

# COVID-19 RELIEF CAMPAIGN

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**SPECIAL REPORT  
2020**



**USBG  
NATIONAL  
CHARITY  
FOUNDATION**

# THANK YOU

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Dear Friends and Colleagues,

This year has been one of incredible growth, change, and flexibility for the USBG National Charity Foundation. We never envisioned our small foundation would be called to steward \$9.6M into the hands of deserving hospitality professionals across the nation during an unprecedented crisis in our industry. The unwavering support of volunteers, donors, and staff were each instrumental to the success of this grant program.

I would like to extend my sincere gratitude for your support, partnerships, donations, feedback, volunteer hours, and kind words during our COVID-19 Relief Campaign this year. The Bartender Emergency Assistance Program (BEAP), through which we ran this campaign, serves as an essential safety net for our industry, and this year showed that to be true more than ever.

Our industry is facing ongoing challenges, and though there is no silver bullet for this crisis, we know that our campaign has made a meaningful difference in 32,000 lives. Thank you for your contribution to that extraordinary effort.



**AARON SMITH**

Executive Director

# IMPACT

**\$10.1 million given by**

**4,700 donors,**

**who enabled 32,000 grants**

**to as many applicants in need,**

**from March to September 2020.**

**That's 5,300\* grants awarded**

**per month of the campaign.**

\*Number is averaged over the length of the campaign.

# RALLYING DURING A CRISIS

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The USBG National Charity Foundation was tested this year as it has never been tested before. When COVID-19 overwhelmed our industry like a tsunami, the Bartender Emergency Assistance Program's (BEAP) COVID-19 Relief Campaign delivered a needed bulwark. We quickly enacted a comprehensive approach to an intractable problem. In March of 2020, close to 700,000 bartenders and millions of other hospitality industry members suddenly found themselves out of work for an unclear and indefinite amount of time. With unclear and uncoordinated State and Federal responses, and with the industry facing an almost complete shutdown, we knew we had a catastrophic crisis on our hands.

To meet an overnight, overwhelming surge of applications, we immediately pivoted 80% of USBG Staff to full-time work on the campaign. This staff was responsible for integrating technology upgrades, including a new grant platform and payment processing platform needed to meet the demand both on the application and grant disbursement side and training and the coordination of a veritable army of volunteers vet and review all applications. We also brought on a PR firm to manage incoming media requests and outgoing press releases. All in all, in the first three weeks of the campaign, we transformed our organization to focus on the COVID-19 Relief Campaign.

As an established organization with a 5-year-old, proven emergency hardship grant program, we were well-situated to increase our throughput and meet the demand of this worldwide crisis, which so specifically targeted workers in our industry.

# OUR RESPONSE

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The COVID-19 Relief Campaign received nearly 300,000 initial grant inquiries, a response none of us could have predicted. However, by immediately pivoting staff and resources, we managed the applications and worked efficiently, transparently, and securely to coordinate the necessary response. In the end, from those nearly 300,000 initial grant inquiries, we received 65,000 completed grant applications that met the minimum qualifications for funding, which included fulfilling the application requirements completely and accurately.

The COVID-19 Relief Campaign grant process utilized several security layers to ensure that applicant information was handled properly and in accordance with our internal policies. Applications were received through a secure portal; no information is stored on USBG or USBG Foundation computers. To decrease the possibility of fraud, all applicants were assigned a number in place of their name. This was done to eliminate the potential for favoritism or conflicts of interest to affect grant recommendations. The applications were anonymously reviewed and evaluated against four criteria: food insecurity, housing insecurity, urgent medical need, and the number of dependents in the household. These steps resulted in a fair and equal evaluation process.

Prior to knowing the final application count, we clearly understood that fundraising would be a huge part of this campaign's success. In order to award grants, funds needed to be available. Through the effort of staff, members of the Board of Directors, and the generosity of our industry's individual, corporate, and institutional donors, we distributed \$9.6M, which was enough to award grants to just over 50% of qualified applicants.

U.S.-based hospitality industry-focused non-profit organizations distributed an estimated \$50 million to hospitality industry members in need due to the COVID-19, and even that extraordinary sum pales in comparison to the total need. Ongoing support from federal stimulus and bailout packages and a more comprehensive social safety net is needed in order to help non-profits stem the tide when a crisis hits.

