



Masking The Underserved:

Community Small Businesses and Families

04.26.2020

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www.maskingtheunderserved.org

Overview

Masking The Underserved (MTU) is an iThink Solutions and CSB Coalition innovative and practical solution designed to fulfill the SENSE OF THE SENATE IN H.R.748 THE C.A.R.E.S ACT 2020. SENSE OF THE SENATE.—**"It is the sense of the Senate that the Administrator should issue guidance to lenders and agents to ensure that the processing and disbursement of covered loans prioritizes small business concerns and entities in underserved and rural markets, including veterans and members of the military community, small business concerns owned and controlled by socially and economically disadvantaged individuals (as defined in section 8(d)(3)(C)), women, and businesses in operation for less than 2 years."**

Walls & Restoration, L.L.C. is located in an underserved market and owned and controlled by a socially and economically disadvantaged Hispanic woman. Ms. Reyna is a single mom that is prepared to repurpose her business to bring jobs and funding to Hispanic communities in 13 US Counties. As an MTU coalition partner, Walls & Restoration will employ hair salon and barbershop owners, rent their salons and shops in or to produce masks in the midst and most COVID-19.

Mrs. Reyna has become a Masking The Underserved (MTU) collaboration partner with specific tasks of making sure that Hispanic owned businesses receive funding, and their communities educated how COVID-19 has killed Hispanics at an alarming rate.

<https://www.aarp.org/health/conditions-treatments/info-2020/minority-communities-covid-19.html> . In addition to education, MTU provides masks, gloves and hand sanitizer at low to no cost for economically, and socially disadvantaged individuals. MTU will utilize Small Churches, Youth Organizations, Small Non-Profits, DJs, Promoters, and Massage Therapists.

Masking The Underserved launched its pilot in Dallas and Tarrant County, Texas, on April 16th, 2020, based on the initial response from Underserved communities validating the need for the movement locally and on a national level. While educating, providing masks, the team will also capture data to know the needs of the communities. The data will focus on their state of mind, what are their concerns, fears, and needs. The final and most crucial piece of information gathered will be what it will take for them to make social distancing seriously.

By educating most affected communities will slow the spread of the virus and allow America to return to normal as soon as possible. According to many studies, African Americans and Latino Communities are being infected and dying of COVID-19 at alarming rates. Masking The Underserved is vital based on this April 18th NPR article:

<https://www.npr.org/sections/health-shots/2020/04/18/835563340/whos-hit-hardest-by-covid-19-why-obesity-stress-and-race-all-matter>

Masking The Underserved is currently focused on high poverty census tracts at the local mom and pop locations but will be reaching out to larger retailers. Some of the retailers that will contact will be Corner Stores, Wal-Mart, Kroger's, Quick Trip, 7-11's, and other frequently visited businesses.

Masking The Underserved (MTU) teams will create Pop-Ups outside approved businesses providing educational handouts, masks, and gloves for a donation and with the contributions provide masks and gloves to underserved communities.

Finally, as the project gains legs, it will look to bring in new Community Small Businesses (CSB'S) assisting them with income-generating opportunities. MTU collaborative partners will guide each CSB in repurposing their business until COVID-19 is no longer a threat to the community.

Goals

The goal is to ensure that the intent of H.R. Bill 748 also, known as the C.A.R.E.S. Act, Sense of the Senate it relates to the processing and disbursement of PPP funds, and adhere to certifications and authorizations to bullet 6 in the revised 4/20/20 Paycheck Protection Program Application. The bullet clearly states "To the extent feasible, I will purchase only American-made equipment and products." In order to do so and stay in line with the mission of MTU, Walls & Restoration will oversee the manufacturing of masks nationally. Masking The Underserved final goal is to educate African American and Latino communities on how and why COVID-19, also known as Coronavirus, is more deadly to them and their loved ones. Part of the educating process will:

1. Address the first myth that people of color could not catch the virus
2. Address conspiracy theorists that say the government is behind it to cause fear
3. Address the realities of systemic oppression



Deliverables

The company will employ approximately **378** individuals, and contract out to an estimated 70 Small Churches, 70 Small Non-Profits that will serve as fulfillment centers. Additional benefactors will be youth organizations, massage therapists, DJ's, and Promoters.

Mask and Gloves delivered by a logistical team led by Pastors, Little League Coaches, Massage Therapists, DJs, and Promoters. They will operate Monday through Friday with the capacity to deliver up to 10,000 kits daily in each county. While the company will have hubs in 13 counties it will serve over 20 plus counties in each of its service states. Walls & Restoration will cover the following nine states: Alabama, Florida, Georgia, Kentucky, North Carolina, Ohio, Pennsylvania, South Carolina, and Tennessee. In total, contracts to Community Small Businesses will keep over 600 individuals employed and reduce their need for unemployment, while developing the capacity to manufacture and deliver 360,000 masks daily.

