



United Way of Anchorage

**FOR IMMEDIATE RELEASE**

Date: March 19, 2020

Contact: Jason Grenn

Senior Director, Marketing and Communications  
263-3823; [jgrenn@ak.org](mailto:jgrenn@ak.org)

## **ANCHORAGE CARES raises money to help those financially impacted from COVID-19 crisis**

**Anchorage AK** – United Way of Anchorage has started a swift, easy way to help our neighbors hit hardest by the closures and changes stemming from the coronavirus pandemic. You can [donate online](#) to the ANCHORAGE CARES COVID-19 Response Fund at [www.liveunitedanc.org](http://www.liveunitedanc.org) or text ANCcares to 41444.

Thousands of Anchorage workers lack sufficient savings to withstand a sudden loss in wages. With businesses, workplaces and schools shuttering as the pandemic unfolds, hourly, lower-wage workers will experience unprecedented financial hardship. This may be compounded by the disruption of services they may already rely upon like food supports or school-based services.

The fund will help provide a flexible source of emergency assistance to help families facing income loss due to the COVID-19 crisis. 100% of donations will go to meet Anchorage-area needs.

We'll work with our partner agencies and information gathered from [Alaska 2-1-1](#), United Way's statewide helpline that the Alaska Department of Health and Social Services has called on to steer people to help in the pandemic, for the most up to date information on the most urgent needs. Right now, it is rental assistance to stay housed, food and childcare.

"United Way will coordinate fundraising and support efforts with the broader philanthropic community to support families and the nonprofit agencies that support those families who too have been stressed by their losses due to disruptions from their job or other funding channels," said Michele Brown, President of United Way of Anchorage.

Uncertainty is the rule of the day. But we can still make a certainty of Alaskans' care and deliver help on time to those in need. That's what we're doing with ANCHORAGE CARES. Through earthquake, flood and fire, Alaskans have always helped our neighbors. We unite as a community to care for each other. We'll help one another through this pandemic too and show that ANCHORAGE CARES.

### **About United Way of Anchorage**

United Way of Anchorage is a community of donors, advocates, volunteers, and partners who work for the health, education and financial stability of every person in our community. LIVE UNITED.

[www.liveunitedanc.org](http://www.liveunitedanc.org)