



# THE COVID REPORT

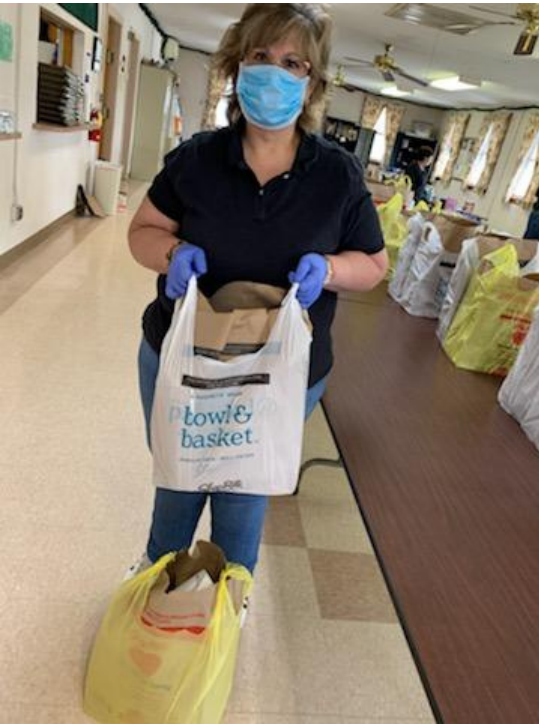
MARCH - JULY 2020




Norwescap Volunteers and Small Business Owners came together to provide and deliver meals to seniors.


# RESPONDING TO COVID-19

As the COVID-19 pandemic required that individuals maintain physical distance, Norwescap had to dramatically realign our operations in a short period of time. Many of our more than twenty locations were traditionally open for walk-ins, ready to help people at any time. Others relied heavily on face-to-face interactions and group classes. These activities became victims of the pandemic, but that didn't stop our teams. We quickly shifted our operations online and continued to provide services.



NORWESCAP

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**NORWESCAP**  
**411**



**NORWESCAP**  
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*En español*

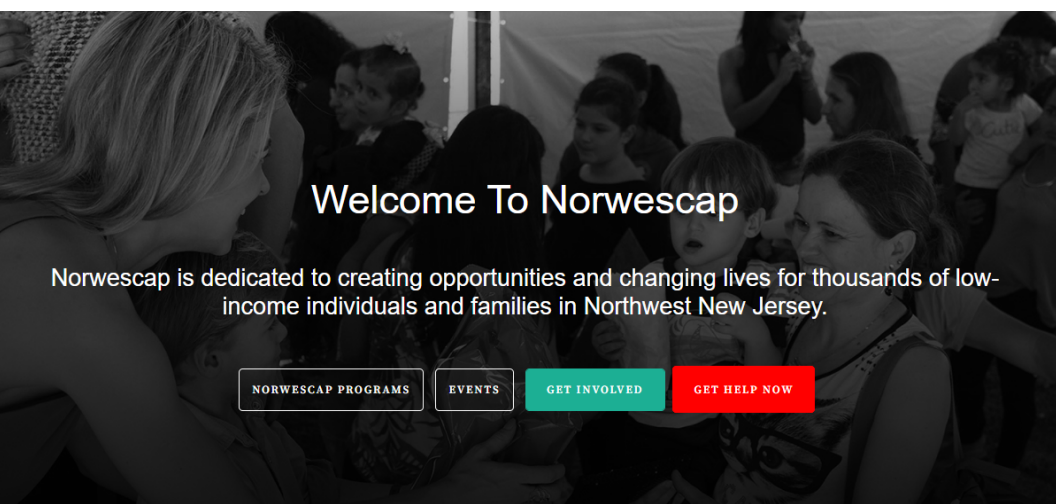
*Norwescap 411 hosts, Troy Lister Jr. and Marigny Pellot share information about services and resources in English and Spanish.*

## CREATING ACCESS

With drop-in centers closed, we had to find new ways to get people the services that they needed, while remaining open for a wave of new individuals who found themselves in need due to extraordinary unemployment and loss of income.

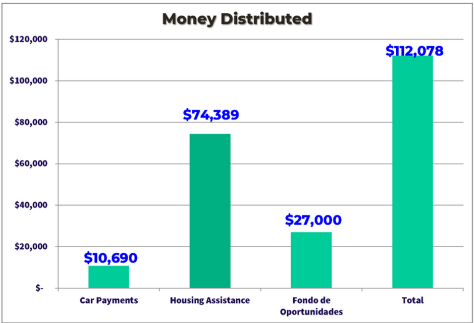
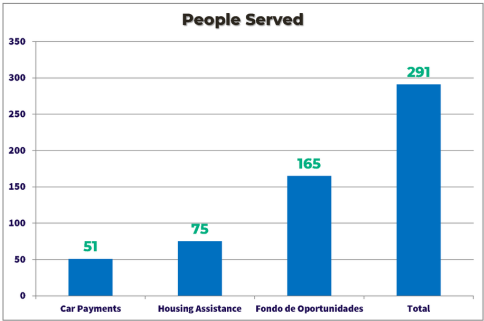
## OUTCOMES:

