



Great Impact:

**Funding Businesses
and Nonprofits to
Sustain Our Economy**

by Mike Hunter



OUR COMMUNITY

has stepped up to the plate to help businesses of all sizes — it always has. This economic downturn is among the worst we have seen. No one could have anticipated a time in modern America when business would be asked to simply shut down.

Prior to the pandemic, our economy was stronger than most other states in the country. From population growth to property values, the Greater Phoenix metropolitan area was, simply put, *the* place to be.

So it is no surprise that federal, city and local governments and organizations would step in and help to fund small business and provide relief grants and other programs to help them get by, nor that some businesses would build themselves up to thrive in the face of COVID-19. Many of their stories are stories of inspiration. Many businesses have pivoted because they have had little idea as to when “business as usual” will resume.

In Business Magazine is introducing its readers to the organizations funding these businesses and telling the stories that are putting them back on their feet. While these are uncertain times, one thing is for certain: This business community will come back.



Injecting Funds to Sustain Our Economy

Many are stepping up, but these funding partners are doing the hard work to provide immediate help through relief grants and other programs. While some of these organizations regularly grant funds, there is no question that the volume — both in number of grants and amount of funds — is a lot to manage and disburse. Overwhelmed staff changed policies, and the urgency of doing it now has taken a toll. But at the end of the day, each of these organizations is working harder than ever to empower business and make a difference.

Arizona Community Foundation

Steven G. Seleznow, President and CEO

azfoundation.org



ARIZONA
COMMUNITY
FOUNDATION

The Arizona COVID-19 Community Response Fund was established by the Arizona Community Foundation, in partnership with a growing list of local corporations and foundations, to support nonprofit organizations across the state as they respond to the impact of COVID-19 within our community.

ACF is committed to working with other funding partners and community collaborators to move resources quickly and adapt to evolving community needs in order to support gaps not covered by state or federal relief funding. One hundred percent of contributions to this fund will be distributed to nonprofit organizations swiftly as needs arise.

While the initial priority is to address immediate needs, additional funds will be released on a rolling basis as fundraising continues through outbreak and recovery phases of the COVID-19 pandemic.

FUNDS & ELIGIBILITY

Nonprofits were provided grants up to \$25,000, depending on the immediate relief efforts outlined in their application.

To be eligible, organizations needed to meet the following criteria:

- Any Arizona 501(c)(3) organization, government agency, tribal entity and religious organization that operates with fiscal accountability and responsibility.
- Organizations without 501(c)(3) status must use a fiscal agent to apply on their behalf. Fiscal agents must be a 501(c)(3) organization. A copy of the agreement between the fiscal sponsor and the sponsored organization is required.
- Organizations must be in good standing with the IRS at the time of review.
- If requested, organizations must demonstrate a non-discrimination policy regarding staff, employment, governing board and service delivery based on race, ethnicity, religion, gender, sexual orientation, gender identity, age, disability or national origin.

ACF has granted \$8.2 million to 787 nonprofits. It reports that, as of mid-August, it is out of funding for immediate relief grants and is starting to consider the long-term recovery needs.

ACF is also administering the small-business relief grant programs for Phoenix IDA, City of Phoenix, City of Yuma, Maricopa County, City of Chandler and the City of Peoria. As of mid-August, more than \$37.0 million was still available to grant to small businesses.



*ACF has granted \$8.2 million
to 787 nonprofits.*



Flinn Foundation

Tammy McLeod, Ph.D., President and CEO

flinn.org



The Flinn Foundation's philanthropic investment in Arizona is in four areas: bioscience, education, civic leadership, and arts and culture. This spring, in two of those areas — bioscience and arts and culture — the Flinn Foundation focused its grantmaking on responses to COVID-19.

In the biosciences, Flinn Foundation grants have been to protect frontline healthcare workers, accelerate development of therapeutics, and support outbreak modeling and tracking.

In arts and culture, the Flinn Foundation has shifted an existing program that addresses the financial and creative health of the state's largest arts-and-culture organizations to help these organizations respond to the pressures of the pandemic.

Additionally, the Flinn Foundation has contributed to a multi-funder community fund established by the Arizona Community Foundation.

