

ONE YEAR OF IMPACT

Our Story

When jobs began to evaporate in March 2020, and a deep insecurity settled in, South Floridians needed information on the basic necessities - like where to find food and financial help. But in our vast region, information on these resources was hard to find, and spread across a multitude of sites that were often out of date or inaccurate.

With funding from Microsoft and Citi, and working in partnership with major nonprofits, Urban Impact Lab created Axis Helps, a one-stop resource connecting people and small businesses with the support they need to recover from the effects of the pandemic.

Since then, Axis Helps has touched thousands of South Floridians, and helped get millions in funding to small businesses and families. To get there, we combined in-person and digital outreach for maximum impact.

On our one-year anniversary, we're delighted to share the story of what we have created, together.



Small Business Spotlight

"Finding grants alone is not an easy thing to do as a small business owner," said Jolicia St. Louis, owner of Jaelle's Candle Co.

"I love that Axis Helps lays it out very clearly and plainly and I'm able to prepare myself before I even get into the process of doing the application."



Key Metrics

Combining digital outreach with data-driven canvassing, Axis Helps got information into the hands of those who needed it most.



200,000+

**Page-views on
AxisHelps.org**



40,000+

**Website
Users**



1,200+

Small Businesses
provided with
business funding & support
opportunities



12,850

Households
provided with eviction
prevention information

Small Business: Results

As the **primary outreach partner** for the RISE Loan Fund, Miami Dade County's Cares Act small business relief program, our involvement helped:

- **Facilitate over \$14 million** in loans over a two month period
- **Increase applications by 525%:** from 16 per day to 100 daily, ahead of the December 2020 deadline.

88%

of RISE loan recipients had not received any business technical assistance (including business advice, counseling or training) in the two years prior to applying for the loan.

Small Business: Our Approach



To get information on RISE to the businesses who need it, Axis Helps:

- Mapped business-dense clusters throughout the 13 county commission districts;
- Executed in-person outreach across all districts, following up by e-mail and phone;
- Conducted data collection and small business surveys to identify the challenges our small businesses face.

Small Business: Outreach



“

"It's not like the field of dreams – they won't just come."

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– Michael Sellinger of Miami Bayside Foundation on the challenges of getting resources to the people who need them most

Reaching Business Owners Where They Are

When the pandemic hit, the majority of Portmar Foods' clients - all restaurants - closed, some of them for good. Many didn't pay their past due bills to the Doral-based food importer.

"Thanks to the help from the federal government, and more recently the loan from Miami-Dade County, we've been able to move forward...and we think we will be able to recuperate the losses from last year."

**– Avelino Dos Santos
CEO Portmar Foods and RISE Recipient**



Small Business: Partner Highlights



With funding from The Health Foundation of South Florida, Axis Helps and the South Florida Anchor Alliance teamed up to jump-start new business relationships between Anchor Alliance partners and the local business community through the **Anchor Alliance Toolkit**.

The Toolkit helps local entrepreneurs understand how they can find new business opportunities and engage in a formal procurement relationship with larger, local anchor institutions.

Eviction Prevention: Partnership

In partnership with **Miami Homes For All** and its Eviction Taskforce, Axis Helps:



- Created a centralized space for all rent and housing related resources for the residents of Miami-Dade
- Launched a trilingual phone line for renters
- Canvassed high-need neighborhoods to offer information.

Eviction Prevention: Results

Axis Helps contributed to the county receiving close to **16,000 rent relief applications** with its consistent outreach:

- 12,850 Households canvassed during the Miami-Dade County application period
- 600 Phone calls fielded, 378 callers assisted multiple times
- Publicized the application period with interviews on NBC6 and Telemundo.



