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NEWS MEDIA RELEASE

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BROOME COUNTY LEADERS LAUNCH COVID-19 COMMUNITY RESPONSE FUND TO ADDRESS BROOME COUNTY'S GROWING NEEDS AMID CORONAVIRUS OUTBREAK

VESTAL, NEW YORK (March 30, 2020) – Led by United Way of Broome County, Community Foundation for South Central New York and The Conrad and Virginia Klee Foundation, The COVID-19 Community Response Fund Alliance, a funder collaborative of foundations and United Way has launched a fund to address both urgent and long-term needs of Broome County in the wake of the coronavirus pandemic – the **COVID-19 Community Response Fund**. Funds raised will spur both immediate and long-term relief to the most vulnerable Broome County residents, most heavily impacted by the pandemic.

As of today's launch, the fund is seeded with \$250,000 - including \$100,000 from United Way of Broome County, \$50,000 from Community Foundation for South Central New York, and \$100,000 from The Conrad and Virginia Klee Foundation. The COVID-19 Community Response Fund will receive donations and make emergency grants to nonprofit organizations that have deep roots and strong experience supporting impacted communities, particularly those that are disproportionately affected by this global pandemic and its consequences. The fund will rapidly deploy flexible resources into the community to support programs and organizations addressing the effects of the coronavirus outbreak across Broome County. Individuals and organizations are encouraged to donate via uwbroome.org/COVID19-ACTION

“Broome County has a history of coming together to take care of one another, overcoming many difficult situations over the years including natural disasters, man-made disasters, and economic emergencies—but nothing quite like the health emergency we face today,” shared LoriAnne Welch, Executive Director, United Way of Broome County. “We’re inviting individuals and corporations to join us in this effort to address the immediate and urgent needs of our community, as well as long-term challenges that will affect our community. Even as we confront uncertainty and volatility, together we will *live united* to lend support and emerge stronger than before.”

The COVID-19 Community Response Fund Alliance is gathering and compiling data directly from front-line service providers to determine immediate needs and projections for mid- and long-term challenges. This gathered data will guide the fund, designed to be flexible and responsive to the changing needs of our community. The COVID-19 Community Response Fund Alliance will begin accepting applications from non-profits, on a rolling basis beginning April 6, 2020. Funding decisions will be made by a review committee, consisting of community volunteers who are committed to addressing the most urgent needs that have arisen as a result of the COVID-19 pandemic.

“We’ve been committed to supporting our community since we were founded in 1997.” said Diane Brown, Executive Director, Community Foundation for South Central New York. “And our community needs our support now more than ever. We know that non-profits are facing unprecedented demands for services as the pandemic evolves, and we want to be able to help them help those whose lives are being severely disrupted by these uncertain times, as quickly and efficiently as possible.”



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“The people of Broome County have proven time and again that when we pull together, we can overcome great challenges,” said Amanda McIntyre, Executive Director, The Conrad and Virginia Klee Foundation. “We care about each other and step up to help in times of need. The COVID-19 Community Response Fund will provide critical help by deploying resources directly to nonprofits who are already on the ground and adapting quickly to meet new and rising needs.”

“United Way of Broome County’s mission and belief in the power of unity are more important today than they ever have been,” said LoriAnne Welch. “We thank donors for their generous support and hope that during this unparalleled moment in history, many others will join us in confronting this challenge together.”

To donate or get more information:
please visit: uwbroome.org/COVID19-ACTION or text **ACTION** to **85511**

If you are looking for information and resources, United Way of Broome County is working to have the latest information on the COVID-19 pandemic at the federal, state, and local Broome County level available to our community. Visit uwbroome.org/latest-information-coronavirus/ to learn more.

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About United Way of Broome County

United Way of Broome County unites donors, volunteers and community organizations in a common mission to drive change that will have a positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners. Our focus is on Basic Needs, Health, Education, and Financial Stability. These are the building blocks for a good life and the cornerstones of a strong community. By combining contributions from individuals and organizations, United Way generates a larger pool of dollars and expertise to tackle the issues that matter most, to help those who need it the most, in ways that achieve the greatest impact. Our work is personal enough to change lives and powerful enough to improve conditions across the community we serve. United Way invites people to come together, LIVE UNITED and create the change we want to see.

About Community Foundation for South Central New York

The Community Foundation for South Central New York is a focal point for philanthropy in the five-county region we serve; Broome, Chenango, Delaware, Otsego and Tioga counties. Since our inception in 1997, we have awarded over \$12 million in grants to nonprofits, schools, and municipalities in our communities. Our grants have strengthened families through parent education programs, supported young students with preschool and after-school programs, purchased needed equipment for rural-based health facilities, assisted arts organizations with special projects, helped farmers markets expand, built or renovated libraries, theaters and other community-use buildings, provided transportation for seniors, assisted with flood relief efforts in 2006 and again in 201, and more. The Community Foundation offers caring individuals an effective way to endow their community in a manner that is responsible, responsive, and lasting.

About The Conrad and Virginia Klee Foundation

The Conrad and Virginia Klee Foundation is committed to promoting, nurturing and educating a healthy, economically viable community. Through our grantmaking, we support like-minded organizations and projects that impact current priority needs, with a focus on larger, long-range problems, complex community issues, and collaborative approaches to solutions.