



United Way
of Northeast Louisiana

2024

Community Report



What is your
WHY?

YOUR PASSION DRIVES OUR IMPACT

16

initiatives & collaboratives

15,219

volunteers

across all programs, collaboratives, and initiatives

41

partner programs

6,119

donors

58,088

people served

across all programs, collaboratives, and initiatives

WE ENVISION A COMMUNITY WHERE ALL INDIVIDUALS AND
FAMILIES ACHIEVE THEIR HUMAN POTENTIAL THROUGH
EDUCATION, INCOME STABILITY & HEALTHY LIVES.

All data reported reflects the most recently closed year.

Meet our
**Executive
Committee**

ASHLEY WEST
Progressive Bank
BOARD CHAIR

REVEREND IKE BYRD
Mt. Zion Baptist Church
SECRETARY

WILLIAM SMART
Monroe Housing Authority
2024 CAMPAIGN CHAIR

DAVID COLE
Progressive Bank
2025 CAMPAIGN CHAIR

BRIAN BUSH, Ed.D.
Monroe City Schools
2024 DIVERSITY, EQUITY & INCLUSION CHAIR

ALBERTA GREEN, Ph.D.
ABG Professional Development
Solutions
CHAIR ELECT

NATHAN "NAT" SMITH
Cadence Bank
TREASURER

AMY STEGALL
City of Ruston
2024 LUJP CAMPAIGN CHAIR

BRUCE RUSHING
Origin Bank
2025 LUJP CAMPAIGN CHAIR

DANIEL TAYLOR
Argent Financial Group
PAST BOARD CHAIR

JENNIFER JOHNSON
4th District Attorney's Office
2024 COMMUNITY ALLOCATIONS CHAIR

**SUSHMA KRISHNAMURTHY,
Ph.D.**
University of Louisiana Monroe
2024 COMMUNITY IMPACT CHAIR

SHEILA SNOW
Discover Monroe - West Monroe
2024 MARKETING & COMMUNICATIONS CHAIR

TONI BACON
Century Next Bank

MARY BARRIOS
Town of Farmerville

CATHI COX-BONJOL
Louisiana Tech University

KEVIN CUPPIA
Workforce Training Alliance

LEE DENNY
Century Next Bank

ERNEST GREEN
Advancion

TODD GUICE
Ouachita Parish School System

RICK GUILLOT
Origin Bank

KELLY HOGAN
Community Volunteer

JOSH MANDRELL, M.D.
Green Clinic Health System

MARC MASHAW
Ouachita Parish Sheriff

KELSEA MCCRARY
City of Monroe

SAM MOORE
Monroe City Schools

BRITTANY MYERS
Siemens

WENDY NAPOLI
Community Volunteer

ELLA NIMMERS
Christopher Youth Center

ALPA PATEL
LSU School of Public Health

PASTOR VANCE PRICE
Community Family of Faith Church

CHRISTINE RAMBO
Upsize Marketing Strategies

PAMELA SAULSBERRY, Ph.D.
University of Louisiana Monroe,
Retired

KRISTEN SHAMBRO
Centric Federal Credit Union

CINDY SHAW
alli Management Solutions

KEVIN SMITH
Regions Financial Corporation

ADARIAN WILLIAMS
Grambling State University

JUANITA WOODS
NOVA

2024-25

BOARD OF DIRECTORS

SUCCESSFUL CHILDREN & YOUTH

37

4TH & 5TH GRADE STUDENTS PARTICIPATED IN



eleven

READY4SERVICE PARTNER SCHOOLS IN JACKSON PARISH, MONROE CITY, AND OUACHITA PARISH

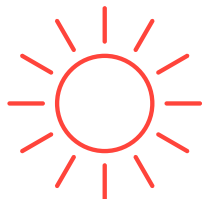


Adarian Williams
Grambling State University

"The Ready4Service program's visit to Grambling State University was impressive, showcasing its commitment to fostering community service among students. The opportunity for them to interact with university leaders, experience campus life, and learn about the university's history is invaluable, sparking curiosity and growth. A standout moment was seeing students engage with the women's basketball team, chanting "I am more than a champion." This powerful interaction empowered students and emphasized our collective responsibility in shaping a brighter future. We eagerly anticipate hosting future Ready4Service cohorts at Grambling State University, 'The Place Where Everybody is Somebody'."

