As pandemic forced changes, charities made quick pivots

THE NONPROFIT SECTOR IS A CRUCIAL PART OF THE LOUISVILLE AREA ECONOMY, PROVIDING ESSENTIAL SERVICES TO PEOPLE WHO OTHERWISE WOULD FALL THROUGH THE CRACKS. BUT LIKE MANY OTHERS, NONPROFITS HAVE BEEN HIT HARD BY THE COVID-19 VIRUS AND THE ECONOMIC CRISIS THAT WE'VE CHECKED IN WITH FOUR LEADERS OF LOUISVILLE NONPROFITS TO HEAR HOW THEY HAVE MADE MAJOR CHANGES AND STEERED THEIR ORGANIZATIONS THROUGH A TIME OF EXTRAORDINARY CHALLENGES.

HAL HEDLEY
CEO - Ronald McDonald House Charities of Kentuckiana

Hedley is the chief executive officer at Ronald McDonald House Charities of Kentuckiana, with more than 25 years in the nonprofit industry. Hedley helps guide the board, staff, and volunteers at RMHC to provide a home away from home for families of seriously ill children.

LINDSAY WEHR
COO of Strategy & Outreach - Heuser Hearing Institute

Lindsey Wehr is the chief executive officer at Ronald McDonald House Charities of Kentuckiana, with more than 25 years in the nonprofit industry. Hedley helps guide the board, staff, and volunteers at RMHC to provide a home away from home for families of seriously ill children.

ANY LUTTRELL
President & CEO - Goodwill Industries of Kentucky

A graduate of Murray State University, Amy Luttrell has dedicated 40 years to Goodwill; she joined Goodwill Industries of Kentucky in 1980 and today serves as CEO. In 2016, she received the LEO Award from the Kentucky Chamber of Commerce. Additionally, Luttrell serves on the board of the Kentucky Workforce Innovation and Kentucky Chambers of Commerce.

BRETT BACHMANN
CEO - Heuser Hearing Institute

After a successful career as an attorney and mediator serving children and those with intellectual disabilities in Los Angeles, Brett Bachmann joined Heuser Hearing Institute as CEO in 2015. His law career and nonprofit leadership have consistently been characterized by steadfast dedication to making the world a more diverse and inclusive.

How has the COVID-19 pandemic impacted your organizations in the short term, and how are you adapting to the new environment and your constituents?

WEHR: Kosair Charities has been around since 1925, and our mission has been to enhance the health and well-being of children. We started as a hospital and now are a granting agency I feel that set up to make sure our mission can just be reinforced during the pandemic. Our first goal was to just check in on the organizations and the families that are our partners, making sure our Kosair Kids and their families are OK, we see the health care and the therapies that they need, and then with our partner organizations, the same thing. We always have a robust network grant and immediately made sure that the process pivoted. Obviously, needs changed overnight, and our response was really the needs were for our partner organizations. We looked to see how our primary opened back up and those needs adjusted. I think first and foremost, it’s just been our mission’s and our mission and our mission has been the key for everything, while being able, while we might have had a solution one day, we had to re-adjust and come up with something else.

LUTTRELL: Goodwill has a lot of services that we deliver. And we operate businesses, and that’s part of how we deliver those services. We had to shut down our stores for about a month or two. We were considered a non-essential business, and that also applied to receiving donations, so we didn’t even permitted to have someone one there to receive those donations. That certainly created some huge issues for us, and so those for general public, for our houses. We were virtually without revenue for about two months, so that forced us to furlough our board of directors, our about 15,000 workforce in the volunteer and thing about. We also needed to eliminate a number of positions that were already in an office went home to work. Certainly, we had to furlough those employees, on May 20th, and those people are all back, but we still have many other people working from home. We had also had to adjust to the position we were in, and the positions we lost some of those positions because we had to cut positions. But our executive coaches who remained with us kept in touch with us, and they kept us all involved. We also had to adjust to the technology that we could virtually, using some of the technology platforms. Face-to-face, we feel like it’s still very important because the people that we assist really benefit from individual attention and the benefits, and the people who they have a part of that. It’s a little bit harder to do online. But we’ve actually helped over 900 people for this year get a job, and we think that’s pretty good in view of what’s been going on.

BACHMANN: Heuser Hearing Institute and Learning Academy has been around since 1945. In the beginning it was a small deaf oral school, but over the years it has been able to add a whole host of services. We have identified any active coronavirus infections in any staff, and we’re preparing to fully reopen, making sure we continue to take all precautions that we’ve already prepared to keep the health department as well as city administrators, the governor’s office, the health department as well as city administration, the governor’s office, the health department as well as city administrators, the governor’s office, the health department as well as city administrators, the governor’s office,

WEHR: I think that one of the most important issues to keep everyone aware while providing continuity of care.

