

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

Bank On Baton Rouge Transitions Under Capital Area United Way

Baton Rouge, La. (December 8, 2021) – Bank On Baton Rouge, a coalition consisting of the EBR Mayor-President’s Office, financial institutions and community partners, will become an Income Stability initiative of Capital Area United Way on Tuesday, December 14th.

“We are excited to welcome Bank On Baton Rouge as one of our income stability initiatives,” said George Bell, President and CEO of Capital Area United Way. “Through our work benefitting the ALICE (Asset Limited, Income Constrained, Employed) population, Bank On will further our financial outreach to those individuals and families to assist them on the road to financial success.”

Under Capital Area United Way, Bank On Baton Rouge will have three different focus areas: assisting underserved populations with second chance bank accounts; promoting financial literacy education; and exploring FinTech (Financial Technology) programs for the Greater Baton Rouge area.

“Through our work with the Volunteer Income Tax Assistance (VITA) program, we work with ALICE individuals on creating that path forward to a more financial stable future,” said Delores Hurst, Direct of Income Stability at Capital Area United Way. “I am excited to bring this program under our umbrella to further serve our communities with financial stability programs.”

Partners with Bank On Baton Rouge include: Pelican State Credit Union, Home Bank, EFCU Financial Credit Union, Regions Bank, B1 Bank, Red River Bank, Investar Bank, The Middleburg Group, The Faith Fund, EBR Main Library, Catholic Charities, Hope Ministries, and Mid-City Redevelopment Alliance.

Information on how to get involved with Bank On Baton Rouge can be found at www.cauw.org/bankon or by contacting Delores Hurst at deloresh@cauw.org.

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Capital Area United Way

For more than 97 years, Capital Area United Way has touched thousands of lives in our 10-Parish service area. We envision a community where everyone is empowered to reach their full potential. Our mission is to solve our community’s toughest challenges by leveraging partnerships to advance the common good in education, income stability, and healthy living. To learn more visit www.cauw.org.