

## MESSAGE FROM MARKETING



Our 15th Annual United Way Wild Cook-Off is just around the corner, and we are so excited about celebrating this event with our community for so many years. Our cook-off has been a great awareness event, and it continues to grow each year.

The cook-off is made up of local businesses who sponsor teams to cook in four different categories - BBQ, Ribs, Cajun and Wild Game. The teams can compete in as many categories as

they would like. We also have a People's Choice Award determined by tips received from the public. This event is free to attend and all the food is free to sample.

I would like to invite you all to consider participating by either having a cooking team at this event or by simply attending and showing support. This is a fun event for the entire family, and we are excited to celebrate all the great work United Way is doing in the community.

Team registration will be available soon, so be on the lookout on our Facebook page and/or website for more information.

**Join us Thursday, October 15, 2015 on Third Street to celebrate with us!**



*Abby*

## CORPORATE CORNER: DIAMOND B CONSTRUCTION



*"Diamond B chose to partner with UWCL because we are in the road building business and not the charity business. Our employees wanted to give back to our community, but also wanted to make sure those dollars and resources were going where they are needed most."*

Diamond B started partnering with United Way two years ago and has already become one of our largest supporters.

In their first campaign, they raised over \$20,000, and they raised over \$30,000 their second year.

We are so grateful to have such an amazing community partner in Diamond B, and the generosity of their employees is the reason we are able to do what we in our community!

Thanks, Diamond B Construction!

*"Giving is 100% voluntary at our company. We found out so many just wanted to be asked. They have pride in their company and their community. Now they too are making a difference one 'Fair Share' at a time."*

*"Giving to UW together, helped reinforce our team centered environment and helped encourage our employees to be engaged in everything they do."*

# CAMPAIGN KICKOFF PICNIC

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LIVE UNITED



This year, we are hosting our ECM Training and Campaign Kickoff Picnic together! All companies who participate in a United Way campaign can send a

representative to attend the ECM training from 11:00-12:00, and following the training, all United Way participants and donors are invited to attend our kickoff from 12:00 pm—1:00. We will have food, all the supplies you will need for your 2015 campaign, and a lot of information about United Way. We are also inviting all of our partner agencies to participate for you to learn a little more about where the funds are going that your company helps raise.

**FRIDAY, JULY 24**

**11:00 AM - 12:00 PM: ECM TRAINING**

**12:00 PM - 1:00 PM: KICKOFF PICNIC**

**KEES PARK**

**2450 HIGHWAY 28 E  
PINEVILLE, LA 71360**

**RSVP TO [ABBY@UWCL.ORG](mailto:ABBY@UWCL.ORG) BY  
FRIDAY JULY 17**



United Way  
of Central Louisiana

We are looking for volunteers to become United Way Readers. This program will send our volunteers into local child care centers to read to the children.

If you are interested, please visit [www.uwcl.org](http://www.uwcl.org).

# READING ON THE RED



On May 16, 2015, United Way, along with the City of Alexandria and Rapides Early Childhood Network, hosted our second annual Reading on the Red.



This event is a great opportunity for local child care centers and United Way to spread awareness about their programs while promoting literacy. We had 15 child care centers set up booths with fun activities for the children,

and each child was able to pick a book of their choice to take home with them. We also had Choo Choo Alex there providing free train rides for all the families.

Our second event was a huge success, over 115 children attended. This is one of two events we host each year. In November, we hold another book event called Season's Readings.



We will continue to collect new or gently used books for ages 10 and under year round, so please contact us if you have any donations. Be on the lookout for more details about our November event.

## THANKS TO OUR SPONSOR!



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# CAMPAIGN RECEPTION



On March 12, we held a Campaign Reception for all of our companies who participated in workplace campaigns. We distributed awards for our top campaigns, too. This was a great celebration to acknowledge and thank everyone who worked so hard to help make our campaign a success.

Our workplace campaigns alone raised over \$1,250,000. The companies in our community are the backbone of United Way, and we could not do what we do without them.

We are looking forward to the 2015 campaign this fall and are excited to work with all of our amazing community partners again.



# LEADERSHIP APPRECIATION



On June 4, we held a Leadership Donor Appreciation at the Diamond Grill to thank all of our major donors. We are so appreciative to all our leadership donors and what they do for us and the community.

Our Leadership Donors, named Forest Society, are those individuals who donate \$1,000 or more each year toward our campaign. These generous gifts afford us the opportunity to make a strong impact in the community. For information on joining our Forest Society, please contact us.



**THANKS TO ALL OF OUR DONORS FOR GIVING BACK TO OUR COMMUNITY!**

## BE A PACESETTER CAMPAIGN!



Pacesetters run their campaigns anytime during the summer and early fall that is most convenient for them. Pacesetters are asked to wrap up their campaign before October 30, 2015. All other aspects of your workplace campaign will remain the same. United Way representa-

tives are available to help you with any planning or special event implementation.

Pacesetters are important because they help set the tone for the campaign, and it makes it easier for many organizations to run before the fall/winter season. There are several other fundraising drives that may conflict or coincide with United Way and running as a Pacesetter allows a break between fundraising efforts. Additionally, if you wait too long, most people's focus will shift to the holidays.

We know this doesn't work for all organizations, but if you are interested in running your campaign as a Pacesetter, let us know how we can help.

As an extra incentive, we are going to enter each Employee Campaign Manager into a drawing for a chance to win one of three \$100 VISA gift cards.

For more information about running a successful campaign and/or participating as a Pacesetter, please attend our Employee Campaign Manager training that will be held Friday, July 24 at Kees Park.

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## SAVE THE DATE



Thursday, October 15,  
2015  
Downtown Alexandria

Be on the lookout for more information on our Facebook page and website!

## PARTNER AGENCY SPOTLIGHT



The Central Louisiana Homeless Coalition has kicked off a capital campaign to purchase, renovate, and operate a building located on Jackson Street near downtown Alexandria to house the Virginia Soprano Housing Resource

Center for the homeless. This resource center will serve as a one-stop shop for resources to help move people from homelessness to housed; and will provide access to showers, laundry facilities, referrals, and more.

With approximately 170 people homeless in Central Louisiana on any given night, the Coalition is striving to connect available resources to those who need them. One of the biggest needs, aside from housing, is access to basic hygiene facilities.

“Without a shower and clean clothes, it is very difficult for people to find even temporary work”, says Kendra Gauthier, Executive Director of the agency.

Since the majority of chronically homeless individuals suffer from mental illness or some other form of disability, a case manager at the Housing Resource Center will be available to assist them with obtaining disability benefits by providing transportation to appointments, assistance with applications, and a mailing address to receive their determination letters. Others who may not be eligible for disability benefits will have access to job training programs, assistance with locating and applying for work, and will even receive notice of temporary work that could be suitable for that person.

The goal of the Housing Resource Center is to remove some of the barriers that prevent someone from becoming housed, and the single greatest barrier to housing is a lack of income.

To learn more about this project, visit the CLHC website at [www.cenlahomeless.org](http://www.cenlahomeless.org).

Submitted by: Kendra Gauthier,  
Executive Director—Central Louisiana Homeless Coalition