

COVID-19 COMMUNITY RESPONSE REPORT

March 20–May 8, 2020

vsuw.org

UNITED
FOR THE VALLEY

COVID-19
FUND



WE'RE ALL IN THIS TOGETHER:

UNITED FOR ONE ANOTHER AND FOR OUR COMMUNITY

In January 2020, Valley of the Sun United Way launched five 2020 Priorities to strategically build a five-year Impact Agenda that we planned to publicly unveil at our 95th anniversary celebration in October. Throughout development of the priorities and planning for the new Impact Agenda, we remain true to the guiding principle that we “open up” United Way to our community to listen and learn so our efforts focus where the community needs us the most.

In March, as the state of Arizona took action to address the COVID-19 pandemic, United Way quickly pivoted our plans, but not our approach. With guidance and input from our Board of Directors, donors and partners, we quickly mobilized resources and relationships to ensure our health and human services and education nonprofit and school partners have resources to meet the urgent needs of Maricopa County’s most vulnerable families, children and individuals.





REPRESENTING THE NEEDS OF OUR NONPROFIT AND SCHOOL PARTNERS

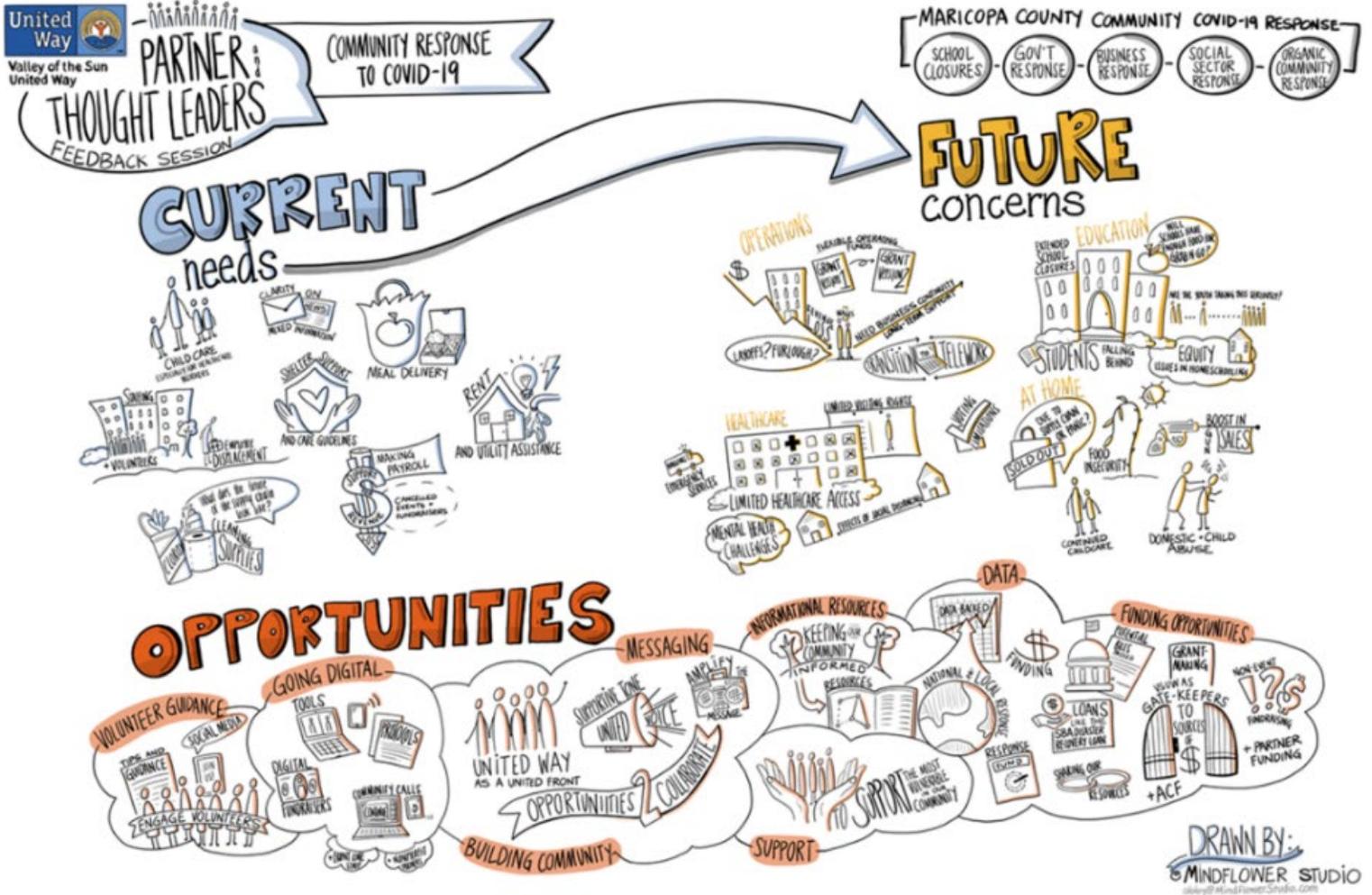
As part of our 2020 Priorities, we scheduled listening sessions with nonprofit thought leaders for early March. When the pandemic struck, we quickly reframed those meetings to be virtual and help guide our COVID-19 response. More than 150 people attended those first sessions and we've since held eight total sessions, to gauge nonprofit changing needs and concerns during the crisis.

