May 2020 Fund Update
Greater Atlanta COVID-19 Response and Recovery Fund
By The Numbers

$17.3M in grants distributed
320 Nonprofits
6 Funding Cycles

Average Grant: $54,213
Grant Range: $1,500 - $750,000
Organizational Sizes: 49% of all agencies funded had budgets under $1M

Fund Priority Area Breakout
- Food Security
  - 80 agencies
  - Average Grant: $47,875
  - Total Funding: $3.8M
- Emergency Financial Assistance
  - 76 agencies
  - Average Grant: $42,479
  - Total Funding: $3.2M
- Education
  - 59 agencies
  - Average Grant: $47,408
  - Total Funding: $2.8M
- Health
  - 47 agencies
  - Average Grant: $66,416
  - Total Funding: $3.1M
- Housing
  - 36 agencies
  - Average Grant: $52,375
  - Total Funding: $1.9M
- Childcare
  - 13 agencies
  - Average Grant: $118,500
  - Total Funding: $1.5M
- Small Business
  - 9 agencies
  - Average Grant: $105,000
  - Total Funding: $945K
Most funded agencies were providing multiple services as part of their COVID-19 response efforts, enabling the Fund to support them as they operated cross-functionally. Agencies indicated a primary area and secondary area(s) to describe their efforts. Integrated services ultimately leads to amplified impact for the people they serve.
Digital Listening Tool Insights

This tool helps United Way of Greater Atlanta assess needs and gaps in delivering essential services to the children and families in our region during the COVID-19 pandemic. Information received from the Digital Listing Tool helps us create a community informed plan on how to deploy resources effectively and efficiently. Data is self-reported from agency representatives and collected through a virtual platform.

Providing Additional Services

Most respondents were serving their same client-base, but were expanding the type of service to ensure that clients had access to food, educational supports & connectivity, health, and emergency financial assistance funds.

While organizations moved to expand the types of supports they offered their clients, there was very little endorsement of partnership or collaboration across organizations to fix gaps in services for clients.

Funding

Many organizations are facing the double challenge of both loss of revenue and increased costs directly related to COVID-19 response efforts.

This led to challenges in paying staff, resulting in staff cuts and furloughs

Supply Shortages

Supply shortages (including food) and lack of access to PPE and cleaning supplies impeded agencies’ ability to deliver services.

Donated supplies, including food and household paper products, declined considerably.

Lack of PPE, cleaning supplies, and appropriate venues were also cited as challenges in delivering services safely.

Need Across the Region

When looking at the 23-county region in aggregate, the top three service needs identified by respondents were: #1 food security, #2 education and #3 health.

In most rural counties, health needs were endorsed higher than food or education.

Education needs were ranked #2 in City of Atlanta, Fulton and Clayton; but #3 or lower in all other counties.

Technology

The abrupt need to transition to an all-digital infrastructure was a major challenge for many agencies.

This included supporting remote work, delivering online-only services, and reaching clients who lacked technology and/or internet connectivity.
Childcare

Many childcare centers have had to close, putting financial burdens on facility owners and creating fewer options for frontline healthcare professionals and first responders. Cost and accessibility to quality childcare were issues for families before COVID-19, exacerbated now by the pandemic. Funds help early childhood centers remain open with new safety standards and centers that are providing virtual learning opportunities and family supports.

Education

With schools closed, over 344,000 students in our region do not have access to the support needed for learning. Grants include educational support provisions and fill gaps in digital/online access, meals and mental health supports.

Food Security

COVID-19 has disrupted the system of food access for hundreds of thousands of individuals and families, especially seniors, students and the homeless population. Grants for this area will address the exponential increase in demand for food at area pantries and food distribution sites and innovation in delivery options to replace volunteers that can’t be used for safety reasons.

Emergency Financial Assistance

The immediate loss of income for thousands of individuals and families has depleted or eliminated any savings for emergency needs, especially for hourly, service industry and gig workers. Grants will support an increased need for emergency financial assistance that ranges from rent and utility assistance to diapers, cleaning supplies and medications.

Context Across Priority Area
Context Across Priority Area

**Health** The health safety net has experienced significant reductions in services. Most school-based clinics and some community-based centers have closed, and others have faced lost revenue with declining patient volume. Charitable clinics are reporting increasing numbers due to people losing healthcare related to loss of jobs and not having other options for affordable care. Specific areas of need include access to care, behavioral health, chronic health specialty organizations, maternal and childcare and services for people with disabilities.

