

QUARTERLY NEWSLETTER: APRIL 2020 EDITION

The COVID-19 pandemic has resulted in increasingly dire economic consequences for local individuals and families, many of whom were already walking a financial tightrope. In response, United Way of Central and Northeastern Connecticut activated United Way Neighbors in Need, its disaster relief fund, which is providing community-based organizations with one-time awards to provide food, emergency assistance and childcare services to those most in need.

ELS is taking action by launching its first **Virtual Cooking Challenge and Social Media Blitz** to collect healthy, affordable recipes and raise emergency funds for those most affected by COVID-19.



ELS Virtual Cooking Challenge

Create Healthy, Affordable Recipes. Raise Emergency COVID-19 Funds.

Sharpen your cooking and presentation skills while making a positive difference for local families.

- Use ingredients that cost **less than \$15** to create a meal for four
- Record a video tutorial (2-5 min)
- Spread the word by posting your video and fundraiser to your social channels
- [Include the ELS team fundraising link](#) to raise emergency funds for our neighbors most affected by COVID-19

Participate in our Social Media Blitz (April 27-May 11, 2020) on [ELS' Facebook page](#) to qualify for a unique cooking experience with a celebrity chef!

ELS is collaborating with [Chef Xavier Santiago](#), on a cooking competition for three finalists at a to be determined date this summer. Chef Xavier is winner of the 2019 "[Chopped](#)" cooking competition television show and Executive Chef at Carbone's Prime in Rocky Hill.

How to qualify for the blitz:

Raise or donate \$100 to [United Way Neighbors in Need](#) (The first **\$500** raised will be matched by our sponsor, **ConnectiCare**.)

Submit your cooking tutorial to [Rebekah Castagno](#) by **April 24, 2020**

All qualifying videos will be posted to the [ELS Facebook page](#) on **April 27, 2020**

- [Set up your individual fundraising page](#)
- [Donate to the ELS team](#)

How to qualify as one of the three finalists:

- Accumulate the highest number of likes, comments, and shares to your video posted on the ELS Facebook page by **May 11, 2020**; the three finalists will be chosen by the posts generating the most activity.

For more information, [check out the FAQ guide](#).

Parkville Market Event

While this event has been postponed, we're discussing opportunities to partner now and in the future. We would like to reschedule in June and will keep you posted when a date has been confirmed. We're also exploring ways to partner around the Virtual Cooking Challenge. Stay tuned!

Volunteer Virtually: Do Something BIG for local families most affected by COVID-19

Check out our [virtual volunteer experiences](#), such as *Beyond the Bell: At Home Edition*, writing letters to elderly, students, and healthcare workers, and recording a video reading one of our recommended books. There are additional opportunities to donate much needed items as well as emergency funds to support individuals and families most affected by COVID-19 locally.

[VOLUNTEER](#)

ELS Case Competition

Due to the risks involved with large group gatherings, United Way Worldwide made the difficult decision to cancel the 2019 Fundraising for Impact Summit. We were scheduled to present the ELS Case Competition at this conference; however, United Way Worldwide is actively sharing content virtually. Many thanks to the talented staff at Comcast, our media sponsor, for compiling this recap video of the 2019 ELS Case Competition. ELS is targeting **April 2021** for the next competition and is eager to begin planning.

[WATCH](#)

We want to hear from YOU!

Coming together has never been more critical than it is right now. Let's brainstorm, share ideas, create, and act. These challenges are new to all of us. Please reach out and share your ideas with Rebekah Castagno at rcastagno@unitedwayinc.org.



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