



Coming Together

to Support Our Communities in Crisis

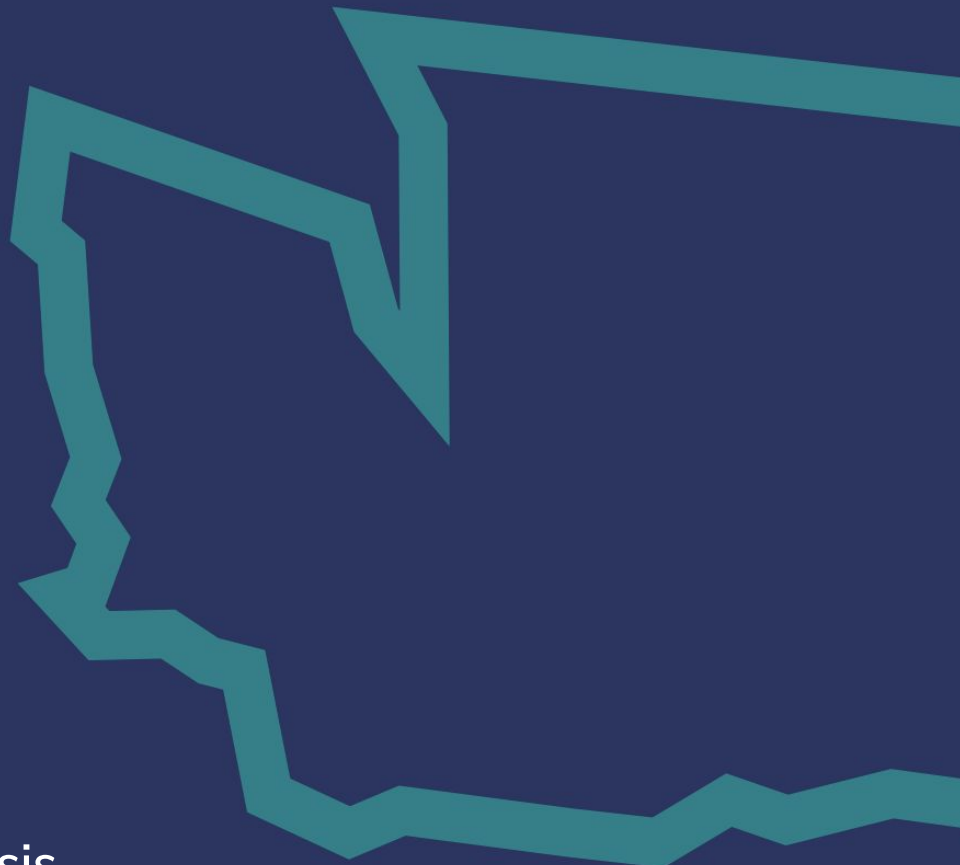


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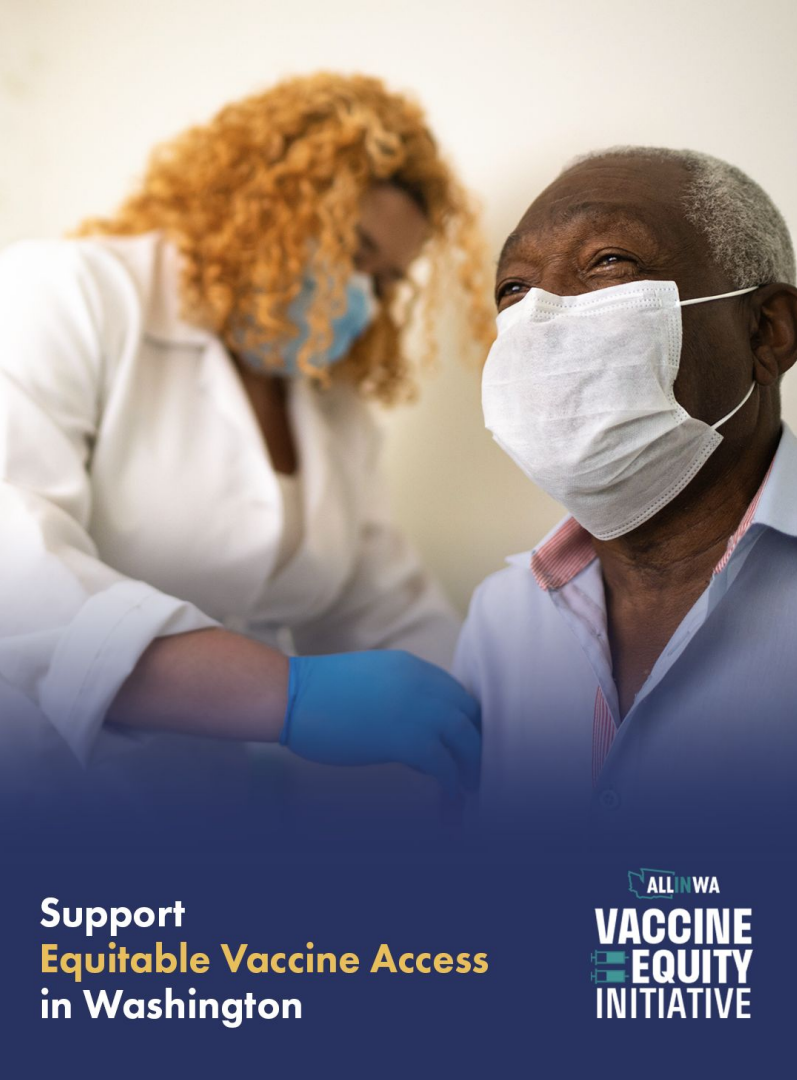
Intro

The COVID-19 outbreak hit Washington state early — and hit it hard. Millions of families and workers faced unimaginable hardship covering their basic needs and government resources were limited — from housing to food, digital access, childcare, to keeping their small businesses open, mental and behavioral health care, and ultimately, to equitably expanding vaccine access. Systemic inequities made it even harder for our Black, Indigenous, Pacific Islander, and Latinx (BIPOC) communities and rural residents to stay safe and healthy.

In response, the All In WA campaign was launched in May 2020 as an umbrella for WA COVID-19 relief efforts — to help connect community-led response efforts to donors and funders. The campaign was built off the early effort of **All in Seattle**, which brought together community members to deploy resources to nonprofit COVID-19 relief efforts. All In WA was modeled with equity as a central focus to uplift partners who specifically address racialized disparities and reduce systemic barriers to health, safety, and opportunity. **Thanks to our incredible community partners, donors, and supporters, All In WA exceeded its goal of \$100 million and raised more than \$110 million for COVID-19 relief for disproportionately impacted workers and families.**

The campaign's success is owed to every Washingtonian across the state who has contributed, mobilized resources, and led frontline relief efforts under the campaign. It made clear the critical role philanthropy and private sector partners can play in coordinating with government officials to identify and fill support gaps and direct resources to community-based organizations and leaders best equipped to lead relief efforts on the ground.

