



3146 E. Wier Ave, Room 34, Phoenix, AZ 85040  
PO Box 8814, Phoenix, AZ 85066  
EIN: 74-2383678

*Mission: Unlimited Potential ignites pride, dignity and unity through education and advocacy*

March 20, 2020

**TO:** Unlimited Potential Funders and Supporters  
**FROM:** Emma Viera, Executive Director  
**RE:** Covid-19 virus and Unlimited Potential

### **WE ARE OPEN AT UNLIMITED POTENTIAL AND CONTINUE TO SERVE OUR COMMUNITY**

Unlimited Potential is meeting the needs of our community during this crisis. We are sharing and disseminating health messages about the virus and ways to reduce risk of infection. We have implemented on-line, live education videos on risk reduction measures, including effective handwashing, how to cover your cough or sneeze, and recipes for fresh produce. In addition, we have activated four food distribution centers for fresh produce from the Spaces of Opportunity community garden.

**Farmers Market Update:** The Saturday Farmers Market at Spaces of Opportunity (SOO) will remain open. Special market activities and workshops have been cancelled and other precautions will continue to be in place. The market will be available for fresh produce every Saturday, from 9:00 AM until 1:00 PM.

**Food Security:** There will be a number of resources available to help community residents find food. The need for food and produce will grow as the Covid-19 response continues. Fresh Connections has coupons to distribute. The distribution site at Mountain Park Health Center will be moved to Brooks Academy to minimize exposure risk. In addition, other distribution options will be needed to accommodate our seniors, students, and families. We will also need to address produce handling concerns and issues.

**Community Partners:** We are working with our community partners to solve food shortage issues and provide help to our community during this time. Our Spaces of Opportunity (SOO) partners are Tiger Mountain Foundation, Roosevelt Elementary School District, Orchard Community Learning Center and Desert Botanical Garden. Together with the Arizona Heart Association and our SOO partners, we are increasing our ability to reach families that will need food during the coming weeks.

Unlimited Potential is a non-profit 501 (c)(3) organization. Tax id number is 74-2383678. UP's Qualifying Charitable Organization (QCO) tax number is 20297. Donations may be eligible for Arizona tax credit.



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**Emergency Response Plan:** We have brainstormed the following emergency measures that we can implement immediately. Other activities or processes may arise in the future.

- Provide a Fresh Connections pick-up location at selected area schools to provide breakfast and lunch boxes to students who rely on school for their meals. The totes will be pre-made, include a recipe and be valued at \$8.00 each. Unlimited Potential Community Health Workers will deliver totes to the distribution sites.
- Add a Fresh Connections pick-up location at the Saturday SOO Farmers Market location. Pre-made totes will be available with the same \$8.00 value.
- Create a Fresh Connections pick-up location at Brooks Academy for \$8.00 pre-made totes. This action will create an alternative to the Mountain Park Health Center site currently in use.
- Provide produce in bulk to our senior friends to distribute as needed at their location.

**TOGETHER WE WILL FACE THIS EXTRAORDINARY SITUATION WITH CARING AND INNOVATION**

*Funding limitations may curtail our ability to meet all the needs for assistance in our community. We thank you for your past support and would very much appreciate having you join with us in this time of unprecedented need.*

**HOW YOU CAN HELP**

- Please consider a donation of \$10.00 to purchase fresh food for one family for one week. Our goal is to raise \$5,000 to ease the effects of this crisis on our south Phoenix families for five weeks.
- If you would like to help pack food totes, please contact our office at 602-305-4742.

YES, I want to help. Please contact me about food tote packing at phone \_\_\_\_\_

Name \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

\_\_\_ Check Enclosed, payable to Unlimited Potential Inc.

\_\_\_ Charge my credit card # \_\_\_\_\_ Amount \$ \_\_\_\_\_

\_\_\_ AMEX \_\_\_ MasterCard \_\_\_ VISA \_\_\_ Discover

Expiration Month/Year \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_

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