

PROGRESS REPORT

February 2021



United Way of Southeast Louisiana, Entergy New Orleans, and HandsOn New Orleans [launched the United Way HandsOn Entergy Volunteer Center](#), a go-to public resource for volunteer engagement, corporate service project design, and disaster preparedness and response | To mark Entergy's commitment, the Volunteer Center hosted [CarniVOL 2021](#), a series of family-friendly volunteer opportunities open to corporate partners and the public

Facilitated a cohort meeting with our 46 fellow United Ways who received a gift from McKenzie Scott to strategize a collective approach driving long-term systemic change across the network and communities served

Joined Julie Stoke's Ellevate Louisiana Conference as a panel participant to discuss our workforce and economy with Secretary Ava DeJoie, Louisiana Workforce Commission, and Secretary Don Pierson, Louisiana Department of Economic Development | [Watch Ellevate's Engage Videocast](#) to catch a conversation with host Julie Stokes and Michael Williamson on the ALICE[®] Project, the effects of Covid-19 on ALICE households, and more

Strategized with Campaign Chair Marcus Brown to close the 2020-21 Campaign, with two months to go, we are collecting reports and running spring campaigns | Kicked off our 2021 in-house employee campaign and met our stretch goal of \$52,000 | The employee committee hosted virtual celebrations, scavenger hunts, and Pictionary while offering several internal fundraisers (custom t-shirt and valentines sales) to engage staff throughout the week | Additional campaigns running include PETERMAYER, LCMC, Metairie Bank, Hyatt Centric, Luke's House, Family Violence Center of St. Bernard, New Orleans Family Justice Center, ViaLINK, Tulane, Loyola, UNO, Jefferson Parish Schools, Crescent Bank, Federal Reserve Bank, Eskew Dumez and Ripple, Mathes Brierre Architects, SCI, Our Lady of Angels Hospital | Please reach out to your related contacts to encourage their campaign participation | Finalized the last mailer to be sent to at-home donors | The campaign is at 126% to goal on direct mail communications for 2020-21

Recognized of Black History Month with our blog ([read here](#)) published in our newsletter and to be shared on social | Will continue recognizing significant Black individuals from Southeast Louisiana throughout February via social media posts and newsletter spotlights

Explored the possibility of a partnership with the Louisiana Budget Project and UWSELA to develop a user-friendly Pandemic-EBT website | P-EBT is a food benefit for children who miss school meals due to the pandemic

Launched the 2021 [Fish Fry Fridays](#) in partnership with the Louisiana Hospitality Foundation to benefit Hospitality Cares | We introduced the Fish Fry Fridays campaign during Lent 2020 to help hospitality workers who were laid off due to the pandemic, raising over \$12,000 from restaurant sales and a sponsorship from Tabasco | For 2021, each participating restaurant is recommended to donate \$1 per entrée sold each week | UWSELA will help to promote restaurant participation and sales

Restarted planning with Jefferson Parish to compile a promotional video for the Louisiana Prisoner Reentry Initiative to promote its benefits to residents and formerly incarcerated individuals while also garnering additional support and partners for the program

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Congratulated Michelle Payne, VP of Marketing and Investor Relations, for her acceptance into United Way's 2021 Advanced Leadership Program | This year, United Way accepted 18 senior leaders into the program | The program is entering its fourteenth year and has consistently been rated as an incredibly successful leadership development program

Marked 211 Day as an opportunity to tell the public that a free call to 211 connects Southeast Louisiana residents with essential services | Thanks to our partnership with VIA LINK, 211 specialists offer expert, caring help with food, disaster assistance, crisis counseling, health care, housing, and more | Read the latest edition of Williamson's Notes to learn [4 Reasons You Should Use 211](#) – and tell your loved ones about it too

Began outreach for UWSELA Public Policy Educational Sessions including ALICE families, education, financial stability, health, and community strengthening | Please join us for as many sessions as you are able | Speakers are still being confirmed but will be highly-recognized leaders in their respective fields | Please RSVP your participation with Pam Allison at pamelaa@unitedwaysela.org

Educational Session #1: ALICE Families

Monday, Feb. 22, 12-1:30 p.m.

Educational Session #2: Education & Health

Monday, March 1, 12-1:30 p.m.

Educational Session #3: Financial Stability

Monday, March 8, 12-1:30 p.m.