Together, we have demonstrated what is possible when we come together during times of crisis. Recovery is a long road, but it has been shaped by the generosity of everyone who has gone “All In.”



Support
Equitable Vaccine Access
in Washington

ALL IN WA
VACCINE
EQUITY
INITIATIVE

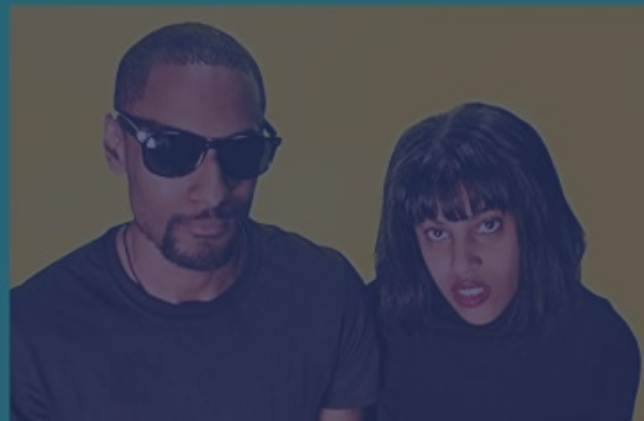
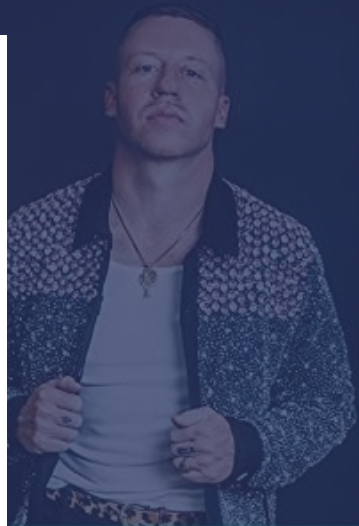
All In Washington | A Snapshot

- + Partnered with over **50 cause and community funds** across the state.
- + Leveraged a personal matching grant of \$50M by Amazon CEO Jeff Bezos, that matched donations received by cause and community funds from May to December 2020.
- + Launched the **Digital Equity Initiative** to address digital access gaps in public schools, the **Child Care Initiative** to expand affordable child care access, and the **Vaccine Equity Initiative** to promote equitable, safe access to COVID-19 vaccines.
- + Secured support of local corporate partners and leaders such as, the Ballmer Group (co-founded by Connie and Steve Ballmer), Ciara and Russell Wilson, Costco, the Kraken, the Mariners, Microsoft, OL Reign, Pemco Insurance, Perigee Fund (founded by Lisa Mennet), Pivotal Ventures (founded by Melinda Gates), Premera Blue Cross, Puget Sound Energy, the Seahawks, Starbucks Foundation, and Vulcan.
- + Executed the **All In WA: A Concert for COVID-19 Relief** in partnership with Amazon that featured prominent WA artists and influencers, garnered an estimated 1 million viewers statewide and raised \$48 million for COVID-19 relief.
- + Distributed flexible grants for emergency assistance, child care, youth behavioral health, vaccine access, and more via the All In WA COVID-19 Relief Fund, overseen by a **community advisory group** representing a diverse cross-section of community leaders.
- + Featured **8 cause funds** focused on child and family services, digital access, food insecurity, small business recovery, youth homelessness, and supporting undocumented families.

How Were All In WA Funds Raised and Directed?

Contributions raised through All In WA were rapidly, directly distributed to the featured cause and community funds that carried out their own response efforts in their communities.

The campaign did not determine or guide how these donations were spent once they reached the cause and community funds — rather, the campaign entrusted local community funds to make those decisions given their proximity to communities in need. As needs expanded and gaps shifted around issues like digital equity, child care, youth behavioral health, and vaccine access, All In WA evolved its focus and started specific initiatives to raise awareness and donations.

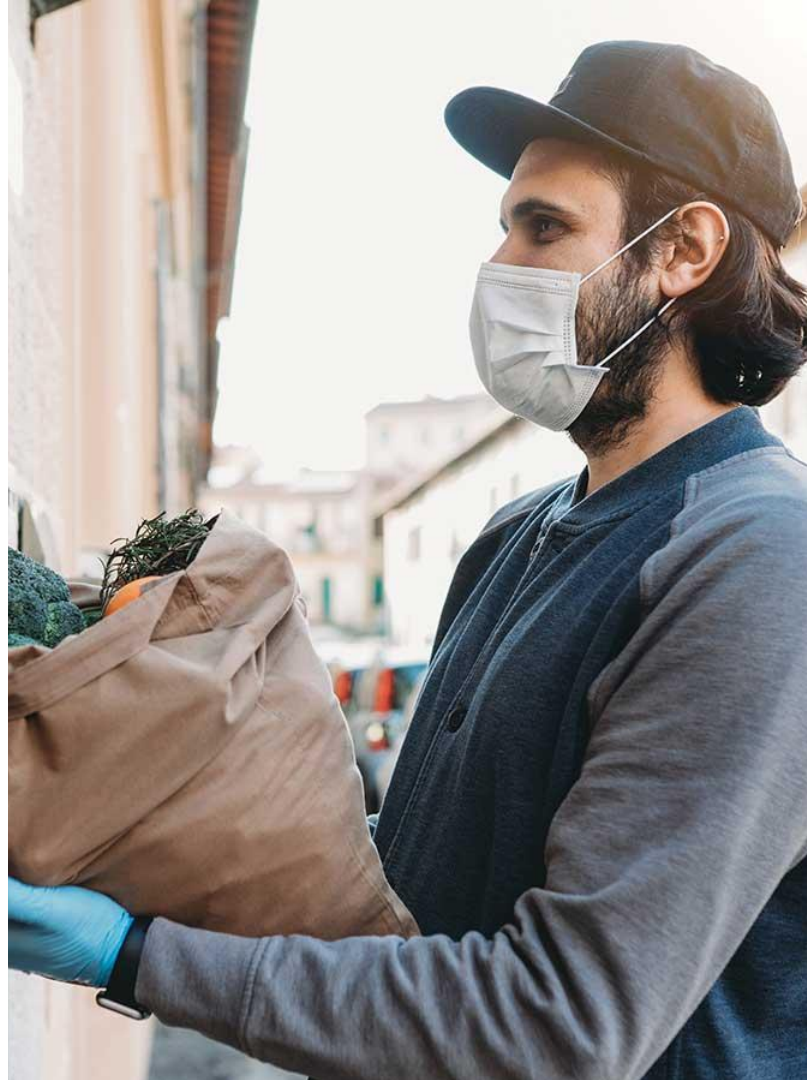


How Were All In WA Funds Raised and Directed?

