



## COVID-19 Grantee Spotlight: Georgia Association of Latino Elected Officials (GALEO)



During the COVID-19 crisis, GALEO's team has worked hard remotely and has continued to ensure that our community continues to be civically engaged while social distancing. We have been able to continue our work through social media, phone and text banking, and through the help of our partners and volunteers.

**Social media has been a useful resource in motivating our community to stay civically engaged during this pandemic. Every day, we are posting educational bilingual Instagram and Facebook graphics and videos. These posts teach our audience about the importance in being counted in the Census as well as voting.**

**Jerry Gonzalez**  
Executive Director, GALEO

In addition to bilingual Instagram and Facebook posts, our executive director has also done Facebook Live videos throughout the stay-at-home period to give Census and election updates. Not only this, but our GALEO staff has broadcasted a virtual voting rights town hall meeting in Spanish on Facebook Live. Besides Facebook and Instagram, our interns have also been active on a new platform, TikTok, and have posted educational civic engagement content through fun video posts. On TikTok, we have gathered 177 likes, and 3,869 views on all Census-related materials. On Facebook, we have amassed 9,464 likes, we have reached 274,049 people, and 293,154 views on our Census-related material. Finally, on Instagram, we have collected 2,333 likes, 28,762 impressions, 3,600 engagements, and 43,408 views on our Census-related materials.

Our County Field Coordinators (CFC's) and canvassers have been actively reaching out to people remotely to promote our Get Out the Count (GOTC) and Get Out the Vote (GOTV) efforts. They have been phone and text banking in collaboration with other civic engagement organizations. During these phone and text banks, our team has been using lists made up of mainly Latinx people to encourage them to participate in the Census and

the voting process. Since the stay-at-home orders were placed in March, our canvassers have attempted 7,616 phone calls and have had 1,014 conversations during phone banking. For text banking, our team has sent out a total of 339,620 texts about the Census and voting education during this time. Some of our canvassers have also been attending virtual trainings hosted by ProGeorgia. Our CFC's have also been working with local churches to help with GOTC outreach.

During this time, GALEO has also been virtually meeting with the Georgia Latino Complete Count Committee and its partners every three weeks. We have worked with our partners to continue Census outreach. One of our latest projects was to collaborate with local Latinx-owned restaurants and stores so that they pass out Census education fliers with their to-go orders or grocery bags.

Volunteers have also helped GALEO with our outreach. During this crisis, GALEO started the Census Ambassadors program, where volunteers agree to reach out to at least 10 people within their social circle to educate them about the Census and to encourage them to get counted. We have recruited 21 volunteers during this time, and the ambassadors receive a Census training about what the Census is and how to encourage people to get counted.

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The COVID-19 pandemic has laid bare societal inequities that Southern Partners Fund has fought since it's incorporation. SPF's capacity for enabling its grantee partners to build coordinated rapid response teams in their communities is well documented. SPF's grantee organizations rely on Justice Fund for Disaster Relief and Renewal grants to identify their most vulnerable populations and connect them to agencies and services that can help. In turn, vulnerable populations in these communities trust SPF grantee organizations to provide them with the best support available. In many communities, our grantee partners are their first responders.

COVID-19 is currently the primary focus for the Justice Fund for Disaster Relief and Renewal while SPF aggressively seeks new funding partners. To date, SPF has raised over **\$4M out of a \$10M funding goal** and is already issuing its first round of grants to partner organizations throughout the rural Southeast.

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**For more information on GALEO, or on contributing to SPF's Justice Fund for Disaster Relief and Renewal**, please click below to visit our dedicated COVID-19 page or contact us by phone with the contact details provided below.

[More Info](#)

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