‘More than Money’ Philanthropy—Digital Access for All

CHERI CORYEZA, THE PATTERSON FOUNDATION
More Than Money - Philanthropy
Digital Access for All

PHILANTHROPY LEADS CONFERENCE
SEPT. 27-29, 2022 | INDIANAPOLIS

Presented by Goelzer Investment Management

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The Patterson Foundation

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Digital Access For All, Initiative Manager
Aspirations to Action, Initiative Manager
The Patterson Foundation
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Setting the Stage for the session

- Live the possibilities - More than Money – Philanthropy
- Who is in the BIG TENT?
- Consider opportunities of Strengthening Impact
- Drive impact going Beyond the Check
- Collide with the Digital Divide
- Be a Digital Navigator in search of the Three Essential Elements
- Show me the Money, who’s funding Digital Access
- Nationwide - who else cares about Digital Access for All?
- Sharing our cookies, resources and learnings
- A recipe for Success in Connectivity
Strengthening Those Around Us

The Patterson Foundation strengthens the efforts of people, organizations, and communities in ways that foster wide participation.

- **People**: Guided by individual values, experiences, and expertise, people engage in the world beyond themselves to create positives.
- **Organizations**: Organizations are collectives — each with a mission focus to build a vibrant society.
- **Communities**: Through the collaborative efforts of people, businesses, nonprofits, government, and the media, we can achieve greater impact toward community thrivability.

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Suncoast, Florida

- Regional
- 4 County Area
- 1.1 million Residents
- Suncoast of Florida
  - Charlotte County
  - DeSoto County
  - Manatee County
  - Sarasota County
Digital Access for All

Strengthening the Impact
Strengthening the Impact  
The Giving Challenge

- Raised - $16,017,021
- Donors - 46,283
- In 24 Hours
- TPF Matching $6,149,105

Presented by the  
Community Foundation of Sarasota County

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Strengthening the Impact
Season of Sharing

- TPF Contributes $100K when community contributes $500K
- Raised $34 million
- TPF Matched $7 million
- 2,000 + Donors

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Strengthening the Impact

THIS BOOK IS COOL

• Suncoast Summer Reading challenge
• 9,210 Children Participated
• 186,648 Books Read
• 90 Summer Programs
• 3,000 + Families Served
Strengthening the Impact Remake Learning Days

- 145+ Free Hands-On Learning Experiences for Children and Families
- 10,000 Individuals Attended
- In the Suncoast Region
  - Charlotte County
  - DeSoto County
  - Manatee County
  - Sarasota County
Strengthening the Impact
Patriot Plaza

• $12 Million + Project Honoring Veterans and their Families
• First Partnership Between Private Philanthropy and National Cemetery Administration

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More Than Money: TPF’S Approach
The DA4A Journey

- Exploration
- Local/Regional/National Perspectives & Viewpoints
- Focus on ALICE Households
- Two Critical Questions:
  - “Who else cares?”
  - “What are the possibilities?”
The Digital Divide

• The gap between demographics and regions that have access to modern information and communications technology (ICT), and those that don’t or have restricted access.

• Causes:
  o Low literacy
  o Low Income Levels
  o Geographical Restrictions
  o Low motivation to use technology
  o Lack of access to technology
  o Lack of digital skills/literacy
The Three Essential Elements

- Connectivity
  - Availability
  - Affordability
  - Reliability
  - Speed

- Skills/Support
  - Digital Literacy
  - Skills-Building
  - Ongoing Support

- Devices
  - Capability
  - Affordability
  - Accessibility

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Learning

- Researching documentation
- Synthesizing the following key themes:
  - Digital access is a basic necessity.
  - Digital access requires three essential elements: Connectivity, devices, and skills and support.
  - Digital access is hindered by barriers such as cost, awareness, and access.
  - Digital access for those underserved and disconnected is possible as shown by efforts underway.
Sharing

