



**UNITED WAY**  
Southeast Louisiana

# ORLEANS PARISH AND UNITED WAY

# 2024 REPORT

Day of Action at Clover

# OUR MISSION

## To Eradicate Poverty in Southeast Louisiana.

For over 100 years, United Way of Southeast Louisiana has been working to help every person in every community thrive.

Anyone who wants to do good in their community has a role to play with United Way. We believe in the power of people – united through a common purpose – to accomplish anything we set our minds to.

We leverage our expertise, resources, and partnerships to create innovative solutions to community problems, creating a stronger Orleans Parish where everyone is healthy, educated, and financially stable.

The results? A vibrant, equitable, and thriving Orleans Parish for all.

## CAROLINA IS HOME

When Carolina decided to purchase her first home, she knew it would take hard work and commitment. As a full-time hospital employee, her free time was limited, but she determined to create a better future for her family.

Through United Way of Southeast Louisiana's Individual Development Account (IDA) Project, Carolina gained access to first-time homebuyer trainings, financial literacy workshops, and matched savings. These resources taught her invaluable skills about homeownership and managing personal finances, transforming her approach to saving and planning for the future.

With the funds she saved and the matched contributions from United Way, Carolina proudly became a first-time homeowner. **Today, with the keys to her new home in hand, she is building a secure and stable future for her family - all thanks to donors like you.**



“United Way made me a proud, first-time homeowner through a matched savings program. Your donations matter.”

~ Carolina  
IDA Participant





Super Bowl LIX Legacy Impact Press Conference

## ORLEANS PARISH DEMOGRAPHICS\*

**Population:** 369,749 **Number of Households:** 150,880

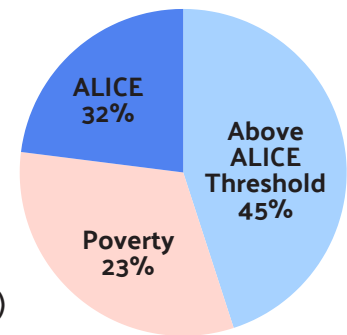
**Median Household Income:** \$52,322 (state average: \$55,416)

**ALICE\* Households:** 32% (state average: 32%)

**Households in Poverty:** 23% (state average: 19%)

**Labor Force Participation Rate:** 60.6% (state average: 59.4%)

Source: 2024 ALICE Report



## \$3,053,602 IN UNRESTRICTED FUNDS

Raised in Orleans Parish in the  
2023-2024 United Way Campaign

Includes dollars raised by Orleans workplace employees that reside outside the parish

An additional \$1,549,240 raised in funds designated to nonprofits across SELA and beyond – per donors' request

\*ALICE (Asset Limited, Income Constrained, Employed) – households that earn more than the Federal Poverty Level but less than the cost of living in the parish.

# \$40,154,190

## INVESTED & RETURNED TO ORLEANS PARISH

# 112,706

## ORLEANS PARISH RESIDENTS SERVED

Does not include services provided to individuals working in the parish and living elsewhere or individuals served that did not provide residential data

- \$21,449,919 Estimated revenue via a 20-year millage - successfully advocated for by UWSELA and partners - to fund early childhood education, supporting 1,500 children annually
- \$6,711,928 Returned to Orleans Parish residents via UWSELA's Volunteer Income Tax Assistance (VITA) Program with 5,218 returns prepared during 2024 Tax Season
- \$9,004,841 Estimated CCAP allocations for 12,362 Orleans Parish youth in FY24 resulting from UWSELA's 2023 advocacy efforts to increase state funding
- \$1,380,297 Granted in UWSELA programmatic funding across 54 partner agencies via 58 programs
- \$231,501 Distributed by UWSELA in Emergency Food and Shelter (EFSP) grants, Phase 40
- \$25,060 Provided in rent/mortgage and utility assistance to 41 families through UWSELA's Moving Families Forward program
- \$197,488 Returned in savings on prescriptions through UWSELA's SingleCare partnership
- \$40,000 Invested in four small business owner through our Thriving African-American Small Business Initiative
- \$11,000 Supported 40 hours of consulting time for the parish's Ready Start Network and 44 hours for strategic planning
- \$1,093,603 Invested in long-term, wealth-generating assets such a home, car, secondary education, or home improvements by UWSELA's IDA Project participants
- \$8,553 Created in community impact by 84 UWSELA volunteers

# United Way of Southeast Louisiana

## SERVING ORLEANS RESIDENTS

United Way of Southeast Louisiana offers an array of services in Orleans Parish designed to help eradicate poverty, including:

### FUNDED AGENCIES

United Way provides grants to 46 programs (2023-2026), serving Orleans Parish residents  
See full list on the following page

