

Hey You!

ANNUAL REPORT

2015-2016 CAMPAIGN



WHAT THIS PLACE NEEDS IS... YOU!

For more than 90 years, no other local organization has taken such a broad, objective view of the community as United Way. We spend a great deal of time identifying, assessing and monitoring the most pressing needs in our region.

We strategically fund programs, support collaborations, convene experts, advocate for change and foster new and needed community services to address the issues based on best practices. We work tirelessly to provide quality health and human services for our community and measure the results to ensure we are making a difference.

We're committed to improving lives. But we can't do it alone... **what this place needs is YOU!** Donors, advocates and volunteers like you are helping every day to advance the quality of life for thousands of individuals and the region as a whole.

GIVE

However you choose to give—through your time, your muscle or your voice—and however much you give, your donation makes life better for people right here.

ADVOCATE

Lend your voice to champion a cause. We have successfully advocated for many issues including improving the quality of child care centers and creating laws to help victims of domestic abuse.

VOLUNTEER

United Way works with volunteers and local nonprofits in our seven parish region. We develop meaningful opportunities for students, adults and seniors.

OUR MISSION To increase the organized capacity of people to care for one another in order to create a stronger community for all.



We've been around, done a lot, but there's more to do. We can't do it alone. We need YOU.

7
parishes

Serving Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington.

91
years

Founded in 1924 as the Community Chest of New Orleans, we are one of the oldest United Ways.

113
programs

Through generous donations we are able to support vital programs in Southeast Louisiana.

480K
services

We help people. Last year we helped people more than 480,000 times in our region.

HOW WE WORK



Assess

Alongside hundreds of local volunteers, we are able to identify our community's problems.



We listen to you at community conversations in our service area.



Local experts research data and best practices from around the country.



We merge and assess the data to find the issues.



Create Solutions

We are committed to solving social problems by taking a collective impact approach.



We collaborate with agencies, businesses and government entities.



We take a stand on social issues, such as domestic violence and education.



People like you are joining our movement to unite our community.



Invest

We invest in the places where we live and work to make a stable community for families and businesses.



We invest donor dollars wisely in quality programs and services.



We monitor these investments so programs and services stay on track.



Volunteers invest their time and muscle to give back to our community.



Improve Our Community

Our approach is making our community a better place. From raising families out of poverty through financial education, to uplifting the spirits of cancer patients through support systems, to giving children a brighter future by raising early learning standards, our work is making a difference. **Won't you help? Join us. LIVE UNITED.**



DID YOU KNOW?
Today, less than 40% of kids enter school with the skills needed to succeed.

What this place needs is more kids who know the cool stuff.

▶ EDUCATION

Five year old Bernard knows a lot of cool stuff. He can count to 100, say his ABC's and write his name. He loves to learn and can't wait to go to kindergarten! Henry is a United Way Loyal Contributor and has given to United Way for more than 50 years. Henry trusts United Way to help kids be ready to learn when they go to school. He knows that reaching kids early means they have a better chance at being successful later in life.

We need more donors like Henry.

What this place needs is YOU!



DID YOU KNOW?
One in four women will experience domestic violence in their lifetime.

What this place needs is less hurts, habits and hang-ups.

▶ HEALTH

Elizabeth is a survivor. Her husband killed her daughter, then shot Elizabeth three times in the face. Last year, she joined hundreds of people at the State Capitol with United Way to rally for legislation to help victims of domestic violence. Margaret is part of the future generation of advocates who are inspired by the stories, experiences and incredible strength of these individuals.

We need more advocates like Elizabeth and Margaret.

What this place needs is YOU!



DID YOU KNOW?
Louisiana ranks 7th in the nation of lowest median household income.

What this place needs is more money for every day.

▶ INCOME

Ricky is very busy January through April every year. He volunteers his time and expertise to help people do their taxes for free at local United Way tax preparation sites. Last year, he helped Joseph increase his refund. He even helped him find tax breaks he didn't know about. Now Joseph has more money to pay down his student debt and pursue a successful career that can support his family.