- Disseminating learning
  - website, blogs, newsletters, webervations, webinars
- Creating the DA4A Resource library
  - PDFs, online articles, online courses, affordable services flyers, etc
  - 11 keywords, including but not limited to:
    - Community/Regional Connectivity, Devices
    - Digital Skills & Training, Education
    - Health, Federal/State Government
  - 175+ Curated reports and resource shared

- **Resource Library - The Patterson Foundation**
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Convenings - Our Big Tent

- SRQ (Sarasota/Manatee) Collective
- Connecting Community-wide Leaders
- Collaborating with Organizations
- Caring about Families through SCGLR
- Creating Collaborative Solutions
- Contributing to a Regional Perspective
- Embracing Technology for All
Convenings - Our Collaborative Campfires

CONVENING

- Economic Development Leadership
- Regional Library Directors
- School District Technology Departments
- Digital Services Providers
- Local Government Officials
- State Office of Broadband
- National Digital Equity Partners
- Technology Business Leaders
- Foundation Partnerships
- Senior & Veterans Serving Organizations

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Question? Comments? Reactions?

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Digital Access for All

Digital Navigators

THE PATTERSON FOUNDATION
About Digital Navigators

• Emerged nationally as an agnostic role to support those impacted by the digital divide
  o agile, community-based customer service touch point
  o trained to help consumers select from low-cost internet plans, choose the right affordable computing devices to suit lifestyles, and either directly provide or provide access to digital literacy training and advancing digital skills
• Digital Navigator training is an allowable ARPA expense
About TPF Digital Navigators

• A custom training course sponsored by TPF was developed

• 2 cohorts completed 6 nonprofit organizations certified

  ✓ 20 Digital Navigators certified in the 4-County region
  ✓ Digital Navigators assist with ACP enrollment, devices and skills training referrals.
  ✓ Digital Navigators can assist anyone by calling the agencies listed. You do not have to be a consumer of theirs.

• Cohort 3 nonprofit organizations being recruited
Digital Access Services Matrix

- Phase 1: Initial data collected, and bugs fixed
- Phase 2: Extend invitations to organizations throughout 4-county area
- Identify gaps in services
- Need input from all
- Don’t know what the matrix is? Email KLouisTPF@gmail.com

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**Digital Access Services Matrix**

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Primary Contact Person</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
<th>Populations Served</th>
<th>Literacy Needs</th>
<th>Overall Access to Technology</th>
<th>Additional Needs Noted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Library</td>
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<td>Libraries</td>
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<td>Community Colleges</td>
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<td>Makerspaces</td>
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<td>Nonprofits</td>
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<td>Local Government</td>
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<td>Healthcare</td>
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<tr>
<td>Other</td>
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Digital Access Services Matrix

A Step-by-Step Guide to the Digital Access Services Matrix

Generously supported by The Patterson Foundation

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Support – Programs in place
Affordable Connectivity Program

2 Steps to Enroll:

- Go to [ACPBenefit.org](http://ACPBenefit.org) to submit an application or print out a mail-in application.
- Contact your preferred participating provider to select a plan and have the discount applied to your bill.
## Emergency Broadband Benefit Vs Affordable Connectivity Program

<table>
<thead>
<tr>
<th>Components</th>
<th>Emergency Broadband Benefit (3.2 Billion)</th>
<th>Affordable Connectivity Program (14.2 Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>Temporary</td>
<td>Long-term</td>
</tr>
<tr>
<td>Maximum Monthly Benefit</td>
<td>$50 per month households</td>
<td>$30 per month</td>
</tr>
<tr>
<td>Maximum Monthly Benefit (qualifying Tribal lands)</td>
<td>$75 per month households</td>
<td>$75 per month households</td>
</tr>
<tr>
<td>Eligibility: Federal Poverty Guidelines</td>
<td>Has an income that is at or below 135% of the Federal Poverty Guidelines</td>
<td>Has an income at or below 200% of the Federal Poverty Guidelines.</td>
</tr>
<tr>
<td>Eligibility: Assistance Programs</td>
<td>participates in certain assistance programs, such as SNAP, Medicaid, or Lifeline</td>
<td>participates in certain assistance programs, such as SNAP, Medicaid, or Lifeline, receiving WIC benefits</td>
</tr>
<tr>
<td>Eligibility: Substantial Loss or COVID-10 Program</td>
<td>Experienced a substantial loss of income due to job loss or furlough since February 29, 2020 and the household had a total income in 2020 at or below $99,000 for single filers and $198,000 for joint filers; or meets the eligibility criteria for a participating provider's existing low-income or COVID-19 program.</td>
<td>Households will need to requalify for the Affordable Connectivity Program if they qualified for the Emergency Broadband Benefit due to a substantial loss of income due to job loss or furlough since February 29, 2020 or by meeting the eligibility criteria for a participating provider's COVID-19 program.</td>
</tr>
</tbody>
</table>

