

## Creative New Jersey's Statewide Conversations – COVID-19 Response

### Call #2 – April 8, 2020

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*Editor's note: This summary covers the general topics and resources shared during the second call in a [series of statewide conversations](#) hosted by Creative New Jersey to bring together our network and help people across our state keep connected, share information, and unite in solidarity as we navigate the Coronavirus response in New Jersey.*

To register for Creative New Jersey's Statewide Conversations on COVID-19 Response, click the following link: <https://forms.gle/jkW4waMXoeZUZcXeA>. Calls take place every Wednesday in April 2020 (April 1, 8, 15, 22 and 29) at 10am.

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## SUMMARY

**Guest speaker #1:** Joe Palazzolo, Program Director of Education and Early Learning – New Jersey Community Capital (NJCC)

**Topic:** NJCC's Garden State Relief Fund

<https://www.newjerseycommunitycapital.org/>

**Guest speaker #2:** Craig Weinrich, Director of Member Services – Council of New Jersey Grantmakers

**Topic:** NJ's Philanthropic Response to COVID-19

<https://www.cnjg.org/>

**Resources shared by speakers and participants during the call include:**

- NJ Technical Assistance & Pro bono (free) Support in applying for funding & managing remote work
- Funding Sources
- Resources for Nonprofits Serving Individuals with Disabilities
- Helping Frontline Workers
- State & National Resources

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## Joe Palazzolo (New Jersey Community Capital) on NJCC's Garden State Relief Fund

<https://www.newjerseycommunitycapital.org/initiatives/garden-state-relief-fund>

Joe Palazzolo, Program Director of Education and Early Care shared information on NJCC's Garden State Relief Fund, which offers working capital loans to small businesses and nonprofits negatively impacted by the COVID-19 pandemic and provides financial support for those that often lack access to conventional capital and have been disproportionately affected by this evolving public health crisis.

- Loan amounts: \$10,000 - \$75,000
- Loan terms: up to 36 months
- Interest rate: 0%-3% depending on geographic location

- Eligibility:
  - Businesses and nonprofits with 3 to 50 full-time employees.
  - NJCC will aim to process Garden State Relief Fund applications within 10-14 business days. Learn more here: <https://bit.ly/3c8OqMF>
  - **Special opportunity for businesses located in the THRIVE South Jersey footprint** (Gloucester, Cumberland, Salem, and Western Atlantic Counties), thanks to the generous support of the Pascale Sykes Foundation. Learn more here: <https://bit.ly/2UX0ZF3>

Palazzolo also shared NJCC's learning from superstorm Sandy with regard to financial institutions as they respond to a crisis or disaster:

- NJCC deployed 50 loans to businesses within a 3-5 month period in the aftermath of superstorm Sandy
- Financial Institutions need to be flexible during these times, willing to make loans they would not otherwise make, and need recognize that they can't ask the typical questions of borrowers – the situation is evolving and different than the status quo
- Small business owners are going to be fatigued/exhausted after this process, so it's important to make accessing these funds as easy as possible

NJCC is trying to become a Small Business Association (SBA) lender on the Paycheck Protection Program (PPP) loans (which are forgivable). In the meantime, **Palazzolo urges that you go to YOUR bank; many banks are only talking to their current customers.**

- **Important update: PPP is opening up to independent contractors this Friday (4/10)!**

#### **Questions for NJCC included:**

**Q: If the nonprofit is only volunteers are you still eligible?**

*A: Yes, depending on what the money is used for. Reach out and apply to start a conversation. Program was made to be flexible.*

**Q: Can you apply for the PPP loan and a loan from Garden state relief fund?**

*A: Yes, you can apply for both.*

**Q: Is there going to be another PPP cycle?**

*A: Congress is working on a 4th stimulus bill and a second round of PPP.*

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## Craig Weinrich (Council of New Jersey Grantmakers) on New Jersey's Philanthropic Response

<https://www.cnjg.org/>

Craig Weinrich, Director of Member Services at the Council of New Jersey Grantmakers (CNJG), shared a high-level view of what funders (including private, corporate, family and other grantmakers) are doing in response to the COVID-19 conference, reminding us all that response and recovery will be a marathon, not a sprint. Weinrich also provided some global context and recommendations for those who currently receive or are seeking grants moving forward.

