



# Showing Up & Doing More: The Immigrant Families Recovery Program

City of Coachella Council Meeting  
April 13, 2022



We are on mission  
to help people become  
**visible, active, and successful.**

# COVID-19 Rapid Response

# The cost of excluding immigrant families



## EXCLUDED



1,850+ Coachella immigrant families left out from stimulus

## DENIED



\$11,000+ denied in federal stimulus checks for a family of 4

## LOST



\$18M+ lost in federal support for families in Coachella

# MAF's Response: COVID-19 Emergency Cash Assistance



\$500-1,000 cash grants



\$55 million raised



65,000+ direct cash grants to  
families denied federal relief

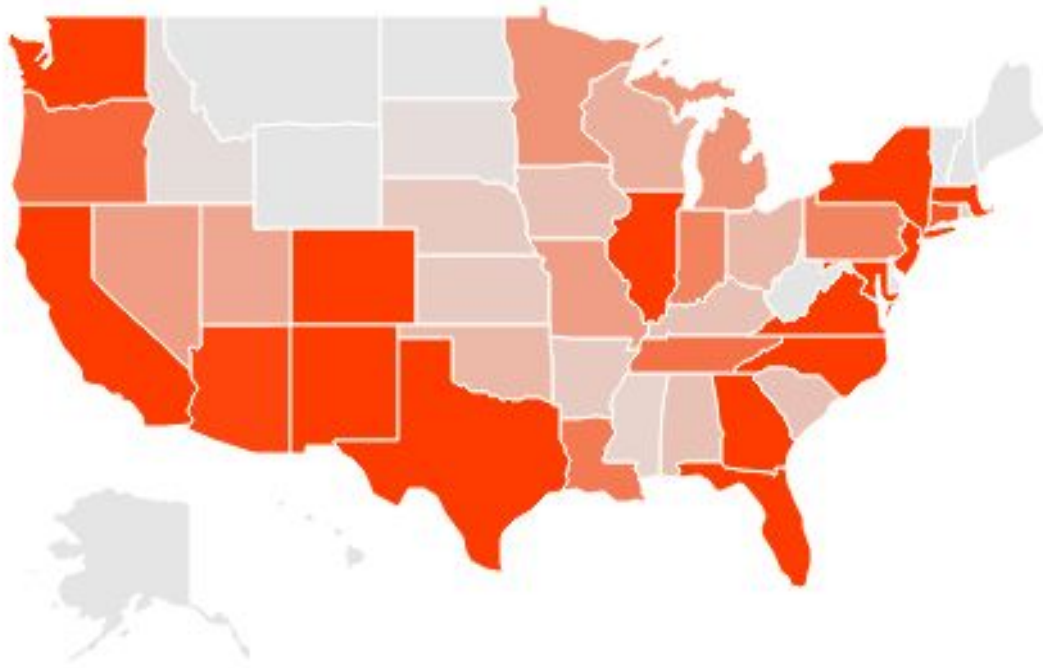


# With so much need, who do you say yes to?



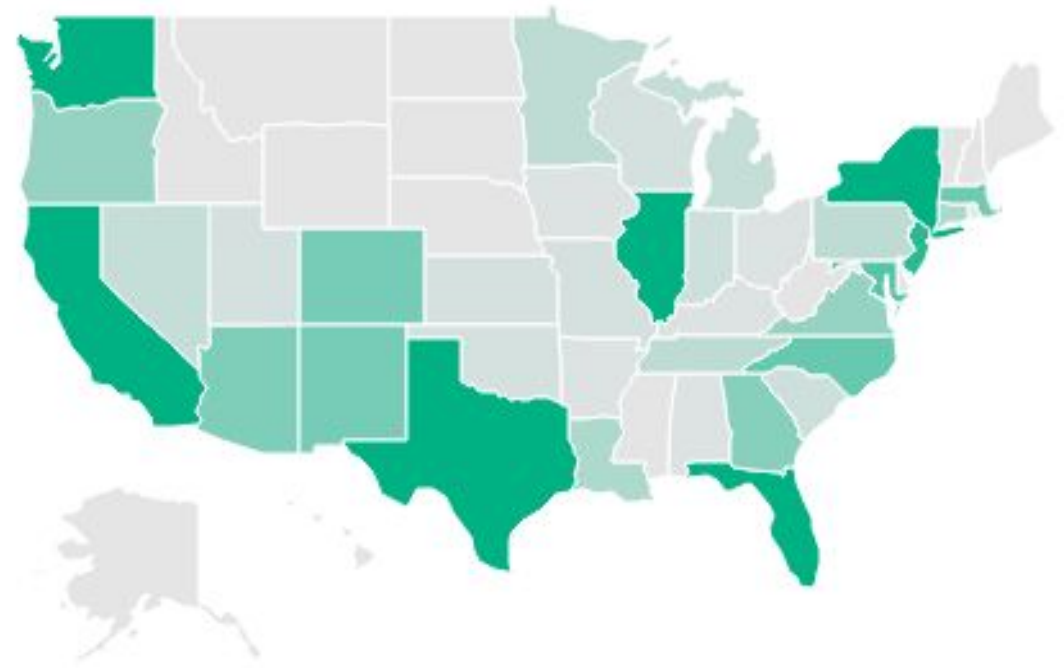
## Applications Received

TOTAL : 284,054



## Applications Approved

TOTAL : 65,226



AS OF NOVEMBER 4, 2021

# MAF's Financial Equity Framework



## INCOME

Lost hours & wages

Unemployed

Few income streams



## STRAINS

Supporting family

Have children

Sick with COVID



## BARRIERS

Undocumented

Foster youth

Unbanked

# Populations reached with cash assistance



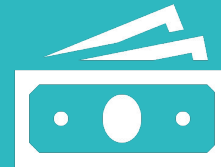
95%

No Social Security Number



85%

People of color



75%

< \$1k monthly income



48%

4+ members in household



# Still excluded, immigrants are struggling



## SACRIFICING BASICS



6 in 10 families skipped meals or bills

## DEPLETING ASSETS



1 in 2 families have used up savings & sold assets

## ACCRUING DEBT



\$2,000 in unpaid bills at the height of COVID-19

Data Source: MAF 2020 Immigrant Families Fund grant application & post-grant survey (n=11,677)



# **City of Coachella**

## **Immigrant Families Recovery Program**

# Helping Coachella families rebuild with dignity



## INCOME

150 families

\$400 per month

Unrestricted gift



## SERVICES

Financial coaching

Group workshops

Self-advocacy



## INSIGHTS

Engagement

Regular surveys

Share learnings

# Program Implementation



**PROGRAM PARTICIPANT OUTREACH**  
Website launch will support community engagement

**OPEN ENROLLMENT BEGINS**  
Self-assessment questions help pre-screen applicants

**APPLICATION PORTAL CLOSES**  
Program application will remain open for 30 days

**SHARING PROGRAM INSIGHTS**  
MAF team will share back relevant & timely learnings

**Questions?**

**Thank you!**

