

# COVID-19 RELIEF CASE STUDY

Executive Summary





# NATIONAL PTA COVID-19 RELIEF GRANTS

National PTA® is a powerful voice for students, a relevant resource for families and communities and a strong advocate for public education. Our 24,000 local and regional PTAs are intricately connected, working for every child with one voice. Few things could better illustrate the power of the PTA than our COVID-19 Relief Grant program, supported by TikTok and other corporate partners.

In this sustained moment of crisis, PTA was there—working for our nation's students, families, teachers, administrators, and business and community leaders.





# An Urgent Public Health Crisis

Schools provide so much more than education: good nutrition, childcare, access to technology, mental health services and more. This is what makes them central to any community.

So when the COVID-19 pandemic landed in spring 2020, forcing most schools to close their physical doors, communities faced an overwhelming level of need. In this sustained moment of crisis, National PTA was there—leveraging its influence, capacity and resources to help students, families, teachers, administrators, and business and community leaders.

Our sponsor TikTok was more than ready to jump in. Together, we were first on the ground, awarding over \$1.3 million in COVID-19 relief funding to local Parent-Teacher Associations® and Parent-Teacher-Student Associations (PTAs/PTSAs) across the country.

“We wanted to make a difference during this horrible and unprecedented time,” explains Eric Ebenstein, Director of Public Policy at TikTok.

His philosophy: “Let’s get this money out the door, because these people can’t wait. An issue like food insecurity isn’t a six-month ‘we’ll get there eventually’ kind of thing.”

PTA’s volunteer leaders were well-positioned to address the urgent, systemic challenges in their communities. They could use the grants to focus on one of four priority areas: food security, internet and device access, distance learning and mental health/social-emotional support. In many cases, they touched on multiple areas of need.

This initiative truly combined the best of National PTA with the best of corporate America to achieve mutual objectives and do the most good for local communities.

**“To National PTA’s credit, they moved fast ... At the core, they are fast and they work super hard and they have a great team.”**

**– Eric Ebenstein, Director of Public Policy, TikTok**



**\$1,385,000**  
total dollars distributed to PTA  
communities nationwide

**538,000**  
people impacted



# Emergency Relief for Schools

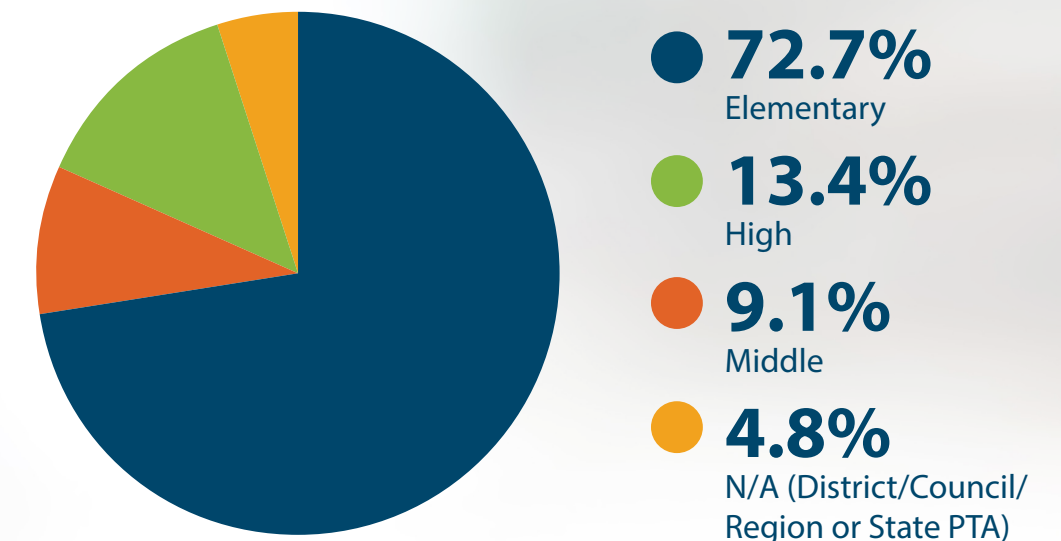
“Although they are few, they are mighty! Our PTA is the strong thread that holds us all together.”

