

# RAISING \$30 MILLION

In times of emergency, low-income people and families are the first to feel the crisis and then have the steepest climb to recovery. As COVID-19 paralyzes our region, non-profits are struggling to meet the increased needs of communities who already didn't have the resources to make ends meet. For 15 years, Tipping Point has been a support system for the organizations that serve as our community's safety net.

**In response to the COVID-19 devastation in the Bay Area, Tipping Point is raising and distributing \$30 million as quickly as possible.**

The greatest threat to low-income communities is the domino effect that inevitably occurs with the loss of income and critical services. Our aim is to stabilize the ecosystem of non-profit organizations AND get resources directly into the hands of individuals no longer able to meet their basic needs, feed their families, and maintain housing in the wake of the pandemic.

As always, because Tipping Point's Board covers 100% of our operating costs, every dollar donated will go where it's needed most.

## NEED

Tipping Point has always believed that the experts best positioned to provide meaningful interventions are those providing services and developing solutions on the frontlines. Conversations with our grantee leaders have prioritized two distinct areas of need:

**CLIENTS:** Tipping Point's grantee organizations connect with over 250,000 people annually in the region, with most of their clients earning less than \$32,000 a year. Demand for their services has increased – and will likely skyrocket – as individuals and families struggle to get by with the loss of work and wages, increased need for childcare, inadequate health care, housing insecurity, and more.

**ORGANIZATIONAL:** Organizations suffer a loss of donations in times of crisis while simultaneously incurring more cost because of increased demand. Loss of revenue – especially in this moment due to cancelled fundraising events – is already leading to the shuttering of programs and reduction of even essential staff.

## RESPONSE

During this crisis and the ensuing recovery effort, we will adhere to our philosophy of providing flexible grants to proven organizations with tested leaders. We will also look to groups outside our portfolio to ensure we're reaching as many people as possible who need help meeting their basic needs. Tipping Point will begin distributing emergency grants beginning March 30.

Requests for funding will be prioritized according to the following criteria:

**NEED:** The organization's client population is vulnerable to the economic or health risks posed by the pandemic

**ABILITY:** The organization has the infrastructure necessary to deploy the funds expediently

**TIMELINESS:** There is an existing, current need stemming from the pandemic

**FINANCIAL RISK:** The organization's financial health is threatened due to reductions in income or revenue

As the situation evolves, we will regularly evaluate our strategy and make updates as needed. What will not change is our steadfast focus on our neighbors throughout the Bay Area who don't have what they need to make ends meet.

## JOIN US

How each of us responds to this crisis will define us for years to come. We must move quickly and double-down on non-profits with proven impact. Tipping Point is deploying resources to the organizations that are making a real difference on the front lines – **we need you.**

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