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**FLORIDA
CHAMBER**
Foundation

Securing Florida's Future



FLORIDA PROSPERITY INITIATIVE
In A Time Of Crisis:
Uniting The Business Community For Good

COVID-19 has not only created a world-wide health pandemic, it's created an economic crisis that is hitting Florida's most vulnerable the hardest. Millions of Americans have lost their jobs and many small business owners have shut their doors for the last time.

Unfortunately, the data suggests that many Americans will experience poverty as a result of the economic impact of COVID-19. Florida currently has 870,505 children living in poverty. The grim reality is thousands more will join them in the coming months as families struggle to make ends meet. Our goal is to make sure their time living in poverty is short-term.

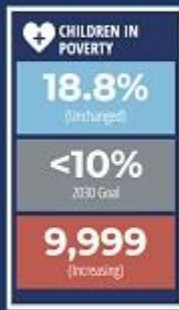
The Florida Chamber Foundation's Prosperity Initiative is uniting the business community for good in a time where coming together is even more important. Some of Florida's top employers are going the extra mile for their community and we want to highlight their efforts. Hats off to **Publix**, **U.S. Sugar** and **Duda Fresh Farm Foods** for doing wonderful things to assist our fellow Floridians during this time. Follow this link to see more on how [businesses are giving back](#).

Why Zip Codes?

Have you ever tried to start on a project and found it too daunting to even begin? That's how it can feel when facing the reality of Florida's 870,505 children living in poverty. But, just as in those hard to start projects, it helps to break things down into manageable pieces. You may not be able to have a meaningful affect on 870,505 children, but what about the 200 that live in your zip code?

Help is most effective at the local level. Curious about your zip code? Email mwilliams@flfoundation.org for more information.

Leon County Under-18 Poverty

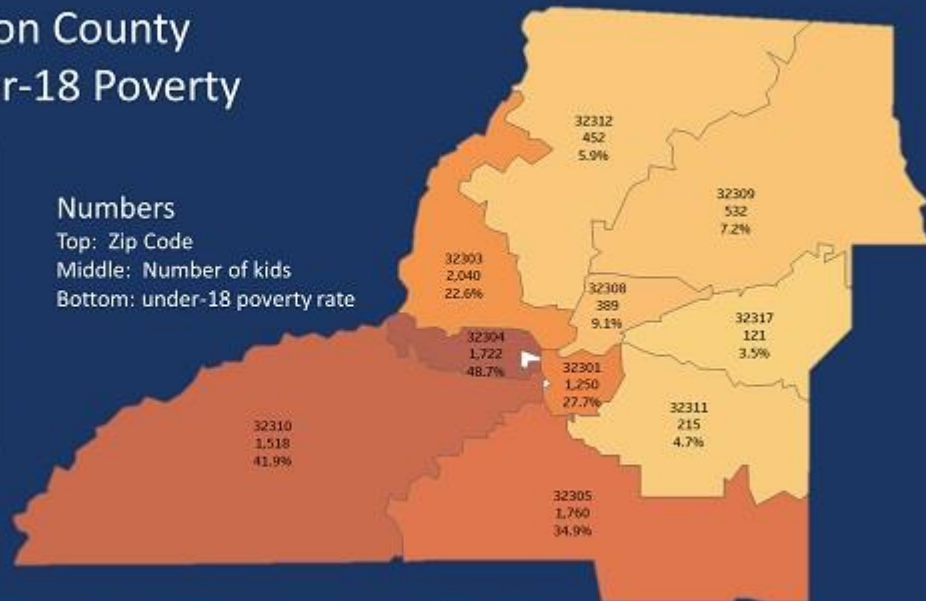


Numbers

Top: Zip Code

Middle: Number of kids

Bottom: under-18 poverty rate



Data Source: American Community Survey, U.S. Census Bureau

Broward Up is Making a Difference

Broward County is one of the areas most affected by COVID-19. It also is home to 33311, the zip code with the highest number of children in poverty in the state. These two factors make life even more difficult for those families in or near the poverty line. One of 33311's greatest champions is **Broward College**, and their [Broward Up™](#) movement providing educational opportunities, workforce training, and support services directly in neighborhoods throughout the county. While many of these resources are offered for free, COVID-19 has made their job harder.

“As we see increasing unemployment numbers nationwide, it's important to remember that certain communities will be particularly hard hit,” said **Broward College President Gregory Adam Haile, J.D.** “The trend will continue or be exacerbated for zip codes like 33311 where the unemployment rate prior to COVID-19 was three to four times higher than the Broward County average. Should this disparity persist following the pandemic, particularly in light of reports of national unemployment potentially reaching as high as 30 percent, the work of Broward College and other state colleges will be of historical importance. With Broward UP™, we have built a postsecondary education and workforce development infrastructure in the communities that need us most. It is incumbent upon us to support those who have lost employment due to COVID-19 and be their lifeline of education that will lead to employment and economic self-sufficiency.”



Business Leaders Summit on Prosperity and Economic Opportunity Postponed

Our 2020 Prosperity Summit, originally scheduled for May 19, has been postponed. Continue to watch your email as a new date will be announced in the near future.

Stay Engaged

Help change the lives of children living in poverty in your zip code. Email mwilliams@flfoundation.org to get involved.

The Florida Chamber Foundation's Prosperity Initiative is uniting the business community for good in a time where coming together is even more important. Some of Florida's top employers are going the extra mile for their community and we want to highlight their efforts. Please visit our [COVID-19 Resource Page](#) for more information.

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