

ACT Now COVID-19 Response Fund

March 19, 2020



ACT *for* ALEXANDRIA

A COMMUNITY FOUNDATION

Agenda

- Welcome & Introductions
- About ACT Now COVID-19 Response Fund
- 2020 Census Mini Grants
- Spring2ACTion – April 29
- Q & A



ACT Now COVID-19 Response Fund

- ACT & City of Alexandria established the Fund to provide emergency support to nonprofits that are delivering the critical services and programs that are needed by Alexandrians right now.
- \$200,000 Amazon grant
- \$40,000 in initial grants to ALIVE!, Christ Church-Lazarus Ministry, Senior Services, and The Campagna Center
- Donors are generously giving through - <https://www.givegab.com/campaigns/actnowcovid19fund> - \$175,000 raised to date

Priority Populations

- Children and youth
- People disproportionately impacted by the crisis including – low-wage workers, gig economy workers, people experiencing homelessness or at risk of experiencing homelessness, healthcare and emergency response workers
- Seniors
- Immigrants

Sample Grant Awards

- Purchase of emergency supplies such as food, household and hygiene supplies, diapers, etc. for priority populations
- Expansion of programs and services
- Change in service delivery model
- Development of new programs to support priority populations

*All requests must be related to the increased demand as a result of the COVID-19 outbreak. **The immediate priority is emergency relief and support.** We will consider additional requests as the weeks unfold and as funds are available.

Sample Questions & Reporting

- Organization Contact Information
- Amount Requested
- Total Organizational Budget
- Brief description of population served
- Brief description of how your organization is responding to the needs of Alexandrians affected by the COVID-19 outbreak
- Brief description of how the grant funds will be used, including a timeline and how Alexandrians will benefit

*In lieu of formal reporting, awardees will be asked to share a brief blurb and picture and/or video about how they are using the grant. This information will be used to build awareness about the needs and to encourage donors to give to the Fund.

Applying for a Grant

- Average award will be \$5,000, will accept requests up to \$10,000
- Applications available at <https://www.surveymonkey.com/r/actnowcovid19fund>
- Deadline is every Friday at 5pm, first deadline – March 20
- Award decisions will be made one week after application is submitted
- Organizations will be eligible to receive more than one award

2020 Census

The Decennial Census (Census) is a full count of United States residents, which includes **all people** who live here. The Census is conducted by the U.S. Census Bureau every ten years, and is mandated under Article 1, Section 2 of the US Constitution.

Timeline:

- March 12 – 20: Residents receive an invitation to respond online.
- April 1: Census Day 2020
- April 6 – 16: Residents receive a reminder letter and paper questionnaire
- April 20 – July 31: Census enumerators follow up with households that have not responded
- July 31: Census Counting Concludes

Responding to the Census is...

Safe.

Your personal information is confidential, even from other government agencies

Easy.

You can complete the Census online, by phone, or by mail

Fast.

Most households can complete the Census in only 6 minutes

ACT's Commitment to the 2020 Census

- Participation in Alexandria's Complete Count Committee
- Grant funding to Casa Chirilagua to provide Ambassadors for outreach in the Arlandria neighborhood
- Allocating \$10,000 for Census Mini Grants to assist with outreach and awareness building activities in hard-to-count communities in Alexandria – apply here:
<https://www.surveymonkey.com/r/actcensusminigrants>



Spring2ACTion Plans & Potential Changes

- Online Nonprofit Gathering on March 23 at 2pm
- Engaging with social media consultant to help us with online engagement and messaging
- Shift from printed materials to online and downloadable graphics
- Change messaging around Spring2ACTion and tie in with urgency of supporting community needs
- Option for donor to add-on donation at checkout for the ACT Now COVID-19 Response Fund
- Consider opening early giving 3 weeks vs. 2 weeks in advance
- Opportunity to help local businesses through promotion page

*we will monitor the situation and communicate with nonprofits about any changes.



Questions?

