

# Connecting COVID-Impacted Employers to Resources

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**Goal** Help nonprofits, businesses, and municipalities financially impacted by COVID identify, understand, and secure federal and philanthropic resources to sustain operations and maintain workforce during the COVID-19 pandemic.

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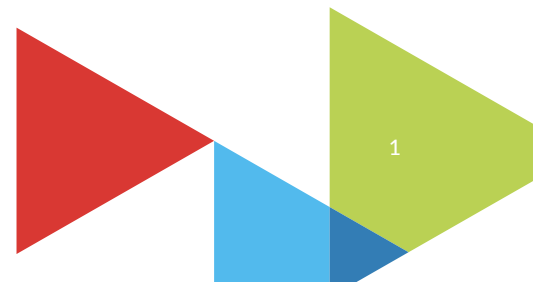
**Partners** The Office of Alabama Governor, Alabama Power Foundation, Alabama Power Customer Service Organization, Fortif Law Partners, Kim Richardson Consulting, Opportunity Alabama

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**Project Summary** The Alabama Power Foundation (APF) partnered with the Alabama Power Customer Service Organization (CSO), external partners, and a team of external experts to expand the scope of its Technical Assistance Program to help nonprofits, businesses, and municipalities identify, understand, and secure federal and philanthropic resources that they were eligible for in an effort to sustain operations and maintain workforce efforts during the COVID-19 pandemic.

Resources provided to partners included:

- One-Stop Resource for COVID Assistance: Worked with Opportunity Alabama, the Alabama Office of the Governor to curate website of public and private resources for employers and individuals impacted by COVID-19 at [ALTogetherAlabama.org](https://ALTogetherAlabama.org).
- How-to Tutorials: Developed information in written, video, and step-by-step tutorial formats in partnership with experts and made publicly available at [ALTogetherAlabama.org/how-tos/](https://ALTogetherAlabama.org/how-tos/).
- Direct Technical Assistance: Provided 40+ partners with assistance needs beyond publicly available tutorials with expert assistance, including: Consultation, Federal ID Registration, Federal Program Application, and/or Federal Grant Application.



**Community Impact**

The program connected hundreds of nonprofits, businesses, and municipalities with resources and direct assistance to help stabilize their organizations and workforce.

Through direct technical assistance, the program outcomes included:

- 10x return on program investment
- 40+ organizations assisted
- \$500,000+ in funding secured
- 700+ employees at organizations receiving funding

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**Backbone Organization**

Since its creation in 1989 with funds donated by shareholders, the Alabama Power Foundation has supported Alabama communities, educational institutions and nonprofits through more than 20,000 grants and scholarships using non-rate payer dollars.

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**Investment Structure**

The Alabama Power Foundation provided \$50,000 to subject-matter experts to develop resources and provide one-on-one support for program participants.

