



UNITED WAY BAY AREA

COVID-19 COMMUNITY RELIEF FUND

IMPACT REPORT

In response to the COVID-19 pandemic and the shelter-in-place orders instituted throughout the Bay Area in 2020, United Way Bay Area (UWBA) quickly mobilized to address the community and our partners' greatest needs. With our longstanding relationships throughout the Bay Area and our deep knowledge of the communities we serve, UWBA was uniquely positioned to make an impact during this unprecedented time.

We launched the UWBA COVID-19 Community Relief Fund, focusing on four key impact areas:

1. 211

Call capacity for 211 phone and text services, which are available 24 hours a day, 7 days a week, in 150 languages through phone interpretation services. 211 provides free and confidential information about local social services.

2. Worker and Labor Supports

The needs of workers, including help connecting to alternative employment, public benefits assistance, disability benefits application assistance, and legal assistance.

3. Technology, Infrastructure and Personal Protective Equipment (PPE)

The technology and infrastructure needs of our local service providers to continue operations and provide critical services to the most affected members of the community.

4. Rent Relief and Other Direct Assistance Funds

Local non-profit capacity to meet the basic needs of families most affected by the pandemic with direct prevention measures such as assistance with rent, housing, food, utilities, healthcare costs, or unpaid sick time.

**The need was immediate—
since March 2020:**

48%

of California households suffered
some form of income loss

23%

of Californians fell behind on
their rent or their mortgage

**Despite legislative efforts at the
federal, state, and local levels:**

1 in 10

in California could still face eviction

**The impact on children
is particularly strong:**

10%

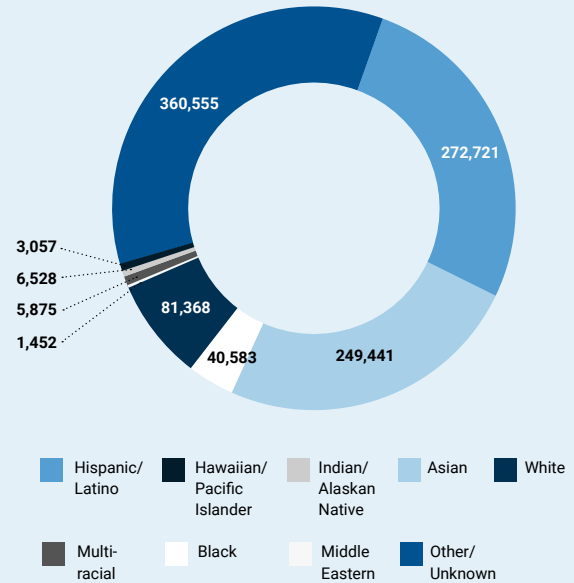
of households with children
in California (over 540,000
households) are behind on their
rent or mortgage payments.

United Way Bay Area opened the COVID-19 Community Relief Fund to all applicants, not just current partners, so long as their funding needs fell within these four key impact areas: 211; Worker and Labor Supports; Technology, Infrastructure and Personal Protective Equipment (PPE); and Rent Relief and Other Direct Assistance Funds.

