

COVID-19 RELIEF CASE STUDY

Family & Community
Engagement

Grant Relief for PTAs



NATIONAL PTA COVID-19 RELIEF SUMMARY

School communities faced an overwhelming level of need during the COVID-19 pandemic.

In this sustained moment of crisis, National PTA® was there—working for our nation’s students, families, teachers, administrators, and business and community leaders. With funding from TikTok and other corporate partners, National PTA awarded \$1,385,000 in COVID-19 Relief Grants to local and regional PTAs across the country.

\$1,385,000

total dollars distributed to PTA
communities nationwide

538,000

people impacted

Distribution by Key Area



22.4%
Food Security



14.5%
Internet & Device Access

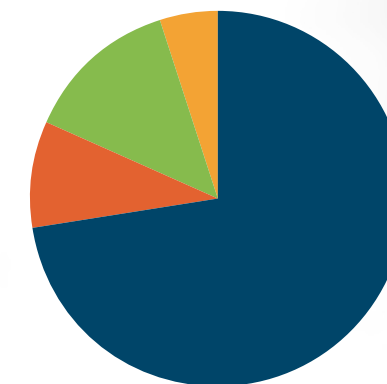


19.2%
Distance Learning



43.9%
Mental Health/Social and
Emotional Support

Distribution by School Level



72.7%
Elementary

13.4%
High

9.1%
Middle

4.8%
N/A (District/Council/
Region or State PTA)

PTA:

A Supportive Force in a Historic Moment

"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**

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.

That's also why local Parent Teacher Associations® (PTAs) were well-positioned to address some of the biggest societal challenges that were caused or worsened by the

COVID-19 pandemic. With the support of National PTA and its corporate partners, hundreds of PTAs across the country tackled key issue areas, including food insecurity, distance learning, technology access, and social and emotional well-being in 2020.

What started as collaborations among parents, faculty and administrators inevitably rippled outward, and other people and organizations became eager to lend a hand. Here are just a few stories of transformative family and community engagement from our COVID-19 Relief Grant efforts.



FIGHTING ISOLATION AT HOME

Hillcrest Elementary School PTA: Monterey Park, Calif.

- ♦ **Public Title I school**
- ♦ **411 students enrolled**
- ♦ **53% Asian and 36% Hispanic**
- ♦ **35% English Language Learners**
- ♦ **69% receive free and reduced lunch**

“Our PTA has been an invaluable support to our Hillcrest Elementary community ... We are so grateful for their tireless and selfless efforts to ensure that our families, students and staff are connected.”

– **Dr. Rosa Guerra, Hillcrest principal**

When schools went virtual in spring 2020, the Hillcrest PTA wanted to help students and families overcome the loneliness of being stuck at home. They also wanted to

properly welcome new families to the 2020-2021 school year. With their COVID-19 Relief Grant from National PTA and TikTok, the Hillcrest PTA worked to address the community’s social and emotional needs, and keep students active and motivated.

This help came in the form of care packages, each containing hand sanitizer, a jump rope, a yoga mat and reusable masks (which students were encouraged to decorate). The PTA hosted weekly virtual events, from fitness classes to craft activities to holiday parties. Also popular were their socially-distanced drive-by events, like a car-decorating contest.

The PTA made sure to adapt their programming for Hillcrest’s predominantly Asian and Hispanic populations, whose cultures often shy away from discussing mental health issues.

Husky Yoga

with Ms. Tamara Kinoshita



Tuesdays 430pm - grades 4-6
Wednesdays 430pm - grades K-3

see Class Dojo for Zoom credentials

The leaders wondered whether anyone would show up to the parent check-ins on Zoom—but they certainly did!

Before long, family members, alumni, teachers and other community members were stepping up to lead the various virtual classes. (The Zumba coach is actually the school librarian!) A reader’s theater club, karaoke club and game club emerged. In all, over 1,000 children, adults and staff benefitted from the grant.

POWER IN PARTNERSHIPS

Winter Park High School PTSA: Winter Park, Fla.

- ♦ **3,417 students enrolled**
- ♦ **49% White; 30% Hispanic; 9% Black; 8% Asian**
- ♦ **3.5% English Language Learners**
- ♦ **35% receive free and reduced lunch**

Even in a normal year, Winter Park High School (WPHS) PTSA would be focused on fighting food insecurity for students in need. The COVID-19 crisis escalated those needs—and the PTSA’s first instinct was, “How can we help?”

Winter Park is near Orlando, one of the nation’s top tourist destinations. With the abrupt shutdown of theme parks, hotels and convention centers, many people suddenly found themselves with no income. At the same time, WPHS PTSA lost its connection to its most vulnerable students when they were unable to come to campus.

The PTSA leaders quickly realized they needed to pool their resources to magnify their impact against food insecurity.

The PTSA turned to Army of Angels (AOA), a local nonprofit started by a WPHS teacher and coach. AOA was already a well-oiled machine, and their partnership has since created an infrastructure capable of responding to the needs of their overwhelmed community.

From March to the end of 2020, WPHS PTSA and other community volunteers worked side by side with AOA to pack and distribute over 2,000 food boxes and over 115,000 meals to approximately 1,500 families. The grant from National PTA and TikTok helped subsidize 200 of those food boxes.



