COVID-19 Response Fund
Donor Update

September 2020
On behalf of a grateful community…

THANK YOU!
Background on the COVID-19 Response Fund

- Launched the fund on March 16th, just as the crisis began to unfold
- A partnership with County, City, corporations, foundations, individuals, houses of faith & others
- Fundraising & grant-making administered by Foundation For The Carolinas & United Way of Central Carolinas
- Fund has focused on meeting basic needs, while also addressing emerging issues
- Grantees range from institutional partners, grassroots and neighborhood-based organizations in Mecklenburg County
Fundraising Achievements

- Launched on March 16, 2020
- Total raised: $19,566,986
- 1050+ donors
- Lead contributions from City of Charlotte, Mecklenburg County, Truist, LendingTree and Howard Levine
- Other individual and corporate donations range from $2 to $1,300,000

Raised to date

$19.5M
### An Innovative Governance & Oversight Structure

<table>
<thead>
<tr>
<th>Board of Investors</th>
<th>Grants Committee</th>
<th>FFTC &amp; UWCC</th>
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<td><strong>Oversight</strong></td>
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| Charles Bowman, Co-Chair*  
  *Also a member of the Grants Committee  
  *Bank of America |
| Josh Dorminy  
  Coca-Cola Consolidated |
| Anna Nelson  
  C.D. Spangler Foundation |
| Jill Olmstead, Co-Chair*  
  *Also a member of the Grants Committee  
  Lending Tree |
| Julie Janson  
  Duke Energy |
| MC Pilon  
  J.M. Belk Endowment |
| Heath Campbell*  
  *Also a member of the Grants Committee  
  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 |
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<th>Name</th>
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<tr>
<td>Tanya Blackmon*</td>
<td>Co-Chair</td>
<td>Novant</td>
</tr>
<tr>
<td>Alexis Coleman</td>
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<td>Davidson UMC</td>
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<tr>
<td>Cliff Matthews</td>
<td></td>
<td>St. Luke Missionary Baptist</td>
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<tr>
<td>Jill Olmstead*</td>
<td></td>
<td>Lending Tree</td>
</tr>
<tr>
<td>Edwin Peacock*</td>
<td>Co-Chair</td>
<td>Pomfret Financial</td>
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<td>Betsy Conway*</td>
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<tr>
<td>Brian Middleton</td>
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<td>Atrium</td>
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<tr>
<td>Susan Patterson</td>
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<td>Community Volunteer</td>
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<td>Charles Bowman*</td>
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<td>Dena Diorio*</td>
<td></td>
<td>Mecklenburg County</td>
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<tr>
<td>Michaela Miller</td>
<td></td>
<td>Humana</td>
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<tr>
<td>Federico Rios</td>
<td></td>
<td>City of Charlotte</td>
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<tr>
<td>Jordan Boyd</td>
<td></td>
<td>Rockwell AME Zion</td>
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<tr>
<td>Malcolm Graham</td>
<td></td>
<td>Charlotte City Council</td>
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<tr>
<td>Mike Rizer</td>
<td></td>
<td>Ally</td>
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<tr>
<td>Lisa Saunders</td>
<td></td>
<td>Christ Church Charlotte</td>
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<tr>
<td>Heath Campbell*</td>
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<td>Truist</td>
</tr>
<tr>
<td>Mark Jerrell</td>
<td></td>
<td>Mecklenburg Board of County</td>
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<tr>
<td>Dee O’Dell</td>
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<td>US Bank</td>
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*Also member of the Board of Investors
Grantmaking

Invested to date

$14.9M

Grants by Category

Legal Advocacy $125,000
Child Care $300,000
Basic Needs $620,902
Employment & Workforce Development $838,771
Arts $869,032
Health/mental Health/Substance Use $1,376,497
Emergency Financial Assistance $1,365,500
Education $1,856,435
Shelter & Housing $4,232,971
Food Security $3,354,580

