

# DO MORE 360



[UnitedWayNCA.org](http://UnitedWayNCA.org)



# THE DO MORE 360 PROMISE

TRANSFORMING LIVES IS NOT A ONE-DIMENSIONAL ENDEAVOR. THE OPPORTUNITY TO BREAK DOWN BARRIERS TO A BETTER FUTURE FOR PEOPLE IN YOUR COMMUNITY IS ALL AROUND YOU. **DO MORE 360** IS A MULTI-FACETED WAY TO OPEN ACCESS TO BETTER EDUCATION, STRENGTHEN FINANCIAL STABILITY AND IMPROVE HEALTH AND WELL-BEING FOR INDIVIDUALS AND FAMILIES IN THE NATIONAL CAPITAL AREA. IT'S REAL SOCIAL CHANGE THAT ISN'T WAITING FOR ANY MOVEMENT OR ANNOUNCEMENT TO GET STARTED. READY TO DO MORE? LEARN HOW RIGHT NOW.

**At United Way of the National Capital Area, we believe in building a community that works for all of us.**

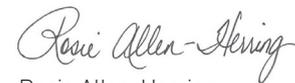
Just one year into our five-year Community Commitment, we are already seeing great returns on our investment throughout the region. This \$12.3 million commitment to programs that remove barriers to financial stability and affordable housing is creating results that will have a lasting impact on people's lives.

Our commitment is to create change in three fundamental areas: education, financial stability and health.

Communities throughout the region are getting excited along with us. They see that we have solutions that are moving individuals and their families into the highest quality of life. They are investing in building our National Capital community along with us.

There's a lot of work to be done, and we're up for the challenge. We're ready to Do More for families in our community. We're ready to Do More for children. We're ready to Do More to ensure our community thrives.

Sincerely,

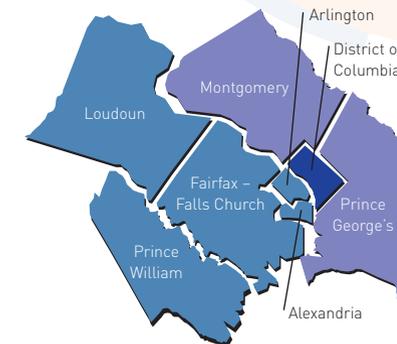


Rosie Allen-Herring  
President and CEO  
United Way of the National Capital Area



## Regions We Serve

United Way of the National Capital Area serves eight regions: Alexandria, Arlington, District of Columbia, Fairfax/Falls Church, Loudoun County, Montgomery County, Prince George's County and Prince William County.



# EDUCATION

In the National Capital Area, nearly 160,000 young people are dropping out of high school every year. Are you willing to let this go on?

It's much too late to wait until these students reach high school to do something. That's why your support now can put 12,000 at-risk middle school students on the path to high school graduation. You can do this simply by:

- making a donation
- participating in after-school programs
- being a mentor
- volunteering business services
- tutoring a child
- offering health, fitness and nutrition support

Your involvement can put an end to the dropout epidemic.

Students who start 9th grade on time, reading at grade level and with grade-appropriate math skills, are three times more likely to graduate from high school than students who don't.

Students in the 6th grade who don't attend school regularly, who receive poor behavior marks, or fail math or English, have only a 10% chance of graduating high school on time.



**Thousands of futures don't have to be at risk. Do something now at [UnitedWayNCA.org/volunteer](http://UnitedWayNCA.org/volunteer).**



## A HELPING HAND GOES A LONG WAY

Simply being a teenager isn't always easy. But being a teenager that's moving to a new country with only your mother while suffering from various undiagnosed medical challenges?

Anyone could see that 13-year-old **Jackson** desperately needed help.

With the assistance of **Communities in Schools** of NOVA coordinator **Isabel Perez**, Jackson and his mother received support for and access to basics most of us never even think twice about—such as food, rent and furniture. Communities in Schools also connected Jackson with services that helped him better manage his medical issues, which directly affected his ability to attend school.

The result? In one quarter, Jackson's attendance rose 40%. And his grades have soared.

