40 WAYS
PCCY is Looking Out for Children Facing the COVID-19 Crisis

01 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

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

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

04 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

05 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

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

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

08 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

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

10 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 over

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

12 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

13 SUSTAINED child care services for more than 4,000 children by opening a pop-up technical assistance clinic to help child care providers successfully apply for and receive federal COVID relief

14 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

15 REACHED out to 114 immigrant-serving organizations to share critical health insurance, employment and eviction-related information in multiple languages so that ALL parents can care for their children

16 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

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

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

19 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 PA

20 RAN radio ads 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

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

Join us by donating to support our work today!