

MESSAGE FROM THE CEO



Your United Way of Central Louisiana is working with several local banks to increase the level of financial literacy and stability in Cenla. We convened the Financial Literacy Roundtable with leaders like Willie Spears and Jannease Seastrunk of Red River Bank, Scott Newcomer of Bancorp South, Derick Vance of Regions Bank, and Willie Watson of Mid South Bank to change lives for the better in Cenla.

For one thing, we're offering a terrific workshop for area case managers that was developed by the Consumer Financial Protection Bureau. It's entitled "Your Money, Your Goals: A Financial Empowerment Toolkit for Social Services Programs." The idea is that every day, staff at many of our area nonprofits sit down with folks who've come in for help. Often financial issues lie at the root of the problems, but few of us get training in how to address those issues.

This workshop, to be offered twice (March 12 and March 19) will provide first-rate training for up to 50 local case managers so that they can help their clients more effectively and see more results from their work. If you're interested, contact me at britt@unitedwaycenla.org.

The Roundtable is also working with other partners to explore ways to create more affordable housing here. The statistics show that we don't have enough, at least enough affordable housing that's clean and decent.

That's just one glimpse at some of the work going on at your United Way. It's not just about funding local programs - it's about targeting those things that matter most here and mobilizing leaders and volunteers to tackle them and get results. If you're interested in this or any of our other efforts, whichever parish you call home, contact us today and get plugged in. LIVE UNITED!



CORPORATE CORNER: PROCTER & GAMBLE



"At P&G we are committed to our company's motto 'Touching lives, Improving life' in both the products we make and how we serve the community in which we live. I am impressed that for many years, in spite of the economy and our ever changing business environment, P&G has remained the largest employee givers to United Way in the Cenla community."

- Malika Tatum, 2014 P&G Campaign Sponsor

"I am excited about the results of our United Way Campaign, 'Because We Care, Give Fair Share'. Through United Way, P&G employees are making a difference in the community in which we live."

- Janee Green, 2014 P&G Campaign Leader

"It is a true joy to be involved with an organization such as United Way, where they are able to support efforts that allows so many individuals and families to benefit and see marked improvements in their lives. I love that United Way is not just providing monetary support, but sponsors many community events that allow the community to join together and feel pride in itself and encourage everyone to help out each other however they can."

- Charlene Ruwwe, Soluble Unit Dose MPD

"My family has in the past been beneficiaries of organizations like those funded by the United Way. It is an honor and duty of mine to return the gift that was given to me in hope that many other families are given the opportunity to rise above challenging times. I am proud to work for a company that within its cultural fabric and purpose is woven the intent for our people and communities to prosper."

- Barry P. Smith, Dry Laundry Start Up Leader

"The only way to be fair is to care. We love United Way."

- Steven Chark, Dry Laundry Team Leader

4.10.15 - GIVE. ADVOCATE. VOLUNTEER. DAY OF ACTION UNITED WAY OF CENTRAL LOUISIANA

On Friday, April 10, 2015, United Way of Central Louisiana will host our second Day of Action. This is a day where we mobilize as many volunteers as possible in central Louisiana to complete volunteer projects.

Last year, we had over 50 volunteers participate in our Day of Action. We are looking forward to continue to grow this volunteer day.

One of United Way's core values is volunteerism, and we want to encourage people to give back to our community year round. Day of Action is a day to spread awareness about the importance of volunteering and motivate our community to LIVE UNITED every day.

If you are interested in participating in Day of Action, please contact Sharon Greiner, sharon@uwcl.org.



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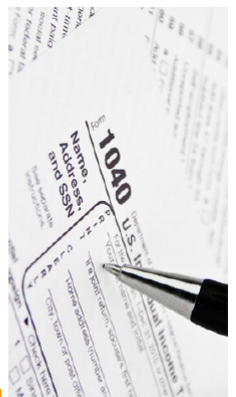
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TAX PREP ASSISTANCE

Don't pay to have your taxes prepared. Don't lose any of your money on refund anticipation loans and check cashing fees. File your state and federal taxes FREE with support from our customer service center staffed by United Way volunteers.

If your household earned less than \$60,000 last year, you may qualify for this free service and for the Earned Income Tax Credit (EITC). Visit our website or dial 2-1-1 for more information.