CNJG is the center for philanthropy in New Jersey, serving the over 130 leading independent, corporate, family, community foundations and other philanthropic organizations of our state. CNJG supports their members by strengthening their capacity to address their philanthropic activity, and provides leadership on statewide issues. [NOTE: CNJG does not give out grants or match-make between their members and nonprofits.]

**CNJG's list of NJ's Relief Funds:** <https://www.cnjg.org/nj-focused-response-funds>

CNJG is collaborating with local organizations like the Center for Non-Profits on their Rapid Response Survey to understand the current needs of nonprofits, and with national organizations to advocate for an equitable, swift, adaptive, flexible response in partnership with grantmakers across our country:

- **Equity commitment letter:** <https://www.cnjg.org/news/cnjg-joins-philanthropy-groups-calling-funders-keep-equity-forefront-philanthropy-s-response>
- **Council of Foundations pledge:** <https://www.cof.org/news/call-action-philanthropys-commitment-during-covid-19><sup>7 P</sup><sub>1 SEP</sub>
- **Center for Non-Profits Rapid Response survey:** <https://www.cnjg.org/sites/default/files/files/pages/Center%20for%20Non-Profits%20-%20Rapid%20Response%20Survey%203-20.pdf>

### *Philanthropic response - National:*

- Worldwide over 4.3 billion in philanthropic funds committed (not distributed) by organized philanthropy (number does not include crowdfunding)
- Many foundations are:
  - Moving to remote operations so as to not interrupt their grant making
  - Partnering with other recovery funds
  - Matching donations to a recovery fund
  - Considering using or similar applications/reporting as other funders.
  - Changing or reshaping the scope of the terms of their grantees
  - Changing their restricted grants to General Operating Support (GOS)
  - Considering spending more than their legally 5% payout (short term hit for long term gain)

- **Grant-maker's Dilemma Chronicle of Philanthropy article:**

<https://www.philanthropy.com/article/Grant-Maker-Dilemma-Spend/248399>

*If you are receiving grants/donations/contributions:*

- Talk to your funders and individual donors; let them know what is happening at your organization.
- Work with your funders to figure out how to get funds to you quicker. If you normally received checks, talk to your funders to give them different options like credit card payments (allowing them to pay an additional fee to cover your fees), or ACH or EFT payments. Talk to your finance person about how best to do that.
- Read through articles that CNJG has on their website to better understand your funders and the challenges they face to be able to have a quality conversation to find a mutually beneficial solution:  
<https://www.cnjg.org/state-and-national-covid-19-news-articles>

#### **Questions for CNJG included:**

**Q: Has anyone heard when the NJ Pandemic Relief Fund will issue its grant guidelines for non-profits?**

*A: Yes, applications are now open:*

- <https://njprf.org/grants/>
- FB: <https://www.facebook.com/NJPRF/>
- Instagram: <https://www.instagram.com/njprf/>

**Q: What advice do you have for nonprofits whose funders may be looking to shift their focus more explicitly to COVID-19 related efforts? What strategies can you share on how to demonstrate value-add of your organization's work even if it's not directly related to COVID-19 relief?**

*A: Talk to your funders first! It is the most important thing. There is a movement on trust-based philanthropy. Open and honest communication with your funders on your plans, efforts, focus, struggles. This is a way for philanthropy and nonprofits to move to work better together. Be clear and honest about your budget, costs, needs.*

**Q: Can you please talk about equity in funding and how CNJG can influence its grantmakers to begin new conversations with current and prospective grantees? Especially in light of the new upcoming research that black-led organizations have 24% smaller revenues and 76% less unrestricted net assets. How can organizations who have already suffered from structural racism stay afloat and continue serving its critical audience?**

*A: This is going to be a long-term issue for a lot of funders. Foundations are on a spectrum in terms of understanding and integrating diversity, inclusion, equitable grantmaking (just like all organizations). CNJG is encouraging their funders to be equitable in their funding, and signed onto an equity commitment letter addressing COVID-19 response: <https://www.cnjg.org/news/cnjg-joins-philanthropy-groups-calling-funders-keep-equity-forefront-philanthropy-s-response>*

**Q: For those nonprofits that are volunteer only and whose income is through fee-based services what financial support is available to them?**

