

# PROGRESS REPORT

January 2021



Promoted Michael Williamson's and partner's recognitions as [Biz New Orleans 2021 Executives of the Year](#) | "It is in times of adversity that leaders of quality are formed, and within these pages you'll find some of the top in our region right now. They are the people who have long been leading the charge to eradicate poverty and provide more affordable housing and are now finding their mission more critical than ever."

Participated in an interview with Julie Stokes for Ellevate Louisiana's virtual conference, which will feature guest speakers on issues pertaining to the state's finances, economy, workforce, and infrastructure | Register to attend [here](#) | [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

Featured in [a WWNO article](#) – Tulane Study Of Maternal Homicide Gets First Federal Money For Gun Violence Research In 24 Years – on university's research on the impact of United Way SELA's domestic violence reforms dating back to 2014

Preparing final campaign results from multiple campaigns, including results from many of our Top 10 workplace campaigns | Continued cross-departmental planning for the start of LCMC's 2021 campaign | Presented with Campaign Cabinet Chair Marcus Brown to LCMC network leadership to share specifics on the upcoming kick-off of their 2021 workplace campaign

Over the weeks the RD team has seen many of our Corporate Partners step up in a big way! Getting creative in their employee campaigns and really sharing the great work of our United Way. Cornerstone recently wrapped their Silent Auction plus other special events – They will have their "Raising of the Flag" Ceremony in the beginning of January – the highest bidder will have their school flag of choice flown above the plant. Chalmette Refining has been having some fun with their campaign this week – The Leadership Team were good "sports" wearing their selected team apparel from the auction winners! Folgers selected UW Partners to provide gifts for the children this Christmas.

Major campaigns running in January include: Tulane University, University of New Orleans, Loyola University New Orleans, Jefferson Parish Schools, and Metairie Bank

Distributed speaker and attendee invites to the [2021 Early Education Week](#), Feb. 22-26 | 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 | Local speakers include representatives from Agenda for Children, United for Early Care and Education, the Jefferson Ready Start Network, and expert child care providers

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Continued promotion for the [United for Grocery Workers Relief Fund](#) to provide additional support for eligible workers during the holiday season

Opened UWSELA/ABC [Volunteer Income Tax Assistance \(VITA\) Program](#) sites for 2021 tax preparation | VITA's free income tax return preparation with electronic filing is open to individuals who generally make **\$57,000 or less** | Drop-off and virtual preparation options are available | MyFreeTaxes.com will begin free, online tax prep in late January

Continued taking applications for the remaining six months of programming for the [Individual Development Account \(IDA\) program](#)

Kicked-off the 2021 [Mission Ignition](#) challenges with all virtual volunteer opportunities for participating high school students | The program was created to make service fun and engaging for high school students by turning it into a competition and encouraging a sense of community while inspiring philanthropic lifestyles that transcend graduation requirements

Promoted Walmart's Round-up campaign, which allows shoppers to round up their purchases to the nearest dollar and donate the change to local United Ways | Round-up is available on [WalMart.com](#) and the Walmart app through January 29

Continued our Board Development Learning Series with EY focusing on diversity, equity, and inclusion | Session IV allowed us to drill down on the racial wealth gap; providing relevant data points that the Board members | Session V featured additional speakers of the racial wealth gap, including an IDA Participant, Lamar Gardere – ED of Community Data Center, Charmaine Caccioppi – Executive VP & COO – UWSELA, Jan Moeller – ED of La. Budget Project, and Allen Square – CENO

Established a timeline and agenda to present policy recommendations and legislative priorities for UWSELA Public Policy 2021 State Legislative Agenda | The 2021 Regular Legislative Session will convene at noon on Monday, April 12, 2021, with final adjournment no later than 6:00 p.m. on Thursday, June 10, 2021

Accepted applications for Phase 38 of the Emergency Food & Shelter Program (EFSP) in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, and Tangipahoa parishes | The Department of Homeland Security's Federal Emergency Management Agency awarded \$649,778 in funds supplement food, shelter, rent-mortgage, and utility assistance efforts in ongoing programs to assist people with economic emergencies unrelated to disasters

