



Our Response to COVID-19

March 16, 2020 – March 15, 2022

Over Two Years

16x more people helped with case management

18,655 youth and families, benefiting more than 60,000 residents in their households

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\$3.4 million
in emergency funds to families in order to avert hunger, eviction and other crises.
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52,934 referrals
for emergency food, clothing, housing, utility assistance, health and mental health care, computers and internet access.

 -  87% of referrals successfully completed.
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13,347 clients
provided with critical information and resources to protect against COVID-19.
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58 community-led, non-clinical emotional support groups
to help more than 500 community members cope with pandemic related stress, anxiety and trauma.
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6,723 calls & visits
to support youths' successful participation in remote school and job training.

Looking back over two years, COVID-19 devastated our client community, as disproportionate numbers of parents and caregivers lost jobs and became ill or both. And many students, who were already challenged, struggled to succeed with remote schooling and training programs.

Identity continued an unprecedented response not only to keep young people engaged in their education, older youth in their work skills development and parents equipped to help them, but also to deliver lifesaving safety-net support and caring human connections to stave off hunger, homelessness, illness and despair in vulnerable families. Front-line staff were trained in case management and non-clinical emotional support techniques in order to help more youth and families manage isolation, stress, grief and difficult relationships that were exacerbated by pre-existing trauma. Now those who need emergency assistance or emotional support have greater access to a trained, empathetic ear, and tools to help cope.

We were honored to work with members of our client community to help shape and implement the response of local government and philanthropy to COVID-19. We are especially grateful to leaders who recognized the urgent need to work hand in hand with culturally and linguistically appropriate groups with deep roots in the community, which resulted in a vaccinated Latino population that is one of the highest in the United States.

Because recovery is slower and more challenging for those who struggled before the pandemic, we are focused on helping our community achieve a sustained recovery from the devastating economic and social consequences of the pandemic.



Community Helped Community



32 Community Mental Health Workers trained to co-facilitate, along with 6 Identity staff, non-clinical emotional support groups called Encuentros for **524** adults in the community.



95 Youth Safety Ambassadors referred isolated families to critical case management services, delivered emergency supplies and provided time-sensitive health, vaccine, food and school resource information.



10 Parent Promotoras connected **1,715** isolated neighbors with emergency food, in partnership with Manna Food Center.



9 Youth Opportunity Center interns helped small nonprofits and residents access SNAP, in partnership with the Montgomery County Food Council and Business Leaders Fighting Hunger.



2,000+ surveys of teens conducted by Youth Safety Ambassadors continue to inform local government's vaccine outreach.



56 Youth Opportunity Center interns sewed and distributed **2,200** reusable masks to low-income neighbors during the mask shortage early in the pandemic.



38 high school students attended Identity-managed Study Bubbles when schools were closed for in-person instruction, in partnership with the City of Gaithersburg and 480 Club.



Community members informed the study *Securing Educational Equity: Learning from the Lived Experiences of Black, Latino and Low-Income Families During the COVID-19 Pandemic and Beyond*, produced in partnership with the University of Maryland School of Public Health.

Neighbors Helped Neighbors



Supplied 1,000 youth with remote learning essentials like noise-cancelling headphones, surge protectors, and laptop desks, and filled 750 backpacks for the return to school thanks to hundreds of donors and volunteers.



Distributed almost 15,000 menstrual pads, thanks to I Support the Girls.



Provided hundreds of books to young readers and holiday meals to older youth, thanks to Neighbors Rising.



Delivered snacks and games to youth in our school-based programs, thanks to Citizen Heights Church, B'nai Israel Congregation and IQ Solutions.



Helped children and families have fun in the sun for two summers with art and recreation supplies, thanks to KindWorks, Inc.



A very special thank you to Montgomery County government, especially the Latino Health Initiative's Por Nuestra Salud y Bienestar and the Department of Health and Human Services' Emergency Assistance Relief Payment Program and to Identity's business and organizational friends who made critical contributions to support the community.

Adventist Community Partnership Fund

Anonymous

Bender Family Charitable Fund

B'nai Israel Congregation

Blair MoCo Strong Relief and Recovery Fund



Brickman Family Fund

Burness

Business Leaders Fighting Hunger

CareFirst

Citizen Heights Church

City of Gaithersburg

City of Takoma Park

A. James and Alice B. Clark Foundation

Comcast/NBCUniversal Foundation

Costco

Chevy Chase United Methodist Church

Giving Together

Philip L. Graham Fund

Greater Washington Community Foundation

COVID Emergency Response Fund

Greater Washington Community Foundation

Neighbors in Dire Need Fund

Healthcare Initiative Foundation

Hispanic Federation

I Support the Girls



Intentional Philanthropy

Inter-American Development Bank

IQ Solutions, Inc.

Jewish Community Relations Council

KindWorks, Inc.

J. Willard and Alice S. Marriott Foundation

Mead Family Foundation

Megamart

Meyer Foundation

Montgomery County Food Council

Mujeres de HACE

NBCUniversal Food4Families

Neighbors Rising

PepsiCo

Stein Sperling

David S. Stone Foundation

Uber



United Solutions

United Way of the National Capital Area

Washington Area Women's Foundation

Washington Gas

Weissberg Foundation

Cliff and Deborah White Family Fund

WorkSource Montgomery



In pursuit of a just, equitable and inclusive society, Identity works with thousands of Latino and other underserved young people and their families living in high poverty neighborhoods across Montgomery County, Maryland after school, in the community and on playing fields to improve their social-emotional wellbeing, achieve academic success, and prepare for work.

[Learn more at identity-youth.org](https://identity-youth.org)