FREE TAX PREPARATION ASSISTANCE



TAX PREP HOURS

Monday & Wednesday
3:00 pm—5:00 PM

United Way of Central Louisiana
1101 Fourth Street, Ste 202
Alexandria, LA 71301

What you need to bring:

- Current Picture ID
- All W-2's from 2014
- 1099, 1098, etc. (if any)
- AGI from last year's federal tax return (Adjusted Gross Income)
- A copy of 2013 return if available
- SSN for you and ALL your dependents
- Valid E-mail address
- Voided Check or Bank Routing number and Checking/Savings account numbers

You can file using your own computer by logging on to www.uwcl.org/free-tax-prep-assistance

UNITED WAY BOARD OF DIRECTORS

LIVE UNITED

Each January, we welcome new volunteers onto our Board of Directors. These volunteers spend countless hours helping to ensure our organization is the best it can be. We are so thankful for everyone who has served on our board, past and present. Thanks for helping make central Louisiana a better place for all of us.



2015 BOARD OF DIRECTORS

Becky Barnes
Rapides Regional Medical Center

Carole Baxter
RoyOMartin

Wade Bond
Rapides Children's Advocacy Center

Kim Boyd
Cleco

Keith Breazeale
Credit Bureau Services

David Broussard
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Social Security Administration

Jannease Seastrunk
Red River Bank

Willie Spears
Red River Bank (Retired)

Jeff Tarrant
CHRISTUS St. Frances Cabrini

Derick Vance
Regions Bank

Katie Vanderlick
YWCA of Alexandria-Pineville

Bill Wallace
Wallace Eye Surgery

Randy Wiggins
State Farm Insurance

THANK YOU RECEPTION

Please join us for our annual reception to thank everyone who supported United Way last year. This is for all the companies who participated in a campaign and those community members who donated and volunteered to help make a positive impact in central Louisiana.

We will also be announcing our campaign results, investments for 2015 and giving out campaign awards! Hope to see you all there!

THANK YOU LIVE UNITED



Please join us for a reception to thank you for helping make our 2014 United Way campaign a success!

Thursday • March 12, 2015
5:30 - 7:30 pm
Coughlin-Saunders Performing Arts Center
1202 3rd Street • Alexandria, LA

RSVP to abby@uwcl.org by Friday, March 6

drinks & light hors d'oeuvres

SAVE THE DATE

Campaign Reception/Annual Meeting
Thursday, March 12, 2015, 5:30
Coughlin-Saunders Lobby

Day of Action
Friday, April 10, 2015

Leadership Donor Reception
Thursday, May 14, 2015

Reading on the Red
Saturday, May 16, 2015, 9:00—11:00 am
Downtown Alexandria Mini Park

PARTNER AGENCY SPOTLIGHT



The Rapides Children's Advocacy Center, Central Louisiana's non-profit agency dedicated to helping abused and neglected children in our community, announced the expansion of the CASA program to Avoyelles Parish.

12th Judicial District Judge Bill Bennett stated, "Judge Spruill and I are very excited about the return of the CASA program and CASA volunteers to Avoyelles Parish. These volunteers provide comfort and support to young children in need of care." Judge Bennett added, "Our previous experience with CASA proved very beneficial to the children and to the Juvenile Justice System. We look forward again to working with them to help make the lives of children in need of care better."

The goal of CASA (Court Appointed Special Advocates) is to recruit and train community volunteers to advocate



on behalf of abused and neglected children in court. The addition of CASA in this parish is due to the collaborative efforts of the 12th Judicial District Court, Louisiana Supreme Court, CASA Assistance Program, Louisiana Department of Children and Family Services, and residents of Avoyelles. By incorporating CASA as a tool in the Avoyelles foster care system, children will spend less time in foster care and are more likely to be adopted.

Wade Bond, Executive Director of the agency, stated, "Providing advocacy to the children of Avoyelles Parish is crucial to accomplishing our vision of eradicating the cycle of abuse and neglect." Bond added, "We are looking forward to creating a lasting partnership with the residents of Avoyelles, the court officials and state agencies, as we work together to help heal and champion abused and neglected children throughout Central Louisiana."

Submitted by: Natalie North, Communications Director
Rapides Children's Advocacy Center