



FINANCIAL SECURITY:

Caddo Parish Commission

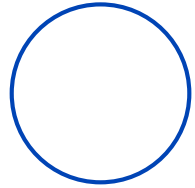
April 20, 2026





LaToria W. Thomas

President and CEO



FINANCIAL SECURITY CENTER



Financial Security is Important

- ALICE & Financial Security
- How UWNWLA programs help ALICE
- Expanding Financial Security programs
- April is Financial Literacy Month

Who is ALICE[®] ?

Asset Limited, Income Constrained, Employed

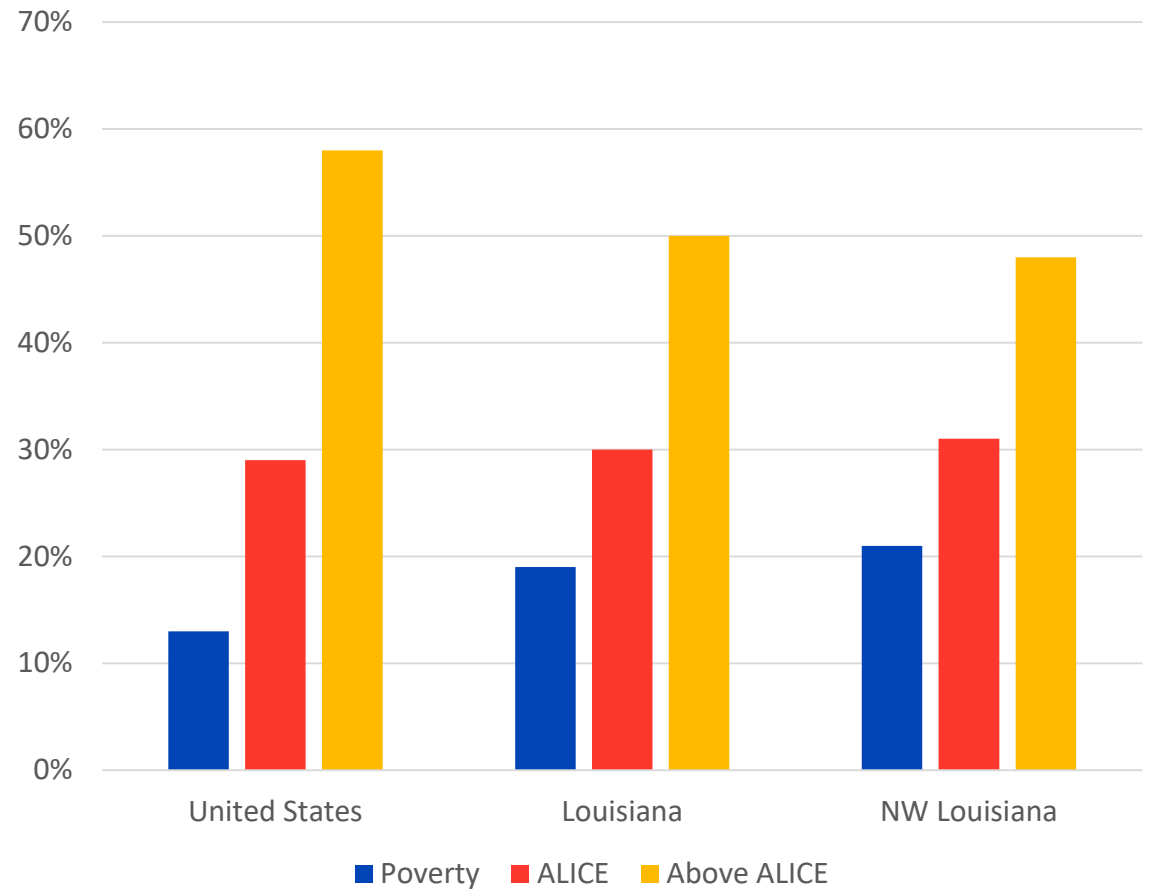


