

Emergency Funding Collaborative

Economic conditions that began deteriorating in late 2008 put more individuals and families into distress than at any other time in recent history, requiring Arizona to serve a growing population of citizens with ever-dwindling resources. Coordinated by Arizona Grantmakers Forum, this project brought together the charitable resources of more than a dozen Arizona funders to collectively respond with targeted grants to nonprofits providing for basic human needs.

Million Dollar Match

By pooling resources, the collaborative offered a \$1.385 million Community Relief Matching Fund. A public marketing campaign designed to stimulate community contributions for a dollar-for-dollar match, generated another \$260,000. This created a pool of \$1.645 million in charitable resources to fund nonprofits providing for emergency needs throughout Arizona. The campaign was officially launched in April 2009.

Programs Supported

Grants were awarded to 45 nonprofit organizations providing the following services:

- Emergency Assistance: assistance for payment of rent/mortgage and utilities, resource centers for the homeless.
- Food: food banks, congregate meals for homeless and domestic violence victims, food for youth programs, home meal delivery for senior citizens.
- Shelter: emergency shelter, domestic violence shelters, transitional housing.
- Healthcare: medical assistance for the uninsured and underinsured.

Statewide Reach

The Community Relief Matching Fund was promoted statewide through The Arizona Republic, azcentral.com and other media outlets as well as online and through social networking sites. Donors were driven to a dedicated Web site to make gifts, with links provided for those in need of assistance for themselves or their families. Local gifts were matched and awarded to local programs based on regional boundaries.

Creative Services

The creative services for the project were donated by PS Studios based on a campaign already in development for Arizona Community Action Association. The ACAA agreed to the co-opting and adaptation of their campaign to serve this shared purpose.

Costs

Overhead costs were covered by the Lodestar Foundation, allowing full use of the \$1.6 million for grantmaking and reassuring the public that 100 percent of their gift will be put to use in the community.

Partners

Arizona Community Foundation, Arizona Grantmakers Forum, Arizona Republic Charities, The Bidstrup Foundation, JPMorgan Chase, Lodestar Foundation, Nina Mason Pulliam Charitable Trust, Virginia G. Piper Charitable Trust, Wells Fargo, and Valley of the Sun United Way.