Masking The Underserved will deliver the following:

1. A more educated community on COVID-19
2. A new spirit for manufacturing in America
3. Much needed financial assistance for Community Small Businesses
4. Hope and A Voice for Community Small Businesses

Milestones

I. Apply For PPP On April 27th,2020

Officially apply for \$10,000,000.00 under H.R. 748 program PPP

II. Receive Funding By May 3rd, 2020

Have addressed any issues and provided additional documentation if required

III. First Infomercial by May 4th Promoting Safe Living

The first infomercial feature youth asking everyone to practice social distancing



IV. Staff Meeting By May 5th, 2020 (Cinco De Mayo)

Virtual meeting to provide an announcement of funding and share the strategic plan

V. Launch Masking The Underserved by May 17th, 2020

Have a virtual national prayer with all participating pastors

VI. Collect data on each person that receives donated gloves

The data will capture what they need to practice social distancing effectively

Expected Outcomes

Masking The Underserved (MTU) collaborative partners theorizes, based on primary data, that MTU will effectively reach communities of color and those with little trust in government. Youth also find a purpose during the Coronavirus by playing a role in protecting people and ending the virus spread. As a result of a successful movement, the community spread of COVID-19 will stop the virus, thus saving lives.

Community Small Business owners will have an opportunity to produce income as they wait out to COVID-19. Finally, America will be back on track to lead the world in manufacturing and while providing a living wage.

Masking The Underserved Disposable Protection Kit





**TEMPORARILY
NO REFILLS**

WE APPRECIATE YOUR
UNDERSTANDING AND PATIENCE

QT

**FACE COVERING
REQUIRED**



**CUBIERTA DE
CARA NECESARIO**

**NO MORE THAN 10 PEOPLE ARE
ALLOWED IN THE STORE AT ONE TIME**

IN COMPLIANCE WITH LOCAL LAWS AND IN ORDER TO HELP
PROTECT OUR EMPLOYEES AND CUSTOMERS, PLEASE DO NOT
STAY WITHIN 6' OF OTHERS FOR AN EXTENDED PERIOD OF TIME.

QT

This door to remain unlocked

HUB COUNTIES

1. **Montgomery County, Alabama**
2. **Duval County, Florida**
3. **Broward County, Florida**
4. **Miami - Dade County, Florida**
5. **Fulton County, Georgia**
6. **Gwinnett County, Georgia**
7. **Jefferson County, Kentucky**
8. **Mecklenburg County, North Carolina**
9. **Hamilton County, Ohio**
10. **Franklin County, Ohio**
11. **Philadelphia County, Pennsylvania**
12. **Greenville County, South Carolina**
13. **Shelby County, Tennessee**

HUB CITIES

Montgomery, Alabama
Jacksonville, Florida
Miami, Florida
Fort Lauderdale, Florida
Atlanta, Georgia
Atlanta, Georgia
Louisville, Kentucky
Charlotte, North Carolina
Cincinnati, Ohio
Columbus, Ohio
Philadelphia, Pennsylvania
Greenville, South Carolina
Memphis, Tennessee

Additional benefits of Masking The Underserved

10 Industries getting an infusion of cash

- Rental Car Agency - Deliver transportation
- Health Insurance - For permanent and part-time employees
- Telecommunications - Cell Phones for all participants
- Retail - Computers for supervisor and county leads
- Hotels - temporary housing for traveling staff to reduce the chance of community spread
- Graph Designers - design aprons, badge, and paper bags
- Printing - printing of bags, uniforms, badges and inspiration quotes placed on the packing
- Legal - preparation of agreements for community small businesses

Communication's Online Platform

- Alternative to Community-Based Social Services Activities
- Family Bonding
- Child Educational Support (Academic and Socio-Emotional Curricula) through digital distance learning
- Aversion to violence programming

Independent Self-Sufficiency Programming

- Digital Self Sufficiency Programs for Families and Seniors
- Adult Literacy & Budgeting
- Job Readiness and Entrepreneurship

Telehealth

- Provide Hope while addressing Mental Health due to social distancing
- Dental
- Traditional Telemedicine Provisions
- Tension Reduction and Aversion
 - Child Abuse
 - Domestic Violence

Census Hard To Count Outreach

- Based on the relationships and that will be formed over the two-months period the hard to count will complete the census

MASKING THE UNDERSERVED UNIFORMED T-SHIRTS