OUT OF SCHOOL ENRICHMENT

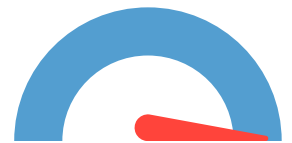
127



STUDENTS REGISTERED FOR SUMMER CAMP



100% OF FAMILIES FELT SUPPORTED AS A PARENT



100% OF FAMILIES IMPROVED RELATIONSHIP WITH CHILDREN

206

PARENTS ARE ACTIVELY ENROLLED IN READY4K.



88,862

TEXT MESSAGES SENT



100%

of students in their final year of school graduate on time across all programs, collaboratives, and initiatives



READ.LEARN.SUCCEED.

448
students

eighteen
partner
schools

ACROSS JACKSON PARISH, LINCOLN PARISH,
MONROE CITY, MOREHOUSE PARISH,
OUACHITA PARISH, AND UNION PARISH

10,642

FREE BOOKS GIVEN TO
STUDENTS IN 2022-2023



58,143

FREE BOOKS
GIVEN TO
STUDENTS
SINCE
2012-2013



"I grew up on the southside of Monroe in the Burg Jones community, so volunteering in that community through the **READ.LEARN.SUCCEED.**

initiative is deeply personal for me. Since 2021, I've dedicated just 30 minutes a month to help third graders improve their reading. It's incredibly rewarding to see their progress firsthand, knowing it contributes to building a skilled workforce for tomorrow."

William Smart
Monroe Housing Authority

92

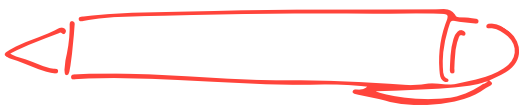
COMPANIES
REPRESENTED
BY VOLUNTEERS



1,800

VOLUNTEER
HOURS

328 VOLUNTEER
PEN-FRIENDS



1,968 LETTERS
WRITTEN BY
PEN-FRIEND

122
VOLUNTEER READERS



LEARN MORE
ABOUT OUR
COLLABORATIVES
AND INITIATIVES

"Recently, I had a heartwarming encounter with the family of my very first **READ.LEARN.SUCCEED.** student. He's now 18 years old and thriving. It was a powerful reminder of the profound impact community connections can have. I'm deeply grateful for the chance to serve and contribute to United Way's aspiration - that our children and youth are successful in school and in life."



Amy Stegall
City of Ruston



FINANCIAL STABILITY

26
FINANCIAL COUNSELING PARTICIPANTS

MORE THAN
4,160
TOTAL HOURS OF EDUCATION

twenty-six
BUDGETS CREATED

BankOn | 2022 - 2024
Northeast Louisiana

165
PARTICIPANTS

twenty - one WORKSHOPS

35 MEMBERS:
• government
• non-profits
• financial institutions

09 
CERTIFIED ACCOUNTS

26.75%
households who are unbanked or underbanked

9.92% UNBANKED | **16.83%** UNDERBANKED

FDIC National Survey of Unbanked and Underbanked Households & ACS, 2021. Prosperity Now Estimates Using FDIC National Survey of Unbanked and Underbanked Households & ACS, 2021



100% indicated they would recommend

100% indicated they learned something new

100% indicated the workshop was helpful

007
WORKSHOPS

129
REGISTERED

"A decade after my mother's passing, my brother and I inherited her house and car, yet the house remained in her name, causing complications. After consulting numerous lawyers and attempting to resolve it on our own, we encountered continuous setbacks. Just when hope seemed dim, a United Way representative introduced me to their services. I discovered the transformative Heirship Project program. The exceptional services and expertise I received were remarkable. Starting our journey on February 8, 2024, we now stand in May 2024 with everything finalized. My brother and I are deeply grateful for the invaluable support provided by United Way. This is just one of the reasons why I give to United Way."