From these sessions, it's clear that many of our partners are experiencing increasing demands for services related to housing, meals, access to childcare, lost wages, the health and safety of individuals experiencing homelessness, lack of technology and internet so children can continue to learn and the need for supplies, such as diapers and cleaning products. At the same time that these needs are growing, many of our nonprofit partners are losing revenue due to canceled spring events and other fundraising activities, so are experiencing immense financial pressures themselves.

Below is a graphic representation of the short- and long-term concerns expressed by our partners.

We continue to host ongoing sessions. Evolving priorities include technical assistance in areas such as navigating the Paycheck Protection Program (PPP) loan applications and I.T. support for virtual work. In addition, partners are sharing communications resources, organizational best practices and are beginning to plan for what our community will need for the post-COVID-19 recovery.

NEEDS AND CONCERNS SHARED IN VIRTUAL MEETINGS



FUNDRAISING

UNITED FOR THE VALLEY COVID-19 FUND

Like many organizations and businesses across the nation, local nonprofits are feeling the severe economic impact of the health crisis at the same time that requests from struggling individuals and families are at record highs.

In collaboration with our nonprofit partners, Board of Directors, and donors, United Way created the United for the Valley COVID-19 Fund and seeded it with \$200,000 to support Maricopa County's health and human service and education nonprofits and school partners' growing list of critical needs. We launched the fund in collaboration with the Arizona Community Foundation and its statewide fund, to ensure effective and efficient fundraising and grant distribution in Maricopa County. In less than one week, businesses, individuals and foundations donated more than \$1 million dollars and a week later, United Way began accepting grant applications from its nonprofit partners. One hundred percent of the funds raised are channeled back into the community.

Additionally, United Way created an easy-to-use giving portal that businesses can use to run employee fundraising campaigns to support COVID-19 response.

Thanks to the generosity of so many in the community, the relief fund has raised nearly \$2.6 million, as of May 8, 2020.

THANK YOU

CORPORATE DONORS

\$250,000 AND UP



\$100,000–\$249,999



\$50,000–\$99,999



\$10,000–\$49,999



Donor list as of May 8, 2020

THANK YOU

CORPORATE DONORS

\$10,000–\$49,999



\$5,000–\$9,999



EMPLOYEE GIVING CAMPAIGNS



Donor list as of May 8, 2020

THANK YOU

INDIVIDUAL GIVING

\$100,000–\$249,999

David Lueth

\$50,000–\$99,999

Ardie and Steve Evans

\$10,000–\$49,999

David M. Bixby

Kathy and Jim Coover

Nita and Phil Francis

Shelley and Rick Kuhle

Mary and Tom Sadvary

Daryl and Chip Weil

Ann and Steve Wheeler

Anonymous (five donors)

\$5,000–\$9,999

Laurie and Drew Brown

Elizabeth and Richard Burns

Patricia Ganser and

John Strittmatter

Kathleen and John Graham

Robin and Jeffrey Greeson

MaDonna and Chuck Lehn

Kathleen Quirk

Amy and Mark Schiavoni

Dorothea and Don Smith

Patricia and Michael Welborn

Anonymous (two donors)