*A: Take advantage of the Garden State Relief Fund, SBA's programs, and also look at the NJ Economic Development Authority website. Things are changing every day, every hour, so continue to check websites from these funding sources on a daily basis. Speak to your accountant and auditor – they will have additional perspective and may be able to guide you toward which sources make the most sense for your organization.*

- NJCC Garden State Relief Fund: <https://www.newjerseycommunitycapital.org/initiatives/garden-state-relief-fund>
- Small Business Association: [www.sba.gov](http://www.sba.gov)
- NJ Economic Development Authority: <https://www.njeda.com/>
- Center for Nonprofits COVID page is updated daily: <http://www.njnonprofits.org/COVID-19.html>

## RESOURCES

**NJ Technical Assistance & Pro bono (free) Support in applying for funding & managing remote work:**

- NJEDA announces partner agencies to offer technical assistance/services to COVID-19 impacted small businesses applying for SBA Funding Programs. This assistance includes, but is not limited to, preparing financial information, packaging application documentation, and completing and submitting the on-line or paper-based application: <https://www.roy-nj.com/2020/03/30/finance/njeda-announces-partner-agencies-to-offer-services-to-covid-19-impacted-small-businesses/>
  - African American Chamber of Commerce of New Jersey (AACCNJ): <https://www.aaccnj.com/>
  - New Jersey State Veterans Chamber of Commerce: <https://njchamber.com/>
  - Rising Tide Capital: <https://www.risingtidecapital.org/>
  - Statewide Hispanic Chamber of Commerce of New Jersey (SHCCNJ): <https://shccnj.org/>
- Pro bono (free) support from Capacity Experts, LLC on managing the new remote worker setting. <https://capacityexperts.com/subscribe/>. Email: [pgoldman@capacityexperts.com](mailto:pgoldman@capacityexperts.com)
  - Weekly articles, tools, and resources for managing crises and working in remote settings. Issues that are being addressed include:
    - classifying employees
    - logistics of transitioning
    - remote management, supervision, and culture building.

**Funding sources:**

- NJCC's Garden State Relief Fund: <https://www.newjerseycommunitycapital.org/initiatives/garden-state-relief-fund>
- CNJG's list of NJ's Relief Funds: <https://www.cnjg.org/nj-focused-response-funds>
- Small Business Administration (SBA) Coronavirus Relief Options: <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options>

- Includes info on Paycheck Protection Program (PPP), Economic Injury Disaster Loan Emergency Advance program (EIDL), SBA Express Bridge Loans & SBA Debt Relief
- EIDL -- organizations can get **up to \$10,000 in three days with no repayment**
- SBA Small Business Guidance & Loan resources: <https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>
- NJ Economic Development Authority (NJEDA): <https://www.njeda.com/>
- See the Center for Non-Profit website for a comprehensive list of relief funds: <https://www.njnonprofits.org/COVID-19.html>

#### Resources for Nonprofits Serving Individuals with Disabilities:

- Talk to your individual funders and/or financial institution to see if they can help. Candid (previously Foundation Center) has a great online database that you can search to find specific funding: <http://www.candid.org>
- Check this out for support for individuals with disabilities <https://njcdd.org/emergency-funding-for-covid-19-pandemic/#1585161569958-94fb120e-3bbe>

#### Helping Frontline Workers:

- NJ Civil Engineering and GIS Firm, ARH Associates, website supports locally-owned restaurants and helps to provide meals to front line Medical personnel
  - The site highlights participating locally-owned restaurants using Esri ArcGIS Hub (a component of the Esri Geospatial Cloud) and links donations to these businesses through a centralized GoFundMe page managed by ARH. ARH staff will lead the effort in coordinating the promotion of the site, food ordering, and the delivery to the hospitals, medical centers and first responders.
  - [www.arhinthecommunity.com](http://www.arhinthecommunity.com)

#### State & National Resources:

- [covid19.nj.gov](https://www.covid19.nj.gov) - Connect with the State of NJ at the COVID-19 Hub Page for the latest updates, links to resources for nonprofits, small businesses, individuals
- <http://njnonprofits.org/> - Resources and relief funds at the state and federal level.
- New Jersey Organizing Project resource page: <https://covidnj.com>
- National Council of Nonprofits: <https://www.councilofnonprofits.org/nonprofits-and-coronavirus-covid-19>

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