Welcome to How to Fundraise for Emergency Aid Programs



Sara Goldrick-Rab Founding Director Hope Center for College, Community, and Justice Lizzy Moore Foundation President and Dean of Institutional Advancement Santa Monica College Tina Gridiron VP of Philanthropic Partnerships ACT's Center for Equity and Learning

Relevant Resources

Visit our COVID-19 Response page: <u>https://tinyurl.com/HopeCovidResponse</u>

- Maximizing the Impact of CARES Emergency Aid Funds for Students
- Guide to Emergency Grant Aid Distribution

Why Are We Here?



Most institutions' EA funds have an annual budget of <\$100 K



2 in 3 say that demand for funds outstrip their supply



3 in 4 say that lack of funds is a key barrier to serving more students with EA



Why Are We Here?



deny student requests for lack of funds

23% of institution say they have to frequently deny student requests for lack of funds



3 in 5 rely on their university's foundation or individual donors for their EA funds

Kruger, Parnell and Wesaw, 2016, Landscape Analysis of Emergency Aid Programs



The CARES Act Dollars Won't Last

THE hope CENTER

Introductions



Sara Goldrick-Rab Founding Director Hope Center for College, Community, and Justice Lizzy Moore Foundation President and Dean of Institutional Advancement Santa Monica College Tina Gridiron VP of Philanthropic Partnerships ACT's Center for Equity and Learning



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MEAL PROJECT SANTA MONICA COLLEGE FOUNDATION

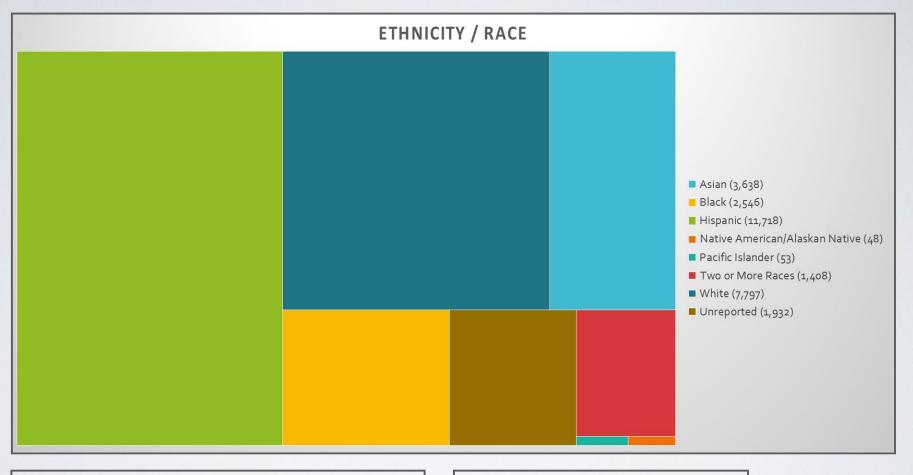








ABOUT SMC STUDENTS



- 31,500 (Spring 2020)
- Nationally Recognized as Hispanic-serving College
- 90% Commute to SMC (no residence halls)
- 75% Receive Financial Aid

- 52% First Generation
- 83% California Resident
- 53% Female 45% Male 2% Other
- 69% 24 years & younger



SMC FOOD SECURITY ECOSYSTEM



TIMELINE

feb 25 partners	mar 3 1,000 meals	mar 17 COVID-19	mar 18 angel gift
Grand opening of first Community College Everytable Lounge providing meals to food insecure students	SMCFprovides 1,000 mealsto students in first two weeks of restaurant opening	All SMC dasses go remote SMCF pivots to address food security and builds draft program with Everytable	SVICF targets top 10 list of potential angel donors and foundations with history. Secured first single \$200K gift
SMCF & E/Tlaunch pilot Meal Project to (21) Quardian Scholars students District agrees to \$500,000 grant for program	Week #1: 290 students added to Meal Project induding older adults Surveys conducted Student Services gather lists	Week #2: 474 students opt into program Rtched local coverage of Meal Project	Week #4: 907 students enrolled (8) Foundation grant requests submitted; emergency grants reœived from first batch of requests Media coverage of effort expands reach
20 pilot launch	21 week #1	30 expansion	13 exceed \$1M
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RAPID RESPONSETO COVID-19

Santa Monica College Foundation's MEAL PROJECT delivers fresh, nutritious meals each week to vulnerable students who are struggling with food insecurity free of charge. The goal* is to provide continuous support to any SMC student needing immediate food assistance, during the COVID-19 pandemic.