Angela Mamon
City of Ruston

forty-eight

TAXPAYERS SERVED IN VOLUNTEER INCOME TAX ASSISTANCE

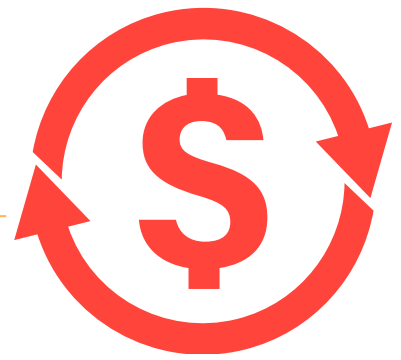


\$5,053

TOTAL EARNED INCOME CREDIT

\$722

AVERAGE EARNED INCOME CREDIT



SEVEN  INDIVIDUALS RECEIVED EARNED INCOME CREDIT

 **\$22,000**
average gross income


\$590 average refund

\$27,704

REFUNDS SECURED

\$9,600

SAVINGS ON TAX PREP FEES

 **\$200**
average per taxpayer

DOLLARS & \$ENSE VOLUNTEERS: 145

14 EVENTS  **577** AREA STUDENTS

06 NELA PARISHES

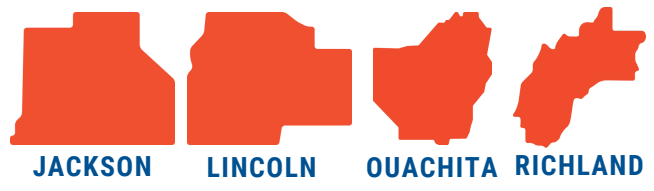
"I've worked with youth for a long time, and one of the things I see is that many young people don't understand the realities of what it costs and what it takes to live. Not every child has a role model, or the support needed at home to be successful. Through Dollars & \$ense Reality Fairs, these young people have meaningful conversations about the realities of financial obligations and what it means to be financially stable. United Way is so deliberate in how time and money are invested, and I have so much confidence in these initiatives."



Mary Barrios
City of Farmerville

f o u r

NORTHEAST LOUISIANA PARISHES SERVED



582

VOLUNTEER HOURS

 LEARN MORE ABOUT OUR COLLABORATIVES AND INITIATIVES

6

VOLUNTEERS 

HEALTHY COMMUNITY



Debbie Rankin
Ouachita Parish Clerk of Court

"Years ago, I was a single mom struggling to provide for my children. Pride kept me from seeking help, and with limited family support, I felt alone. Then, volunteers from United Way showed up at my door with bags of food for Thanksgiving, and again at Christmas. Their kindness changed everything. Now, I'm committed to helping others facing similar challenges because I know firsthand the power of a helping hand."



5,964

INDIVIDUALS CONTACTING UNITED WAY NELA 211 WERE ASKED TO PARTICIPATE IN A MEDICAID RENEWAL SCREENING

TOP 5 *needs*

of those screened and eligible for Medicaid

75% calls & texts screened



2,930

individuals qualified for Medicaid

utility assistance



housing

food/meals



income support/assistance

clothing/personal/household



10,366 referrals to additional resources

630 individuals received specialized navigation

29,565

individuals participated in **physical activity** and/or **healthy food access/nutrition programs**.

across all programs, collaboratives, and initiatives



yearly **SINGLECARE SAVINGS:**
\$212,723.88

20,883
PEOPLE HELPED

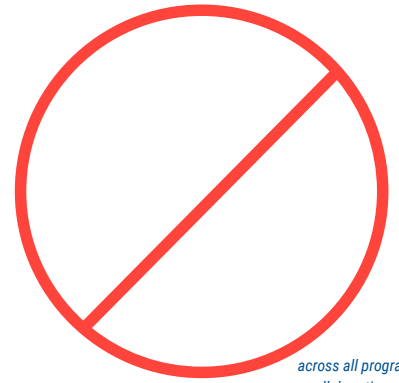


Clair Roane
Ouachita Parish Public Library

"My commitment to community stems from personal experience. Growing up, my family was just one 'bad day' away from poverty, but thanks to the support of our extended church family, we always managed to get by. Unfortunately, not everyone has such a safety net. Recognizing the importance of community solidarity, I am actively involved with United Way's Community Investment Process. I give and volunteer through United Way so that I can help folks out on their 'bad days'."

