



Our Rapid Response to COVID-19

MARCH 16, 2020 - MARCH 15, 2021

Over the Past Year

9x more people helped with case management

8,912 youth and families, benefiting 45,000 residents



\$2.2 million

in emergency funds to families in order to avert hunger, eviction, and other crises.



5,200 calls & visits

to support youth's successful participation in remote school and job training.



20,000+ referrals

for emergency food, housing and utility assistance, health and mental health care, computers and internet access.

involving **62,000** individual client touchpoints.



6,374 families

provided with critical resources to protect against COVID-19.

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.

For a year, Identity has sustained 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. All front-line staff are cross trained in case management and non-clinical community mental health support techniques to help more youth and families manage the unrelenting pandemic-related pressure that exacerbated existing stressors. In addition to connecting our community to safety-net services, those who need emotional support have greater access to a trained, empathetic ear, and tools to help cope.

Community Helped Community



11 Promotoras connected **900** isolated neighbors with emergency food, in partnership with Manna Food Center.



56 opportunity youth sewed and distributed **2,200** reusable masks to low-income neighbors.



6 opportunity youth helped small nonprofits and residents access SNAP, in partnership with the Montgomery County Food Council and Business Leaders Fighting Hunger.



30 high school students attended **2** Identity managed Study Bubbles, in partnership with the City of Gaithersburg and 480 Club.



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



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



50 Identity staff and **10** Promotoras trained to facilitate non-clinical emotional support groups for teens, older youth and parents.

Neighbors Helped Neighbors



Filled 1000 backpacks with remote learning essentials like noise-cancelling headphones, surge protectors, fitness trackers, and other school supplies thanks to hundreds of individuals and businesses.



Delivered gift baskets including snacks, games and school supplies, thanks to Citizen Heights Church and B'nai Israel Congregation.



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



Helped children and families have fun in the sun with art and recreation supplies, thanks to Kind Works.



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

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 and to Identity's business and organizational friends who made critical contributions to support Identity's COVID-19 Response.

Adventist Community Partnership Fund

A. James and Alice B. Clark Foundation

Intentional Philanthropy

Neighbors in Need

Bender Family Charitable Fund

Comcast/NBCUniversal Foundation

Inter-American Development Bank

Neighbors Rising

B'nai Israel Congregation

Costco

Jewish Community Relations Council

PepsiCo

Blair MoCo Strong Relief and Recovery Fund

Chevy Chase United Methodist Church

J. Willard and Alice S. Marriott Foundation

Stein Sperling

Brickman Family Fund

Giving Together

Kind Works

David S. Stone Foundation

Burness

Greater Washington Community Foundation

Mead Family Foundation

United Solutions

Business Leaders Fighting Hunger

COVID Emergency Relief Fund

Meyer Foundation

Washington Area Women's Foundation

Carefirst

Healthcare Initiative Foundation

Montgomery County Food Council

Washington Gas

Citizen Heights Church

I Support the Girls

Mujeres de HACE

Weissberg Foundation

City of Gaithersburg

NBCUniversal Food4Families

Cliff and Deborah White Family Fund

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://www.identity-youth.org).