Together with Los Angeles-based social enterprise company EVERYTABLE, the MEAL PROJECT reaches across the L.A. basin to deliver fresh, nutritious meals, sponsored by the generosity of individual donors, private foundations, and corporate partners.

* pending financial support

GOAL

COST

Funding: \$2,000,000 No. of Meals: 252,000 No. of Students: 3,000 Frequency: 1x Per Week Quantity: 7 Meals Duration: 12 Weeks

\$44 per Student / Weekly One (1) Student X 7 Meals = \$35 Packaging & Delivery = \$9



SURVEY RESULTS

CREDIT STUDENTS USDA SIX ITEM SURVEY

Students who scored "very low" on food security AND want support	298
Students who scored "very low" on food security, want support AND could pick up the food	53
Students who scored "very low" on food security and DID NOT want help -or- students who scored "low" on food security	240
Students who scored "high or marginal food security"	227

Results: 818 Respondents

NON-CREDIT STUDENTS ROBO-CALL QUESTION

Older Adult Students 55+ Need Meal Assistance

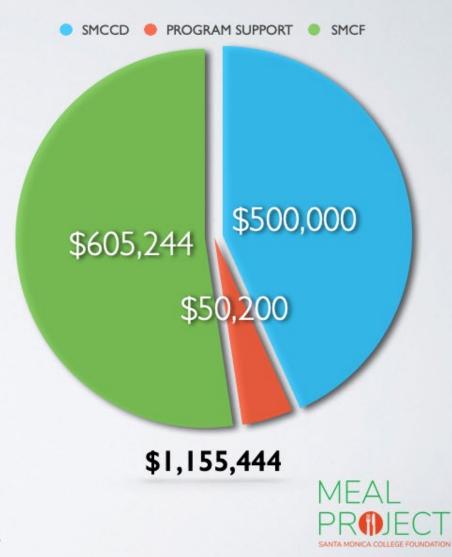
Results: 121 Respondents



FUNDING

SMCCD STUDENT EQUITY & ACHIEVEMENT PROGRAM FUNDS (SEAP)

SMCCD	\$500,000
SMC FOUNDATION FUNDS	
Feed Their Dreams Campaign 2019-20	\$150,000
Meal Project Campaign/Feed Their Hopes	\$328,244
SMCF - HFPA Emergency Grant	\$10,000
Plaza at Santa Monica Gift	\$10,000
Rotary Club of Santa Monica Grant	\$3,500
SMCF	\$501,744
SMCF FUND DISTRIBUTIONS	
SMCF - Emeritus Fund	\$100,000
SMCF - DSPS Fund	\$3,000
Athletics Fund	\$500
SMCF	\$103,500
SMC PROGRAM SUPPORT	
Associated Students	\$35,000
CalWORKS	\$1,000
EOPS	\$2,500
Guardian Scholars (Foster & Former Foster Youth)	\$1,500
Pico Promise	\$200
Hunger Free Campus Award	\$10,000
PROGRAM SUPPORT	\$50,200



CURRENT STATS

Meals Served 17,651

of Student Subscriptions 922

...and counting.



SCOPE OF DELIVERY AREA





HOW DID WE GET THERE?



PER-TO-PER PLATFORM



STUDENTS ARE YOUR BEST ASSETS

Classy is a peer-to-peer online fundraising platform that enables everyone – students, friends, donors, board members, faculty, staff and volunteers – to easily fundraise for the MEAL PROJECT and spread the message about this critical need.

Costs: No cost upfront or monthly fee. Back-end: 2% plus standard credit card transaction fees



EXPAND YOUR REACH

Individuals Most raised		Most raised 🔻
	Edna Chavarry \$1,710 raised (114%)	
F	Mitch Heskel \$1,600 raised (160%)	
	Hannah Lawler \$1,565 raised (313%)	
*	Walter Meyer \$1,257 raised (126%)	
	Fred Kipperman \$1,236 raised (82%)	
	Marilyn Landau \$1,186 raised (237%)	

- SMC is promoting team fundraising as a great bonding and uplifting experience to have with one's co-workers, book club or other groups during this time.
- You're more likely to recruit fundraisers if you offer to create their pages for them.
- A steady stream of encouraging messages is key to keeping fundraisers active
- · Include 'donate by check' info on your page
- Donations that come in offline can be added manually (and carry zero fee) so they show in the progress bar.





