



ANNUAL REPORT 2013

United Way of Southeast Louisiana



ADVANCING THE COMMON GOOD

United Way of Southeast Louisiana advances the common good by creating opportunities for a better life for all. Our focus is on Education, Health and Safety Net — the building blocks for a good quality of life. United Way of Southeast Louisiana recruits people and organizations who bring the passion, expertise and resources needed to get things done. We invite you to be part of the change.

You can give. You can advocate. You can volunteer.

GIVE

The workplace campaign is the easiest and most powerful way to invest in our community. You can direct your contribution to one of our impact areas — Education, Income or Safety Net — or choose all three by contributing to our United Way Fund. As always, we will process restricted contributions to qualified 501(c)3 organizations.

Visit www.unitedwaysela.org/give.

ADVOCATE

Lend your voice to champion the cause. United Way of Southeast Louisiana needs people who are passionate about Education, Health and Safety Net to make some noise. Sign up for United Way Action Alerts so you can stay updated on advocacy opportunities right here in Southeast Louisiana.

Visit www.unitedwaysela.org/advocate.

VOLUNTEER

United Way of Southeast Louisiana and volunteer centers work with volunteers and local nonprofits to develop the best opportunities for youth, adults and seniors.

Visit unitedwaysela.org/volunteer.

OUR MISSION

“To increase the organized capacity of people to be independent and self-sufficient.”

OUR GOALS

Our United Way is addressing the region’s most critical needs with a goal of maximum impact. Our work is organized around three impact (program) areas:

EDUCATION

Success for Children & Families... We are working at critical points along the learning years to help children achieve their potential through education. We’re improving access to quality affordable child care and early learning opportunities, partnering with the community to improve graduation rates, and providing after-school and mentoring programs for at-risk youth;

HEALTH

Health & Independence for All... We’re helping people in our community improve their health. We’re working to increase access to critical health care services; reduce substance abuse, child abuse and domestic violence; and increasing health education and preventive care;

SAFETY NET

Financial Stability for Hardworking People & Those in Crisis... We’re helping families become stable and financially independent by supporting basic needs while increasing financial education, helping hardworking people obtain job training and family sustaining wages, and increasing affordable housing for seniors and families.



EDUCATION: SUCCESS FOR CHILDREN & FAMILIES

In 2013 United Way of Southeast Louisiana's Success By 6 Collaborative laid the groundwork to create a license class for Family Child Care providers. Louisiana is one of only three states that do not require licensure of paid child care arrangements that are provided in private homes. The goal of this legislative reform is to ensure the state provides needed oversight in health and safety to these child care settings and simultaneously pave the road to improved kindergarten readiness. Licensure will also benefit FCC parents and providers as it will allow them to participate in available state financial incentives such as the school readiness tax credits under the state's Quality Rating and Improvement System.

We also introduced Born Learning Trails to our community. The Trail is an interactive, playful and visible community engagement tool designed to help parents, caregivers and communities support early learning. It is a community change strategy, helping boost children's language and literacy skills – and encouraging families to get active. It's a great way to elevate awareness of early childhood education, connect volunteers to early learning and support year-round campaign strategies. The Born Learning Trail consists of 10 fun outdoor games with engaging signs to help parents and caregivers create learning opportunities for a young child. Whether installed in a local park, at a child care center or school, in a library or next to a children's museum, the Trail can be a valuable community resource for early learning.

Summer 2013 was the first year of a three (3) year full scale pilot program designed to measure the impact of developmentally appropriate youth employment/ internship opportunities. The pilot will measure soft skills, employability and school outcomes for pilot participants as compared to a cohort of non-pilot NOLA Youth Works participants. The NOLA Youth Works and UWSELA pilot will recruit and train five (5) summer employment providers in developmentally appropriate practice (DAP) for adolescents and how to incorporate it into program structure and daily practice.



HEALTH: HEALTH & INDEPENDENCE FOR ALL

Whether it is a neighbor without health insurance, a victim of abuse or someone struggling with mental illness or an addiction, United Way SELA is working to ensure everyone has access to affordable and quality care. When adults have health insurance coverage and a medical home, racial and ethnic disparities in access and quality are reduced or even eliminated. [A. C. Beal, M. M. Doty, S. E. Hernandez, K. K. Shea, and K. Davis, *Closing the Divide: How Medical Homes Promote Equity in Health Care: Results From The Commonwealth Fund 2006 Health Care Quality Survey*, The Commonwealth Fund, June 2007]

That's why, beginning in 2013, we helped to spread the word about the "New Orleans Marketplace" and assisted area residents with understanding the options for coverage through the Marketplace under the Affordable Care Act. United Way SELA partnered with Cognosante and the Center for Medicaid and Medicare Services (CMS) to do just this. While United Way did not enroll individuals and families, we did lend our support and expertise on where uninsured residents between the ages of 18-35 congregated and helped get information into their hands.

