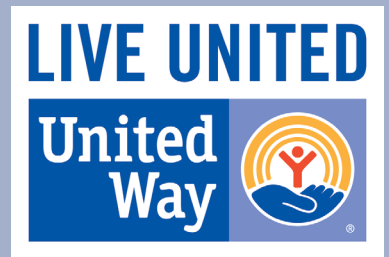


WHAT IF

UNITED WAY DID NOT EXIST?



ANNUAL REPORT 2012

United Way of Southeast Louisiana

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MESSAGE FROM UNITED WAY

NOW IS THE TIME

We have tremendous power. Our choices can affect someone's life next door, across the street or across the lake. You have the chance to be part of a movement – a movement which can raise our community to new heights and make real change in people's lives today and in the future. Supporting United Way empowers us to create a safer, better place to live, work and raise our families. Choose to be part of the movement – change won't happen without you.

Give. Advocate. Volunteer. Now is the time.



OUR MISSION

“To increase the organized capacity of people to be independent and self-sufficient.”

OUR GOALS

Our United Way is addressing the region’s most critical needs with a goal of maximum impact. Our work is organized around three impact (program) areas:

EDUCATION

Success for Children & Families... programs and community partners working collectively to help children and youth develop to their fullest potential, support healthy, nurturing family relationships, and improve access to quality, affordable child care;

HEALTH

Health & Independence for All... programs and community partners working to assure that community residents have access to timely and effective physical and behavioral care, and that seniors and those with disabilities have the best possible quality of life;

SAFETY NET

Financial Stability for Hardworking People & Those in Crisis... programs and community partners working together to assist people in times of need or emergency, empower people to increase household income, build savings to weather crises, and help families gain, sustain, and protect their assets, such as a home.



MADDOX

The Bright School for the Deaf

Because of his profound hearing loss, Maddox did not speak until he was almost two years old. Then he began attending Language Says It All, a United Way supported program that provides him with language and speech lessons. Maddox can now talk to his mom or dad about anything - and they can understand everything.

MADDOX


The Bright School for the Deaf

EDUCATION

In 2012 Success By 6 identified improving the quality of care in Family Child Day Care Homes, commonly known as Family Child Care, as its next priority focus. Family Child Care – paid child care offered by child care providers in their homes – is the predominant form of child care in Louisiana, especially for children under three. As common as it is, Louisiana is behind other states in realizing the value of creating standards for these formal settings, and is one of only three states in the U.S. that do not license family child care homes. Louisiana was ranked 51st in the nation in overall early care and education by the National Association of Child Care Resource and Referral Agencies, largely due to not addressing health and safety factors or requiring developmentally appropriate materials and learning opportunities in family child care. Licensing family child care will help to address these concerns, level the playing field for all paid child care providers, and create an avenue for quality improvement in Family Child Day Care Homes so all Louisiana’s children are kindergarten ready and successful by age 6. In 2012, the Success by 6 Collaborative was awarded \$250,000 from the Robert Wood Johnson Foundation and the Greater New Orleans Foundation to support this effort.

School to Career is an initiative of United Way of Southeast Louisiana whose goal is to improve the workforce readiness of area youth. 2012 saw the launch of an innovative partnership with the City of New Orleans through NOLA Youth Works, the city’s summer youth employment program. United Way of Southeast Louisiana and NOLA Youth Works/Job 1 are working to create a local career development model that incorporates the best practices of youth development while simultaneously being informed by the needs of local business. This multifaceted approach would improve youth employment skills, increase the competency of adults who work with adolescents, and engage businesses both as informants and beneficiaries of this career readiness work.