Lizzy Moore Foundation President | Dean, Institutional Advancement 310.434.4307 moore_lizzy@emc.edu santamonicacollegefoundation.org



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Raising Funds for Emergency Aid Programs



Tina Gridiron Vice President, Philanthropic Partnerships ACT's Center for Equity in Learning



Fundraising is not really about money its about people.

Relationships Matter







Fundraising Strategies

Annual Campaign & Membership Campaigns	Direct Mail	
In-Kind Support and Media Sponsorships	Events	
Social Media & Crowdfunding	Grants	

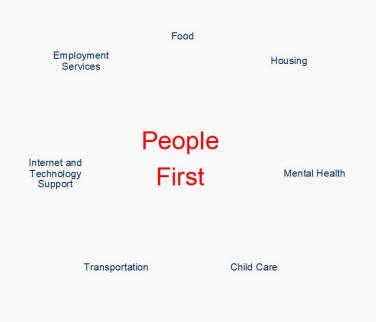


Nobody cares how much you know until they know how much you care.

Theodore Roosevelt



Start with Why



Stories are just data with a soul. Brené Brown

Set the Context





A river cuts through rock not because of its power but because of its persistence.



Persistence Matters



People don't give to you; they give through you.

Kay Sprinkel Grace

Current Funder Priorities

Right now needs.	Digital divide interventions
Historically and systemically disadvantaged populations	Current Grantees



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Upcoming Opportunities

Stream *Hungry to Learn,* a new documentary from Soledad O'Brien, *FREE*

- Sign up by April 27
- Stream April 28-30
- Facebook Live with Sara Goldrick-Rab and Soledad O'Brien on April 29 at 7:30pm EST
- Info: <u>https://tinyurl.com/HungryFilm</u>

Webinar on "Parenting Students and Basic Needs"

- May 14 at 4pm EST
- Register: https://tinyurl.com/ParentStudentWebinar





Sara Goldrick-Rab Founding Director Hope Center for College, Community, and Justice

Nicole Lynn Lewis Chief Executive Officer Generation Hope

JOIN OUR WEBINAR ON:

Parenting Students and Basic Needs Insecurity





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Raising Funds for Emergency Aid Programs



Tina Gridiron

Vice President,

Philanthropic Partnerships

ACT's Center for Equity in Learning



Foundation Resources

Educators & education staff

Funds to support educators and education support staff, from birth to postsecondary, in fulfilling their roles as educators or providing for their needs

AFT Foundation: <u>AFT Education Foundation COVID-19 Response</u> <u>Fund</u>

Alliance for Education: Right Now Needs Fund

Chan Zuckerberg Initiative: <u>Supports for Educators, Students and</u> <u>Families Impacted by COVID-19</u>

Clare Rose Foundation: Emergency Relief for Teaching Artists

DonorsChoose: Coronavirus Relief: Keep Kids Learning

Let's Grow Kids: <u>Make an Emergency Gift to Early Educators</u> (Vermont)

NEA Foundation with Grantmakers for Education: <u>COVID-19 Rapid</u> <u>Response Fund</u> To contribute, contact <u>ejames@nea.org</u>.



Postsecondary learners

Funds to support the learning, health and wellness of postsecondary students

Believe in Students/Edquity/Rise: Edquity and Rise Student Relief Fund

College Futures Foundation, ECMC Foundation, Stuart Foundation and others: <u>California College Student Emergency Support Fund</u>

ECMC Foundation: <u>COVID-19 Rapid Response Small Grants</u> <u>Program</u>

The Leadership Brainery: <u>College Student Emergency Relief Mini</u> <u>Grants</u> (Greater Boston)

Thurgood Marshall College Fund: <u>HBCU Emergency Fund</u>

United Negro College Fund: COVID-19 Response Fund



K-12 learners

Funds to support the learning, health and wellness of K-12 students

The Alliance for Education: <u>Education Equity Fund</u> (Seattle Public Schools)

Communities In Schools: Support Students in Ways That Go Beyond the Classroom

Ewing Marion Kaufman Foundation, The Wallace Foundation and others: <u>COVID-19</u> Education Relief Fund

Greater Washington Community Foundation, Education Forward DC and the DC Public Education Fund: <u>DC Education Equity Fund</u>

Impact on Education: <u>Critical Needs Fund</u> (Boulder Valley School District)

The Mind Trust and others: Indianapolis E-Learning Fund

Oakland Public Education Fund: <u>COVID-19 Rapid Response Fund for Oakland Kids &</u> <u>Schools</u>

Raikes Foundation: <u>Washington State Student and Youth Homelessness COVID-19</u> <u>Response Fund</u>

