



COVID-19 Response and Social Justice Fundraising Campaign

A MESSAGE FROM THE CHAIRMAN:

Greetings,

The Los Angeles Southwest College (LASC) Foundation, in my view, exists for times like these. Times defined by crisis and great need. We are living through an unprecedented moment in time, but I am inspired by the equally unprecedented commitment to responding to the needs of the most vulnerable amongst us. The World Health Organization declared the coronavirus (COVID-19) outbreak a global pandemic on March 11, 2020. Our board responded by partnering with #HashtagLunchbag and Beyond Meat to distribute grocery store gift cards and over 1100 meals to our scholars, their families and the local South Los Angeles Community throughout the months of April and May. In June, we held a virtual event with over 300 attendees, which helped raise money for our scholarship fund. While I am proud of our response, we need your help as we continue to step up.

Nestled in the heart of the South Los Angeles community, the college continues to serve a low to moderate income ethnically diverse student body. The Foundation aims to provide resources for initiatives, programs and scholarships directly benefiting the college's scholars. In these uncertain times, one thing remains certain, our scholars still need our support—now more than ever. Your investment is critical to support a scholar's ability to achieve their college dreams. Given the uncertainty around COVID-19 and its impact on our scholars, the need continues to grow for consistent **food sources, laptops, internet hotspots, and noise-cancelling headphones** to allow for a quiet space to complete work.

Technology has become pivotal in helping our scholars navigate through this current environment. We want to enable and empower our scholars with the right digital tools so that they too are able to regain a sense of normalcy, and be positioned to succeed. We graciously request your financial support of our quest to provide these resources to our scholars.

We certainly hope you realize the positive impact you can make through supporting the efforts of the Foundation to support our future leaders and ensure social equity in our communities—working collectively toward that goal. On behalf of our dedicated and talented Board, I thank you in advance for your consideration to help us support our LASC scholars. If you have any questions, feel free to reach me at info@lasouthwestcollegefoundation.org.

With Gratitude,

Almuktada Smith

Chairman, LASC Foundation



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History

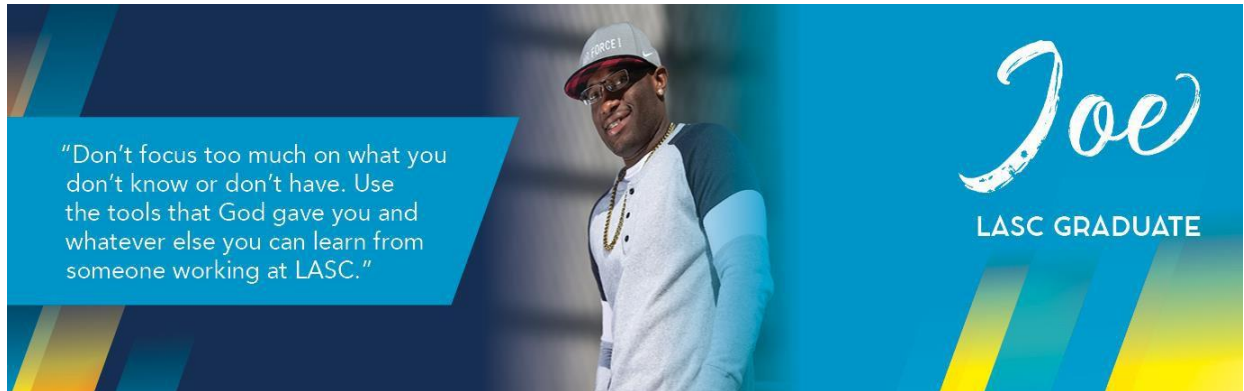
Los Angeles Southwest College Foundation is a nonprofit public benefit corporation 501 (c)(3) organized to provide specialized programs and supportive services including but not limited to—resources for initiatives, programs and scholarships through fundraising activities directly benefiting the college's students, faculty and staff while committed to making higher education attainable. The dedicated efforts of our eighteen board members supports our future leaders and ensures social equity for our students who are most in need, be it because of food scarcity, homelessness, or the lack of a support system.

Los Angeles Southwest College is the product of decades of hard work, vision, and perseverance to achieve the dream of its principal founder, Odessa B. Cox. The Cox family and a small group of community members started fighting in 1947 to bring a comprehensive community college to South Los Angeles. The path to today was not easy and was the result of the dedication of many.

Today, LASC's student body has increased to more than 8,000. Roughly 75 percent of LASC's students are first-generation college students, 97 percent are students of color, and 85 percent need financial aid. The socioeconomic factors affecting LASC students, calls for strong commitment in facilitating and supporting an environment of excellence. LASC boasts more than 450 faculty, staff, and administrators passionately dedicated to helping students achieve academic success.



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Los Angeles Southwest College Facts

- LASC has been ranked as one of the top 20 colleges in California for online education by the digital news publication EdSmart.
- California Community Colleges Chancellor's Office named LASC's School of Career & Technical Education a Gold Star recipient for its Strong Workforce Stars' awards in 2018.
- LASC has recently opened its State of the Art 27,000 Sq. Ft. new School of Science offering Geology, Microbiology, Physics, Chemistry, and General Classes.
- LASC offers their Concurrent and Dual Enrollment Program for qualified secondary students to dually enroll in college courses for transferable college credit.
- LASC's theatre group awarded 1st place honors in 2017 and 2018 performance categories at the Kennedy Center/American College Theatre Region 8 Festival.