Here is just a sample of the ways All In WA's initiatives and community partners made an impact

- + **Hunger relief** Raised over \$13.1 million through the WA Food Fund, directed to hunger relief agencies Food Lifeline, Northwest Harvest, and Second Harvest Safe Start Fund — to help ensure no child or family goes hungry during this crisis.
- + **Digital access** Dispersed over \$3.5 million in funding to public school districts across WA through the Digital Equity Initiative, to supply students with devices and Wifi connectivity necessary for remote learning and closing achievement gaps.
- + **Child care access** Invested over \$5.1 million to expand affordable child care access through the Child Care Initiative — specifically for remote, rural, and BIPOC (Black, Indigenous, and People of Color) communities and businesses who are disproportionately impacted by this crisis.
- + **Basic needs** Announced \$7.8 million in emergency flexible financial assistance around basic needs such as food, utilities, and rental assistance from the All In WA COVID-19 Relief Fund.
- + **Support for Black communities** Helped galvanize over \$12.3 million to bolster and celebrate the incredible resilience of the Black community through the Black Future Co-op Fund.

**This list does not add up to the total raised or distributed by All In WA. It is a sample of the ways the campaign and its partners applied funds towards specific causes.*



How Were All In WA Funds Raised and Directed?

Here is just a sample of the ways All In WA's initiatives and community partners made an impact

- + **Undocumented workers and families** Supported over 6,200 undocumented families statewide with emergency financial relief totaling over \$5.4 million through the COVID-19 Relief Fund for Undocumented Individuals in WA State.
- + **Tribal community relief** Backed the Na'ah Illahee Fund that distributed over 1,200 Indigenous food/care boxes and container gardens across WA to aid our neighbors in Tribal communities.
- + **Youth homelessness** Promoted the WA Youth and Student Homelessness Fund, which helped ensure youth and young adults experiencing homelessness were not left behind through \$2.9 million in relief funds that were awarded to 144 organizations, tribes, and schools across 21 counties.
- + **Vaccine equity** Facilitated equitable vaccine access in BIPOC, underserved, and rural and remote communities through the Vaccine Equity Initiative by awarding more than 240 community-based organizations with \$6 million in grant awards.

**This list does not add up to the total raised or distributed by All In WA. It is a sample of the ways the campaign and its partners applied funds towards specific causes.*



Help our
working
parents in
Washington



Key Milestones

- + Conceptualization and Launch of Campaign
- + All In WA: A Concert for COVID-19 Relief
- + Digital Equity Initiative
- + Child Care Initiative
- + All In WA COVID-19 Relief Fund
- + Vaccine Equity Initiative

KEY MILESTONES

Conceptualization and launch of campaign

When COVID-19 hit WA, community-led, community-focused relief efforts were initiated across the state to support disproportionately impacted workers and families. As urgent needs rose, it became clear that community efforts would benefit from more visibility and direct channels to funders and supporters across the state. In response, All In WA was launched as an umbrella platform under which community funds and foundations could directly receive donations.

Goals

- + The campaign aimed to raise awareness of the needs in our communities
- + Educate Washingtonians about how to step up and lead in supportive ways (particularly in the early stages of the pandemic)
- + Drive donations to community partners
- + Shape equitable recovery

SUPPORT OUR

COMMUNITY FUNDS

Communities across Washington State are facing unprecedented needs. Existing disparities are worsening as a result of the COVID-19 crisis. From Bellingham to Yakima, Seattle to Spokane, and Tri-Cities to Vancouver, you can help communities at the local level across the state by giving **directly to area community foundations** and United Ways through All In Washington.

You can also support the Indigenous and Native, Latinx, and LGBTQ+ communities in the region, by supporting the **Black Future Co-Op Fund, Latino Community Fund, Na'ah Illahee Fund, Potlatch Fund**, and **Pride Foundation**. Go All In by donating to communities you care about by exploring our Community Funds.

DONATE

Conceptualization and launch of campaign

Key success metrics & highlights

- + **Facilitated community-based engagement** through All In WA flag raisings throughout the state, which symbolized the support of all regions of Washington.
- + **AIWA launch was featured in broadcast and radio segments** throughout the day on [KING 5](#), [KUOW \(NPR Seattle\)](#), and [KAPP \(ABC Yakima\)](#) and included print coverage in the [Seattle Times](#), [Spokesman Review](#), [Bellevue Reporter](#), and the [News Tribune](#). Coverage featured [quotes](#) from donors, sponsors, and WA Governor Inslee to demonstrate widespread support for the campaign.
- + **Launched social media presence** on [Facebook](#), [Instagram](#), and [Twitter](#) to share activities, connect with supporters, and point followers to community and cause funds.
- + **Social channels were promoted to a statewide audience**, reaching over 1.6M people over the first month of the campaign, with 500,000 people reached over launch week alone.
- + **Social channels amassed nearly 8,000 organic followers** between platforms, building a valuable channel for campaign updates and engagement opportunities over the following year.
- + **Built a campaign website** with pages prominently featuring 52 community and cause funds with donation paths to both individual funds and the All In WA general fund.
- + **All In WA integrated with the Gates Foundation's [PowerOf.org](#)**, allowing supporters to give locally by dynamically guiding visitors to funds within their community or to specific issue areas. Site traffic spiked 1,000% on the day of the All In WA concert.
- + **Site promotion across social media**, email programs, earned media, and wide partner support brought wide awareness to the campaign, garnering nearly 50,000 page views over the first month of the campaign, with 27,000 page views on launch week alone.
- + **The rotating carousel on the homepage brought attention** to emerging needs and upcoming engagement opportunities such as the All In WA concert and the launch of new initiatives.

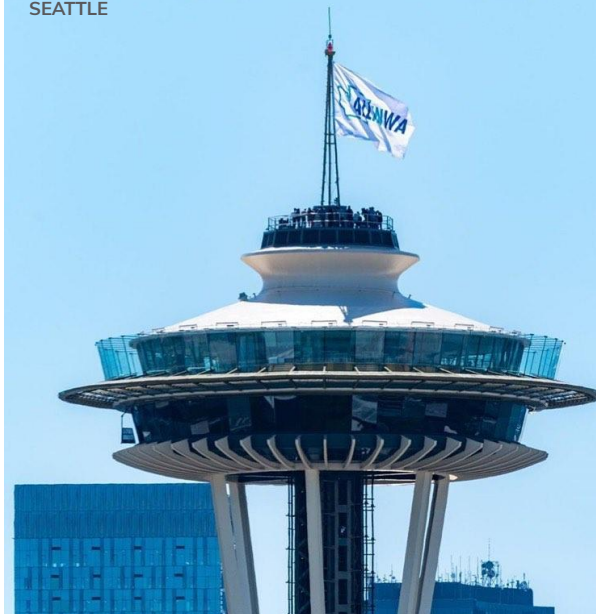
KEY MILESTONES

Conceptualization and launch of campaign

Community support

- + **Connected with community and cause fund partners** across the state who **shared photos** holding up All In WA signs, showcasing the regional and cultural diversity of campaign supporters and partners.
- + **Partnered with the Mariners to donate proceeds** from the sale of in-arena fan cutout purchases to All In WA as well as donations for every strikeout by a Mariner pitcher during home games. As a result, the Mariners raised \$80,000 for COVID-19 relief.
- + **Partnered with Theo Chocolate to produce an All In WA chocolate bar** that showcased artwork from the Chief Seattle Club, with all proceeds going to All In WA. Through social promotion with a network of micro-influencers, Theo Chocolate raised over \$27,000 for COVID-19 relief.

