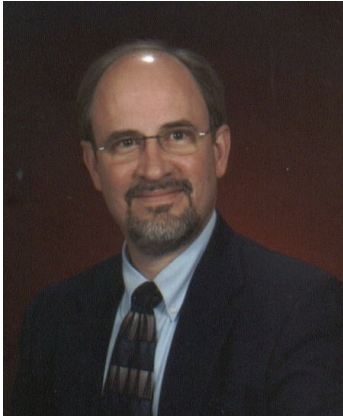


MESSAGE FROM THE CEO



When you support a local charity, what do you expect? I hope that your expectations are really high. That means you expect to see real change – maybe to see reading rates improve, or high school graduation rates go up here in central Louisiana.

Expectations of anything less mean that we don't try to make things *really* better. We expect that someone with good intentions will just tweak things here and there. We say, "If just one child can learn to read, it will have been worth it."

Well, I'm all for helping that one child. But we have to set our sights much higher! Our local companies need a workforce that can read well, do basic math, and show up to work with a positive attitude to get things done. We all need neighbors who can contribute something to our community. All of that starts in childhood, and you and I can do something about it.

That means every one of us needs to LIVE UNITED! What can you bring to the table? Can you volunteer to read to a kindergarten class once a week for twenty minutes? Can you tutor an adult to read? Whatever your skills and interests are, you can get engaged in our community and have a blast doing it.

Our United Way helps connect people to their communities. We can help you find a place to volunteer. Our volunteers can study community needs and put your charitable dollars to work in an accountable way. Give – advocate – volunteer: work with us to LIVE UNITED here in Cenla!



CORPORATE CORNER: RoyOMartin



"We are pleased to partner with the UWCL and their member agencies. Through the use of sound auditing and allocation practices, the UWCL makes sure that contributions stay right here in Central Louisiana, so we can actually see those corporate and employee donations put to good use in helping our community. United Way is the hub of service to Central Louisiana's residents. We feel that good stewardship is essential to a good business, and we can't thank the employees of RoyOMartin enough for their consistent support of the UWCL."

- Roy O. Martin, III, President & CFO

RoyOMartin has been our top contributor for the last 11 years. Without their generosity and support, we would not be able to make the impact we are able to make in Cenla.

In the last five years, RoyOMartin has contributed over \$1,000,000 to our campaign.

Thanks so much for all you do!

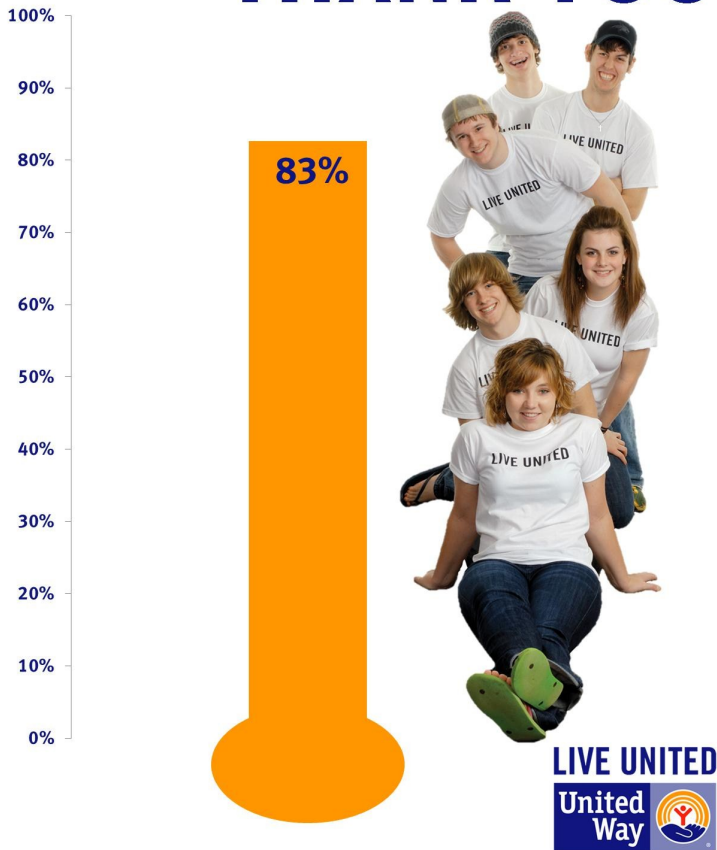
"Giving back is something this family has been raised to do, and we pass that philosophy along to our employees. According to the Gospel of Luke, chapter 12, verse 48, 'To whom much is given, much is required.' We view ourselves as stewards of those assets entrusted to us."