441

individuals reduced or **avoided risky behaviors** (alcohol, drug abuse, unprotected sexual activity) during reported period.



across all programs, collaboratives, and initiatives



28,995

children/adults who addressed any or all of these **healthy behaviors**: eat healthier, increase their physical activity, and/or move towards a healthy weight.

across all programs, collaboratives, and initiatives



LEARN MORE ABOUT OUR PROGRAMS, COLLABORATIVES & INITIATIVES



28,551

individuals from vulnerable populations stayed in or moved to better or more stable living situations, promoting greater independence and dignity

across all programs, collaboratives, and initiatives



2·1·1

Northeast Louisiana

Your direct line to a community that cares.

160

clients managed
by the 211 care coordinator

209

help seekers

inquired about support services
for kinship caregivers

833

referrals

provided to meet
specific needs for kinship caregivers

15,126

211 help seekers

assisted

21,003

211 needs addressed

across various services

"During Hurricane Katrina, I volunteered with 211 and saw how United Way's support made a lasting impact. Their dedication showed me the importance of long-term commitment to helping others. Over time, I've seen 211 evolve to better serve our community needs. We're fortunate to have this invaluable and established service in Northeast Louisiana."

Maribeth Holzer
Ouachita Parish Schools





WHAT IS 211?

211 is an easy to remember phone number that connects you to information and resource providers in your area. Best of all, it's **FREE!**

TEXT

**YOUR ZIP CODE TO 898-211
AVAILABLE MONDAY -
FRIDAY | 8 A.M. - 5 P.M**



DIAL 211

**AVAILABLE 24/7
365 DAYS A YEAR**



SCAN

**THE QR CODE
TO VISIT THE 211 DATABASE
AVAILABLE 24/7
365 DAYS A YEAR**



This dashboard contains aggregate information, non-personally identifiable information about help seekers who have contacted United Way 211 since January 1, 2019. The first page illustrates the locations of help seekers. The second page looks at the number of referrals and types of services referred during the interactions. The third page looks at the needs expressed by help seekers. The final page explores the demographics of the help seekers.

NEW 211 Dashboard
Scan to View!



ALICE

Asset Limited. Income
Constrained. Employed.



In Northeast Louisiana, Marie, a single mom working full-time at **\$13.50/hr**, represents the struggles of the ALICE population. Despite her efforts, she barely covers essential expenses, putting her family at constant financial risk.

MARIE'S MONTHLY BUDGET PRIORITIZES:

HOUSING:

Rent consumes over a third of her take-home pay

UTILITIES:

Costs for electricity, water, and cell phone plan take a significant portion

NECESSITIES:

Food, insurance, and fuel for her aging car

CHILDCARE:

Daycare for her younger child rivals her rent cost



50% of households in Louisiana struggle to meet the basic cost of living



58.4% of households in Northeast Louisiana struggle to meet the basic cost of living

STEPS TOWARD CHANGE

FINANCIAL LITERACY:

Educate families on managing finances and planning for the future.

BANKING ACCESS:

Provide traditional banking services to help build credit and save.

COMMUNITY SUPPORT:

Offer programs for childcare, housing, and other essential needs.

PARISH DATA:

View the 2024 ALICE Report at unitedwaynela.org/alice

CALDWELL PARISH:

ALICE OR BELOW:
56%



JACKSON PARISH:

ALICE OR BELOW:
65%



MOREHOUSE PARISH:

ALICE OR BELOW:
62%



TENSAS PARISH:

ALICE OR BELOW:
68%



EAST CARROLL PARISH:

ALICE OR BELOW:
71%



LINCOLN PARISH:

ALICE OR BELOW:
63%



OUACHITA PARISH:

ALICE OR BELOW:
56%



UNION PARISH:

ALICE OR BELOW:
54%



FRANKLIN PARISH:

ALICE OR BELOW:
59%



MADISON PARISH:

