

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

Capital Area United Way Launches United We Feed Initiative in Response to Pandemic Recovery

Baton Rouge, La. (June 1, 2020) – As the Capital area begins to recover from the COVID-19 pandemic, Capital Area United Way launched a new initiative called United We Feed to bring nutritious and healthy foods to community members that are a part of the ALICE (Asset Limited, Income Constrained, Employed) population. With many people in the community being furloughed or having lost their jobs due to the pandemic, access to healthy food options has become a challenge.

“In partnership with Hancock Whitney and Capitol City Produce, we are able to work in our 10-parish area to provide our community with options that will keep them healthy but also nourish them during this time,” said George Bell, President and CEO of Capital Area United Way. “I am grateful to both companies for partnering with us to make this a reality in our response to the pandemic.”

Hancock Whitney donated \$30,000 to launch the initiative and Capitol City Produce works to provide the boxes of produce that can feed a family of four for up to a week. Boxes include fresh fruits such as berries and pineapple and fresh vegetables such as zucchini and squash.

“We are excited for this initiative to provide direct assistance to our community,” said Edy Addison, Director of Community Impact and Initiatives at Capital Area United Way. “We hope this will become a part of our permanent programs in the future that will allow us to serve the community more directly.”

The program launched with a distribution to Capital Area United Way nonprofit partners in the 10-parish area on May 7, and two distributions occurred in Prairieville at Fellowship Church and in Donaldsonville at the Lemann Center on May 28. More distributions will be announced soon. In addition, Capital Area’s United Way’s Women United is partnering with The Life of a Single Mom to provide fresh produce to single moms and their families in the 10-parish area. More details on the Women United initiative will be announced in the coming days.

If you would like to have a distribution in your community, contact Edy Addison at edya@cauw.org.

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Capital Area United Way

For more than 95 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.