

BET & UNITED WAY WORLDWIDE COVID-19 Relief Fund



AUGUST 2020 IMPACT SNAPSHOT (TO DATE)

BET AND UNITED WAY WORLDWIDE have partnered to provide immediate relief to alleviate the disproportionate negative impacts of COVID-19 experienced by African American individuals, families and communities. Specifically, this effort funds community-based organizations that are providing emergency financial assistance, food access, and health and student learning supports for African American individuals and families in Atlanta, Chicago, Detroit, Los Angeles, New Orleans and New York City. To date, this effort has raised more than **\$18.4 million** to support the work of the local United Ways in these cities and provided timely, immediate relief to roughly **1,731,987** individuals.



FINANCIAL ASSISTANCE

GOAL: Provide financial and employment assistance to families experiencing economic hardship as a result of job or business loss, or other negative impacts of COVID-19



KEEPING FAMILIES AFLOAT IN NEW YORK CITY - The Bridge Fund of New York City is a longstanding UWNYP partner whose mission is to prevent homelessness among the working poor, the recently unemployed, retirees and veterans. The Fund works in all five boroughs in New York City, and 65% of their program participants are African American. All of the Fund's participants live below the Federal poverty level and receive some form of public assistance. "Vicky" a single mother of two young children and a Bridge Fund of New York City client, received significant help because of BET funding. COVID-19 caused her to lose her job as a home health aide, so she found herself in an unprecedented situation. The rent on her \$1,395 a month apartment and utility expenses began to quickly pile up. She also lived with the growing fear of getting sick and not being there for her children. The Bridge Fund provided her with a rent grant, a utility grant and a gift card to purchase food. She received information about SNAP benefits and other sources of free food and she is getting help with her job search efforts. Thanks to BET, the Bridge Fund has been able to keep families safely housed in their rent-stabilized apartments.

1,819

individuals referred to temporary housing

\$1,958,122

rent/mortgage assistance provided

13,183

individuals received rent or mortgage assistance

2,480

individuals received employment assistance and/or workforce development



4,720

individuals referred to government assistance (e.g. CARES Act, unemployment)

\$773,718

basic household necessities provided



5,551

individuals received assistance with basic household needs

\$519,321

utilities assistance provided



1,917

individuals received utilities assistance



FOOD ASSISTANCE

GOAL: Provide access to nutritious food and meals for individuals and families experiencing food insecurity as a result of the COVID-19 outbreak



ENSURING BABIES ARE BORN HEALTHY IN DETROIT - This summer, with funds made available through a partnership between BET and United Way, the United Way for Southeastern Michigan provided grant funding to the Henry Ford Health System (HFHS). In addition to providing traditional health care, HFHS focuses their efforts on wrap-around and support services for pregnant women and new mothers, as well as low-income households. United Way's support of HFHS allowed them to expand their services to the individuals and families they serve, focusing mainly on the At Your Door: Food & More program (AYD). By providing contact-free deliveries of food boxes, personal protection equipment, diapers, culturally informed education and equipment for virtual support, AYD minimizes the amount of possible exposure and time out of the house for vulnerable populations. 25-year-old expectant Detroit mom "Bre" is a program participant. Bre has limited access to a vehicle, so she typically utilizes public transportation. Between ride sharing restrictions and limited family support, simple errands like grocery shopping have been a major challenge during the COVID-19 pandemic. When Bre received her food box through the AYD program, she was excited and overwhelmed by the variety of produce, pantry items, healthy recipes and health education materials for her and her family.



352,118

individuals received meals (e.g. home delivery)



1,282,288

individuals accessed nutritious food (e.g. food pantries, farmers' markets)



HEALTH SUPPORTS

GOAL: Provide access to free, preventative health screenings and other supports related to pre-existing conditions (e.g. heart disease, diabetes) that create vulnerabilities in the African American community for viruses like COVID-19



INCREASING ACCESS TO PREVENTATIVE HEALTH SERVICES IN LOUISIANA - The Black Leadership Advisory Committee (B.L.A.C.) was founded to respectfully guide the efforts of CrescentCare (a medical clinic serving Greater New Orleans and Southeastern Louisiana) to improve health outcomes in the Black community in New Orleans by raising awareness of sexual health and overall well-being to reduce stigma, eliminate barriers to care and end health disparities. With African Americans at an exponentially higher lifetime risk of acquiring HIV and other chronic conditions, including diabetes and cardiovascular disease, CrescentCare is prioritizing efforts to address the inequities that exacerbate these issues. To help address immediate health needs, CrescentCare provided free, preventative health screenings to support low-income, African American households. Screenings were provided to those at greatest risk, including individuals with diabetes, hypertension, heart disease and asthma, all of which are preexisting conditions that create additional vulnerabilities for viruses like COVID-19.



36,212

individuals accessed preventative health services (e.g. health screenings for diabetes, hypertension)



25,536

individuals accessed healthcare services and supports (e.g. physical, mental, dental)



STUDENT SUPPORTS

GOAL: Provide access to the Internet, computers, software and other resources to support learning at home while schools are closed and in the summer



PROVIDING HOLISTIC SUPPORTS IN ATLANTA TO KEEP STUDENTS ENGAGED IN LEARNING - When Beatrice Benton was introduced to Raising Expectations (RE) last year through her oldest daughter, Grace (then a rising freshman), she thought that the organization was no more than a pathway to part-time employment for her teen. She soon realized that RE provided much more for the students they serve and their families. As is the case for many families on Atlanta's Westside, the COVID-19 crisis has compounded the financial stress already present in the Benton household, with Benton's partner being furloughed from his job. While RE had already developed a strong relationship with the Benton family, Benton was pleasantly surprised at the zeal with which they jumped into action, providing weekly grocery and cleaning supply deliveries and keeping her five school-aged children engaged with summer programs. Benton was particularly impressed with the way that RE provided supplies and educational incentives to her children. As a result of the pandemic, RE retooled their summer programs to go virtual. Benton's elementary-aged children participated in their Project RISE STEAM-based summer camp, where they regularly earned perfect attendance and participation incentives each week. Her two high school-aged children participated in YouthWORK, RE's teen employment and personal development program, where they excelled. Benton's son Zak, a rising 9th grader, was selected for a prestigious internship as a result of this performance in the program. While Benton understandably has concerns about the upcoming virtual nine weeks, she feels confident that with RE's help, navigating the process will be much easier. "[RE] alleviates stress and gives us a very good support system," Benton said.

1,557

students obtained access to the internet



2,319

students obtained access to computer hardware and/or software



2,287

students received other education supports (e.g. books, school supplies)