United Way of Central Carolinas
COVID-19 Response Fund: Fast Facts

- Total awarded to date: $14,889,688
  - 700+ applications received since March
  - 254 grants awarded to 203 agencies
  - Some grants directed to key agencies through vetted noncompetitive process
  - Vast majority awarded through competitive grant cycles
- Grants to nonprofits in or serving every city & town in Mecklenburg
  - Charlotte, Matthews, Mint Hill, Pineville, Davidson, Huntersville, Cornelius
- Anticipated final grant round: September 2020
Evolving Grantmaking Priorities

Grantmaking focus has evolved since March based on emerging needs

- **March to mid-May grants** primarily supported basic needs, such as food, shelter & emergency financial assistance

- **May to July grants** supported basic needs as well as other emerging needs, including workforce development & business support, summer recreational & educational programs for children, and health & mental health care

- **Current round of grants** is open to all nonprofits, but housing/eviction, childcare, mental health, and education will be prioritized
Grant Highlights

- Grants to a wide variety of agencies
  - Large, medium & small organizations
  - Institutional “brand names”, as well as neighborhood/grassroots agencies
- Examples of largest grants
  - Second Harvest: $1,900,000 (food & household supplies)
  - Social Serve: $900,000 (address hotel evictions)
  - Salvation Army: $738,000 (hotels & permanent housing)
  - Men’s Shelter: $595,000 (hotels & permanent housing)
  - YMCA: $500,000 (summer programs)
  - Loaves & Fishes: $460,000 (food & household supplies)
  - Reopening Business Awareness Campaign: $200,000 (county-wide mask campaign)
- Smallest grants (often provide more flexibility & impact at grassroots level)
  - Liberian Assoc., Vietnamese Assoc., Charlotte Village Network (serves seniors)
### In Depth: Two Types of Grants

<table>
<thead>
<tr>
<th>Directed Grants</th>
<th>Competitive Grants</th>
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<tbody>
<tr>
<td>Infrequently used</td>
<td>Majority of grants</td>
</tr>
<tr>
<td>Opportunity cost if we do not act quickly</td>
<td>Evaluated based on key priority areas</td>
</tr>
<tr>
<td>Intended outcome is known</td>
<td>Application opportunity announced publically</td>
</tr>
<tr>
<td>Limit number of eligible organization</td>
<td>Open to all local nonprofits</td>
</tr>
<tr>
<td>Negotiated grant amount &amp; terms</td>
<td>All applications reviewed &amp; rated by staff</td>
</tr>
<tr>
<td>Awarded outside of open grant cycle</td>
<td>Grant Committee reviews all decisions</td>
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<tr>
<td>Grants Committee Chairs approve &amp; Committee informed of decisions</td>
<td>Final decisions based upon scale, impact &amp; funds available</td>
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<td>Report to Board of Investors</td>
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Competitive Grants Process

• Conducted three open rounds to date; all nonprofits working in Mecklenburg eligible
  o Over 700 applications received, reviewed and considered by staff and volunteers
  o ~75% of all grants awarded through competitive process
  o Grants were awarded on April 9, May 13 & June 24
  o Next round of grants will be awarded in early October

• Grants awarded were categorized by community need
  o Basic Needs, Child Welfare, Youth Programs, Financial/Rental/Housing Assistance, Food Security, Health/Mental Health/Substance Abuse, Shelter, Workforce Development, etc.

• Competitive process outcomes
  o Round 1 - over $3.5 million awarded to 67 organizations
  o Round 2 - over $3 million awarded to 51 organizations
  o Round 3 - over $4 million awarded to 97 organizations
In addition to competitive grant cycles, directed grants were made to support large-scale community needs where flexibility & time were of the essence

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<thead>
<tr>
<th>Agency</th>
<th>Purpose</th>
<th>Grant Amount</th>
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<td>YMCA</td>
<td>Scholarships for up to 1,000 children and youth to attend summer programs for the duration of summer across the county</td>
<td>$500,000</td>
</tr>
<tr>
<td>Discovery Place</td>
<td>Scholarships for up to 300 children and youth to attend week-long summer camps; spots at Discovery Place Science, Nature Museum and Discovery Place Kids - Huntersville</td>
<td>$117,000</td>
</tr>
<tr>
<td>Social Serve</td>
<td>Funding for upfront costs for those in shelters/hotels, moving 50 households into housing; leverages $100k from Lowe’s via UW</td>
<td>$50,000</td>
</tr>
<tr>
<td>Center City Partners</td>
<td>Re-opening Public Service Campaign to build awareness and education around social distancing and mask-wearing; leverages media buyouts up to 3:1</td>
<td>$200,000</td>
</tr>
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</table>
A limited number of grants to organizations struggling in the arts & cultural sector