**Housing** With unprecedented job loss and reduced hours, low-income renters are now challenged to afford their rent. There will be a growing number of unhoused and displaced persons, especially of low-income people of color and young adults. Grants for this area focus on legal support for people at risk of losing housing, basic needs to address housing stability and safety, providing stable housing for people experiencing homelessness and support for people living in residential facilities facing increased needs.

**Small Business** Many small business owners have not had access to Paycheck Protection Program loans from the federal government. It is estimated that up to 72% of small businesses will not survive if the crisis extends 4 months or longer. The largest grants are going to organizations that provide direct support for small business owners of color, which have historically had less access to capital, and are significantly less likely to obtain bank funds as white business owners.
The Fund supported a combination of larger and smaller organizations, and was intentional on providing grants to smaller, community-based organizations throughout the course of the rapid response grantmaking process.

Nearly half of all agencies funded had budgets under $1M.
Population Served

The Fund provided grants to agencies that served communities of color, under-resourced communities, and specialty populations.
Geographic Scope

The Fund ensured that grants went to agencies serving every county in the 23-county service area.
Impact Snapshot

“First, we’ve been able to keep all of our staff busy and on our payroll. Sixteen are refugees/immigrants, many primary breadwinners for their families. Of course, this has stretched us, but we are confident we can sustain our efforts because of gifts like this.

We’ve been able to help fill in cracks in Clarkston in small ways, becoming a drop-off spot for DIY masks, hosting a little free food pantry that somehow stays full despite emptying out every few days, making daily free coffee to the clinics in our area. These are small gestures, but ones we’re able to make because of support like this.” – Refuge Coffee

“The COVID-19 Response and Recovery Fund Grant is enabling Sheltering Arms to continue the children’s educational and developmental progress, provide essential household goods on a weekly basis, including diapers, wipes, formula, feminine hygiene products, household goods and food items, and provide family coaches, teachers and program staff to help the most vulnerable families in our community remain healthy and stable during this extremely stressful and challenging time.”
– Sheltering Arms

“The timing of the support from the Greater Atlanta COVID-19 Response and Recovery Fund was critical...allow[ing] us to provide rapid response grants for approximately 30 small businesses and business support nonprofit organizations in Southeast, Southwest and Northwest Atlanta during Phase I and forgivable loans for an additional 20 businesses during Phase II.”
– Atlanta Wealth Building Institute
Impact Snapshot

“A single mother of three children lost her job as a result of the COVID-19 pandemic. She was struggling to pay household expenses and purchase necessities like food, diapers, and essential medication for her child struggling with chronic mental illness. Inspiritus was able to provide emergency monetary assistance through the Greater Atlanta COVID-19 Response and Recovery Fund. The single mom was able to cover her immediate household expenses and expressed sincere gratitude for the financial support.”

– Inspiritus

“Our outreach teams have particularly been courageous in the last six weeks, adapting their housing outreach to not only provide COVID-19 public health education, but to provide survey/screenings for symptoms, distribute food (as many kitchens/pantries have closed), and even assist with transporting individuals to testing and emergency lodging. Our airport outreach has particularly been a focal point during this crisis as we had been experiencing crowds as high as 300 people coming overnight to seek shelter.”

– HOPE Atlanta

“Thank you with all our hearts for helping our youth during this difficult time. This support has ensured that students in our program have access to nutritious meals and virtual learning support. It has helped us provide 233 hours of academic support, 115 hours of social and emotional support, and distributed over 1,000 meals.”

– Future Foundation

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**Impact Snapshot**

“I don’t have enough words to thank you for this. This makes such an incredible difference for our Latino families. Every day we hear from our clients how much they appreciate that we are still here in person to provide them with emotional support and emergency assistance. We have seen too many tears full of gratitude in these past weeks. Your support is the fuel that allows us to do that.” – Ser Familia

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**YMCA of Metro Atlanta**

“Thanks to the tremendous support of our partners, like you, YMCA of Metro Atlanta has:

- Transitioned several of our facilities to offer childcare for children of healthcare professionals, first responders, and frontline workers. We have partnered with all area hospitals and healthcare providers, and during the first month of offering the program, there have been more than 1,400 registrations.

- Leveraged our existing programs and strong partnerships to support 6,000 families a week through hunger relief efforts. Our work includes a drive-through meal service, a weekend backpack program, food delivery to senior centers, low-income apartment complexes, and extended-stay motels, and a mobile food pantry. To date, we have provided almost 66,000 meals.

- Launched Operation REACH (Reach out, Encourage, Activate, Connect, Honor), where Y staff are calling all members over the age of 65 to check in on their health — both physical and emotional — and to let them know that we are still here for them. From delivering food to their homes to sending a daily motivational message, we are staying connected to 10,000 seniors.”