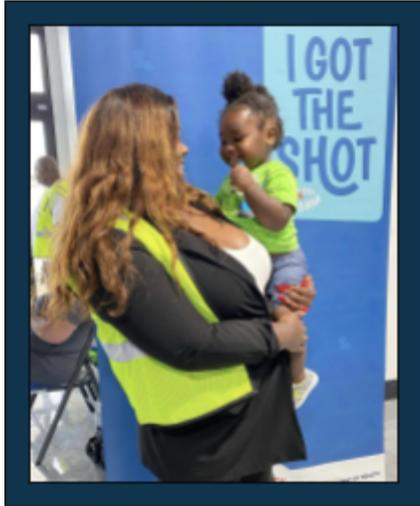


Made to Save

Grantee Impact Report

Power Coalition for Equity & Justice

Power Coalition leveraged years of relationship-building to use their position as a trusted messenger to disseminate clear, fact-based information about COVID-19 and the vaccines to the communities hit hardest by the pandemic. With an uncompromising commitment to prioritizing the holistic health and wellness of their communities, their COVID programming honored the generational trauma of their community at the hands of the US medical system while also working to overcome obstacles related to lack of transportation, language access, work schedules, lack of public health infrastructure in Black communities, and more. Power Coalition ensured that every community event featured cross-programming to offer not just vaccines, but also mutual aid (especially following Hurricane Ida), voter registration and other civic engagement opportunities, food distribution, back-to-school supplies and holiday toy giveaways, and more.



Grant amount awarded: \$200,000

Grant Duration: June, 2021 - February, 2022

Communities served

Parishes:

- Orleans
- Jefferson

Key Demographics:

- Black
- Immigrant
- Low-income
- Uninsured
- Non-English speaking
- Ages 5 - 65+

Impact at a Glance

84,153

**People Engaged
(Including Social Media)**

106

Events

433

Vaccinations Administered

Highlights

- Morgan Shannon joined Made to Save's Black History Month panel to speak about the mission and work of Power Coalition. Morgan spoke beautifully about the organization's commitment to focusing on the holistic health and wellness of their community in the face of intersectional marginalization.
- Rising to the occasion in a uniquely New Orleans way, staff and board members rode on floats in the Zulu Social Aid & Pleasure Club Mardi Gras parade throwing Power Coalition branded cups encouraging community members to "roll up their sleeves" and get their shots.

Tactics Used

- Door-to-door and hotspot canvassing
- Phonebanking
- Textbanking
- Social Media outreach
- Business Outreach
- Presence at local cultural events like Mardi Gras and Zydeco Fest
- Community Wellness & Celebration events
- HBCU ambassador program

In Their Own Words

The Power Coalition has an equity lens to our work. We knew that vaccine access for our communities were vital to ensure our communities were healthy and safe. We could not ask folks to engage in democracy if they were not well. We used the resources to employ our canvassers throughout the year and paid them \$17 per hour. These canvassers are from the community which helped us achieve our goals for this project. Because the community knew the people who were educating them on vaccine safety it was easier to talk to them and trust what we were doing.

Inspiring Stories From the Field

"The work of our canvassers was celebrated in a [KTBS article](#) and a piece by [The Advocate](#) for their door-to-door vaccine outreach efforts!"

"The holiday toy giveaway was inspiring within itself. It felt great being able to help folks in our community and bring them some joy all while providing access to folks who generally don't have access."

"Because we started this work we want to continue. When you work with a community and they are used to doing something it is hard to just completely stop it thus we will continue this project."



Susana Raquel Berger
Regional Program Director, Made to Save