

Capital Area United Way FAQs

FOR INTERNAL & EXTERNAL AUDIENCES

- **What is Capital Area United Way?**

At its core, Capital Area United Way is about putting people in a position to recognize and achieve their full potential. We accomplish this by investing donated resources in programs and partnerships that have significant impact within our communities focusing on five areas: education, income stability, health, basic needs and community level strategies. Our goal is to move the needle by creating a ripple of real change that not only affects lives today, but impacts the future of our community for generations to come. Support Capital Area United Way. It's the 1 decision that can make all the difference in the world.

- **What is the impact business model?**

- Capital Area United Way's impact model is an organizational effort that targets programs, initiatives and partnerships that impact our community's greatest needs. The impact model is about putting people in a position to recognize and achieve their full potential in a strategic, focused way.

- **What has been identified as our greatest needs?**

- In 2014, we engaged community partners, community members and others from across the 10-parish Capital Area in in-depth conversations. A total of more than 600 people engaged in these conversations. They talked about their hopes, dreams and aspirations for the community. What current challenges are we facing and what are the solutions that we need to focus on to make the biggest impact in the Greater Baton Rouge community. We used that insight to identify our focus areas listed below:
 - Education
 - Income Stability
 - Health
 - Basic Needs
 - Community level strategies: Those issues that are too large for just one partner or organization to tackle on their own.
- Moving forward, dollars donated to Capital Area United Way will be used to fund programs, initiatives and partnerships that align with these strategies that specifically address the identified community challenges.

- **How much money goes to each focus area?**

- A key component of implementing our impact model will be to create a consistent funding plan that will allocate the dollars necessary to make a true impact in the areas our community has voiced need the most attention – education, health, income stability, basic needs and community level strategies. In order to help our community partners with their strategic planning, allocations are granted for a three year commitment pending performance and unrestricted campaign revenue. Below are the suggested percentages for each focus area, which we will work up to over time. Based on our current allocation percentages, we will not implement these percentages immediately because the shift would create a dramatic impact on the programs representing the Health and Income Stability focus areas.
 - Education – 30% of funding
 - Income Stability – 20% of funding
 - Health – 15% of funding

- Basic Needs – 30% of funding
 - Community Level Strategies – 5% of funding
- **How much does Capital Area United Way spend on overhead?**
 - Capital Area United Way's overhead is 16.7 percent of our overall budget. The percentages have fallen in recent years due to our overall campaign success. Our operating costs have remained mostly consistent. As the total we raise each year increases, overhead represents a smaller percentage of the larger dollar amount raised.
 - **Can I designate my contribution to an agency not listed?**

While we do honor donor designations, we ask that you consider the impact and magnitude of assistance that is provided through an unrestricted gift. No one agency or program can solve complex community issues. United Way has a process in place that allows dollars to be leveraged and directed in a way that allows the most programs to do the most good. You can also designate to support all of CAUW's work. A volunteer group of community members will invest the dollars designated to focus areas based on the annual review of programs and community need to ensure donor dollars are directed to high impact programs.

If you select to designate your gift, we would honor designations made to our current Community Partner Agencies or another United Way. We also accept designations to our core focuses of education, income stability, health and basic needs.

- **What parishes does United Way serve?**

Capital Area United Way has been influential in our community since 1925 and serves a 10-parish area, which includes: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, West Baton Rouge and West Feliciana.
- **How can I get involved in Capital Area United Way?**

Give: As a United Way donor, you will join thousands of other donors who have committed a portion of their treasure to advance the common good by providing critical funding to direct-service programs, community initiatives and partnerships all focused on results and impact.

Advocate: As an issue-area champion, you will become informed about the issues and the root causes through community conversations and calls to action that engage local, state and federal elected officials in order to influence policy decisions by educating and informing these decision makers. Advocates will also be equipped to speak on behalf of the nonprofit sector and represent their specific cause with other community leaders on boards and commissions. More information about Advocacy will be available in late 2016.

Volunteer: A United Way volunteer is a big part of the solution. From teenagers participating in summer community service projects in the UW Youth Volunteer Corps, to college students actively engaged in social change efforts through Student United Way, to individuals and corporate teams coming together as readers, tutors, and mentors or during one of our annual Days of Service, you become a critical asset of human capital through the leverage of your time and talent.
- **How is United Way Worldwide different from Capital Area United Way?**

Local United Ways, such as Capital Area United Way, are independently incorporated nonprofit organizations governed by local volunteer boards and create lasting community change by addressing the underlying causes of the most significant local issues. United Way Worldwide is the worldwide organization dedicated to leading the United Way movement and is a network of 1,200 United Ways and 41 international United Ways.

