

# PRESS RELEASE

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## **FOR IMMEDIATE RELEASE:**

### **225GIVES Early Giving Period Begins Today and Runs Through November 29th**

**Baton Rouge, La. (November 15, 2021)** – Early giving for 225GIVES, presented by Capital Area United Way (CAUW), begins today, November 15th, and runs through November 29th, kicking off the start of the giving season in the Capital area.

225GIVES Day will be held for a 24-hour period on Tuesday, November 30th, which is also Giving Tuesday. The giving event will benefit 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 host 225GIVES as a way to connect nonprofits in the Capital area during the holiday season,” said George Bell, President and CEO of Capital Area United Way. “The inaugural 225GIVES left a huge impact on our community, and we are excited that 200 nonprofits will be participating again this year.”

In addition to the dollars raised for their respective organizations, nonprofits will have the ability to compete for additional awards and prizes based on nonprofit size of operating budget through the Challenge Fund, which is currently just under \$450,000. CAUW is excluded from Challenge Fund participation.

Challenge Fund Partners include: Associated Grocers, BASF, Baton Rouge Area Foundation, Blue Cross Blue Shield of Louisiana, Boh Bros. Construction, Coca Cola-Baton Rouge, Cordell and Ava Haymon Fund, Emergent Method, Entergy, Hancock Whitney Bank, Huey and Angelina Wilson Foundation, Humana, Luba Workers Comp, LWCC, Morgan Stanley, Pennington Foundation, Postlethwaite & Netterville, Regions, Ritter Maher Architects, Stupp Corporation, and The Miller Group of Raymond James.

If you cannot give or fundraise during the early giving period, your final opportunity will be during 225GIVES Day on Tuesday, November 30th. For more information and to search for a nonprofit, visit [www.225gives.org](http://www.225gives.org).

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## **Capital Area United Way**

For more than 97 years, Capital Area United Way has touched thousands of lives in our 10-Parish service 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).