

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

Capital Area United Way Announces ALICE Grant Funding Opportunity

Baton Rouge, La. (January 12, 2021) – Capital Area United Way announced a new grant funding opportunity to nonprofits to benefit the ALICE (Asset Limited, Income Constrained, Employed) population in the 10-Parish service area. Grant awards will be capped at \$25,000 per organization with a minimum of \$300,000 to be distributed.

“Our ALICE population has grown in the newest report issued in August 2019,” said George Bell, President and CEO of Capital Area United Way. “The funds available allow us to work with organizations in our 10-Parish service area to continue working to improve the lives of the ALICE population, in hopes of driving the number of ALICE households down in the future and lift them out of financial hardship.”

Grant funding through this process will be provided to organizations who can provide direct financial assistance services to the target ALICE populations, specifically seniors, veterans, families with children aged 0-5 years old, and households experiencing unemployment due to COVID-19. Applications will open January 15, 2021 and close on February 15, 2021. Grants will be awarded in April 2021.

“As the COVID-19 pandemic continues to set the ALICE families back, these dollars have the potential to provide crucial, meaningful relief,” said Edy Addison, Director of Community Impact and Initiatives. “I’m excited to work with non-profits in our community who serve the ALICE populations on a daily basis and am proud of what Capital Area United Way is doing to improve the lives of ALICE.”

Forty-nine percent of CAUW’s service area is defined as ALICE and/or living in poverty. ALICE encompasses those households struggling to afford basic household expenses and emergency situations, despite various forms of income. CAUW funding may be utilized for Household Income Categories as identified by the August 2020 ALICE Report release found at www.cauw.org/alice

Non-profits that are interested in applying for the ALICE Grant Funding Opportunity are invited to visit <http://www.cauw.org/funding-opportunities> for more information.

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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.