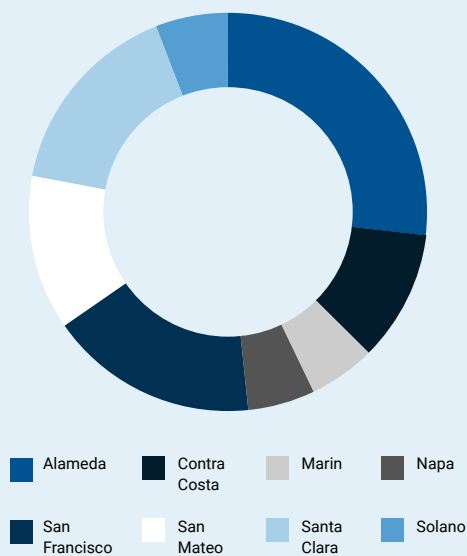
\$5.5M

in funds were deployed to support 130 non-profits in 8 Bay Area Counties

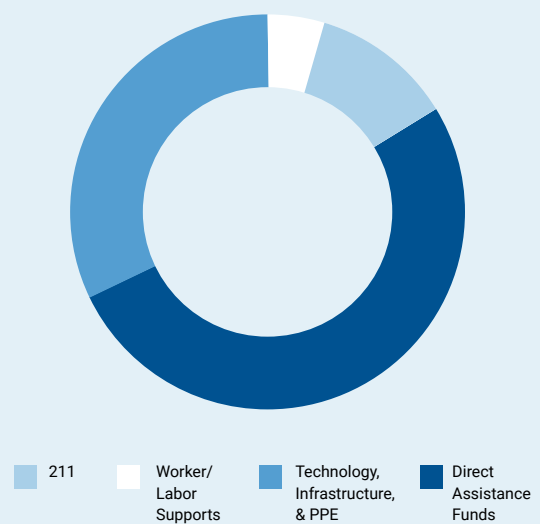
Distribution of COVID-19 Grants by Demographic



Distribution of COVID-19 Grants by County



Distribution of COVID-19 Grants by Key Impact Area



KEY IMPACT AREA: **211**

United Way Bay Area (UWBA) 211 provides free confidential information about local social services by phone, text, and website, and is available 24 hours a day, 7 days a week, and in 150 languages. UWBA serves six Bay Area counties: Marin, Napa, San Francisco, San Mateo, Santa Clara, and Solano. **In a normal year, 211 receives approximately 35,000 calls.**

78,776

211 calls received
between March
and December 2020

222%

increase in
2020 from
2019

40,474

calls in 2020 that
were COVID-19
related

229%

increase in referrals
to food programs

211 DISAGGREGATED CALL DATA

This chart shows the top three caller needs by race and provides insight from different communities affected by the pandemic.

	BLACK	ASIAN	LATINX/HISPANIC	WHITE
#1 Need	Homelessness/Shelter (20%)	Grocery/Meals (27%)	Testing (23%)	Testing (15%)
#2 Need	Rent help (10%)	Testing (18%)	Rent help (15%)	Other** (15%)
#3 Need	Other** (8%)	Food pantries (9%)	General info*** (7%)	General info*** (14%)

* 211 data represents March through October 2020 and only Marin, Napa, Solano, San Francisco, San Mateo, and Santa Clara counties

** "Other" includes reasons that were not listed separately at the time of the call

*** "General info" includes virus information like symptoms, prevention, other facts about the virus itself

REAL STORIES | 211 Contra Costa

"We received a call on a Saturday morning from an east county mother whose 4-year-old boy had been diagnosed with COVID-19. She'd been instructed for the entire household to quarantine in their home. With no funds for food delivery and needing to feed her family, the caller dialed 211. Being a weekend, no food program could be found to meet the caller's immediate need. A delivery program existed, but the sign up was on Monday. Tearfully the caller expressed how terrible she felt about possibly exposing others in her community. The Call Specialist obtained permission to call the client back and agreed to reach out to a supervisor for help in problem-solving. The Call Specialist was able to consult with our 211 Database Administrator who immediately began reaching out to her contacts at food pantries to advocate for the caller. Agape International Church & Ministries in Antioch agreed to step in and provide help that falls outside the scope of their typical walk-in only food program. They were able to provide grocery store gifts cards and arranged for a neighbor of the family to help with shopping and delivery."

Since shelter-in-place orders were announced, 211 has been actively coordinating with the Office of Emergency Management in many of the counties we serve. These partnerships ensure that UWBA receives and provides accurate and timely information regarding the disease, the vaccine, local orders, and help with income loss due to the pandemic. In Santa Clara and San Mateo counties, 211 was asked to be the main COVID-19 information line. Together, 211 and UWBA developed call specialist FAQs, timely wait messages, phone transfer options, and tracked the COVID-19 reasons for calls. The counties also promoted our keyword texting campaign through 211-211. Over 11,500 users texted the word "coronavirus" to 211-211 and received CDC county guidelines and virus information.