### THE PROSPERITY CENTER

Our one-stop financial capability centers offer residents an array of free programming, including financial education and coaching, credit building and counseling, benefits screening, and more

### MOVING FAMILIES FORWARD

Designed to keep families in their homes and their children in their school of origin to allow them to succeed | Case managers work with families for up to 18 months to create an intensive plan to help the family stabilize and thrive

### IDA PROJECT

A matched-savings account program helping low-income individuals purchase long-term assets

### THRIVING AFRICAN-AMERICAN SMALL BUSINESS INITIATIVE

A small business investment and education program aimed at closing the racial wealth gap and addressing barriers faced by small Black-owned businesses

### RISE INVESTMENT PROGRAM

Designed to address the ongoing challenges experienced by ALICE households in Southeast Louisiana | The program distributes seed investment grants to participant's investment accounts and provides access to financial wellness education and other resources to help increase their investing confidence, financial wellness, and long-term wealth

### RESOURCE NAVIGATORS

United Way of Southeast Louisiana's Resource Navigators can help you get information and resources related to housing, healthcare, education, finances, disaster recovery, and more

# 2023 - 2026 FUNDED AGENCIES & PROGRAMS SERVING ORLEANS RESIDENTS

## **504HealthNet, Inc.**

- Healthy Hospitality Initiative

## **American Red Cross serving Southeast Louisiana**

- Disaster Services

## **Arts Council of New Orleans**

- Young Artist Movement (YAM)

## **CADA Prevention and Recovery Center**

- Project Reconnect
- Counseling Services

## **Cancer Association Louisiana**

- Cancer Patient Services

## **Center for Employment Opportunities**

- Center for Employment Opportunities New Orleans

## **STEM Global Action**

- STEM Fellows

## **Children's Bureau of New Orleans**

- Clinical Services

## **Clover**

- Clover Connections

## **College Beyond**

- College Success Program Multi-institutional Microgrant Support & Expansion

## **College Track**

- Educational Justice Through College Completion

## **Dancing Grounds**

- Dance for Social Change

## **Family Violence Program of St. Bernard**

- FVP of St. Bernard

## **Free ALAS**

- Project Defender

## **Grow Dat Youth Farm**

- Leadership Programs

## **Institute of Women & Ethnic Studies**

- Multisystem Compassionate Caring and Healing for Black Youth

## **Jewish Family Service of Greater New Orleans Inc.**

- Teen Life Counts (TLC)
- Counseling and Case Management

## **Junior Achievement of Greater New Orleans**

- JA Work Readiness Pathway

## **Louisiana Appleseed Center for Law & Justice**

- Heirs' Property in Louisiana

## **Louisiana Center for Children's Rights**

- Children's Defense Team: Changing the Lives of Children in New Orleans' Juvenile Legal System

## **Louisiana Endowment for the Humanities**

- Prime Time Reading

## **Luke's House: A Clinic for Healing and Hope**

- Salud Para Todxs

## **New Orleans Area Habitat for Humanity**

- Home Repair Services Program

## **New Orleans Career Center**

- Pathway to Nursing Program (PTNP)

## **New Orleans Family Justice Alliance Inc.**

- Invest In Yourself
- Trauma Recovery

## **New Orleans Women and Children's Shelter**

- Ending Homelessness for New Orleans Families

## **New Orleans Youth Alliance**

- The Reengagement Center

## **Operation Restoration**

- Operation Social Services

## **Operation Spark**

- Immersion

## **Second Harvest Food Bank of Greater New Orleans and Acadiana**

- Fighting Hunger and Feeding Hope in SELA

## **SilencelsViolence**

- Victim Allies Project

## **STRIVE International Inc.**

- STRIVE New Orleans

## **The First 72+**

- First 72+ Cooking School

## **The Health and Education Alliance of Louisiana (HEAL)**

- Coordinated Care for the Whole Child

## **Thrive New Orleans**

- Thrive 9th Ward

## **TrainingGrounds**

- We PLAY

## **Travelers Aid Society of Greater New Orleans**

- Permanent Supportive Housing
- Crisis Intervention Counseling

## **Urban League of Louisiana**

- Clarence Barney Head Start
- Urban League of Louisiana Project Ready

## **Volunteers of America Southeast Louisiana**

- Mentoring Children of Promise

## **YMCA of Greater New Orleans**

- YMCA Educational Services

## **YouthForce NOLA**

- YouthForce NOLA's YouthForce Internships (YFI)





Stormwater Detection Sensor Press Conference with Verizon, United Way of Southeastern Louisiana, and Hyfi



**United Way of Southeast Louisiana**

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

**[UnitedWaySELA.org](http://UnitedWaySELA.org) | [info@UnitedWaySELA.org](mailto:info@UnitedWaySELA.org)**