\$2,500–\$4,999

Flo and Sid Banwart

Sharon and Paul Fannin

Susan Frank

Patti and Daniel Froetscher

Carole and Rich Kraemer

\$1,000–\$2,499

Dr. John and Diane Eckstein

Brandon Eggleston

Rosemary Gannon & David Ortega

Sherry and Sandy Gourlay

Dr. Maria Harper-Marinick

Sandi and Dan Heim

Harriet M. Ivey

Carla and Steve Jasa

Carol and Ken Kasses

Sally L. Kitch and Thomas D. Kitch

Kris and Chris McCurdy

Debbie and Jeff Meshey

Cindy and John Millikin

Beth and Reed Mittelstaedt

Nina J. Mullins

Okland Family

Jane and Vince Roig

Avein M. Saaty-Tafoya

James R. Sliwicki

Heidi and Michael Tully

Peggy and Bob Withers

Anonymous (twenty-three donors)

Donor list as of May 8, 2020



“It is our hope that our contribution, along with the others, can help the community through this difficult time and lead us into a time of rebuilding together.”

Carra Cote-Ackah
*President,
The Vanguard Group
Foundation*

“To fellow Valley of the Sun residents...during these unprecedented and challenging times, it occurred to me that I could make a real difference in people’s lives by supporting the [United for the Valley] COVID-19 Fund. If everyone who has a few extra dollars would contribute what they can, for those who are hungry or otherwise in need now in Arizona, the increasing devastation caused by this virus can be mitigated. If there is ever going to be a time to donate with conviction, now is that time!!”

David Lueth | *Major Gifts Donor*

GRANTS

FUNDING THE MOST URGENT NEEDS

Within two weeks of launching, the United for the Valley COVID-19 Fund began issuing grants to meet our community’s most urgent needs. As of May 8, 2020, more than 91% of our existing nonprofit partners have applied for grants. In five weekly grant cycles we’ve distributed \$1.29 million to 65 nonprofit and school partners throughout Maricopa County. Each grant cycle, requests are reviewed and funds are allocated by United Way staff and an ad hoc committee of our Board of Directors. Each week, United Way partners with Arizona Community Foundation to review Maricopa County funding requests, ensuring efficient and effective distribution of funds.

BREAKDOWN OF GRANT FUNDING BASED ON NEEDS:

Emergency Needs: Food and Homeless Prevention	80%
Youth Programming, including Technology for Virtual Learning due to School Closures	39%
Organizational Capacity Support	8%
Child Care for Essential Workers	6%
Small Business Support	2%

Note: Total exceeds 100%, as some programs were provided funds for more than one item.

COMPLETE LIST OF ORGANIZATIONS THAT HAVE RECEIVED GRANT FUNDING AS OF MAY 8, 2020:

- A New Leaf
- Arizona Center for Afterschool Excellence
- Arizona Housing, Inc.
- Arizona YWCA Metropolitan Phoenix
- Arouet Foundation
- Association for Supportive Child Care
- Aster Aging, Inc
- AZCEND
- Banner Olive Branch Senior Center
- Be a Leader Foundation
- Boys & Girls Clubs of Metro Phoenix
- Big Brothers Big Sisters of Central Arizona
- Cartwright Elementary School District
- Catholic Charities Community Services
- Central Arizona Shelter Services (CASS)
- Chicanos Por La Causa
- Child Crisis Arizona
- Desert Mission Food Bank
- Dysart Community Center
- Florence Crittenton Services of Arizona
- Free Arts for Abused Children of Arizona
- Friendly House
- Girls Scouts - Arizona Cactus-Pine
- Homeless Youth Connection
- Homeward Bound
- Human Services Campus



- ICAN
- International Rescue Committee
- Jumpstart
- Laveen School District
- Local First Arizona Foundation
- Murphy Elementary School District #21
- Native American Connections
- Neighborhood Ministries
- New Pathways for Youth
- Payson Senior Center, Inc.
- Pendergast Elementary School
- Phoenix Indian Center (PIC)
- Read Better Be Better
- SARRC
- Save the Family
- The Society of St. Vincent de Paul
- SOUNDS Academy
- Southwest Human Development
- St. Joseph the Worker
- Stand for Children Arizona
- Tempe Community Action Agency
- The Salvation Army
- UMOM New Day Centers
- United Food Bank
- UPWARD for Children & Families
- Valley of the Sun YMCA
- Waste Not
- WHEAT
- Wilson School District