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LASC Associated Student Organization



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Los Angeles Southwest College (LASC) takes responsibility as a community partner seriously and we are deeply invested in uplifting all individuals that need our support during this global crisis and beyond. As soon as the COVID-19 pandemic began in earnest in March 2020, we prioritized the safety and security of our scholars and employees, but also the community in which we all call home.

In recent months, we have provided scholars with an equitable learning experience by offering easy online access to classes and services, we have supported our employees with necessary certification and training, and we have looked to care for our community by hosting food and clothing giveaways, blood drives, COVID-19 testing centers, a voting center and more, all in a safe and secure environment (see attachment, LASC Annual Report, 2020). We recognize how our campus has the capability to transform not just one student's life, but an entire community who rely upon us.





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We continue to embrace the unknown and work together as one, united college to create the best version of ourselves and to best represent and support our scholars. For example, in partnership with LASC Foundation board members, LASC had a special on-campus Thanksgiving food distribution event for its scholars on November 24. Scholars received a free turkey and a gift card. In addition, LASC raised more than \$5,000 to adopt 200 children of our scholars' families during the winter holiday season. Each scholar-parent was emailed a \$25 Amazon gift card for every child in their household.

During this pivotal moment, these efforts have made a significant impact on our young and middle-age scholars experiencing financial insecurity that are withstanding the worst of the coronavirus, with many living near or below the federal poverty level—facing substantial inequities that are affecting how well they weather the pandemic. Because of this widespread pandemic, and “stay at home” orders, identifying scholars most at risk and in need of technology-driven solutions is crucial and timely.

The transition to virtual platforms and remote learning has worked well for community colleges in affluent communities with existing internet access—the rest have been caught in a “digital divide” that has only increased the inequity and widened the disparities gap that many were already experiencing pre-COVID-19, especially scholars of colors living in under-served and under-resourced communities.



It is inevitable that we provide low-income scholars with equal access to staying connected, while staying at home. Leveraging technology with low-income scholars by donating devices (i.e. tablets, phones, etc.) and Wi-Fi hotspots is crucial. The most relevant barrier in addressing technology-driven solutions are, access to devices, internet services, and the ability to maintain required upgrades.



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Respectfully, we request financial support in the sum of \$2.4M to assist LASC Foundation with the following activities for our scholars in 2021 and beyond:

- Adopt **2500** of our scholars most in-need of COVID-19 Relief to provide scholars with a \$250 Amazon gift card.
- Purchase 3000 laptops, headsets, and hot spots.
- LASC Foundation Sustainability and Capacity Building- to sustain the foundations efforts we are seeking to hire a consultant to assist the Board in developing a Strategic Business Plan that will serve as a reference document for grant applications which includes a complete slide deck presentation, financial forecasts and market research that supports the mission of the Los Angeles Southwest College Foundation. The consultant services would also include assisting with the development of a program operating model that supports services for youth and adult education and scholarships as well as grant research, content development, and submission of grant applications for capacity building, scholarships, technology, and food pantry/giveaways. (see APPENDIX A)

LASC will prioritize those scholars with identified financial need. Awards in the amount of \$600 will be provided to all scholars enrolled part-time or full-time with at least a 2.0 GPA. Direct aid is intended for scholars whose lives have been impacted by the coronavirus and must be used for expenses related to the disruptions due to the coronavirus, such as access to, food, housing, technology, course materials, health care, and childcare expenses.

This funding opportunity will support us in leveraging technology for our young scholars, allow us to contribute laptops, Wi-Fi Hotspot services, and headsets, provide much need financial relief for scholars during this difficult time, and build the capacity of the Foundation to sustain ongoing efforts. We thank you in advance for your consideration and look forward to the support to address a timely critical need for strengthening communication and connectedness for low-income African American and Hispanic scholars—leveraging technology, and improving access to equitable resources.





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APPENDIX A

Budget

LASC Foundation COVID-19 Relief	Year 1	Year 2	Total Budget
Administrative Services			
Consultants- Capacity Building/Grant Writing	\$20,000	\$20,000	\$40,000
LASC Foundation Coordinator	\$10,000	\$10,000	\$20,000
Technology			
Laptops	3000 @ \$250 = \$750,000		\$750,000
Headsets	3000 @ \$30 = \$90,000		\$90,000
Software			
Wi-Fi Hotspot Service (6-month service)	3000 @ \$300 = \$750,000		\$750,000
Scholar COVID-19 Relief			
Amazon Gift Cards	2500 @ \$250 = \$750,000		\$750,000
Total	\$2, 370,000	\$30,000	\$2,400,000

Budget Justification

Administrative Services
Consultants- Capacity building/grant writing- funds will be used to hire consultants that have expertise in community college board development and fundraising as well as submitted successful, funded proposals to private and corporate foundations, including government funding agencies at the national, state and local level.
LASC Foundation Coordinator- will assist with the coordination of COVID-19 Relief for scholars (i.e. gift cards, laptops, hotspots etc.). He/She will also coordinate with consultants and provide assistance with grant related documents, board member correspondence, and related duties as needed.
Technology
Laptops- will be given to scholars with the greatest need. Laptops are needed for scholars to have access to online classes and a host of educational tools to ensure low income scholars have equal access.
Headsets- noise cancelling headsets are needed for scholars living in multi-generational households to study and work quietly.
Software
Wi-Fi Hotspot Service - hotspots will enable scholars internet access for 6-months.
Scholar COVID-19 Relief
Amazon Gift Cards- will serve as relief for scholars to purchase school supplies etc.