

2020-2021 Frequently Asked Questions



Capital Area United Way

What is the Capital Area United Way (CAUW)?

- Capital Area United Way is a nonprofit, 501(c)(3) agency that works with volunteers, donors, and other local organizations to create lasting change in Education, Income Stability, Health, and Basic Needs—the building blocks for a good quality of life.
- Our mission is - To improve lives by leveraging partnerships in our community to advance the common good through education, income stability and healthy living.
- Our Vision is - A community where everyone is empowered to achieve their full potential.

Who runs Capital Area United Way?

- All United Ways are locally run and governed in each community. Our staff works with knowledgeable, well-trained volunteers who are represent of our 10-Parish area.
- A volunteer Board of Directors sets policy and strategic direction.
- Various volunteer committees oversee financial practices and provide counsel on operational issues.
- The Chairman of the Board of Directors and the Executive Committee of Capital Area United Way is Aaron Stanford, Morgan Stanley Wealth Management *(2020-2021 list of members can be found at end of document)*
- The Chairwoman of the Resource Development Cabinet is Michelle Hardy, Turner Industries.
- The President and CEO of the Capital Area United Way is George Bell.

When was the Capital Area United Way founded?

Capital Area United Way has been supporting health and human service programs in the Baton Rouge area since 1925. The name of the organization started as the Civilian Defense Fund, later the name changed to the Community War Chest, then the Community Chest and in 1955 Capital Area United Way received its ruling or determination letter recognizing the organization's exempt tax status in June. This year CAUW is celebrating 96 years in the community

What does Capital Area United Way do?

- Capital Area United Way works with volunteers, donors, and other local organizations to create lasting change in Education, Income Stability, Health, and Basic & Emergency Needs—the building blocks for a good quality of life.
- Together, our work is focused on addressing the following key issues:

Education: Early Childhood Success & Youth Success

Income Stability: Increased Employment Opportunities, Financial Education and Affordable Housing

Health: Health Promotion and Disease Prevention and Behavioral Health and Wellness

Basic Needs: Increasing access to food, emergency shelter, transportation, and family

What is United Way Worldwide and how is our local United Way related to it?

United Way Worldwide is the leadership and support organization engaged in nearly 1,800 communities across more than 40 countries and territories worldwide. It provides national media advertising such as television Public Service Announcements during the NFL football season. It also sets national impact goals and provides brand leadership for local United Ways. Use of the United Way logo is based on United Way Membership Requirements regarding governance and financial accountability. In addition, United Way Worldwide conducts a vast array of research to assist member organizations in the development and implementation of their local community impact agenda. United Way Worldwide **DOES NOT** provide funding of any kind to any program or organizations of any local United Way. Capital Area United Way pays up to 2% of its annual campaign dollars to United Way Worldwide for dues.

How are dollars raised allocated in the community?

When you give to Capital Area United Way, you are allowing community volunteers representing all segments of the community to determine how to invest the money in the issues and areas that need it most. This allows you to help the most people and do the most good for our entire community.

What's the difference between an undesignated and designated gift?

An undesignated gift takes advantage of Capital Area United Way thorough, research-based program selection that gets the money to the issues and areas that need it most. This allows you to help the most people and do the most good for our entire community. You can also choose to direct your gift to any of our Community Impact Initiatives in the areas of Education, Income, Health and Basic Needs.

A designated gift restricts your gift to a specific 501(c) 3 non-profit health and human service agency by indicating this on the pledge card.

Designated gifts must be a minimum of \$250 and will be subject to a nominal processing fee. In the event the designation received is less than \$250, the funds will be invested to create the GREATEST IMPACT in our community.

Capital Area United Way forwards donor designations on behalf of the donor to approved non-profits. These non-profits use the funds at their discretion and the funds are not subject to CAUW monitoring and programmatic results. These designations are paid out separately from and in addition to the funding opportunities through the Grant Funding.

I don't benefit, so why should I give?

