UNITED IS THE WAY.™

UNITED WAY
Southeast Louisiana

CONNECTING BUSINESS TO COMMUNITY

United Way of Southeast Louisiana has the network and expertise to move your purpose forward and make your impact go further. With a comprehensive view, deep local expertise, and broad global networks, we're your partner in mobilizing communities to action so all can thrive.

Building on a century of community listening and collaboration, we can connect you to local expertise on the causes that matter most to your consumers and employees. That way, **we're advancing the most effective strategies to amplify your social, environmental, and business impact.**

Our simple, straightforward payroll deduction process makes it easy for individuals to make a significant contribution, while not breaking their budgets. Even small gifts, when multiplied and combined with others, can create a significant impact.

DO YOU KNOW ALICE?

Half of Southeast Louisiana households are struggling to afford basic needs.

While 17% of families live below the Federal Poverty Level, an additional 32% are ALICE (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed), working hard but unable to cover the cost of living in their parish. United Way leverages ALICE data and donor support to develop targeted solutions, providing immediate relief and long-term pathways to stability and prosperity.

POVERTY:

17%

Of households are below the poverty line

ALICE:

32%

Of households are ALICE

1 IN 2

Households in Southeast Louisiana are unable to afford household basics

United Way of Southeast Louisiana
serving Jefferson, Orleans, St. Bernard, St. Tammany, Tangipahoa and Washington parishes
UnitedWaySELA.org | 504.822.5540 | info@UnitedWaySELA.org | @UnitedWaySELA

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WHY THIS MATTERS TO YOUR BUSINESS

When half of our community is struggling, the entire economy feels the impact. ALICE workers power essential industries – healthcare, education, retail, and more – but when they are forced to make impossible financial choices, businesses experience:

- Increased pressure on healthcare and social services
- Higher demand for job training and educational remediation
- A less engaged and skilled workforce
- Reduced productivity, customer service challenges, and turnover costs

HOW UNITED WAY STRENGTHENS YOUR BUSINESS

Corporate responsibility isn't just good for the community. It's good for business.

- Stronger Brand & Market Value: Companies with robust CSR initiatives see a **4-6% increase in market value** and up to **20% higher revenue** [Harvard Business Review].
- Employee Retention & Engagement: **74% of employees report higher job satisfaction** when their company provides opportunities to make a social impact [Cone Communications].
- Workplace Loyalty: **70% of employees say they are more likely to stay with a company** that supports causes they care about [Deloitte].

LET'S WORK TOGETHER

Today's employees want to be part of something bigger. United Way offers tailored giving and volunteer opportunities to align with your company's goals, engaging your workforce in impactful ways.

Join the growing list of companies across Southeast Louisiana committed to building stronger, more resilient communities.

Partner with United Way to energize your employees and elevate your community.

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