



A message from the office of Dennis Serrette...

Dear Leadership,

I hope this message finds you safe and in good health. As our country faces unprecedented turmoil in the face of the violent and inconceivable death of our fellow citizen, George Floyd, I extend my sincere condolences to Mr. Floyd's family and all those consumed with heartache from this tragic loss of life. NUL remains firmly committed to upholding justice and advancing equality in cities across our country. Our President and CEO, Marc Morial, recently shared his firm stance on the recommended judicial proceedings that should be considered in light of this horrific crime on MSNBC last week. I thank Mr. Morial for steadfast leadership and encourage all of you to take a moment to [view his response](#)



As we continue to navigate these times, the National Urban League continues to advocate for our 90 Affiliates through [The Urban League Fights For You](#) campaign, so I encourage you to review our most recent posts. I am also pleased to share that [PepsiCo has committed \\$1M to the National Urban League](#) for COVID-19 relief initiatives. The funding will provide technology for remote education and work, feed families and seniors, and increase medical care and testing. We are grateful for their generosity. Visit [here](#) for the full story.

I would like to commend several of the Affiliates who have been working closely with city and state authorities to identify the most effective relief strategies for their communities, too. For example, the [CEO of the Urban League of Atlanta, Nancy Flake Johnson joined the State Coronavirus Task Force](#). In this week's Newsletter, you will notice that we are highlighting five more companies and their efforts in combatting the COVID-19 virus, and we present other important updates and information for your review. Thank you for your continued leadership and commitment to the Movement.

Regards,
Dennis Serrette

Partners in Action



Merck & Co.

Merck has contributed or committed more than \$30M in support of global, national and local COVID-19 relief efforts. On #GivingTuesdayNow, Merck, and Merck Foundation [made an additional \\$10M](#) primarily to help address health disparities and inequality among patients and communities. Dr. Julie L. Gerberding, Chief Patient Officer at Merck said that "this new commitment will help advance health equity and address social determinants of health in our most vulnerable communities and patient populations. Merck is also [leading scientific efforts](#) in the fight of this deadly virus.



Nationwide

The [Nationwide](#) Foundation committed \$5M to local and national charities to support vulnerable communities in combatting the coronavirus. The foundation also donated medical supplies to several health facilities, including Nationwide Children's Hospital and Ohio Health in Columbus. Click [here](#) for more information. Nationwide has also initiated new policies for [their customers](#) to help them navigate the challenging times that COVID-19 has created in the economy.



BP

BP has risen to the challenge during these uncertain times. They have implemented several global initiatives in response to COVID-19. Specifically, they donated \$2M to WHO's COVID-19 Solidarity Response Fund, which supports medical professionals and patients worldwide by providing critical aid and supplies. Click [here](#) for more information about how they're supporting their global community.



FedEx

[FedEx Cares](#), a global community engagement program has delivered personal protective equipment and critical supplies to organizations around the world. Additionally, FedEx recently launched the #SupportSmall Grants Program, committing \$1M to small businesses. To date, they've awarded grants and services to 200 businesses owners across the U.S. Each grantee will receive a \$5,000 check and a \$500 credit for FedEx Office print and business services to help support small businesses. Read the full story [here](#).



Toyota Motor North America

Toyota is proud to strengthen communities around this country that are challenged during the COVID-19 pandemic. From small, rural towns to large metropolitan cities, Toyota continues to lend support through its leaders, team members, and business partners to help meet those needs. The Toyota USA Foundation provides additional funding to [communities struck by COVID-19](#). And, on May 22nd at locations throughout the country, The Toyota/Lexus Minority Owner Dealers Association (TLMODA), working with the Salvation Army, donated a ["Day of Service."](#)



Affiliates on the Ground

Urban League of Charleston, SC

The UL of Charleston (CUL) has quickly responded to the challenging impacts that the pandemic has inflicted on their clients. They are communicating and interfacing with clients telephonically, using virtual platforms and internet based meeting spaces. Housing counseling sessions are virtual, Homebuyers Workshops and other training seminars are being conducted via webinars, and meetings with funders and other agencies are being held remotely.

CUL has also been diligently supporting their clients with their [Tax program](#). While adhering to social distancing regulations, staff continue to prepare taxes through a curbside drop-off procedure. Interviews with clients are completed via phone or curbside to gather the appropriate information, and then taxes are prepared and certified by staff at the League's office or at home. The team is also assisting their clients with the IRS website for tracking their refunds and stimulus checks. Since the COVID-19 outbreak, CUL has supported over 3,000 low-to-moderate income residents resulting in over \$3M returning to the Charleston community. For many clients, their tax refunds and stimulus checks have been their only source of income in an economy devastated by unprecedented rates of layoffs and unemployment.



Guidance on Communicating with your Donors

While it is important to remain sensitive to the current environment, it is not an effective strategy to cease communications with donors altogether during a crisis. In fact, it is essential for you to ramp up communications to keep key stakeholders informed and engaged during this fast-changing time. In **preparing a communication plan**, consider how different constituents may be affected and able to respond during this time. For example, your messaging should be customized for individuals vs. corporate vs. foundation funders, as well as for generation, gender, and ethnicity. Regardless of the constituency, keep the following four points in mind to form the foundation of your messaging.



Stay the Course: The donor engagement methods that are currently working for your organization remain unchanged despite communication channels (i.e. virtual meetings over in-person visits).



Make Adjustments: When needed, tweak your strategy based on feedback and new information.



