

For Immediate Release:

Contact: Ryan Ross, PhD

Phone: (303) 524- 4180

Email: info@ulfcolorado.org



**Urban Leadership Foundation of Colorado
Launches COVID-19 Bridging the Gap Initiative**

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In response to the drastic changes in our community caused by the COVID-19 pandemic the Urban Leadership Foundation has launched the Bridging the Gap Initiative to support families and small businesses experiencing financial hardships and loss.

The Urban Leadership Foundation of Colorado is committed to helping improve the social and professional trajectory of minority leaders by exemplifying effective leadership, we do this by bridging the gap between what one may have and what they may need. In this time of need, we would like to provide financial, social and emotional resources to help fill some of the voids this pandemic has caused in our community. With your help, we will work together to provide:

- Virtual live stream sessions centered on professional development, health & wellness, emotional wellness and social engagement
- Small stipends/grants to help with household expenses
- Limited Operational grants for small businesses and entrepreneurs to support operating expenses

After surveying the community in order to best understand how to best serve and what the most pressing needs are we learned:

- That grass roots support through local organization such as ULFC is easier and faster for people.
- Common needs such as food, shelter, and bill support are currently at risk
- Gig Economy employees have lost income, access to benefits, and ability to earn with social distancing restrictions
- Small business (LLC) owners conducting essential services are struggling with operational support and payroll
- COVID doesn't discriminate. The entire community is losing its ability to thrive; however, members in lower socio-economic and urban areas are experiencing amplified losses in the areas of basic needs.

Because we understand every situation is different, we are basing our grants on individual circumstances based on the finances we have available. Click [here](#) to apply or contact Jasmine Elizabeth – jasmine.elizabeth@ulfcolorado.org or (413)657-2026, we will provide a response within 72 hours. If you have an interest in supporting this initiative through time, talent, or treasure please email Dr. Ryan Ross at ryan.ross@ulfcolorado.org.