Leaders Webinar on Oct 29, 2020, "How Local Governments Can Help ALICE Households Thrive
- Solicited internal nominations for UWSELA's annual 30 Day of Thanks, which recognizes UWSELA stakeholders for the extraordinary efforts in support of our mission
- Finalized plans to kick off Entergy Corporation workplace campaign the week of 10/12 and Waldemar S Nelson the week of 10/19
- Volunteered with Enterprise Fleet employees in an urban gardening project – Garden on Mars – in the Lower 9th Ward
- Successfully pitched a virtual campaign to Coca Cola leadership | virtual presentations to commence
- Virtually kicked off MS Benbow their campaign with a presentation from Son of a Saint
- Reviewed the year-two contract for the Louisiana Prisoner Re-entry Initiative with the Louisiana Public
- Closed out 19.20 vita grant, federal budget of \$103,000 and match of \$163,277.58
- Reviewed the first draft of our June 2020 audit and discussed potential management comments around contracts

Week of Oct 16:

- [Announced national honors](#) for the New Orleans Campaign for Grade-Level Reading and Kay Fennelly Summer Literacy Institute | Program recognized with three Pacesetter finalist awards and one Bright Spot honor for its work in 2019 in the impact areas of summer and afterschool, big tent collaboration, and philanthropic engagement and leadership.
- Continued United for Early Care and Education case management for 27 independent child care providers operating 79 sites in UWSELA seven-parish service area | 33 sites available for Payroll Protection Program loan forgiveness in accordance with SBA's new guidelines | prepared forgiveness packets for eligible centers | began orientation meetings with new phase 3 centers
- Allocated all remaining funds to partner BET agencies in the areas of emergency assistance, food assistance, health screenings, and education | \$2,041,015 managed in total | The remaining work requires us to track the

PROGRESS REPORT

OCTOBER 2020



agency spending and reporting to UWW/BET | We will work with the agencies to provide us and UWW with a final report in December

- Continued encouraging donations and volunteering to support hurricane Laura and Delta relief efforts | supplies drives active among Top 60 Workplaces | drop-off open at 2515 Canal St. Tues-Thur from 9:00-11:00a | More information available at UnitedWaySELA.org/volunteer
- Community Impact performed program check-ins with partner agencies to better understand anticipated or ongoing program changes, such as delivery, structure, outcomes, due to the COVID-19 pandemic | So far, 32 of 77 program check-ins have been completed
- Continued planning for the Dec 5 Orleans Parish early childhood education millage campaign | Collected stakeholder stories to demonstrate a broad base of support for ECE | Met with the mayor's and library team to discuss campaign progress | [finalized informational website](#) to educate voters on the millage and get out the vote | Board members are invited to share their message of support for ECE on the website
- Kicked off Chalmette Refining's and Entergy's campaign, hosting multiple virtual presentations to employees all over our region | Campaigns kicking off next week include: City of New Orleans; LOOP, LLC; and Rain Carbon
- Rescheduled the Shell golf tournament for Nov 13 | RD and Marketing to provide volunteer event support
- Began planning for GivingTuesday and end-of-year giving campaigns | This year's approach is designed to use GivingTuesday, the biggest giving day of the year, as a kickoff for end-of-year giving
- Marked the passing of Phyllis Landrieu, a tireless champion for education, children, ALICE, and many other causes | Phyllis was the Founding President of the Health & Education Alliance of Louisiana and a staunch advocate for early childhood education
- Made a final census push after the Supreme Court ruled that the Census Bureau may cut short its efforts to count the whole nation
- Marked October as Domestic Violence awareness month | While Domestic Violence homicides continue to be on the rise, it should be noted that thanks to the leadership and advocacy efforts of UWSELA, [Louisiana is no longer 2nd in the nation, we fell to 5th, which means we are making a difference](#)
- [NBC's Kate Snow interviewed Valerie Martinez-Jordan](#) of the Lafourche Parish Sheriff's Office, who is a domestic violence survivor and a UWSELA collaborative partner

PROGRESS REPORT

OCTOBER 2020



Week of Oct 23:

- Confirmed the dates for the next two installments in the Louisiana Leaders webinar series | Registration is still open for next week's public policy offering on Thursday, Oct 28, from 1-2:30 p.m.

OCTOBER 29, 2020 | 1-2:30 PM **(POSTPONED)**

Louisiana Leaders: How Local Governments Can Help ALICE Households Thrive

Register: <https://bit.ly/LALeaders-ALICE>

Parish leaders from across our seven-parish region will discuss barriers that keep ALICE from financial stability and actionable solutions that can stabilize ALICE households – and in turn, help our entire community prosper.

NOVEMBER 17, 2020 | 2:30-4 PM

Louisiana Leaders: Health is Wealth

Register: <http://bit.ly/LALeaders-Health>

How do pervasive health inequities and disparities affect the economic stability of our community's most vulnerable? This panel discussion with New Orleans Department of Health Director Dr. Jennifer Avegno, New Orleans East Hospital CEO Dr. Takeisha Davis, and other health and economic development leaders will cover the intersections of health and financial prosperity.

DECEMBER 8, 2020 | 1-2:30 PM

Louisiana Leaders: Philanthropy is Good for Business

Register: <http://bit.ly/LALeaders-Philanthropy>

Can your company afford not to invest in our community? This panel discussion with local business and philanthropic leaders will present how philanthropy impacts employees, investors, and the entire community.

- Finalized plans to announce the housing and food insecurity crisis funding effort and secured additional funding commitment from philanthropic partners, including United Way of Southeast Louisiana, the Greater New Orleans Foundation, the Methodist Health System Foundation, Inc., Pres Kabacoff | formal announcement to come next week | website draft available [here](#)
- Monitored all committee hearings and tracks legislation impacting ALICE in the fall special session | Charmaine remains in constant contact with the administration and legislative leadership as we work to secure increased funding for early care and education
- Made a final census push after the Supreme Court ruled that the Census Bureau may cut short its efforts to count the whole nation
- Hosted Mic'd Up with Mary Claire Landry from the New Orleans Family Justice Center to mark Domestic Violence Awareness Month.

PROGRESS REPORT

OCTOBER 2020



- Campaign wins:
 - Secured \$50,000 from Jackie Leonard
 - Confirmed a \$50,000 corporate gift from Hancock Whitney
 - Secured a new campaign with Metairie Bank with assistance from Campaign Cabinet members Rick Stanley and Stanley Reuter

- New campaigns kicking off next week:
 - Keystone Engineering
 - Cornerstone has kicked off
 - Canal Barge
 - DCL Mooring & Rigging

- Continued planning for the Dec 5 Orleans Parish early childhood education millage campaign | Collected stakeholder stories to demonstrate a broad base of support for ECE | [finalized informational website](#) to educate voters on the millage and get out the vote | Board members are invited to share their message of support for ECE on the website

- Secured additional partner sign-ons to the millage campaign | Corporate partners can sign up to align publicly up with our efforts through [this online form](#)

- Continued to work with Hancock Whitney on our SBA Payroll Protection Program loan forgiveness application

- Began allocating \$700,000 in CARES Act funding to parishes statewide and \$28,000 in Emergency Food and Shelter Phase 37 funding | BOT approval required for fund distribution

- Continuing to do our one-on-one agency check-ins | 38 completed to date with 39 left to conduct by the end of the month | A report will be given to the Community Impact Committee

- Completed all BET Saving Our Selves funding allocations to our partners | New results and data on program progress will be compiled at the end of the month

- Continuing to accept applications for rent and mortgage assistance and IDA applications through the J. Wayne Leonard Prosperity Center