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Google Cambridge Donates $15,000 to Mask Cambridge
Donation will give thousands of Cambridge residents high quality cloth masks

Cambridge, MA - Google Cambridge announced today that it will donate $15,000 to Mask Cambridge, an initiative led by the Cambridge Volunteer Clearinghouse in partnership with New Bedford, MA-based clothing designer Joseph Abboud; luxury linens manufacturer Matouk, in Fall River, MA; and one dozen local nonprofits, to provide high quality, reusable face masks to Cambridge residents through social service agencies citywide. Mask Cambridge is playing an increasingly central role in procuring and distributing a long-lasting supply of masks for vulnerable people in the city.

Google’s donation will target clients of community centers, food assistance programs, family and adult shelters, affordable housing agencies, and dozens of other providers. “Our staff are extremely grateful to be able to provide masks to women who might not have access to them otherwise. We wanted our residents, many of whom have experienced significant trauma in their lives, to have the security of having access to a permanent, personal supply of masks,” explained Eva Martin Blythe, YWCA Cambridge Executive Director. "Thank you, Mask Cambridge. You came through for them."

“Fighting the COVID-19 pandemic must be a community effort, and as we have seen play out in recent weeks, proper facial protection is a key component of slowing the spread of the virus,” said Liz Schwab, Google’s Head of External Affairs for New England. “Our team is proud to help Mask Cambridge keep our neighbors safe and healthy. We encourage more members of the Cambridge business community to pitch in to help build a sustainable supply of masks for all Cambridge residents, especially our most vulnerable.”

Dr. Kim Massenburg, Executive Director of the Margaret Fuller Neighborhood House, notes that “while we support mandated mask use, the cost and logistics of continuously replenishing single-use masks burdens our already stressed clients. The masks we get from Mask Cambridge are simple to clean, lightweight, breathable and durable -- and families love the children’s sizes!"

More corporate and individual contributions are needed to fully “mask Cambridge” throughout this emergency. Cambridge Volunteer Clearinghouse estimates $100,000 more could procure enough effective, durable masks for target populations through December. A top priority is any
family with school-age children living at or below the federal poverty level, to ensure a safe and successful school year.

How to get involved:

**Nonprofits** serving Cambridge residents can request masks by filling out this [Face Masks for Cambridge form](#).

**Individuals or businesses** interested in sponsoring masks for Cambridge (starting at $1000) can do so by contacting Laurie Rothstein at: [cvc@cambridgevolunteers.org](mailto:cvc@cambridgevolunteers.org). Sponsors have the option to “Buy One Give One” mask -- simultaneously providing masks for their own employees, clients, or colleagues -- with every donation.

**Sponsorship levels:**

- **$20,000 One Month Citywide** - Fund an entire month of face masks for all.
- **$10,000 Neighborhood Sponsor** - Provide masks for one multi-service community center for the rest of the year.
- **$5000 One Week Citywide**: Fund a whole week’s mask distribution citywide.
- **$2500 Big City Block** - Ensure that all households in a high-density Cambridge city block have masks all year.
- **$1000 Home Sweet Home** - Supply 15 families in transitional or supportive housing with the masks they need this year.

**About Cambridge Volunteer Clearinghouse**
Cambridge Volunteer Clearinghouse (CVC) assists local non-profit agencies in promoting and filling critical volunteer openings, and guides potential volunteers to opportunities best matched with their skills and talents. During the COVID-19 crisis, CVC volunteers have also teamed up to provision agencies with hard-to-source supplies and remote projects.

**About Google Cambridge**
Located in the heart of greater Boston’s technology community, Google Cambridge has employees working in sales and many product areas, including Ads, Android, YouTube, networking infrastructure, and Google Play. Google strives to be great neighbors in the local community and, since 2011, has given $36.3 million in charitable giving dollars donated to nonprofits and schools in Massachusetts and over $16 million in Faculty Research Awards and Ph.D. fellowships awarded to Massachusetts universities and colleges since 2005 through Research at Google. In 2019, Google helped provide $13.9 billion of economic activity for Massachusetts businesses, website publishers, and nonprofits.  

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