SEATTLE




SPOKANE



All In Washington Launch

Yakima Valley Community Foundation
May 28 at 9:32 AM · 🌐

With so many families struggling during this difficult time, we must continue to support one another. All In WA is a new emergency relief effort bringing Washingtonians together to address the needs of workers and families across WA state. Every gift is matched dollar for dollar. Show that you're #allinWA and donate today: www.allinWA.org



Pete Carroll @PeteCarroll

Honored to be a part of the "All in Washington" benefit concert on June 10 on @KING5Seattle and @PrimeVideo! @AllInWA2020

Jake Whittenberg @jwhittenbergK5 · May 27

BREAKING NEWS!
A relief concert to help dozens of Washington groups in coronavirus crisis will be broadcast EXCLUSIVELY on KING 5. Featuring... @davematthewsbnd @PearlJam @ciara @brandicarille @macklemore @PeteCarroll @allenstone @therealmix AND MORE! ... king5.com/article/news/h...

1:03 PM · May 27, 2020 · Twitter Web App

Governor Jay Inslee @GovInslee

I'm thankful to the many Washingtonians behind @AllInWA2020, to Jeff Bezos for matching donations and to all those who contribute.

COVID-19 has had a devastating impact on our state, and this funding will help many weather the storm. Together #WeGotThisWA.


All In WA @AllInWA2020 · May 27

With so many families struggling to meet their needs, how can we support one another?

All In WA is a new emergency relief effort bringing Washingtonians together to address the health, social, and economic impacts of COVID-19. Go #allinWA and donate at allinWA.org

3:56 PM · May 27, 2020 · Twitter Web App

soundersfc · Follow
Seattle, Washington



👍 🗨️ 📍

Liked by [nicolasloideiro](#) and 2,305 others

KEY MILESTONES

All In WA: A Concert for COVID-19 Relief

- + **The concert featured dozens of WA-based or WA-born artists** and influencers such as Russell and Ciara Wilson, Dave Matthews, Brandi Carlile, Macklemore, Washington Governor Jay Inslee, First Lady Trudi Inslee, as well as multiple private sector leaders. Performers included Bill Nye, Candice Wilson, Chad Charlie, Courteney Cox, Dove Cameron, Edouardo Jordan, The Head and the Heart, Jeffrey Dean Morgan, Jessica Dobson, Prometheus Brown, Joshua Karp, Ken Griffey Jr., Mark Diamond, Mimi Jung, Nancy Wilson, Noah Gundersen, Rainn Wilson, Ryan Lewis, Sleater-Kinney, Travis Thompson, Dave Matthews, Macklemore, Pearl Jam, Brandi Carlile, Ciara, Allen Stone, Ben Gibbard, The Black Tones, Joel McHale, Mary Lambert, Pete Carroll, Russell Wilson, and Sir Mix-A-Lot. The virtual concert performance was produced by the talented Jason and Jenny Koenig and Anonymous Content.
- + **The concert was live-streamed through the website, which was structured with the concert in mind.** All In WA drummed up energy and drove attendance through media outreach to key broadcast and online/print outlets as well as coordinated organic social media and digital advertising, leveraging the support of WA influencers, concert talent, and high-profile sponsors such as Amazon.
- + **Amidst the ongoing protests against racial injustice, the concert also pledged solidarity with Black Lives Matter** and featured the [Black Future Co-op Fund](#) as a community partner working to support Black communities and invest in Black-led solutions for generational prosperity.
- + **In solidarity with artists impacted by COVID-19 and in conjunction with concert planning,** All In WA also released a [community statement](#) acknowledging the contributions of artists and the commitment to support them in light of the struggles they faced as a result of COVID-19.
- + **The full concert program can be viewed on [Amazon Prime](#).**

KEY MILESTONES

All In WA: A Concert for COVID-19 Relief

Key success metrics & highlights

- + **Garnered significant media coverage around concert announcements and Washington-based talent line-up.**
Notable coverage included [Seattle Times](#), [Rolling Stone](#), [Billboard](#), [Variety](#), and numerous local outlets.
- + **Paid social promoting the concert reached 2.1M** people across Facebook, Instagram, and Twitter over the weeks leading up to the concert. Digital billboards across Central Washington, Spokane, and Seattle promoting the concert garnered 3.4M impressions, while display ads targeting priority regions yielded an additional 1.1M impressions.
- + **A Facebook event page centrally congregated a community** of virtual concert attendees, reaching 1M people and drawing 38,000 event RSVPs and constant fan and supporter engagement throughout the live stream.
- + **1M people viewed the concert through the All In WA website** and broadcast partners King 5 and KONG, with the concert available to stream for free on Prime Video immediately after the live stream.
- + **Posts from concert talent and partners prior to and throughout the concert resulted in significant live stream social engagement**, with 700+ posts using the #allinWA hashtag to share reactions.

All In WA COVID-19 Relief Fund

The All In WA COVID-19 Relief Fund provided grants for community-based organizations ranging from emergency flexible financial assistance to youth behavioral health. Organizations financed by the Fund supported disproportionately impacted groups such as BIPOC, rural, remote, immigrant, and low-income communities. The Fund is overseen by a [community advisory group](#) that reflects the diverse community partners, expertise, and impacted populations across the state.

+ **\$7.8M** was awarded in grants for emergency flexible financial assistance. Funds were used to address a breadth of problems affecting Washingtonians, such as unemployment, housing and food insecurity, growing mental health challenges, loss of access to childcare, and a growing digital divide.

+ **\$2.115M** was awarded in grants for youth behavioral health. Funds were used to help nonprofit community-based organizations and tribal entities improve the behavioral health of young people by covering programmatic expenses, expanding social distancing and virtual program offerings, supporting youth-led, peer-to-peer programs, and more.

All In WA COVID-19 Relief Fund

For each initiative's grant cycle, All In WA compiled a blog post on the All In WA site, which acknowledged and described all grant recipients and coordinated social media posts between grantees to amplify impact stories.

