



VIRTUAL TOWN HALL

build back - dream forward

Thursday, July 9, 2020

TEXT PANEL QUESTIONS TO (703) 828-4372

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Introduction

Eileen Ellsworth

President and CEO

Community Foundation for Northern Virginia

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COVID-19 Response Fund for Northern Virginia

\$2.1 million awarded – 110 grants

Round 1:
Access to food

Round 2:
Basic needs
assistance and
emergency financial
assistance

Round 3:
Access to health,
mental health, and
dental health
services for low
income residents,
plus funding for
organizations
helping victims of
domestic abuse

Round 4:
Direct financial
assistance to
individuals through
intermediary
nonprofits

Round 5:
Support that
empowers
organizations
addressing both
COVID-19 and racial
justice for African
Americans,
indigenous
populations,
refugees and recent
immigrants in our
region

Pictured Left: Grantee Healthworks for Northern Virginia

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Panel



Corey Holeman,
Chairman,
Northern Virginia Black
Chamber of Commerce



Hanh Le
Executive Director,
Weissberg Foundation



Creston C. Lynch, Ph.D
Associate Dean, University
Life, George Mason
University



Michel Zajur
Founder and CEO,
Virginia Hispanic
Chamber of
Commerce

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Moderator

Nancy Santiago

Community Impact Partnerships
Ureka

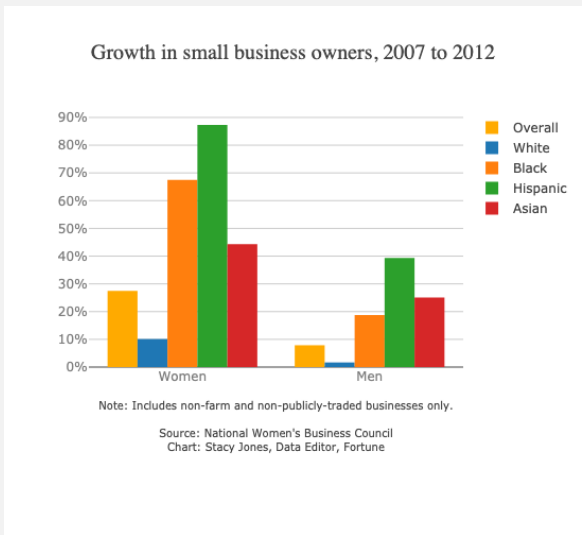
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Ureka

COVID-19 Impact on Diverse Entrepreneurs

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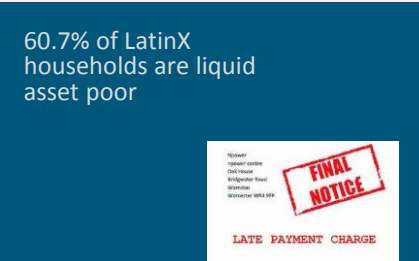
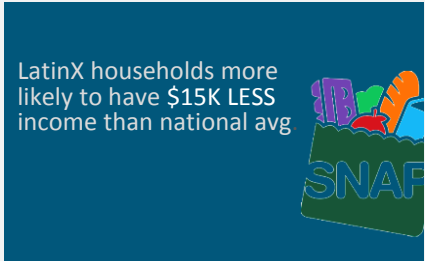
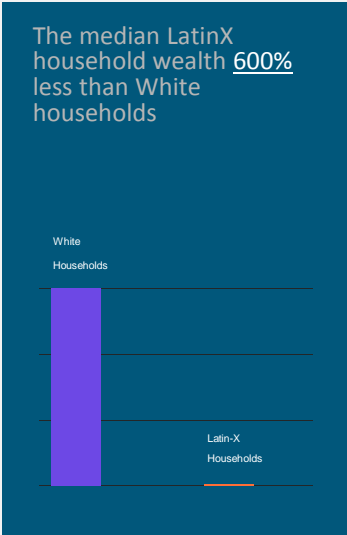
MBEs accounted for more than 50% of the two million new businesses started



