

Capital Area United Way Frequently Asked Questions



Capital Area United Way

What is the Capital Area United Way (CAUW)?

- Capital Area United Way is a nonprofit, 501(c)(3) agency that works with volunteers, donors, and other local organizations to create lasting change in Education, Income Stability, Health, and Basic Needs — the building blocks for a good quality of life.
- **Our Mission:** To improve lives by leveraging partnerships in our community to advance the common good through education, income stability and healthy living.
- **Our Vision:** A community where everyone is empowered to achieve their full potential.

Who runs Capital Area United Way?

- All United Ways are locally run and governed in each community. Our staff works with knowledgeable, well-trained volunteers who represent our 10-Parish area.
- A volunteer Board of Directors sets policy and strategic direction.
- Various volunteer committees oversee financial practices and provide counsel on operational issues. Community partners and volunteers also play a key role in reviewing grant applications.
- The Chairperson of the Board of Directors and the Executive Committee of Capital Area United Way is Dave Luecke from ExxonMobil (*2023-2024 list of members can be found at end of document*).
- The Chairperson of the Resource Development Cabinet is Jackie McCreary with CF Industries.
- The Community Impact Cabinet Chairperson is Jan Ross with the Huey and Angelina Wilson Foundation.
- The Chairperson of the Finance Committee is Glenda Minor with Silket Advisory Services.
- The Marketing and Communications Committee Chairperson is Eric Thomas with Nexstar Broadcasting Baton Rouge.
- The President and CEO of the Capital Area United Way is George Bell.

When was Capital Area United Way founded?

Capital Area United Way has been supporting health and human service programs in the Baton Rouge area since 1925. The name has changed over the years. What started out as the Civilian Defense Fund finally became Capital Area United Way in 1955. It was that year that we received the IRS' ruling or determination letter recognizing the organization's exempt tax status in June. This year CAUW is celebrating 99 years in the community.

What does Capital Area United Way do?

- Capital Area United Way works with volunteers, donors, and community organizations to create lasting change in Education, Income Stability, Health, and Basic Needs—the building blocks for a good quality of life.
- Together, our work addresses the ALICE (Asset Limited, Income Constrained, Employed) population:
 - Education:** Quality Early Childcare and Afterschool/Enrichment
 - Income Stability:** Increased Employment Opportunities, Financial Education
 - Health:** Behavioral Health and Physical Wellness, Crisis Services
 - Basic Needs:** Safe, Reliable Transportation, Safe, Affordable and Quality Housing, Food Insecurity,

What is United Way Worldwide and how is our local United Way related to it?

United Way Worldwide is the leadership and support organization engaged in nearly 1,800 communities across more than 40 countries and territories worldwide. It provides national media advertising such as television Public Service Announcements during the NFL football season. It also sets national impact goals and provides brand leadership for local United Ways; however, Capital Area United Way is operated purely in service of the 10-Parish area. Use of the United Way logo is based on United Way Membership Requirements regarding governance and financial accountability.

In addition, United Way Worldwide conducts a vast array of research to assist member organizations in the development and implementation of their local community impact agenda. Capital Area United Way pays 1% of its annual campaign dollars to United Way Worldwide for dues.

How are dollars raised allocated in the community?

When you give to Capital Area United Way, you are allowing community volunteers representing all segments of the community to determine how to invest the money in the issues and areas that need it most. This allows you to help the most people and do the best for our entire community.

What is the difference between an undesignated and designated gift?

An undesignated gift takes advantage of Capital Area United Way's thorough, research-based grant selection that gets the money to the issues and areas where the ALICE population's needs are presently. This allows you to help the most people and do the best for our entire 10-Parish area. You can also choose to direct your gift to any of our Community Impact Initiatives in the areas of Education, Income, Health, and Basic Needs.

A designated gift restricts your gift to a specific 501(c) 3 non-profit health and human service agency by indicating this on the pledge card.

