

UNITED IS THE WAY™

2025-2026

Annual Campaign Deck



Capital Area
UNITED WAY



IMPORTANT THINGS TO NOTE



New Campaign Season Means **New Campaign Messaging**

2025-2026 Annual Campaign

**UNITED
IS THE
WAY™**

2024-2025 Annual Campaign

**LEADING
THE WAY**

WHO WE ARE



WORLDWIDE VS LOCALIZED

United Way Worldwide's Brand Promise:



*to mobilize communities into action
so all can thrive.*



Our Mission



To improve lives by leveraging partnerships in our community to advance the common good through education access, economic mobility, and healthy living.

Our Vision

A community where everyone is empowered **to achieve their full potential.**

WHO WE HELP



MEET ALICE



ASSET LIMITED

Households **may not own a home or car**, lack savings, and are one emergency away from financial crisis.



INCOME CONSTRAINED

Households that are working and employed, yet **do not earn enough to make ends meet** despite earning above the Federal poverty level.



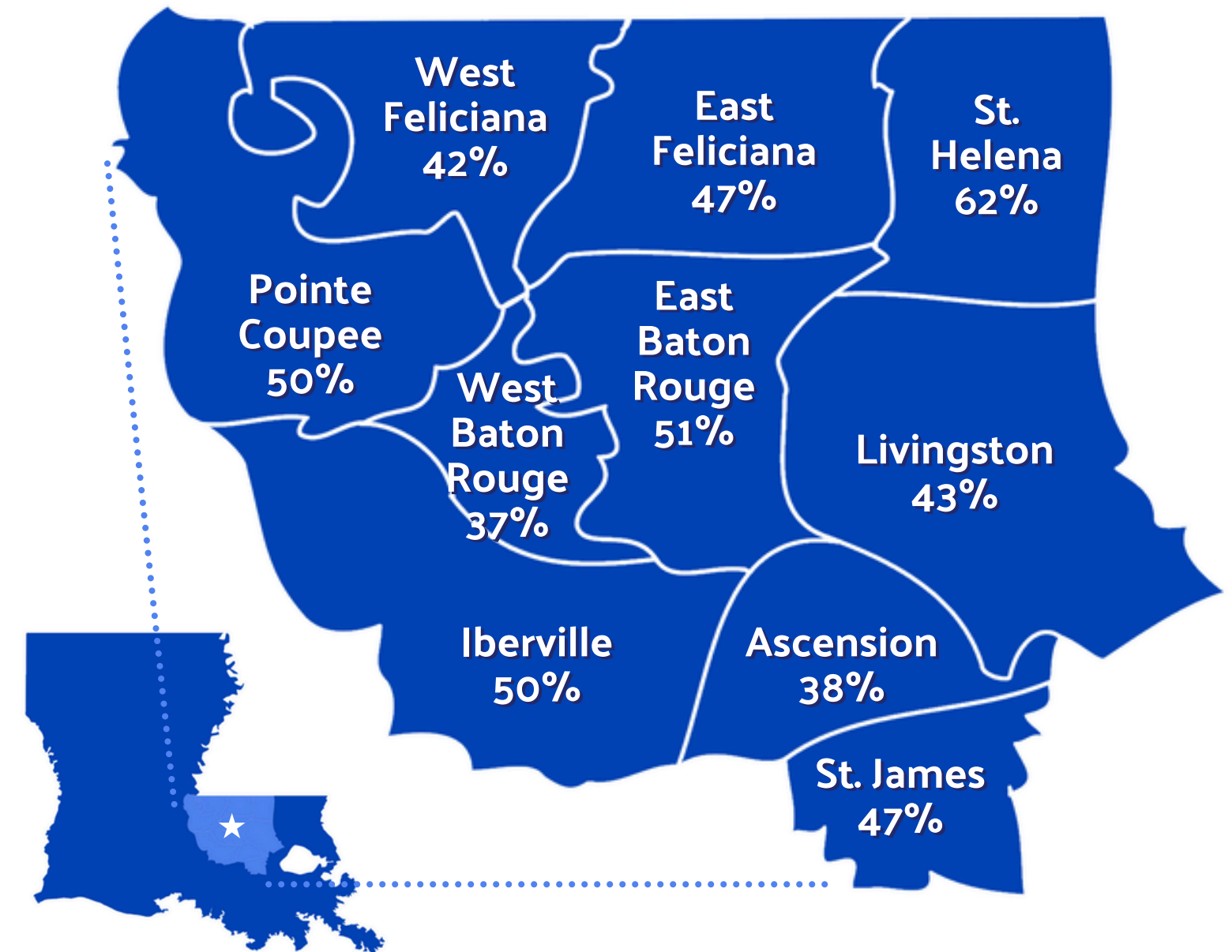
EMPLOYED

Households are **working or have worked, but are not earning enough** income for basic economic survival.

