

# PLUS Foundation Covid-19 Response

## *How can you help?*

We've heard from many of you asking how we can respond as an industry. To facilitate a collective industry response, the PLUS Foundation has partnered with the Insurance Industry Charitable Foundation (IICF) on the [COVID-19 Crisis: IICF Children's Relief Fund](#) to help vulnerable children during this unprecedented pandemic.

With widespread school closures nearly 30 million vulnerable children are at serious risk of educational disruption and, because they rely on the meal programs at their schools, hunger and food insecurity is a real threat. For children in families struggling with homelessness and without access to online learning alternatives, this added disruption is yet another significant risk factor that can have a lasting detrimental effect on their academic potential.



**Now more than ever, by joining together as a united industry, we can make an even greater impact and help children at risk.**

***Donations made through the PLUS Foundation will be matched 2:1 through May 5<sup>th</sup>***

DONATE AT:  
[PLUSFOUNDATION.ORG/DONATE](https://plusfoundation.org/donate)

**100% of your donation will directly benefit these nonprofit organizations:**

- ♥ **East:** Friends of Karen (NY/NJ/CT), Fulfill (NJ), Community Servings (Boston), Philadelphia Children's Alliance (Philadelphia)
- ♥ **Southeast:** North Texas Food Bank (Dallas, TX), Kid's Meals (Houston, TX), Atlanta Community Food Bank (Atlanta, GA)
- ♥ **Midwest:** Blessings in a Backpack (IL/OH), Community Food Banks (various – MO/KS)
- ♥ **West:** Covenant House of California (CA), There with Care (CO), Friends of the Children (WA), St. Mary's Food Bank (AZ)

Please share this information with your colleagues and personal networks to help us make an even greater impact.

Thank you for your support,



**Glenda Swan, CMM**  
**Executive Director**

O: 952.746.2590 | D: 952.746.2594  
5353 Wayzata Blvd., Suite 600 | Minneapolis, MN 55416  
[gswan@plusweb.org](mailto:gswan@plusweb.org) | [www.plusfoundation.org](http://www.plusfoundation.org)