Educational Session #4: Community Strengthening

Wednesday, March 10, 12-1:30 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/83756036760>

Charmaine Caccioppi was interviewed by Allison Powell of the Williams Center at LSU Library | The library's T. Harry Williams Center for Oral History is embarking upon a project to document the history of Louisiana women involved in politics and government, and through a recent interview with Kim Sport, they discovered Charmaine's outstanding contribution to the state of Louisiana through her service to Louisiana senators, United Way, and various boards

Participated in Louisiana Women's Policy Research Commission's meeting on Feb. 11 to discuss preparation for their Women's Annual Report and upcoming 2021 Legislative Session
Featured in a Fox 8 story on Syrita Steib and the role UWSELA played in supporting her efforts to obtain a pardon during the Trump administration | Slated to air Friday, Feb. 12, at 9 p.m.

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Signed on to [a new joint letter](#) from United Way CEOs urging members of Congress to work together as they negotiate the next COVID relief package to provide urgently needed investments in policies that will help communities recover and rebuild

Reviewed new data from the national ALICE Research Team on [the impact of COVID-19 stimulus payments on ALICE households](#) | The ALICE measures offer a realistic yardstick to measure the benefit of stimulus payments for those hit hardest by the dual health and economic crises of the COVID-19 pandemic | Please share and leverage this factsheet release as an opportunity for policy discussions within your networks

Promoted and hosted the next sessions in Hospitality Cares' Know Your Rights webinar series to share low-cost and free resources for former and current employees

Continued efforts to further our partnership with the Hispanic Chamber of Commerce to help promote [Jefferson Parish Schools in-person Parent Computer Skills Workshops](#) for JPS parents in both English and Spanish | Participated in a promotional video and press event to highlight our partnership with the Hispanic Chamber of Commerce to help promote [Jefferson Parish Schools in-person Parent Computer Skills Workshops](#) for JPS parents in both English and Spanish | The second session of classes begins in March

Promoted the launch of the New Orleans Campaign for Grade-Level Reading's Extended Learning Loss Community of Practice to convene out-of-school time program providers, provide training and resources to help build and strengthen cultures of literacy in their work, and create cross-learning opportunities to help stem learning loss among students in their programs | The COP will host [a mini-conference on March 9](#) to bring together the people who make intentional, fun learning experiences happen for children in the hours outside of the school day and build a communitywide culture of highly-engaging, strategic, and purposeful literacy development experiences through a multitude of nontraditional learning environments, including summer camps and afterschool programs

[Charmaine Caccioppi and Libbie Sonnier joined WWL-TV](#) on Monday, February 22, to kick off LA Early Ed Week, which featured a week-long series of virtual events to raise awareness on the importance of increasing funding and access to high-quality early care and education | United Way SELA hosted the SELA breakout discussion featuring Agenda for Children, United for Early Care & Education, Jefferson Ready Start Network, and expert child care providers on their current challenges and investments needed to expand access to ECE | Thank you to all attendees and especially our elected officials, including Senator Karen Carter Peterson and representatives Polly Thomas, Jason Hughes, John Illg, and Stephanie Hilferty

Continued our United Way Worldwide/EY Board Equity training series with a visioning session lead by Tod Smith around the question, What is the role of our United Way in closing racial wealth gaps evident in our community beyond the current work? Followed by a SWOT Analysis lead by Bob Kimbro | [Please ajoin us via Zoom](#) for the two-day series wrap-up on March 24 and 25

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UWSELA Public Policy and collaborative partners met with Louisiana State Senate President Page Cortez to discuss Early Childhood Education funding

Announced Haynes Academy for Advanced Studies as the winner of the 2021 Mission Ignition competition, which pits area high school against each other in a race to collect the most volunteer hours | Students participating in this year's challenge completed six virtual volunteer events held over three weekends | The 2021 competition's six schools combined for 527 hours of service valued at more than \$12,100 in community impact

Promoted Women United's Coffee with Community Leaders as an exclusive opportunity to meet and interact with the 2nd Congressional District Candidates and gain a better understanding of why the candidates decided to run and what their passions and future visions for Southeast Louisiana | Register [here](#)

Hosted Young Leaders United's Sip and STEM and Women United's book club as virtual engagement opportunities for donors and volunteers | Learn more about our donor engagement groups [here](#)

Completed the Emergency Food and Shelter Phase 38 fund distribution process | 47 programs are funded across six parishes totaling \$649,778 | All funds must support food and shelter access and supports provided by local nonprofits and places of worship