With 20% of Angelenos living in poverty prior to the arrival of COVID-19, it was clear from the first day of the City's "Safer at Home" order that there would be widespread need for financial assistance. Assistance from the federal government would take time and would exclude many Angelenos, whether based on how they earned their livings (as independent workers; in people's homes, etc.) or because of their immigration status. Many Angelenos are also unbanked.

We needed to not only get direct cash assistance to Angeleno families quickly, but to also make it easy for the many Angelenos across the city who wanted to help out during this crisis to do so. The Accelerator engaged with its longtime partner, Mastercard and its City Possible team, to create the replicable and scalable "Angeleno Campaign".

THE ANGELENO CAMPAIGN

The Angeleno Campaign was created by Accelerator for America — in coordination with Mastercard’s City Possible team and the Mayor’s Fund for Los Angeles — to provide $15 million in direct financial assistance to Angelenos most in need due to the COVID-19 crisis.
Through the use of no-fee, prepaid debit cards enabled by City Possible, the Angeleno Campaign provides direct cash assistance to low-wage hourly workers who had jobs in homes and restaurants, seasonal workers, and other precarious workers such as day laborers, street vendors, or self-employed individuals who are experiencing financial hardship because of COVID-19.

The Angeleno Campaign was created and launched in just over a week, and it serves as a model that can be used by cities across the country to provide direct financial assistance quickly and effectively.

### 3 PRIMARY COMPONENTS

#### 501c3 as an Accelerator

As a 501c3, The Mayor’s Fund for Los Angeles is designed to get money in and out a lot easier — and quicker — than government can, while still being closely in sync with the official City response and guidelines. 501c3 status is also an added attraction for donors of larger amounts.

#### Prepaid Debit Cards for Quick & Safe Distribution

Providing funds via no-fee debit cards is more secure than cash. For the unbanked, checks are often cashed after payment of predatory fees. Debit cards can be used immediately and widely in stores or even online to pay necessary bills.

#### Network of Trusted Community Centers

Applications for and distribution of debit cards are conducted through Community Centers that are already operating and are trusted within communities. Decentralizing application and distribution is faster and more convenient for residents.

### FUNDRAISING PLATFORMS

The tools used enable fundraising through web, text, and social media, allowing individuals and influencers to easily engage their networks with the campaign.

- **Online**
- **Social Media**
- **Text to Give**