

# COVID-19 Response Fund *Overview*

April 20, 2020

United Way  
of Central Carolinas



# Overview of Covid-19 Response Fund

# An Unprecedented Situation

- Community's finest hours have always been when we come together to help one another
- People in Mecklenburg County facing unprecedented impacts from pandemic
  - Impact likely to increase dramatically in the weeks and months ahead
- Need to marshal resources to serve individuals in dire need through trusted organizations
- Critical nonprofit organizations serving the most vulnerable residents under stress
  - Increased demand coupled with decreased financial resources
- Additionally, nonprofit organizations face operational challenges
  - Widespread reports of compromised workforce, shortage of volunteers & impact of new protocols
  - Lack of remote working capability and/or unable to be conducted remotely (food, medical, etc.)

# COVID 19 Response Fund

- Partnership of County, City, corporations, foundations, individuals, houses of faith & others
- Fund administered by Foundation For The Carolinas & United Way of Central Carolinas
  - Works in concert with local leaders & officials to complement other interventions & limit duplication
  - Also mapping Federal & State aid coming to community to guide Fund resources to gaps
- Initial priority: basic human needs to organizations with capacity & proven capability
  - Also identifying key grassroots/community-based entities
- Fund will retain flexibility to respond to evolving and emerging needs

# COVID 19 Response Fund

*Raised & Allocated*

Total Raised to Date

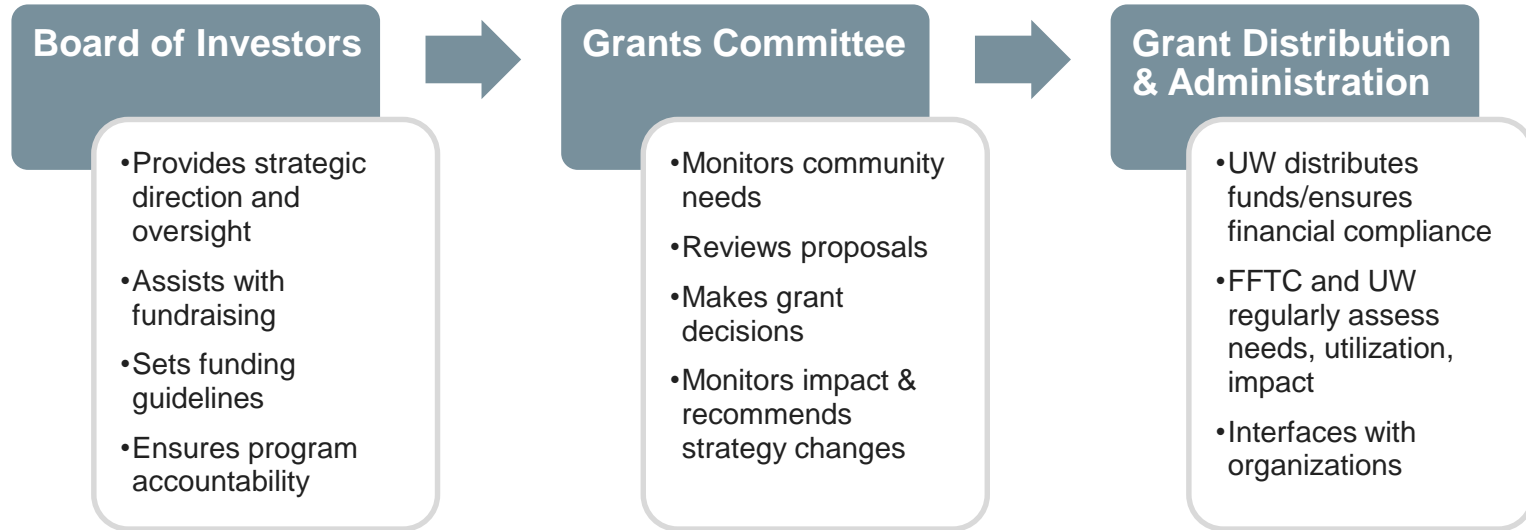
**\$16,269,665**

Total Allocated to Date

**\$5,995,590**

# Governance Structure

# Governance Structure



# Board of Investors

Charles Bowman, Co-Chair\*  
*Bank of America*

Josh Dorminy  
*Coca-Cola Consolidated*

Anna Nelson  
*C.D. Spangler Foundation*

Jill Olmstead, Co-Chair\*  
*Lending Tree*

Julie Janson  
*Duke Energy*

MC Pilon  
*J.M. Belk Endowment*

Heath Campbell\*  
*Truist*

Howard Levine  
*Howard Levine Foundation*

Nicole Tepper  
*David A. Tepper Charitable Fdn*

Dena Diorio\*  
*Mecklenburg County*

Honorable Vi Lyles  
*Mayor, City of Charlotte*

Betsy Conway  
*Lowe's*

*\*Member of Grants Committee*



# Grants Committee\*

Tanya Blackmon, Co-Chair  
*Novant*

Heath Campbell\*\*  
*Truist*

Malcolm Graham  
*Charlotte City Council*

Dee O'Dell  
*US Bank*

Edwin Peacock, Co-Chair  
*Pomfret Financial*

Alexis Coleman  
*Davidson UMC*

Mark Jerrell  
*Mecklenburg Board of County  
Commissioners*

Jill Olmstead\*\*  
*Lending Tree*

Charles Bowman\*\*  
*Bank of America*

Betsy Conway  
*Lowe's*

Cliff Matthews  
*St. Luke Missionary Baptist*

Susan Patterson  
*Community Volunteer*

Jordan Boyd  
*Rockwell AME Zion*

Dena Diorio\*\*  
*Mecklenburg County*

Brian Middleton  
*Atrium*

Federico Rios  
*City of Charlotte*

Mike Rizer  
*Ally*

Lisa Saunders  
*Christ Church Charlotte*

*\*Can flex size & composition in future*

*\*\*Also member of Board of Investors*

# Needs Assessment & Funding Priorities

# Needs Assessment

## Overview

- Needs rapidly changing & numerous “unknown unknowns”
  - Ex: economic impact of working from home and/or shelter in place orders
- FFTC & UW engaging in ongoing needs assessment
  - Questions asked about client needs and organizational/operational needs
  - FFTC/UW participating in “official” organizing entities (ex. VOAD)
  - Receiving information from other initiatives across the county

# Needs Assessment

## *Results*

- Priority client needs
  - Health & mental health care
  - Food security
  - Emergency financial assistance
  - Shelter
  - Childcare
  
- Priority organizational needs
  - Remote service delivery
  - Staffing – layoffs, reduced hours, hazard pay
  - Financial distress – loss of earned revenue, canceled events

# Grants Strategy

# Grant Structure

## Directed Grants

- **Immediate grants to organizations addressing most acute needs**
- Can deploy resources quickly, efficiently
