



Frequently Asked Questions

What is the Capital Area United Way (CAUW)?

- Capital Area United Way is a nonprofit, 501(c)3 agency that mobilizes the caring power of neighbors, businesses, and community partners to lead transformational change in our local communities. From strengthening local resilience to advancing health, youth opportunity, and financial security, we are working towards a future where everyone can reach their full potential.
- **Our Mission:** To improve lives by leveraging partnerships in our community to advance the common good through education, economic mobility, 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** of Capital Area United Way is **Cheri M. Ausberry, MBA**, Entergy Louisiana and our **Chair-Elect** is **Chuck Spicer**, Our Lady of the Lake Health.
- The **President & CEO** of the Capital Area United Way is **George Bell** and **Executive Vice President** is **Amey Crousillac**.

When was Capital Area United Way Founded?

This September (2025), **CAUW is celebrating 100 years of community service in the Greater Baton Rouge Area**. During this year, we invite you to reflect on our mission, vision, our impact in the community, celebrate our resilience, and hear our vision for our Second Century of serving through Open Houses and other activities.

What does Capital Area United Way do?

Capital Area United Way mobilizes volunteers, donors, and community organizations to create lasting change in the areas of Community Resiliency, Youth Opportunity, Financial Security and Healthy Opportunity – the fundamental building blocks for a good quality of life.

Together, our work addresses the **ALICE (Asset Limited, Income Constrained, Employed)** population in the following areas:

Community Resiliency: Safe, Reliable Transportation, Safe, Affordable and Quality Housing, Food Insecurity, Emergency Financial Support and Shelter (i.e. utility and/or rent/mortgage assistance)

Youth Opportunity: Quality Early Childcare and Afterschool/Enrichment

Financial Security: Increased Employment Opportunities, Financial Education

Healthy Community: Behavioral Health and Physical Wellness, Crisis Services

Does Capital Area United Way Need Volunteers?



Yes! We are always needing volunteers to help us come together to create lasting change in our community. Please go to:

<https://volunteer.bloomerang.co/volunteer/#/join-party?k=n9cjsn6ee8jqoc>



Follow us on social media!



<https://linktr.ee/capitalareaunitedway>



Capital Area
UNITED WAY



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

United Way Worldwide (UWW) is a private, non-profit organization that supports and leads a network around the world. UWW and its affiliates focus on providing income support, healthcare, and education for low-income individuals. The mission is to improve lives by mobilizing communities around the world to advance the common good. 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. Membership in United Way and use of the United Way brand is overseen by the United Way Worldwide umbrella organization. United Way Worldwide is not a top-down organization that has ownership of local United Ways. Instead, each local United Way is run independently and incorporated separately as a 501(c)(3) organization. Each affiliate is led by local staff and volunteers and has their own board of directors, independent of United Way Worldwide or a parent organization.

Capital Area United Way pays membership dues to United Way Worldwide for licensing rights to the United Way brand and must meet criteria to maintain their membership status (including independent review boards, audits, and restrictions on marketing tactics). The membership dues to United Way Worldwide are a portion of the total funds raised by each local United Way. U.S. affiliates pay a membership fee of 1% of their total funds raised to United Way Worldwide.

United Way is a Global Network for Community Action – United Way brings people and resources together to tackle our communities' toughest challenges.

- 30+ countries make up our worldwide network
- 48M lives United Way changes annually
- 1,100+ United Ways serve thousands of communities globally

Capital Area United Way meets the local needs of our 10 Parish Service Area. We bring local ideas, people, and resources together to make sure everyone especially the most vulnerable can thrive.

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.

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

What is the difference between an undesignated and designated gift?

An undesignated gift takes advantage of Capital Area United Way's research-based grant selection that gets the money to the issues and areas where the ALICE population's needs are current and most present. You can also direct your gift to any of our Community Impact Initiatives in Community Resiliency, Youth Opportunity, Financial Security, and Healthy Community.

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

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 14 years (with Mid City Redevelopment Alliance and Capital Area United Way working as administrators).

What is United Way 211/CAUW?

United Way 211/CAUW serves 11 parishes including Assumption, and is a 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 for assistance. For more information you can go www.cauw.org/211.

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.

What are Care Coordination Services?

Care Coordination is a service offered by United Way 211/CAUW that provides support for individuals and families needing assistance navigating services to help meet their critical needs. Our care coordinators work closely with clients to understand their unique challenges and circumstances, connect them with appropriate resources, and act as a bridge to service providers. They also follow up with clients to monitor progress and address obstacles that may arise during the process.

Does Capital Area United Way fund abortion?

NO, Capital Area United Way funds have never been used support abortion services. Nor any other United Way.

Does Capital Area United Way fund Planned Parenthood?

Planned Parenthood is not a partner agency of Capital Area United Way. Donors' investments to CAUW support a network of nonprofits, initiatives, and programs that align with CAUW's strategic focus areas identified by the following to help children and families succeed, to guide and serve Veteran and their families, to advocate for overall mental health, and to make homelessness rare, brief, and nonrecurring.

What does it cost to run Capital Area United Way?

Based on financials, the administrative cost for the 2025 campaign is 13% and fundraising costs is 13.1% for a total of 26.1%. We are working daily to decrease this percentage through grants, cost-saving and budget cuts. CAUW falls below industry benchmarks for administrative and fundraising costs. Candid (4-Star Rating) and Charity Navigator (Platinum Rating) do not box in nonprofits with overhead standards.

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 (\$1,000 and above). With the two groups that CAUW provides – Women United and African American Leadership Council – members can 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, advocate and volunteer 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.