*Note. Households enrolled in the Emergency Broadband Benefit Program as of 12/31/21 will continue to receive their current monthly benefit until 3/1/22.*
Suncoast Digital Navigators Network

Cohort #1:

Cohort #2

Contact: Margie Genter, margie@gimi.org
Main Phone: 941-355-2721
@GoodwillFL

Contact: Lisbeth Oscuvilca, lisbeth@unidosnow.org
Main Phone: 941-256-0625
@UnidosNow

Contact: Brent Giangregorio, BGiangregorio@mywrc.org
Main Phone: 941-727-6797
@_myWRC

Contact: Theresa Collins, tcollins@easterseals-swfll.org
Main Phone: 941-355-7637
@eastersealsswfll

Contact: Neirda Thompson-Pemberton, funducation@outlook.com
Main Phone: 941-281-5813

Contact: Angela Hemstreet, angelahemstreet@goodwillswfl.org
Office: 941-255-3884
Cell: 239-823-9158
@goodwillswfl

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Casa Santa Marta ACP Enrollment Event

Event Summary:

- Offered in English and Spanish (5) interpreters
- (24) residents pre-scheduled
- (23) residents attended their appointments
- (7) residents approved on site for ACP
- (2) residents pending approval of ACP
- (5) residents received tech assistance
- (5) DA4A Team members assisted
- (4) Digital Navigators on site at event
- One-hour average contact time per resident

Special thanks to: Michele Lubrano, Antionette Johnson, Sue Berger, Jake Strawn and Sandra Beltran
Question? Comments? Reactions?
Telehealth and Teletherapy Project
What is Telehealth & Teletherapy?

Let’s start by defining some terms!

- Telehealth is “the provision of healthcare remotely by means of telecommunications technology.”

- Teletherapy is similarly defined as “when people receive therapy for mental health issues digitally, usually by videoconferencing.”

Question of the Day: Have you used telemedicine or teletherapy services? And if so, how did you feel about it? How important do you feel equitable access to telemedicine and teletherapy is to our community?
Why now; why this?

- The Covid-19 pandemic heightened the awareness of telemedicine or teletherapy services
- Access to telemedicine is difficult without means for the service itself or a digital device
- There are many benefits of telehealth and teletherapy services
- The Patterson Foundation – Digital Access for All Initiative has embarked on a research project to study the awareness of this service and we begin with collecting data.

Take the survey [here](#).
National Philanthropy Scan Report
Why Are Funders Called to Action to Close The Digital Gap?

• By 2030, half of the workforce in the U.S. will be working remotely.

• While the government will make one of the largest investments in nationwide broadband, the investment will not fully fund new, innovative, experimental, and sustainable connectivity needs.

• Until 2020, .04% of overall philanthropic dollars in the U.S. were invested in Digital Access.

• Regardless of a foundation’s mission, addressing the pressing concerns of digital access and inclusion will touch everything we do as a society.
Purpose:
• Unearth where funders are invested in Digital Access and gain perspective on their strategies, approaches, successes, and challenges.

Approach:
• Interviewed over 30 funders and organizations about their work in Digital Access, Equity, and Inclusion, gathering an immense amount of knowledge of and insight into their work on local, regional, national and international levels.

