

Philanthropy Stepping Up to Ensure Access to Online Learning: An Opportunity to Address Learning Loss

September 29, 2020

The Campaign for
**GRADE-LEVEL
READING**

Panelists



Bonnie Gettys
President & CEO
Barry Community
Foundation



Julia Quinn
Deputy Director of
Philanthropy
Citadel



Elliot H. Weinbaum, Ph.D.
Program Director,
Great Learning
William Penn Foundation

Panelists



Orrin White D.P.A.
Director,
College and Career Success
United Way of Delaware



Michael Williamson
President and CEO
United Way of Southeast Louisiana



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District	Enrollment	Ec. Disadvantaged
Maple Valley	962	62%
Delton	1176	54%
Hastings	2571	47%
Middleville	3207	34%

	Single Adult	2 Adults, 1 Infant, 1 Preschooler
Housing	\$494	\$725
Child Care	\$0	\$1,224
Food	\$199	\$604
Transportation	\$340	\$679
Health Care	\$236	\$888
Technology	\$55	\$75
Miscellaneous	\$156	\$475
Taxes	\$239	\$550
Monthly Total	\$1,719	\$5,220
ANNUAL TOTAL	\$20,628	\$62,640
Hourly Wage	\$10.31	\$31.32

Source: U.S. Department of Housing and Urban Development; U.S. Department of Agriculture; Bureau of Labor Statistics; Internal Revenue Service; Tax Foundation; and Early Childhood Investment Corporation, 2017.



Findings

- Over 53% of our students in the county had no access to internet
- HotSpots did not seem to be a solution - for the Maple Valley District alone the cost for just access would be over \$12,500 per month if they distributed equitably.
- Hot Spots were at a premium and on back order due to the pandemic
- While trying to find a short-term solution, the long-term issue of rural access due to the low ROI to providers continued to frustrate residents of all economic levels. Topography poses challenges to wireless extenders.



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School districts

- In an effort to meet needs, paper packets were being prepared. Families travelled to schools to pick up and return the packets
- An extraordinary cost burden for printing was born by our districts and the Foundation determined that our best investment for our districts was to allow them to determine how to spend our gift to them. Through fundraising, we were able to gift each district \$12,500. Most used the money to purchase new chromebooks.

KIDS FIRST RESEARCH

We wanted to better understand the depth and breadth of the issue parents described to us.

Kids First Chicago partnered with the Metropolitan Planning Council to release [*Digital Equity in Education in the Coronavirus Era*](#), showing wide digital gaps across the city.

1 IN 5 CHILDREN
UNDER EIGHTEEN
LACK ACCESS TO
BROADBAND
CITYWIDE, EQUATING
TO MORE THAN
110,000 KIDS.

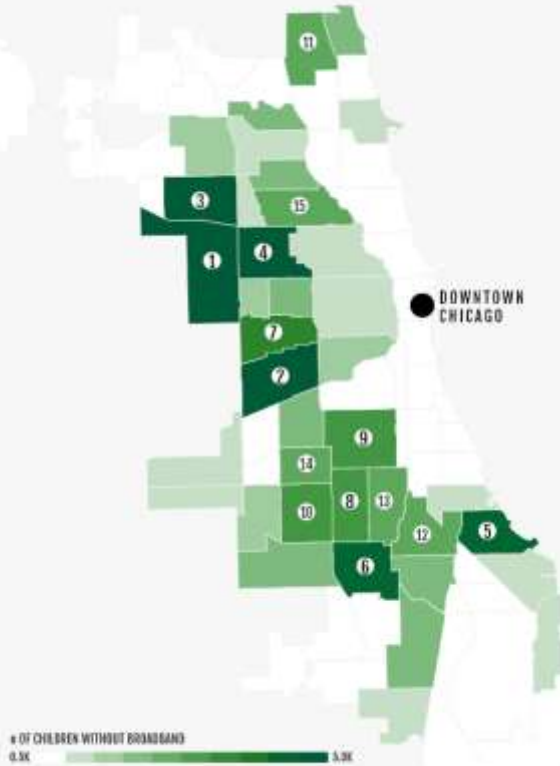


OF CHILDREN

UNDER AGE 18 WITHOUT BROADBAND ACCESS

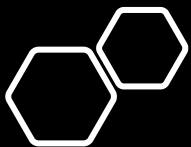
Communities with the largest numbers of children without Internet access are mostly on the South and West Sides.