- All previously vetted by UWCC and/or FFTC
- Can meet financial and outcome tracking requirements

## Competitive Grants

- **Open to any 501(c)3 that meets the eligibility requirements**
- Focused in areas of basic needs, service delivery capability, loss of earned revenue
- Rolling deadlines; expect to make grants every 2 weeks
- Can add sectors as directed by Board of Investors

# Grant Guidelines

## *Eligibility*

- Funds help individuals/families in need, with emphasis on populations disproportionately impacted
- Grants made directly to organizations based on urgency of the need or through competitive process
- Grants available to 501(c)3 organizations with an established track record of service provision
  - Or, other indicators of capacity to achieve intended outcomes
- Funding ranges will depend upon documented need and funds raised to date
- Funding priorities and grant-making guidelines may change as needs evolve
- Organizations must be able to deploy resources quickly/effectively and report outcome data

# Grant Awards

## *First Round – Directed Grants*

- Nearly \$3M awarded to 14 organizations
- Focused on those meeting immediate needs: food, shelter, emergency cash assistance
- Grants primarily awarded to larger organizations with capacity to deploy resources quickly
- Mostly 2 month grant periods so that we can continue to assess needs and adjust strategy
- Regular reporting required during grant term to assesses utilization and barriers



# Grant Awards

## Round 2 - Competitive

- Received 173 applications; Grants awarded to 51 organizations
- Majority are 3 month grant terms
- Primary focus remains on meeting basic needs

### Round 2 - Competitive Grant Awards Summary

Education (4)	\$	130,000
Employment (2)	\$	175,000
Emergency Financial Assistance (10)	\$	405,500
Food Security (11)	\$	1,004,480
Health & Mental Health (9)	\$	425,000
Shelter & Housing (14)	\$	918,500
Other(1)	\$	20,000
<b>Total</b>	<b>\$</b>	<b>3,078,480</b>

# April 9<sup>th</sup> Grant Awards

Ada Jenkins  
Alexander Youth Network  
Beds for Kids  
Care Ring  
Carolinas CARE Partnership  
Caterpillar Ministries  
Catholic Charities  
Charlotte Center for Legal Advocacy  
Charlotte Rescue Mission  
Charlotte Speech and Hearing  
Davidson Housing Coalition  
Dilworth Soup Kitchen  
E2D  
Florence Crittenton  
Friendship Community Development Corp.  
Friendship Trays  
Goodwill

Habit Missions Ministry/Watchmen of the Streets  
Habitat for Humanity of the Charlotte Region  
Heal Charlotte  
Hope Haven  
Hope Street Food Pantry  
Humane Society  
Jewish Community Center  
Lake Norman Health Clinic  
Lakewood Neighborhood Alliance  
Latin Americans Working for Achievement  
Loaves & Fishes  
Lotus Campaign  
Matthews Free Medical Clinic  
Mecklenburg Council of Elders  
MedAssist  
North End Community Coalition  
ourBRIDGE for Kids

Pat's Place Child Advocacy Center  
Pineville Neighbors Place  
Promise Resource Network  
RAIN  
Reeder Memorial Missions Place  
Refugee Support Services  
Safe Alliance  
Second Harvest Food Bank  
Servant's Heart of Mint Hill  
South Tryon Community Dev. Corp.  
Steve Smith Family Foundation  
The Center for Community Transitions  
The Learning Collaborative  
The Relatives  
The Salvation Army  
UCity Family Zone  
West Boulevard Neighborhood Coalition

# Grant Awards

## Next Round – Competitive Applications

- Open to any 501c3 that meets basic criteria

**Eligibility Guidelines**

		
501 (c) 3 organizations with an established track record of service provision in Mecklenburg County	Organizations must have a demonstrated ability to deploy resources quickly, effectively, and to scale their efforts	Organizations must have the ability to track and report on utilization and outcome data

- Requests can be made for emergency operating support and/or continuity of direct services
- Next grant cycle April 20 – May 1; decisions expected on May 13

**Thank You!**

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**United Way  
of Central Carolinas**