Our arts & cultural grantmaking philosophy
  - Meet basic needs of artists and educators in the sector
  - Support small, very specific, operational needs (e.g. supplies to maintain living exhibits)

Total arts/cultural awarded to date: ~$1,000,000 (small, medium & large organizations)

Examples grants: ASC Resilience Fund, JazzArts, Children’s Theatre, Brand the Moth

Conducted two competitive rounds and one directed round
Next COVID-19 Fund Round: September

Balance Remaining
$4,464,000

(Depending upon scale of requests, funds may be exhausted in September round)
Nonprofit Innovations and Challenges Ahead
Nonprofits Innovated, But Challenges Remain

- Nonprofits were early adopters of personal protection equipment & protocols
- Expanded use of telehealth & telepsychiatry methods
  - Virtual sessions reduced transportation barriers
  - Allowed specialist to see home environment
  - Increased effectiveness of some therapy sessions
  - But: reduced wellness checks; unable to see evidence of maltreatment/abuse
- Some programs adapted for in-person summer programs
  - But, reduced enrollment & increased costs
- CMS & nonprofits addressed much of the digital divide for equipment
  - But, inadequate supply of new laptops (& small screens), lack of connectivity & digital literacy persists
  - And, regulatory barriers, costs and logistical challenges remain for group child supervision efforts
Nonprofit Sector Innovations & Challenges

• Shelters flexed to meet needs
  o Drastically reduced capacity (in some cases, but 75%)  
  o Moved clients into permanent housing & hotels
  o Huge increase in costs to provide housing & clean facilities
  o But, limited supply of affordable housing compounded the challenge

• Food bank & pantries overhauled supply and delivery systems
  o Reduced use of volunteers; redesigned food packing process
  o Adopted new delivery methods including Uber/Lyft & neighborhood groups to provide meals
  o Spike in food costs led to innovative ways to secure food staples, meat & household supplies

• Emergency financial assistance organizations
  o Using trauma informed financial counselors & additional multi-lingual staff
Ongoing Needs Persist

- Increased client needs
- Increased complexity in supply chain
- Increased complexity in providing services
- Reduced private funding
- Reduced public funding
Looming Challenges for Our Community

• Technology: access, equipment and literacy
• Mental health: adolescent and adult
• Child care: school day & afterschool; worker support
• Employment: unemployment rate 10.2% in July; implications on low wage earners
• Education: supervision during school day; effective online learning
• Housing: evictions (estimated $12M/month owed as July 31st); mortgage delinquencies
  o FHA delinquency rate at highest level since survey began in 1979
• Utility bills: Water & power companies report exponential increases in past due accounts
The Future of the Fund?

• For now, no proactive fundraising for the COVID-19 Response Fund
  o Avoids conflicting with major fall campaigns & annual giving
  o Will review decision at end of September
• At least 1 final open grant round: applications close on 9/11; decisions by 10/5
• Keep Fund open & committees intact through end of year to retain flexibility
• Review opportunities for directed grants
• Monitor community needs & overall health of non-profit sector
• Continue to identify opportunities for strategic responses to specific issues
• Keep donors informed & full report the community at close of program
For More Information About the Fund

• United Way of Central Carolinas
  o Laura Clark: lclark@uwcentralcarolinas.org
  o Kathryn Firmin-Sellers: kfirmin-sellers@uwcentralcarolinas.org

• Foundation For The Carolinas
  o Michael Marsicano: mmarsicano@fftc.org
  o Brian Collier: bcollier@fftc.org
Thank You!

helpcharmeck.org