



COVID-19: The New Rules for Grantseeking

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For clickable links, see <https://communicationmark.com/resources/covid19/>

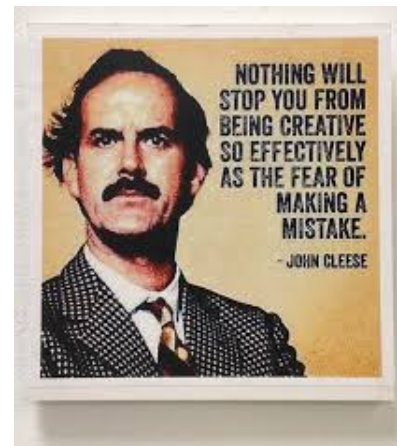
COVID-19 Fundraising Strategies

- ▶ Do what fundraisers do best — ask everyone for help.
- ▶ Be creative (e.g., holding a ‘virtual event’, etc.). Or just ask.



COVID-19 Fundraising Strategies

- ▶ Ask current grantmakers to adjust contracts.
- ▶ Do something completely different as a survival strategy.



COVID-19 Fundraising Strategies

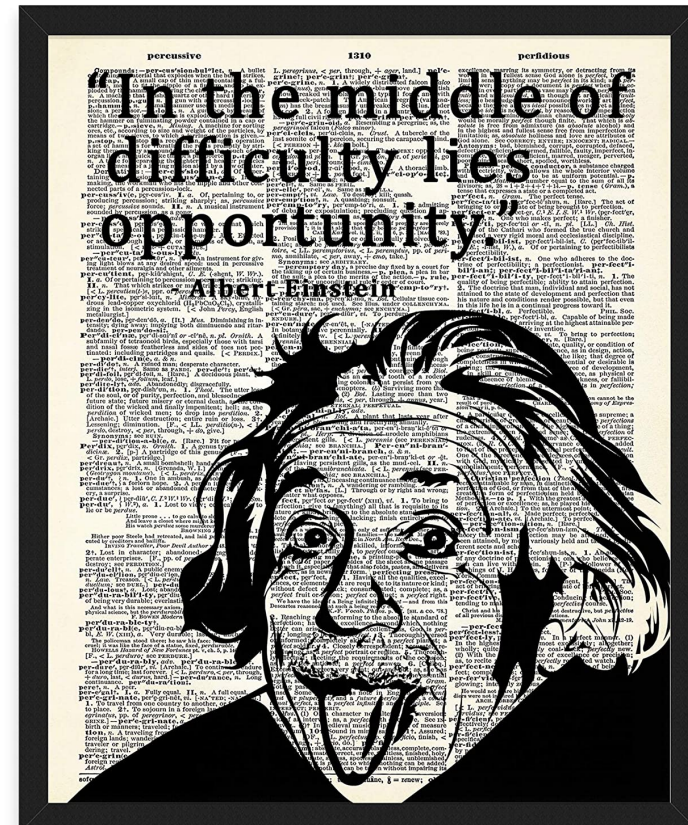
- ▶ Take advantage of Employee Retention Credits and deferral of your employer shares of Social Security taxes. Also, donors benefit from changes to limitations on charitable contributions:

<https://independentsector.org/resource/caresact/#1585589826408-957bd577-c02c>

COVID-19 Fundraising Strategies

Opportunities abound.

There is no shortage of need, and funders want solutions. Even when grantmakers say 'no', there are opportunities to build new relationships. Nonprofit/strategic resources compiled by Bridgespan: <https://www.bridgespan.org/insights/library/strategy-development/covid-19-coronavirus-for-nonprofits>



Grants and Loans: New Rules

- ▶ During the first weeks of COVID-19, speed easily proved more important than perfection. Devise your best plan and act now.
- ▶ Make unsolicited phone calls to funders (current, past, and potential) to pitch promising ideas when they intersect with funder priorities.



Grants and Loans: New Rules

- ▶ There are some signs that traditional rules are making a comeback, but much is still in flux.
- ▶ Review guidelines for every new grant/loan cycle—maybe more often.
- ▶ Many grantmakers focused on COVID-19 response have been flexible and nimble, particularly in the case of emergencies and ensuring that hard-to-reach populations are assisted.
- ▶ Some grantmakers are permitting requests for reimbursements for expenses incurred during an emergency.

Emergency Grants and Loans

- ▶ **Community Foundation of WNC, Emergency and Disaster Response Fund** - *Open but winding down* - <https://bit.ly/2LjsJOm>
- ▶ **WNC Bridge Foundation, Community Outreach Grant** - Monthly deadline on the 15th - <https://bit.ly/3boWpo0>
- ▶ **NC Healthcare Association, COVID-19 Fill the Gap Response Fund** – early June - <https://bit.ly/2YXLz5y>

Emergency Grants and Loans

▶ *Dogwood Health Trust*

- ▶ PPE partnerships and other resources - <https://wncready.org/>
- ▶ Leverage Fund - COVID-19 focus, for now - <https://bit.ly/2WrWuCQ>

▶ *NC Dept. of Health and Human Services – Statewide services in defined areas – \$75K - \$3M, 15% match - <https://bit.ly/2WVaS5R>*

- ▶ Areas include autism, substance abuse, disabilities, homelessness, after-school/mentoring, mental health, etc.
- ▶ Can participate in statewide network or conduct demonstration project

Emergency Grants and Loans

- ▶ *Henderson County COVID-19 Response Fund – <https://bit.ly/2Z0Kc6s>*
 - ▶ *To meet the greatest Henderson County needs in communities that have been disproportionately impacted.*

Emergency Grants and Loans

- ▶ **FEMA reimbursement -**
<https://bit.ly/2WKY3L6>

- ▶ To be an eligible applicant, private nonprofit organizations must own or operate an “eligible facility” that provides an “eligible service”.
 - ▶ A facility that provides a critical service, which is defined as education, utility, emergency, or medical; or
 - ▶ A facility that provides a non-critical, but essential social service AND provides those services to the general public. PNP facilities generally meet the requirement of serving the general public.