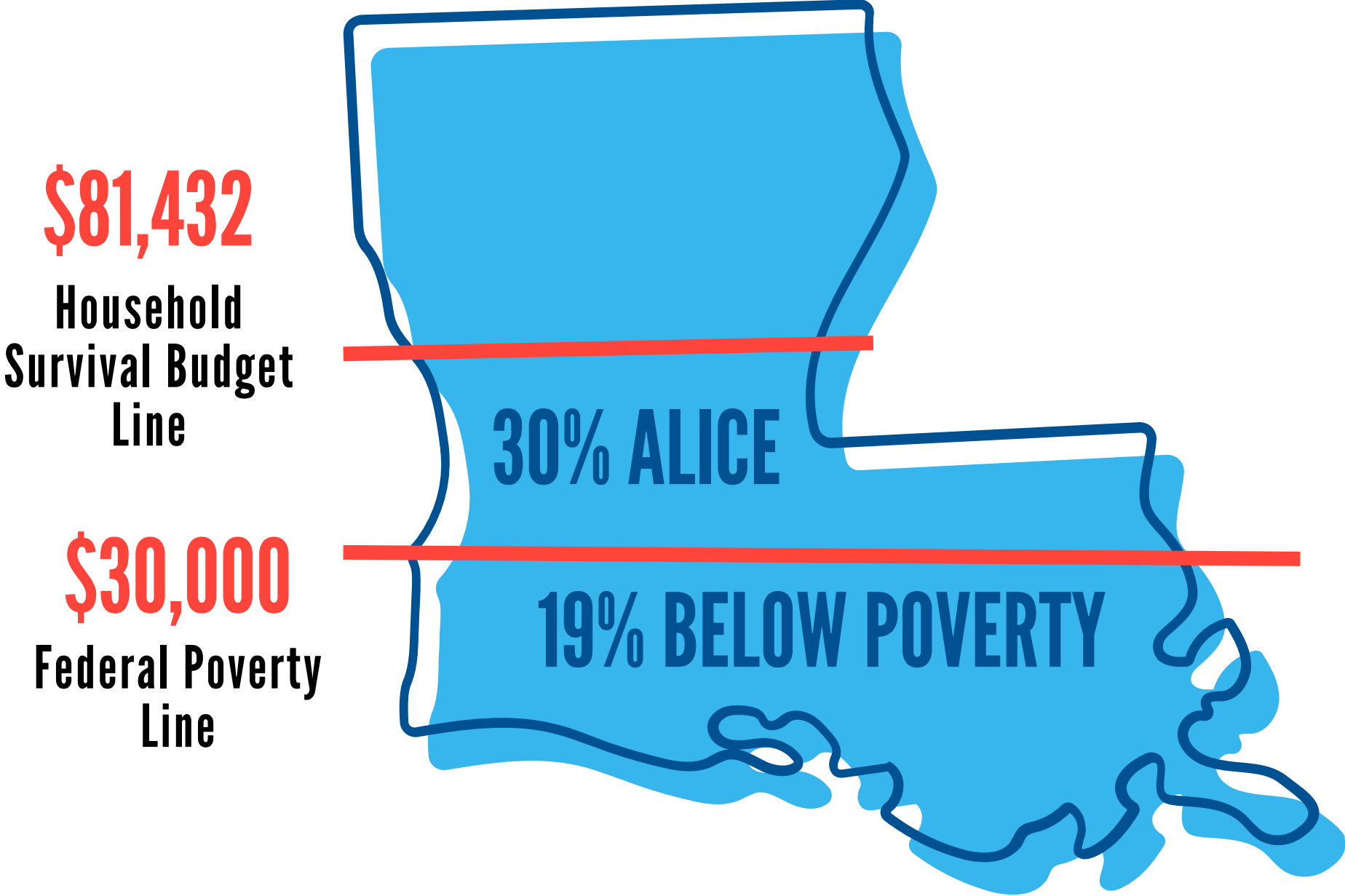
ALICE PER PARISH

- These ALICE households often **include essential workers** such as child care providers, food service staff, and delivery drivers.
- Despite earning above the Federal Poverty Level, **they face difficult trade-offs** every day and represent all races, ages, and live in communities across our state.
- Their experiences reveal the deep, **systemic barriers to financial stability** and the urgent need for continued support and systemic change.

10-Parish Service Region



ALICE IN LOUISIANA



**50% * ALICE &
BELOW POVERTY**

*2024 ALICE Report for Louisiana *Poverty (19%); ALICE (30%); Below ALICE Threshold (rounded to 50%).

HOW WE HELP



UNITED WAY'S FOUR IMPACT AREAS

“From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way is ***mobilizing communities into action so all can thrive.***”



BASIC NEEDS

COMMUNITY RESILIENCY



EDUCATION

YOUTH OPPORTUNITY



INCOME

FINANCIAL SECURITY



HEALTH

HEALTHY COMMUNITY



Capital Area
UNITED WAY



COMMUNITY RESILIENCY

Addressing Urgent Needs

COMMUNITY RESILIENCY

Every community deserves the opportunity to prosper.

At **Capital Area United Way** we work with our neighbors to build resilient communities that are ready for any challenge. We strengthen our community's ability to prepare for, respond to, and recover from challenges like natural disasters, economic disruptions, or housing instability.



Capital Area
UNITED WAY



COMMUNITY RESILIENCY PROGRAMS & INITIATIVES

- **United Way 211 / CAUW**
 - 24/7 Information & Referral
 - Care Coordination
 - Disaster Support Services



Capital Area
UNITED WAY



OUR IMPACT 2024 NUMBERS

29,923

total contacts made to the
United Way 211/CAUW
Resource Line

494

individuals & families
served through **CAUW**
Care Coordination
Services



Capital Area
UNITED WAY



YOUTH OPPORTUNITY

Access to Quality Education

YOUTH OPPORTUNITY

Every young person deserves the opportunity to thrive.

