

COVID-19 Response Fund

Donor Update

September 2020

United Way
of Central Carolinas



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



Raised to date

- 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

An Innovative Governance & Oversight Structure

Board of Investors

Oversight

- Provides strategic direction and oversight
- Assists with fundraising
- Sets funding guidelines
- Ensures program accountability

Grants Committee

Grant Decisions

- Monitors community needs
- Reviews proposals
- Makes grant decisions
- Monitors impact & recommends strategy changes

FFTC & UWCC

Administration

- UWCC distributes funds & ensures financial compliance
- FFTC and UWCC assess needs, utilization, impact
- Interface with organizations

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

**Also a member of the Grants Committee*

Grants Committee

Tanya Blackmon, Co-Chair
Novant

Alexis Coleman
Davidson UMC

Cliff Matthews
St. Luke Missionary Baptist

Jill Olmstead*
Lending Tree

Edwin Peacock, Co-Chair
Pomfret Financial

Betsy Conway*
Lowe's

Brian Middleton
Atrium

Susan Patterson
Community Volunteer

Charles Bowman*
Bank of America

Dena Diorio*
Mecklenburg County

Michaela Miller
Humana

Federico Rios
City of Charlotte

Jordan Boyd
Rockwell AME Zion

Malcolm Graham
Charlotte City Council

Mike Rizer
Ally

Lisa Saunders
Christ Church Charlotte

Heath Campbell*
Truist

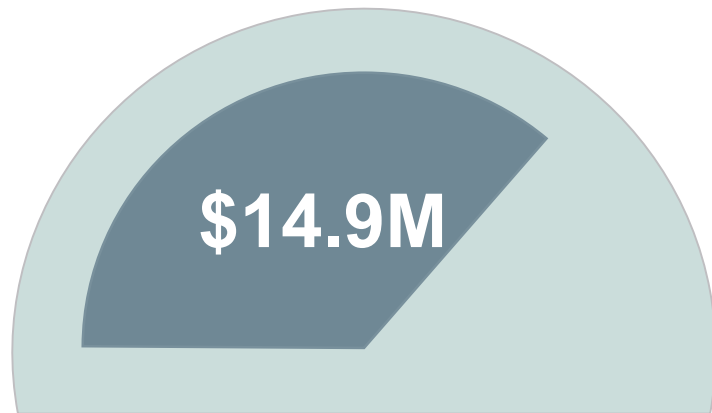
Mark Jerrell
*Mecklenburg Board of County
Commissioners*

Dee O'Dell
US Bank

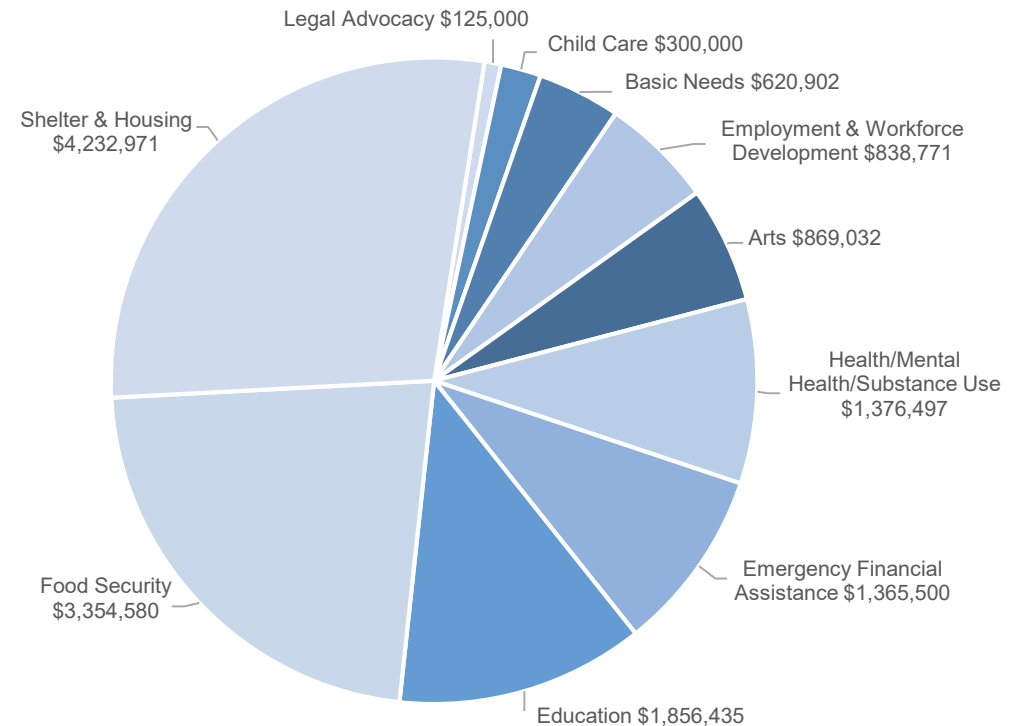
**Also member of the Board of Investors*