True Extent of ALICE Hardship in Our Region

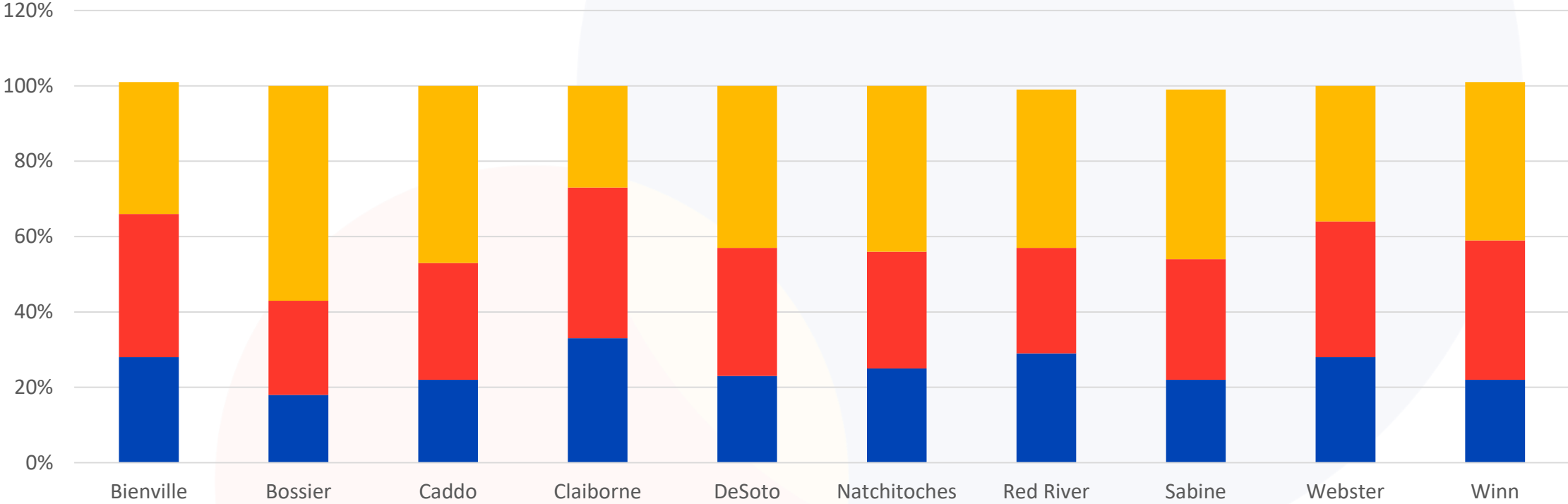
A look at ALICE in Northwest Louisiana compared to Louisiana and the United States.



Latest ALICE by Percentage of Total Population



Latest ALICE by Percentage of Total Population



When Paychecks Don't Add Up

ALICE Household Survival Budget, the minimum cost of housing, childcare, food, transportation, health care, and technology, plus taxes, for a family of four is \$81,432.