15 MOST AFFECTED COMMUNITIES BY CITY AREA



1. AUSTIN	West Side	7,801
2. SOUTH LAWDALE	West Side	6,624
3. BELMONT CRAGIN	North/Northwest Side	5,218
4. HUMBOLDT PARK	West Side	5,195
5. SOUTH SHORE	South Side	3,994
6. AUBURN GRESHAM	Far Southwest Side	3,744
7. NORTH LAWDALE	West Side	3,550
8. WEST ENGLEWOOD	Southwest Side	3,089
11 9. NEW CITY	Southwest Side	2,992
10. CHICAGO LAWN	Southwest Side	2,769
11. WEST RIDGE	Far North Side	2,609
12. GREATER GRAND CROSSING	South Side	2,539
13. ENGLEWOOD	Southwest Side	2,392
14. GAGE PARK	Southwest Side	2,366
15. LOGAN SQUARE	North/Northwest Side	2,327

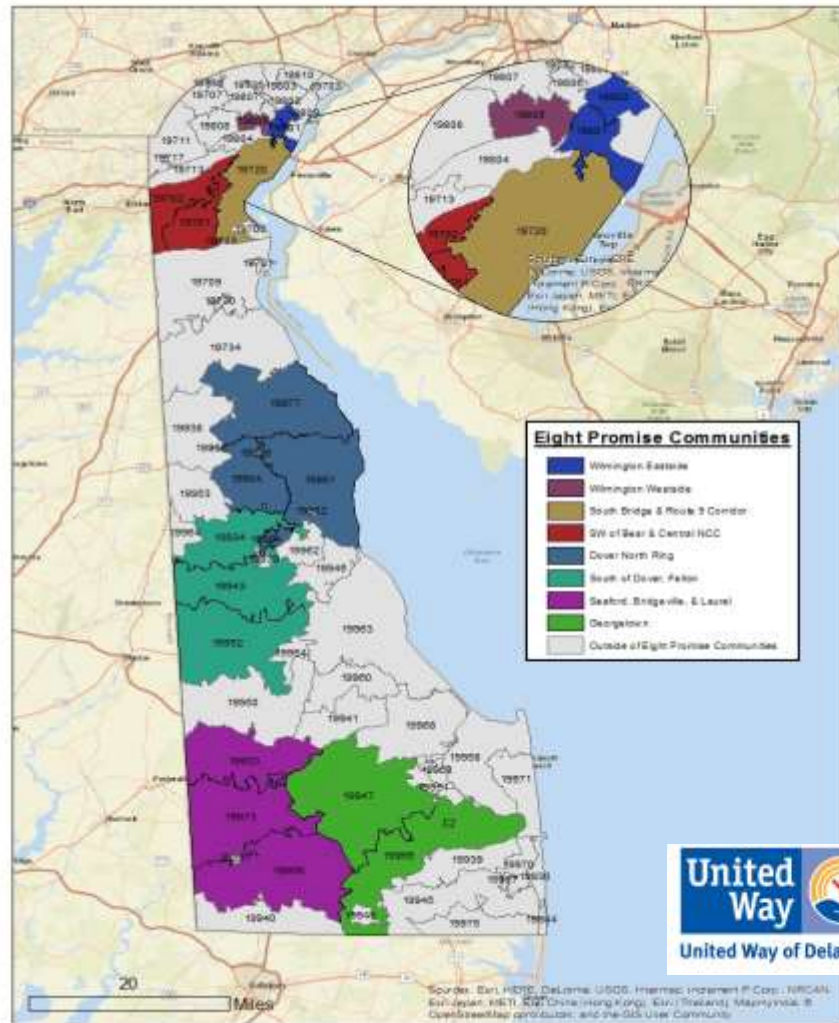
U.S. Census Bureau, 2010-2018 American Community Survey 5-year estimates.