FUNDS & ELIGIBILITY

The Flinn Foundation's 2020 COVID-19-related grants have included:

- \$175,000 to Northern Arizona University to support a pair of projects at NAU's Pathogen and Microbiome Institute and the Center for Health Equity Research: the first a project to establish a center for testing and evaluating effectiveness of proposed drugs for treating patients with COVID-19; the second a project to model the spread of COVID-19 in rural settings like northern Arizona and the Colorado Plateau, which have much different characteristics than the urban centers of outbreak informing most existing models.
- \$150,000 to the Arizona Apparel Foundation to support a project of the Fashion and Business Resource Innovation Center, located in downtown Tempe, to manufacture PPE for healthcare workers.
- \$100,000 to the Translational Genomics Research Institute to support an expansion of COVID-19 testing.
- \$100,000 to the Arizona COVID-19 Community Response Fund, established by the Arizona Community Foundation to aid nonprofit organizations throughout the state that have been endangered by the disease's wide-ranging impacts.

Grants to be awarded in arts and culture through 2021 may exceed \$1 million.

- \$25,000 to the University of Arizona College of Medicine - Phoenix to support a new COVID-19 Innovation Team at the medical school, involving clinicians, students and local companies conducting rapid-design projects to improve the efficacy and safety of treatment tools for COVID-19 patients.
- \$10,000 to Arizona State University to support a project using wastewater epidemiology to track the prevalence of COVID-19 in the community, to enable local officials to identify disease hot spots.

The Flinn Foundation has earmarked the balance of its 2020 grantmaking budget in arts and culture — and the majority of funding in this area for 2021 — to help its grantee pool of 17 organizations respond to the pressures of the pandemic, including by reimagining programming and their broader business models. These arts-and-culture grants, which are being planned carefully in consultation with the grantee organizations, will likely total more than \$1 million.

The Flinn Foundation's grantmaking occurs by invitation only — not through open requests for proposals — with requirements for applying and conditions of grants dependent on the specific opportunities and needs of the grantees. All Flinn Foundation grantmaking is to Arizona nonprofit organizations in the Foundation's four areas of investment.

As of mid-August, the 2020 grants awarded, which are described above, have totaled \$560,000. Grants to be awarded in arts and culture through 2021 may exceed \$1 million. Additional bioscience grantmaking focused on the response to COVID-19 will likely occur in 2020 and/or 2021.



Maricopa County Small Business Relief Program

John Lewis, Chief Financial Officer of Maricopa County
bitly.com/maricopa-sbrp

Maricopa County created a small-business grant program with the assistance of the Arizona Community Foundation in early July. The purpose of the Maricopa County Small Business Relief Program is to support the continued viability of small businesses experiencing financial hardship due to the COVID-19 pandemic.

FUNDS & ELIGIBILITY

The first phase of the program targeted small businesses and nonprofits with less than \$3 million in annual gross revenue. The County wanted to help truly small organizations with few employees to keep them from closing their doors while the economy recovers. More than 300 businesses received grants up to \$10,000 during that three-week period ending July 31. The total was about \$2.4 million.

Phase 2 of the grant program started on August 17, 2020 and will run until October 2, 2020. The County increased the time period, elevated the caps on business size, and increased the potential grant to \$25 thousand dollars for small business and nonprofits that qualify.

To qualify for Phase 2, businesses:

- May have received other COVID-related financial assistance;
- Must have a maximum of 50 employees;
- Must have less than \$5 million in gross sales; and
- Must demonstrate their gross revenues declined by at least 25 percent as a result of COVID-19 from March to June 2020.

Other small business qualifications are available at Arizona Community Foundation located at www.azfoundation.org

Maricopa County has approximately \$20 million available for small businesses and nonprofits in this second phase. Grant awards will be provided on a rolling basis based on the date of submission until funding is exhausted or the grant period closes.



Maricopa County has approximately \$20 million available for small businesses and nonprofits in this second phase.