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Began planning to launch [CarniVOL 2021](#), a Mardi Gras volunteer event series through the United Way HandsOn Entergy Volunteer Center | The series will kick off on Feb. 11 with a press opportunity at Entergy Corporation's employee volunteer event | Additional virtual and in-person volunteer opportunities will be open to workplaces and the public to provide the community a way to give back to the community during the traditional Mardi Gras weekend

Entered the final phase of our original contract with partners for the [United for Early Care and Education Program](#) | Exploring the extension of the program through December 2021 to support centers that want to apply for the second round of PPP funds from the SBA | Conducted our outreach to regional early care providers on potential second SBA loan opportunity and issued survey across multiple channels to determine providers' willingness to participate in an ongoing support program

Kicked off the New Orleans Campaign for Grade-Level Reading's steering committee and school readiness working group first meetings of the year to map out our goals and strategies for 2021 | Hosted the Kay Fennelly Extended Learning Loss Community of Practice second session with providers to share strategies for injecting literacy-rich practices into existing programs | Discussed plans and structure for a peer-to-peer learning mini-conference in March

Joined WVUE's Liz Reyes on [The Breakdown](#) to share information on how to access resources and support via 211 and provide an update on the increasing number of individuals in need of assistance throughout SELA

Hosted successful Martin Luther King Day volunteer days of action with volunteers from Entergy, Target, and Starbucks through the United Way HandsOn Entergy Volunteer Center | [See photos here](#)

Hosted two sessions of our Louisiana Leaders and Hospitality Cares Know Your Rights webinar series | Missed the latest HC webinar on the new stimulus package? [Watch the full recording here](#) | Join LA Leaders to explore barriers that keep ALICE from financial stability and actionable solutions that can stabilize ALICE households – and in turn, help our entire community prosper – [Watch the full recording here](#)

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Hosted the Nancy M. Marsiglia Institute of Justice first 2021 spring class with course instructor Martha Lemoine via zoom on Jan. 21 | Congratulations to our 2021 spring class:

Patricia Barnett  
Ashley Brennan  
Elizabeth Bridges  
Alison Cohen  
Jillian Delos Reyes  
Lindsey Jakiel Diulus  
Klassi Duncan  
Michelle Cunnick  
Sylvia Finger  
Melissa Fournoy  
Caitrin Gladow  
Danielle Gray  
Debbie Holmes  
David Hoover  
Maria Huete  
Lorenzo Johnson, Jr.

Nygia Lambert  
Tiffany Lewis  
Ann Maier  
Alli Maney  
Meaghan McCormack  
Jessie Miller  
KD Minor  
Lucas Mixon  
Paulina Murphy  
Scott Peyton  
Lavaughn Riley  
Seleigh Taylor  
Ingrid Ann Thompson  
Rashidah Williams  
Felicia Young  
Tania Zachari

Worked in 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 | These computer and technology workshops will train parents in basic computer skills to help their child(ren) participating in virtual and in-person learning

Participated in United Way Worldwide's National Advocacy Week to promote our [federal advocacy work](#), which includes an intentional focus on policies that will help our community respond, recover, reimagine, and rebuild systems in the wake of the health and economic crisis from COVID-19 and address gender and racial inequities

Launched [UnitedWaySELA.org](#)'s new translation plug-in, which allows site visitors to translate webpages into multiple languages to suit their needs

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Participated in the launch of the Louisiana Policy Institute for Children new report "[Struggling to Recover: The Impacts of COVID-19 on Louisiana Families with Young Children](#)" funded in part by Women United | Highlights from the new research include:

- Families with young children continue to need child care to support parent employment or education, and parents must adjust schedules to fill child care gaps
- Families are struggling to afford child care and basic necessities, with child care costing the average Louisiana family almost \$10,000 a year

Hosted a Partner Agency Outcomes Training to provide our Community Partners with additional resources and support for their ongoing grant reporting requirements | [Watch the training here](#)

Allocated \$90,000 from available COVID-19 funding to reopen the rental assistance program for residents in St. Bernard, Plaquemines, Jefferson, St. Tammany, Washington, and Tangipahoa parishes | Application begins February 1