Axis Helps' Marta Viciado talks about rent relief on NBC6

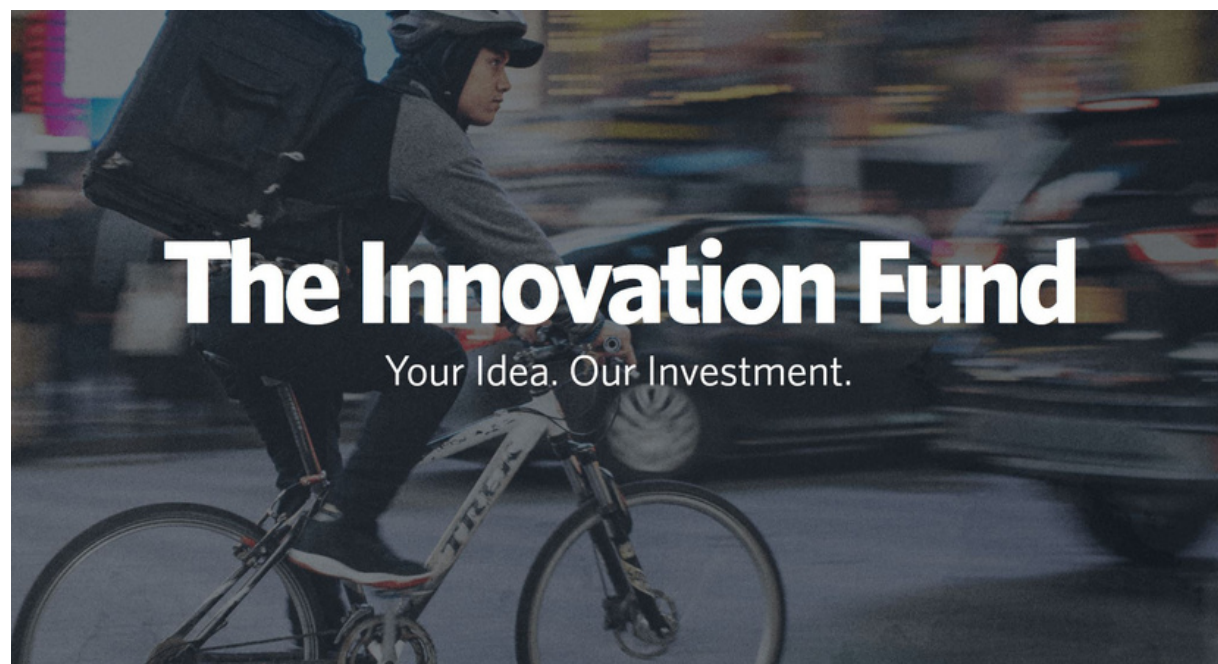
QUARTERLY HIGHLIGHT

National Prize Winner



From a field of over 500 applicants, The Worker's Lab selected Axis Helps as one of six finalists to receive a social impact grant to build power among workers.

In the second and third quarter of 2021, we'll be investing the \$20,000 in refining the user experience on our website, and look forward to working with the Lab and its grantees on future ideas.



THE FUTURE

"COVID-19 brought significant pain to our community and Axis Helps launched to help as many locals as possible weather this disruption. As Axis evolved, it became clear that other communities around the country could benefit from such a product. And Miami provided an excellent testing ground as a city whose global population resembles what the rest of America is projected to look like in the coming years."

"As we emerge from the pandemic, we are looking towards an expansion of the Axis Helps model and approach. Whether it's a different issue area/need or a different city with similar challenges to our own, we remain committed to finding and filling the gaps in resource distribution and racial & gender equity that COVID so clearly exposed."

– Irvans Augustin
co-Founder, Urban Impact Lab



PARTNERS

Funding Partners

Seeded by Microsoft philanthropies and Citi Foundation, our founding investors have remained actively involved in strategy and direction.

Driven by the belief that Miami is a fertile testing ground for a product like Axis Helps, our second round of funding was comprised entirely of local funders.



Commissioner
Eileen Higgins
District 5



AXISHELPS.ORG

Business Partners 'A-Team'

Our Axis Helps A-Team members are unique and varied in their missions and areas of focus. These organizations have partnered with Axis to provide free assistance to individuals and small business owners, helping them identify, apply for, and secure the financial recovery resources they need.