Grantmaking

Invested to date



Grants by Category



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

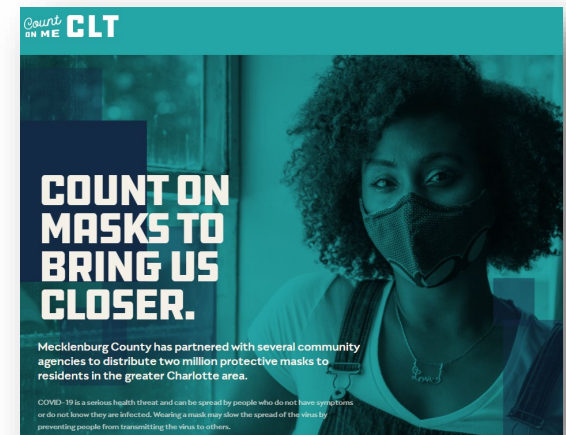
Grantmaking focus has evolved since March based on emerging needs



- **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

Directed Grants

- Infrequently used
- Opportunity cost if we do not act quickly
- Intended outcome is known
- Limit number of eligible organization
- Negotiated grant amount & terms
- Awarded outside of open grant cycle
- Grants Committee Chairs approve & Committee informed of decisions
- Report to Board of Investors

Competitive Grants

- Majority of grants
- Evaluated based on key priority areas
- Application opportunity announced publically
- Open to all local nonprofits
- All applications reviewed & rated by staff
- Grant Committee reviews all decisions
- Final decisions based upon scale, impact & funds available

Competitive Grants Process

- Conducted three open rounds to date; all nonprofits working in Mecklenburg eligible
 - Over 700 applications received, reviewed and considered by staff and volunteers
 - ~75% of all grants awarded through competitive process
 - Grants were awarded on April 9, May 13 & June 24
 - Next round of grants will be awarded in early October
- Grants awarded were categorized by community need
 - Basic Needs, Child Welfare, Youth Programs, Financial/Rental/Housing Assistance, Food Security, Health/Mental Health/Substance Abuse, Shelter, Workforce Development, etc.
- Competitive process outcomes
 - Round 1 - over \$3.5 million awarded to 67 organizations
 - Round 2 - over \$3 million awarded to 51 organizations
 - Round 3 - over \$4 million awarded to 97 organizations

Directed Grants Examples

In addition to competitive grant cycles, directed grants were made to support large-scale community needs where flexibility & time were of the essence

Agency	Purpose	Grant Amount
YMCA	Scholarships for up to 1,000 children and youth to attend summer programs for the duration of summer across the county	\$500,000
Discovery Place	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	\$117,000
Social Serve	Funding for upfront costs for those in shelters/hotels, moving 50 households into housing; leverages \$100k from Lowe's via UW	\$50,000
Center City Partners	Re-opening Public Service Campaign to build awareness and education around social distancing and mask-wearing; leverages media buyouts up to 3:1	\$200,000

Arts & Cultural Grants

- 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
 - Drastically reduced capacity (in some cases, but 75%)
 - Moved clients into permanent housing & hotels
 - Huge increase in costs to provide housing & clean facilities
 - But, limited supply of affordable housing compounded the challenge
- Food bank & pantries overhauled supply and delivery systems
 - Reduced use of volunteers; redesigned food packing process
 - Adopted new delivery methods including Uber/Lyft & neighborhood groups to provide meals
 - Spike in food costs led to innovative ways to secure food staples, meat & household supplies
- Emergency financial assistance organizations
 - 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
 - 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
 - Avoids conflicting with major fall campaigns & annual giving
 - 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
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 - Kathryn Firmin-Sellers: kfirmin-sellers@uwcentralcarolinas.org
- Foundation For The Carolinas
 - Michael Marsicano: mmarsicano@fftc.org
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Thank You!

helpcharmec.org