Ureeka

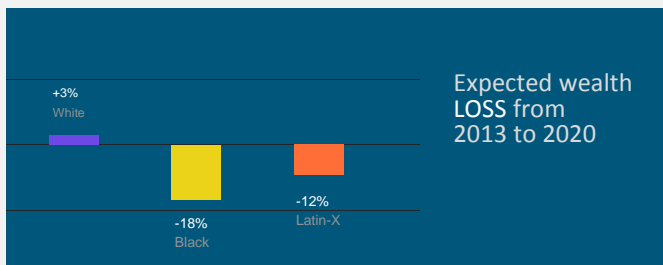
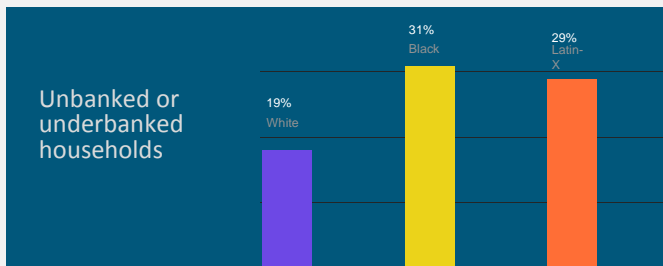
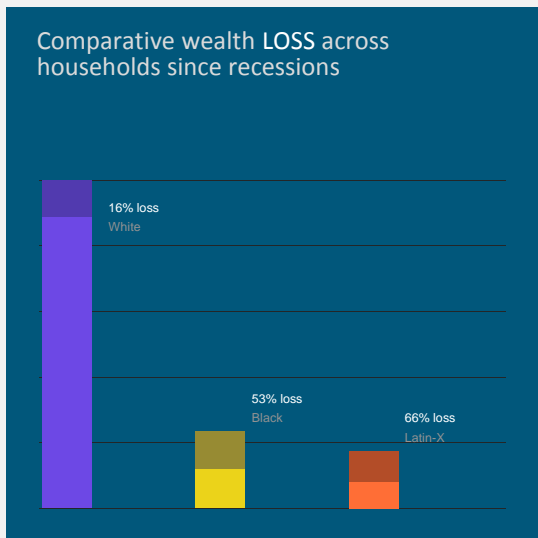
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Ureeka



LatinX household: median wealth of ZERO by 2073

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Diverse entrepreneurs lack access to capital.



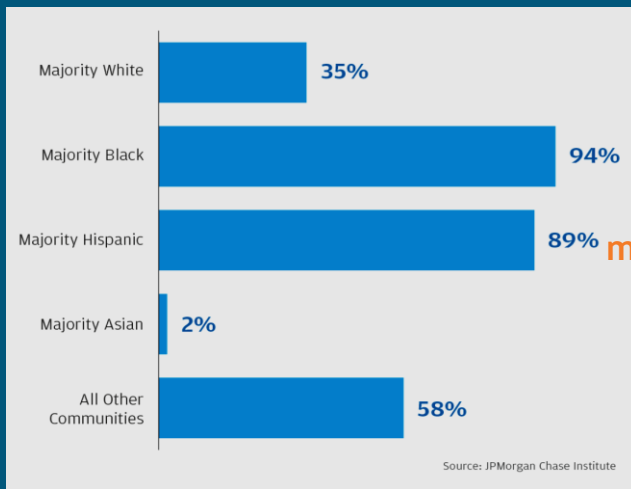
Rely much more on friends/family, but these sources are also typically poor

Black, Hispanic, and women founders all began their businesses with ~50% the financial capital of white men

