

PHOTO RELEASE

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FOR IMMEDIATE RELEASE:

Capital Area United Way Awards Grant to Christian Outreach Center

Baton Rouge, La. (May 24, 2021) – Capital Area United Way awarded Christian Outreach Center of Baton Rouge with a \$25,000 grant for their Utility Assistance program. This funding is part of the ALICE Grant Funding Opportunity that awarded \$409,000 to 21 nonprofits in the Capital area.

The Utility Assistance program will aid unemployed households facing homelessness. The goal of the project is to provide utility and employment assistance to 25 individuals and/or households experiencing COVID unemployment by providing \$1,000 in utility assistance and an eight-week, 16 class job readiness program. Clients will receive \$100 a week for successfully completing each week of the job readiness course with an additional \$200 upon completion of the course for a total of \$1,000. This assistance will also be accompanied by employment case management and job placement. Focus is to aid with transitional employment with the goal of full-time employment by the end of the course. Each participant will have a three-year follow-up.

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***

Christian Outreach Center Photo 1: Rev. Dr. Brian Sleeth, Executive Director, Christian Outreach Center of Baton Rouge; Ashley Toney, Employment Services Coordinator, Christian Outreach Center of Baton Rouge; Michelle Robe, Development Director, Christian Outreach Center of Baton Rouge; Krisi Kron, Community Impact Manager, Capital Area United Way; Edy Addison, Director of Impact and Initiatives, Capital Area United Way



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Capital Area United Way

For more than 96 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.