

2020 ANNUAL REPORT

**BROOKLYN
DONATES**

www.brooklyndonates.org / Instagram: BrooklynDonates / support@brooklyndonates.org

Support Local Businesses and Their S
Brooklyn Donates

"David Chang isn't sure the restaurant industry will survive COVID-19." - NYTIMES

Brooklyn Donates is a newly formed non-profit organization focused on helping small businesses survive the negative effects of the COVID-19 crisis.

We encourage people to donate directly to their local businesses via FundMe or Venmo and we also have a central fund to provide relief to a wide-range of NYC small-business applicants.

Follow us on Instagram @BrooklynDonates to see all our partner businesses. Check out BrooklynDonates.org.

We are updating our list every day, but we currently feature:

- Coffee Mob
- Westwood
- The Rusty Nail
- Cena
- Der Pioneer
- Parade Café
- The Ox Tavern
- Le Paddock
- The Castello Plan
- Manchego
- Café Luluc
- Hinterlands Bar
- Minnie's Bar
- Parlay
- Blend
- Montero Bar & Grill
- Floyd Bar
- Henry Public
- BCakeNY
- Brooklyn Blend
- Landline
- The Starlight
- Caracas Arepa Bar
- Sweet Science
- Lady Jay's
- Barboncino
- Brooklyn Wine Bar
- Guero's
- Cent'Ar
- Sweet
- Sip Up
- And m

Please check us out at support@brooklyndonates.org and let us know if you want us to feature your business or if you're a community member who wants to see your favorite local business featured! While many of our featured businesses are in the hospitality industry, we highlight a variety of other businesses including gym owners, nail salons, barbershops, artists, and more to



Aliou Lo - Owner of Al-Maktoum Goods

Brooklyn Donates Grant Recipient

WHERE WE STARTED

When the pandemic hit NYC, we were devastated to see how small businesses were affected over a matter of weeks. Some businesses attempted to set up delivery services, others began selling make-your-own food packages, and some shut their doors entirely. It was quickly apparent that the government relief package was not going to be enough to support small businesses and that many of our friends and neighbors would lose their livelihoods.



We knew we needed to do something to help. We began collecting the Venmo and GoFundMe accounts of small businesses throughout Brooklyn and encouraged direct donations to help these businesses survive. We created an Instagram account, a website, and a Facebook page to strengthen community support. We also hung signs all across Brooklyn to draw attention to the businesses that really needed help. Within a few weeks, we had gathered a strong following on social media. Neighborhood Associations reached out to us to support their neighborhood establishments. We received significant feedback from local businesses that our publicity was working and was driving donations to their businesses.

OUR MISSION

Brooklyn Donates is a 501(c)(3) charitable organization in Brooklyn, New York, founded in March 2020, that prioritizes the socio-economic well being of New York City neighborhoods and small businesses. We provide relief to those facing economic hardship, particularly small businesses and their teams. We emphasize equity in all aspects of our operation, and are uniquely focused on the social and economic health of NYC communities. Our focus is on combating community deterioration and preventing the further gentrification of Brooklyn neighborhoods. It is our priority to provide assistance to individuals that may not otherwise have resources to maintain a small business during a crisis, and that contribute substantial social and cultural value to their local communities.



Leo Cazares - Co-Owner of Westwood Bar

Brooklyn Donates Grant Recipient

WHAT WE HAVE DONE

In April 2020, we decided to take the steps to officially incorporate as a non-profit organization, realizing this would allow us to have a greater impact on the businesses that needed the most help. After many sleepless nights shaping the organization, we were granted 501(c)(3) status, and were better able to mobilize.



We began a grassroots effort to collect donations and created a fund for small business relief. By June 2020, we raised over \$50,000 and were able to begin accepting grant applications from local businesses, and freelance artists and musicians.

We aim to serve our community by paying particular attention to small businesses owned by women, black, Indigenous and people of color (BIPOC), and members of the LGBTQ+ community. Our first grant recipient was Flatbush's Sip unWine, a small Caribbean restaurant known for its extensive community involvement. In addition to distributing grants, we also worked with small business owners to increase their community presence. We conducted a photoshoot for El Rinconcito Mix in Crown Heights, a new Latina-owned Mexican/Dominican restaurant, helping to put their amazing food on the map.