At **Capital Area United Way**, we help children get off to a good start and empower youth to reach their full potential by breaking down barriers to success.



Capital Area
UNITED WAY



YOUTH OPPORTUNITY PROGRAMS & INITIATIVES

- **Grant Funding & Opportunities**
 - Basic Needs Grants
 - Innovation Grants
 - Ascension Parish Vision Council
- **ALICE Childcare Scholarships**
- **Investments in Early Childhood Development**



Capital Area
UNITED WAY



OUR IMPACT 2024 NUMBERS

\$1.18M+

invested into **32 Basic Needs Programs** serving an estimated 123,359 individuals

\$1.52M+

invested into **21 Innovation Grant Programs** serving an estimated 13,690 individuals

\$125K+

invested into **12 Ascension Parish Grants** serving an estimated 1,121 individuals



Capital Area
UNITED WAY



FINANCIAL SECURITY

Long-term Generational Change

FINANCIAL SECURITY

Everyone deserves the opportunity to earn a living that can sustain a family and build security for future generations.

At **Capital Area United Way**, we're helping hard working ALICE families make ends meet while connecting them with the education, financial tools, and job training opportunities to empower them to create a better, more sustainable future for themselves and their loved ones.



Capital Area
UNITED WAY



FINANCIAL SECURITY PROGRAMS & INITIATIVES

- **Bank On Baton Rouge**
 - Connecting the unbanked & underbanked ALICE households in our 10-Parish service area to second-chance banking opportunities, financial literacy education, and free community resources.
- **Volunteer Income Tax Assistance Program (VITA)**
 - Free tax preparation for ALICE individuals and families.



Capital Area
UNITED WAY



OUR IMPACT 2024 NUMBERS

6,185

tax returns filed by 110
certified **VITA Volunteers**

\$7.75M+

in total refund dollars back
into the community
through **VITA**

100+

clients served through 22
Bank On Baton Rouge
financial literacy
workshops



Capital Area
UNITED WAY



HEALTHY LIVING

Improving Health & Wellbeing



HEALTHY LIVING

Everyone deserves the opportunity to live their healthiest life.