– **Teresa Rodriguez, Teacher, Hillcrest Elementary School**

Because of our existing infrastructure, National PTA was ready to activate as soon as corporate funding became available. We worked quickly and decisively, first making the grant opportunity available to schools enrolled in our School of Excellence program, who already had action plans and community partnerships in place. Phase 2 soon followed, open to any local or regional PTA in good standing. Finally, Phase 3 grants were offered to Phase 1 and Phase 2 grantees to enable them to expand and deepen their critical community support efforts.



Distribution by School Level



# Autonomy + Flexibility

“We were so pleased when the grant became flexible enough to be able to answer those calls for help.”

– **Maria Bavier, PTA President, Oak Grove Elementary School**

At National PTA, we believe that people have the best solutions for the problems facing their specific communities. They just need the resources to tackle those challenges.

Local PTAs could use the grant funds to maintain existing programs or start new ones, and they were encouraged to partner with local businesses, faith-based organizations and nonprofits to multiply their impact. Among the countless success stories:

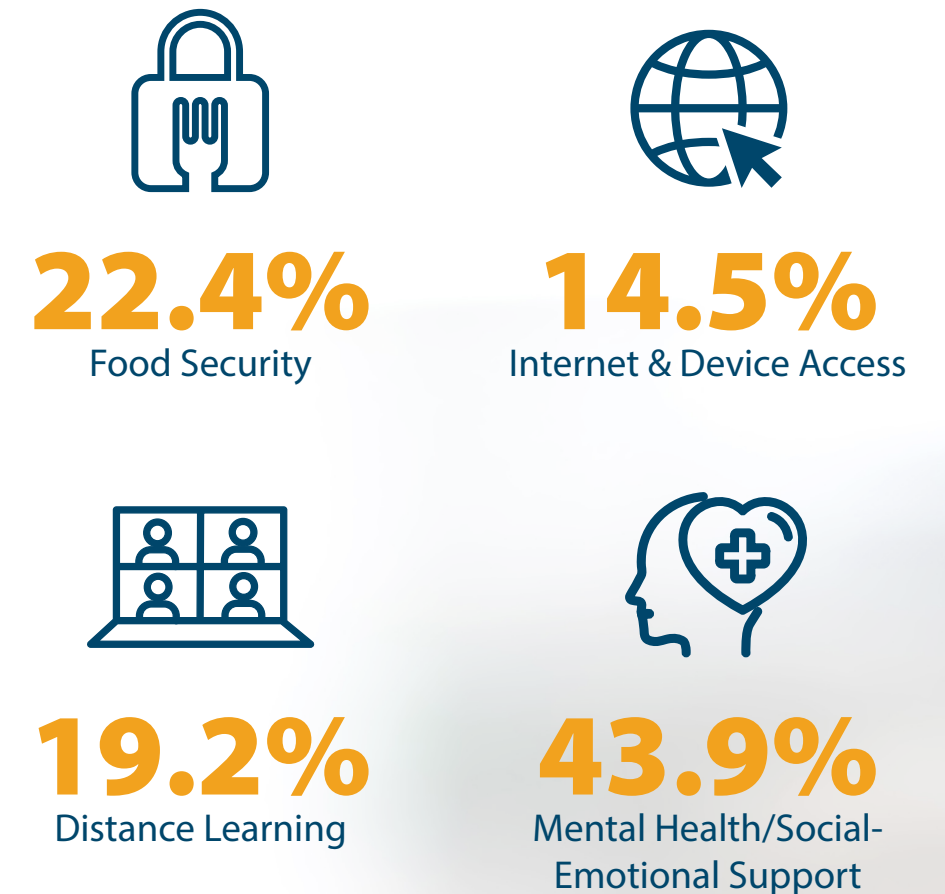
- **Food Security:** In Minnesota, Oak Grove Elementary PTA leveraged the grant to scale its PTA Pantry. PTA leaders sought to complement other area food assistance programs with fresh, high-quality items that would feel special for economically disadvantaged students—and feed both body and soul.
- **Internet & Device Access:** In Florida, one county was unable to distribute laptops to every student for distance learning. Winter Park High School