Focus on 8 Promise Communities

- Strengthening our community by focusing strategically on the building blocks for a better life: education, financial stability, and healthy lives.
- Total Population of 318,610
- 44.9% of the residents are considered low-income
- 61% of high-risk level children and 67% of adults live within this 8 Promise Communities
- Mobilizing and strengthening all resources to build strong community assets

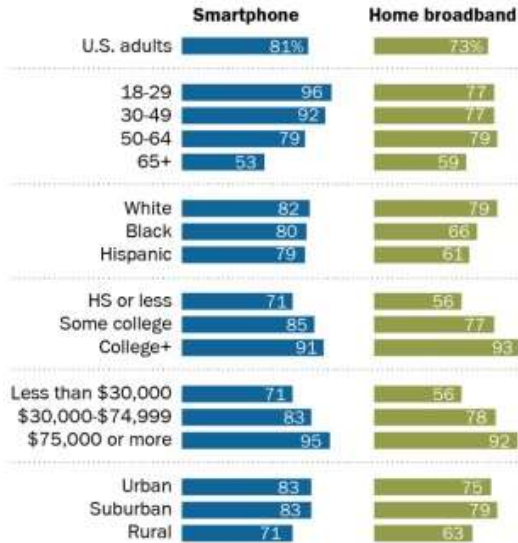
Wilmington Eastside: 19801, 19802 | Wilmington Westside: 19805
Southbridge & Route 9 Corridor: 19720 | SW of Bear & Central NCC: 19701, 19702
Dover North Ring: 19901, 19904, 19977 | South of Dover, Felton: 19934, 19943, 19952
Seaford, Bridgeville & Laurel: 19933, 19956, 19973 | Georgetown: 19947, 19966



Addressing Digital Inclusion in the State of Delaware

Majorities of Americans have a smartphone, subscribe to broadband, but this varies by education, income

% of U.S. adults who say they have or own the following



Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. "Mobile Technology and Home Broadband 2019"

	Census Tracts	Population	Households	Renters	%	School-Age Population	%	Senior Population	%
Kent	1	2,843	1,074	678	63%	678	24%	551	19%
New Castle	13	37,852	13,804	8,103	59%	7,921	21%	4,376	12%
Sussex	8	34,205	12,799	4,188	33%	6,986	20%	6,217	18%
Total	22	74,900	27,677	12,969	47%	15,585	21%	11,144	15%

* Tech deserts are places where many people lack personal computer and/or formal Internet connectivity. In this map, census tracts which had more than double Delaware average of households without computer access (including smartphones) or an internet connection were flagged as tech deserts. Senior population is age 65+; school age is ages 5-19. Source: ACS 2014-18

	Tech Deserts	State
No internet	38%	17%
No broadband	39%	18%
No computer	25%	10%
Smartphone Only	13%	6%

*Source: ACS 2014-18

	Tech Deserts	State
HH <Poverty	19%	8%
White	36%	63%
Black	45%	22%
Hispanic	15%	9%
Asian	1%	4%
Limited English	7%	4%
Low Literacy	6%	3%

*White, Black, and Asian who reported Non-Hispanic ethnicity. Limited English is population >=5 years who reported English spoken less than very well. Low-literacy is the population >=25 years who completed <9th grade in formal school. Source: ACS 2014-18.





United Way of Southeast Louisiana

- Seven-parish service area, including metro New Orleans
- Serves 500,000+ households - **52% unable to afford basic necessities, including technology**
- Financial instability pervasive in each parish – even wealthier areas
- Existing inequities + COVID-19 perpetuate disparities in education among children of color in New Orleans and surrounding areas
- In New Orleans, specifically, **almost a third of households do not have internet access**





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Steps, Partners and Impact

- Entered into a contract with a local internet service provider that agreed to provide free education internet if the foundation paid for the installation of hardware that would extend service from existing towers.
- Connected the technology directors for each school with the service provider. Each had interesting ways to think about how to efficiently distribute access.
- After the initial gifts of \$50,000 for the spring response, more donors came to the table. We currently have over \$70,000 in new gifts, after we made another \$50,000 investment to the schools to just respond to the covid inperson learning costs