At **Capital Area United Way**, we help people overcome barriers to good health by improving access to nutritious food and quality health education & services, including preventative care, maternal & child health, mental health support, and more.



Capital Area
UNITED WAY



HEALTHY LIVING PROGRAMS & INITIATIVES

- **SingleCare Prescription Savings Cards**
 - Providing community members with access to affordable prescription medications, ensuring greater health and financial stability.
- **United We Feed**
 - Fresh produce distributions to ALICE individuals & families experiencing food insecurity.



Capital Area
UNITED WAY



OUR IMPACT 2024 NUMBERS

7,300

estimated individuals
served through **United
We Feed** FREE food
distributions

38,000

pounds of fresh produce
were distributed to ALICE
families by 180 total
volunteers through **United
We Feed**

\$297,940

is estimated savings with
**SingleCare Prescription
Savings Cards.**



Capital Area
UNITED WAY



OTHER WAYS WE HELP



GRANT FUNDING OPPORTUNITIES

Impact Areas:

- Community Resiliency
- Financial Security
- Youth Opportunity
- Healthy Living

Types of Grant Opportunities:

- Project Grants
- Innovation Grants
- Basic Needs Grants
- Community Responsiveness Grants



HOW YOU CAN HELP



WAYS YOU CAN GIVE



- Individual Giving / Workplace Campaigns / Corporate Gifts
- Sponsorships, Special Events & Fundraisers
- Donations, In-Kind Donations, & Collection Drives for ALICE

WAYS YOU CAN ADVOCATE

- Engage with & promote the work of Capital Area United Way on social media
- Share your own story and experience with CAUW
- Encourage others to get involved with CAUW

@capitalareaunitedway - Facebook / LinkedIn

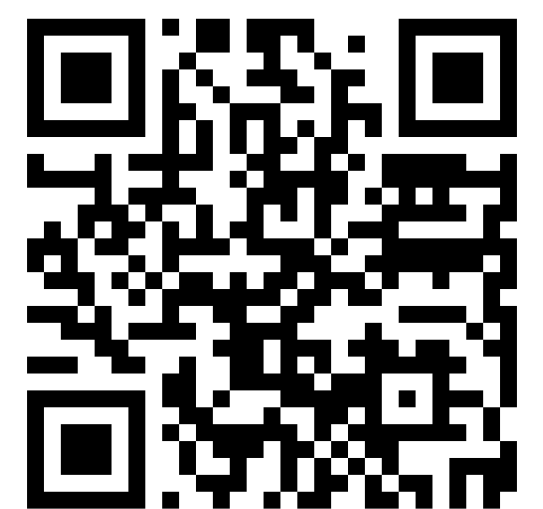
@unitedwaybr - Instagram

#unitedwaybr

#TheGreatConnector

#LIVEUNITED

linktr.ee/capitalareaunitedway



WAYS YOU CAN VOLUNTEER

- United We Feed Food Distribution
- Volunteer Income Tax Assistance, VITA
- Affinity Groups & Leadership Opportunities
- Special Events & Fundraisers
- Community Outreach & Grant Review Volunteers
- Employee Engagement Opportunities

linktr.ee/capitalareaunitedway



15 MIN BREAK



THE RECIPE FOR SUCCESS!

Cooking Up
An Appetizing Campaign



ECC Training
2025



Capital Area
UNITED WAY



THE ANNUAL CAMPAIGN



What Is An Annual Campaign?

Capital Area United Way's Annual Campaign is the backbone of our fundraising, traditionally comprising over 90% of the funds raised.

An Annual Campaign is:

- a coordinated fundraising effort that takes place over a set period of time
- a way for employees to give through payroll deductions while contributing to a bigger impact
- a great way to engage employees & coworkers to promote team-building
- an opportunity to thank current campaign partners, volunteers, & donors for their efforts
- a chance to share the impact that donors' gifts have had over the past year

Who Are Employee Campaign Coordinators, and What Do They Do?

