

# PROGRESS REPORT

December 2020



[Announced MacKenzie Scott's \\$10 million undesignated contribution to United Way SELA](#) – largest in our 96-year history | United Way SELA joined by Capital Area, Southwest Louisiana, and 40+ other United Ways across the country receiving gifts | United Way SELA partner agencies Second Harvest and Goodwill Industries were also selected by Scott | United Way SELA leadership will continue planning discussions on how to leverage the gift to make the biggest impact possible and accelerate funding in Blueprint strategies

Concluded our 2020 Give UNITED GivingTuesday campaign with over \$31,000 (an increase from 2019) in giving among 20+ partners | The winners of our partner agency \$2,500 incentives, thanks to a generous sponsor, are Son of a Saint (small/medium) and the Louisiana Center for Children's Rights (medium/large)

Made the final push toward the Dec. 5 special election to engage and inform Orleans Parish voters around Proposition 2 | Placed three letters to the editor in support of early childhood education | participated in earned media interviews to increase awareness | Recruited volunteers to make Get the Vote Out calls to targeted voters | Placed radio and digital ads and dropped a mailer as in-kind donations to the Yes for Children's Success political action committee

Launched the application process for the [spring 2021 virtual session of the Nancy Marsiglia Institute for Justice](#) | Independent representatives of Loyola University New Orleans College of Law and United Way of Southeast Louisiana will review applications | The process will guarantee full diversity and participation from the seven-parish region | We will select up to 24 participants and award numerous scholarships

### **2021 Spring Semester Application Period:**

Application opens: Dec. 3, 2020

Application closes: Jan. 2, 2021

Letters of Acceptance sent via email: Jan. 10, 2021

Classes begin: Jan. 21, 2021 and end April 30, 2021

Launched the application process for the Nancy M. Marsiglia Institute of Justice 2021 spring class | Offering multiple full scholarships for the Marsiglia Institute this semester through Packard Foundation grant funding | Applications accepted through Jan. 2, 2021.

Met with Alma Stewart from the Louisiana Center for Health Equity and collaborative partners to discuss our level of involvement/commitment/membership and a strategic communications plan for the Campaign to Establish the Louisiana Office on Women's Health | UWSELA staff will provide support with campaign content development | Presented key messages and communication tactics at an organizing meeting for the Campaign | Sign the petition to establish Louisiana Office on Women's Health at [change.org/laofficeonwomenshealth](https://change.org/laofficeonwomenshealth) and sign on as a partner organization at <https://forms.gle/bcT9MbNow6XVWEbL6>

Hosted the third session in the Louisiana Leaders webinar series, Philanthropy is Good for Business | Panelists Cathy McRae, Roger Ogden, Marcus Brown, and Quentin Messer discussed how philanthropy impacts employees, investors, and the broader community | Staff is working to reschedule the fourth session, Louisiana Leaders: How Local Governments Can Help ALICE Households Thrive

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Finalized the end-of-year giving campaign, which includes direct mailers, emails, social media posts, and paid ads | Donors began receiving related content this week | Messaging focuses on the key theme – “Giving Today for Tomorrow”

Kicked off the 2020 United Way HandsOn Entergy Volunteer Center December service events | Volunteers can sign up for Tuesdays and Fridays: “Serve Our Seniors” Meal Loading, Fridays at Gloria’s Garden: 9 a.m.—noon on December 11 & 18, and Saturdays at Mildred Harris Elementary: 9 a.m.—noon on December 12 & 19 | Register at [HandsonNewOrleans.org](http://HandsonNewOrleans.org)

Presented local disaggregated data to United Way SELA’s Board of Trustees as a part of our Board Development Learning Series with EY focusing on diversity, equity, and inclusion

Shared our [2020 year-in-review blog](#) with 20 wins for 2020 | The content is representative of an entire year’s worth of hard work and dedication from the entire United Way SELA family and their expert ability to engage donors, volunteers, and partners | Recorded our United Way SELA Year in Review show on UWSELA’s LIVE UNITED Radio, airing this Sunday, with Charmaine Caccioppi, Michael Williamson, and Mary Ambrose

Hosted the Young Leaders United holiday happy hour with networking, trivia, and a cocktail class from Roulaison Distilling Co.

[Received approval from our St. Tammany Parish Leadership Council to grant \\$15,000](#) in support to the St. Tammany Parish Sheriff’s Office to support its crisis intervention team and mental health first aid classes | An additional \$2,000 will support UWSELA’s Dolly Parton’s Imagination Library in St. Tammany, which maintains a waiting list for participation

Met with the LCMC Health marketing teams to discuss collaborative, cross-departmental strategies for making the hospital network’s 2021 campaign the most successful yet | LCMC’s 3<sup>rd</sup> annual campaign runs Feb. 7-21 and has the potential to be the largest campaign in our portfolio

Presented the second webinar in the Hospitality Cares Know Your Rights series with Southeast Louisiana Legal Services to provide industry professionals with detailed information on tenant/landlord rights

Charmaine Caccioppi and Libbie Sonnier participated in a WBOK 1230AM phone interview on struggling to recover and the impacts of COVID-19 on Southeast Louisiana families with young children outlined [The Parent Poll](#) report

Began the second wave of promotion for the United for Grocery Workers Relief Fund to provide additional support for eligible workers during the holiday season

Participated in an [interview with WWNO](#) to discuss Tulane’s research on the impact of United Way SELA’s domestic violence reforms dating back to 2014

Met with LPIC to outline plans for Early Education Week, Feb. 22-26, 2021 | The virtual event will feature daily events to highlight the importance of increasing access to early care and education, including presentations from education and economic experts, a parent forum, and virtual tours of child care centers | United Way SELA will target regional elected officials, Top 60 CEOs, key donors, and local education leaders to participate

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Met with GNO, Inc. staff to review the draft upskilling report and its findings around ALICE jobs by industry who would most benefit from minimal education/training to obtain a new, higher-wage job | Additional planning is necessary to outline clear implementation strategies for phase II, which includes working with local education partners and employers to determine steps to reach and train workers

Rescheduled the fourth webinar in the Louisiana Leaders series, How Local Governments Can Help ALICE Households Thrive, Jan. 20, 2021, from 1:00-2:30 p.m. | [Registration online here](#)

## **JANUARY 20, 2021 | 1-2:30 PM**

*Louisiana Leaders: How Local Governments Can Help ALICE Households Thrive*

Register: <http://bit.ly/LALeadersALICE>

*Pay the electric bill or buy groceries? Fill a prescription or fix a flat tire?*

Before COVID-19, over half of households in Southeast Louisiana lived under the ALICE (Asset Limited, Income Constrained, Employed) threshold and struggled to afford basic necessities. Now those households, and many more, are in crisis. During this forum, 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.

Kicked off the Starbucks Community Store's food drive campaign, running Dec. 14-22, to benefit Second Harvest | UWSELA will support with marketing needs

Received a \$2,500 sponsorship donation from Everytown for C3 programming

### Campaign updates:

- Hosted great virtual presentations with Reilly and EY
- Working with Folgers to provide meals to the DV shelters and holiday gifts for children through UW partner agencies
- Cornerstone wrapped their Silent Auction plus other special events and will have their "Raising of the Flag" ceremony at the beginning of January – the highest bidder will have their school flag of choice flown above the plant
- Chalmette Refining's Leadership Team were good "sports" wearing their selected team apparel from the auction winners
- Campaigns running include Reilly, EY, Globalstar, Zachry, Folgers, Cornerstone, City of New Orleans, and Liberty Bank