MEDLEY: For us, our organization provides a home away from home for families of seriously ill children. So when COVID19 hit, we had to adapt. We did not stop getting sick, babies did not stop being born prematurely, so our doors were prepared, so that when the call was made for me. I think the nonprofit sector provides some- where around 15 percent of Louisville’s GDP because all we employ, provide payroll, provide employment, that would otherwise become a government responsibility if we don’t provide it. If the nonprofit sector shrinks significantly, the pressure on government resources and services will only increase, further overwhelm- ing systems that are already at capacity. When we at Heuser started recognizing the vulnerability of retirement resident homes and the link between uncorrected hearing loss and dementia, we began visiting other people’s homes and providing remote services, to do these, further overwhelm- ing systems that are already at capacity. When we at Heuser started recognizing the vulnerability of retirement resident homes and the link between uncorrected hearing loss and dementia, we began visiting other people’s homes and providing remote services, to do these, further overwhelm- ing systems that are already at capacity. When we at Heuser started recognizing the vulnerability of retirement resident homes and the link between uncorrected hearing loss and dementia, we began visiting other people’s homes and providing remote services, to do these, further overwhelm- ing systems that are already at capacity.
JULY 31, 2020

shortly as unemployment benefits expire, of that if donations are down, government course, you don’t want to do that. But I things to cut, usually there are not many

LUTTRELL: I agree that we’ll likely see things continuing to change due to the dependence on the source of their funding. A lot of nonprofits are pretty durable and used to having our revenues ecstatics and all flow the time, they’re pretty used to receiving money, but the three things that nonprofits are consuming media and everything else in very strongly is creating real relation-

Certainly, we have not stopped asking for help you out of that circle of our friends and

LUTTRELL: We see that people are making requests and asking to help in a few different ways. But, nationally, yes, I think we’re going to see probably a good number of merg-

But, of one things that amaze me when I make calls is people asking to help in a few different ways. I think that we have that sense of purpose, of doing those things that nonprofits are doing, which is really life or death sometimes for the organizations. Literally, life or death sometimes for the organizations.

They sorts on the shore, and we need to be ready to assist them.

Heuser Hearing Institute & Language Academy

Educating ourselves, making sure we are caring for our staff, discussing all cultures and perspectives, and doing everything we can to be a better server for those that are our stakeholders and ourselves as individuals.

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In the kind of life that they value, that is likely to be a big deterrent for any young child. It is a deterrent how important and relevant the nonprofit sector is in Louisville. They often say that we get to care for those who are the most vulnerable, but that’s only true because of the federal agencies that are pouring billions of dollars into providing those services.

HEDLEY: One example of something that was very beneficial to our sector is when the first round of support came for small businesses in the form of PPP and the EIDL loans, nonprofits were included as eligible organizations there. So that was really helpful, so for, and many of us have benefited, especially the PPP, which is that for-profit, that’s allowed us to keep our staff, especially, who are essential anywhere. The non-profits, there’s that there may be another round of stimulus coming, and it’s really important that, once those nonprofits are included in that. We are very important to the community, not just be... the community, not just be... because we are, our patients, our clients, and we want to keep that helping engine that we care for the community when unemployment is at 3% and 4%, when unemployment is high. Also, philanthropically, we have a lot of very strong donors, and we can use their gifts. Usually, in a lot of ways you talk about philanthropy and you talk about what we do, but you have to have a strong economy and a strong economy because the people who are providing those dollars to do so, but PPE isn’t provided to hospitals because the city gets federal personal protective equipment. That’s why the public-private partnership is so important to the community through essential services.

BACHMANN: I think the biggest need for our organization and any organization, nonprofit and for-profit alike, is how do we safely do business, and how do you safely carry out your mission? It’s two examples related to Kosair Charities. The first one, we have a movement to help and keep children and neglect. It is called the Face the Need there, to answer the question, and we’ve got the education and awareness. That’s in our No. 1, in incidence of child abuse and neglect. And we’re hosting a child prevention event in October so we can spread awareness and resources about child abuse and neglect both city and counties. This isn’t new, not about awareness, but just sharing those tips about child abuse prevention. The second part is we do a number of things to help our house clean, but it’s not the only thing we do, that would be incorrect assumption about 194. The difference is for us is that the money that we receive from the sale of hearing aids goes right back into funding our programs, kind of like Goodwill. All revenue is reinvested to generate community.

WEHR: I think that BACHMANN is so right about your organization or... or, and they say, “Oh, you provide services, but the money or support isn’t needed.” And while there are some things that we provide, that would be incorrect assumption about 194. The difference is for us is that the money that we receive from the sale of hearing aids goes right back into funding our programs, kind of like Goodwill. All revenue is reinvested to generate community. I think there are endless ramifications, and if we have a weak economy for some time to come, we feel that in a lot of ways. Getting back to a strong economy will do more than anything else can do. And that’s, it’s a strong economy and a lot of the people who we serve.

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