You, a family member, friend or coworker may have already used the services of Capital Area United Way through a partner agency without realizing it. We all win when children succeed in school, when families are financially stable, when people have access to basic needs and healthy living. When you support Capital Area United Way, you help to make lasting change for all in our community.

How does Capital Area United Way allocate funding?

Capital Area United Way allocates funding through competitive application processes. Grants are evaluated by Grant Review volunteers and funding recommendations are confirmed by our Community Impact Cabinet and/or Board of Directors.

CAUW provides several different types of grants: 3-year programmatic Impact Grants, Project Based Grants, Place-Based Grants, Population-Specific Grants, and Disaster Grants.

All grantees must align to one of CAUW's 4 focus areas and at least one of 11 priority areas. These areas were developed with information gathered from community conversations, 2-1-1- data and stakeholder engagement.

Programmatic Impact Grants are to programs that have demonstrated the ability to directly address one or more Community Impact Priority areas through 12 months of continuous data collection. A total of \$2.7 million per year is allocated to Impact Grantees.

In addition, Capital Area United Way will allocate over \$300,000 to local organizations through Project Grants that address the ALICE population. Asset Limited, Income Constrained, yet Employed (ALICE) individuals make up 45% of our residents. These individuals and families are hardworking, yet still struggle to make ends meet. Our investment in Impact Projects allows organizations to tackle short-term solutions for ALICE ensuring people have the help they need to be successful.

A full list of Grantees, including COVID grants, can be found on our website at <https://www.cauw.org/partners>

What is United Way 2-1-1?

United Way 2-1-1 is your CONVENIENT COMMUNITY CONNECTION to information and resources; Basic Needs Services (Food, Clothing, Shelter), Child Care Services, Consumer Help, Volunteer Opportunities, Crisis Intervention, Health Care. You can dial 2-1-1 on any landline or mobile phone 24/7! You can also text your zip code to 898-211 M-F 8am-5pm to receive personalized assistance. Crisis chat is also available on our website www.cauw.org/211 for individuals experiencing emotional distress. Our Crisis Teen Text can be accessed at: 504-777-EASE.

I know someone who needs help or assistance - how can I get this information to them about what is available?

The quickest way to find out what is available is to call United Way 2-1-1. With just one phone call to 2-1-1 by cell or landline phone, anyone who needs help can speak with a caring, highly trained person who will listen, assess their needs, offer emotional support, and get them connected to the services that could meet their needs. Call specialists have access to a vast array of community and social service resources. You can also go to the 211Community Services Directory on the Capital Area United Way website at www.cauw.org.

I have some time and I'd like to get involved in the community as a volunteer, but I don't know where to start. Can Capital Area United Way help?

Yes! Capital Area United Way has volunteer opportunities available year round. You can see all of these opportunities as well as opportunities at several local nonprofits by visiting: www.volunteer.cauw.org. You may also call 225-383-2643 and ask to speak with our Corporate Engagement Manager for volunteer opportunities.

Does Capital Area United Way fund abortion?

NO, Capital Area United Way does not fund abortion or abortion services nor does any local United Way. Capital Area United Way does not provide funding for any agency which performs abortions or provides counseling on abortions. Capital Area United Way Community Partner Agencies do not refer individuals to abortion services as an option.

Does Capital Area United Way fund Planned Parenthood?

NO, Capital Area United Way does NOT fund Planned Parenthood, has NEVER has funded Planned Parenthood and WILL NOT fund Planned Parenthood in the future. In fact, NO United Way in the state of Louisiana funds Planned Parenthood.

All United Ways are locally governed in each community. Of the 1,129 local United Ways in the United States, only a small number less than 6%, provide support to Planned Parenthood. NO United Way funds are currently used, or have ever been used, to support abortion services.

Our national organization, United Way Worldwide, exists solely to provide marketing and training support to local United Ways and DOES NOT provide funding of any kind to any program, organization, or any local United Way.

What does it cost to run Capital Area United Way?

In our 2019 financials the administrative and fundraising cost was reported as 20.08% . CAUW falls below industry benchmarks for administrative and fundraising costs. Charity Navigator and Guidestar don't box in nonprofits with overhead standards, but some watch dogs advocate for 25-30%, which we are below.