SEE EXAMPLES

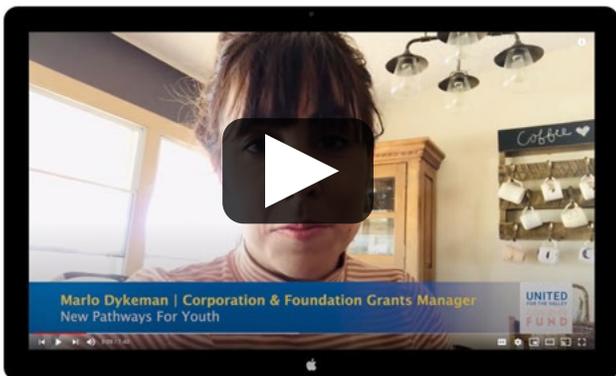
OF HOW SUPPORT IS BEING UTILIZED BY LOCAL NONPROFITS:



[Valley of the Sun YMCA Video](#)



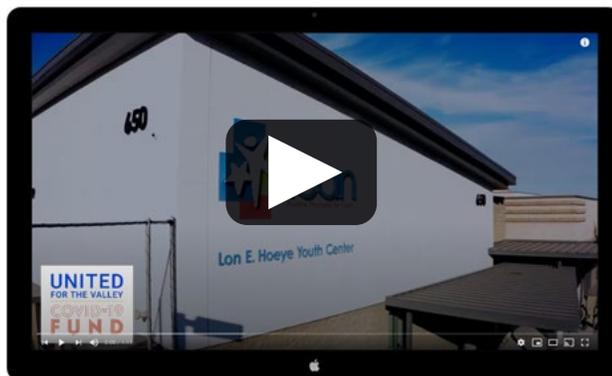
[COVID-19 United Way TV Spot](#)



[New Pathways For Youth Video](#)



[Save the Family Video](#)



[iCAN Video](#)

PARTNER STORIES

BIG BROTHERS BIG SISTERS OF CENTRAL ARIZONA

“Big Brothers Big Sisters urged Big and Little ‘matches’ to stop any in-person match meetings due to COVID-19 precautions. Instead of halting our services, Big Brothers Big Sisters quickly pivoted our procedures. Staff created a new way of conducting match meetings virtually. Using today’s technology we were still able to match Frank in our program. Little Brother Frank was enrolled in our program at the beginning of March just before everyone was unexpectedly asked to social distance. His mother wanted to find him a Big Brother so that he could have a strong male role model in his life. His father lives in Texas, but has decided not to have contact with the family. Frank and his younger brother live with their mother and older sister and do not have any other family in town.

After waiting patiently, Little Brother Frank finally met his Big Brother Rashaun on March 30th, via video chat. The two were matched because they both enjoy similar hobbies such as basketball, video games and learning new things. On the call, Frank and Rashaun were immediately able to find some other things they have in common. Along with support from their Program Specialist, Frank and Rashaun have found ways to connect virtually. They have begun to get to know each other and found some things they want to try once they can start going on outings. When the crisis is over, the two can hit the ground running together. Although they have fun outings planned, the most important part will be their time spent learning, growing and experiencing life together.”



PARTNER STORIES

ARIZONA ASSOCIATION FOR SUPPORTIVE CHILD CARE

“Thank you for giving us this opportunity to open up to new things to do with our little ones. Not only did they enjoy them, but so do we. These days they’ve had a lot of fun with the cups and at night we use the books. My eight-year-old daughter has offered to read to my 9-month-old baby girl every night. From the activities that are on the cards, we have made the little house and they love it. They are things that I would have not thought of doing and we have everything to do it. Really...thank you very much... have a nice day.”



