

# PRESS RELEASE

**CONTACT:**

Ashley Montagnino  
Capital Area United Way  
700 Laurel Street  
Baton Rouge, LA 70802

P: 225-382-3502  
F: 225-382-3523  
E: [ashley@cauw.org](mailto:ashley@cauw.org)

**FOR IMMEDIATE RELEASE:**

## **225 GIVES Early Bird Giving Period Begins Now Through November 30** *Challenge Fund Crosses \$500,000*

**Baton Rouge, La. (November 24, 2020)** – Early Bird giving for the inaugural 225 GIVES event, presented by Baton Rouge Area Foundation (BRAAF) and Capital Area United Way (CAUW), begins today, November 24, and runs through November 30, kicking off the start of the giving season in the Capital area.

225 GIVES Day will be held for a 24-hour period on Tuesday, December 1, which is also Giving Tuesday. The giving event will benefit over 200 nonprofits in categories such as: animals; arts and culture; community improvement; education; environment; health; human services; religious; social advocacy; and youth development.

“We are thrilled to partner with BRAAF to create 225 GIVES as a way to assist nonprofits in the Capital area during this challenging time,” said George Bell, President and CEO of Capital Area United Way. “The effects of the COVID-19 pandemic continue to be felt around our area, and with nonprofits dipping into reserves to stay afloat to meet increased demands, 225 GIVES’ mission is help the nonprofit community recover and pursue their respective missions.”

“The pandemic has shown us that people of our region are more generous when trouble is all around,” said John G. Davies, CEO and president of the Foundation. “225 Gives is the most opportune time to donate, as gifts will let nonprofits share in an incentive pool of \$500,000.”

In addition to the dollars raised for their respective organizations, nonprofits, except for CAUW, will have the ability to compete for additional awards and prizes based on nonprofit size of operating budget through the Challenge Fund, which just crossed the \$500,000 mark on Friday, November 20. Challenge Fund Partners include: Baton Rouge Area Foundation; Blue Cross Blue Shield of Louisiana; Capital Area United Way; H&E Equipment; Hue and Angelina Wilson Foundation; Humana; Irene W. and C.B. Pennington Foundation; and Price LeBlanc. For information on the categories and dollar amounts of prizes available, visit [www.225gives.org/content/challengefund](http://www.225gives.org/content/challengefund).

If you cannot give or fundraise during the Early Bird giving period, your final opportunity will be during the 225 GIVES Day event on Tuesday, December 1. For more information and to search for a nonprofit, visit [www.225gives.org](http://www.225gives.org).

###

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