We also continued to partner with FamilyWize to distribute free prescription discount cards to everyone in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington Parishes. FamilyWize cards immediately lower the cost of medicine by an average of 35% or more for people without insurance or who take medications not covered by their plan. Just by presenting the FamilyWize card at their local pharmacy, customers save on the cost of their prescription medicine 80% of the time. In 2013, we helped our Community save over \$455,600 dollars in prescription costs with over 25,000 claims.



SAFETY NET: FINANCIAL STABILITY FOR HARD-WORKING PEOPLE & THOSE IN CRISIS

The Individual Development Account (IDA) Project is designed to help hard-working, low-income individuals and families save money. Participants enrolled in this matched savings program may ultimately purchase an asset, such as a home or a vehicle, or start up or expand an existing child care business.

Participants make regular deposits to a special "Individual Development Account" or IDA, held at a local financial institution. An IDA is not a "giveaway." Participants receive matches by saving their own hard-earned dollars and learning about financial fitness and asset purchases. When the savings goal is reached, United Way sends a check for the matched dollars to the closing agency, dealership or vendor.

As of December 31, 2013, the closeout of the IDA Project, United Way assisted 230 individuals and/or families with their asset purchases; 176 for homeownership, 48 for vehicle purchases, and 6 for child care business start-up or expansion. The return on the \$1,502,625.17 investment was \$20,413,775.

The Earned Income Tax Credit (EITC) Initiative works with the IRS, Volunteer Income Tax Assistance (VITA) sites, and local providers of service to help low-income households secure tax benefits and free income tax assistance. As of December 31, 2013 the Asset Building Coalition or Southeast Louisiana of which United Way is the lead completed over 9,100 getting taxpayers back \$5,706,003 in Earned Income Tax Credits (EITC) and \$14,751,107 in total returns.

United Way and partners helped put over \$5.3 million back into the community through the EITC program during the 2013 tax season. At a time when many families are struggling to make ends meet, the EITC dollars help hard-working people keep food on their table and a roof over their heads.

The Emergency Food & Shelter Program (EFSP) distributes federal funds for food pantries and helps people with emergency assistance for rent, mortgage, and utility payments. In 2013, United Way received \$183,228.00 that funded Emergency Food and Shelter Programs in Orleans and St. Tammany parishes.

FINANCIAL HIGHLIGHTS

[in thousands of dollars]

STATEMENT OF FINANCIAL POSITION	2013	2012
Assets		
Cash & Cash Equivalents	\$2,415	\$2,109
Investments	8,080	7,669
Pledges Receivable (net of uncollectible allowance)	3,114	4,773
Other Assets and Prepaid Expenses	227	273
Property and Equipment (net of accumulated depreciation)	751	777
TOTAL ASSETS	\$14,587	\$15,601
Liabilities		
Allocations and Designations Payable to Agencies	\$4,761	\$5,396
Amounts held for others	37	39
Accounts Payable and Accrued Expenses	425	973
TOTAL LIABILITIES	\$5,223	\$6,408
Net Assets		
Unrestricted	\$3,147	\$2,113
Temporarily Restricted	2,374	3,283
Permanently Restricted	3,843	3,797
TOTAL NET ASSETS	\$9,364	\$9,193
TOTAL LIABILITIES AND NET ASSETS	\$14,587	\$15,601

STATEMENT OF ACTIVITIES	2013	2012
Public Support and Revenue		
Public Support		
Contributions	\$14,449	\$14,360
Less: Provision for Uncollectible Pledges	-1,176	-707
Donor Designated Gifts	-3,572	-2,141
TOTAL PUBLIC SUPPORT	\$9,701	\$11,512
Revenue		
Investment Income	\$696	\$548
In-Kind Donated Advertising	613	366
Grants Program and Consulting Fees	1,137	1,931
Other Income	732	388
Rental Income (Loss), net of expense	-208	-195
TOTAL PUBLIC SUPPORT AND REVENUE	\$12,671	\$14,550
Allocations and Expenses		
Total Payments to Agency Programs	\$9,525	\$9,761
Less: Donor Designated Gifts	-3,572	-2,141
NET ALLOCATIONS TO AGENCY PROGRAMS	\$5,953	\$7,620
National Organizations Dues	120	140
Functional Expenses	6,428	6,173
TOTAL ALLOCATIONS AND EXPENSES	\$12,501	\$13,933
Change in Net Assets		
Net Assets at Beginning of Year	\$9,193	\$8,576
Net Assets at End of Year	\$9,363	\$9,193

The firm of Duplantier, Hrapmann, Hogan, and Maher, LLP, audits the financial records of United Way of Southeast Louisiana [formerly United Way for the Greater New Orleans Area] annually. A copy of any complete audit is available upon request.

Combined Federal Campaign for Greater New Orleans

United Way for the Greater New Orleans Area (UWGNOA) 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). UWGNOA 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.

BOARD OF TRUSTEES

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Entergy New Orleans

Gary J. Taylor
Entergy Services, Inc.

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Cao Law Firm

Al Hamauei
First Bank & Trust

Tara Richard
U.S. Bankruptcy Court

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Blue Cross and Blue Shield of Louisiana

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Carol Gstohl, PHR
Vice President of Human Resources and
Administration



United Way Southeast Louisiana

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

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