



Contact: Stephen Chavez
310-486-4104
stephen@chavezpr.com

FOR IMMEDIATE RELEASE
April 22, 2020

COMMUNITY FOUNDATION'S NEW IDENTITY COMES AT CRITICAL TIME AMID CURRENT PUBLIC HEALTH CRISIS

In Response to COVID-19, Foundation Establishes Two Funds to Address Nonprofit Survival, Food Security, Childcare and Shelter

Riverside, CA – Flying under the radar for many years, The Community Foundation Board of Directors months ago realized it needed a new identity and greater visibility in the Inland Empire. The Foundation went to work creating a new name, logo, and website at (www.iegives.org).

What they did not expect was a global health crisis to hit right when they were going to announce this new name change.

“COVID-19 struck, and suddenly people found themselves out of work and struggling to feed and protect their families,” said the Foundation’s President & CEO Michelle Decker. “We informed our donors and supporters of our change around the holidays, but we hadn’t done much promotion externally because the website wasn’t ready. But we worked fast because online platforms are critical for raising much needed dollars to help families living in the counties of San Bernardino, Riverside, and the Coachella Valley.”

The Community Foundation is now the [Inland Empire Community Foundation](http://www.iegives.org) (IECF). The new identity reflects its ongoing work to strengthen communities in Riverside and San Bernardino Counties alongside its community of generous donors. IECF manages charitable assets of nearly \$113 million from more than 394 funds.

More than ever, community foundations are built for responding to crisis situations because they know where the help is needed and how to get it there. As such, the Foundation established the **IECF COVID-19 Resilience Fund** to respond to COVID-19. To date, the IECF COVID-19 Resilience Fund has raised \$350,000 from local donations and major corporate partners to address the negative impacts of COVID-19 on our region’s nonprofits and vulnerable populations. Donations can be made online here: www.iegives.org/covid-19

IECF is also managing the [IE Funders Alliance Rapid Response Fund](#) created in collaboration with the IE Funders Alliance of Riverside & San Bernardino Counties. The



[IE Funders Alliance Rapid Response Fund](#) has secured \$825,000 from local and regional funding partners, and most recently distributed \$482,500 to 36 local nonprofit organizations working on the frontlines of the pandemic. See list of grantees [here](#).

IECF is committed to working with grantees, local nonprofits, and service providers, fundholders, philanthropy, and government to identify the greatest needs and best resources for helping this community manage this crisis in the weeks and months ahead.

As IECF continues to collect donations, grants will be made to organizations in Riverside and San Bernardino counties based on an ongoing needs assessment through IECF and its partners. Some areas of concern include, food security, childcare, our homeless population, our undocumented and immigrant families, and overall nonprofit survival.

Founded in 1941, IECF is the oldest and largest community foundation serving the Inland region. Outside of community foundations that serve states, IECF operates in the largest geographic territory of any community foundation in the nation – more than 27,000 square miles.

The Inland Empire has 52 cities and towns and numerous unincorporated and rural areas, and a total population of 4.5 million residents. Within the region are sprawling suburbs, valleys, high-elevation and low-elevation deserts, and numerous mountain communities. Each place has its own distinct identity, demographics, strengths, and challenges, and yet as a large region, the Inland Empire is an identity shared by most.

Decker said, “COVID-19 is upending our world in countless ways. What we – our donors and nonprofits partners with us - do in the Inland Empire today will have a tremendous impact on our sense of the possible – the money we raise, the groups we support, and how we work together. We want our new identity to be remembered for helping us get through this struggle and setting us up for a better future.”

For more information or to make an online donation visit Inland Empire Community Foundation’s website at www.iegives.org

ABOUT THE INLAND EMPIRE COMMUNITY FOUNDATION

Founded in 1941, the Inland Empire Community Foundation (formerly the Community Foundation) is the oldest and largest foundation in Inland Southern California. We partner with individuals, families and corporations to help them achieve their charitable goals. Since inception, we have given out over \$100 million in grants and scholarships. For more information visit the IECF’s website at www.iegives.org. Be a part of our conversation on Facebook, Twitter, and LinkedIn.