- + While the grant awards served as critical resources community partners used to support their work, grantees still faced significant challenges in supporting their communities. Through owned and earned media tactics, we aimed to demonstrate the ongoing work of our partners and continue calls to action. As a result, All In WA elevated grantees into existing narratives.



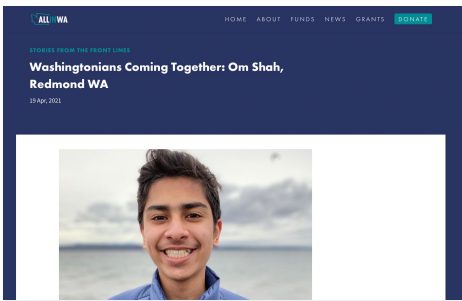
“Traditional grant funding has historically made things difficult for small CBO’s to properly do the work they set out to do. All in WA’s Emergency Flexible Financial Assistance grant has been a key support in allowing us to really steward the funding so that it directly reaches the families and individuals who need the support most while increasing staffing capacity focused on supporting our most impacted communities.”

Joseph Seia | Founder and Executive Director
Pacific Islander Community Association of Washington



“The pandemic has exacerbated these concerns. And for students without access to school buildings, ‘there’s no relief from that,’ said Sean Goode, executive director of King County-based nonprofit [Choose 180](#).”

‘Young people don’t have any place to go to get away, to reset, to experience something different.’



“For anyone who wishes to support their community during the pandemic, just realizing that your actions can have a possible impact is a significant step forward. It takes immense courage and drive to fight for change within our communities.”

Om Shah
a 14 year old student from Redmond, WA



“The cooperatively held Southwest Washington Food Hub (SWWA Food Hub) is working to combat hunger in the local community by providing weekly produce packed locally grown food boxes to those most vulnerable. In partnership with Washington State Department of Agriculture, SWWA Food Hub is providing weekly food boxes to those most affected in Thurston, Lewis, Pacific, Mason, and Grays Harbor county.”

All In Washington: A Concert for COVID-19 Relief

All In WA is 🥰 feeling inspired.
June 24, 2020 · 🌐

What a spectacular night! Thank you for tuning in and going All In WA. The live stream will be available on Amazon Prime for 30 days, and in the meantime...<https://www.youtube.com/watch?v=Sv9dX55bbe8&feature=youtu.be>
Donate to cause and community funds in your area at www.allinWA.org

👍❤️👏 913

Michelle Li @MichelleLTV

And the finale! @macklemore #AllinWa @KING5Seattle @JimVanDillen

JJ has one move, but I dig it.



0:03 5k views

8:20 PM · Jun 24, 2020 · Twitter for iPhone

7 Retweets 116 Likes

Pearl Jam @PearlJam

TONIGHT AT 7PM PT: Pearl Jam will support @AllinWA2020 and play #AllinWA: A Concert for COVID-19 Relief to benefit those most impacted by COVID-19.

Tune in on local Washington stations, stream on Allinwa.org or at 8pm PT on Amazon Prime Video:



Go All In To Help Washington State
Go to Go All In To Help Washington State.
📍 pj.lnk.to

10:00 AM · Jun 24, 2020 · TweetDeck

454 Retweets 1.1K Likes

Washington's concert event of the summer unites Seattle music royalty for coronavirus relief

June 18, 2020 at 6:00 am | Updated June 18, 2020 at 11:51 am



ALL IN WA
A CONCERT FOR COVID-19 RELIEF
PRESENTED BY amazon

MUSIC TALENT
PEARL JAM · SIR MIX-A-LOT · BRANDI CARLILE · BEN CIBBARD · SLEATER-KINNEY · MACKLEMORE · MARY LAMBERT · ALLEN STONE · DAVE MATTHEWS · THE BLACK TONES · BUDD · TRAVIS THOMPSON · PROMETHEUS BROWN · THE HEAD AND THE HEART · NOAH CUNDERSSEN · MARK DIAMOND · JESSICA DOBSON · & MORE!

SPECIAL GUESTS
DOVE CAMERON · PETE CARROLL · CHAD CHARLIE · CIARA · COURTNEY COX · KEN GRIFFEY JR · EDUARDO JORDAN · MIMI JUNG · RYAN LEWIS · JOEL MCHALE · JEFFREY DEAN MORGAN · BILL NYE · NANCY WILSON · RAINN WILSON · RUSSELL WILSON · & MORE!

JUNE 24, 2020

7PM PT: AVAILABLE ON WWW.ALLINWA.ORG & SELECT LOCAL WASHINGTON BROADCAST NETWORKS
8PM PT: AVAILABLE ON AMAZON PRIME VIDEO

prime video

macklemore · Follow

macklemore Join me and a great lineup tonight at 7pm PT for All In WA: A Concert for COVID-19 Relief, and consider supporting the Black Future Co-Op Fund, a first-of-its-kind fund to support Black led organizations and communities across WA state. Check out AllinWA.org to learn more! @AllinWA2020 @seattlefoundation

22h

animatedbyrob7 who is interested in a animated music video.


Liked by seattlefoundation and 12,750 others

22 HOURS AGO

Add a comment...

All In WA @AllinWA2020

Join us TONIGHT at 7pm PT to celebrate our State's resilience and support Washingtonians in need. Tune in on your local stations or livestream from anywhere on allinWA.org. After the show, you can catch the full performance on @primevideo at 8pm PT. #allinWA



JUNE 24, 2020 8PM PT
STREAM ON prime video FOR 30 DAYS

0:14 32.7K views

TONIGHT: All In WA: A Concert for COVID-19 Relief
Join artists and special guests as we come together to raise support for food security, unhoused youth, small businesses, and undocumented families across Washington. #allinWA

11:09 AM · Jun 24, 2020 · Twitter Ads

View Tweet activity

233 Retweets 307 Likes

KEY MILESTONES

Digital Equity Initiative

- + **To help close the digital divide and support the academic achievement of students, All In WA launched the Digital Equity Initiative** to provide public school students with access to devices and hardware, hot spots, and tech support necessary to attend school remotely. Funding was rapidly distributed through InvestED, a statewide nonprofit that partners with over 600 secondary schools across WA to provide need-based funding and improve student outcomes. All In WA amplified the launch using a combination of a [statewide press release](#), organic and paid social media, a blog series, and a landing page — resulting in notable social media traction and coverage in statewide, technology, education, and business outlets.
- + **All In WA leveraged the support of the Digital Equity Initiative's cross-sector partners** — including WA Governor Jay Inslee, Superintendent of Public Instruction Chris Reykdal, the Seattle Seahawks, the Seattle Kraken, Microsoft, Puget Sound Energy, and Washington STEM. Via press release quotes and coordinated social media posts, All In WA helped demonstrate widespread, cross-sector support from early donors such as F5 Networks and Auth0 — to help attract additional prospective donors.