- All phone and call services remained operational with teams working remotely to continue services including utility assistance and WIC nutritional support.
- “Get Help Now” form was added to our website, allowing anyone to quickly identify their needs from the safety of their own home.
- A newly formed “Engagement Partners” response team addressed client needs and provided direct assistance during crisis and will continue moving forward.
- We launched “Norwescap 411” on YouTube to provide up-to-date information on available services in both English and Spanish.



# MARCH 2020 - JULY 2020

Norwescap's Resiliency Fund was created in March to respond to the needs that resulted from the devastating impact of the pandemic: housing, transportation and emergency basic needs. The graphs below only represent our investments from March-July. Unfortunately the requests for these funds continues to grow.



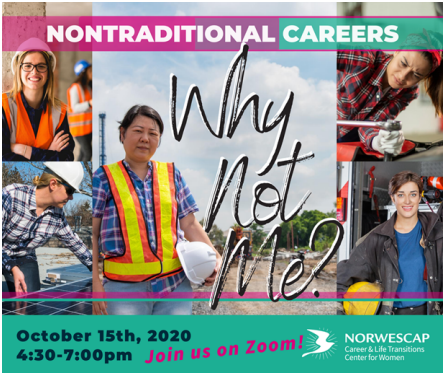
Jessica Hoffman, Program Officer sends out Fondo de Oportunidade letters to applicants.

# EXPANDING TO NEW FORMATS

With group gatherings prohibited and buildings closed, the Norwescap team had to find ways to provide critical services remotely.

## OUTCOMES:

- Norwescap offered classes and workshops through Zoom, attracting a wider audience than our pre-pandemic levels, in some cases tripling the number of participants.
- Enrollment in digital learning, employment coaching and wellness seminars exceeded maximum capacity as a direct result of these offerings.
- Requests for additional digital learning by participants led to new offerings and increased frequency of offerings across the agency.





*Norwescap Head Start and Early Head Start teachers delivered diapers and essentials to families.*

# KEEPING CONNECTED

As the situation in the community became more challenging, Norwescap teams continued to make personal connections – while observing social distancing requirements with existing and new participants across New Jersey’s northwest region.

## OUTCOMES:

- Norwescap Head Start and Early Head Start teachers contacted student families every week, delivering food, diapers, and other vital resources to aid in continued learning.
- Norwescap’s Child and Family Resource Services team made phone calls to thousands of families to address concerns and offer support.





Staff and Volunteers across all Norwescap services collaborate to meet the needs of our community.

# UNDERSTANDING COMMUNITY NEEDS

As COVID-19 swept across the region, Norwescap conducted a community needs assessment to understand the emerging opportunities to support individuals. Data was collected from a variety of sources, and our team analyzed the needs reported by the communities we serve. Emerging needs included:

- **Food Security:** As grocery store shelves emptied and pantries closed, fear of not being able to secure food drastically increased.
- **Housing Assistance:** With record unemployment, thousands of people across the region were unable to pay their rent or mortgage.
- **Child Care:** As some childcare centers closed, the landscape changed dramatically for essential workers who needed safe childcare for their children.
- **Employment and Financial Empowerment Support:** Layoffs across the country forced many in the community to seek ways to expand or improve their skills in a dramatically altered and difficult job market.
- **Support for Undocumented Residents:** As stimulus checks and unemployment insurance began to ease the burden on some residents, those who did not qualify for these benefits – particularly non-citizens – were left behind.

## OUTCOMES: FEEDING OUR COMMUNITY:

- Request for food began flooding in to Norwescap, and our food pantry partners began requesting more food. Norwescap doubled down on our efforts to get food to people who needed it and pivoted operations to address gaps in service. From March through July 2020, the Norwescap Food Bank distributed almost 1 million pounds of food to our more than 100 partner food banks and community partners.
- Norwescap Women, Infant, and Children’s Supplemental Nutrition Program (WIC) helped thousands of families get the support and food they needed by working with clients online and over the phone.
- Norwescap Pathways 2 Prosperity Team led efforts with the Sussex County Hunger Coalition, which has distributed over 5,000 bags of food to an average of 468 people each week since the pandemic began.

**1 MILLION  
POUNDS OF FOOD**

**100  
PARTNERS**

**5,000  
BAGS**

**468  
MEALS WEEKLY**



*From Norwescap's Food Bank to Pathways 2 Prosperity, our Community Development team along with small business owners and volunteers come together to prepare and deliver food.*

## OUTCOMES CONTINUED:

- Partnering with the Phillipsburg school district and senior centers, Norwescap Traditions Family Success Center delivered over 10,000 meals to families who relied on free or reduced lunch in the school environment and vulnerable seniors.