Designated gifts must be a minimum of \$250 and will be subject to a nominal processing fee. In the event the designation received is less than \$250, the funds will be invested to create the GREATEST IMPACT in our community based on Capital Area United Way's current funding priorities.

Capital Area United Way forwards donor designations on behalf of the donor to approved non-profits. These non-profits use the funds at their discretion and the funds are not subject to CAUW monitoring and programmatic results. These designations are paid out separately from and in addition to the funding opportunities through the Grant Funding.

I do not benefit, so why should I give?

You, a family member, friend, or coworker may have already used the services of Capital Area United Way through a partner agency without realizing it. We all win when children succeed in school, when families are financially stable, when people have access to basic needs and healthy living. When you support Capital Area United Way, you help to make lasting change for all in our community.

How does Capital Area United Way allocate funding?

Capital Area United Way allocates funding through competitive grant application processes. Grants are evaluated by Grant Review volunteers and funding recommendations and confirmed by our Community Impact Cabinet and/or Board of Directors.

- CAUW provides several different types of grants: 3-year programmatic Innovation Grants, Annual Basic Needs, Project Based Grants, Place-Based Grants, Population-Specific Grants, and Disaster Grants.
- All grantees must align to one of CAUW's four focus areas and at least one priority area per grant opportunity. Priority areas are developed with information gathered from community conversations, United Way 211/CAUW data, stakeholder engagement, and ALICE data.
- Innovation Grants are awarded to programs for 3 years (2022-2025) that have demonstrated the ability to directly address one or more Community Impact Priority Areas through 12 months of continuous data collection. A total of \$1.5 million per year is allocated to Innovation Grantees.

In addition, Capital Area United Way will allocate over \$2 million to local organizations through Basic Needs grants as well as Project grants that address the ALICE (Asset Limited, Income Constrained, Employed) population. ALICE individuals make up 49% of our residents. These individuals and families are hardworking, yet still struggle to make ends meet. CAUW grants allow organizations to tackle short-term solutions for ALICE ensuring people have the help they need to be successful.

A full list of grantees can be found on our website at <https://www.cauw.org/partners>

What is Bank On Baton Rouge?

Bank On Baton Rouge is a collaborative, voluntary initiative that brings together financial institutions, community organizations, and federal and state regulatory agencies to help the low to moderate income population, the unbanked and underbanked, and the youth of Baton Rouge open starter or second chance bank accounts and enter the financial mainstream, where they can begin saving, build a credit history, and invest for the future. It is also the goal of the coalition to provide financial literacy education and community resources to assist ALICE households to build a stronger foundation. BOBR has been in the Baton Rouge area for 12 years (with Mid City Redevelopment Alliance and Capital Area United Way working as administrators). On December 14, 2021, Bank On Baton Rouge officially became an Income Stability initiative of Capital Area United Way! Bank On Baton Rouge consists of members who represent financial institutions and community partners. Under Capital Area United Way, Bank On Baton Rouge will have three different focus areas: assisting underserved populations with second chance bank accounts; promoting financial literacy education and providing education in a workshop or individual coaching format; and exploring FinTech (Financial Technology) programs for the Greater Baton Rouge area.

What is United Way 211/CAUW?

United Way 211/CAUW is your convenient community connection to information and resources; Basic Needs Services (Food, Clothing, Shelter), Child Care Services, Consumer Help, Volunteer Opportunities, Crisis Intervention, Health Care. You can dial 211 on any landline or mobile phone 24/7! You can also text your zip code to 898-211 M-F 8 a.m. – 5 p.m. to receive personalized assistance. Crisis chat is also available on our website www.cauw.org/211 for individuals experiencing emotional distress. Our Crisis Teen Text can be accessed at: 833-TXT-TEEN (898-8336)

I know someone who needs help or assistance - how can I get this information to them about what is available?