Digital Equity Initiative

Your Donation Helps Washingtonians Connect Across The State

\$30 donation gives a Washington student a headset with microphone



\$145 donation gives a family Broadband internet access for one year



\$300 donation gives an elementary school student a tablet



\$700 donation gives a middle or high school student a laptop computer





Digital Equity Initiative

Key success metrics & highlights

- + **Key donors included the Seattle Seahawks, Microsoft, and Puget Sound Energy.** In total, the Digital Equity Initiative has dispersed \$3.5 million to school districts across WA to help supply devices, Wifi access, and more.
- + **Microsoft donated 300 Surface devices, paired with a Seattle Seahawks Charitable Foundation donation of internet hotspots.** The Boys & Girls Club of King County supported virtual learning programs via their all-day programming at various locations.
- + **During launch week, the [Digital Equity Initiative landing page](#) and custom [Seahawks landing page](#) brought in a total of over 2,000 pageviews,** with strong traffic referrals through social media posts from the Seahawks.
- + **All In WA created a custom landing page on the All In WA site for the Seahawks partnership,** featuring Ugo Amadi holding an All In WA sign in support of the Digital Equity Initiative. To drive awareness and donations, the Seahawks shared posts from the partner toolkit and featured a text-to-give donor path for fans and supporters.
- + **All In WA curated a blog series named [Overcoming Digital Equity](#),** which exclusively profiled Digital Equity Initiative grantees and their work in closing digital inequities in rural and metropolitan areas. From interviews to opinion pieces, grantees were able to describe the issues they witnessed firsthand and make calls to action via the blog. The series can be viewed via the All In WA [“News”](#) page.


Digital Equity Initiative


 Seattle Seahawks 
September 2 · 🌐

We are proud to donate \$120K to the digital equity initiative, helping close the digital divide and provide technology and other resources to students in need.





Visit allinwa.org/seahawks to learn more or text GOHAWKS to 243725 to donate.

>> shwks.com/dehul





SEAHAWKS.COM 

Seahawks, Microsoft and Washington State Officials Team Up For New Digital Equity Fund





    854

143 Comments 21 Shares

 Seattle Seahawks 
@Seahawks




Replying to @Seahawks

What your donation to the Digital Equity Initiative provides students:

-  \$30 = header & mic
-  \$145 = 1 year of Broadband internet for 1 family
-  \$300 = 1 tablet
-  \$700 = 1 laptop

6:43 PM · Sep 8, 2020 · TweetDeck

15 Retweets 78 Likes

 2  15  78

Ugo Amadi Retweeted

 All In WA @AllInWA2020 · Sep 10

The @Seahawks + @UAmadi7 are going #allinWA to help close the digital divide for students across Washington!

Join the team by donating to the Digital Equity Initiative at allinwa.org/seahawks or by texting GOHAWKS to 243725. Your donation will be matched \$ for \$. #GoHawks



Donate to Help Washington Students Succeed

allinwa.org

  4  12  

Digital Equity Initiative

Puget Sound Energy sponsored a three-week ad campaign in the Seattle-Tacoma area raising awareness for the Digital Equity Initiative

- + **All In WA developed powerful creatives** that contextualized the impact of a donation on a student's experience while learning remotely during the pandemic.
- + **Ads reached nearly 1.1M people and drove over 3,500 clicks** to the Digital Equity Initiative landing page, where supporters could learn more about the fund and donate.

allinwa2020 Sponsored

Percentage of WA Students Without Access

22% —

15% —

In partnership with Puget Sound Energy
Data from Common Sense Media & IOD: "Closing the K-12 Digital Divide in the Age of Distance Learning Study"

Digital EQUITY

Learn More >

allinwa2020 Schools are returning and 22% of students lack adequate access to a high-speed internet connection. Support your community through the Digital Equity Initiative. Help close the digital divide in your school. #allinWA

allinwa2020 Sponsored

Digital EQUITY

\$30 —

\$145 —

\$300 —

\$700 —

In partnership with Puget Sound Energy **DONATE** >

Donate Now >

allinwa2020 What does it take to help a student in your neighborhood succeed? Donate to help local students succeed. #allinWA

Digital Equity Initiative

Notable Quotes

“School looks different this year, and we must ensure that each and every child has the tools they need to learn in a remote setting. **If we fail to close gaps in digital access, we risk leaving thousands of students behind.** Our approach is focused on addressing the systemic racial inequities in education and digital access that have been exacerbated by this pandemic — so that we serve our students most impacted by this crisis. As the need evolves, the fund will adapt its focus and approach.”

Joyce Walters
Executive Director of InvestED

“What is at stake is nothing short of the future of our kids — that is the bottom line. **For our communities of color, our Indigenous communities and families with low income, challenges with digital access are not new; they are just made worse by the pandemic.** The Digital Equity Initiative will make a tremendous difference in providing basic necessities to our students and closing digital disparities in our communities.”

Ben Small
Superintendent of the Central Valley School District
in Eastern Washington

Digital Equity Initiative

Seattle Seahawks @Seahawks · Sep 2, 2020

We are proud to donate \$120K to the digital equity initiative, helping close the digital divide and provide technology and other resources to students in need.

Visit allinwa.org/seahawks to learn more or text GOHAWKS to 243725 to donate.



Seahawks, Microsoft & WA Officials Team Up For New Digital Equity Fund
seahawks.com

4 34 232

InvestED @InvestEDWash · Sep 2, 2020

We're proud to partner with @microsoft @Seahawks @AllinWA2020 @SeattleFdn @waOSPI and others helping to ensure that WA's students have access to reliable internet & other digital resources this school year! geekwire.com/2020/microsoft... via @GeekWire #allinWA



Microsoft and Seahawks help lead new initiative connecting Washin...
As the vast majority of Washington's kids are returning to school this month via Zoom conferences and online assignments, a statewide ...
geekwire.com

3 9

Seattle Kraken @SeattleKraken · Sep 2, 2020

Today, our friends at @allinWA2020 are launching the Digital Equity Initiative to support students as they start the school year remotely by expanding access to reliable internet & other digital resources. #allinWA

Learn more & donate → bit.ly/AllinWA2020



Help Washington Students Succeed

DONATE ▶

8 56

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NEWS

Local Leaders Support New Digital Equity Initiative

Microsoft, Puget Sound Energy, Seahawks, and other leaders and organizations have teamed up to close the digital divide and support remote learning for students across the state.

