



NATIONAL CITY CHAMBER FOUNDATION

CONTACT: JACQUELINE REYNOSO

PHONE: (619) 890-6614

EMAIL: REYNOSO@NATIONALCITYCHAMBER.ORG

Press Release

The San Diego Foundation Grants \$100,000 to Support South County's Workforce Development and Economic Resiliency

National City Chamber Foundation Receives its First Major Gift and Calls for Matching Contributions to service 5,000 residents

(National City, CA – August 13, 2020) - In the wake of Covid-19, the newly formed National City Chamber Foundation (NCCF) rises to support workforce development and economic resiliency services throughout National City and the south county region. The development of this 501c3 nonprofit organization follows years of outreach, education, and public benefit initiatives organized by the parent organization, the National City Chamber of Commerce. With a strong investment in community affairs and public projects, the Chamber of Commerce decided it was an auspicious time to launch programs that boost career and job readiness, leadership skills, and business support services during the pandemic. "With this significant gift from The San Diego Foundation, we are able to pivot and focus our efforts to address South County's skyrocketing unemployment rates, food insecurity, educational and learning gaps, and business decline. We are committed to executing another virtual job fair, the I'm Ready Program, and connect 5,000 residents to workforce development resources," shares Jacqueline L. Reynoso, founder and CEO of the National City Chamber Foundation.

These programs are made possible thanks to grant support from the COVID-19 Community Response Fund at The San Diego Foundation. The San Diego Foundation inspires enduring philanthropy and enables community solutions to improve quality of life in our region. This grant enables the National City Chamber Foundation to operate workforce development and economic resiliency programs through January 31, 2021. With foresight and an understanding that the aftermath of the pandemic will require extended care, the NCCF is leveraging the \$100,000 grant by campaigning for a matching contribution to extend services beyond January 2021. "With the community's support, we are able to mobilize resources and provide critical services that offer hope and opportunity for South Bay residents and business owners. Community investment partners are invited to donate to the National City Chamber Foundation. Contributions are 100% tax deductible and will help thousands of businesses and residents access new opportunities," explains Victor Gonzalez, Chairman of the National City Chamber Foundation.

Last week, the NCCF published a notice to members of the National City Chamber of Commerce requesting support for workforce development projects. Business leader and owner of RCP Block and Brick, Mike Fitch, readily stepped up to contribute \$5,000 toward economic resiliency services. Moreover,

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the County of San Diego Health and Human Services Agency and Live Well San Diego South Region Leadership Team extended administrative support to implement the second annual I'm Ready Program. The I'm Ready program consists of a six week career and life readiness curriculum for youth ages 18 to 24 years in the communities of National City, Logan Heights, and Chula Vista. This program offers training in financial literacy, leadership, and job skills, while connecting youth to internship opportunities. The virtual job fair, planned for October 22, 2020, will target youth ages 18-29 years in the South County. Through a network of strategic partners, the National City Chamber Foundation will connect 5,000 residents to employment and career services. In addition, both the Chamber of Commerce and the National City Chamber Foundation will continue to provide businesses technical assistance to access capital, marketing resources, and free consulting.

"Community partnerships and collaboration are what makes our work feasible and impactful," shares Jacqueline Reynoso. The work of the NCCF will be carried out in partnership with key organizations that possess a shared mission including South Bay Community Services, MAAC, Logan Heights CDC, San Diego Workforce Partnership, South County Career Center, Employment Development Department, Department of Rehabilitation, Southwestern College, South County EDC, and local colleges and universities.

The pandemic has fostered a renewed allegiance among local nonprofits, city government, county offices, and the business community. With additional support, the NCCF will continue work to stabilize our community and respond to systemic challenges including unemployment, childcare for workforce development, economic crisis, and social disparities in Covid-19 cases for communities of color and minority business owners.

To donate to the National City Chamber Foundation, Visit Charity GoFundMe Donation Page:
<https://charity.gofundme.com/o/en/campaign/national-city-chamber-foundation-501c3>

About National City Chamber Foundation: The National City Chamber Foundation is a local 501c(3) nonprofit organization. The Foundation works to primarily benefit the residents and businesses of National City, California in the areas of community development, civic engagement, education, job training, and assistance to local businesses. Funded program areas include 1) Inclusive Economic Development 2) Community Development 3) Sustainability 4) Workforce Development.

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