Andy Roddick Foundation: Family Emergency Fund

Silicon Valley Community Foundation: Education Partnership

St. Louis Public Schools Foundation: The SLPS Emergency Response Fund

Stuart Foundation: Rapid Response Grants



Early childhood

Funds to support the learning, health and wellness of learners birth through age five

The Harvest Foundation: Emergency Childcare Relief Fund

William Penn Foundation and Vanguard Strong Start for Kids Program™: <u>Philadelphia Emergency</u> <u>Fund for Stabilization of Early Education</u>

Racism & Xenophobia

Funds to prevent racism or xenophobia due to COVID-19; funds to support specific populations that experience racism or xenophobia

The California Endowment: COVID-19 Response Fund

Decolonizing Wealth Project, Native Americans in Philanthropy, and National Urban Indian Family Coalition: <u>Native American Community Response Fund (COVID-19)</u>

Hispanics in Philathropy: COVID-19 Rapid Response Migration Fund and Civic Participation Fund

Nellie Mae Education Foundation: Rapid Response: Racism is a Virus Too

Rose Community Foundation: Jewish Community Security Mini-Grants

The San Francisco Foundation: SFF COVID-19 Emergency Response Fund

William Caspar Graustein Memorial Fund: COVID-19 Response Grant



Community Support

Funds to support broader urgent community needs

Arthur M. Blank Family Foundation, United Way of Greater Atlanta and others: <u>Greater Atlanta COVID-19 Response and</u> <u>Recovery Fund</u>

Baptist Community Ministries: Grants for Critical Community Support

Barr Foundation: Emergency Response Grants

John M. Belk Foundation: COVID-19 Response Fund

The Boston Foundation: COVID-19 Response Fund

James Graham Brown Foundation: The One Louisville: COVID-19 Response Fund

Bush Foundation: Minnesota Disaster Recovery Fund for Coronavirus

California Community Foundation: <u>Emergency Support for LA County's Homeless Neighbors</u>; <u>COVID-19 LA County</u> <u>Response Fund</u>

Annie E. Casey Foundation, Ford Foundation, W.K. Kellogg Foundation and others: Families and Workers Fund

Chan Zuckerberg Initiative: Bay Area COVID-19 Emergency Relief Efforts

Cleveland Foundation, The George Gund Fund and others: Greater Cleveland COVID-19 Rapid Response Fund

Communities Foundation of Texas: North Texas Community Response Fund and The Get Shift Done for North Texas Fund

The Denver Foundation: Critical Needs Fund

The Duke Endowment: One SC: <u>Covid-19 Response</u>

Stanley H. Durwood Foundation: Kansas City Regional COVID-19 Response and Recovery Fund

The Foundation for Enhancing Communities: COVID-19 Community Response Fund

GAR Foundation: <u>The COVID-19 Emergency Fund</u>

Gates Family Foundation, Rose Community Foundation and others: Colorado COVID Relief Fund



Foundations providing

emergency

funds.

(GFE)

Community Support (Continued)

Funds to support broader urgent community needs

Giving Compass with National Center for Family Philanthropy: <u>Coronavirus and COVID-19 Response and</u> <u>Relief Funds</u> (list of funds that are open to contributions from individual donors)

Greater Toledo Community Foundation: COVID-19 Response Fund

Evelyn and Walter Haas, Jr. Fund: The Chronicle Season of Sharing Fund

The Heinz Endowments: COVID-19 Response Grants

The William and Flora Hewlett Foundation: Bay Area Relief Efforts

Hartford Foundation for Public Giving: <u>COVID-19 Response Fund (Hartford, CT)</u>

Houston Endowment: Greater Houston COVID-19 Recovery Fund

Ewing Marion Kaufman Foundation, Sherman Family Foundation and others: <u>Kansas City Regional</u> <u>COVID-19 Response and Recovery Fund</u>

Lefkofsky Family Foundation, Lloyd A. Fry Foundation, The Harry and Jeanette Weinberg Foundation, The Joyce Foundation, The Robert R. McCormick Foundation, Polk Bros. Foundation and others: <u>Chicago</u> <u>Community COVID-19 Response Fund</u>

Lilly Endowment, Inc.: Lilly Endowment Makes Additional Grants to Help Indiana Communities Respond to Pandemic

Lilly Endowment, Inc. and others: Central Indiana COVID-19 Community Economic Relief Fund

Marin Community Foundation: COVID-19 Fund of MCF

ACT[°] Center for Equity in Learning

• Center for Equity in Learning

Community Support (Continued)