Co-founders Jordan (left) and Olivia (right) with Lindel (center), co-owner of Sip unWine, Brooklyn Donates' first grant recipient.

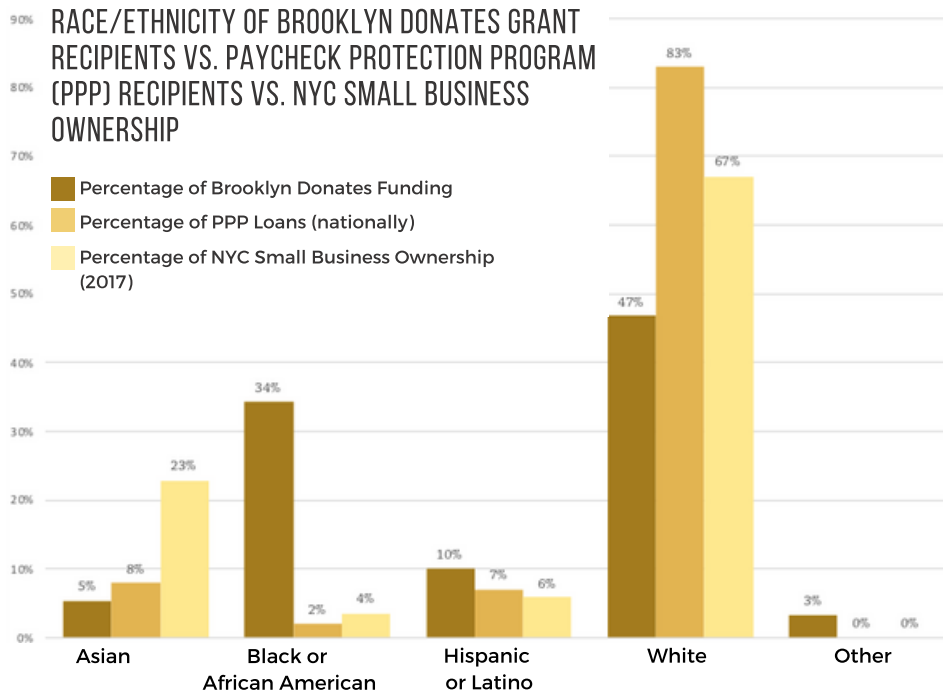
"In 2021, we look forward to achieving even more with the support of our neighbors and community."

BROOKLYN DONATES IN THE PRESS

- *"The Power of Rediscovering Your Neighborhood"- Leigh Kamping-Carder - The Wall Street Journal (click [here](#) to read)*
- *"Brooklyn-based nonprofit aims to connect residents with small businesses that need help" - News 12 Brooklyn (click [here](#) to read)*
- *"Rising to the challenge in times of crisis: Olivia and Jordan" - Elemental Women Productions (click [here](#) to read)*

BY THE NUMBERS

Since our inception, we have focused on equity and access in our outreach efforts and grant programs. Race and language disparities in the accessibility and lending of PPP loans have exacerbated systemic issues, and COVID-19 closures have disproportionately affected minority- and women- owned businesses,



"Critics of the \$660 billion program- which was intended to prop up small businesses through forgivable loans- have said that its structure was likely to perpetuate historic inequalities in the financial system, where Black Americans have struggled to obtain credit and capital."

- Emily Flitter, 7/15/2020, "Black Business Owners Had a Harder Time Getting Federal Aid, a Study Finds" NY Times

Paycheck Protection Program data from US Department of the Treasury: SBA Paycheck Protection Program Loan Level Data*
 *includes only those respondents that noted their race
<https://home.treasury.gov/policy-issues/cares-act/assistance-for-small-businesses/sba-paycheck-protection-program-loan-level-data>
 NYC Small Business Ownership data from 2017 Annual Business Survey, U.S. Census Bureau

77%

OF BROOKLYN DONATES GRANT RECIPIENTS ARE SMALL BUSINESSES OWNED BY WOMEN, BIPOC, AND/OR HISPANIC PEOPLE.



Jesus Caicedo, owner of Skal Brooklyn, Brooklyn Donates heater grant recipient.

52%

OF ALL FUNDING WAS ALLOCATED TO WOMEN-OWNED BUSINESSES.