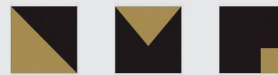


“ [Nina Mason Pulliam Charitable Trust] provided annual year-end funding early, so agencies could put the money toward areas of greatest need in a timely manner, loosened reporting criteria and simplified its application process for emergency grants, so nonprofits could spend more time on delivering critical services. ”

Nina Mason Pulliam Charitable Trust

Gene D'Adamo, President and CEO

ninapulliamtrust.org



NINA MASON PULLIAM CHARITABLE TRUST

When it became apparent in early March that community spread was occurring in Arizona (and Indiana, where the Nina Mason Pulliam Charitable Trust also operates), the Nina Mason Pulliam Charitable Trust engaged with fellow philanthropic organizations and community partners to mobilize collectively and swiftly to help meet the needs that emerged. The Trust participated in the Arizona Community Foundation's COVID-19 Community Response Fund to assist nonprofit agencies facing suddenly increased demands for services. It reached out to more than 65 of its grantees to determine where it could provide the greatest support, then focused the majority of its COVID-related aid on direct services organizations in Maricopa County providing food access, senior and homeless services and domestic violence/crisis intervention.

In addition to providing emergency grants, the Trust also changed some program-specific grants it had already distributed to operating support grants, so organizations have greater flexibility to use the funds where they need them most.

Finally, the Trust provided annual year-end funding early, so agencies could put the money toward areas of greatest need in a timely manner, loosened reporting criteria and simplified its application process for emergency grants, so nonprofits could spend more time on delivering critical services.

FUNDS & ELIGIBILITY

As of mid-August, the Trust in 2020 has granted nearly \$2 million in COVID-related funding to nonprofits in Arizona, primarily to direct service organizations in Maricopa County providing food access, senior and homeless services, and domestic violence/crisis intervention. In addition to meeting basic human needs, The Trust continues to support its initiative work related to animal welfare and the environment.

Organizations helping people in need to which the Trust has provided COVID-related grants include About Care, Arizona Community Foundation, Arizona Food Bank Network, Beneville, Big Brothers Big Sisters of Central Arizona, Child Crisis Arizona, Desert Mission, Dress for Success Phoenix, Fresh Start Women's Foundation, Girl Scouts - Arizona Cactus Pine Council, House of Refuge, Human Services Campus, Justa Center, Native American Connections, Northwest Valley Connect and Waste Not.

Organizations protecting animals to which the Trust has provided COVID-related grants include Alliance for Companion Animals, Altered Tails, Lost Our Home Pet Foundation, PACC911 - Phoenix Animal Care Coalition 911, Phoenix Herpetological Society and Southwest Wildlife Conservation Center.

Organizations enriching community life to which the Trust has provided COVID-related grants include the Heard Museum.

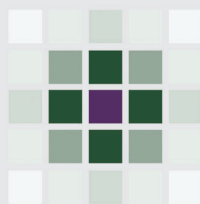
While the Trust does not have a dedicated COVID-19 fund, for the first time in its 23-year history, its board of trustees will consider proposals that increase the Trust's grantmaking beyond annual giving limits, so it may provide additional help during these incredibly challenging times. The Trust anticipates granting an additional \$1 million in relief funds by the end of the year.

The Nina Mason Pulliam Charitable Trust accepts proposals by invitation only. While the Trust relaxed its proposal process as the pandemic took hold but will be returning to the more typical process described on the website as the trustees consider funding for the rest of the year.

Phoenix Community Development & Investment Corporation (administered by Phoenix IDA)

Milton Dohoney Jr., Chair of the Board of Directors

pcdic.org



**PHOENIX
COMMUNITY
DEVELOPMENT
& INVESTMENT
CORPORATION**

The Phoenix Community Development & Investment Corporation is a nonprofit organization with a mission to attract and provide funds for projects that will improve the quality of life of those individuals who live and work in underserved areas of the community.

FUNDS & ELIGIBILITY

In March 2020, PCDIC began directing funds to nonprofit and small businesses to offer relief across the Valley. PCDIC's goal was to lend and invest in the highest-impact areas to reach those in need, including individuals, families, business owners of small and micro businesses and nonprofit organizations.

Payroll Protection Program Loans: PCDIC loaned the Business Development Finance Corporation (bdfc.com) \$2 million to offer loans through the Small Business Administration's Paycheck Protection Program. Loans were made available, up to \$100,000, to for-profits, nonprofits, sole proprietors, independent contractors and self-employed individuals located in or near low-income census tracts within Maricopa county.

BDFC approved 74 loans, averaging \$27,000, to support a wide variety of small business types with an average of five employees. Loans were approved to cover operating expenses with a focus on keeping workers employed during these difficult times.