ALICE OR BELOW:
68%



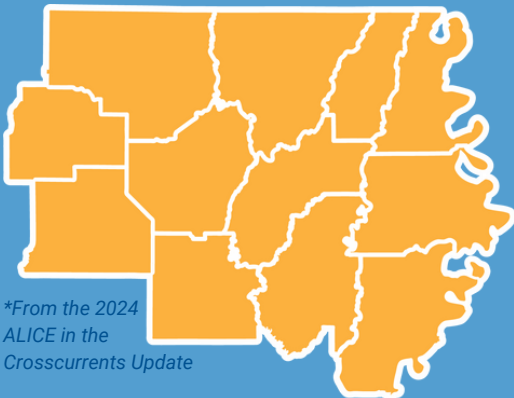
RICHLAND PARISH:

ALICE OR BELOW:
55%



WEST CARROLL PARISH:

ALICE OR BELOW:
56%



*From the 2024 ALICE in the Crosscurrents Update

STATE DATA:

ALICE OR BELOW:
50%



NELA DATA:

ALICE OR BELOW:
58.4%



UNITED WAY NELA CAMPAIGN



Each year, many Northeast Louisiana companies choose to make a difference through corporate giving, showing their commitment to being part of the change needed to create a healthier, safer, and more opportunity-filled community for all.



Are you looking for ways to unite and inspire your employees? Want to give your team a unique opportunity to donate to causes that mean the most to them? Are you interested in volunteer opportunities that align with your company's culture and values? A partnership with United Way of Northeast Louisiana provides your company and employees with these and many other opportunities! Last year, we raised **\$3,040,546!** A big part of that effort was through partnering with **156 companies** during the annual Workplace Campaign.

LEADERSHIP GIVING



ANNUAL GIFT OF \$10,000+

Membres de la Société: \$10,000 - \$14,999

Les Bienfaiteurs: \$15,000 - \$24,999

Ordre de Liberté \$25,000 - \$99,999

La Société Nationale: \$100,000 - \$249,999



ANNUAL GIFT OF \$1,000 - \$9,999

Commander: \$1,000 - \$1,499

Captain: \$1,500 - \$2,499

Commodore: \$2,500 - \$4,999

Admiral: \$5,000 - \$9,999



ANNUAL GIFT OF \$500 - \$999

CAMPAIGN LEADERS Award



Platinum
ORIGIN BANK



Gold
ADVANCION



SILVER
ARGENT FINANCIAL GROUP



BRONZE
OUACHITA PARISH SCHOOL BOARD



PROGRESSIVE BANK



STRAUSS INTERESTS, INC.



LOUISIANA TECH UNIVERSITY



ALLI MANAGEMENT SOLUTIONS



CENTRIC FEDERAL CREDIT UNION

NOT PICTURED: SOUTHERN APPARATUS SERVICES, INC. - \$46,108.40

SPECIAL Awards

CELEBRATING EXCELLENCE
Sponsors:



LIVE UNITED Award
ENERGY LOUISIANA



VolunteerUNITED Award
**EDWARD VIA COLLEGE OF
OSTEOPATHIC MEDICINE (VCOM)**



Outstanding Campaign Coordinator & Team Award
**KATIE DAVIS & TEAM
ADVANCION**



Outstanding Campaign Coordinator Award
**MEREDITH MILLER
GUARANTY BANK & TRUST**



Young Leaders UNITED Award
**LAKEYSHA BULLOCK
CITY OF MONROE**



LIVE UNITED Award
CITY OF RUSTON



VolunteerUNITED Award
SUPER 1 FOODS



Outstanding Campaign Coordinator & Team Award
**GRAMBLING STATE UNIVERSITY
STEERING COMMITTEE**



Outstanding Campaign Coordinator Award
**JOYCE JUDKINS & JOSIE REDDEN
DON M. BARRON CONTRACTOR, INC.**



Young Leaders UNITED Award
**TORI DAVIS
EXPERIENCE RUSTON**



2023

W O R

Companies appearing in blue have Workplace

GOING THE EXTRA

10% Awards

4th Judicial District Attorney's Office
 Acadian Ambulance Service
 Advancion
 Allen, Green & Williamson, LLP
 ATMOS Energy Corporation
 Centric Federal Credit Union
 Christopher Youth Center
 Community Financial Insurance Center, LLC
 Courtesy Chevrolet Buick GMC Cadillac of Ruston, LLC

