Our Rapid Response to COVID-19
March 15, 2020 – September 30, 2021

Over the Past 18 Months

13x more people helped with case management
13,278 youth and families, benefiting more than 50,000 residents

$2.2 million
in emergency funds to families in order to avert hunger, eviction and other crises.

33,000 referrals
for emergency food, clothing, housing, utility assistance, health and mental health care, computers and internet access.

84% of referrals were successfully completed.

3,290 clients
provided with critical resources to protect against COVID-19 (benefiting nearly 20,000 residents).

5,200 calls & visits
to support youths’ successful participation in remote school and job training.

Beginning in March 2020, 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.

Identity continues 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 pandemic related pressures that have exacerbated existing trauma. Now, those who need emotional support have greater access to a trained, empathetic ear and tools to help them cope.

We were honored to work with members of our 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 competent groups with deep roots in the community, which has resulted in a vaccinated Latino population that is one of the highest in the United States.
Community Helped Community

10 Parent Promotoras connected 1500+ isolated neighbors with emergency food, in partnership with Manna Food Center.

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

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.

1,300+ surveys of teens conducted by Youth Safety Ambassadors continue to inform local government’s vaccine outreach.

24 Parent Promotoras trained to co-facilitate, along with Identity staff, non-clinical emotional support groups for 300+ adults in the community.

56 Youth Opportunity Center interns sewed and distributed 2,200 reusable masks to low-income neighbors.

38 high school students attended Identity managed Study Bubbles, 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 fitness trackers, and filled 750 backpacks for the return to school thanks to hundreds of donors and volunteers.

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

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

Delivered snacks and games, thanks to Citizen Heights Church, B’nai Israel Congregation and IQ Solutions.

Helped children and families have fun in the sun with art and recreation supplies, thanks to KindWorks.
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 Identity’s COVID-19 response.

Adventist Community Partnership Fund
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-19 Emergency Response Fund
Greater Washington Community Foundation
Neighbors in DIRE Need Fund
Healthcare Initiative Foundation
I Support the Girls
Intentional Philanthropy
Inter-American Development Bank
IQ Solutions, Inc.
Jewish Community Relations Council
J. Willard and Alice S. Marriott Foundation
KindWorks
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