GeekWire NEWS ▾ JOBS EVENTS ▾ RESOURCES ▾ ABOUT ▾ f t r YouTube

Trending: "We are airborne!" Stratolaunch sends the world's biggest plane on second test flight

Microsoft and Seahawks help lead new initiative connecting Washington students to remote learning

BY LISA STIFFLER on September 2, 2020 at 9:07 am

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Ongoing coverage of COVID-19, and its impact on Seattle and the technology industry. [See all of GeekWire's special coverage.](#)

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KEY MILESTONES

Child Care Initiative

- + All In WA launched the **Child Care Initiative** to expand access to **affordable, quality child care and bolster child care providers in the face of skyrocketing demand**. With a [statewide press release](#), landing page, earned media outreach, and organic social media coordination with donors, All In WA amplified the announcement to All In WA supporters and potential donors across the state. The Initiative prioritized support for families and child care business owners who are Black, Indigenous, and People of Color (BIPOC), as well as those located in rural and remote areas, given people of color and rural residents make up a higher percentage of the essential workforce and have been disproportionately impacted by COVID-19.



Child Care Initiative

Key success metrics & highlights

- + **The Initiative awarded \$2.875M in its first grants cycle and \$2.107M in its second round.** Funds were used to help child care businesses — both licensed Family Child Care Homes and licensed Child Care Centers - to close revenue gaps and provide financial aid to families, particularly essential workers who are not eligible for public subsidy.
- + **Key donors that supported the Child Care Initiative** included Ballmer Group (co-founded by Connie and Steve Ballmer), Pivotal Ventures (founded by Melinda Gates), Perigee Fund (founded by Lisa Mennet), The Why Not You Foundation (founded by Ciara and Russell Wilson), Puget Sound Energy, and Vulcan.
- + **Contributions to the Child Care Initiative totaled \$5 million.**
- + **Over launch week nearly 1,000 people visited the Child Care landing page**, with significant traffic referrals coming from partner posts on social media, and a [post](#) by Melinda Gates which yielded particularly high engagement.
- + **Coordinated launch posts with Ciara who posted organically on Instagram and drove \$9,000 in attributable donations.** All In WA leveraged this in an organic boost post to previous campaign engagers on social channels which raised an additional \$14,000 through small-dollar donations.

KEY MILESTONES

Child Care Initiative

Notable Quote

“The Child Care Initiative will help rebuild our child care industry — with an eye to helping BIPOC families and child care providers who have been systemically impacted by support gaps. **The bottom line is that we need to urgently direct resources to address this crisis** so no parent should have to struggle between their ability to secure care for their children and financially provide for their family’s needs.”

Deeann Burtch Puffert

CEO of Child Care Aware of Washington



Child Care Initiative

All In WA
@AllInWA2020

How Will You Give This Winter? Let's celebrate everyone who has sacrificed and stepped up by going #allinWA.

Donations made by 12/31 are matched \$ for \$. Find a cause close to your heart to support at allinwa.org/donate/

ALL IN WA



"The Child Care Initiative will help provide relief to families and mostly female business owners who have been facing what seem like insurmountable odds."

CIARA

0:03

Donations Made By 12/31 Are Matched Dollar For Dollar
allinwa.org

5:26 PM · Dec 30, 2020 · Twitter for Advertisers (legacy)

Ballmer Group
@BallmerGroup

"Now is the time for leaders across our public, private, & philanthropic sectors to step up & urgently direct resources to our child care industry so that families are not left to weather this crisis alone." -Connie Ballmer

2:59 PM · Nov 17, 2020 · Twitter Web App

2 Retweets 1 Quote Tweet 17 Likes

Ballmer Group @BallmerGroup · Nov 17, 2020

Replying to @BallmerGroup

Get to know @allinWA2020, whose work is helping expand access to #childcare for #WA families through its Child Care Initiative. allinwa.org/child-care-ini... #AllInWA



ALL IN WA

ALL IN WASHINGTON FUND

CHILD CARE INITIATIVE

Child Care Initiative - All In WA - Support Parents and Providers
ALL IN WA's Child Care Initiative will provide vital resources to expand access to affordable child care for working parents with th...
allinwa.org

Melinda French Gates
November 17, 2020

For families across the country, affordable, reliable child care is out of reach—especially during this pandemic. Child care shouldn't be a luxury for some. It should be available to all. Here in Washington state, the [All In WA](#) Child Care Initiative will help expand access to more families in need.



ALL IN WA

ALL IN WASHINGTON FUND

Child Care Initiative - All In WA - Support Parents and Providers
ALL IN WA's Child Care Initiative will provide vital resources to expand access to affordabl...

306 Comments 170 Shares

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ALL IN WA aims to raise \$10 million to expand child care throughout the state

Posted: November 17, 2020 6:32 PM
by Dru Miller



KAPP KVE5 ALL IN WA LAUNCHES CHILD CARE INITIATIVE
WASHINGTON STATE

UNTIL 12/14 WASHINGTON INDOOR CHURCH - 25% OCCUPANCY

5:01 PM

5:01 PM

5:01 PM

KEY MILESTONES

Vaccine Equity Initiative

- + **To expand equitable access to vaccines in communities disproportionately impacted by COVID-19, All In WA launched the Vaccine Equity Initiative.**

The Initiative targets and streamlines funds to trusted community-based organizations that are serving BIPOC and rural communities and can conduct linguistically and culturally-specific vaccine education and outreach, as well as safely facilitate mobile and pop-up vaccine clinics for those who want to get vaccinated.



Vaccine Equity Initiative

Key success metrics & highlights

- + **\$2.8M** was distributed from the Vaccine Equity Initiative's first grant cycle, nearly **\$400,000** from the second round of grants, nearly \$600,000 from the third round of grants, and \$2.1M from the fourth round of grants. Funds helped organizations expand their capabilities and reduce barriers to safe vaccine access, from developing localized vaccine distribution programs with pop-up sites, mobile clinics, and door-to-door outreach, to providing technical assistance for community members facing language, mobility, or digital barriers.
- + **To raise awareness, demonstrate widespread support for the initiative, and attract donors**, All In WA hosted a press conference and issued a [statewide press release](#) in partnership with the offices of WA Governor Jay Inslee, King County Executive Dow Constantine, and Seattle Mayor Jenny Durkan. Over 25 outlets from across the state attended, including regional outlets and ethnic media outlets in the King County region. The conference was streamed on KING 5 and KIRO 7's YouTube and Facebook channels.
- + The full press conference can be viewed [here](#).



- + **The press conference featured speakers representing communities most impacted and the broad support of leadership behind the cause.** Aside from the Governor, King County Executive, Seattle Mayor, and Seattle Foundation President Tony Mestres, speakers included the following All In WA community partners — who all spoke to the systemic inequities and historic barriers impeding vaccine access.