CATALYST
MIAMI



THE TEAM

The Team



Entrepreneurs. Programming & Engagement Specialists. Data Scientists. Communications Experts.



Marta Viciado



Irvans Augustin

Axis Helps is powered by Urban Impact Lab, a civic innovation firm that digests large-scale urban challenges into functional, data-driven projects and solutions that build a better urban future for all.

Stalwarts of Miami's entrepreneurial ecosystem, co-founders Marta Viciado and Irvans Augustin have deep experience in information technology, urban planning and scientific research.

Visionary Leadership, Experienced Entrepreneurs



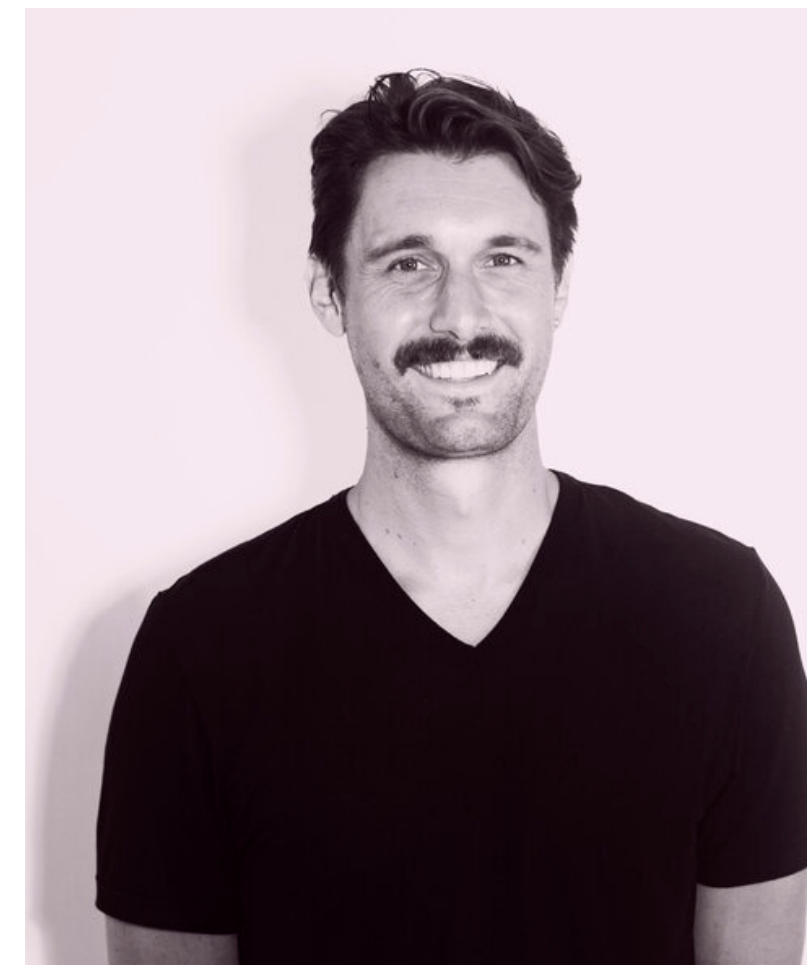
Jordan De Leon
Director Urban Impact Lab

Seasoned in the areas of philanthropy, non-profit and public engagement, Jordan leads the management, operations and culture of Urban Impact Lab, while setting the agenda for team development.



Alexina Prather
Axis Helps Program Manager

A Miami-based entrepreneur with a master's in sustainable business, Alexina manages a diverse group of Axis Helps stakeholders, directs website development and drives product design.



David W. Carson
Business Development Manager

An environmental scientist with a background in business development and finance, David leads new business and partnership development for Axis Helps and Urban Impact Lab.



Cathy Dos Santos Alves
Public Affairs Coordinator

Fluent in Spanish, English and Portuguese, Cathy is a gender studies scholar from Venezuela with a background in community organizing. She leads public affairs and outreach for Axis Helps.

THANK YOU