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Steps, Partners and Impact

- The Foundation is a member of the Rural Partners of Michigan, whose priority is developing advocacy for digital equity. Not only are our students being jeopardized by the inability to access internet, families have had to scramble for the accessibility needed to work from home. Several of our first year teachers did not have home internet stable enough to provide a learning platform



MANY PARTNERS CAME TOGETHER

Armed with parent perspective + data, we partnered with the City, Chicago Public Schools, philanthropic partners, internet service providers and others to co-create

CHICAGO CONNECTED.

HOW IT WORKS

- 1 FREE INTERNET SERVICE FOR 4 YEARS
\$50 MILLION
- 2 MOSTLY PRIVATELY FUNDED IN YEARS 1 & 2
PUBLICLY FUNDED IN YEARS 3 & 4
- 3 PHASED APPROACH BEGINNING WITH
ELIGIBLE CPS FAMILIES ¹⁹
- 4 LAUNCHED: THURSDAY, JUNE 25, 2020

ABOUT

CHICAGO CONNECTED IS THE
COUNTRY'S LARGEST & MOST
SUSTAINABLE PROGRAM OF ITS
KIND.



COMMUNITY-BASED ORGANIZATIONS

Community partners conduct outreach to eligible, hard-to-reach families & provide newly-connected households with digital literacy and skills development training.

<p>ALBANY PARK & AVONDALE</p>	<p>ARCHER HEIGHTS & BRIGHTON PARK</p>	<p>ARMOUR SQUARE & LOWER WEST SIDE</p>	<p>ASHBURN</p>
<p>AUBURN GRESHAM, BURNSIDE, CHATHAM</p>	<p>AUSTIN</p>	<p>AVALON PARK, CALUMET HEIGHTS, SOUTH CHICAGO</p>	<p>BELMONT CRAGIN, HERMOSA, MONTCLARE, PORTAGE PARK, DUNNING, O'HARE</p>
<p>BRONZEVILLE (DOUGLAS), OAKLAND, GRAND BOULEVARD</p>	<p>CHICAGO LAWN</p>	<p>CITYWIDE</p>	<p>EAST & WEST GARFIELD PARK</p>
<p>EAST SIDE, HEGEWISCH, SOUTH DEERING</p>	<p>ENGLEWOOD, WEST ENGLEWOOD</p>	<p>GAGE PARK, WEST ELSDON, NEW CITY</p>	<p>GREATER GRAND CROSSING SOUTH SHORE WORKS</p>
<p>HUMBOLDT PARK</p>	<p>NORTH LAWDALE</p>	<p>PULLMAN, ROSELAND, RIVERDALE, WEST PULLMAN, MORGAN PARK, WASHINGTON HEIGHTS</p>	<p>ROGERS PARK, WEST RIDGE</p>
<p>SOUTH LAWDALE</p>	<p>SOUTH SHORE WORKS</p>	<p>WASHINGTON PARK, WOODLAWN</p>	<p>WEST LAWN, CLEARING, GARFIELD RIDGE</p>

PROGRAM PARTNERS

Chicago Connected is a partnership between the City of Chicago, Chicago Public Schools, philanthropic partners, and various nonprofit and community organizations.



THE CHICAGO COMMUNITY TRUST

TheJoyceFoundation

MacArthur Foundation

President Barack Obama & Mrs. Michelle Obama



United Way of Metro Chicago

What is PHLConnectED?

City of Philadelphia's initiative to connect Philadelphia families with **access** to a **reliable, high-speed internet connection** for remote learning.

Initial program eligibility is for Philadelphia K-12 families who meet one of the following:

1. No broadband (wireline/in-home) internet access
2. Only have internet access through mobile phone
3. Experiencing homelessness, in-between housing, are housing insecure, or where a wireline connection may not be possible

*The City will **expand eligibility** in subsequent weeks after the initial enrollment period*



Comcast wired to the home internet service for all households without access.