23%

OF OUR GRANT RECIPIENTS SPEAK A LANGUAGE OTHER THAN ENGLISH AS THEIR FIRST LANGUAGE.

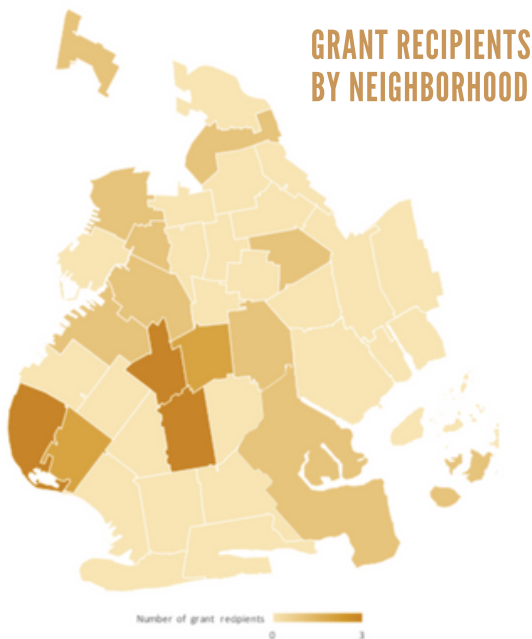
SINCE APRIL OF 2020

Our impact since April 2020.

\$91.2K

GRANTS AWARDED

We have distributed \$91,200 since we began fundraising. We have been able to give grants to 22 small business owners in Brooklyn and other boroughs. We have also built a supportive online presence for Brooklyn small businesses, in which we endeavor to raise awareness of ways we can all support local and shop small.



Through the power of community, we have awarded grants to small businesses in 14 NYC neighborhoods. In 2021, we hope to expand our reach into the rest of Brooklyn.

HOW MUCH OF YOUR MONEY GOES TO A SMALL BUSINESS?

\$0.94

for every

\$1.00

For every dollar you donate, 94 cents is given directly to small businesses.

24

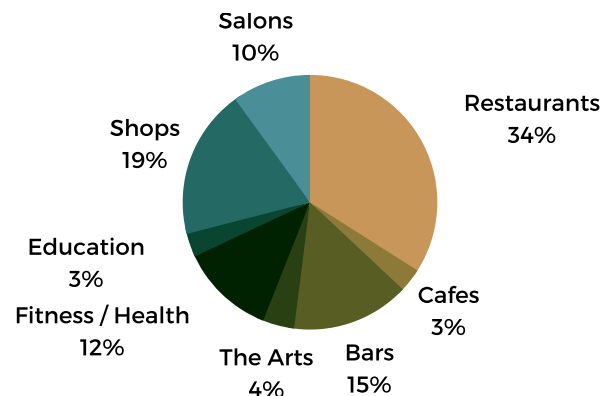
Grants distributed to 22 small businesses in 2020.

Note: two businesses received both heater and standard grants.

17

Small businesses received funding for outdoor heaters, plexi-glass, and other winter improvements.

DISTRIBUTION OF FUNDING





"You have no idea how much this means to me and our community! Pure Life Movement Studio is not a gym, we are a community center that specializes in movement as a means to heal: physically, mentally, emotionally, and spiritually. Pure Life was born out of the desire to serve its surrounding community with any needs that came to light. We are open to all communities, genders, identities, races, and ages. We offer a safe, welcoming, private environment to learn and grow with movement. All our sessions are geared towards prioritizing self-care, physical health, and mental health; allowing your mind, body, and spirit to progress at your pace. Being awarded this grant has literally allowed us to stay open and continue to provide the services that our community needs now more than ever. We are even bringing our toddler time sessions back! A specialized program, geared towards toddlers with special needs, to expose them to sensory therapy in a fun, safe environment, and give their families an outlet to connect."

*Samantha Stangarone - Owner of Pure Life
Movement Studio*

Brooklyn Donates Grant Recipient

WHERE WE ARE NOW



As soon as NYC gave the green light to extend the outdoor dining initiative, we knew that small businesses would be looking for ways to transform their spaces for the winter. We distributed 17 grants to help small businesses purchase heaters, plexi-glass, and more. Grant recipients included bars, restaurants, cafes, yoga studios, and even a pre-school!

As we enter 2021, having distributed \$91,200 in grants to small businesses, we are excited and motivated to continue supporting NYC's beloved local establishments.