Delta Biscuit Company
 Ensure, The Insurance Agency
 Financial Institution Services Corporation
 Food Bank of Northeast Louisiana
 Foster Farms
 Grambling State University
 Guaranty Bank & Trust
 HiTech Computers of Ruston Inc.
 Holyfield Construction
 Impact Healthcare Solutions

Jackson Parish Correctional Center
 Lazenby & Associates, Inc.
 Lincoln Preparatory School
 Little & Associates
 Monroe Chamber of Commerce
 Monroe Housing Authority
 Northern Louisiana Medical Center
 Ouachita Parish Assessor's Office
 Ouachita Parish Clerk of Court

Ouachita Parish Police Jury
 Ouachita Valley Federal Credit Union
 Raymond James
 Regions Financial Corporation
 Robertson Produce, Inc.
 The Wellspring Alliance for Families
 The Woman's Clinic
 Town of Farmerville
 Walpole Tire & Service

NEW CAMPAIGN

Awards

D'Arbonne Woods Charter School
 Etheridge Pipeline & Conduit

First Guaranty Bank
 Gibsland Bank & Trust

Mercy Medical Health Center
 QuikTrip

Ruston-Lincoln Chamber of Commerce & Experience
 Ruston

SPECIAL ACHIEVEMENT

Awards

Dean Morris, LLC

Wagner Logistics

PACES SET TERTER

Companies

Century Next Bank
 Community Financial Insurance Center, LLC

Crossmark Management Group
 Hunt, Guillot & Associates

Monroe Chamber of Commerce
 Ouachita Parish Assessor's Office

Union Parish School District



K P L A C R E C O G N I T I O N

Campaigns in Lincoln, Union, and/or Jackson Parishes.