T-Mobile wifi hotspots for those who need a mobile Internet connection solution.



Schools supply the learning devices (Chromebooks, laptops, iPads, etc.).



72 CHARTER SCHOOLS



211 hotline for families to call for information about the program and to get connected.



City and Community Organizations to help with digital navigation by troubleshooting common technology issues before and after families have internet.



City of Philadelphia

PHLConnectED Outreach Strategy

Operationalizing **marketing and outreach** through several channels
to **inform hard-to-reach communities** about the program



**PAID &
EARNED MEDIA**



**SCHOOL
INVOLVEMENT**

- Principals and District staff



**INFORMING FAMILIES &
COMMUNITIES**

- Funders
- Community-based Organizations
- Education Advocate Networks
- Social Work Networks
- Health and Human Services Networks

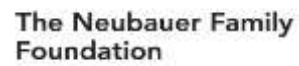


**UTILIZING CITY
NETWORKS**

- City departments, services, resources, and staff

\$17 million investment over two years

PRIMARILY FUNDED BY



Why This Solution for Philadelphia?

Tiered Outreach

Most concerned about students without internet, but hope to expand to serve all households.

Device Variety

LEAs and families have **their own preferred devices**.

Household Solution

Support the entire household to enable adults to access jobs, health care, services, and goods.

Wireline and Hotspots

A wired home solution is **the most stable, reliable internet access**, but families who experience homelessness or instability **need a mobile solution**.

Bulk Purchase

Leverage **best pricing and ensure uniform level of service** and support across households.

CBO Involvement

Neighborhood-level family advocates are already doing digital navigation work in some cases and have **relationships with families**.

Progress to Date

Program announced August 6, 2020



2,500

Calls to 211 hotline about PHLConnectED



6,700

Comcast Internet Essentials customers (2 months free) transitioned into PHLConnectED program (2 years free)



2,700

Hotspots distributed



500

new internet connections installed

Why 211?



- Delaware's One-Stop-Shop for help
- Easy-to-remember three-digit number
- Free and confidential service
- Community navigation and care coordination support
- Social services and resources
- Operates 7-days a week:
 - Mon-Fri, 8am-9pm
 - Sat-Sun 9am-5pm