We need more volunteers like Ricky.

What this place needs is YOU!

Meet ALICE

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED

ALICE is everywhere. From Amite to Arabi, Belle Chasse to Bogalusa, Mandeville to Marrero, the east bank to the west bank of New Orleans - ALICE lives in the wonderful mosaic of communities that make up Southeast Louisiana. ALICE represents community members working in jobs that are needed, but don't always pay enough to afford the basics, such as our child care teachers, home health aides, mechanics, store clerks, office assistants and more. ALICE is men and women of all ages and races. ALICE is your customers, constituents, neighbors - even family members and friends. ALICE is the 'working poor'.

United Way of Southeast Louisiana, in conjunction with the Louisiana Association of United Ways, has published the groundbreaking new study of financial hardship in our state. The United Way ALICE Report for Louisiana reveals 695,719 households - 40 percent of the state's total - are ALICE. More than 208,000 of ALICE households live in southeast Louisiana.

The United Way ALICE Report employs a Household Survival Budget (HSB), incorporating household costs such as housing, food, child care, transportation, healthcare and taxes establishing a threshold for ALICE to survive. The average HSB for ALICE households in our seven-parish region estimates \$19,248 is needed for individuals and \$48,492 for a 2 parent/1 preschooler/1 infant family to afford the bare minimum. While this exceeds the Federal Poverty Level (FPL) of \$11,490 for a single adult and \$23,550 for a family of four, ALICE can barely live paycheck to paycheck.

Our goals are to give ALICE a voice, leverage the hard work of United Way and other nonprofits, and make it clear more needs to be done to help ALICE and those living in poverty so we can build a better, stronger Louisiana. We believe the United Way ALICE Report for Louisiana can equip communities with information to create innovative solutions.

United Way of Southeast Louisiana plans to use the ALICE study as a framework for improving lives and strengthening local communities. Many of the social problems in our region have the same root cause - poverty. Equipped with the knowledge gained from 63 listening sessions and held across our service area, United Way identified poverty as its "Big Issue" going forward. We've put our stake in the ground. We want business and individuals to join us in developing strategies and partnerships to educate and empower people to help lift them out of poverty.

FINANCIAL HIGHLIGHTS

UNITED WAY OF SOUTHEAST LOUISIANA Statement of Financial Position June 30, 2016 with Summarized Comparative Totals for 2015

	2016				Summarized
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
ASSETS					
Cash and cash equivalents	\$ 221,846	\$ 1,189,330	\$ -	\$ 1,411,176	\$ 2,566,938
Investments, at fair value:					
Certificates of deposit	4,410,854	975,027	-	5,385,881	4,037,873
U.S. government securities	10,013	-	-	10,013	10,012
Mutual funds	-	126,194	1,670,717	1,796,911	1,899,944
Beneficial interest in assets held by others	824,169	-	2,218,076	3,042,245	3,185,849
Investment in common endowment fund of Greater New Orleans Foundation	292,031	-	14,724	306,755	321,017
Total investments	5,537,067	1,101,221	3,903,517	10,541,805	9,454,695
Pledge receivables, net	5,248,902	22,819	-	5,271,721	5,180,791
Other assets and prepaid expenses	105,536	38,791	-	144,327	163,765
Property, plant, and equipment:					
Land	302,893	-	-	302,893	302,893
Automobile	34,539	-	-	34,539	34,539
Building	1,218,245	-	-	1,218,245	1,193,245
Furniture and equipment	407,859	-	-	407,859	482,539
Less: accumulated depreciation	(1,295,623)	-	-	(1,295,623)	(1,341,826)
Total property, plant, and equipment	667,913	-	-	667,913	671,390
Total assets	\$ 11,781,264	\$ 2,352,161	\$ 3,903,517	\$ 18,036,942	\$ 18,037,579
LIABILITIES AND NET ASSETS					
Allocations payable	\$ 2,984,415	\$ -	\$ -	\$ 2,984,415	\$ 3,799,217
Designations payable	2,378,537	5,783	-	2,384,320	1,861,633
Accounts payable and accrued expenses	442,177	40,324	-	482,501	518,069
Program payable	-	282,000	-	282,000	278,000
Total liabilities	5,805,129	328,107	-	6,133,236	6,456,919
Net assets:					
Unrestricted	5,976,135	-	-	5,976,135	5,083,848
Temporarily restricted	-	2,024,054	-	2,024,054	2,617,677
Permanently restricted	-	-	3,903,517	3,903,517	3,879,135
Total net assets	5,976,135	2,024,054	3,903,517	11,903,706	11,580,660
Total liabilities and net assets	\$ 11,781,264	\$ 2,352,161	\$ 3,903,517	\$ 18,036,942	\$ 18,037,579

