

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

Capital Area United Way Launches COVID-19 Community Relief Fund

Baton Rouge, La. (April 2, 2020) – Capital Area United Way has launched a COVID-19 Community Relief Fund to aid the 10-parish service area in the recovery efforts from the novel coronavirus. The funds raised through this process will be used to aid the ALICE (Asset Limited, Income Constrained, Employed) population that has been severely impacted by the coronavirus as well as the 211 operations that benefit the Capital area.

“The people of the Capital area have always come together in times of crisis,” said George Bell, President and CEO of Capital Area United Way. “This pandemic is different from the types of crises we have faced in the past, but I know our area will emerge stronger from this challenge, and I know we will be working together to continue improving the 10-parish area.”

The fund is being established to support 2-1-1 operations and organizations along with programs that are serving the ALICE population. Capital Area United Way has committed to match dollar for dollar up to the first \$100,000 donated, and the Mosaic Company kicked off the fund with a \$10,000 donation. The fund is open to private citizens as well as corporate donors who would like to donate.

“Our corporate partners are the backbone of what allows us to do the work that we do at Capital Area United Way,” said Amey Shortess Crousillac, Vice President of Resource Development. “In times of crisis, they have always stepped up to the plate to assist in our recovery efforts, and we know they will be standing with us now to assist the ALICE population bolster 2-1-1 operations for the future.”

Currently, our 2-1-1 call center is taking thousands of calls daily in response to the COVID-19 pandemic providing up to date resources and emotional support to the community. As the state appointed resource for COVID-19 information, monies raised will allow us to continue to support this program and provide these services in a timely manner. The ALICE population makes up 45 percent of the Capital Area population, and they are struggling to make ends meet, have little to no savings, and are one emergency away from falling into poverty. This fund will greatly impact organizations that assist these residents on a daily basis.

While dollars are not available at this time, information on a Request for Proposals (RFP) will be announced in the coming months. The RFPs will be ALICE-centered in regards to the COVID-19 recovery efforts.

For more information and to donate to the fund, visit www.cauw.org/covid19relief or text COVID2020 to 313131

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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.