Vaccine Equity Initiative


Key success metrics & highlights

- + **The Vaccine Equity Initiative launch was well covered on the local and regional level** while also reaching diverse, community-focused media outlets. Notable coverage includes [Seattle Times](#), [KING 5](#), [KIRO 7](#), [Spokesman-Review](#), and [South Seattle Emerald](#). The initiative and its grants were later covered in an extensive feature in [Inside Philanthropy](#).
- + **All In WA coordinated the launch of the initiative with a series of organic posts** and amplification of posts from partners across Facebook, Twitter, and Instagram.
 - Tagged and reposted announcements from elected officials including Governor Jay Inslee and Mayor Jenny Durkan.
 - Uplifted posts from corporate partners with significant organic reach including Starbucks and Premera Blue Cross.
- + **Followed up announcement for the Initiative with a series of social posts** sharing new rounds of grant applications and announcing grant recipients on a rolling basis. To ensure followers and supporters saw the local impact of their donations, we included paid boost budgets, uplifting these announcements to 52,000 supporters and previous campaign engagers on Facebook, Twitter, and Instagram.

Vaccine Equity Initiative

Public-private 'vaccine equity' fund aims to bring doses to Black and brown communities in Washington state

Statewide vaccine equity efforts could see a philanthropic boost



All In WA
@AllInWA2020

The first round of our Vaccine Equity Initiative has been distributed!

- ★ >\$2.8M awarded to 111 community-based orgs across the state.
- ★ Prioritized orgs serving BIPOC & rural communities, immigrants, refugees, & agricultural workers.

12:25 PM · Apr 22, 2021 · Twitter Web App

Washington fund aims to boost COVID-19 vaccine equity in BIPOC, rural communities

Washington's new Vaccine Equity Fund partners with community-based organizations to vaccinate communities hit hardest by COVID-19.

Inside Philanthropy ISSUES PLACES BLOGS

In Washington State, Funders Get Behind a Campaign to Improve Vaccine Equity



Premera Blue Cross
@premera

BIPOC Washingtonians disproportionately impacted by #COVID19 are facing barriers in accessing the #COVIDvaccine. Premera is proud to partner with @allinwa2020's Vaccine Equity Initiative to quickly increase safe access to vaccines and information. bit.ly/3qnS3pv #AllInWA



Starbucks News
@StarbucksNews

Just launched: The All In WA Vaccine Equity Initiative aims to raise \$15M to match government dollars for equitable vaccine outreach and education for communities disproportionately impacted by COVID-19. Read more about The Starbucks Foundation's support:

All In WA @AllInWA2020 · Feb 15

Our state can only recover from #COVID19 when vaccines are accessible to all. The new Vaccine Equity Initiative aims to increase resources and safe access within our hardest-hit communities.

Learn how you can go #AllInWA: allinwa.org/vaccine-equity...



12:36 PM · Feb 15, 2021 · Twitter Web App



Mayor Jenny Durkan ✓
@MayorJenny

All In Washington and the philanthropic sector are coming together at a critical moment to provide our community-based organizations with the resources needed to help ensure an equitable distribution of the vaccine.

All In WA @AllInWA2020 · Feb 15

The Vaccine Equity Initiative will distribute funding to trusted community-based orgs to increase vaccine education & access for every Washingtonian. Thank you to @GovInSlee, @MayorJenny, and @kcxec for your support.

Learn more at: allinwa.org/vaccine-equity... #AllInWA

1:45 PM · Feb 15, 2021 · TweetDeck

2 Retweets 1 Quote Tweet 21 Likes



Mayor Jenny Durkan ✓ @MayorJenny · Feb 15

Replying to @MayorJenny

At the City, we are deeply committed to ensuring our BIPOC and immigrant and refugee communities have equitable access to the vaccine. Those who have been hit hardest by the pandemic should be the first to get vaccinated.

8 3 7

NEWS



All In WA Announces 4th Round of Vaccine Equity Initiative Grants

>\$2.1M (bringing total grant awards to over \$5.9M) to community-based organizations to help reduce barriers to vaccine access in disproportionately impacted communities.

FEATURED, NEWS

Fourth Round of Vaccine Equity Initiative Grants Awards \$2.1M to Organizations Across

What's next?

- + **We are proud of the collective impact we've made together, having brought together community partners across the state and raising over \$110M in COVID-19 relief.**

With an increasingly equitable vaccine rollout and an influx of federal support of localized efforts, we have achieved much of what we set out to accomplish when we launched a year ago. In light of this, we are now sunsetting the All In Washington campaign.

- + **We understand that the effects of the pandemic will be felt long after our state fully reopens,** so through this transition, we will continue to encourage local investment in our community-based partners who were always trusted leaders and resources in their communities. (You can view the list and continue to support them [here](#)).

- + **Seattle Foundation will continue to monitor and lightly steward the All In WA campaign presence**

The campaign's basic infrastructure will also be kept intact. That way, if our state faces another crisis of this magnitude, we can reactivate this coordinated, cross-sector structure that we now know works.

The Final Word

“While the pandemic brought on unprecedented loss and hardship, it also revealed what makes so many of us proud to call Washington home: **people coming together to help our neighbors in need in incredible ways.** The success of All In WA would not be possible without every single individual and organization who contributed, from Seattle to Bellingham to Yakima to Spokane to Tacoma to the Tri-Cities and more. And of course, to our community funds and foundations with whom we partnered — thank you for relentlessly leading relief efforts on the ground and helping our communities back on their feet. We’re proud of what we built together and what we’ve proved is possible during times of crisis. Now, we must look forward and each play an active role in shaping a safe, equitable recovery — one where our communities are even stronger and fairer than before.”

Kris Hermanns
Seattle Foundation

“The All In WA campaign demonstrated what is possible when we come together for our communities. It directed urgent resources to our hardest-hit workers and families — many of whom faced systemic inequities with basic needs, health, safety, and opportunity far before the pandemic. It helped elevate efforts led by organizations who have long served as trusted resources and leaders in their communities. Now, as our state reopens, we must remember that the pandemic’s impacts will be felt long after it subsides. **We must uphold the spirit of going “all in” for our neighbors and communities and continue to take action so that our communities are more equitable moving forward.**”

Jesus Hernandez
Family Health Centers

The Final Word

"Thanks for all of your support. We'll be announcing our first round of investments in the Black community, sharing organizations who will receive a total of \$1 million from our fund. We created WA state's first philanthropy that's by and for Black Washingtonians and we have a laser focus on making sure we play a role in turning systems of wealth and philanthropy on their head. **All In Washington has helped us to elevate our mission, to make sure we're letting donors know about our work and we want to thank many of you who have made it possible to be able to support the Black community during this critical time.** We were inspired by the uprising for racial justice, but our goal is simply to be good ancestors and to have a fund that will continue to invest in the Black community"

Senator T'wina Nobles
Black Future Co-op Fund

"To me, the speed of this effort has been incredible... **One of the most important legacies we could have from this effort is to continue to keep equity at the center of everything that we do.** If we do that, I think our community will be stronger for understanding each other, understanding the history of our state and the opportunity that we have in the future. Thank you to the Seattle Foundation for being the heart and soul of this work."

Jane Broom
Microsoft



Thank you