KEY IMPACT AREA: TECHNOLOGY, INFRASTRUCTURE & PPE

When COVID-19 hit, many of United Way Bay Area's partners were forced to work from home without the hardware, software, and privacy protections that were standard and required for the important financial education and support work that they regularly conduct. Other partners were required to continue to work onsite despite the dangers of COVID-19, which necessitated additional cleaning, staffing, and personal protective equipment. Through the fund and generous in-kind donations, we were able to support our partners in all eight counties with the following:

- Technology and equipment to enable agencies to purchase laptops, needed software, and phones to allow staff to pivot to remote and/or more socially distant workplaces.
- For our SparkPoint program: technology infrastructure, including software licenses, Mogli SMS licenses (including covering costs of all text messages), webinars/trainings on how to use Zoom for Case Management and Data Confidentiality, and Information Security Best Practices/ Technical Assistance.
- PPE and cleaning supplies, such as masks, gloves, and hand sanitizer. Additional janitorial and deep cleaning services were provided, especially for agencies providing food and groceries.
- Staff and other worker supports such as additional sick time, incentive pay, overtime, and temporary workers to keep up with demand. Many volunteers are senior citizens, and so were unable to come and provide support, so many of the basic need agencies had to redeploy staff and add temporary staff to make up for the lost volunteer pool.
- In-kind donations: 4,500 N95 masks and 106,500 medical grade masks from Chevron and Bank of America.

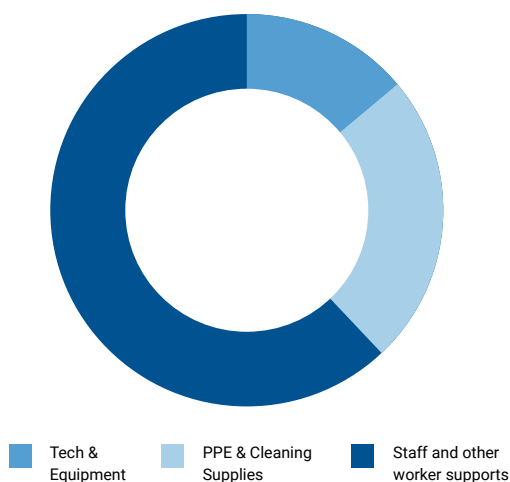


REAL STORIES | Sacred Heart Community Service

UWBA supported Sacred Heart Community Service's (SHCS) technology needs during this crisis. When Santa Clara County instituted social distancing protocol, SHCS had to redesign the Welcome Center and Food Pantry processes. As part of this change, SHCS temporarily eliminated the member registration requirements to move people more quickly through the building. This was a short-term solution and SHCS understood that they needed to find a method of registering members that was quick and efficient. SHCS' registration is a key part of the member journey and provides individuals with access to an array of resources.

SHCS worked with Percolator Consulting to develop infrastructure for an online New Member registration application. Now, individuals do not have to come in to fill out a hard copy application. Members can even complete the application process on their mobile devices. Members who have participated in the "Drive-Thru Food Pantry" shared that they have even completed the application while waiting in line. This new format provides contactless registration, allowing individuals and staff to stay safe and healthy.

Distribution



KEY IMPACT AREA: **WORKER SUPPORTS**

United Way Bay Area employs labor liaisons in Contra Costa, San Francisco, and San Mateo counties. Having staff already embedded in these communities enabled our grants to reach those who needed them most. One of the highlights of our Labor Support work during COVID-19 was and continues to be the Union Food Drive, held twice a month on Thursday mornings in San Mateo.

To date, this drive has served:

21,580

families

90,312

individuals

19,915

children

51,004

adults

19,393

seniors

Our Labor Support work has also engaged 400+ volunteers since April 2020, providing more than 7,000 volunteer hours.