Thank you! Thank you! Thank you!
Absolutely amazing. I could not be
more appreciative at a time like this.
You are helping our community in
ways that nobody could repay you
for what you are doing. True
angels...all of you!



Text Message



Once the word got out and media publicity kicked in, more families reached out for help and to help. Students, parents and community volunteers helped purchase food from wholesale clubs, pack food boxes and deliver them weekly—all in the name of supporting their neighbors. The partnership also reaches families from its feeder elementary and middle schools and beyond. The school's relationship with AOA continues to this day.

“The COVID-19 Relief Grant reenergized us, and just breathed more life into our project. With this \$5,000, the PTSA was able to continue to do the things that we had already started doing.”

– Anne Knapp, PTSA president



When school resumed in the fall, the county was unable to distribute laptops to every student. WPHS PTSA and AOA came to the rescue once again, soliciting device donations from the community. They even worked with the Aeras Foundation, a local software company whose CEO is a WPHS graduate and WPHS parent, to repair and wipe the devices before they were redistributed to students in need.

“ONCE A KIPPER, ALWAYS A KIPPER”

Kiptopeke Elementary School PTA: Cape Charles, Va.

- 📍 **Public Title 1 school**
- 📍 **368 students enrolled**
- 📍 **40% Black; 34% White; 20% Hispanic**
- 📍 **16% English Language Learners**
- 📍 **81% receive free and reduced lunch**

As Kiptopeke’s principal says, “Once a Kipper, always a Kipper.” That school spirit applies not only to students and families, but to alumni, neighbors, local business and organizations—you name it. So when this elementary school needs something, they know they can count on their community to provide it.

Rural Northampton County was especially hit hard by the coronavirus pandemic. The area has only two grocery stores, two dollar stores and two pharmacies, so essentials were nearly impossible to come by in spring and summer 2020.

Many families were living without, and they didn’t know how to ask for help.

With their COVID-19 Relief Grant from National PTA, Kiptopeke PTA sought to help families obtain the things they needed and provide a little fun for children going stir-crazy at home. The PTA cast a wide net with their outreach—and no one turned them down. Among the local groups who contributed donations and supplies: the Northampton County Education Foundation, a counseling center, restaurants, a church, a 4-H agent and Wegmans supermarket.

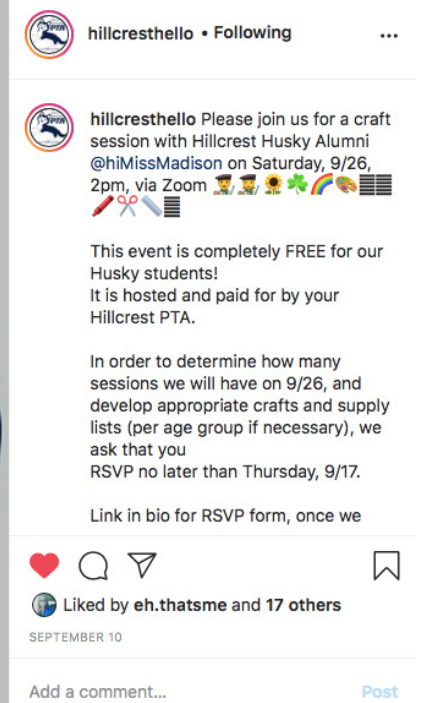


— Fun Fact —

Kiptopeke Elementary Principal Subrina Parker
was also the school’s very first PTA President.

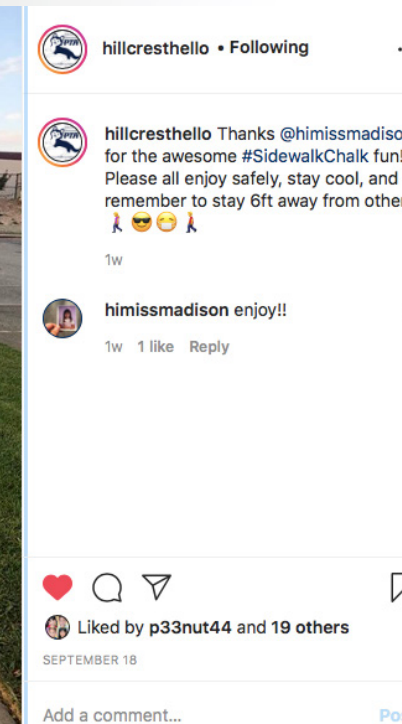
The resulting Wellness Packs provided 280 Kiptopeke families with:

- Home essentials such as hand soap, hand sanitizer, toilet paper and paper towels
- Handmade masks
- CDC information on proper mask-wearing and hand-washing (bilingual in English/Spanish)
- A magnet with local emergency numbers
- Toys such as jump ropes, Rubik's cubes and coloring books
- A laundry basket that served as the packaging
- PTA volunteers packed and distributed the kits to Kiptopeke families in August, hoping it would ease the stress at home.



“We are so appreciative to National PTA. To make this little school on the Eastern Shore of Virginia feel so important—and that we’re able to get these grants and help our families who really need it—is huge.”

– **Jeanine Pike, PTA president**



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



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