PTSA teamed up with a local nonprofit to solicit device donations from the community. They even connected with a local software company to repair and wipe the devices before they were redistributed.

- **Distance Learning:** In Georgia, Paul Duke STEM High School PTSA worked with its faculty to reimagine science and engineering instruction to be safe, engaging and effective for all learners amid the pandemic. They also helped plan socially distant events to keep their tight-knit school community together.
- **Mental Health/Social-Emotional Support:** In Utah, Bonneville Elementary PTA took a holistic approach to addressing stress, anxiety and other mental health issues. They paid for school staff to attend a training on promoting wellness through self-regulation, then created a Wellness Center for students to seek social and emotional support without shame—the first of its kind in the district.

As community needs changed in 2020, the COVID-19 Relief Grant program changed with them. National PTA supported the local PTAs in reforecasting their grant spending, even designating a new priority area when necessary.

## Distribution by Key Area



• Food Security (Phase 1 24; Phase 2 24 = 48)  
• Internet and Device Access (Phase 1 19; Phase 2 12 = 31)  
• Distance Learning (Phase 1 16; Phase 2 25 = 41)  
• Mental Health/Social-Emotional Support (Phase 1 53; Phase 2 41 = 94)



# Full-Circle Support

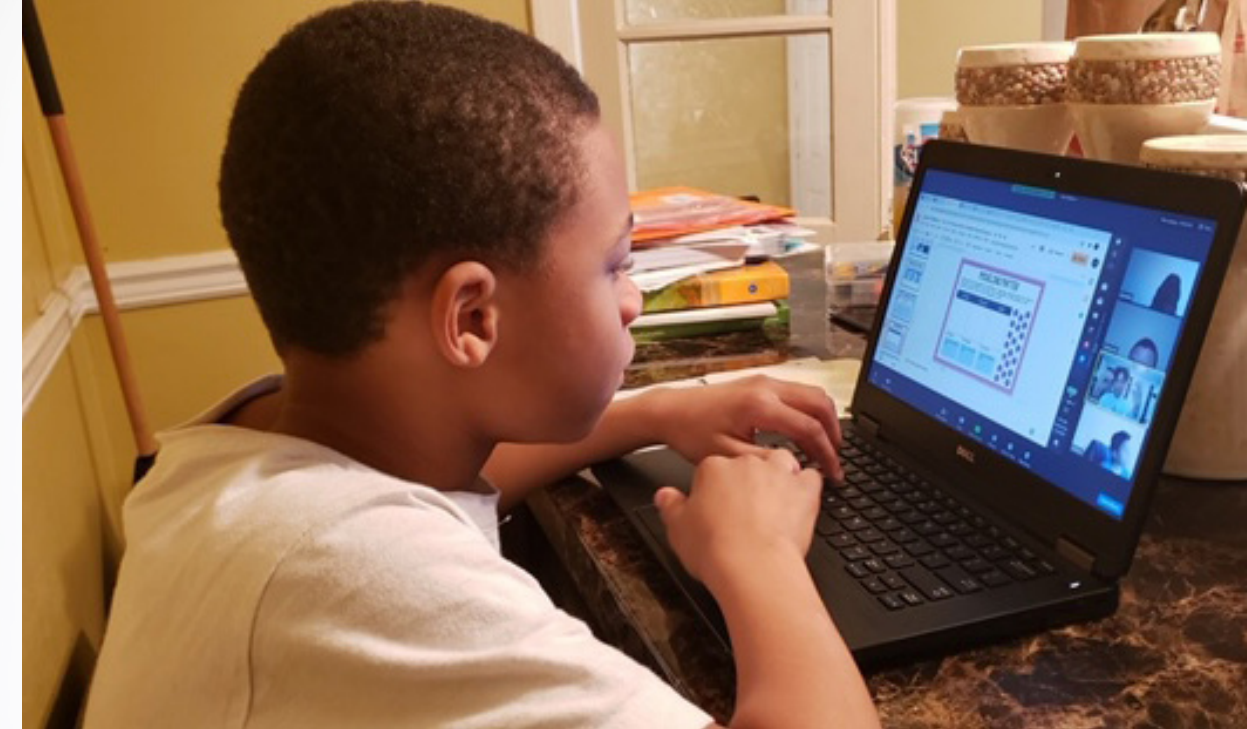
“The support and structure provided by National PTA is worth noting. The [application] checklist helped guide us to think through who we needed on our planning and implementation teams. Kelly Langston, our contact at National PTA, is an amazing cheerleader for each local PTA.”