Small Business Grants: PCDIC awarded \$100,000 to Local First Arizona for the Small Business Relief Fund (localfirstaz.com/small-business-relief-fund) to provide mini-grants to Arizona's smallest locally owned enterprises. Mini-grants were awarded in the amount of \$1,000-\$2,500 to micro-entrepreneurs (businesses with three or fewer employees, less than \$250,000 in annual revenue, and approximately \$35,000-\$45,000 in net profits). Funds were intended to help micro-entrepreneurs cover immediate needs to care for their families until they could stabilize revenue and rebuild their businesses.

Support for Nonprofit Organizations: PCDIC provided \$1,100,000 to support the Arizona Community Foundation's COVID-19 Community Response Fund with grants to small nonprofits. ACF and its donors, including PCDIC, awarded nearly 800 grants totaling more than \$8 million to nonprofits across Arizona. This grant fund is no longer accepting applications.

Nonprofit and Small-Business Loan Relief: In collaboration with community lenders, the PCDIC offers loans to nonprofit organizations and small businesses for projects that create a social impact. Loans, referred to as Community Impact Loans, are generally made to improve the lives of vulnerable populations and underserved communities. Since the beginning of the pandemic, the PCDIC has deferred loan payments for borrowers to offer relief.

BDFC approved 74 loans, averaging \$27,000, to support a wide variety of small business types with an average of five employees.



Phoenix IDA

Juan Salgado, Chief Executive Officer

phoenixida.com



PHOENIX IDA

The Phoenix IDA is an entrepreneurial nonprofit organization focused on advancing economic growth and opportunity through access to capital. In response to the COVID-19 pandemic, the Phoenix IDA pivoted quickly to allocate funds to support and offer emergency relief funds to Phoenix nonprofits and small businesses.

FUNDS & ELIGIBILITY

Outlined below are the grant and loan programs lead or supported by the Phoenix IDA to reduce the economic and community effects of the crisis.

Small Business Relief Grants: The Phoenix IDA, in coordination with the City of Phoenix and other funding partners, developed a grant program targeted to help local small businesses located in economically distressed areas of Phoenix. Up to \$10,000 grants were offered to help small businesses experiencing loss of revenue due to the COVID-19 pandemic.

- Round One (April 2020): Awarded 213 local small businesses a total of \$1.8 million dollars — with an average of seven employees at time of application.
- Round Two (May 2020–Present): Funding primarily provided by the federal CARES Act funds through the City of Phoenix; grants are available up to \$10,000 to local small businesses experiencing loss of revenue during the past five months and located in economically distressed areas of Phoenix. Funding for small businesses is still available and the online application is open on the Arizona Community Foundation website azfoundation.org/PHXgrants.

Nonprofit Relief Grants: The Phoenix IDA provided \$100,000 to the Arizona Community Foundation COVID-19 Community Response Fund to provide immediate relief to nonprofits and to support increased demand of services due to COVID-19. ACF and its partners, including the Phoenix IDA, awarded nearly 800 grants totaling approximately \$3.7 million to nonprofits across Arizona. ACF is no longer accepting applications.

Nonprofit Loan Relief: In collaboration with community lenders, the Phoenix IDA offers loans to nonprofit organizations and small businesses for projects that create a social impact. Loans, referred to as Community Impact Loans, are generally made to improve the lives of vulnerable populations and underserved communities. Since the beginning of the pandemic, the Phoenix IDA has paused loan payments for borrowers to offer relief.

Small Business Loans: The Phoenix IDA loaned \$5.5 million to Prestamos Community Development Finance Institution in April 2020 to support its Small Business Administration Paycheck Protection Program lending efforts (as a community development financial institution, Prestamos is certified to serve small businesses in low-income communities and minority and woman-owned businesses). Prestamos stopped accepting applications on August 8, 2020, after providing 121 loans with an average loan size of \$26,000 to Phoenix small businesses and more to businesses across Arizona. The average size of Phoenix small businesses that received PPP loans through Prestamos was four employees. The funding was intended to incentivize business owners to keep their staff on payroll through the COVID-19 pandemic.

“The Phoenix IDA, in coordination with the City of Phoenix and other funding partners, developed a grant program targeted to help local small businesses located in economically distressed areas of Phoenix.”

