

PHOTO RELEASE

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FOR IMMEDIATE RELEASE:

Capital Area United Way Awards Grant to Baton Rouge Youth Coalition

Baton Rouge, La. (May 20, 2021) – Capital Area United Way awarded the Baton Rouge Youth Coalition (BRYC) with a \$25,000 grant for their BRYC Community Financial Assistance program. This funding is part of the ALICE Grant Funding Opportunity that awarded \$409,000 to 21 nonprofits in the Capital area.

The BRYC Community Financial Assistance will assist existing ALICE (Asset Limited, Income Constrained, Employed) clients who have been unemployed due to COVID. Some of the households are raising children aged 0-5, and some are headed by veterans. BRYC conducted outreach existing clients to assess the major needs of each household, and 42 families were identified as in need of direct financial support. A large majority of these households were experiencing unemployment due to COVID. BRYC will provide direct financial support of at least \$500 to each of these identified families.

ALICE Grants seek to address the barriers experienced by the Asset Limited, Income Constrained, Employed (ALICE) population, specifically the following head of household types: seniors over 65; veterans; families/individuals with children aged 0-5; ALICE households due to COVID-related unemployment.

***Photo Attached**

BRYC Photo 1: Edy Addison, Director of Impact and Initiatives, Capital Area United Way; Laura Hawkes, BRYC Director of Operations and Recruitment; Kristi Kron, Community Impact Manager, Capital Area United Way



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Capital Area United Way

For more than 95 years, Capital Area United Way has touched thousands of lives in our 10-parish 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.