



Barclays Steps Up to Support Small Business in Delaware

CONTRIBUTED BY BARCLAYS US CONSUMER BANK

AS THE IMPACT of the COVID-19 pandemic began to take hold earlier this year, the citizenship team at Barclays US Consumer Bank started to hear from community partners that a new, crisis-related storm was looming on the horizon. Across Delaware, small businesses were starting to feel the impact from a statewide move to stem the tide of the pandemic. For years, Barclays has provided budding entrepreneurs with the skills and resources they need to succeed in business, but COVID-19 presented a challenge that would require the bank's employees to respond as never before to support Delaware's small business community.

"When word started filtering in about the true impact of the pandemic

on small businesses in Delaware, we began to work the phones to see what Barclays could do to help," said Jenn Cho, Head of Citizenship, Barclays US Consumer Bank. "Our goal was to reach out to our partners and other community organizations to learn how we could maximize our support in the wake of an unprecedented economic event in the lives of Delawareans."

As the impact of COVID-19 began to take hold around the world, London-based Barclays PLC stepped-up to announce the formation of the Barclays COVID-19 Community Aid Package, a \$125 million (£100 million) fund to support the communities where Barclays has a presence globally. The aim of the fund was to support those on the front line of

the pandemic and to help provide relief to small businesses and vulnerable individuals impacted by COVID-19 – including in Delaware, the US headquarters of Barclays US Consumer Bank.

“Across Delaware we were seeing countless small businesses that didn’t qualify for government aid,” Cho commented. “One of our first projects was to partner with the Wilmington Alliance and Cornerstone West CDC to establish the Wilmington Strong Small Business Fund, which distributes microgrants to struggling small businesses to help them make ends meet.”

“The City of Wilmington has an estimated 1,500 small businesses, and business owners were reporting an average 60 percent decrease in sales revenue since the stay-at-home orders took place,” said Renata B. Kowalczyk, CEO of the Wilmington Alliance. “Barclays and other community partners quickly stepped up to the plate to help these businesses survive during this incredibly difficult time.”

Barclays’ commitment to the community continued through the summer to support the Delaware COVID-19 Strategic Response Fund launched by the Delaware Community Foundation and Philanthropy Delaware, which provided nearly 350,000



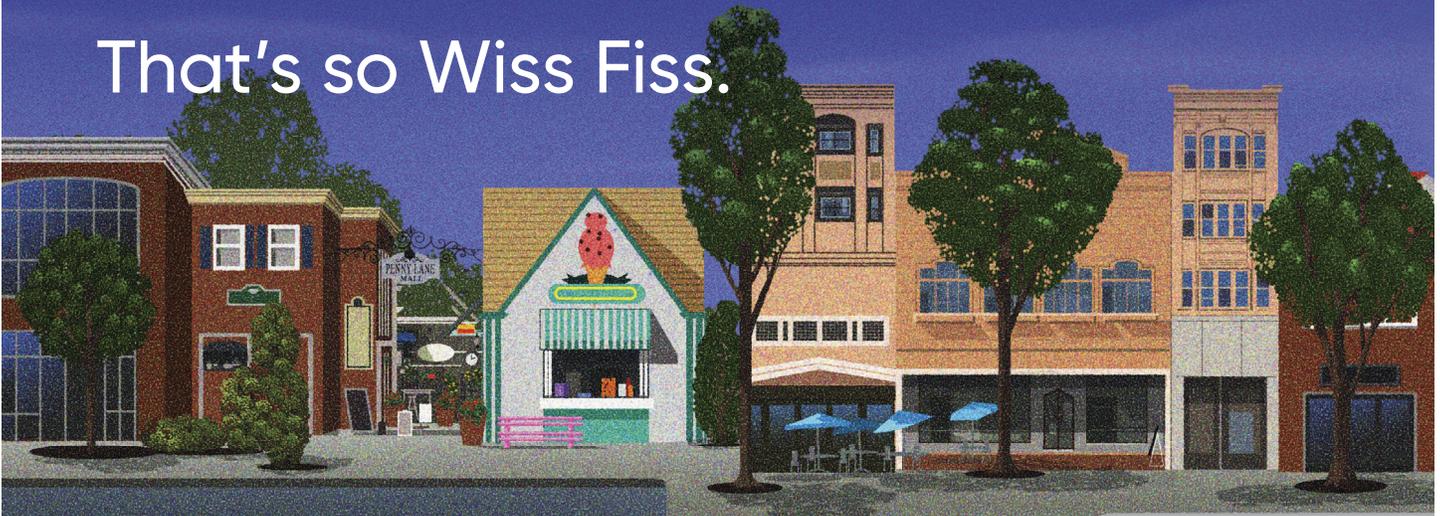
meals to Delawareans, and aid to more than 23,000 families to help meet the growing and evolving needs of families impacted by the virus.

Among the Delaware entities supported by the Barclays Community Aid Package was the Wilmington is Working Technology Equity Fund in partnership with tech startup NERDiT NOW, which supplies impacted businesses with computer hardware and software. Barclays also directed funds to the United Way of Delaware’s Delaware Does More: COVID-19 Rapid Response Fund, The Food Bank of Delaware, REACH Riverside, West End Neighborhood House, and The Challenge Program – to name a few.

In addition to funding local organizations, Barclays’ colleagues continue their tradition of volunteering in the community to virtually support small business, providing opportunities for entrepreneurs to hone their skills and empowering them to expand and grow their business during the pandemic.

“Our job is not yet done,” Cho concluded. “2020 has been a year like no other, and I couldn’t be more proud of Barclays and our partners here in Delaware who have shown steadfast support for the communities in which we live and work.” ■

Local roots. Local knowledge.
Local relationships.
That’s so Wiss Fiss.



To learn more about a bank that has been committed to Delaware communities for almost 200 years, please visit us at wsfsbank.com



Member FDIC | wsfsbank.com

WSFS bank
We Stand For Service®