GIFTS-IN-KIND

CONNECTING GOODS TO PEOPLE WHO URGENTLY NEED THEM

United Way is ramping up its Gifts-In-Kind program to connect goods from our corporate partners to organizations with urgent needs. There were numerous donations totaling more than \$710,000 cash value. Donations we've secured include:

- 4,500 individually wrapped hand sanitizing wipes
- 2,000 school supplies (Yoobi kits)
- More than 1,500 paper products (i.e. plastic utensils, plates, toilet paper, paper towels, napkins)
- Partnered with Firehouse Subs to distribute 3,150 boxed lunches to children in the Chandler Unified School District, Gilbert Public Schools, and Alhambra Elementary School District
- 1,500 diapers and packages of baby wipes
- 1,190 hygiene kits
- 1,050 WeekEnd Hunger Backpacks from Junior League of Phoenix and Snack Packs from CopperPoint Mutual Insurance Company
- 725 School Readiness Kits
- 500 Jump Ropes from Desert Financial Credit Union
- 180 Book in a Bags
- 100 N95 masks to local healthcare providers and our nonprofits partners
- 75 Teacher Kits
- 4 (55-gallon) drums of hand sanitizer from P&G Phoenix Plant, transported by Swift Transportation and being distributed in partnership with The Salvation Army

GIFTS-IN-KIND

- Helped AAA Arizona connect to Alhambra Elementary School District to help with meal distribution to their families and to AZCEND to help with their Meals on Wheels program, delivering hot meals to home bound senior citizens and individuals with disabilities
- 10 sofa-sleeper mattresses from American Furniture Warehouse distributed to Save the Family
- 72 laptops
- Nearly 58,000 servings of protein bars and smoothies from Isagenix
- 17 pallets of beverage products from PepsiCo
- 52 pallets of toys (approximately 52,000)

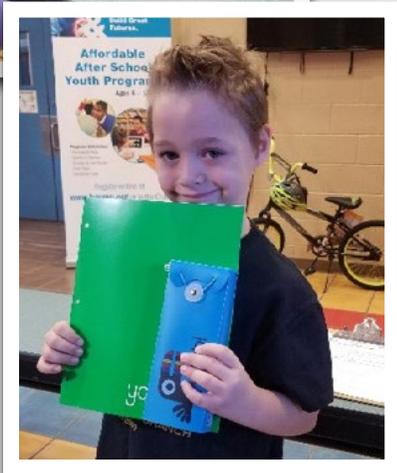


FACEBOOK

SHOUT OUT

FROM THE LOCAL BOYS AND GIRLS CLUBS

“Valley of the Sun United Way graciously donated HUNDREDS of Yoobi art kits to our Club members. It’s been a great treat and a way for Club Kids to express themselves during a time of stress and uncertainty. We appreciate the donations so much!! #greatfutures #greatertogether #UnitedWay”



IN PARTNERSHIP

With the Greater Phoenix Chamber of Commerce and Data Doctors, United Way donated 70 laptops and 6 tablets so students can continue learning online. The story was told by [ABC](#) and [FOX](#).



VOLUNTEERS

HELPING VOLUNTEERS SERVE THEIR COMMUNITY FROM HOME

As of March 2020, more than 3,000 active United Way volunteers were supporting important programs and events. When the pandemic hit, we adjusted quickly and are providing virtual volunteer opportunities and connecting volunteers to those most in need.

VIRTUAL/AT-HOME OPPORTUNITIES INCLUDE:

- Corporate volunteers helped to create 125 Teacher Thank You cards.
- Corporate volunteers wrote notes to seniors at partner senior care facilities.
- Skill-based projects were posted on United Way website.
- Corporate volunteers read books, helped with STEAM projects and math problems through Read On Chandler site.

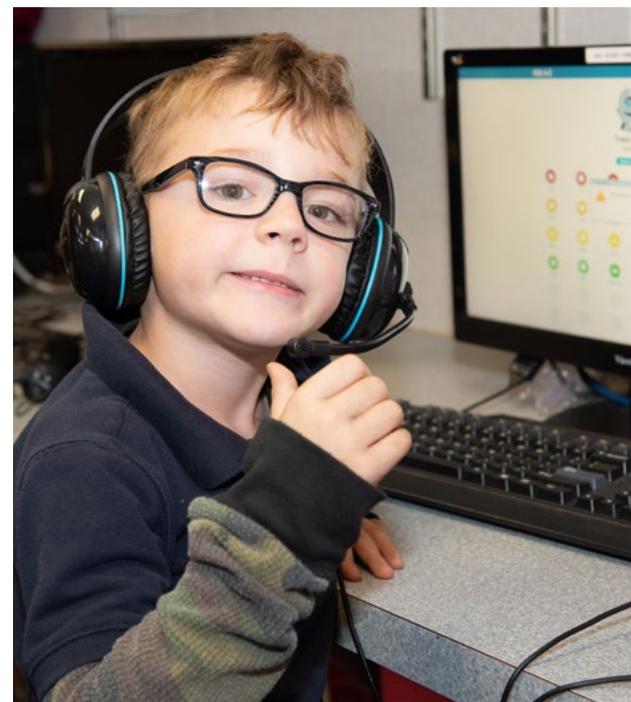
We're also partnering with the State of Arizona #AZTOGETHER initiative by connecting their volunteers with both live and virtual volunteer needs.