# PROGRAM STATS



**\$9.6 MILLION DISTRIBUTED**

**65,000 COMPLETED APPLICATIONS**



**4 PRIMARY EVALUATION CRITERIA**

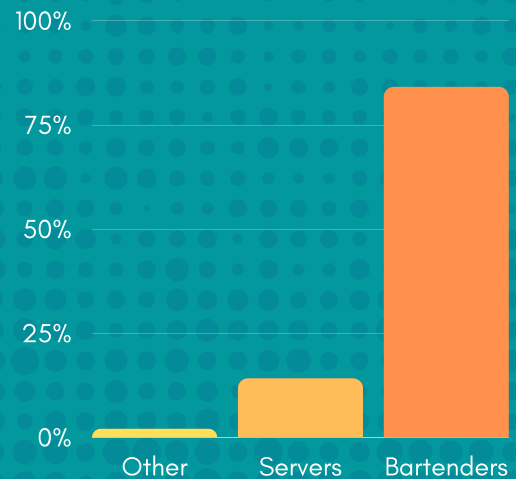
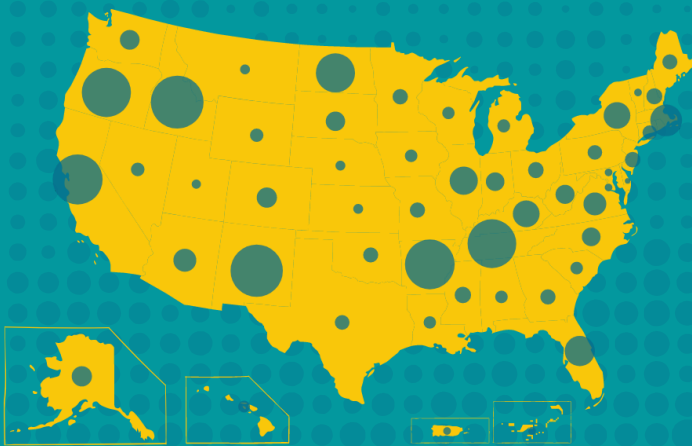
*Food security, housing security, urgent medical need, & dependents*

**32,000 GRANTS AWARDED**

*\$300 average grant award amount*

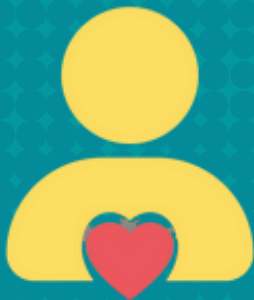


# PROGRAM STATS



**GRANTEES IN ALL 50 STATES +  
2 U.S. TERRITORIES**

**GRANTEES BY PROFESSION**



**717 VOLUNTEERS  
23,000 DONATED HOURS**

**5% PROGRAM  
OVERHEAD**

**4,700 DONORS**

# PUBLIC RESPONSE

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Throughout the COVID-19 Relief Campaign, the majority of press and feedback was positive and encouraging. However, we would be remiss if we did not address the existence of some outside negative messaging surrounding the campaign. Frustration, fear, and the perceived lack of transparency were the main subjects of negative digital messaging.

To counteract these misgivings, we quickly instituted an infographic dashboard on our website that was updated weekly and broadcast an Instagram Live session each week that presented facts and updates straight from the USBG Foundation's Board of Directors. We also personally reached out to individuals in order to answer questions, dispel rumors, and engage in constructive conversation.

We hoped that these actions would assuage the public naysayers, and to an extent, it did. We listened and learned and hopefully managed to convert negativity to positivity during a difficult time.

## TESTIMONIALS FROM THOSE WHO RECEIVED GRANTS

"Thank you so much! This means the world to my family and me. I've been in the business since 1995; it's all I know! Thank you!"

"Thank you for all the work you are doing for us in these uncertain times. I hope to one day be in a position to give back to this organization for helping to lift up so many people in my industry. Thanks again."

"Thank you very much for your help and support during the tough sledding these days. I received my grant today, and I am forever humbled by the generosity of the organization. Stay Strong."

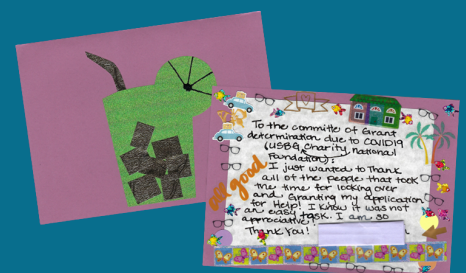
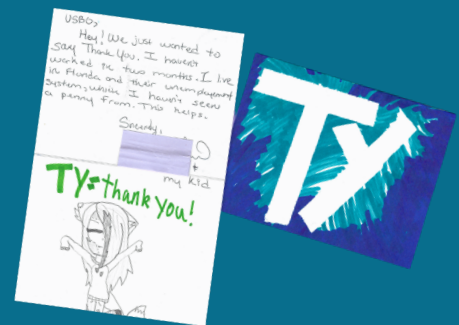
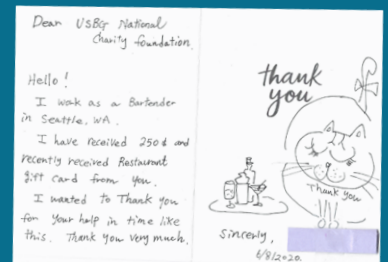
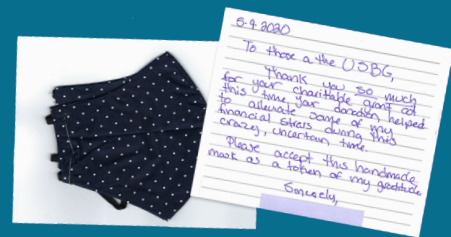
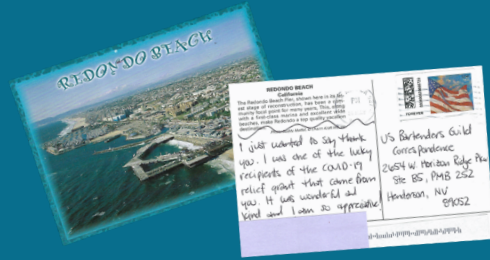


