

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

225GIVES Raises \$2.25 Million for Area Nonprofits

Baton Rouge, La. (December 1, 2021) – 225GIVES, presented by Capital Area United Way (CAUW), surpassed over \$2.25 million from nearly 6,800 donors by the end of the event on Tuesday, November 30th.

225GIVES Day, a 24-hour giving event, benefited more than 200 nonprofits in categories such as: animals; arts and culture; community improvement; education; environment; health; human services; religious; social advocacy; and youth development.

“We were honored to host 225GIVES again for a second year in a row as we kick off the holiday season and the spirit of giving,” 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 this year was no different. Over the course of both events, over \$5 million has been invested in the nonprofit community throughout the Capital area, providing the boost necessary coming out of the pandemic and Hurricane Ida.”

In addition to the dollars raised through Early Giving and on November 30th, nonprofits competed for over \$450,000 in monetary cash prizes through the Challenge Fund. ** As the host Capital Area United Way excluded itself from participating in the Challenge Fund.*

225Gives could not have been a success with our Challenge Fund Partners including: 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, Price LeBlanc, Regions, Ritter Maher Architects, Stupp Corporation, and The Miller Group of Raymond James.

For more information about 225Gives visit 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.