

- Closed the final round of applications for the [Hospitality Cares Pandemic Response Fund](#) emergency grants
 - Secured an additional \$200,000 contribution from Baptist Community Ministry
 - \$2,377,517 total giving
 - 4,213 grants awarded to date | 542 to be awarded | 4,755 total
- Promoted the launch of [24H's Beyond the Stage](#) livestreaming event series, starting May 22, which aims to raise \$3 - \$5 million for the 24H COVID-19 Relief Fund, a portion of which will benefit United Way of Southeast Louisiana.
 - The funds raised will support the community of entertainment industry gig professionals at risk and displaced by the COVID-19 pandemic.
- Announced the start of a virtual hangout fundraiser with National Football League players through a 14-day campaign to raise resources for COVID-19 relief. Fans have the chance to win a 30-minute virtual hangout with an NFL player, including New Orleans Saints Demario Davis and Malcolm Jenkins. Fans can enter to win by visiting [UnitedWay.org/Hangout](#).
- Promoted federal [Emergency Food and Shelter Grants](#) for Phase 37 Funds and CARES Funds available to nonprofits in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, and Tangipahoa parishes in the amount of \$564,878 for Phase 37 and \$805,354 for Phase CARES
- Invited to offer testimony on the struggles of ALICE households at the Select Committee on Women and Children Committee meeting scheduled for Thursday, May 28
- Led the coordination of the development of Ready LA coalition's virtual day of action toolkit – Twitter chat and Twitterstorm scheduled for May 26 with an accompanying email and call campaign
- Started the development of an organization-wide long-term COVID-19 strategic plan
- Gathered more than 400 responses to ALICE [survey](#), as a part of the ALICE Project in partnership with the Louisiana Association of United Ways, to better understand the impacts of the COVID-19 pandemic on people living in Louisiana
- Continued case management meetings with 21 early care centers – representing Orleans, Jefferson, St. Tammany, and Washington parishes – through United for Early Care and Education
- Submitted two grants for New Orleans Campaign for Grade-Level Reading and Kay Fennelly Summer Literacy Institute via Dollar General and GPOA Foundation
- Conducted the second of three Fennelly Institute workshops to continue support to summer program providers
- Submitted three Pacesetter Award stories for consideration to the National Campaign for Grade-Level Reading
- [Mobilized advocates](#) in support of bills relating to domestic violence, sexual abuse, paid sick leave, and a local sales and use tax exemption on feminine hygiene products and diapers
- Finalized the production of a new 30-second PSA to promote UWSELA's COVID-19 response – will run as an ad on social media and as community programming on local stations
- Live-streamed the sixth installment of 15 Minutes of FAME, UWSELA's virtual financial capability education series, on credit card debit management

PROGRESS REPORT

5/18-22



- Continued meal packing and delivery to older adults and mobility-impaired individuals in Orleans Parish
- Continued collecting sign-ons to the [ALICE is Always Essential campaign](#)
- Continued virtual tax support through VITA
- Continued volunteer recruitment to assist 311 seniors and homebound individuals
- Continued weekly newsletter distribution and Facebook live update
- Continued virtual IDA onboarding and support
- Continued outreach and support to Community Partners

PROGRESS REPORT

5/18-22