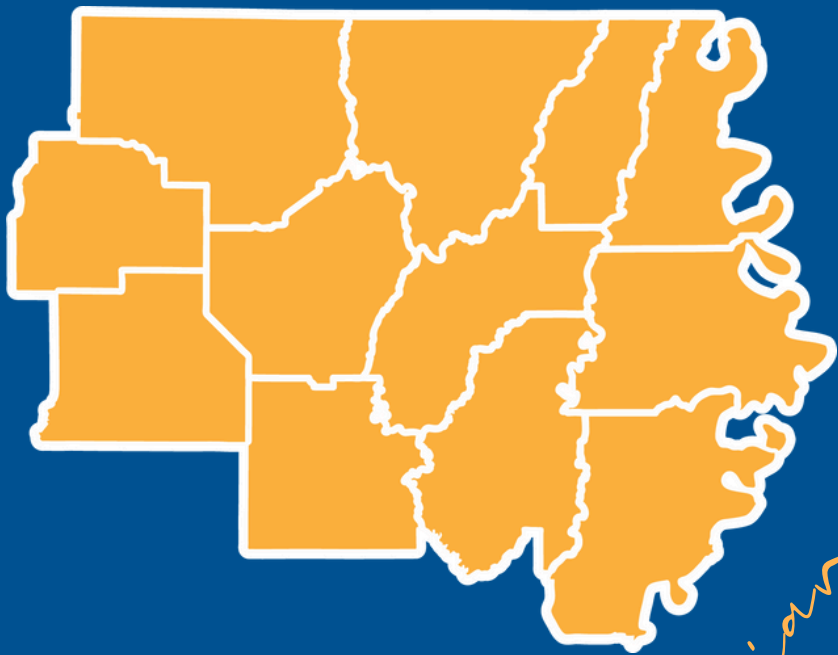
C I R C L E O F H O N O R A W A R D S

- | | | | |
|---|---------------------------------|---|--|
| Advancion | D.A.R.T. | LaSalle Management, M&T Properties, and Correct Solutions Group | Progressive Bank |
| Allen, Green & Williamson, LLP | Don M. Barron Contractor, Inc. | Louisiana National Bank | QuikTrip |
| Argent Financial Group, Inc. | Durrett Law & Title | Marion State Bank | Raymond James |
| Associated Business Printing, Inc. | Ensure, The Insurance Agency | Monroe Chamber of Commerce | Regions Financial Corporation |
| Blake Wheelis State Farm | Etheridge Pipeline & Conduit | Newcomer, Morris & Young | Scott Powerline & Utility Equipment, LLC |
| Cadence Bank | Ewing Timber, LLC | Origin Bank | Southern Apparatus Services, Inc. |
| Centric Federal Credit Union | Holyfield Construction | Ouachita Parish Assessor's Office | Strauss Interests, Inc. |
| Century Next Bank | Hunt Forest Products | Ouachita Parish Clerk of Court | United Way of Northeast Louisiana |
| Community Financial Insurance Center, LLC | Hunt, Guillot & Associates, LLC | Peregrine Corporation | Walpole Tire & Service |
| Cross Keys Bank | Impact Healthcare Solutions | | |

A D D I T I O N A L C O N T R I B U T I N G C A M P A I G N S

- | | | | |
|--|--|--|--|
| 4th Judicial District Court - Judges | Creed and Creed | Louisiana Tech University | Ruston Glass and Mirror |
| AIMS, Inc | Crossmark Management Group | McKinney Saw and Cycle, Inc. | Ryan Auto Group |
| alli Management Solutions | Dewitt & Giger, LLP | Merrill Lynch Wealth Management | S.E. Huey Co. |
| Amcor | Drax | Mid South Extrusion | Scott Equipment Companies |
| ARC of Ouachita | Entergy Louisiana | Monroe City Schools | Snellings, Breard, Sartor, Inabnett & Trascher |
| Arthur J. Gallagher Risk Management Services | First Horizon Bank | Monroe Coca-Cola Bottling Company UNITED | St. Francis Medical Center |
| b1Bank | Forth Insurance | NAI Faulk & Foster | Standard Enterprises, Inc. |
| Bancroft Bag, Inc. | Girl Scouts of Louisiana / Pines of the Gulf | North Delta Title Company Price & Price, LLC | State Combined Charitable Campaign |
| Bank of Oak Ridge | Glenwood Regional Medical Center | Northeast Louisiana Cancer Institute | Steel Fabricators of Monroe, LLC |
| Benoit Ford North | Graphic Packaging International | Northern Louisiana Medical Center | The Health Hut |
| Berry Global, Inc. | Green Clinic Health System | Ouachita Council on Aging | Trenton Dental Center |
| Boys and Girls Club of Northeast Louisiana | Heard, McElroy & Vestal | Ouachita Parish Public Library | Union Council on Aging |
| Brookshire Grocery Company | Homeland Bank | Ouachita Parish Public Works | Union General Hospital |
| Business Alliance Financial Services | Hulsey, Harwood & Sheridan, CPA | Ouachita Parish School Board | Union Parish Schools |
| Cameron, Hines & Company, APAC | InterMountain Management | Ouachita Parish Sheriff's Office | Union Parish Sheriff's Office |
| Car Town | Jackson Parish Sheriff's Office | Ouachita Parish Workforce Development Board | University of Louisiana Monroe |
| CenterPoint Energy | James Machine Works | Polaris of Ruston | Van-Trow, LLC Van-Trow Toyoya |
| Citizens Progressive Bank | Jim Taylor Buick GMC | Peoples Bank | Wells Fargo Advisors |
| City of Monroe | Jim Taylor Chevrolet | Radiology Associates | WestRock - Hodge Mill |
| City of Ruston | Jim Taylor Ford Lincoln | Richwood Correctional Center | |
| City of West Monroe | KTVE10 NBC KARD FOX14 | Roseburg Forest Products | |
| Courtesy Chrysler Dodge Jeep Ram | Lincoln Builders, Inc. | | |
| | Lincoln Parish Police Jury | | |
| | Lincoln Parish School District | | |
| | Lincoln Parish Sheriff's Office | | |





NORTHEAST *Louisiana*



**LEARN MORE ABOUT
WHAT WE DO**

unitedwaynela.org



**HEAR REAL STORIES
FROM OUR COMMUNITY**

unitedwaynela.org/stories



United Way
of Northeast Louisiana