The quickest way to find out what is available is to call United Way 211/CAUW. With just one phone call to 211 by cell or landline phone, anyone who needs help can speak with a caring, highly trained person who will listen, assess their needs, offer emotional support, and get them connected to the services that could meet their needs. Call specialists have access to a vast array of community and social service resources. You can also go to the 211 Community Resource Directory on the Capital Area United Way website at www.cauw.org/211.

I have some time and I would like to get involved in the community as a volunteer, but I don't know where to start. Can Capital Area United Way help?

Yes! Capital Area United Way has volunteer opportunities available year-round. You can see all these opportunities by visiting www.cauw.org/volunteer.

Does Capital Area United Way fund abortion?

NO, Capital Area United Way does not fund abortion or abortion services.

Does Capital Area United Way fund Planned Parenthood?

NO, Capital Area United Way does NOT fund Planned Parenthood.

What does it cost to run Capital Area United Way?

In our 2022 financials the administrative and fundraising cost was reported as 24.36% per our annual audit. CAUW falls below industry benchmarks for administrative and fundraising costs. Candid and Charity Navigator do not box in nonprofits with overhead standards, but some watchdogs advocate for 25-30%, which we are below.

Overhead costs include important investments non-profits make to sustain and improve their work: investments in training, planning, evaluation, internal systems, and professional staff, as well as their efforts to raise money so they can operate their programs.

Other factors that contribute to non-profit performance include transparency, governance, leadership, and results. Together we are creating lasting change in our local communities in Education, Income Stability, Health, as well as Basic Needs – the building blocks for a good quality of life.

Is Capital Area United Way financially stable?

Yes! No doubt, our fellow UW chapters across the country are feeling mounting pressures of downward trends in workplace fundraising. Our capital area is no different, AND at the same time, we have seen a substantial number of fundraising campaigns in the marketplace emerge over the last few years. Considering CAUW's major impact to disaster relief, we are proud to have simultaneously faced these external industry challenges with efficient internal operations, a streamlined staffing structure, heavier volunteer staffing, and creative ways to raise and allocate dollars for the good of our ALICE population.

Meanwhile, our leadership at the top has stabilized operations over the last seven years, marking the longest CEO tenure in recent CAUW history.

What is 225GIVES?

225GIVES, hosted by Capital Area United Way (CAUW), is a 24-hour online giving day for nonprofits in our community. **225GIVES** generates philanthropic giving for area nonprofits. This powerful online fundraising initiative unites the Capital Region in support of our nonprofit community. This year's edition took place in May and raised \$1.28 million for 211 nonprofit organizations around the Capital Area. For more information on 225GIVES, please visit <https://www.225gives.org/>.

Are CAUW and 225GIVES the same?

No, Capital Area United Way (CAUW) partners with local foundations, companies, and individuals to offer a wide array of cash and in-kind prizes to participating nonprofits on 225GIVES Day. As the host organization CAUW made the decision not to participate in any portion of the Challenge Fund and prizes since we are serving as the fiduciary. As the fiduciary, your donations could refer to Capital Area United Way, CAUW or 225GIVES but rest assured that funds are disbursed to the participating nonprofits. For more details on this and other questions please refer to the FAQ's found at <https://www.225gives.org/content/donors>

Is my contribution tax deductible?

YES, Capital Area United Way advises you to consult your tax professional for additional information and clarification about charitable giving each year.

What are Affinity Groups?

Affinity Groups are special memberships bestowed to donors who give at a Leadership level (\$1000 and above). With the two groups that CAUW provides – **Women United** and **African American Leadership Council** – members are able to network with like-minded individuals around the region and can attend exclusive events, socials and other opportunities.

- A member of **Women United** is one who LIVES UNITED – they give, volunteer, and advocate with women in full accordance with strengthening other women and families in our 10-Parish area.
- The **African American Leadership Council (AALC)** is comprised of members committed to cultivating a stronger and equitable community through volunteerism, philanthropy and community impact.

Does Capital Area United Way pressure people to give?