Sharing Knowledge:
• Sharing knowledge far and wide to strengthen people, organizations, and communities is a core tenet to TPF’s approach and work. The insight TPF gained from these insightful interviews has shaped and evolved how our team approaches Digital Access. We recognize the enormous value our findings will have for the greater Digital Access community and thus, we are sharing them widely.
### Funder Missions That Touch Digital Access

<table>
<thead>
<tr>
<th>Missions</th>
<th>Missions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Workforce</td>
</tr>
<tr>
<td>Theater</td>
<td>Vital services</td>
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<tr>
<td>Arts</td>
<td>Government services</td>
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<tr>
<td>Culture</td>
<td>Financial services</td>
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<tr>
<td>Civic engagement</td>
<td>Economic competitiveness</td>
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<tr>
<td>Democracy</td>
<td>Supporting Underserved and Underrepresented Populations</td>
</tr>
<tr>
<td>Advocacy</td>
<td>Diversity, Equity, inclusion</td>
</tr>
<tr>
<td>Climate</td>
<td>and more</td>
</tr>
<tr>
<td>Healthcare</td>
<td></td>
</tr>
<tr>
<td>Behavior Health and Wellness</td>
<td></td>
</tr>
</tbody>
</table>
### What Roles Can Funders Play in Digital Access?

- Convening
- Building Coalitions
- Building Capacity
- Devices
- Digital Navigation
- Advocacy and Policy
- Sustainability

- Connectivity
- Innovation and Technology
- Strategic Partnerships
- Multi-sector Collaborations
- and More!
LAUNCH!
National Philanthropy Scan

Discovering Pathways to Astonishing Success in Connectivity

OCTOBER 4, 12:30–1:30 p.m. ET

Chris Worman
Connect Humanity

Dr. Jeanine Abrams McLean, Fair Count

Nishal Mohan
moHuman

Christa Wagner Vinson, Rural LISC

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National Philanthropy Scan
8 Session Workshop Series

Join us: October 4th

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Question? Comments? Reactions?

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Opportunities

- Think Big, Think about partnerships and collaboration
- Develop a Regional effort – There is power in numbers
- Be persistent, in establishing your “Big Tent”, include Government, Media, Education, non-profits and Business
- Be aligned with your State Office of Broadband, they need you now, more than you need them
Funders - Beyond a Check $

- **Coalition Builder** - Foster wide participation to strengthen impact
- **Backbone** - Provide access to a strong network of knowledge
- **System Realigner** - Conduct/Share research on best practices
- **Communicator** - Community conversations toward shared aspirations
- **Policy Advocate** - Invest to create lasting widespread Impact
- **Learning Agent** - Connect people, organizations & community
- **Fundraiser** - Invite others with resources to participate
- **Grantmaker** - Expanding the $ value into more than money
Sharing Our Cookies

- 50+ blog posts on digital access
- 25 DA4A newsletters
- 38 digital access articles from aspirations to action
- 40+ presentations to national and regional organizations
- 65+ interviews with county, city and community leaders
- 11 webversations with partners in our 4-county area
- 26 presentations to local, national and regional audiences
- 175+ research reports and resources collected and curated
Weave multiple sectors together by enhancing access to technology, fostering inclusion & well-being

- **People** - touching all ages and all backgrounds, especially ALICE
- **Business** - determining needs to build digital skills
- **Nonprofits** - enhancing assistance for people towards available options
- **Government** - sharing knowledge of gaps that limit access
- **Media** - strengthening the broader effort through Aspirations Journalism
- **Education** - closing the digital access gap as early as possible
- **Funders** - fostering widespread inclusion to expand community solutions

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The Patterson Foundation

- https://www.thepattersonfoundation.org

- Digital Access for All - The Patterson Foundation

- DA4A_Newsletter_09-2022.pdf (thepattersonfoundation.org)
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Thank You!
Feeling inspired?

PLEASE RATE THIS SESSION BEFORE LEAVING