

## MESSAGE FROM CAMPAIGN



As our 2014 United Way campaign rapidly approaches, I wanted to take some time to thank everyone who helps make our campaign a success. We have a wonderful, and small, staff that works extremely hard and wears many different hats to ensure, not only, the work gets done, but it gets done well. We pride ourselves on being good stewards of the donor dollar and work to make sure each campaign dollar is invested where it

will make the most impact.

We couldn't invest this money without our amazing community impact volunteers, who take time each year to visit, examine and audit each of our partner agencies to ensure they are using our investment to make an impact that is in line with what we hope to accomplish at UWCL.

This year, we are shifting our focus to Education, Income and Health – the building blocks for a successful and healthy life for all. Through our impact areas, we hope to make a larger impact in our community by having a more deliberate focus on our needs.

We also want to encourage everyone in the community to become involved with UWCL in some capacity. We have opportunities for everyone to give back in an area of passion for you. Our community is only as good as what we put into it, and with the help of our amazing community partners and leaders, we know we can move the needle on important issues and make a huge impact in Cenla.

It's so easy to give back through United Way; you can GIVE. ADVOCATE. VOLUNTEER. Give of your money and resources, advocate with your voices and volunteer of your time to make Cenla a better place for all. For more information on how to get involved, please contact us or find us online via our website, facebook or twitter!

Thanks again for all you do - we couldn't do what we do in our community without you!



## CORPORATE CORNER: ATMOS ENERGY



*"At Atmos Energy, we are committed to the strong values that have shaped our company into the great, successful company it is today. Our Principles are, to be at our best; bring out the best in others; focus on the future; inspire trust and to make a difference. These principles apply while we are at work, at home or participating in our community. You will find that the employees of Atmos Energy exhibit these principles in their everyday walk. You could write volume's about how these principles apply, but I believe to sum it in a sentence is you can say that, Atmos Energy Employees Care."*

*- Tom Scott, Operations Supervisor*

Atmos Energy has been one of our most dedicated and consistent contributors to United Way. While they are one of the smaller organizations, their corporate culture of giving and supporting their local community is outstanding. Not only do they have 100% employee participation, they do a \$1 for \$1 corporate match on all employee gifts.

Atmos Energy proves it doesn't take a huge organization to make a huge impact in the community.



# LOCAL TEENS LIVE UNITED



The YWCA of Alexandria-Pineville recently kicked off their summer day camp program and kicked off a United Way giving campaign among their day camp counselors.

While the YWCA has always run a strong United Way campaign, this is the first year the summer camp counselors were asked to participate. It was a low pressure situation, but the counselors, comprised of high school and college aged individuals, donated \$200 of their summer earnings to give back to our United Way.

We are so excited such a young group of people were able to see the value in giving back and investing in their community. By working at the YWCA, they see firsthand the impact United Way funding has on an agency and its programs. They are an awesome team and the definition of what it means to LIVE UNITED.

Thanks YWCA Summer Day Camp Counselors!

## FOLLOW US:



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On May 17, 2014, United Way, along with the City of Alexandria and Rapides Early Childhood Network, hosted our first ever Reading on the Red.

With one of our impact areas being Education, we wanted to be able to provide books to children in Cenla to allow them to begin building or add to their home libraries.



Our first event was a huge success, over 200 children participated in fun activities provided by local childcare and learning centers. They also selected a book of their choice from the over 2,200 we were able to collect.

It was a great event, and we can't wait to partner again next year. 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. We are planning another book giveaway in November—be on the lookout for more details.





# THANK YOU RECEPTION



On April 3, we held a Thank You 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 \$1,285,000, which is an increase of over \$54,000 from last year. 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 2014 campaign this fall and are excited to work with all of our amazing community partners again.



## THANKS FOR ALL YOU DO!

# LEADERSHIP APPRECIATION



On May 1, we held a Leadership Donor Appreciation at the Diamond Grill to thank all of our major donors. We are so appreciative of all our leadership donors 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.



At this event, we were also able to award our first two Agency Excellence Certified recipients, Food Bank of Central Louisiana and the YWCA of Alexandria-Pineville.

Both agencies completed an extensive workbook and participated in numerous site visits led by a team of volunteers. After months of examining and reviewing each agency, these two were our first to be awarded.

We are so fortunate to have such wonderful non-profit agencies in our community that we are able to partner with on so many different issues. For more information on our Agency Excellence Initiative, please visit our website or contact our office.





## Early Bird CAMPAIGN

The early bird catches the worm!

Early Bird Campaigns run their campaigns anytime during the summer and early fall that is most convenient for them. Early Bird campaigns are asked to wrap up their campaign before October 31, 2014. All other aspects of your workplace campaign will remain the same. United Way representatives are available to help you with any planning or special event implementation.

Early Birds 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 an Early Bird allows a break between fundraising efforts. Additionally, if you wait too long, most people's focus will shift to the holidays.

We know that this doesn't work for all organizations, but if you are interested in running your campaign as an Early Bird, please contact us today!

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 in our early bird, please attend our Employee Campaign Manager training that will be held this summer. Email invitations will be sent out with details.

## SAVE THE DATE



Thursday, October 16, 2014  
Downtown Alexandria

Stay tuned for more information on our Facebook page and website!

## PARTNER AGENCY SPOTLIGHT



**Volunteers of America®**

As Volunteers of America Central Louisiana reaches our 28<sup>th</sup> year of service in Central Louisiana, we continue to identify and

address the immediate needs of our community. Services for adults living with a mental illness who may be living independently or who may be homeless are offered. In August 2014, Volunteers of America H2O- Helping 2 Overcome Homelessness program will celebrate it's first birthday. H2O is held the fourth Thursday of each month and offers instant on-site services to the homeless population in Central Louisiana. This is a grassroots program supported solely on donated items and donated time of educational, social service, medical and faith based partnerships. In the past year H2O has provided services to over 500 individuals, providing a hot meal, water, clothing, cold and hot weather items, hygiene essentials, free haircuts, medical screenings and so much more.

Services are also offered for both children and families. Volunteers of America pregnancy services program, New Beginnings, offers compassion, support and education for any woman regardless of age or economic status. Unfortunately many women can experience their pregnancy alone or without positive family support. This program gives them a hand to hold and someone to ask questions to throughout their pregnancy. They receive assistance with free pregnancy testing, free prenatal vitamins, applying for Medicare and free diapers, wipes and clothing and other needed newborn essentials.



Volunteers of America continues to serve over 2,500 people in Central Louisiana. In the upcoming year, we hope to provide additional services to the mentally ill living in rural areas and to extend our H2O program to this area as well. Volunteers of America is thankful for the continued support of our programs and the partnership of services with other United Way agencies. To find out more information about offered services go to [www.voanorthla.org/cenla](http://www.voanorthla.org/cenla), find us on Facebook or call 318.442.8026.

Submitted by: Tracey Colson-Antee,  
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