NO, giving is a personal decision. Capital Area United Way has a strong policy against coercion. Whether a person gives to Capital Area United Way and how much the person chooses to give is up to the individual. Capital Area United Way does not support the use of threats or coercion of any kind. An individual or group can also visit www.cauw.org/volunteer for more information and opportunities to give their time and talent.

What if I cannot afford to give to Capital Area United Way?

Every gift to Capital Area United Way, no matter its size, makes a difference in our community. Many people find that giving through pre-tax payroll deduction allows them to contribute at a level that fits their budget. One of the advantages of giving to United Way is being part of a community effort that combines giving to multiply the impact.

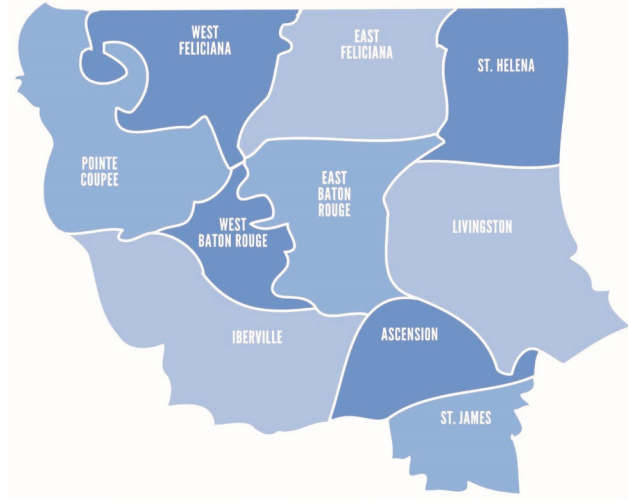
What parishes does the Capital Area United Way serve?

Capital Area United Way is a regional organization, serving 10 Parishes that include:

Ascension
Assumption*
East Baton Rouge
East Feliciana
Livingston
Pointe Coupee
Iberville

St. Helena
St. James
West Baton Rouge
West Feliciana

**(United Way 211/CAUW ONLY)*



Who are the members of the Capital Area United Way Board of Directors for 2023-2024?

Dave Luecke – Board Chair
ExxonMobil Chemical Company

Charlene Montelaro –
Board Chair-Elect
Community Representative

Joseph Britt – Secretary
Westlake Chemical

Glenda Minor – Treasurer
Silknet Advisory Services

Jackie McCreary –
Resource Development Chair
CF Industries

Calvin Hart –
Resource Development Chair-Elect
Nucor Steel Louisiana LLC

Eric Thomas –
Communications & Marketing Chair
Nexstar Broadcasting Baton Rouge

Glynnna Mayers –
Communications & Marketing Chair-Elect
Dow Chemical Company

Jan Ross – Community Impact Chair
Huey and Angelina Wilson Foundation

Aldo Russo, M.D. –
Community Impact Chair-Elect
Ochsner Health System

Michelle Hardy – Past Board Chair
Turner Industries

George Bell – CAUW President & CEO

Michael Alcado
St. Vincent de Paul, Baton Rouge

Cheri M. Ausberry, MBA
Entergy Louisiana

Virginia Bell
*St. Helena Economic Development Foundation, Inc
(SHED)*

Eric Dexter
Baton Rouge Area Foundation

John Everett
First Horizon Bank

Gaines Foster, Ph.D.
Louisiana State University, Retired

Scott Huffstettler
Kean Miller LLP

Jayson W. Newell
Baton Rouge Area Chamber

Dai Nguyen
Shell

Tina W. Schaffer, M.Ed., SHRM-SCP
*Franciscan Missionaries of Our Lady Health
System*

Paula Shepherd
Blue Cross Blue Shield of Louisiana

Dennis Shields
Southern University, President – Chancellor

Winship Songy
Delta Land Services, LLC

Nick Speyrer
Emergent Method

Jolen Stein
BASF

Clay Young
Clay Young Enterprises LLC