Funds to support broader urgent community needs The Mind Trust: Gleaners Food Bank of Indiana Nellie Mae Education Foundation: Amplifying Youth Voice Charles Stewart Mott Foundation: Food Bank of Eastern Michigan Oak Foundation: Rapid Response Grants Overdeck Family Foundation, Inc.: Robin Hood's Rapid Relief Fund William Penn Foundation: COVID-19 Arts Aid PHL Raikes Foundation: Seattle Foundation's COVID-19 Response Fund Rainwater Charitable Foundation: North Texas Cares Kate B. Reynolds Charitable Trust: \$1.5 Million in Immediate, Flexible Funding to Respond to COVID-19 in N.C. Robins Foundation: Family Crisis Fund Rose Community Foundation: Over \$1.5 Million in COVID-19 Rapid-Response Grants Released by Rose Community Foundation The San Diego Foundation: San Diego COVID-19 Community Response Fund The Schott Foundation for Public Education: Loving Communities Response Fund Seattle Foundation: COVID-19 Response Fund Silicon Valley Community Foundation: COVID-19 Regional Response Fund and Small Business Relief Fund The Skillman Foundation: United Way for Southeastern Michigan's Community Response Fund Sobrato Philanthropies: COVID-19 Response Fund TLL Temple Foundation: Lufkin Emergency Food Distribution Warriors Community Foundation: Warriors Community Foundation Disaster Relief Fund The Harry and Jeanette Weinberg Foundation: COVID-19 Emergency Grants

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Nonprofit Support

Funds to enable nonprofit organizations to survive and thrive

Carnegie Corporation of New York, Ford Foundation, The New York Community Trust and others: <u>NYC</u> <u>COVID-19 Response & Impact Fund</u>

Geraldine R. Dodge Foundation: COVID-19 response grants

The Ford Family Foundation: Emergency COVID-19 Funding

Funders' Collaborative on Youth Organizing: COVID-19 Youth Organizing Rapid Response Fund

Grand Rapids Community Foundation: Kent County Coronavirus Response Fund

Heising-Simons Foundation: Coronavirus Grantee Rapid Response Fund

Kansas Health Foundation: Impact and Capacity Grant - COVID-19

Fleischacker Foundation, Walter & Elise Haas Fund, The William & Flora Hewlett Foundation, Kenneth Rainin Foundation and others: <u>Arts Loan Fund COVID-19 Emergency Loan</u> (Bay Area)

Oregon Community Foundation: Oregon Community Recovery Grant Program

Sacramento Region Community Foundation: Sacramento Region Disaster Fund

Sand Hill Foundation: Coastside Gives

Silicon Valley Community Foundation: Regional Nonprofit Emergency Fund

Stuart Foundation: Rapid Response Grants

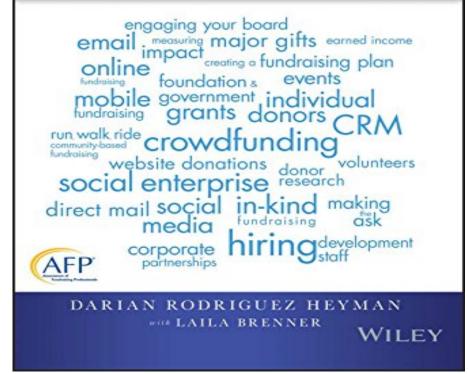


Additional Resources

Fundraising Guide

Nonprofit Fundraising 101

A PRACTICAL GUIDE with EASY to IMPLEMENT IDEAS & TIPS from INDUSTRY EXPERTS







How to Fundraise for Emergency Aid Webinar – April 23, 2020 Links to Resources

Achieving the Dream Resource from Tina Gridiron: <u>https://www.achievingthedream.org/resource/18061/emergency-aid-for-higher-education-a-</u> toolkit-and-resource-guide

Kara Logan Ted Talk: https://video.search.yahoo.com/yhs/search?fr=yhs-Lkry-SF01&hsimp=yhs-SF01&hspart=Lkry&p=kara+logan+ted+talk#id=52&vid=01b67fb6b3c34afd74d77c802de7b06e &action=click

Classy Platform: https://www.classy.org/

Swipe Out Hunger: https://www.swipehunger.org/

Challah For Hunger: https://challahforhunger.org/

Foundation Center for Information About Targeted Asks to Funders: <u>https://fconline.foundationcenter.org/</u>

More About Lizzy's Program: https://santamonicacollegefoundation.org/