Be Flexible: Given the present challenges, be willing to pivot slightly from your original plan.



Think Long-Term: Donor engagement has always been about building and maintaining lasting relationships.



Inequality in a Global Crisis

While recognizing that race and ethnicity-based discrimination existed long before the coronavirus pandemic, the following information provides existing data on how its effects are compounded by the current crisis and what solutions are being suggested.

HEALTH - Black Americans have historically higher incidences of cardiovascular disease, diabetes, chronic respiratory disease, hypertension, and cancer, which are the underlying conditions most likely to increase chance of death with COVID-19. Incarcerated and homeless populations have a high circumstantial risk of developing COVID-19. Black Americans comprise 40% of people experiencing homelessness, three times their representation in the U.S. population. Black and Brown people make up 56% of the prison population, double their representation in the U.S. population.

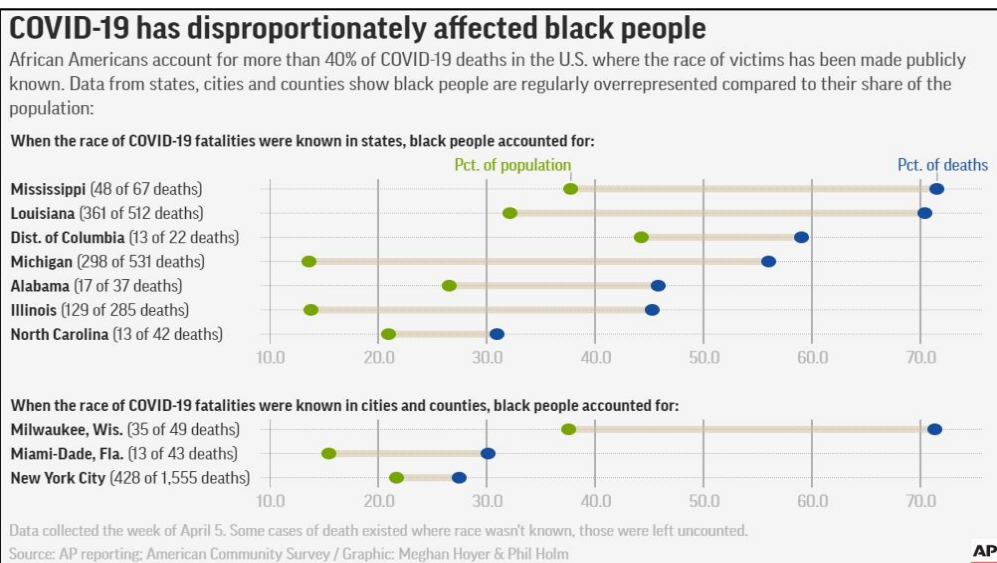
FINANCE - 1% of Black-owned businesses secure bank loans in the first year compared with 7% of white-owned businesses. Twice as many white business owners access credit cards in their first year. Black and Brown-owned businesses are being excluded from relief efforts when banks administer crisis relief to those with established loans or lines of credit.

LABOR - Latinx workers fill a large share of construction jobs, and Black workers are overrepresented in the service sector. Only 19.7% of Black workers and 16.2% of Latinx workers are able to telework. Prior to the coronavirus, 25% of the domestic workforce lived below the poverty line. A current study suggests 72% of Latinx domestic workers report unemployment.

GEOGRAPHY - Low-income neighborhoods in the U.S. where Black, Brown, and indigenous populations have been historically crowded into urban areas and reservations due to discriminatory policies are most severely impacted by the spread of coronavirus.

STIGMA - According to a survey conducted by USC on coronavirus and public perception, 14% of Asian Americans, 10% of non-Hispanic black Americans, and 6% of Hispanic Americans are more likely to experience discrimination, compared to 4% of White Americans. Other Asian Americans from Korea, Vietnam, the Philippines, and elsewhere are facing discriminatory threats by misguided association.

SOLUTIONS - Hospital capacity, treatment, rapid testing, safety nets, tracking, and translation should be expanded with a focus on marginalized groups. Protections for essential workers must also be expanded. Philanthropists can support black and brown-owned businesses by directly investing foundation assets, supporting worker-owned businesses, funding equitable growth, and investing in diversity and equitable skills training.





Philanthropic Report

Chronicle of Philanthropy

Wide range of content for the nonprofit sector, with topics spanning from corporate support opportunities to technology advancements

Stanford Social Innovation Review

Top-notch content that provides fresh perspectives on social entrepreneurship and nonprofit fundraising

Alliance Magazine

Popular resource for articles on philanthropy and social investment worldwide

Nonprofit Quarterly

Range of topics regarding news and trends, organizational management, and development

Philanthropy News Digest

Compilation of relevant articles from the philanthropic sector

CCS Fundraising Blog

Experts provide practical insights from the field

Resources & Articles

- ✓ [PhilanTopic PND Blog Roundups](#) provides useful philanthropy and nonprofit links related to the crisis.
- ✓ [LEAP Community Resources](#) provides several resources and information from the Leap Ambassador Community.
- ✓ [Social Impact Architects' Nonprofit Resource Center](#) offers COVID-19 related strategies, including topics in fundraising, risk management, and more.
- ✓ [National Urban League president calls for arrest of officers](#), MSNBC
- ✓ [Recovery efforts must focus on Black and brown communities](#), The Philadelphia Tribune
- ✓ [Former Piston Grant Hill encourages athletes to use platform to help amid coronavirus pandemic](#), MLive