

THE CORONAVIRUS PANDEMIC UNLEASHED A PERFECT STORM

and is having a devastating impact on individuals, families and communities with lower incomes and fewer resources.



This crisis makes it clear that **we can no longer ignore the inequities** in our economy, schools, businesses, workforce, and healthcare systems.

As the leading service provider and community advocate for Marin's Latino immigrant community, Canal Alliance pivoted quickly to offer our core programs virtually and innovated to address the most pressing needs arising in the community as a result of the pandemic.

We play a critical role in ensuring the health and safety of Latino immigrants and their families. **Our services have never been needed more than they are now.**

**OUR HARDWORKING LATINO IMMIGRANT NEIGHBORS NEED YOUR SUPPORT.
WON'T YOU PLEASE STAND UP TO SUPPORT THEM? >>**

The Latino immigrant community was among the first to be impacted, and will be among the last to recover.

- Latinos comprise **only 16%** of Marin County's population, but make up almost **70%** of coronavirus cases.

- Canal residents, who are predominantly low-wage workers employed in the service and retail industries and as household workers, have been devastated by job and wage loss. Among **259 households** surveyed within the first week of shelter in place, **50% had lost jobs** and **70%** had lost some or all of their family's income.

- When students had to shift to online learning, **57% of families** in the Canal reported having no computer at home and **42% reported difficulties** connecting to the internet, compared to **10%** of those outside the Canal.

70%  **cases**


**CANAL
ALLIANCE**

RESPONDING TO THE CRISIS



To address the unique needs of the Latino immigrant community, Canal Alliance quickly implemented **a comprehensive crisis response:**

- Staff from our Social Services and Education teams are on the [front lines](#) of the response, helping clients to access [financial and rental assistance](#), unemployment insurance, small business loans, and other resources.
- Our Social Services team is providing a first-level response to elevated levels of stress and trauma, and make referrals to our licensed behavioral health specialists for clients needing more intensive care.
- In partnership with the County of Marin and Marin-Health, we offered free, on-site [coronavirus testing](#), providing **2,100 tests in 10 weeks**.
- For residents who test positive for the virus, we provide case management services to connect them with resources and treatment.
- We hired and trained bilingual Canal residents as [Promotores de Salud](#) to conduct health outreach and distribute hygiene supplies and personal protective equipment.
- We hired **five bilingual community-based contact investigators**, all of whom received training through UCSF and work with the Department of Public Health.
- After adapting to meet health guidelines, our [weekly food pantry](#) was distributing free groceries to a record **500 families each week**.

“There’s no local organization we trust more to help our immigrant neighbors in need.”
— Holly & Craig Middleton, Donors



- Our **Client Support Fund** provides direct cash assistance to community members who have experienced job and wage loss during the pandemic.



- As of October 1st, **more than \$2.3M** has been distributed to **over 4,000 households** to help them purchase groceries, diapers, and medications, and pay for other urgent needs.

- We launched a new **Financial Assistance Program**, in partnership with the Family Independence Initiative, to rapidly distribute cash assistance through direct deposit.



PIVOTING TO PROVIDE VIRTUAL PROGRAMS



We quickly transitioned our existing programs **to virtual service delivery** to ensure that the students and clients in our programs continue to make progress toward their long-term goals for education, employment and financial security:

- As the **only provider of comprehensive and free immigration legal services** in Marin, our Immigration Legal Services team transitioned almost overnight to a virtual law office, and continues to provide representation, consultations and referrals, and to conduct extensive outreach and education.
- University Prep, our **college access and success program**, supports 93 students to pursue their goals for a 4-year college degree through virtual tutoring, social-emotional support and leadership development. Fifty-eight college students also receive scholarship support and case management. To address the digital equity gap, all students who needed them were provided with Chromebooks and WiFi hotspots.
- Our **Adult Education Program** is piloting a new project to offer online ESL courses. Staff addressed many barriers for students to access online learning, including limited English language proficiency, lack of technology knowledge, and limited or no access to computers and the internet.
- Our **career education program has resumed** to offer a certificate construction training program in partnership with College of Marin and the Marin Builders Association, and a small business education course in partnership with the Marin Small Business Development Center.

“Thank you for giving us concrete ways to support our immigrant neighbors at this time.”

— Rev. Dr. Nancy S. Wiens, Donor



Supporting Students in the Canal

- The urgent need to support **2,000 students** who reside in the Canal to access online learning became apparent during shelter in place. To address this long-standing digital equity gap, Canal Alliance is partnering with the County of Marin, San Rafael City Schools, and the City of San Rafael **to build a mesh WiFi network in the Canal.**

2,000



students

- Through a partnership with the Marin County Office of Education, **we hired two bilingual staff** to support students in the Canal to study and learn in small groups.

JOIN US

{ Many civic-minded and caring people, like you, feel overwhelmed by **the need to act against** these increasingly visible inequities, but don't know how to help in a meaningful way.

Canal Alliance is the single best investment you can make to support Latino immigrants to survive this crisis, and continue to work toward their goals for education, employment and financial stability.

The more we invest in immigrants and their dreams — and the more we make others aware of their resilience, hard work, determination and positive contributions — **the stronger our economy and the better our community.**

We can no longer stand on the sidelines and ignore these equity gaps revealed by this crisis: shelter in place, social distancing, working from home, remote learning, access to health care and technology, and paid sick leave are all privileges that many of us take for granted and many others lack access to.



WON'T YOU HELP OUR IMMIGRANT NEIGHBORS WEATHER THIS CRISIS AND CONTINUE WORKING TOWARD THEIR GOALS?

DONATE NOW >

“ I want our friends and neighbors who live in the Canal to know that they are valued and cared for as members of our community. ”

— Peter Oppenheimer, Donor



Canal Alliance exists to help Latino immigrants and their families break the generational cycle of poverty by lifting barriers to their success. We champion immigrants and believe that everyone has the right to achieve their dreams. With your support, we will make Marin a place where everyone can live, learn, work and succeed.

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