

UNITED WAY OF SOUTHEAST LOUISIANA

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United Way of
Southeast Louisiana

FOR IMMEDIATE RELEASE:

United Way of Southeast Louisiana, SBP launch Hurricane Harvey Relief Fund
Website to collect donations for hurricane recovery efforts across Texas and Louisiana

NEW ORLEANS – [United Way of Southeast Louisiana](http://www.unitedwaysela.org) and [SBP](http://www.sbp.org) announced Sunday the launch of the Hurricane Harvey Relief Fund to aid in recovery efforts for areas affected by the storm – many of which are the same communities that provided relief assistance to the people of Southeast Louisiana in the aftermath of Hurricane Katrina.

Visit www.UnitedWaySELA.org/HarveyReliefFund to make an online contribution.

Please address mail-in donations to:

United Way of Southeast Louisiana
Attn: Hurricane Harvey Fund
2515 Canal Street.
New Orleans, LA 70119

All funds will support immediate relief and long-term recovery efforts through community grants to partners and nonprofit organizations providing direct services to assist with recovery.

The disaster response teams at UWSELA and SBP are encouraging Southeast Louisiana residents to ready their households for potential threats from Harvey. Those preparing for and impacted by Harvey in the coming days can find vital, FREE resources to become weather ready, make informed decisions and speed their recovery at <http://www.unitedwaysela.org/be-weather-ready>.

Statement from Michael Williamson, UWSELA President and CEO:

“We are saddened to see the catastrophic effects of Harvey across the Texas Gulf Coast and in Houston. United, we have an opportunity to provide critical recovery and rebuilding assistance to many of the same communities and organizations that supported Southeast Louisiana’s residents after Hurricane Katrina. As we organize around our neighbors’ great need, we will continue to monitor weather conditions and potential flooding threats here at home and across Louisiana.”

Statement from Zack Rosenburg, SBP Co-Founder and CEO:

"Our hearts go out to our neighbors along the Texas Gulf Coast. Unfortunately, these types of events are all too familiar to many Americans, but as New Orleanians know, it is often the toughest times which, as citizens, forge our closest bonds. The people of Texas and Western Louisiana will rebuild. At SBP, we stand ready to provide support to the impacted regions, enabling them to

stand on the shoulders of other recoveries which have come before, from Katrina, to Joplin, to Sandy to Baton Rouge, building on lessons learned and hard-earned best practices. With partners like the United Way and others, I have no doubt that our fellow Americans will display that familiar resilience and bounce back stronger than ever."

WHAT: UWSELA and SBP launch the Hurricane Harvey Relief Fund at www.UnitedWaySELA.org/HarveyReliefFund

WHERE: United Way of Southeast Louisiana
2515 Canal St.
New Orleans, 70119

SOCIAL: Facebook announcements: [@UnitedWaySELA](#), [@SBPUSA](#)
Twitter updates: [@UnitedWaySELA](#), [@SBPUSA](#)

BACKGROUND:

In response to last year's August flood on the Northshore, UWSELA's 2016 Flood Relief Fund distributed more than 1.55 million items in critical relief goods valued at more than \$1.4 million.

In the months following the 2016 August floods, United Way of Southeast Louisiana:

- 1.55+ million items in distributed goods valued at more than \$1.4 million
- Coordinated over 90 organizations to work with UWSELA to distribute items
- \$880,000 invested to date in grants for direct service and recovery including

In first 10 days after the 2016 flood, UWSELA:

- Invested \$120,000 for immediate assistance
- Facilitated the mucking and gutting of 68 homes to date with partners
- Granted \$50,000 to be used for case management for mental health and crisis response for work to be done in conjunction with the St Tammany Behavioral Health Task Force

SBP rebuilds homes damaged or destroyed by disaster throughout the eastern half of the United States. Utilizing the Toyota Production System (TPS), SBP is able to rebuild quickly and efficiently at 40% the cost of market rate contractors, by relying on AmeriCorps and volunteer labor.

SBP's recent recovery efforts in Texas and Louisiana include:

- 45 completed home rebuilds, with an additional 12 under construction
- 32 gutted homes
- 2,900 volunteers organized for more than 38,500 hours of labor valued at \$930K+
- 200 homeowners advised on the recovery process

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About United Way of Southeast Louisiana

For more than 90 years, [United Way of Southeast Louisiana](#) (UWSELA) has been a leader and trusted partner in improving lives and making a lasting difference. We fight to eradicate poverty by preparing people for quality jobs, growing incomes, and affording better health and education opportunities throughout Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes. We have a bold vision of equitable communities where all individuals are healthy, educated, and financially stable – and we have a plan. United Way of Southeast Louisiana’s [Blueprint for Prosperity](#) guides all strategic investments in programs, initiatives, collaborations, volunteerism, and advocacy aimed at tackling poverty. For more information, please visit [UnitedWaySELA.org](#). Find us on social: @UnitedWaySELA.

Join United Way. [GIVE. ADVOCATE. VOLUNTEER. CONNECT.](#)

About SBP

SBP’s mission is to shrink time between disaster and recovery. Since its founding in 2006 in St. Bernard Parish, Louisiana following the devastation wrought by Hurricane Katrina, SBP has rebuilt homes for more than 1,300 families with the help of 180,000 volunteers in New Orleans; Joplin, MO; Staten Island, NY; Rockaway, NY; Monmouth and Ocean Counties, NJ; San Marcos, TX; Columbia, SC; White Sulphur Springs, WV and Baton Rouge, LA.

SBP’s model is enhanced by AmeriCorps, which provides 180 members annually to manage worksites and clients, and train the organization’s volunteers nationally. Through its Disaster Resilience and Recovery Lab (DRRL), SBP works to share lessons learned, prevent common barriers to recovery and help communities utilize SBP’s standardized, repeatable and proven-effective model.

SBP shrinks time between disaster and recovery via five interventions:

1. **Rebuild** homes quickly after disasters by mobilizing private sector innovations and assigning a single point of contact to make the home rebuilding process faster and more predictable.
2. **Share** rebuilding innovations with other rebuilding organizations to allow for efficient, predictable recovery on a national scale.
3. **Prepare** home and business owners prior to and following disaster with specific steps to mitigate risk and improve resilience.
4. **Advise** policy makers immediately after a disaster so they can deploy federal dollars sooner, and in a way that empowers an efficient recovery.
5. **Advocate** for the reform of disaster recovery strategies in the U.S. to improve the predictability and speed of recovery.

To learn more, visit [www.SBPUSA.org](#) and like/follow on Facebook & Twitter @SBPUSA