- Jonathan E. Martin, Chairman & CEO

2013 CAMPAIGN UPDATE

Thanks to all of our community partners who have helped us reach our goal thus far. We are so close to reaching 100%. Help us meet our mark!

THANK YOU



**OUR MISSION:
TO LINK PEOPLE & RESOURCES
FOR A STRONGER COMMUNITY
IN CENTRAL LOUISIANA**

COMING MAY 2014

UNITED WAY

LIVE UNITED
United Way



BOOK DAY

United Way is committed to making a positive impact in the area of Early Childhood Education. To help promote this initiative, we are hosting our first United Way Book Day!

This one-day celebration invites children 10 and under to join the fun with activities and the opportunity to select a book of their choice to begin building, or add to, their library.

Currently, United Way is collecting new or gently used books for children ages 0-10.

Drop off locations are at Books-A-Million and the United Way of Central Louisiana office. For large donations, please contact 318.443.7203 or abby@uwcl.org to schedule a pick up.

FOLLOW US:

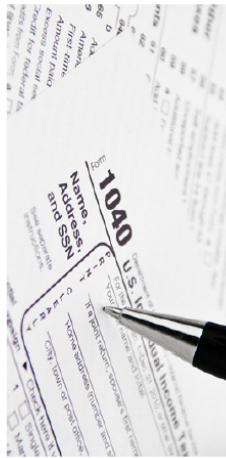


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FREE TAX PREPARATION ASSISTANCE



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 IRS vita-certified volunteers.

If your household earned less than \$58,000 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.

Where: Rapides Parish Library—411 Washington St.

When: February 5—March 14 (Wed & Fri ONLY)
1:30—3:30 pm

What to Bring: Current ID, W-2's from 2013, 1099's & 1098's (if you have them), Valid email address preferred

SAVE THE DATE

March 27, 2014 | Thank You Reception
Kress Theatre | 1102 Third Street | 5:30—7:30 pm
Drinks & Light hors d'oeuvres

May 7, 2014 | ECM Training
1101 Fourth Street | 8:30—10:30 am

May 2014 | Leadership Donor Appreciation Event
Details available soon

May 2014 | United Way Book Day
Details available soon

PARTNER AGENCY SPOTLIGHT

**eliminating racism
empowering women**
ywca

For over 65 years, the YWCA of Alexandria-Pineville has been helping women, children and families in Central Louisiana. Our summer day camp, after school care program, YW-

Buddies Mentoring Program and Girls on the Run are all programs focused on children and their needs. We are dedicated to helping women and children succeed.

The YWCA of Alexandria-Pineville has an exciting 2014 planned. We will be breaking ground on our building expansion this year. We have been in our current location since 1974 and over the past several years have had significant growth in our organization. Our goal is \$790,000, and we have reached approximately 85% of this goal. We will begin construction in March.



Our programs have continuously been growing from year to year. Our YW-Buddies had 125 participants in 2013, After School Care increased more than 50% in the last five years, Summer Day Camp reached capacity and Girls on the Run had over 100 participants in its first year. The 3,200 square foot addition to our current building is going to afford us the opportunity to expand our programs, ensuring the entire community can benefit from the services provided by the YWCA. The expansion will also allow us to offer more scholarships to those families who need some assistance.

We are very appreciative to the United Way of Central Louisiana. Their support over the years has helped us grow and allowed us to serve more families in our area. For more information on the YWCA, visit www.ywcaalex.org.

Submitted by: Katie Vanderlick, Executive Director—YWCA