Overhead costs include important investments non-profits make to sustain and improve their work: investments in training, planning, evaluation, internal systems, and a professional staff, as well as their efforts to raise money so they can operate their programs.

Other factors that contribute to non-profit performance include transparency, governance, leadership, and results. Together we are creating lasting change in our local communities in Education, Financial Stability, Health, as well as Basic Needs – the building blocks for a good quality of life.

Is Capital Area United Way on its way to closure?

To date, CAUW has invested more than \$230M to our community over the last 30+ years, and we've been in existence for 96 years. We're not going anywhere.

We began reinventing ourselves three years ago with our Impact model, and as you know, evolution is a slow, deliberate process. We've left no stone unturned and are pleased to continue supporting our capital area communities with over \$4.8 million (roughly 78% of total revenue) in support, and counting.

Is Capital Area United Way financially stable?

Yes, no doubt, our fellow UW chapters across the country are feeling mounting pressures of downward trends in workplace fundraising.

Our capital area is no different, AND at the same time, we have seen a substantial number of fundraising campaigns in the marketplace emerge over the last few years. Considering CAUW's major impact to capital area flood relief, we are proud to have simultaneously faced these external industry challenges with efficient internal operations, a streamlined staffing structure, heavier volunteer staffing, and creative ways to raise and allocate dollars for the good of our ALICE population.

Meanwhile, our leadership at the top has stabilized operations over the last three years, marking the longest CEO tenure in recent CAUW history.

Is my contribution tax deductible?

YES, and there is a new financial incentive for Americans to give generously to qualifying charities, including:

Capital Area United Way and many of our community partners. The new universal tax break for charitable donations was included in the final \$2 trillion COVID-19 stimulus package signed into law last week and will go into effect starting with the 2020 tax year.

The measure grants taxpayers an "above-the-line" deduction for up to \$300 in charitable donations given in 2020. For example, if you take the standard deduction and give \$300 to charity, you will get a \$300 tax break in addition to the standard deduction. Now is the perfect time to take advantage of this "above-the-line" opportunity while supporting our community.

Here is the tax benefit break down for those taking standard deductions, itemized deductions and corporate giving:

- **Standard Deduction**
 - For people who take the standard deduction, the CARES ACT allows you to take a tax deduction for contributions made to qualified charitable entities up to \$300 per year starting in 2020 – this deduction is "above-the-line." The 2020 Standard deduction is \$12,400 for individuals and \$24,800 for married couples filing jointly. Therefore, any donation to qualifying charities of up to \$300 will be added to the standard rate of deduction. This deduction applies for 2020 and beyond.
- **Itemized Deduction**
 - For people who file for itemized deductions, the CARES ACT allows you to take a tax deduction of up to 100% of your Adjusted Gross Income (AGI) for contributions to qualifying charities starting in 2020. The new law temporarily lifts the limits on charitable giving from 60% of a taxpayer's AGI to 100% for 2020.
- **Corporate Donations**
 - For corporate donors, the CARES ACT allows an entity to take a tax deduction of up to 25% of their Adjusted Tax Income for contributions to qualifying charities starting in 2020. The new law temporarily lifts the limits from 10% of adjusted taxable income to 25% for 2020.

Capital Area United Way advises you to consult your tax professional for additional information and clarification about these changes in charity giving for 2020.

Does Capital Area United Way pressure people to give?

NO, Giving is a personal decision. Capital Area United Way has a strong policy against coercion. Whether a person gives to Capital Area United Way and how much the person chooses to give is up to the individual. Capital Area United Way does not support the use of threats or coercion of any kind.

I can't afford to give to Capital Area United Way.

Every gift to Capital Area United Way, no matter its size, makes a difference in our community. Many people find that giving through payroll deduction allows them to make a contribution that fits their budget. One of the advantages of giving to United Way is being part of a community effort that combines all of our giving to multiply the impact.