Additionally, the four local labor councils and Fuerza Educational Coalition received COVID-19 relief funds for use in Alameda, Contra Costa, San Francisco, San Mateo, and Santa Clara counties, directed as follows:

Direct cash assistance for rent:

380

individuals

Direct cash assistance for other purposes (COBRA, etc.):

143

individuals

Groceries or meals:

1,760

individuals

REAL STORIES | Worker Supports

UWBA was notified of an individual who became ill and was in need of financial assistance. The individual was a union member that had been recently laid off. He did not qualify for unemployment, lost his medical care, and required assistance to deal with ongoing Stage 4 cancer treatments. After learning of his situation and how he was trying to make sure that his daughters and wife would be taken care of, we worked to secure funds for him and his family through our Hardship Fund. These funds included a subsidized COBRA plan for him and his family and ongoing hardship funds provided by San Francisco Labor Council. UWBA also worked with his daughter on affirmative remedies around her and the family's immigration status issues and providing a longer-term solution. This support was made possible because the individual's neighbor learned the union might be able to help someone who was too proud to reach out for help on his own.



KEY IMPACT AREA: **DIRECT ASSISTANCE FUNDS****Direct assistance grant highlights include:****3,472**individuals received
rental assistance**6,187**individuals received cash
assistance for groceries,
gas, and other bills**165**individuals and families
experiencing homelessness
or domestic violence received
motel vouchers, for a total of
1,217 nights**5M+**meals were
provided**REAL STORIES | Direct Assistant Partners****On The Move (OTM) – Napa**

Javier* came to the United States from Mexico 20 years ago in search of a better life. He works in the fields and supports a family of four. Javier enjoys volunteering at his children's school and attends parenting classes there. He encourages his children to study hard so they can achieve educational success and obtain jobs they will enjoy and which will sustain them. Javier, his wife, and their two daughters all contracted COVID-19, and every member of the family experienced severe and debilitating symptoms, including high fever, cough, headache, and pain throughout the body. Javier described the feeling of struggling to breathe as "like drowning." Throughout his illness, Javier was intent on getting well so he could return to work. He worried that his family would not have enough to eat, or that they would be left homeless because they could not pay their rent. While Javier followed the doctors' orders to remain in quarantine so as not to put his coworkers at risk, he experienced anxiety and depression as he worried about his family. OTM provided support to Javier and his family throughout their quarantine, and connected Javier to ongoing mental health support. With the emergency financial support Javier received from OTM, he and his family were able to pay their rent and utility bills until Javier was able to return to work.

Help with Rent – Shelter Inc.

A single mother of two in Antioch had been working full time at a local hospital in the East Bay. At the onset of the COVID-19 pandemic, her doctor determined that she was at high risk of serious illness from the virus due to her previous medical history and ordered her to shelter-in-place. Complicating matters, she had recently undergone an unexpected surgery and was just beginning her recovery.

Due to the shelter-in-place instruction from her doctor, the mother was unable to work and found it difficult to pay for essentials. She proactively applied for unemployment benefits, food stamps, and other services, but was still falling behind on her rent. She contacted SHELTER, Inc. through our COVID-19 Hotline seeking help with the rent, and SHELTER, Inc. was able to use United Way Bay Area funding to help this mother and her children stay safely housed during the pandemic.

COVID COMMUNITY RELIEF FUND: INSTITUTIONAL SUPPORTERS

Anonymous ++

Bank of America

Callan LLC

Centerview Partners LLC

Chevron

City National Bank

Comerica

Deloitte

Delta Dental of California

DENSO International America Inc.

Dodge & Cox

Dutch Bros. Coffee

East West Bank

F5 Networks

General Atlantic

Groupees

Herbst Foundation

HULFT, Inc.

Jannsen Pharmaceutical Companies of Johnson and Johnson
Disaster Response Fund

John & Marcia Goldman Foundation

Lisa & Douglas Goldman Fund

MUFG Union Bank Foundation

Newton & Rochelle Becker Charitable Trust

Perfect Star Heating & Air Conditioning

Richard W. Goldman Family Foundation

RTI International

Sandia National Laboratories

Sundial Fund

SunTrust

Standard Chartered Bank

Texas Instruments

UPS

U.S. Bank Foundation

Walter and Elise Haas Fund