



### A message from the office of Dennis Serrette...

Dear Leadership,

I hope you are staying healthy and safe during these uncertain times. We are faced with an unprecedented set of circumstances as the profound effects of COVID-19 continue to cause disruption globally. The National Urban League remains steadfast in our fight to support our ninety Affiliates on the frontlines in many of the most vulnerable communities nationwide. We continue to learn of the significant and immediate need for resources in housing, healthcare, employment, education, and counseling. Our recently launched campaign, [The Urban League Fights For You](#) provides guidance on how we will fight for fairness and equity to underserved communities in response to COVID-19. We have also created a [COVID-19 Resources toolkit](#) on the Project Rock website that I encourage you to visit, too.



In light of these challenging times, the National Urban League is proud of the vital partnerships with corporations in finding solutions to provide relief, confidence, and opportunity to many. We applaud their responsiveness towards combatting the unfortunate impacts of the coronavirus and wanted to take the opportunity to illustrate your leadership. With deep gratitude and appreciation, going forward, we will highlight a selection of partners and their philanthropic initiatives taken place. We will continue to provide updates from our Affiliates, share pertinent resources, and discuss effective fundraising best practices.

Thank you for rising to the challenge and thank you for all you do.  
Dennis Serrette

### Partners in Action



#### Wells Fargo

The Wells Fargo Foundation will distribute **\$175 million** in donations to help address food, shelter, small businesses, and housing stability as well as to provide help to public health organizations. They have also suspended residential property foreclosure sales, evictions, and involuntary auto repossessions. Click [here](#) for more information.



#### Mastercard, Inc. and Bill & Melinda Gates Foundation

Jointly committing **\$125 million** in "seed funding" to develop treatments for coronavirus. Mastercard also contributed \$300,000 to the China Development Fund and encouraged global employee donations to Give2Asia with a 1:1 match. Click [here](#) for more information.

Bank of America



#### Bank of America

Committed **\$100 million** to support local communities most vulnerable to the coronavirus. The funds will help increase medical response capacity, address food insecurity, increase access to virtual learning, and provide support to the world's most at-risk communities. Click [here](#) for more information.

CHASE

#### JP Morgan Chase

Committed **\$50 million** to help address the immediate and long-term impacts of COVID-19. This investment will help address humanitarian and economic challenges, supporting vulnerable and underrepresented communities, small businesses and nonprofit partners. Click [here](#) for more information.



#### AT&T

Creates **\$10 million** Distance Learning and Family Connection fund to support parents, teachers, and students. Provides tools for at-home learning and resources for maintaining meaningful connections and bonding opportunities for those isolated from family and friends. Click [here](#) for more information.



### Affiliates on the Ground

We have preliminarily surveyed our 90 Affiliates to understand their efforts in responding to COVID-19 and where they're facing the greatest challenges during these unprecedented circumstances. The following examples illustrate how two of our Affiliates have reacted to the current climate and where their focus lies. As we receive more information, we will continue to share updates.

#### Urban League of Greater Pittsburgh, PA

*The Redevelopment Authority of Pittsburgh's (URA) Board of Directors granted the COVID-19 Housing Stabilization Fund to the UL of Pittsburgh. This newly launched initiative will provide rent, mortgage payment and/or utility assistance to eligible individuals. More information can be found [here](#). Visit their website [here](#).*

#### Urban League of Winston-Salem, NC

*The UL of Winston-Salem have quickly responded to the implications of COVID-19 by shifting all 107 participants in their Senior Community Service Employment Program to paid leave status. They have begun working with elected officials to draft legislative responses to the crisis and are communicating suggestions to small businesses who are suffering from the shelter-in-place regulations. Additionally, the three full time staff continue to manage programs and workshops virtually. Visit their website [here](#).*

### Preserving Momentum and Providing Value during the COVID-19 Health Crisis

Dr. Mike Ryan, Head of Emergency Response at the World Health Organization, recently said, "You must be the first mover...Anyone involved in emergency response will know this: if you need to be right before you move, you will never win. Perfection is the enemy of the good when it comes to emergency response. Speed trumps perfection. And the problem we have in society at the moment is that everyone is afraid of making a mistake. Everyone is afraid of the consequence of error. But the gravest error is not to move. The greatest error is to be paralyzed by the fear of failure." Let's adopt this mindset with our constituents and donors.

- **People are worried and fearful** → Demonstrate concern and empathy for your clients, board members, and staff and their feelings and/or fears. Consider leading every conversation with, "how are you doing," or "how is everyone feeling?" or "what could we have done differently?"
- **People are experiencing something together that no one has ever experienced** → Remind them that they are not alone. While this is the "new normal," it's not permanent.
- **People are distracted** → Create an action plan with your Board, get buy in, and drive implementation. Monitor and track all activity. Envision your Affiliate 4-6 months from now and consider asking yourself, "how did we respond during the crisis?"
- **People are uncertain about the immediate future** → Keep focused on short- and mid-term priorities. Utilize a weekly workplan to drive activity. Create opportunities for small wins.
- **People are worried about the economy** → Focus on stewardship, cultivation, and making connections. Organizations who stay connected and push to maintain momentum will be better positioned for success.



### Philanthropic Report

On Friday, March 27, 2020, the Coronavirus Aid, Relief, and Economic Security (CARES) Act was signed into law. \$2 trillion economic stimulus bill aims to provide immediate relief for individuals, nonprofits, businesses, and state and local governments.

As it relates to fundraising, the CARES Act incentivizes charitable giving from individuals and corporations by increasing tax deductions for charitable donations. It also offers loans and grants to eligible nonprofit organizations impacted by the coronavirus. For more information visit the council of nonprofits website [here](#).

### Resources to Reference in light of COVID-19

- ✓ [US Conference of Mayors](#) just released a survey that illustrates the scope and severity of the need for COVID-19 emergency equipment in this nation's cities.
- ✓ Please visit the [Center for Disease Control](#) (CDC) for the latest policies on COVID-19 and the necessary precautions to be taking.
- ✓ [The National Council of Nonprofits](#) has a state-by-state map with available resources.
- ✓ [AFP Coronavirus/COVID-19 Resource Guide](#)
- ✓ [Perspectives on COVID-19](#), CCS Fundraising
- ✓ [4 Ways to Engage Major Donors During the COVID-19 Crisis](#), The Chronicle of Philanthropy
- ✓ [National Council of Nonprofits](#) has a state-by-state map with available resources
- ✓ [COVID-19: What Nonprofits Should Do Right Now](#), Nonprofit Finance Fund
- ✓ [How Nonprofits Should Approach Fundraising & Donor Communications during the Coronavirus pandemic and financial crisis](#)