

## FOR IMMEDIATE RELEASE

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**United Way**  
**of Southwest Louisiana**

## United Way of Southwest Louisiana Flood Response and Recovery Fund established

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The United Way of Southwest Louisiana has established the United Way of SWLA Flood Response and Recovery Fund to accept donations to support response and recovery efforts related to the 2016 flooding event. One hundred percent of these designated donations will fuel the response and recovery actions across affected areas within our five-parish region.

In order to increase impact and best leverage resources across our region, United Way of SWLA will be convening the Long-Term Recovery Coalition. This coalition, which was formed after Hurricane Rita, is made up of nonprofit organizations, churches, community leaders, and other human service providers from throughout Southwest Louisiana.

“It is our goal to be as responsive and as effective as possible. We are working to bring together a group of human service providers with varying resources and expertise to determine the best ways to help those in need,” said Denise Durel, President and CEO of United Way of Southwest Louisiana.

This fund may be used in the following ways:

- Support of immediate response efforts
- Long-term recovery efforts
- Fill unmet needs of families as identified by the Long-Term Recovery Coalition
- Grants to other nonprofit organizations providing services to recovery efforts
- Support increase 2-1-1 capacity to respond to needs
- Other actions, as determined by the United Way of Southwest Louisiana, to support families and individuals impacted by the flood event

Donations can be made with a credit or debit card by texting **SWLAFLOOD** to **41444**. Donations can also be made online by visiting [www.unitedwayswla.org/give](http://www.unitedwayswla.org/give) and checking the appropriate designation box. Additionally donations can be mailed to or dropped off at United Way of Southwest Louisiana located at 715 Ryan Street, Suite 102, Lake Charles, Louisiana 70601. Please make checks payable to United Way of Southwest Louisiana and indicate a designation to the United Way of SWLA Flood Response and Recovery Fund by writing “Flood Fund” on the memo line.

For more information about the fund, please contact United Way of Southwest Louisiana at 337-433-1088 or toll free at 888-433-1088.

For over 75 years, United Way of Southwest Louisiana has been committed to building strong, successful families and strengthening our community. When you join the United Way team, you’re supporting a powerful movement to impact the region’s most pressing health and human service needs. Our mission is positive community impact.

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