UNITED WAY OF SOUTHEAST LOUISIANA Statement of Activities For the Year Ended June 30, 2016 with Summarized Comparative Totals for 2015

	2016				Summarized
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
SUPPORT AND REVENUE					
Public Support:					
Contributions	\$ 14,570,513	\$ 42,155	\$ -	\$ 14,612,668	\$ 13,698,417
Less:					
Provision for uncollectible accounts	(769,486)	-	-	(769,486)	(737,134)
Donor designations	(3,967,164)	(6,935)	-	(3,974,099)	(4,218,475)
Total public support	9,833,863	35,220	-	9,869,083	8,742,808
Revenue:					
Investment income, net	6,726	(43,236)	24,382	(12,128)	216,403
In-kind contributions	805,525	2,100	-	807,625	478,704
Grants, program, and consulting fees	35,352	1,746,362	-	1,781,714	1,133,135
Special events, fundraisers, and other income, net of expense	178,427	-	-	178,427	192,851
Service fee income	337,729	36,250	-	373,979	303,000
Rental income (loss), net of expense	(173,038)	-	-	(173,038)	(197,090)
Other income	4,174	100	-	4,274	29,575
Net assets released from restrictions	2,369,669	(2,369,669)	-	-	-
Total public support and revenue	13,398,427	(592,873)	24,382	12,829,936	10,899,386
FUNCTIONAL EXPENSES					
Allocations to agencies and other assistance provided	10,591,825	-	-	10,591,825	10,223,412
Less: designations to agencies	(3,974,099)	-	-	(3,974,099)	(4,218,475)
Net allocations	6,617,726	-	-	6,617,726	6,004,937
United Way Worldwide dues	132,053	-	-	132,053	113,426
Depreciation expense	77,413	-	-	77,413	92,587
Other functional expenses	5,679,698	-	-	5,679,698	5,361,443
Total functional expenses	12,506,890	-	-	12,506,890	11,572,393
Change in net assets	891,537	(592,873)	24,382	323,046	(673,007)
† assets at beginning of year	5,084,598	2,616,927	3,879,135	11,580,660	12,253,667
† assets at end of year	\$ 5,976,135	\$ 2,024,054	\$ 3,903,517	\$ 11,903,706	\$ 11,580,660

The firm of Duplantier, Hrapmann, Hogan, and Maher, LLP, audits the financial records of United Way of Southeast Louisiana annually. A copy of any complete audit is available upon request.

Combined Federal Campaign for Greater New Orleans

United Way for the of Southeast Louisiana (UWSELA) does not charge membership dues and/or service charges to charitable organizations that participate as members in the Combined Federal Campaign for Greater New Orleans (CFCGNO). UWSELA administrative costs are recovered from donations. There is a 10% administrative fee, with a cap of \$250.00 per donor. CFCGNO administrative costs are recovered from donations. The CFCGNO's Federal Executive Board approves the administrative costs and these costs are deducted from the charitable organizations designations due to them, based on their proportionate share of the overall campaign dollars raised.

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United Way Southeast Louisiana

*serving Jefferson, Orleans, Plaquemines, St. Bernard,
St. Tammany, Tangipahoa and Washington Parishes*

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