

## 2021-2022 Frequently Asked Questions

### 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 Chairwoman of the Board of Directors and the Executive Committee of Capital Area United Way is Amanda Stout, McGlinchey Stafford *(2020-2021 list of members can be found at end of document)*
- The Chairman of the Resource Development Cabinet is Dave Luecke, ExxonMobil Chemical Company
- 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 97 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 support

### 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 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 best for our entire community.

### What is 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 best 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 do not 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/CAUW?

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](http://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](http://www.cauw.org).

I have some time and I would 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 these opportunities as well as opportunities at several local nonprofits by visiting: [www.volunteer.cauw.org](http://www.volunteer.cauw.org). You may also call 225-383-2643 and ask to speak with our Volunteer United 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, 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 2020 financials the administrative and fundraising cost was reported as 16.91% . CAUW falls below industry benchmarks for administrative and fundraising costs. Charity Navigator and GuideStar do not 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 have been in existence for 97 years. We are 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 have 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.

### What is 225GIVES?

225GIVES, is hosted by Capital Area United Way (CAUW) and is a 24-hour online giving day taking place on the globally known Giving Tuesday, November 30, 2021, with a two week early giving period set to open

Tuesday, November 16th. **225GIVES** helps generate philanthropic giving for area nonprofits. This powerful online fundraising initiative unites the Capital Region in support of our nonprofit community.

Raising money for nonprofits is more vital than ever. So many have reached into their own reserves to care for people during the pandemic, support natural disaster recovery across the region, and confront social injustice issues facing our communities. **225GIVES** will help our nonprofit community recover so they can pursue their respective missions.

**225GIVES.ORG** is a unique giving platform connecting people to nonprofits they believe in. Donors may search by parish, city, cause, demographic served, organization size, and more. With so many worthy organizations represented, there will be something for everyone to support through **225GIVES!**

### Are CAUW and 225GIVES the same?

**No**, Capital Area United Way (CAUW) partners with local foundations, companies, and individuals to offer a wide array of cash and in-kind prizes to participating nonprofits during 225GIVES as the host organization. As the host organization CAUW made the decision not to participate in any portion of the Challenge Fund and Prizes since we are serving as the fiduciary. As the fiduciary, your donations could refer to Capital Area United Way, CAUW or 255GIVES but rest assured that funds are disbursed to the participating nonprofits. For more details on this and other questions please refer to the FAQ's found at <https://www.225gives.org/content/donors>

Is my contribution tax deductible?

YES, Capital Area United Way advises you to consult your tax professional for additional information and clarification about these changes in charitability giving for 2021.

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 cannot 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 contribute that fits their budget. One of the advantages of giving to United Way is being part of a community effort that combines all our giving to multiply the impact.

I know someone who asked for help and did not get it.

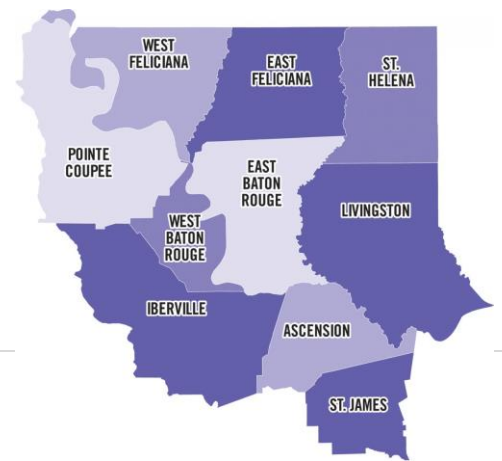
Needs always exceed the dollars available to meet them, so unfortunately, some people do not get the help they desire when needed because of limited resources.

What parishes does the Capital Area United Way serve?

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

Ascension  
East Baton Rouge

East  
Feliciana



Livingston  
Pointe Coupee  
Iberville  
St. Helena  
St. James  
West Baton Rouge  
West Feliciana

## Who are the members of the Capital Area United Way Board of Directors for 2020-2021?

**Amanda Stout** – Board Chair  
McGlinchey Stafford

**Michelle Hardy** – Board Chair-Elect  
Turner Industries

**Joseph Britt** - Secretary  
Westlake Chemical

**Glenda Minor** – Treasurer  
Silket Advisory Services

**Dave Luecke** - Resource Development Chair  
ExxonMobil Chemical Company

**Jolen Stein** - Communications & Marketing Chair  
BASF

**Gaines Foster, PhD** - Community Impact Chair  
Louisiana State University

**Eric Dexter** - Community Impact Chair Elect  
Civil Solutions Consulting Group Inc.

**Aaron Stanford** - Past Board Chair  
Morgan Stanley Wealth Management

**Mike Albano** –Development Leadership Chair  
DOW

**George Bell** – CAUW President & CEO

**Cheri M. Ausberry, MBA**  
Entergy Louisiana

**Virginia Bell**  
St. Helena Parish

**John Brown**  
Blue Cross Blue Shield of Louisiana

**John Everett**  
IBERIABANK

**Robert Harrison**  
Southern University System Foundation

**Scott Huffstettler**  
Kean Miller LLP

**Stan Levy**  
SASSO

**Jackie McCreary**  
The Mosaic Company

**Jayson W. Newell**  
Baton Rouge Area Chamber

**Dai Nguyen**  
Shell

**Aldo Russo, M.D.**  
Ochsner Health System

**Tina W. Schaffer, M.Ed., SHRM-SCP**  
Franciscan Missionaries of Our Lady Health System

**Melissa Silva**  
Mental Health Association for GBR

**Winship Songy**  
Delta Land Services, LLC

**Nick Speyrer**  
Emergent Method

**Clay Young**  
Clay Young Enterprises LLC