## HOUSING ASSISTANCE:

- Norwescap began routing people through a number of existing homelessness rehousing and prevention programs that include rental payments and counseling support for those who qualify.
- Our Housing and Energy team helped more than 7,000 individuals keep the lights on with utility assistance.
- Norwescap Housing Assistance Fund was created to support those who have greater needs or don't qualify for existing initiatives. To date, more than \$200,000 has been designated to this fund from a variety of public and private sources.

**10,000**  
**MEALS DELIVERED**  
**TO SENIORS AND**  
**STUDENTS**

**7,000**  
**INDIVIDUALS**  
**KEPT LIGHTS ON**

**\$200,000**  
**DESIGNATED IN**  
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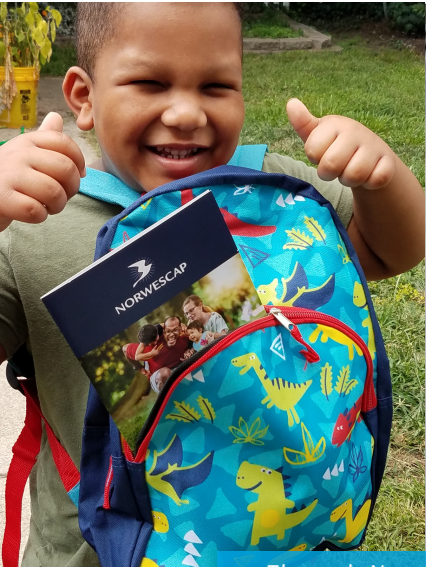


# ESSENTIAL WORKER CHILDCARE

New Jersey Departments of Children and Families (DCF) and Human Services (DHS) announced the Emergency Child Care Assistance Program for children of workers designated as ‘essential’ under Governor Murphy’s Executive Order 110 on April 1, 2020. Norwescap Child and Family Resource Services (CFRS), the Child Care Resource and Referral agency for Sussex, Warren & Hunterdon Counties, sprang into action to meet the needs of essential workers.

## OUTCOMES:

- CFRS shifted their work to meet the needs of essential workers, many of whom had never participated in the subsidy system.
- New application systems were implemented by Norwescap’s CFRS team to work with families to ensure complete applications, determine eligibility, and provide appropriate child care referrals.
- CFRS Staff became liaisons to emergency child care programs to ensure that all children in care were part of an “essential employee family” and that payment was provided for child care. Norwescap connected 345 families of essential workers to child care across the region, allowing nurses, ambulance drivers and others the ability to provide their life-saving work.



*Through Norwescap's Child and Family Resource Services, essential workers were able to provide life-saving work to the community.*

## A NOTE OF GRATITUDE

In March, when the world was turned upside down by Covid-19, I was proud to be part of an organization that, virtually overnight, found ways to serve its program participants and provide truly life-sustaining services in an uncharted environment. From printing food vouchers in our living rooms; to distributing them to feed infants and children (WIC – Women Infants & Children program); to creating an entirely new child care support system for essential workers (CFRS – Children & Family Resource Services); to recruiting volunteers to deliver meals to children; to creating an entire on-line job preparation workshop series (CLTC – Career & Life Transition Program); to delivering boxes of food for Sussex County families (P2P – Pathways to Prosperity); and providing close to 1,000,000 pounds of food to some 100 pantries and soup kitchens; Norwescap programs demonstrated the kind of resiliency that is rooted in our 55 years of service to our community.

What was just as exhilarating was the outpouring of community support from donors large and small, as well as the volunteers who made the work and many of our services possible. Corporations came to Norwescap with unsolicited donations. Others provided even more funding than we requested. Local businesses supported our work with contributions, volunteers, transportation and other donated services and supplies. Individuals contributed from amounts \$5 to tens-of-thousands of dollars to support our efforts. Many of our program participants donated their own time and effort to help support those in need. This was a collective community effort that truly matched the extraordinary challenge that we faced. We put this booklet together to celebrate this community success and designed it to be a giant THANK YOU note to all those people that donated, volunteered or supported our work during the Covid-19 crisis.

Thank You,



Mark Valli  
CEO

## About Norwescap

Founded in 1965, Norwescap is a nonprofit organization serving some 30,000 low-income individuals and families in Northwest New Jersey. Norwescap provides a comprehensive set of programs, services and strategies to help families and communities thrive. Our key pillars of support include: education; employment; financial empowerment; health & nutrition, housing & community development; and, volunteerism. It is our mission to create opportunities and change lives.



# NORWESCAP

For more information visit:

[norwescap.org](https://norwescap.org)