– **Tina Budnitz, 1st Vice President, Paul Duke STEM High School PTSA**

To increase the schools’ chances of success, National PTA staff supported the local PTAs with technical expertise and resources. We also provided tips for engaging community stakeholders, budget and planning worksheets, a changeability and impact matrix, resources for reporting and storytelling, and more.

Over 450 PTA leaders registered for the live Q&A sessions, which walked them through the ins and outs of the grant process, including a needs assessment workshop. Local PTA leaders welcomed this chance to exchange ideas with their peers across the country.

This rigorous support ensured that the grants would be implemented with the greatest impact. Across the board, operating costs were low, which meant the majority of the grant money went straight to COVID-19 relief—in many instances, it was 100%. Some local PTAs went on to obtain additional funding elsewhere, creating a positive ripple effect.



PTA's COVID-19 Relief Effort came to life because of TikTok's generosity and swift action. As the work unfolded, some of PTA's other corporate sponsors stepped in with additional support that enabled even more grants and resources. We are thankful to the following companies for helping National PTA address this public health crisis in our nation's schools:





# The Power of the PTA

The pandemic was unprecedented and unanticipated, and we have yet to fully grasp its enormous effects on our country and our world.

With the over \$1,385,000 in COVID-19 Relief Grants, local PTAs were able to support their communities when it was needed most. They brought together school administrators, faculty, families, students, alumni, businesses and nonprofits to make a lasting difference.

This was a true public health effort that moved the PTA mission forward. What's more, it reaffirmed the PTA's reputation as a relevant, collaborative force for good. When other agencies and programs struggled to react, American communities could count on National PTA to help address their most pressing needs.

**"Providing a strong foundation for generational student, parent and teacher success is one of the most important legacies we as a PTA can leave behind."**  
– **Cindy Borbon, Treasurer, Hillcrest Elementary PTA**



## Distribution by Funds



# \$550K

Phase 1, funded by TikTok

# \$715K

Phase 2, funded by TikTok, NortonLifeLock and Huntington Ingalls Industries

# \$120k

Phase 3 Continuation Grants, funded by TikTok, Mathnasium and Mountain America Credit Union