10 BEST PRACTICES

Ingredients



Ingredient #1

Build a relationship
with Capital Area
United Way Staff



Ingredient #2

Secure Top-Level Support



Ingredient #3

Develop a plan and
set goals

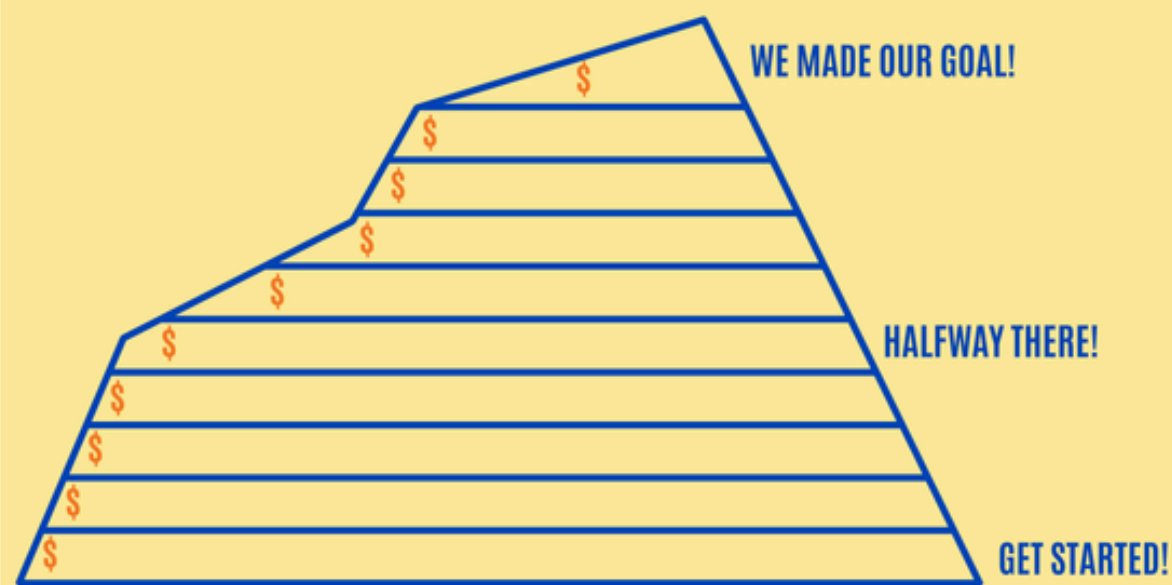


GOAL SHEET

Our Accomplishments & Goals

	2024-2025	2025-2026
% Participation	<input type="text"/>	<input type="text"/>
\$ Amount Goal	<input type="text"/>	<input type="text"/>