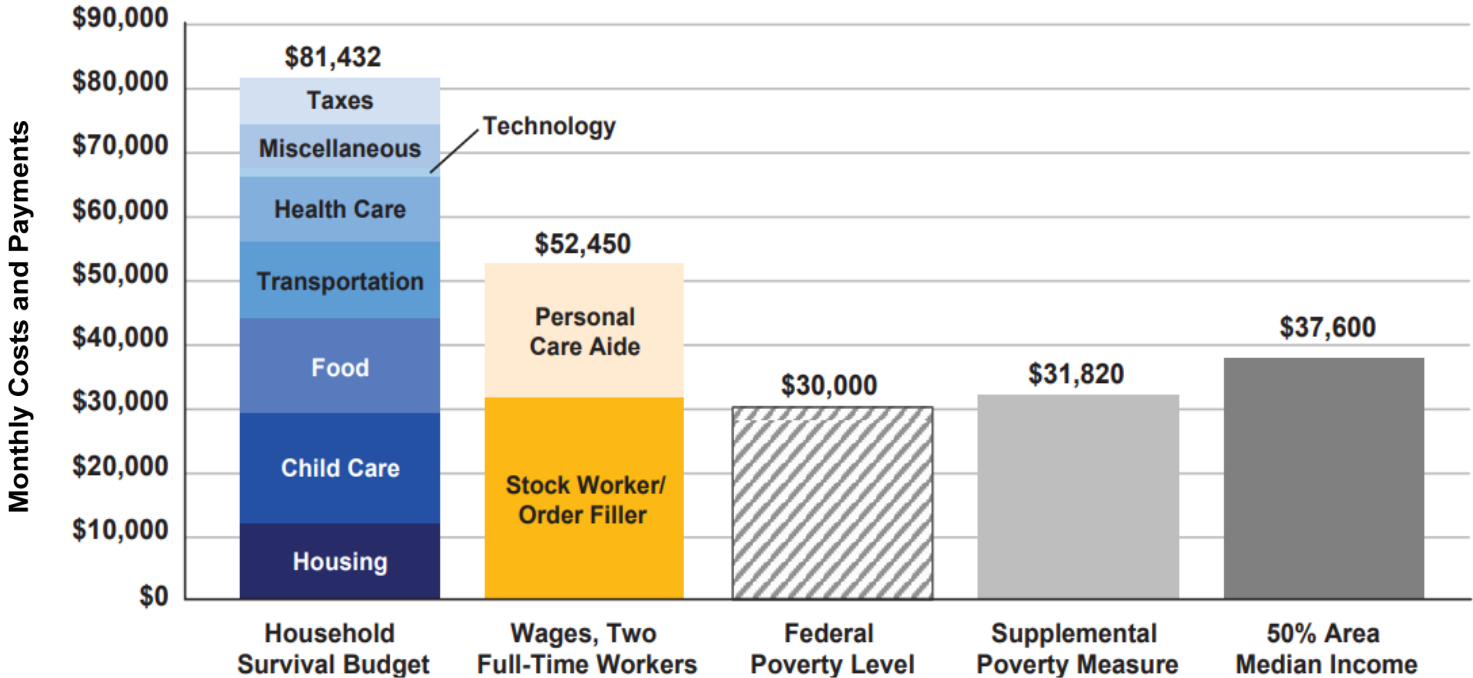


Why is ALICE ALICE?

\$29,000

Deficit in earnings for ALICE

Two full time wages earners from the most common jobs in the state brought in \$52,450 combined.



BRIEF OVERVIEW OF UNITED WAY NWLA



From strengthening **local resilience** to **advancing health**, **youth opportunity**, and **financial security**, United Way is mobilizing communities in Northwest Louisiana to action so all can **thrive**.

UNITED WAY OF NORTHWEST LOUISIANA PROGRAMS



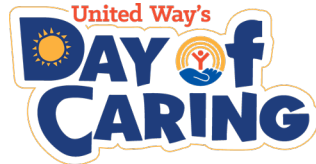
Youth Opportunity

Early Childhood Literacy, Access to Quality Childcare



Financial Security

Creating a stronger financial future for every generation.



Community Resiliency

Addressing urgent needs today for a better tomorrow.



SingleCare®



Healthy Community

Improving health and well-being for all.



UNITED WAY

Northwest Louisiana

UNITED WAY OF NORTHWEST LOUISIANA

Historical Program Impact



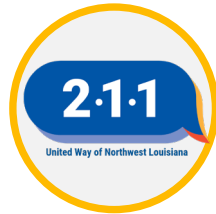
500K

Books mailed to children in Northwest Louisiana



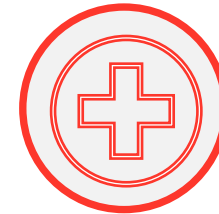
\$3M+

In debt reduction through financial coaching and counseling services



120K+

Calls to 211



\$2.5M

Saving in prescription costs

2025 Financial Security Program Community Impact

10 26

Financial Counseling Sessions

The financial counselors hosts sessions virtually, in-person and over the phone.

\$166,493

Savings increased

Clients learn to budget for the future and unexpected emergencies

4,088

BankOn Certified Accounts Opened

Saving families and individuals in our regions thousands in bank fees.



UNITED WAY

Northwest Louisiana

UWNWLA Financial Security Center

expanding financial literacy and outreach include all of the NW region. The one-stop hub will connect individuals and families with personalized tools and expert guidance to build financial stability and long-term security.



UNITED WAY

Northwest Louisiana

**UNITED IS
THE WAY™
TO FINANCIAL
SECURITY**



**FINANCIAL
LITERACY**
Workshop Series

**FINANCIAL
WELLNESS**
AT
WORK



2026 Calendar of Events

- Financial Security Center Ribbon Cutting & Open House- April 2nd
- Day of Caring–May 14, Live! Casino
- Financial Wellness at Work Pilot Program–June
- Tools for SchoolsSchool Supply Drive–July/August
- 9 to 5 Campaign- September
- Days of Service–October/November
- Jolly Dolly Run- TBD





QUESTIONS?

