



Campaign Objective: To use the individual and collective voices of Long Island's non-profit community to educate and convince New York State, Nassau and Suffolk counties that funding to organizations addressing critical health and human services issues must be maintained and investments even increased.

Long Island Non-Profit Coalition Advocacy & Communications Strategy

KEY MESSAGES

For more information

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We understand the fiscal challenge you're facing but cutting us isn't the answer.

We understand the fiscal realities confronting the state [county] and the need for tough decisions. But cutting funding to agencies like ours when our services are needed most is the wrong decision at the wrong time.

We are a safety net and the PPEs that protect everyone; not just our clients.

Our agencies and the services we provide are the PPE's the public doesn't see; if we don't exist – or our services are inadequate – communities across Long Island are impacted more severely. The safety net we provide protects not only the recipients of our services but entire communities.

This isn't a human services issue; it's critical to Long Island's vitality and economic well-being.

This isn't a human services/social services budget issue; it's a business imperative that's directly tied to Long Island's economic well-being and our region's economic sustainability. This is about public safety, quality of life and community preservation; inadequately fund or dismiss us now and there's an inevitable and insurmountable long-term cost for everyone.

Our services are essential for everyone, not discretionary for a few in need.

Our services are essential, not discretionary, and when a crisis hits – like we're experiencing now – our services are needed more, not less. This COVID-19 pandemic has actually compounded the problem for already vulnerable Long Islanders, making them exponentially more vulnerable, and brought more clients into our fold. Denying adequate funding when more people need our services doesn't make sense.

TALKING POINTS (to build on Key Messages; can also be used in written documents):

- I understand the fiscal challenges the state/county are facing but cutting funding or inadequately funding our agency is the wrong decision at the wrong time.
- As we all know, COVID has caused a health crisis across the country. In reality, it's causing a crisis not everyone sees but one that almost everyone will feel as it's affecting so much more: mental health issues have increased because of COVID; addiction issues have increased because of COVID; domestic violence cases are up because of COVID; crime is up because of COVID; homelessness is up because of COVID. Now is the time to recognize that our services are needed more and deserve the appropriate investment.
- The services we provide are a safety net not just for our clients but the whole community; you can even look at us as the PPEs that protect everyone (would you leave your home without your mask? Similarly, the community shouldn't be expected to be fully protected without our important services).
- There's actually a business imperative to what we do. By responsibly and professionally addressing issues of mental health, substance abuse, homelessness, etc. etc., we are ensuring Long Island's economic well-being. NOT addressing the needs of those who are struggling can lead to issues of public safety, quality of life and community preservation.
- Cutting or inadequately funding us now can lead to inevitable and insurmountable long-term costs for everyone.
- Our services are essential for everyone, not discretionary for a few in need. When a crisis hits – like we're experiencing now – our services are needed more, not less. This COVID-19 pandemic is actually bringing more clients into our fold, and it's compounded the problem for already vulnerable Long Islanders, making them exponentially more vulnerable. Denying inadequate funding when more people need our services doesn't make sense.
- Our agencies deal with epidemics (even pandemics) every day. We have a keen understanding of the issues connected to pervasive crises like substance abuse, mental health, social injustice, domestic violence, etc.