VELLO

VIRTUAL LEARNING

United Way is shifting its Vello program from tutors reading virtually with students on computers in their classrooms to tutors reading with students who are connected from devices at home. This new approach launched April 29th and should grow to 40-50 Washington Elementary and Academia del Pueblo students and 80-100 volunteers by mid-May. The program will continue expansion throughout the summer.



PUBLIC POLICY

ADVOCATING AT THE FEDERAL, STATE AND LOCAL LEVELS

Throughout the COVID-19 crisis, we've been working to address public policy across Federal, State and Local issues. Here are some highlights:

FEDERAL

- Met with all members of the Arizona Congressional Delegation to share needs of the nonprofit community to incorporate into the CARES Act, including funding in the PPP for nonprofits, \$300 for the Charitable Tax Deduction in 2020, increased funding for multiple food programs and providing additional dollars for childcare.
- Coordinated a statewide meeting on behalf of Senator Sinema to provide recommendations for Homelessness and Housing in the next CARES bill.
- Identified and coordinated nonprofit convening for Congresswoman Lesko to identify issues of concern in District 8.

STATE

- Worked with the Governors' Arizona Together Fund, to share actions, activities and grants information among Arizona Philanthropic sector to deliver a coordinated grant response to COVID-19.
- Met with State Legislative leaders, including the President of the Senate and the Speaker of the House to discuss the benefits of the Charitable Tax Deduction, additional funding for the Housing Trust and funding for the Fund at the state level.

PUBLIC POLICY

- Participated in AZ Early Childhood Ed Coalition Strategy meetings to recommend options for childcare for essential services employees across the state.
- Promoted the need for 211 Arizona to be a resource for the community funded by the state at \$2 million dollars. Coordinated with private funders to create an additional funding mechanism to support 211 Arizona without discrimination.
- Coordinated with Alliance of Arizona Nonprofits and the Arizona Grantmakers to unify the voice of the nonprofit sector.
- Served as the Liaison with the Superintendent of Public Instruction to determine how we help with schools (i.e. meals, technology, general support services).
- Coordinated with the Arizona Housing Coalition for Federal, State and Local funding streams for homelessness and affordable housing opportunities.

LOCAL

- Convened Valley Mayors with Phoenix Mayor Gallego and Mesa Mayor Giles to address regional homelessness and housing issues in Maricopa County with long term planning.
- Coordinated with Valley Leadership to determine future policy issues for AZ nonprofits.

WE'RE HERE

UNITED WAY IS HERE FOR THE VALLEY FOR AS LONG AS IT TAKES

Similar to a natural disaster, the 2020 crisis will experience three phases: 1) Response, the immediate action needed during the crisis; 2) Recovery, the steps needed to safely help businesses reopen, help people get back to work and allow children to go back to school; and 3) Rebuild, the vision and tools necessary to create a new normal that utilizes what was learned during the crisis and will benefit our community moving forward.

This is an unprecedented time for our community and for every community across the globe. It's going to take every one of us, pulling together, to help those around us now, and likely long into the future. United Way's promise is that we'll continue seeking community input to focus where we're needed most to provide relief, support the Valley's recovery and to rebuild lives when it's time to move beyond the pandemic.



WE STILL NEED YOUR HELP

Please continue to provide relief, and when the time comes, support local nonprofits and schools through recovery and rebuilding. Donate to the United for the Valley COVID-19 Fund at www.vsuw.org/covid19fund or text Unitedfund to 51-555.