# RECIPIENT REACTION

Throughout the COVID-19 crisis, no sector of the workforce was more affected than the hospitality industry. With millions out of work, we knew we could only make a small dent in the tragedy at hand; but we worked hard to help everyone that we could. We were overwhelmed when we began to receive notes of gratitude and support from those who were awarded grants. We never expect to receive anything for what we do, and these notes reaffirmed our convictions that hospitality is universal in our industry, no matter the circumstances.

*"Thank you so much for this. I am crying with relief at the opportunity to receive any assistance. I have been living in so much anxiety and fear about providing for my girls these past few days. I've been sewing masks to stay busy and feel like I can help during this time - some semblance of control, I suppose. Anything is everything right now. I just wanted to say thank you from the bottom of my heart. Thank you for your hard work and advocating for us to have funding during this crisis. I can't stop crying."*

- COVID-19 Relief Campaign Grant Recipient



# JUST THE FACTS

## PART 1

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Campaign Dates	March 16, 2020 – September 15, 2020
Total Number of Initial Grant Inquiries Received	287,000
Total Number of Complete Grant Applications Received	65,000
Number of Grants Awarded	32,000
Average Grant Amount	\$300
Number of Gift Cards Sent	2,320
% of Grantees with Annual Income Under \$50,000	84%
% of Grantees with Some Food Insecurity	92%
% of Grantees with Some Housing Insecurity	25%
% of Grantees with Some Medical Need	26%
% of Grantees with Dependents	49%
% of Grantees Under the Age of 40	71%
% of Grantees Who are Bartenders	84%
% of Grantees Who are Bar Servers	14%
% of Grantees That are Other Hospitality Professionals	2%

# JUST THE FACTS

## PART 2

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Total Funds Raised	\$10.1M
Total Funds Distributed	\$9.6M
Program Overhead	5%
Total Number of Donors	4,700
Number of Corporate Donors	200
Number of Individual Donors	4,500
Average Donation Size (Individual)	\$100
Number of Recurring Donors	400
Number of First Time Donors	4,250
Number of Volunteers	717
Number of Donated Volunteer Hours	23,000
Number of Unique Visitors to the USBG Foundation Webpage	1.72M
Most "liked" Instagram Post Reach	137,000
Facebook Page Reach	3M
Number of Outside Media Inquiries	+50

# SUSTAINABILITY

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Looking ahead to future years, the BEAP will continue to be a necessary part of the USBG Foundation's programming. As a safety net for the hospitality industry, the program must have consistent and extensive funding. The COVID-19 Relief Campaign, run as a special campaign through the BEAP, raised the organization's profile so much that we are increasing our fundraising efforts for the BEAP nearly five-fold for the 2021 calendar year. The BEAP is now seen as the "go-to" relief fund for the hospitality industry, an honor that we welcome and strive to live up to.

Our vision for the BEAP is that someday it is no longer needed. However, until that time, the USBG Foundation and the BEAP will continue to provide emergency hardship assistance grants. When personal injury, illness, or natural disaster strikes a member of the hospitality industry, we will be here to continue to "Serve Those Who Serve Us."

If you (or someone you know) are in the hospitality industry and are facing temporary, emergent, financial hardship due to unforeseen and/or catastrophic life event such as an accident, acute medical diagnosis, or wind, water, earth, or fire related natural disaster, please apply for a grant at [www.usbgfoundation.org/beap](http://www.usbgfoundation.org/beap).

If you are interested in supporting the USBG Foundation and its programs, please visit our secure donation page [HERE](#).

# ABOUT US

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## About the USBG National Charity Foundation

The USBG National Charity Foundation, a 501(c)(3) charitable organization whose mission is to *advance the lifelong stability and well-being of service industry professionals through education and charitable activities*. The USBG Foundation accomplishes its mission through programming that focuses on social responsibility, community service, and philanthropy. The USBG Foundation was formed in 2012 to expand the charitable impact of the United States Bartenders' Guild (USBG).

## About the Bartender Emergency Assistance Program

The purpose of the Bartender Emergency Assistance Program is to help those in the bar industry who require financial assistance as a result of a catastrophic event or an emergency hardship such as an accident, acute medical diagnosis, or wind, water, earth, or fire-related natural disasters. The BEAP is here to support bartenders in their time of need. Our goal is to award grants to as many qualified industry members as possible every year. We strive to ensure that the BEAP is sustained as a safety net for those in the industry who need it most. We hope that you will continue to support us so that we can "help us ***Serve Those Who Serve Us.***"

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