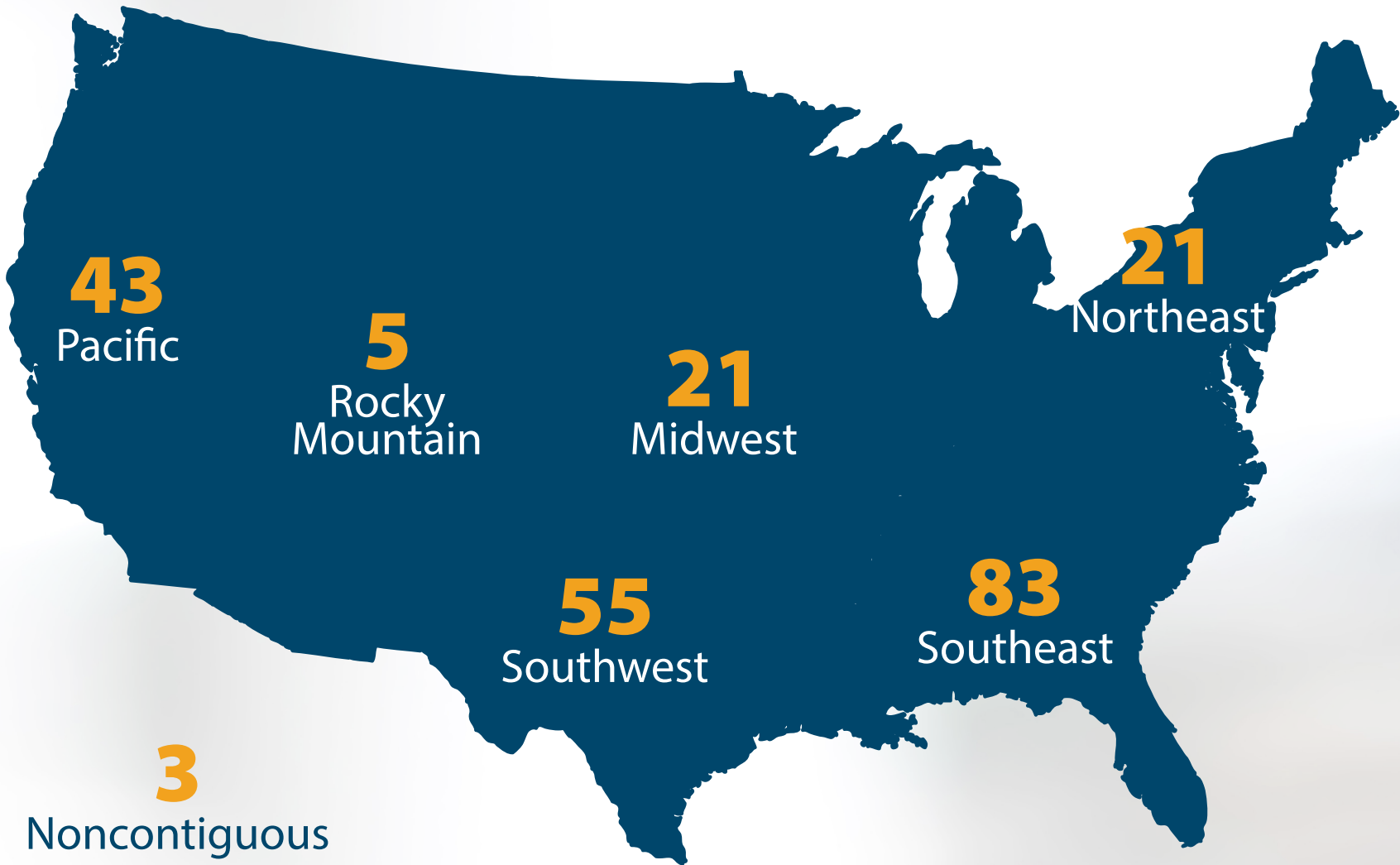
# A Trusted Partner

National PTA can help companies make an impact on a national scale or target specific demographics. Together we provide direct access to schools, families and communities—for tangible, efficient results.

“It was always a bright spot, hearing these impact stories and talking with National PTA about the great work they were doing.... It brought it home that TikTok was really helping our neighbors, our friends, our colleagues, the people we see at religious services and sports, and so on.”  
– Eric Ebenstein, Director of Public Policy, TikTok



Distribution by Region



- Northeast 9.09%
- Midwest 9.09%
- Pacific 18.61%
- Noncontiguous 1.30%
- Southeast 35.93%
- Southwest 23.81%
- Rocky Mountain 2.16%



Learn more about the power  
of the PTA at **PTA.org**.



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