"With the generosity of Brooklyn Donates, I was able to purchase extra large tents to use outdoors for the children. The parents are grateful for how we are keeping the children safe, and we are so appreciative of Brooklyn Donates for helping us." -Alice Chiu, Seedlings Learning



Brooklyn Donates co-founders Jordan (left) and Olivia (right).

LOOKING FORWARD

In 2021, we look forward to achieving even more with the support of our neighbors and community. We are excited to release a short video, filmed and produced by videographer Timothy Djent, on the pandemic's effects on Brooklyn small businesses. We will be holding our first fundraising event where we hope to spotlight some of our grant recipients. We are excited to continue our outreach efforts into more Brooklyn and NYC neighborhoods, and look forward to connecting with small business owners, their teams, and communities across the city.

IT WOULDN'T BE POSSIBLE WITHOUT YOU

As a non-profit, we rely on the generosity and support of our community. We have had an incredible impact on Brooklyn small businesses because of community members making donations, purchasing merchandise, following our page, and telling their friends about Brooklyn Donates. We are thankful for the supportive network we have found during these hard times: the folks at ForBklyn, Stoop Stories, and Creative Mornings for helping expand our reach; Elemental Women Productions who introduced us to We Are Women Owned which featured us in a holiday pop-up; Michelle at Bklynite Media for eagerly connecting us with small business owners; and the hundreds of supportive community members that have connected with Brooklyn Donates and endeavored to support local. As we set our sights on 2021, we know that small businesses will continue to need our support.

\$25

is the most frequent donation to our central fund for small business relief.

“Without outside heat, we would certainly be doomed with the cold weather. We are extremely grateful for the generous support from Brooklyn Donates as we continue to try and survive during COVID times, trying to keep customers safe and comfortable. The dollars were extremely useful to help protect us as a small business, it will protect jobs now and forever!”
-Taj Singh, The Castello Plan



We are honored to be Thirty Second Pitch grant recipients for our work beginning a non-profit during the COVID-19 pandemic. We appreciate the donors that have given to us through their Fidelity Charitable giving accounts. These grants have allowed us to drastically increase the number of small businesses we reach.

THANK YOU TO OUR DONORS

We want to say thank you to every person that made a donation to Brooklyn Donates. Whether you donated \$5, \$20, \$100 or more, your donation made an incredible difference in someone's livelihood and in shaping the vitality of a community. Our mission is not possible without your trust and support.

@BREUKELEN COFFEEHOUSE

IF YOU
SURRENDER
TO THE WIND
YOU CAN RIDE IT.

-TONI MORRISON

Breukelen Coffee House

Taken in May 2020

WAYS TO GIVE

Small businesses need your help to survive. Let's work together to protect the culture of our neighborhoods.

START A FACEBOOK FUNDRAISER

We receive 100% of the donations made through Facebook/ Instagram.

MAKE A DONATION ON OUR WEBSITE

Any amount you donate helps us provide grants to small business owners & their teams.

OFFER SPONSORSHIP

We are looking for a sponsor for our podcast. Please reach out to us at support@brooklyndonates.org if you would like to help.

GIFT A DONATION

Have a friend or family member that cares about #SupportingLocal? Gift a donation through our website.

SPREAD THE WORD

Tell your friends and family about Brooklyn Donates. We also welcome any media / press connections.

PURCHASE MERCHANDISE

All proceeds are allocated to our small business central relief fund.

OFFER YOUR OUTDOOR SPACE

We are looking for a way to hold a socially distant fundraiser in the Spring of 2021. Get in touch with us to help.

VOLUNTEER

We are in need of bilingual volunteers, specifically Spanish speakers. We are also searching for digital media volunteers (videographers, photographers, marketing professionals, etc.).

SHOP LOCAL

Directly help businesses in your community by spending your money locally.

JOIN OUR EMAIL LIST TO BE THE FIRST TO HEAR ABOUT FUNDRAISERS

Directly help businesses in your community by spending your money locally.

BOARD OF DIRECTORS

Jordan Kerwin - Co-Founder & President
Olivia Beals-Reid - Co-Founder & Secretary
Alec Reed - Treasurer

CONTACT

Website: www.brooklyndonates.org
Instagram: @BrooklynDonates
Email: support@brooklyndonates.org