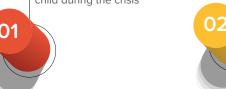
O WAYS PCCY is Looking Out for Children Facing this COVID-19 Crisis

LED the charge

with a #TeachOurKids campaign to get the School District of Philadelphia to purchase computers needed to support in-home instruction for every child during the crisis



LAUNCHED the first

family focused COVID-19 Community Toolkit directing parents to critical resources across the region



CREATED the plan

for the state, in coalition with our partners, to keep the child care system from imploding



CONVENED school leaders across the state

to focus attention on the looming massive school budget cuts and developed an advocacy plan to fight to protect schools



CREATED a

vibrant "Arts Ed At Home" Toolkit together with arts teachers to engage parents, guardians, and teachers in hands on arts projects with children



GAVE immigrant

parents access to health, nutrition and housing protection information by translating critical resources into 10 languages



REACHED more

than 56,000 people via Twitter with valuable information to access health care insurance during the crisis



ANNOUNCED four

Town Hall meetings with middle and high school students so they can tell lawmakers why learning in traditional classrooms matters and urge them to fund the schools



RECONFIGURED our

Helpline services, on a dime, to assist adults as well as children with getting health insurance



EMBARKED on an

eight-week campaign. with partners across the state, connecting child care providers with their lawmakers to ask for more relief so centers can sustain operations and be ready to open once the crisis is



HOSTED weekly

webinars for health care organizations and providers serving children through the crisis that helped remove policy and system barriers to health care



SUSTAINED child care

services for more than 4,000

pop-up technical assistance

providers successfully apply

children by opening a

clinic to help child care

for and receive federal

COVID relief

PARTNERED with

United Way of Bucks County to deliver more than 15,000 diapers to Bucks County Housing Group Penndel Food Pantry, Emergency Relief Association of Lower Bucks County and Harvest Ministries



BUILT the "Read to Me"

video series of everyday people reading books to young children enabling their parent or guardian to take a little break in their day



REACHED out

to 114 immigrant-serving

organizations to share critical

health insurance, employment

ALL parents can care for their

and eviction-related information in multiple languages so that

PRODUCED a Tip Sheet for child care providers to ensure that they use their PPP funds in ways that guarantee their federal loans are fully forgivable



PERSUADED the state to

accelerate its communication with all CHIP families so that NO CHILD LOSES INSURANCE during the crisis

EDUCATED our

20,000 e-news subscribers by focusing our weekly newsletter on the many ways COVID-19 is affecting children



SPREAD the word

to nearly 30,000 people on Facebook about PCCY's COVID-19 Toolkit, public health insurance assistance, and news affecting students in Southeast



on iHeartMedia (donated by a



board member) to let families know that when faced with unemployment or loss of income, they can work with PCCY to make sure their child is insured



virtual meetings with parents that we recruited to kick off the fight against looming education funding cuts that will devastate public education

ORGANIZED seven





We are proud of the contribution we could make to those in need... and we won't stop until this crisis is over because there is so much more we must do to protect and support the children of this region.

PCCY

public citizens for children + youth

PITCHED reporters on

covering the delays in schools shifting to home-based instruction and the need for districts to purchase computers so students could learn

CREATED a critical

resource that maps out low-cost health centers with a track record of caring for immigrant families that are open for business during the COVID-19 crisis – translated and disseminated in 5 languages



23 disse

Join us by donating to support our work today!

SUPPORTED the 22

PCCY-funded Picasso Projects by working with teachers to keep the art projects alive throughout the crisis

PRODUCED simple

information to protect families from eviction in 10 languages

PUBLISHED the

first listing of food distribution sites across the region



25



RELEASED regularly

updated information on changing WIC guidelines, in partnership with the Foundation for Delaware County, so that young parents could access supplies critical for the health and well-being of their babies

COMPILED and

disseminated a list of sites offering free baby formula, diapers, food and other vital supplies

GATHERED and

posted easy-to-do education activities at home for school-aged

29



DELIVERED 20,000

diapers to Mighty Writers sites in Philly and Chester County

SURVEYED hundreds

of school districts to assess their shift to online instruction and helped reporters understand that many school districts were way ahead of those in our region

PROVIDED donated

books to 150 kids with their school lunches

EDUCATED

reporters on the depth of the child care crisis and helped providers make their case to reporters



31

LEARNED that while

channels for our work, nearly

20k people learned about our

coronavirus work through

Instagram

Twitter and FB are the

preferred social media

HELPED write a

Q & A guide, as a partner in the Start Strong campaign, for lawmakers to help essential workers access child care

33

PUBLISHED three

commentaries in local newspapers highlighting the need for more resources to ensure students return to schools that are better prepared to offer quality instruction



ADDED heft to

national efforts with our own campaign engaging students on social media thanking healthcare and other frontline workers

35

ENGAGED the press

on any opportunity we saw to document the impact of COVID-19 on children, leaning dozens of print and radio stories toward kids



TRANSLATED and

disseminated info to selfemployed & gig workers about how to apply for the new unemployment benefits

HELD more than 200 virtual calls and

meetings to keep our supporters in the loop, our allies working together and our staff connected, and then we hosted two virtual staff happy hours!