Virginia G. Piper Charitable Trust

Mary Jane Rynd, President and CEO

pipertrust.org

VIRGINIA G. PIPER CHARITABLE TRUST

Virginia G. Piper Charitable Trust supports organizations that enrich health, well-being, and opportunity for the people of Maricopa County, Arizona, carrying on the philanthropic legacy of Virginia Galvin Piper, the wife of Motorola founder Paul V. Galvin. The Trust began grantmaking in Maricopa County in 2000 with Mrs. Piper's endowment of \$600 million. To date, the Trust has invested more than \$482 million in local nonprofits and programs in the areas of healthcare and medical research, children, older adults, arts and culture, education, and religious organizations.

FUNDS & ELIGIBILITY

Due the rapid onset of the COVID-19 pandemic, in March 2020, Trustees of Piper Trust took swift action to support Maricopa County nonprofits through intentional focus on understanding community need and awarding emergency grants. Typically, Piper Trust awards approximately \$22 million annually in grants to Maricopa County nonprofits. Since March 2020 to date, the Trust has awarded \$11,450,000 in emergency grants to community nonprofits in response to the pandemic and economic downturn. The following are some examples of Piper Trust emergency grants this year:

“Since March 2020 to date, the Trust has awarded \$11,450,000 in emergency grants to community nonprofits in response to the pandemic and economic downturn.”

- \$2 million grant to Arizona State University's Biodesign Institute to develop preparedness responses to the novel coronavirus.
- \$2,760,000 in grants to six hospital systems.
- \$1 million in grants to six community health centers.
- \$2,040,000 in grants to 28 human service organizations.
- \$2,200,000 in grants to 44 arts and culture organizations.

Currently, Piper Trust's responsive ongoing/monthly grantmaking process is paused so that staff and Trustees can focus 100 percent on emergency grantmaking. Emergency grants are determined by Trustees of Piper Trust and not through an application process. Emergency grants to date have been awarded to existing Trust grantees that have service missions in the areas of healthcare and medical research, children, older adults, arts and culture, education, and religious organizations.

Since March 2020 to mid-August, the Trust awarded \$11,450,000 in emergency grants to community nonprofits in response to the pandemic and economic downturn.

Trustees of Piper Trust are actively listening to the community and seek to be on the pulse of understanding need in the midst of the pandemic and economic crisis. They are in constant communication with each other and Trust staff about nonprofit grantmaking and ways to support the community. A “final dollar amount” for emergency grants has not been determined at this point; Trustees are willing to dip into its endowment if needed.



Funding the Effects of the Pandemic to Grow Business

Business is the lifeblood of any economy. Small businesses are said to be the fuel that any strong economy runs on. That thinking has, until earlier this year, been what we have proven — making Greater Phoenix one of the top places to be in business.

We are fortunate to have some of the stories of those who have received funding to get them through the toughest of times in recent months. The companies below represent many sectors that have been hardest hit by the pandemic. We asked them to share details about what they used the funding for, how it impacted them and what they plan for the future.

A Better Way

Lois Williams, Chief Executive Officer

Sector: Nonprofit

A Better Way has been in existence for more than 16 years and has housed, provided sober living programs and job referrals to thousands of Arizona residents. We get hundreds of referrals monthly from detox centers and outpatient mental health facilities all over the Valley. A closing of this facility would cause an enormous impact on the low-income housing population in the state of Arizona.

Our mission is to help the homeless and those individuals who have been maladjusted to life due to drug and alcohol abuse as well as being homeless. We provide shelter, substance abuse classes and life skills clothing along with help obtaining resources for jobs and schooling. Our largest service of contributions was volunteering service to the sporting and entertainment venues. This ended

at the beginning of March 2020. We were simultaneously interrupted without notice with the coronavirus pandemic. Our world as we knew it changed.

We provided service to several venues servicing different stadiums, both of which are now no more. It brought us a monthly revenue of approximately \$18,000. This provided housing, utilities, food, clothing and other essentials to the more than 30 men we were helping at the time, along with help with meetings, training and other recovery needs.

We provide intake for all detox and behavioral health operations in Arizona, but were forced to limit the intake and faced the possibility of closing our doors. We applied to the Arizona Community Foundation for a grant that would allow us to keep our doors open and keep our men safe and off the streets and in hope of becoming productive citizens again.

The \$10,000 COVID-19 Grant we received helped immensely in keeping the indigent, homeless and disabled in a safe home, especially needed during the pandemic. The funding was used to ensure housing with rent, utilities, food and clothing. With most of the shelters being overwhelmed and full, my sober living program had to adjust for safety to the homeless. Stepping up to the unprecedented situation as best we could, we were forced to provide quarantine areas and masks and sanitizers as warranted.

