

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

One Year Later: MacKenzie Scott's Impact with Capital Area United Way

Scott's transformational gifts help 46 United Ways tackle crisis needs and systemic change

Baton Rouge, La. (February 16, 2022) - One year after author and billionaire philanthropist MacKenzie Scott used her Medium blog to launch a new brand of giving, Capital Area United Way was one of 46 United Ways that joined forces to demonstrate the collective power of her gifts across the country.

In a Medium blog post titled "The United Way 46: One Year Later," the United Ways chronicle the impact of Scott's giving across their local communities, which range from urban to suburban to rural. From providing basic needs and rebuilding supports in the aftermath of natural disasters to tackling systemic inequities by bolstering Black-led businesses and nonprofits and stabilizing vulnerable critical sectors such as child care, Scott is helping build stronger, more equitable communities, according to the blog post.

At Capital Area United Way, Scott's \$5 million gift has already had a tangible impact on the community, improving life for those facing the greatest need – families struggling to make ends meet, including ALICE (Asset Limited, Income Constrained, Employed) and households in poverty. A recent study shows these households were especially hard hit throughout the pandemic, losing employment income at a markedly higher rate than middle class and high-income families.

With the cushion of Scott's significant financial support, Capital Area United Way was able to address the needs of this vulnerable population by: sustaining current operations at a constant to ensure increased community needs were continued to be met through our current 3-year funding to grantees; allotting for an additional \$300,000 in grants to the ALICE population; and providing strategic investments in staff and technology to allow the organization to function at a high level. All funds were matched with internal resources under management allowing for Scott's gift to be stretched to create a higher impact.

"We were humbled by the faith Ms. Scott placed in us to achieve results, and our team set out immediately to maximize this gift for local ALICE families for years to come," said George Bell, President and CEO of Capital Area United Way. "We invite others to follow Ms. Scott's lead and provide ALICE individuals and families hope by investing for the common good. Historically, we focused on reactive funding and putting out community fires; this funding allowed us to move past initial reactions and think more proactively."

In addition to the on-the-ground action these United Ways took, Scott's gift also sparked a learning community among these 46 United Ways. Singled out by Scott for their strong leadership and results, this cohort has swapped insights and learnings as they put Scott's gift into action.

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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.