In summer 2012 UWSELA and NOLA Youth Works implemented the logistical pilot for one facet of this career readiness strategy: an adolescent workshop series to help promote development in the soft skills of employment called “The Success Series.” The Success Series incorporated best-practices in youth development while simultaneously targeting the soft skills of employment crucial for successful employment outcomes including critical decision-making and communication. 413 Orleans parish youth ages 15-16 registered for and participated in the pilot communication workshop held at the Hyatt Regency, choosing from topics such as “Communication-Teen Relationships,” “Communication- Be a Leader in Any Setting,” and “Communication- Hip Hop and the World of Music.” The response from both the youth participants and their program leaders was overwhelmingly positive. In 2013 the Success Series pilot will be expanded to include training and technical support for providers in addition to The Success Series workshops.

A close-up portrait of an elderly man, Clarence, smiling. He is wearing a dark blue baseball cap with a yellow logo, gold-rimmed glasses, and a red and white checkered shirt. The background consists of green foliage and a light-colored wall.

CLARENCE

Jewish Family Service

Thanks to Lifeline, an electronic personal emergency response system, Clarence is able to get in touch with his family with the press of a button, which sends help immediately if he ever needs help. With programs funded by United Way, Clarence is able to live as independently as he can.

HEALTH

we've partnered with FamilyWize to distribute free prescription discount cards to everyone in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington Parishes. FamilyWize cards immediately lower the cost of medicine by an average of 35% or more for people without insurance or who take medications not covered by their plan. Just by presenting the FamilyWize card at their local pharmacy, customers save on the cost of their prescription medicine 80% of the time. "So many people are struggling with the high cost of medicine and need help right now. We knew we couldn't wait years for healthcare reform to be implemented. The FamilyWize card provides immediate savings on prescription medicines, with no paperwork or forms to fill out," said Dan Barnes, co-chair of The FamilyWize Community Service Partnership.

These cards can be used by everyone in the community, not just people without insurance. They can even be used by people with health benefits, including Medicaid or Medicare.

Organized a forum where all five managed-care companies under Bayou Health addressed the Medicaid population and answered questions they had prior to the sign up date in January 2012.



SAFETY NET

Seven years have passed since Hurricanes Katrina and Rita devastated New Orleans in 2005, yet hundreds of families are still living in temporary housing - doubled or tripled up in family homes, living in gutted or partially complete homes, trailers or apartments they cannot afford. And now Hurricane Isaac has proven itself as damaging and costly as any other recent natural disaster.

United Way and our recovery and rebuilding partners were there to help families put their lives, homes and communities back together. As we learned after Katrina, the far reaching impact of a significant natural disaster requires that we work together to rebuild lives, homes and communities.

NO Place Like Home (NPLH) is United Way of Southeast Louisiana's Rebuilding Initiative, coordinating the return of families to safe, secure, and functional housing through partnerships with local nonprofit organizations, donors, companies, groups and government entities.

In the last year, United Way was able to facilitate the completion of 65 homes, utilizing over \$1 million in donated funds and \$1.2 million in leveraged funds for a total over \$2.2 million. This included funding from a major grant from a single donor, contributions raised from several corporations, foundations, individuals and governmental grants.

The Emergency Food & Shelter Program (EFSP) distributes federal funds for food pantries and helps people with emergency assistance for rent, mortgage, and utility payments. In 2012, United Way received \$144,548.00 that funded 15 Emergency Food and Shelter Programs in Orleans, St. Bernard and Jefferson parishes.

The Individual Development Account (IDA) Project is designed to help hard-working, low-income individuals and families save money. Participants enrolled in this matched savings program may ultimately purchase an asset, such as a home or a vehicle, or start up or expand an existing child care business.

Participants make regular deposits to a special "Individual Development Account" or IDA, held at a local financial institution. An IDA is not a "giveaway." Participants receive matches by saving their own hard-earned dollars and learning about financial fitness and asset purchases. When the savings goal is reached, United Way sends a check for the matched dollars to the closing agency, dealership or vendor.

As of December 31, 2011, the closeout of the IDA Project, United Way assisted 137 individuals and/or families with their asset purchases; 106 for homeownership, 28 for vehicle purchases, and 3 for child care business start-up or expansion. The return on the \$1,043,272 investment was \$11,078,507.

