

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE:**

**CAPITAL AREA UNITED WAY RECEIVES  
TRANSFORMATIONAL DONATION FROM MACKENZIE SCOTT TO  
SUPPORT VITAL WORK IN THE 10-PARISH SERVICE AREA**

**(Baton Rouge, LA)** December 16, 2020 – Capital Area United Way (CAUW) announced today that philanthropist MacKenzie Scott has donated \$5 million to Capital Area United Way to support community-based work in health, financial stability, and education. Scott announced the gift today in a post on [Medium](#).

Scott's donation comes at a critical time for our Capital area, as the response to the unrelenting demands for services due to the social and economic upheaval of the past year; the ongoing health crisis from the pandemic; and the uncertainty surrounding additional federal aid to help those in crisis continue. This much-needed resource will enable Capital Area United Way to expand services to the 10-Parish service area.

"We are immensely thrilled and honored to be among the 384 organizations nationwide to receive this grant funding from MacKenzie Scott," said George Bell, President and CEO of Capital Area United Way. "Ms. Scott's recognition of our work is truly humbling, and we are grateful to her for choosing to invest in us. This transformational gift is a testament to the countless hours spent by staff, volunteers and partners that continue to generate millions in impact throughout our community. This donation couldn't come at a more critical time for our area, and we will immediately look to invest these dollars in our community while continuing to strategically plan for the long-term future of how we can continue to better serve our 10-Parish service area."

According to the article, Scott vetted nearly 6,500 organizations and selected 384 of them to receive over \$4 billion in philanthropic gifts. Her team fielded recommendations through industry experts, funders and non-profit leaders and volunteers through phone interviews, data analysis on community needs, outcomes, evidence of impact and leadership.

"For over 96 years, Capital Area United Way has been committed to serving the people of the Capital region," said Aaron Stanford, Board Chair of Capital Area United Way. "Without the support of donors, volunteers, partner agencies, and the Capital Area United Way staff, the impact to receive this gift would have never been possible, and we are eternally grateful for the continued support of our community for furthering our vision and mission. As COVID-19 continues to impact our area, we are further energized by this gift to continue making a lasting impact now and for years to come as we build back from this crisis."

With this additional grant funding, Capital Area United Way will continue to address the barriers experienced by the ALICE (Asset Limited, Income Constrained, Employed) population. 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.

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