

FJC'S INAUGURAL COLLECTIVE GIVING CAMPAIGN: COVID-19 RESPONSE

Goal is to Amplify Donor Giving Across
6 Pre-Selected Organizations with up to
\$150K from our Special Initiatives Fund

Dear FJC Donors,

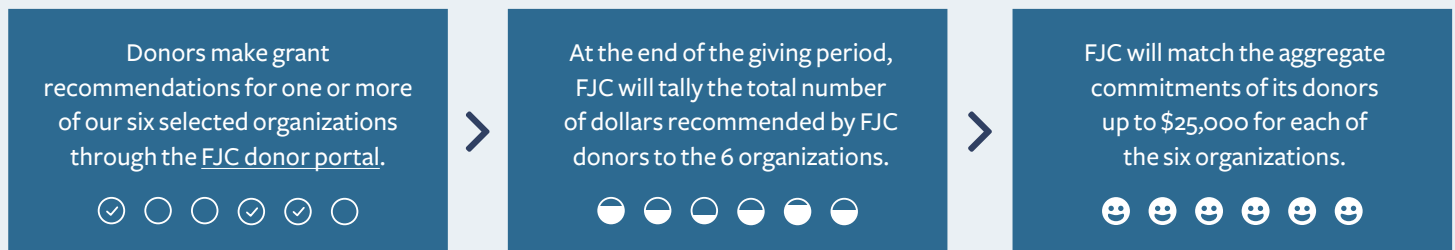
During these unprecedented times, it can be difficult to know how to make a difference. The global scale of the coronavirus pandemic can feel overwhelming. Beyond social distancing to flatten the curve, what can each of us do to mitigate the effects of the pandemic? What obligation do we have as philanthropists to direct resources to people and communities that are most vulnerable?

As CEO of FJC, I have been reflecting a lot on our Foundation's collective resources. During normal times, I tend to think of a platform like FJC as one that provides efficiency to its many hundreds of Donor Advised Fund account holders, who are typically seeking a solution to their philanthropy that combines the flexibility of a family foundation with a low-cost and hassle-free solution. However, during times of crisis like these, I have been considering the potential of FJC to aggregate, combine, and leverage. If all of us were to work together, could we deliver an impact more than the sum of our parts?

FJC staff have assembled 6 outstanding organizations and initiatives that:

- Serve vulnerable populations that are being especially affected by the COVID-19 pandemic and its economic effects; and / or
- Provide a range of responses in NYC (the pandemic's US epicenter); and / or
- Support global research and development of vaccines and treatments to fight the novel coronavirus; and
- Have strong reputations for putting philanthropic dollars to work.

We invite you, our donors, to join us in supporting this campaign. FJC will match your giving with contributions from our Special Initiatives Fund up to \$25,000 per organization. Here's how it works:



To be considered for the FJC match, all recommendations must be received in the [donor portal](#) by **Friday, May 29, 2020**.

While no initiative that FJC takes on can be comprehensive, we hope that focusing FJC's collective giving through a series of "lenses" will bring some initiatives into focus. As a magnifying glass focuses beams of sunlight, concentrating our resources will intensify their power. We also hope to learn about what matters to you by your feedback and participation. We may find that these lenses resonate with you beyond the context of the current crisis, and that we can form communities of interest around them, via webinars, conference calls and even (dare we imagine this someday?) in person meetings.

We look forward to collaborating with you! As always, I welcome your feedback! Feel free to contact me at Marks@fjc.org to keep the conversation going.