I know someone who asked for help and didn't get it.

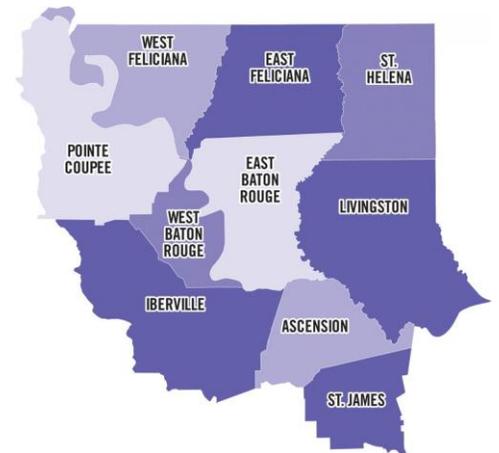
Needs always exceed the dollars available to meet them, so unfortunately, some people don't get the help they desire when needed because of limited resources.

What parishes does the Capital Area United Way serve?

Capital Area United Way is a regional organization, serving 10 Parishes that include:

East Baton Rouge
West Baton Rouge
East Feliciana
West Feliciana
St. Helena
Pointe Coupee

Livingston
Iberville
Ascension
St. James



What is the Resource Development Cabinet and what is its Purpose and Key Responsibilities?

- **Purpose**

As a member of the CAUW Resource Development Cabinet volunteers are charged with engaging members of the business community, as well as private individuals, to increase contributions to CAUW by leveraging one of four forms of capital: financial, reputational, intellectual or social. She/he provides support to the staff to open doors to business leaders, make asks of companies to run campaigns, provide industry insight and ensure the success of the annual campaign.

- **Key Responsibilities of the Resource Development Cabinet:**

- Attend monthly campaign cabinet meetings.
- Work closely with assigned staff member.
 - Attend meetings, as needed, to introduce staff to key business leaders.
 - Make phone calls to thank business leaders for their support of the campaign.
 - Identify key businesses to target for new relationships.

- Obtain and provide contact information for staff and volunteers for new business leads and existing accounts that would benefit from improved personal relationships.
- Secure corporate sponsorships for CAUW annual recognition and community impact events.
- Conduct a corporate call on the CEO of assigned accounts (as needed) with the goal of securing the corporate contribution, securing the commitment for an employee campaign, and securing the name of the Employee Campaign Coordinator from the company.
- Identify and recruit additional volunteers to assist with assigned group of accounts.
- Be a personal contributor to the CAUW Workforce Campaign through individual pledge.
- Be an advocate within his/her place of employment for running a robust CAUW Workforce Campaign.

Who are the members of the Board of Directors for 2020-2021?

Aaron Stanford

Board Chair

Morgan Stanley Wealth Management

Robert Schneckenburger

Past Board Chair

Hancock Whitney Bank

Amanda Stout

Board Chair Elect & Community Impact Chair

McGlinchey Stafford

Cheri M. Ausberry, MBA

Entergy

Joseph Britt

Secretary & Community Impact Vice- Chair

Westlake Vinyls

Kelly Bienn

BRAC

John Brown

Blue Cross Blue Shield of Louisiana

Glenda Minor

Treasurer / Finance Committee Chair

Community Representative

John Everett

Iberia Bank

Michelle Hardy

Resource Development Chair

Turner Industries

Gaines Foster

Louisiana State University

Dave Luecke

Resource Development Chair Elect

ExxonMobil

Alfred E. Harrell, III

Southern University System Foundation

Kelli Joseph, Ed D

St. Helena Parish School Superintendent

Jolen Stein

Communications & Marketing Chair

BASF

Stan Levy

Sasso

George Bell

CAUW President & CEO

Jackie McCreary

The Mosaic Company

Stephanie G. Manson
*Franciscan Missionaries of Our Lady Health
System*

Allen Pertuit
Shell

Melissa Silva
Mental Health Association Greater Baton Rouge

Nick Speyrer
Emergent Method

Clay Young, CEO
Clay Young Enterprises LLC