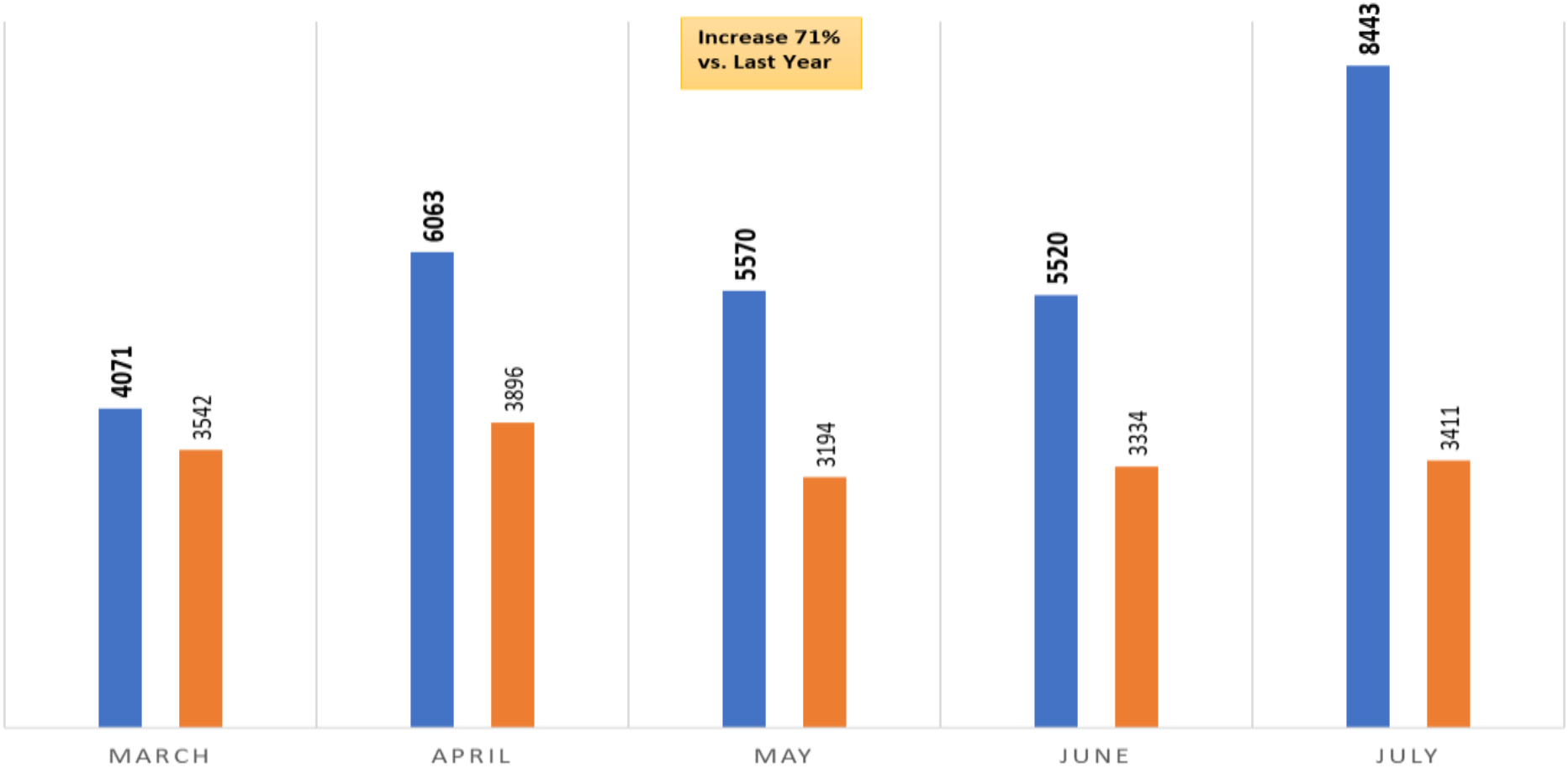


DELAWARE 211 COMMUNITY NEED DATA

TOTAL NUMBER OF CONTACTS DURING COVID-19 (MAR-JUL)

2020 2019

Increase 71%
vs. Last Year



Dial 2-1-1 Press 4 for Student Help and More.

- **Why?**
 - A resource to help kids succeed and parents be supported.
- **What?**
 - Connecting youth and their families to solutions to identified needs.
- **Who?**
 - Parents / Guardians



Help students thrive this school year.

At-home learning can be a challenge for families and students. 211 has FREE resources to help.

Dial 2-1-1 and Press 4 today

- ✓ Virtual tutoring support
- ✓ Devices and internet access
- ✓ School feeding programs
- ✓ Safe virtual learning programs
- ✓ And More...



DIAL 2-1-1
and Press 4



TEXT ZIP CODE
to 898211



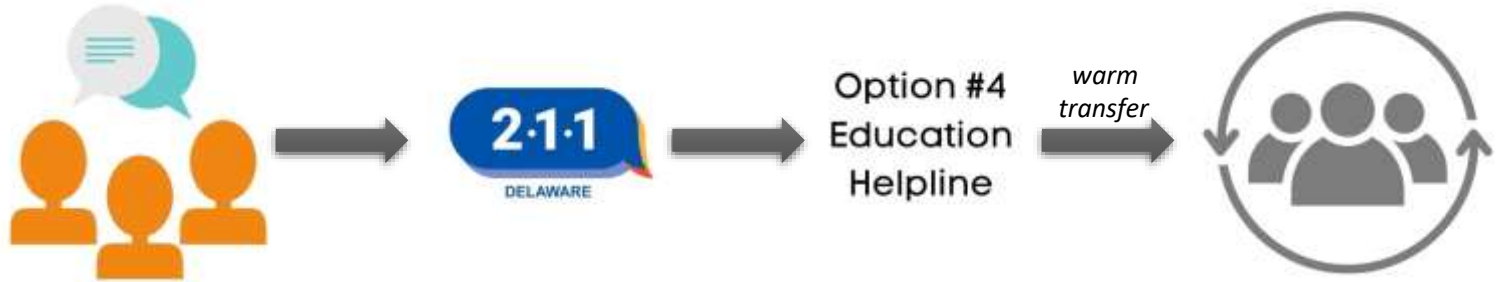
Visit
delaware211.org



Partnering Districts:

Appoquinimink, Brandywine, Caesar Rodney, Capitol, Christina, Colonial, Indian River, Lake Forest, NCC Vo-Tech, Red Clay, Seaford, Smyrna

How It Works - Initiation



How It Works - Resolution

5. Update tracking database, 2-1-1 and school district / charter



4. Initiate warm handoff of participant to appropriate community partner(s)



3. Share potential solutions with participant



1. Collaborate with community partners to identify resolution



2. Inform contact with school district / charter





“Saving Our Selves” United Way & BET

- BET & United Way initiative to address the disproportionate impact of COVID-19 on the African American communities
Atlanta, Chicago, Detroit, Los Angeles, New Orleans, & New York City
- In New Orleans, UWSELA is focusing a portion of the funding on closing the digital divide:
 - United Negro College Fund (UNCF) – Providing access to laptops, tablets, and broadband to UNCF member-school students
 - New Orleans Public Schools/New Schools for New Orleans: Providing student access to Chromebooks and Wi-Fi hotspots to support students without connectivity at home





United Negro College Fund

- UWSELA & UNCF New Orleans are long-standing partners, supporting the emergency needs of students enrolled at Dillard and Xavier universities
- Saving Our Selves support expanded our existing partnership, providing critical technology needs to remote learners



UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

NOLA-PS & New Schools for New Orleans

- **Funding helped NOLA-PS purchase:**
 - **10,000 Chromebooks**
 - **5,000 hotspots**
- Identified the need for an additional 3,000 hotspots at a cost of over \$700,000
- Created the New Orleans Technology Access Fund, with partners, to fill the gap and help students have a smooth transition to in-person learning

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

A Success Story: Laila & Jamelia



*“Mommy, is
this for me?”*

Twin second graders at
Phillis Wheatley
Community School



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What we have learned

- Don't assume that families who are vulnerable want access or trust that it is truly free.
- Most of the families without internet access preferred to get the paper packets.
- Schools needed help with the extra costs of the packets that were created. Many of our families need their children to attend school, both from the food instability aspect as well as "day care"
- Talk with your teachers – many schools collected all the Chromebooks and distributed them in the fall. The in-school accessibility for k-
"We could use ANY and EVERY thing...\$\$ for masks, Clorox wipes, sanitizer, technology support (Chromebooks, hotspots, etc.). We all have many needs right now, and are very grateful for any support."

Lessons for Philanthropy

1. You may need to carry the largest share of costs at the start.
2. Coordinate among yourselves.
3. Use your relationships (and your money) to make it a success.

**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED

Key Takeaways

- 1. Internet Access should be considered a utility**
- 2. Use ALICE Report/Data to inform strategy**
- 3. Collaboration is key**

Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars

LEARNING LOSS RECOVERY WEBINAR

Promising High Tech/High Touch Solutions for Back to School
Tuesday, September 29, 3 p.m. ET/12 p.m. PT

LEARNING LOSS RECOVERY/PARTNER WEBINAR

What Early Educators Could Teach Parents, Teachers and the Rest of Us: And Why it Matters Now
Tuesday, October 6, 3 p.m. ET/12 p.m. PT

LEARNING LOSS RECOVERY WEBINAR

Scaling Solutions for the Childcare Crisis: The Role of Technology and Shared Services
Tuesday, October 13, 12:30 p.m. ET/9:30 a.m. PT

LEARNING LOSS RECOVERY WEBINAR

Telenovela as Teacher: Univision and Too Small to Fail Help Parents Strengthen Early Literacy Tuesday,
October 13, 3 p.m. ET/12 p.m. PT

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