The Earned Income Tax Credit (EITC) Initiative works with the IRS, Volunteer Income Tax Assistance (VITA) sites, and local providers of service to help low-income households secure tax benefits and free income tax assistance.

United Way and partners helped put over \$5.3 million back into the community through the EITC program during the 2011 tax season. At a time when many families are struggling to make ends meet, the EITC dollars help hard-working people keep food on their table and a roof over their heads.

FINANCIAL HIGHLIGHTS

[in thousands of dollars]

STATEMENT OF FINANCIAL POSITION		2012	2011
Assets			
Cash & Cash Equivalents		\$2,109	\$1,867
Investments		7,669	8,826
Pledges Receivable (net of uncollectible allowance)		4,773	5,146
Other Assets and Prepaid Expenses		273	499
Property and Equipment (net of accumulated depreciation)		777	860
TOTAL ASSETS		\$15,601	\$17,198
Liabilities			
Allocations and Designations Payable to Agencies		\$5,396	\$6,456
Amounts held for others		39	14
Accounts Payable and Accrued Expenses		973	1,753
TOTAL LIABILITIES		\$6,408	\$8,223
Net Assets			
Unrestricted		\$2,113	\$1,532
Temporarily Restricted		3,283	3,470
Permanently Restricted		3,797	\$3,574
TOTAL NET ASSETS		\$9,193	8,576
TOTAL LIABILITIES AND NET ASSETS		\$15,601	\$17,198
STATEMENT OF ACTIVITIES			
Public Support and Revenue			
Public Support			
Contributions		\$14,360	\$17,534
Less: Provision for Uncollectible Pledges		-707	-719
Donor Designated Gifts		-2,141	-4,023
TOTAL PUBLIC SUPPORT		\$11,512	\$12,792
Revenue			
Investment Income		\$548	\$128
In-Kind Donated Advertising		366	582
Grants Program and Consulting Fees		1,931	2,885
Other Income		388	304
Rental Income (Loss), net of expense		-195	-205
TOTAL PUBLIC SUPPORT AND REVENUE		\$14,550	\$16,484
Allocations and Expenses			
Total Payments to Agency Programs		\$9,761	\$15,625
Less: Donor Designated Gifts		-2,141	-4,024
NET ALLOCATIONS TO AGENCY PROGRAMS		\$7,620	\$11,601
National Organizations Dues		140	144
Functional Expenses		6,173	6,515
TOTAL ALLOCATIONS AND EXPENSES		\$13,933	\$18,262
Change in Net Assets		\$617	-\$1,777
Net Assets at Beginning of Year		\$8,576	\$10,353
Net Assets at End of Year		\$9,193	\$8,576

The firm of Duplantier, Hrapmann, Hogan, and Maher, LLP, audits the financial records of United Way of Southeast Louisiana [formerly United Way for the Greater New Orleans Area] annually. A copy of any complete audit is available upon request.

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Christopher J. Claus
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Karen Nabonne Coaxum
Coaxum Enterprises, Inc
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First Community Bank

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Farm Bureau Insurance Company

J. William “Billy” Groome

Al Hamauei
First Bank & Trust

Robert “Tiger” Hammond
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Loyola University New Orleans

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U.S. Bankruptcy Court

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Carol Gstohl, PHR
Vice President of Human Resources and
Administration



United Way Southeast Louisiana

*serving Jefferson, Orleans, Plaquemines, St. Bernard,
St. Tammany, Tangipahoa and Washington Parishes*

MAIN OFFICE

2515 Canal Street
New Orleans, LA 70119
504.822.5540

REGIONAL OFFICES

St. Tammany

800 N. Causeway Blvd.
Mandeville, LA 70448
985.778.0815

Tangipahoa

411 W. Coleman Street
Hammond, LA 70403
985.542.8680

Washington

716 Avenue F
Bogalusa, LA 70427
985.732.2305

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