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**WOMEN’S WAY COVID-19 RESPONSE**

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FOR IMMEDIATE RELEASE

(PHILADELPHIA, PA) -[**WOMEN’S WAY**](http://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.womensway.org%2F&esheet=51507408&newsitemid=20170213005007&lan=en-US&anchor=WOMEN%27S+WAY&index=1&md5=086e446e8702567b4b7eeac27f2f2b59)**,** the region’s leading organization dedicated to the advancement of women, girls and gender equality, has launched the Rapid Response General Operating Fund to address the immediate and longer-term economic impact of COVID-19. To quickly distribute unrestricted funds to organizations serving women, girls and/or the trans/gender nonconforming community, the Rapid Response General Operating Fund was created to help provide funding to non-profit partners directly impacted by the public crisis in the Pennsylvania and Southern New Jersey regions.

Women have been disproportionately affected by COVID-19 leaving them vulnerable during these unprecedent times. One in three jobs held by women have been designated as essential, putting many women at a higher risk of contracting the virus. In addition, women of color are facing higher risk and fatality rates because of pre-existing health disparities and biased health care systems. Shelter in place regulations have also resulted in an increase in domestic violence against women and children.

*“Quote from Diane, Executive Director”*

WOMEN’S WAY is responsible for raising every dollar that is distributed from the Rapid Response General Operating Fund. To help support their efforts in providing aid to community partners, please visit their website to donate [here.](https://womensway.org/get-involved/donate/)

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**About the Rapid Responses General Operating Fund**

Established in April 2020, the Fund will provide up to $20,000 / year for two years. Applications will be accepted on a rolling basis and decisions will be made within 10 business days. Priority will be given to organizations that: are led by women of color, have budgets of less than $500,000, and are serving communities disproportionately impacted by COVID-19 (including but not limited to: low-income / low wage workers, formerly incarcerated, immigrants and refugees, people experiencing intimate partner violence). For information regarding the fund, please visit our website [here.](https://womensway.org/grantmaking/general-operating-fund/)

**ABOUT WOMEN’S WAY:**

WOMEN’S WAY ‘s mission is to inspire and mobilize the community to invest in organizations and leaders that will advance the rights of and opportunities for women and girls and achieve gender equality for all. They hold a unique place in the nation’s history as the first “umbrella” funding federation in the United States specifically dedicated to women’s issues. Their organization was formed in the mid-1970s by seven women-led agencies that focused on wage equity, rape crises, domestic violence, reproductive freedom and post-incarceration reentry. Because mainstream funding was not available for the progressive causes they championed, they joined together to raise a collective voice and generate critical funding for issues impacting women. Since our founding, WOMEN’S WAY has raised more than $24 million to enhance the lives of women, girls and families, and to provide vital support to the agencies that serve them.