- **Is my gift tax deductible?**

Yes, your gift is tax deductible if you itemize deductions on your tax return.

- **Does Capital Area United Way sell donor lists?**

No. Capital Area United Way does not share, trade, or sell any list of donors to any other person or group.

- **Who decides how donations are spent?**

Capital Area United Way currently has nearly 80 volunteers who review the applications, metrics and impact of interested programs to decide where CAUW dollars should be invested. Programs must fall under one of CAUW's core focus areas (Basic Needs, Education, Income Stability and Health) and must address one of the 11 Program -Level Strategies aimed at solving a key community need and issue. Our Program Investment Process is the mechanism that ensures good stewardship of donor dollars. If you would like to become a Program Investment volunteer, email us at program investment@CAUW.org.

- **How can I volunteer with Capital Area United Way?**

United Way needs volunteers of all kinds, who can support both United Way and its Community Partner Agencies. If you'd like to volunteer directly with Capital Area United Way, there are many ways to get involved. You can volunteer to support our program investment decisions. You can volunteer to provide free income tax preparation to low-income community members. (Don't worry, we'll train you!) You can volunteer at special events like Jambalaya Jam, United Way Day of Action or Martin Luther King Day. United Way also helps connect volunteers to other volunteer opportunities in the area.

- **Who is the CEO/President of Capital Area United Way?**

George Bell joined Capital Area United Way in August 2016 as President and CEO after a 30 year career in healthcare. Most recently, Bell served as Administrator of Baton Rouge General – Mid City. He has also been an active Baton Rouge community member and has served on numerous nonprofit boards including The Salvation Army, Mid City Redevelopment Alliance and the Center for Planning Excellence. Additionally, Bell has been named the Camelot College Community Award of Excellence recipient, and the Mu Zeta Chapter of Zeta Phi Beta Sorority recently presented him the 2016 Medical Professional of the Year Award.

George is a native of Thibodaux, Louisiana and is a 1981 Hall of Fame graduate of Nicholls State University with a B.A. degree in Political Science. He also attended The Ohio State University, where he studied graduate level courses in Public Policy and Management, and completed the Wharton School of Business' Health Care CEO Talent Development Course. Bell recently became a Certified Green Belt in Lean Six Sigma in December 2015. Before moving to Baton Rouge, Bell worked for OhioHealth, a multi-hospital, not for profit health system based in Columbus, Ohio. He also worked for Ohio State University Hospitals in the Greater Columbus Metropolitan area.

- **How many programs does Capital Area United Way fund?**

Capital Area United Way has always successfully invested resources into the programs and partner agencies that are moving the needle and changing the face of the capital area. CAUW currently invest in 71 programs from 49 agencies. Our community partners and their programs can be found on our website <http://www.cauw.org/community-partners>

- **What was Capital Area United Way's role in disaster relief?**

In times of disaster, Capital Area United Way provides resources to aid in relief and recovery efforts. Long-term recovery from disasters takes time, money, volunteers and strong partnerships, and we stand ready to facilitate providing resources to those who need it most.

Thousands of people in our region lost their homes and businesses in the floods that occurred in August 2016. Capital Area United Way responded quickly to begin providing donated goods to flood survivors. Recovery from this disaster will likely take years, and we are committed to helping our community move forward from this devastating event. We serve on multiple long term recovery committees and is playing an integral role in the recovery of our community.

For more information visit our Disaster Relief page on our website

<http://www.cauw.org/disaster>

- **How were the flood funds invested in the community?**

Capital Area United Way's board of directors approved the first round of flood funding of \$208,800 to aid in reimbursements of flood services, immediate relief of needs, and organizational needs. The first round was only available to the 50 current nonprofits receiving funding from CAUW. A second round of funding, \$610,000 was released to help with long term recovery efforts to 21 local nonprofits working with relief, recovery, mental health and rebuilding in our 10-parish area. This round of funding was open to any nonprofit in the area.

In addition, CAUW donated \$28,604 to Livingston Schools through a contribution from the Tu Bi Foundation and Louisiana Association of United Ways. We will continue to support long term recovery efforts moving forward as we receive additional funding

As is the case with all funding decisions, volunteers reviewed the applications and evaluated which organizations were in most need. For more information visit our Disaster Relief page on our website <http://www.cauw.org/disaster>