Sam Marks, CEO

THE ORGANIZATIONS



FOOD SECURITY LENS

Food Bank for New York City is supplying the increased demand for food and other resources to NYC's highest-need communities. In addition to distributing to food pantries and soup kitchens, they are also providing meals and emergency groceries to healthcare workers. In communities where local soup kitchens and food pantries have closed, Food Bank for NYC has created food "hubs" to keep meals flowing to the most vulnerable. (EIN# 13-3179546)

foodbanknyc.org

ASSISTING THE UNEMPLOYED LENS

The National Domestic Workers Alliance's Coronavirus Care Fund (CCF) provides emergency assistance for qualifying home care workers, nannies and house cleaners who are experiencing financial hardship due to the coronavirus pandemic. Many domestic workers are on the frontlines of the outbreak and are unable to social distance, caring for those most vulnerable to the coronavirus like seniors and people with chronic illnesses. Those who do stay home, face another challenge; as low-wage workers without a safety net or paid time off, they are hit the hardest by any national crisis, including this pandemic. (EIN# 35-2420942, include text "Coronavirus Care Fund")

domesticworkers.org/coronavirus-care-fund

CARE FOR ALL



NEIGHBORS HELPING NEIGHBORS LENS

ioby's COVID-19 Projects Fund provides support to vetted grassroots groups that are organizing to care for their local community. Projects include food and groceries to laid off workers and vulnerable neighbors, mental health support for frontline workers, distributing face masks and protective gear to neighbors, and more. ioby (which stands for "in our backyards") is a national nonprofit crowdfunding platform that offers fiscal sponsorship to grassroots groups. They have over a decade of experience working with, crowdfunding, and disbursing funds to local projects. (EIN#26-3283639)

ioby.org/covid19/give

THE ORGANIZATIONS



SMALL BUSINESS LENS

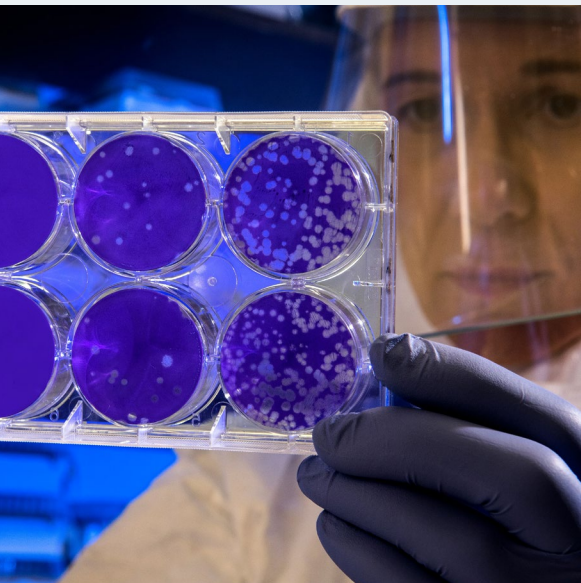
ACCION's COVID-19 Relief Program is helping over 2,000 small business owners in the East Coast withstand and recover from the COVID-19 pandemic, preserving critical jobs and livelihoods. It is providing one-on-one support to small business owners to access publicly sourced disaster relief funds at the city, state and federal levels as well as offering loans to an additional 500 small business owners. ACCION is a nonprofit microlender that serves small businesses. (EIN# 11-3317234, include text "COVID-19 Relief Program").

accion.org/covid19

GLOBAL PUBLIC HEALTH LENS

World Health Organization's Covid-19 Solidarity Response Fund supports WHO's global effort to lead, coordinate and support countries to prevent, detect, and respond to the pandemic. Funds will help WHO and its partners: track and understand the spread of the virus, ensure that patients get the care they need and that frontline workers get essential supplies and information, accelerate research and development of a vaccine, and ultimately provide treatments for all who need them. Contributions can be made to The United Nations Foundation (EIN # 58-2368165, include text "WHO Covid-19 Solidarity Response Fund").

who.int/emergencies/diseases/novel-coronavirus-2019/donate



RESEARCH & DEVELOPMENT LENS

Gates Philanthropy Partners' Combating COVID-19 Fund was established by the Bill & Melinda Gates Foundation. The Fund will help develop the most promising vaccines and diagnostics and protect the most vulnerable. The Fund is a component of the Foundation's strategy to accelerate research and development (R&D) of diagnostic tools, therapeutics (i.e., treatments for people infected), and vaccines. (EIN# 47-3290897, include text "Combating COVID-19 Fund").

gatesfoundation.org/philanthropypartners