**TOGETHER
WE FILL THE GAP**



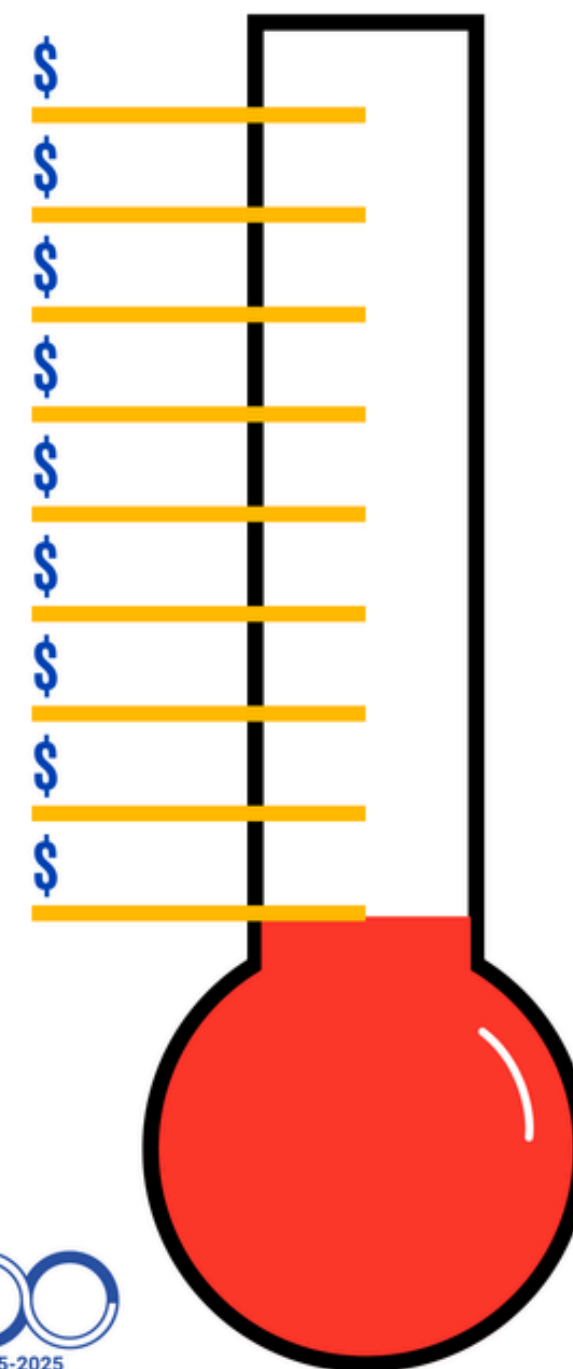
**UNITED
IS THE
WAY**

COMMUNITY RESILIENCY

YOUTH OPPORTUNITY

HEALTHY COMMUNITY

FINANCIAL SECURITY



Ingredient #4

Organize a
terrific team



Ingredient #5

Promote and
publicize the
campaign



Ingredient #6

Make the ask



Ingredient #7

Leadership Giving

- Gottlieb Leadership Giving
- Tocqueville Society



Ingredient #8

Wrap up and
report out



Ingredient #9

Recognition and Thank You

- Cards, Awards, Events, Gifts



Ingredient #10

Year-round
engagement



GARNISHMENTS TO YOUR CAMPAIGN



Special Events & FUN-raising



Grants & Sponsorships





THURS OCTOBER 23, 2025



RESOURCE CENTER



Campaign Materials & Resources



www.cauw.org/resourcecenter



CAMPAIGN CHECKLIST



2025-2026

ANNUAL CAMPAIGN GUIDE



CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

- ☐ Meet with your United Way representative
- ☐ Attend the Campaign Coordinator Training
- ☐ Secure CEO/Senior Management support
- ☐ Review Campaign history and set your goals
- ☐ Recruit a campaign committee to help with the campaign
- ☐ Determine your campaign plan, timeframe, and any incentives
- ☐ Gather your campaign communications and any campaign materials
- ☐ Schedule your kick-off, United Way speaker, and any special events
- ☐ Promote the campaign with an announcement

DURING THE CAMPAIGN

- ☐ Distribute pledge forms and campaign materials to every employee
- ☐ Promote the campaign, kick-off, and special events through numerous channels
- ☐ Hold a mid-campaign committee meeting to review the progress towards the goal
- ☐ Send regular progress reports to employees
- ☐ Follow-up with individuals who have yet to turn in their pledge form
- ☐ Send reminders about campaign events, incentives, and deadlines

AFTER THE CAMPAIGN

- ☐ Collect all pledge forms and campaign material
- ☐ Schedule a time with your United Way representative to complete the paperwork
- ☐ Take care of any corporate contributions or matches on employee giving
- ☐ Publish a short story, photo, and the results of your campaign in the company newsletter
- ☐ Send a thank you letter to everyone including the campaign committee and the CEO
- ☐ Hold a post-campaign committee meeting to evaluate the challenges and successes of the campaign. Keep the notes handy for next year!
- ☐ Talk to your United Way representative so that we can continue to improve our service

YEAR ROUND

- ☐ Keep employees updated on the activities of United Way
- ☐ Promote volunteer opportunities to employees



2025 Resource Development Team Members

We offer up a special **Thank You** from our *President & CEO*, George Bell, along with a sense of gratitude from our Resource Development Team:

Amey Shortess Crousillac
Executive Vice President, CAUW,
Resource Development
ameyc@cauw.org

Diane Drake
Director of Corporate Relations
dianed@cauw.org

Terence Delaine
Corporate Relationship Manager
terenced@cauw.org

Emily Boudreaux
Senior Corporate Relationship Manager
emilyb@cauw.org

Richard Haydel
Senior Corporate Relationship Manager
richardh@cauw.org

Q & A



**THANK
YOU**

