

## NPDCSNJ Pandemic Relief Report - December 2020

In partnership with the Nonprofit Development Center of Southern New Jersey (NPDCSNJ), the United Advocacy Group (UAG) was able to successfully implement the proposed Learning Pods program at Hopeloft in Bridgeton. This has become a vital resource to local families as the school year has fluctuated between at-home and in-person learning with almost no reaction time allotted for parents. In addition to serving Bridgeton, we are currently in the process of opening a Learning Pod in Vineland at our partner site, Daniels Den Community Center. Now that Cumberland County has switched to online learning until at least mid-January, the need for a consistent, safe, and quiet learning environment for children outside of the home is more necessary than ever.

UAG is very grateful for the NPDCSNJ award, which allowed us to create high quality promotional materials and pay for online advertisements. We strategically promoted the Learning Pods in youth and family centric settings to increase visibility where it is most likely to get a response, including schools, popular community sites, and partner organizations. Facebook was utilized as the vehicle for online advertisements and was promoted across the board on all UAG project sites, as well as the Hopeloft networks accounts.

At our Bridgeton site, we currently serve three to five families per week during our operational hours from 8am - 2 pm, Monday - Thursday. In November, UAG polled our Vineland families to understand their current position and need for a Learning Pod. Many of our families stated that they would greatly benefit from the Learning Pod opening in Vineland. As such, we are now working with our Vineland site to develop a schedule that fits within their COVID-19 operational hours, as well as figuring out our staffing needs.

Thus far, we have been able to recruit a robust and well-trained staff to assist students with tutoring, technology support, and supervision. Our staff are AmeriCorps members assigned to serve at the Bridgeton Learning Pod multiple times per week, providing students with familiar faces and authentic relationships that heighten comfortability levels and increase student retention. We hope to recreate this same environment at the Vineland site when it opens in early 2021.

UAG would also like to express our appreciation for the opportunity to be a part of the Positive Pop radio show. This was a great experience and provided great exposure for UAG to the listeners of POP 99.9 FM.