

UNITED FOR HOSPITALITY CARES

United for Hospitality Cares is a hospitality focused program supported by United Way of Southeast Louisiana and the Louisiana Hospitality Foundation. What began as an emergency crisis grant program has expanded in response to the pandemic's impacts on the hospitality industry. United for Hospitality Cares aims to be the one-stop resource for hospitality workers.

Emergency Grants

Emergency grants up to \$2,500 are awarded to eligible employees at businesses running active United Way campaigns in the hospitality industry. Funds provide temporary assistance during times of crisis to cover housing, medical, and utility bills. Funds for the program's crisis grants are generated through employee contributions to UWSELA hospitality workplace campaigns. Fifty percent of campaign proceeds support emergency crisis grant allocations overseen by LHF, and fifty percent is dedicated to existing UWSELA programs supporting education, health, and financial stability across the seven-parish community, of which hospitality workers are an integral part.

How to Participate

Annual Employer Gift Minimum

- \$2,500

Active United Way Campaign

- Designating an internal employee campaign manager (ECC)
- Defining an internal campaign period
- Employee and/or management presentation to discuss the program, community impact, and individual giving
- Distribution of pledge forms to employees

House Fundraiser/Event

- Ex: dress down days, bake sales, or cook-off

Program Eligibility

Donations received each year by March 31 make an employer and their team members eligible to receive program benefits starting April. Renewed donation creates ongoing eligibility for the program.

Contribution Tiers

Founding Partner (Annual Donation: \$10,000+) Large companies looking to make a high-impact contribution, playing a foundational role in supporting the hospitality community.

Champion (Annual Donation: \$7,500) Ideal for mid-sized businesses seeking a substantial role in sustaining the program and impacting lives directly.

Benefactor (Annual Donation: \$5,000) Recommended for 25-49 employees. Suggested for growing businesses committed to supporting hospitality workers through a significant, yet accessible, annual contribution.

Steward (Annual Donation: \$2,500) Recommended for 10-24 employees. Suited for smaller organizations that are actively engaged in their community and wish to provide meaningful support to those in crisis.

Patron (Annual Donation: \$1,000) Recommended for 5-9 employees) A valuable option for small businesses looking to make a supportive contribution within the hospitality sector.

Industry Ally (Annual Donation: \$500) Recommended for 4 or fewer employees. Accessible to micro-businesses and solo entrepreneurs who want to give back and contribute to a supportive industry network.

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Additional Resources

Individual Development Account (IDA)

United Way's IDA Program is a matched savings account program helping low-income individuals purchase long-term assets.

For more information: UnitedWaySELA.org/IDA

SingleCare

No one should be forced to choose between paying for food, rent, or medicine because of the high cost of prescriptions. We've partnered with SingleCare to distribute FREE prescription discount cards to everyone in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes.

For more information: UnitedWaySELA.org/SingleCare

Volunteer Income Tax Assistance (VITA)

The VITA program offers FREE tax assistance to individuals, families, persons with disabilities, older adults, and limited English speaking taxpayers earning less than \$66,819 in 2024. IRS-certified volunteers provide free basic income tax return preparation with electronic filing.

For more information: UnitedWaySELA.org/VITA

MyFreeTaxes

We care about making taxes free and less complicated in a safe and convenient online experience. If you earned more than \$66,819 or can't make it to a VITA site, file your taxes online.

For more information: MyFreeTaxes.com

Prosperity Centers

With locations in Orleans, St. Tammany, and Washington parishes, the Prosperity Center is our one-stop financial stability center offering an array of programming to residents in Southeast Louisiana.

Access to Safe and Affordable Financial Products -

provides alternative options to high-cost financial service providers (e.g. check cashers and payday lenders).

Access to Federal and State Benefits - comprehensive screening to determine federal and state eligibility for participants.

Financial Coaching - gives participants control by teaching them to outline specific personal financial goals and hold themselves accountable for achieving those goals with one-on-one support.

Financial Counseling - one-on-one instruction to help participants manage and reduce debt and take positive steps to improve their credit.

Financial Education - group seminars covering a broad spectrum of financial topics.

Workforce Development Soft Skills - a combination of soft skills training that enables participants to navigate their environment, work well with others, perform well and achieve employment.

For additional resources specifically for hospitality workers, visit:
UnitedWaySELA.org/HospitalityCaresResources

J. Wayne Leonard Prosperity Center - 2401 Canal Street, NOLA | New Orleans East Prosperity Center - 8324 Morrison Road, NOLA

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