Emergency Grants and Loans

- ▶ **FCC COVID-19 Telehealth Program:**

- <https://www.fcc.gov/covid-19-telehealth-program>

- ▶ Provides \$200 million in funding to help health care providers provide connected care services to patients in response to the pandemic. The Program will provide immediate support to eligible health care providers responding to COVID-19 by fully funding their telecommunications services, information services, and devices necessary to provide critical connected care services until the program's funds have been expended or the pandemic has ended.

Emergency Grants and Loans

- ▶ **Small Business Administration (SBA) Coronavirus Pandemic Disaster Loans -**

<https://bit.ly/39GaJr3>

- ▶ Paycheck Protection Program (PPP)
- ▶ Economic Injury Disaster Loan (EIDL)
- ▶ Mid-Size Loan Program (To Be Determined, 500+ employees)



Emergency Grants and Loans

North Carolina HB 1043 is a spending package passed last week that allocates federal funding sent to the state from the CARES Act. It includes:

- ▶ \$50 million to provide personal protective equipment and sanitation supplies
- ▶ \$25 million to support enhanced COVID-19 testing and tracing
- ▶ \$50 million in health support for underserved communities including rural areas and minority communities
- ▶ \$95 million to support North Carolina hospitals
- ▶ \$20 million to support local health departments and the State Health Lab
- ▶ \$75 million for school nutrition programs
- ▶ \$70 million for summer learning programs
- ▶ \$30 million for local schools to purchase computers and other devices for students
- ▶ \$6 million for food banks
- ▶ \$9 million for rural broadband
- ▶ \$85 million for vaccine development

Other Resources

#Covid Mobilize —

<https://covidmobilize.com/how-it-works/>

- Free site by Nomadic Software for governments, individuals, and businesses nonprofits, and organizations to share needs and resources.



MATCHMAKING

Our simple algorithm will begin to match potential problems and solutions



HUMAN PROJECT MANAGEMENT

Our volunteer project managers will work to find solutions for those in need.



LOCATIONAL SEARCH

Find providers near you. If you're unable to source a provider near you, look nationally.



BUDGETING

See if requesters have a budget or not, and determine what works for your business.



MESSAGING

You may message other users to negotiate pricing, determine time lines, and more.



DIRECTORY

View "Haves" and Needs" across a filterable directory. View private or public listings.



PROFILES

Build your profile so you are better able to be found by other organizations



VOLUNTEERS

Find volunteers or use our integrated partner, Galaxy Digital, to find projects near you

Other Resources

Sen. Ron Wyden of Oregon created a summarized list of COVID-19 bills and available resources (as of early April) -

<https://bit.ly/2YWmY1b>

- Comprehensive list of resources, including funds for a wide range of organizations and needs.

The image shows a 'LOAN APPLICATION' form. A large, bold, red 'APPROVED' stamp is placed diagonally across the center of the form. The form includes a 'Personal Information' section with fields for Name (Last), Address (Mailing Address), (First), (Middle Initial), (State), (Zip), Home Telephone, and Other Telephone. The text 'APPLICANTS UNDER REVIEW' is visible at the bottom right of the form.

Personal Information		(First)	(Middle Initial)	(State)	(Zip)	Home Telephone	Other Telephone
Name (Last)	PUBLIC	SON		AN	999999	1111-1111	2222-2222
Address (Mailing Address)		12345 MAIN STREET					
							REVIEW

What to Expect Next

- ▶ Keep watch for new opportunities which are sure to follow. Some sites for nonprofits have established pages listing these as they are announced. For example:
 - ▶ Searchable Giving Compass page:
<https://givingcompass.org/coronavirus-covid19>
 - ▶ NC COVID-19 Page: <https://www.nc.gov/covid19>
 - ▶ Nonprofit and board member response page at BoardSource:
<https://boardsource.org/resources/nonprofit-board-member-respond-covid-19/>

What to Expect Next

The CARES Act calls for infusions of funds to these sectors:

- ▶ \$150 billion for a state, tribal, and local Coronavirus Relief fund:
<https://home.treasury.gov/system/files/136/Coronavirus-Relief-Fund-Guidance-for-State-Territorial-Local-and-Tribal-Governments.pdf>
- ▶ \$130 billion for hospitals
- ▶ \$30 billion for education
- ▶ \$25 billion for transit systems

Resources for Staying Sane

- ▶ Take care of yourself (first, like on airplanes):
<https://www.latimes.com/lifestyle/story/2020-04-14/coronavirus-tips-quarantine-health-wellness-resources>
- ▶ Shower yourself and your family with free gifts:
<https://www.cnet.com/news/the-best-free-stuff-while-youre-stuck-at-home/>
- ▶ Calendar of livestream events for kids:
<https://bit.ly/2UIGT75>
- ▶ Keep it light. I don't know about you, but I am TENSE sometimes. Virtual meeting check-ins:
<http://www.bethkanter.org/pandemic-icebreakers/>

Thank You for participating!

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