We are still in dire need of funding and still face the possibility of closing down. My services are highly requested, but I'm unable to meet the need because of funding, housing, and licensing and zoning issues. Licensing cost is tremendous with the state. As I write this in late August, I'm finding myself making a decision of releasing the men back into the streets or to other agencies that are equipped to take them in within the next 30 days.

“Stepping up to the unprecedented situation as best we could, we were forced to provide quarantine areas and masks and sanitizers as warranted.”

Arizona Bleeding Disorders

Chastity Fermoile, Executive Director and

Chief Development Officer

Sector: Nonprofit:

arizonahemophilia.org



Arizona Bleeding Disorders (formerly Arizona Hemophilia Association) serves people with inherited bleeding disorders in the state of Arizona.

We had seven employees pre-COVID-19. Since its onset, we have had to reorganize due to a tremendous loss in funding — down to five employees, of which one was cut back to 20 hours a week. When the State was opening (prior to shutting down again), we did bring on another staff to help with the influx of services and member needs that required more attention of our other staff.

Our organization services more than 550 families in Arizona, with 90 percent being women and children. Our community members suffer from a wide range of bleeding-related conditions that affect all ages. These families and individuals are considered immunocompromised due to their inherited disorders and the complications that can arise from them. Keeping this community healthy and reducing their exposure to COVID-19 is imperative, given the high risk the coronavirus poses to them. Consider an individual experiencing a high-risk internal bleed — who would likely end up in a hospital for several days to receive

treatment, incurring thousands if not hundreds of thousands of dollars in care-related bills and medication costs. For example, we have an 11-year-old who is on access and has an inhibitor, was hospitalized due to a bleed and within two weeks cost the state more than \$1 million. This is what we want to prevent, and we have the staff and expertise to make sure that happens.

As a nonprofit, we rely heavily on revenue from fundraising events. At the beginning of COVID-19, we had to cancel our largest fundraiser, the Salsa Challenge. This was just the beginning. Over the months that followed, we had to make difficult decisions to cancel programs, conferences and other events that lost us more than \$700,000 in revenue. That was just through September. We are continuing to cancel and postpone programs and events as we are so unsure of what the future looks like in the State of Arizona.

We received a \$10,000 COVID-19 Grant from the Arizona Community Foundation. Once we received this funding, our first priority was continuing to provide the much-needed healthcare, emergency financial assistance, food, utilities assistance, etc. to our members. We were also able to implement virtual programming and resources. The grant provided us the opportunity to set up virtual outlets to reach our members and continue to offer education and resources about bleeding disorders and the critical care that they need.

Prior to COVID-19, more than 55 percent of the bleeding disorder community was living below the poverty line, largely due to the astronomical costs incurred from medication and healthcare. Today, that number exceeds 70 percent. Cost of care can easily balloon to up to \$45,000 a month per individual, without health insurance; even with health insurance, they face a co-pay of a minimum of \$5000. Since March, the number of members with significant financial impact due to COVID-19 has been startling. This troubling scenario is becoming increasingly common because of the wide-reaching economic impact of the virus. This funding has helped us provide the much-needed services and resources our members were needing to get through this unprecedented time.

Regarding the future and our area's economy, we are, frankly, scared and nervous of the unknown. As a nonprofit, we are having to get very creative in how we fundraise so that we can continue to provide to our community. Arizona has a large nonprofit sector, and every organization is searching for ways to provide for their community base. With the constant worry of businesses closing and people losing jobs and the fear of spreading the virus in a public event setting, we are worried that sponsorships, donors and fundraisers are going to fall to the wayside for not only us but the entire nonprofit sector. A falling economy can lead to a falling nonprofit sector.

“Since its onset, we have had to reorganize due to a tremendous loss in funding — down to five employees, of which one was cut back to 20 hours a week.”

“The grant came at a crucial time because our main piece of testing equipment needed to go in for its tri-annual maintenance — a financial burden the company could not afford.”

KAM Environmental, Inc.

Kathy McCloskey, President

Sector: Ecological Services

kam-environmental.com



ENVIRONMENTAL, INC.

