



Presented by  
Baton Rouge Area Foundation and Capital Area United Way

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**225 GIVES ANNOUNCED FOR DECEMBER 1**

*Goal of generating \$4.225 Million for community needs*

BATON ROUGE - Capital Area United Way (CAUW) and the Baton Rouge Area Foundation (BRAAF) announced that 225 GIVES will take place December 1, 2020, with a goal of generating \$4,225,000 for area nonprofits. 225 GIVES will be a powerful 24-hour online fundraising competition uniting the Capital Region in support of the nonprofit community. Similar campaigns have been conducted in other cities with great success, and this is the first coordinated effort in the Baton Rouge region with foundations and corporations adding significant incentives for community participation.

“This year has been particularly challenging for capital area nonprofits as COVID-19 has caused widespread cancellations of major fundraisers at a time when nonprofit services are in higher demand, plus the compounding impacts of an active hurricane season,” said George Bell, president and CEO of Capital Area United Way. “We believe this digital fundraising initiative will be an impactful way to build community, connect donors to local nonprofits, encourage organizations to use social media, and generate excitement about our community.”

Participating nonprofits will be encouraged to use a wide range of entrepreneurial and innovative fundraising techniques and incentivized by prizes for most dollars raised, most unique donors, and lottery-based awards throughout the day. In addition, foundations, corporations, and philanthropists are invited to contribute to the Challenge Fund that will provide a proportional share of the donations received by every nonprofit that raises a minimum of \$225. More than \$500,000 in monetary prizes and Challenge awards is expected to be available to participating non-profits.

“While we encourage the community to support local nonprofits with year-round giving, we are excited by the opportunities provided by a community-wide day of giving,” said John Davies, President and CEO of Baton Rouge Area Foundation. “Our region is exceptionally charitable, and we ask that you consider making any year-end gifts through 225 GIVES so nonprofits can earn additional incentives from the Challenge Fund. We believe there is no better time than now to create a giving movement that will be sustainable for years to come.”



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December 1, 2020 is known as Giving Tuesday internationally. Following Black Friday and Cyber Monday, the first Tuesday after Thanksgiving has developed into a global generosity movement unleashing the power of people and organizations to transform their communities. 225 GIVES will capitalize on this generosity movement through a centralized online donation platform to be managed by Capital Area United Way. Community members will also be able to donate early Tuesday, November 24 through December 1.

All 501(c)(3) nonprofit organizations in the Capital Region are invited to participate in 225 GIVES. Nonprofits will be required to officially register; complete an online profile through the giving site to be launched in the coming weeks; and participate in at least one training seminar. As a part of each nonprofit's registration fee, value-add services (*in-kind*) will be provided by local experts designed to help build social media promotion/e-philanthropy/leadership strategies helping each nonprofit connect with community donors. Eligible non-profits and those interested in donating to the Challenge Fund should contact Ethan Bush of Trility Partners at [225GIVES@CAUW.ORG](mailto:225GIVES@CAUW.ORG). Ethan will be supporting the initiative on behalf of CAUW and BRAF.

***About Capital Area United Way:***

CAUW envisions 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. In pursuit of this mission, we seek to partner with the most efficient and effective service providers in the Capital Region.

***About Baton Rouge Area Foundation:***

Created in 1964, the Foundation has one simple goal: to help philanthropists pursue their causes for bettering the lives of the people of South Louisiana. Our mission unites human and financial resources to enhance the quality of life in Southern Louisiana.”