

FOR IMMEDIATE RELEASE

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MAYOR'S FUND FOR LA HELPING 5,000 FAMILIES AFFECTED BY THE PANDEMIC DURING THE HOLIDAYS

\$1.5 Million Holiday Initiative Helping Families with \$300 for Groceries and Other Essentials

The Mayor's Fund's COVID-19 Efforts Have Now Helped 255,000 Angelenos through \$74 Million in Contributions: See New Updated Stats and Program Breakdown at <https://mayorsfundla.org/covid-19-response-updated/>

LOS ANGELES – This holiday season, the Mayor's Fund for Los Angeles is providing \$300 in relief to 5,000 families affected by the pandemic through its GIVEN 2.0 initiative. GIVEN stands for Grocery Intervention for Vital Emergency Need, and the funds are being provided to pay for groceries and other essentials.

Recipients have already been selected by the city's network of Family Source Centers. They must reside in the City of Los Angeles, have a low income and have suffered illness, loss of employment or another negative impact because of the COVID-19 pandemic.

In December 2020, at a low point of the pandemic, the original GIVEN initiative was launched and provided \$300 to 12,572 families. With the pandemic still very much with us, GIVEN 2.0 was launched to help families this year. GIVEN is a proven program – anonymous spending data showed that more than 50 percent of the funds spent in the original program were spent in grocery stores or restaurants, with the remaining funds spent on utilities, gas/car and on household goods.

Funds will be distributed through the new Angeleno Connect Card, allowing recipients to access a myriad of other benefits. Learn more at: <https://www.lacity.org/AngelenoConnect>

The Mayor's Fund's COVID-19 relief and recovery efforts have now helped 255,000 Angelenos through \$74 million in contributions from 13,000 generous Angelenos to support direct financial relief, small business support, high speed internet for students and more. A new infographic with the latest statistics and program breakdown is at <https://mayorsfundla.org/covid-19-response-updated/>.

“When the pandemic began, the Mayor’s Fund for Los Angeles immediately jumped into action to provide help to Angelenos when they needed it most,” said Deidre Lind, President and CEO for the Mayor’s Fund for Los Angeles. “Activating on our mission, the Mayor’s Fund continues to support immediate relief programs supporting those impacted by the Covid-19 crisis and providing a way for thousands of Angelenos to express their compassion through donations.”

Donations may be made to the MFLA COVID-19 Relief Fund at:

<https://mayorsfundla.org/donate-now/>

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