

United Way



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UNITED WAY OF CENTRAL LOUISIANA

WINTER 2018



"What does United Way do?" Well, we do so many things that it's hard to summarize them in just a few words. But when I have to, I describe us as "a local think tank for helping people." Our volunteers and our partner agencies constantly comb through articles and research to keep in touch with the greatest human needs in central Louisiana. But we do more than just think – we forge solutions and put them into action.

For example, we need more youth to graduate high school. We've been longtime funders of great programs at agencies such as the Boy Scouts, Girl Scouts, and YWCA, which equip children and youth with a broad range of knowledge and skills for success. But we can't wait until someone's in high school to start preparing them. We also fund a proven program at the Volunteers of America called "Parents as Teachers," which works closely with young, at-risk parents to help them and their preschool children succeed. We've just embarked on a journey to help elementary school students learn personal responsibility and soft skills through a program called "The Leader in Me," based on Stephen Covey's Seven Habits of Highly Effective People.

We all need financial stability. Right now we have IRS-certified staff and volunteers doing tax returns at no charge for low-income families, saving them hundreds of dollars and bringing tax refunds back into our local economy. We're working to set up a financial counseling service so that folks can better deploy the resources they have.

Next time I'll tell you more about our funding for programs in health and in basic needs like food, shelter, and personal safety. We're active in responding to disasters, in connecting people with the services they need, and in helping community organizations achieve higher levels of excellence. But in all we do, we act as a local coalition of agencies, businesses, donors, and volunteers. If you haven't already, join with us and LIVE UNITED to make central Louisiana a better place for all its citizens.

CLECO DONATES TO LAUNCH 2-1-1



On January 31, 2018, Cleco awarded United Way of Central Louisiana \$150,000 to launch a 2-1-1 call center. 2-1-1 is a free, confidential referral and information helpline and website that connects people from all communities and of all ages to the essential health and human services they need, 24 hours a day, seven days a week.

You'll find information about:

- Basic Human Needs Resources
- Physical and Mental Health Resources
- Employment Support
- Support for Older Americans and Persons with Disabilities
- Support for Children, Youth and Families

"The work United Way is doing is critical," said Bill Fontenet, Cleco CEO. "The center's trained call specialists are providing access to basic needs like shelter and food, but what is just as important is their availability during a disaster to direct people to critical services. As first responders ourselves, we understand all too well how valuable this information can be to the well-being and safety of our communities and customers."

"Cleco's funding has given us the confidence to move ahead with launching our 2-1-1 system," said United Way CEO David Britt. "They have been among our greatest supporters since our earliest days back in 1954, and we would not be where we are without them. We are deeply grateful to our partners at Cleco for encouraging us to move ahead with this new system serving Central Louisiana!"

2018 BOARD OF DIRECTORS

Welcome to our new board members for 2018! We are excited to have so many great leaders helping all of central Louisiana LIVE UNITED!

Shannon Alford, Rapides Parish Schools
 Vick Bales, Social Security Administration
 Josh Blackwell, Volunteers of America
 Jonathan Bolen, Rapides Area Planning Commission
 Diane Davidson, RoyOMartin
 John Dean, CLEDA
 David Brasher, City of Pineville
 Wiletha Brown, Woodforest National Bank
 Karen Franklin, Procter & Gamble
 Frank Jackson, St. Matthew Baptist Church
 Patricia Koch, 9th Judicial District Court
 Leisa Lawson, Gold Weems
 Kea Martin, Cleco
 Melissa McKinney, Rapides Parish Schools
 Rodney McNeal, Veterans Affairs
 Sandra McQuain, Baker Manufacturing
 Kay Michiels, Gold Weems
 Maria Miranda, NSU
 Tony Murray, Diamond B Construction
 Doug Nelson, AFCO
 Scott Newcomer, Bancorp South
 Leigh Ann Purvis, RoyOMartin
 Randy Ponthie, Southern Heritage Bank
 Glenn Riggs, Salvation Army
 Jannease Seastrunk, Red River Bank
 Sue Sullivan, LSU-Alexandria
 John Shaughnessy, CHRISTUS St. Frances Cabrini

JOIN US FOR OUR ANNUAL MEETING

For our Annual Meeting this year, we will host an event on the patio at Spirit's on Thursday, March 29 at 4:30 pm. This event is free for all donors and volunteers who helped make our 2017 campaign year a success.



Please join us for our
 Campaign Reception & Annual Meeting

Spirit's Patio
 1200 Texas Avenue
 Thursday, March 29, 2018
 4:30 - 6:30 PM

RSVP to abby@uwcl.org or 318.443.7203 ext. 3
 Drinks & Appetizers



United Way of
 Central Louisiana

WHAT'S HAPPENING AT UWCL?

February - April
 VITA/Free Tax Preparation
 Contact our office to schedule an appointment

Thursday, March 29, 2018
 Campaign Reception/Annual Meeting

Friday, April 6, 2018
 Day of Action

Saturday, May 12, 2018
 Reading on the Red

We will announce our campaign awards to our top performing workplace campaigns and look ahead into what we have planned for 2018.

We hope you can make it and celebrate the wonderful things United Way was able to accomplish in our community for 2017!