We are an environmental consulting firm servicing government entities, residential customers and private industry. We provide our services at the client site, and, after the stay-at-home order was implemented, we could no longer fulfill new work orders. Our two biggest clients are the City of Phoenix and a private engineering firm, both of whom shut down and were not issuing any new work requests. As I write this at the end of August, they are still not providing any new requests, and the monetary reserves the company had have all been depleted.

We received \$7,500 from the Maricopa County Small Business Relief Grants. The grant came at a crucial time because our main piece of testing equipment needed to go in for its tri-annual maintenance — a financial burden the company could not afford. The instrument is a hand-held XRF analyzer, which tests for lead in paint. The source is radioactive and degrades over time; it has a life of about three years. My machine is at the three-year mark and a little beyond, so it can't be used. When we send it in for service, it's gone for two to three weeks. I want it ready to go when inspections start coming in again — I may lose out on work if I have to wait a few weeks to get it back.

I believe this type of funding has allowed very small businesses to remain open and keep employees on the payroll longer, which keeps money flowing in the local economy. If the numbers of new cases begins to decrease in the next few months, I believe that, with the assistance that's been provided at both the Federal and local level, small businesses can stay open long enough to get back to normal cash flows — which means that we should recover fully. I think we can have a strong healthy economy in short order.

NakedQ BBQ

Oren Hartman, Pitmaster

Sector: Restaurant

nakedq.com



As COVID hit the Valley, we — like most small businesses — saw our business drop instantly. We lost our in-person dining, catering and a number of events. Historically, that had been the lion's share of our overall revenue. Our business quickly had to adapt to the new business climate.

We received \$10,000 from the City of Phoenix Restaurant Resiliency Grants. The Resiliency Grant has allowed us to keep our team members (all six) working and helped us to minimize the losses associated with the virus. The funding was very impactful in allowing us to transform our BBQ into a business built off carryout and delivery. We were able to build another prep station, a staging area for our delivery orders, and stay staffed adequately. We are in the process of moving some equipment that will give us more room to accommodate our new needs. The City of Phoenix program has been instrumental in making that a reality.

Looking to the future and our area's economy, we expect it will take an extended time to fill our dining rooms again with in-person dining and to get back to our large-scale catering operations, but we are very optimistic that we can continue our current path and wait for things to get back to normal (or the new normal, whatever that looks like!).

Scott's Generations restaurant Delicatessen

Scott Snyder, Co-Owner

Sector: Restaurant

scottsgenerations.com



Prior to the COVID-19 breakout, I employed 14 full- and part-time employees; at the present time, I have a total of eight full- and part-time employees. I hope that sometime soon we will be able to get our entire staff to work.

I received \$10,000 from the City of Phoenix Restaurant Resiliency Grants. Clearly, the reason I needed to apply was the lack of business due to COVID-19 and the struggles of staying afloat during the pandemic. After receiving the funding, I was able to prepare my restaurant for dine-in with appropriate distancing, put into practice the necessary steps to maintain the COVID-19 guidelines and continue to serve my customers in a responsible way.

I believe the funding has had a significant impact on our economy locally. I am trying to remain optimistic about the future of the local economy and hopeful that we can recover completely. With that said, as time goes by I believe we are all going to need more assistance from the government. After 32 years in business here in Phoenix, this obviously has been the most difficult time; hopefully, things will return to the levels we enjoyed prior to March of 2020. I am truly grateful for the support of the City of Phoenix and its residents!

“After receiving the funding, I was able to prepare my restaurant for dine-in with appropriate distancing, put into practice the necessary steps to maintain the COVID-19 guidelines and continue to serve my customers in a responsible way.”

Sperduti Communications

Kay Sperduti, President

Sector: Marketing

sperduticommunications.com



Sperduti Communications is a sole proprietorship that has been in business since 2009. We work with medical practices (all specialties) and medical services (urgent cares, outpatient surgical centers, etc.) to increase visibility, grow patient volume, optimize patient retention and handle day-to-day communications.

Approximately 75 percent of our work involves visiting medical practices Valley-wide. When the stay-at-home order was enacted, we had to immediately shut down that portion of our business. The four independent contractors who have made those visits for the past 12 years had to stop immediately. The communications portion of the business was also greatly reduced as practices were having to minimize services. This resulted in a dramatic reduction of work sent to other local vendors, including graphic designers and web developers. Existing operational funds kept us going through June, but at that point we were nearing a zero balance.

