



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

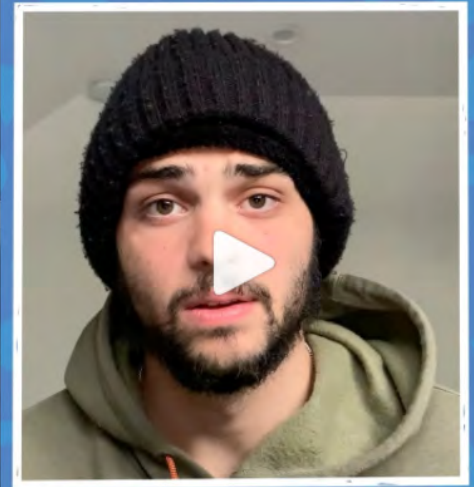
—Margaret Mead

NEW WEEK, SAME SOCIAL DISTANCING.

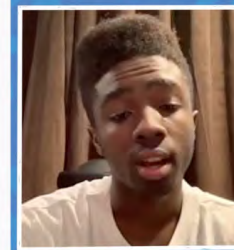
While many of us can’t help but feel like we’re living Groundhog Day (i.e. work-from-home, eat-from-home, clean-up-home, repeat,) selfless heroes all around the U.S. are working day in and day out to deliver packages, stock our shelves, provide meals, develop vaccines, send needed supplies and save lives. Here are just few examples of individuals and companies this week who are helping us keep hope alive:

1. NETFLIX, CHILL AND JOIN THE MENTAL HEALTH DISCUSSION

This past Thursday, Netflix launched a new series on Instagram focused on taking care of yourself and prioritizing mental health amid the COVID-19 pandemic. The series highlights some of Netflix's hottest young stars, from shows and movies like "Stranger Things", "To All the Boys I've Loved Before," and "13 Reasons Why", in partnership with trusted mental health experts from National Alliance on Mental Illness (NAMI), Mental Health America, The Trevor Project, Crisis Text Line and American Foundation for Suicide Prevention. The series will run every Thursday through May, discussing challenges that youth are facing during this unsettling time.



you wanna talk about it?



netflix • Following

netflix @ If you're feeling really stressed and anxious, taking through the realities of this strange and confusing time can be super helpful. Starting tomorrow at 4pm PT we're launching *Wanna Talk About It?* a weekly LIVE series on our Instagram about how to take care of yourself during a global pandemic. Featuring interviews with Netflix talent and mental health experts who will dig into topics like sleep disorders, self care, and anxiety.

@thenational, @crisistextline, @mentalhealthamerica, @namicommunicate, @trevorproject

384,820 views
3 HOURS AGO

Add a comment...

2. STRONGER TOGETHER TO HELP HUMANITY

Tech powerhouses Apple and Google announced a unique partnership to support adding technology to their smartphone platforms, informing users if they have come in contact with someone with COVID-19, known as contact-tracing. This tactic is designed to minimize the spread of coronavirus by telling users they should quarantine after contact with someone infected with the virus. This effort will be rolled out in two steps; in mid-May, this will be added to iPhone and Android phones, and if an anonymous user inputs through an app that they've tested positive, other users who came in close proximity over the last several days will be alerted. In the coming months, this will be available to all without the need for downloading an app. Together, this can reach the platform's more than 3 billion users—over a third of the world's population. Now that is some serious social impact.

Tim Cook @tim_cook

Contact tracing can help slow the spread of COVID-19 and can be done without compromising user privacy. We're working with @sundarpichai & @Google to help health officials harness Bluetooth technology in a way that also respects transparency & consent. apple.com/newsroom/2020/...

Apple and Google partner on COVID-19 contact tracing techn...

Apple and Google announce a joint effort to help governments and health agencies reduce the spread of the virus, with user privacy

apple.com

32.5K 1:03 PM - Apr 10, 2020

12.6K people are talking about this



3. MATZO BALL SOUP AND A SIDE OF CELEBRITY

Over the weekend, thousands of people tuned in to a virtual Passover Saturday Night Sedar, chocked full of celebrities to raise money around COVID-19 relief efforts. Featuring Host Jason Alexander and Jewish (and admittedly non-Jewish) A-Listers like Idina Menzel, Sarah Silverman, Ben Platt, Josh Groban, Debra Messing, Andy Cohen and more. Over \$300,000 was raised for the CDC Foundation through BuzzFeed's Tasty YouTube Channel, with an incredible total of \$2.35M raised via the campaign to date.



4. HOPPING INTO GOOD DEEDS

The Easter holiday brought out the best in people from around the country, such as the Atlantic City, NJ based Linwood sisters. Inspired by other's good deeds during these challenging times, they hatched their own feel-good plan. The sisters filled dozens of baskets with essentials, such as food and toiletries, to give to seniors that were unable to spend time with their families due to the coronavirus outbreak. In addition, Carl Grandberry, a five year old boy in Memphis, TN used his allowance and donations from friends and family to create nearly 100 Easter baskets for local kids whose parents recently lost their jobs due to the pandemic.

5. DOUBLE THE IMPACT

Audiobook company Audible announced a deep investment in the Newark, NJ community and home to its headquarters in an effort to feed as many local residents and frontline healthcare workers as possible, in partnership with renowned chef Jose Andres's nonprofit, World Central Kitchen (WCK) and Marcus Samuelsson, a chef and restaurateur. With primary goals of keeping their hometown fed and business owners and employees working, they have launched a free, daily meal delivery service for residents in need through a new platform, Newark Working Kitchens (NWK). The brand kicked off this new initiative with a \$1M commitment, providing 100,000 meals at \$10 each, paid directly to the participating restaurants.



GOOD NEWS
BOOST

DROP US A LINE.

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