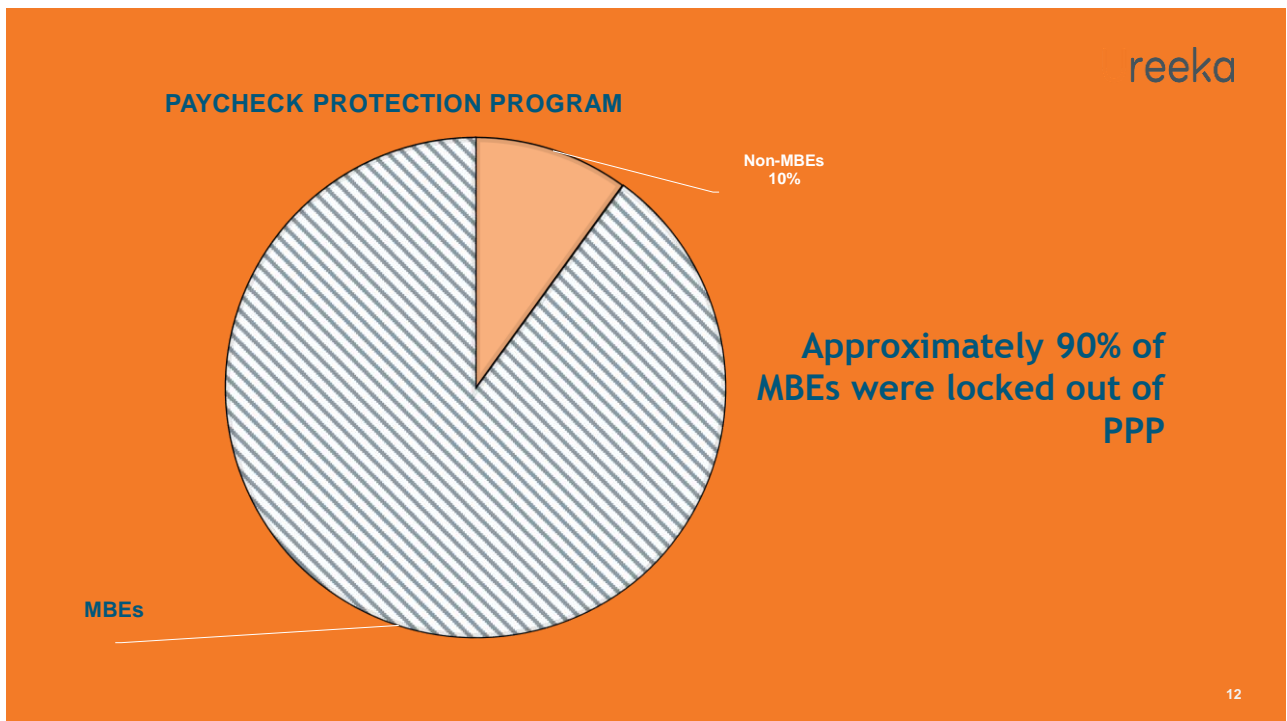
Fear of rejection causes minority-owned businesses to apply for loans at a lower rate.



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In Black & Latino communities, most small businesses have fewer than 14 cash buffer days



Four types of businesses emerging



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Ureeka Member Directory

Using Ureeka

COVID-19 Resources

PMC Community

Feeds & Groups

Chat

Growth Framework

How To's

Marketplace

Pitch Competitions

Specialties

UREEKA HOME

COVID-19 RESOURCE CENTER

Ureeka is here to help, so we've compiled all of the relevant resource you may need during this time. Have other questions? Post in the feed and a Ureeka expert will provide you the help you need.

UPCOMING WEBINAR: Ureeka's 'COVID-19 Recovery for SMBs: A Guide to Accessing Emergency Capital' – [Register Here](#)

If you missed the Ureeka webinar 'Preparing Your Business to Navigate Coronavirus Disruption', watch it [here](#) or download the presentation [here](#).

Financial Support
[The CARES Act / SBA Grants & Loans](#) – click here for a full breakdown of these programs and

General Tips
Corporate Communications
[Response Plan Template](#) – an extremely thorough

Join Ureeka

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Join at Community.ureeka.biz/registration
and use code “nancyureeka”

Nancy@Ureeka.biz

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THANK YOU

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