Since June, the business has slowly restarted. The late July funding — \$10,000 from the Maricopa County Small Business Relief Grants — arrived just in time to pay for supplies, day-to-day operations and, most importantly, contractor and vendor payments. We were able to continue

paying our contractors and vendors immediately for their work as we've done for the past 12 years.

Each of our four independent contractors has been with Sperduti Communications since 2009. They live locally and they count on this income. While we continue to regrow our business, the funding has helped ensure the continued survival of the business and contributed to their financial well-being.

When it comes to our area's economic future, it's clear that small business will need continued support as we navigate our new realities. None of us should be sitting around waiting for things to return to normal. Rather, we have to redefine the roles of our businesses. The corporate giants who have mastered their online presence are doing just fine. It's time more attention is paid to small businesses as we work to re-establish ourselves in the months ahead..

Symmetry Health and Wellness

Sue Kostyk, Owner

Sector: Holistic Health

symmetryhealthandwellness.com

SYMMETRY

I had just started my business January 2019, with a platform on social media. Very little overhead was needed, and I kept this platform while I finished my Integrative Health Certification. Mid-2019 to year end, business picked up and I was able to add clients and move to a more clinical style of practice, which included adding functional lab testing to my offerings — which requires a larger overhead.

Once COVID-19 hit and the stay-at-home order was in place, many of my clients lost income and could not afford my services. I was on the verge of building a good clientele and wanted to upgrade my back office. My very old computer was on its last legs and I was in the market to upgrade to a system to fit my growing business.

I have just received \$5,000 from the Phoenix IDA Small Business Relief Grants, which will allow me pay rent, purchase a new computer and equipment, as well as add functional lab tests to my back office. Prior to COVID-19, I had one employee and two contractors; currently, I am down to just myself. I am hopeful that I will be able to rehire my intake assistant at some point. It has also enabled me to lower my prices to those clients that have been impacted, but still want to focus on their health.

This funding has allowed micro-businesses to get back on their feet. It doesn't seem like a huge amount of money but, to a small business owner, it is exactly what I needed to sustain myself and not shut down completely.

I feel that our local economy is slowly but surely coming back. The grants that are being awarded will be so helpful to micro and small, family-owned businesses. It is sad and disheartening to see so many small businesses close their doors after decades of being in business. If we promote small business locally, our area's economy will surely bounce back.

Prior to COVID-19, I had one employee and two contractors; currently, I am down to just myself. I am hopeful that I will be able to rehire my intake assistant at some point.

“

The grant enabled us to cover 100 percent of a totally unexpected cost and to protect the business against any additional hacking.

”

Topete/Stonefield, Inc.

Liz Topete-Stonefield,

President and CEO

Sector: Marketing

topstone.net



Topete/Stonefield, Inc., a minority- and woman-owned small business, is a multicultural and bilingual advertising, marketing and translations agency. The need to apply for a grant became obvious when 100 percent of my advertising clients stopped work altogether and I found out that one of our computers had been hacked via Zoom, which required a large, unforeseen expense at a time of uncertainty.

I am deeply thankful to the Arizona Community Foundation and the City of Phoenix. Their quick and thoughtful actions benefitted so many small businesses — like mine — as well as their employees and contractors and community at large.

At our company, we used the \$5,000 we received from the Phoenix IDA Small Business Relief Grants to replace one dead computer with three computers: one to replace the one the hacker killed, a second one for sensitive information without access to the Internet or to our computer system, and a third one — also not connected to our main computer system — to be used exclusively for Zoom and searching the Internet. We also reviewed our system, procedures and firewalls.

The grant enabled us to cover 100 percent of a totally unexpected cost and to protect the business against any additional hacking. It also gave me peace of mind at a financially crucial time, as well as great joy knowing that ACF and the City had my back.

The advertising industry is back in business and, thank God, my company is doing very well, working long hours, which is great news for a small business! We have kept our staffing at the same level as pre-COVID-19: two employees and 20-plus contractors.

We don't expect to "go back to the way things were" any time soon. During the past 34 years, we have learned to adapt to changes. We have survived one recession, one great recession and now we are faring well with this crisis, thanks to the Arizona Community Foundation, the City of Phoenix, our team, our friends, our families, and most importantly God. ¡Muchas gracias!