**Jackson's attendance rose 40% and his grades have soared.**





### A LITTLE EMPATHY DELIVERS A BIG RETURN

“Taxes” and “tears of joy” are almost never found in the same place. But for **Ms. P**, help with the former soon led to the latter.

Raising four children on a very limited income, Ms. P came to the Financial Empowerment Center at **Prince George’s Community College** for free help with her taxes. She had previously been led to believe that she could only claim her two younger children as dependents. But a conversation with her tax preparer revealed that Ms. P was also supporting her two older, college-age children.

By taking the time to fully understand her situation, the preparer helped Ms. P more than triple her tax refund—from \$2,000 to over \$6,500. For a mother struggling to make ends meet, it resulted in an overwhelmingly emotional moment—and a big improvement in her family’s financial well-being.

**Ms. P more than tripled her tax refund—from \$2,000 to over \$6,500.**

# FINANCIAL STABILITY

Without a foundation of financial stability, the health and safety of families are threatened every single day.

When you join the Do More 360 movement, you are changing this. Your contribution creates Financial Empowerment Centers and Volunteer Income Tax Assistance (VITA) sites that make the difference for individuals and households to:

- **save money**
- **file tax returns**
- **maximize tax refunds**
- **get credit counseling**
- **reduce debt**
- **find safe and affordable housing**

In 2015, United Way NCA supported 20 VITA sites that helped more than 11,000 tax filers receive more than \$14.2 million in refunds.



**Help families and neighbors achieve financial stability. Find out how at [UnitedWayNCA.org](http://UnitedWayNCA.org).**

## A DAY TO TRANSFORM LIVES

People without a home often experience the absence of many other things. Dignity. Safety. Health. Hope.

But on October 9, 2015, the National Capital's inaugural Project Homeless Connect, sponsored by **Comcast** and **Deloitte**, helped nearly 300 people regain a large measure of each. Participants in need were guided by more than 150 volunteers at Central Union Mission to services generously provided by more than 20 businesses and organizations.

Four people with critical medical issues were immediately transported to a local hospital. At least one life may have been saved. A mother recently laid off from her job and evicted from her home was connected to employment and housing resources by Friendship Place. A gentleman who had repeatedly been turned away by podiatry services in the past received care from the Foot and Ankle Clinic of the Mid-Atlantic.

These were just a few personal success stories, big and small, that took place that day.

**Four people** with critical medical issues were transported to a hospital.

## HEALTH

Success in the classroom is often short-circuited at the kitchen table or living room couch.

Bad eating habits and lack of exercise negatively affect academic performance. So we're not shy about pushing kids to be more active and to eat healthier meals.

The United Way NCA developed the **Fun, Fly & Fit**® program specifically to fight childhood obesity. Your support enables kids to:

- get the regular exercise their bodies crave
- show their families how to live more healthfully
- make smart eating and snacking choices

Furthermore, your contribution helps fund the **2-1-1** social services hotline which connects more than **450,000** people per year to basic health needs—including food and shelter.

**37%**

of children ages 10–17 in the National Capital Area are classified as overweight.



The ability to empower others is in your hands right now—visit [UnitedWayNCA.org](http://UnitedWayNCA.org) to get started.



## A CHILDHOOD PAID FORWARD

For **David**, the United Way is more than just an organization. It was one of the biggest parts of his childhood. And it's why he's an active contributor to United Way NCA today.

When he was growing up in Louisville, Kentucky, the United Way funded the Wesley House Community Center near David's home. Volunteers and staff at the center helped walk David and other neighborhood kids several blocks to the center after school. There, the kids could safely enjoy a world of activities.

From the third grade through high school, it was David's home away from home. "If the center was open, I was there. For my mother, this was a godsend," he says.

Those memories continue to fuel his passion for supporting United Way NCA to this day. In fact, David has been the largest donor at WSSC for 20 years. A resident of Prince George's County, David says, "What United Way is doing can only help because without that, kids are going to fall through the cracks. Every kid that's saved from a life of crime, that's a life saved, that's resources saved. These are smart investments."

**"If the center was open, I was there.  
For my mother, this was a godsend."**



# GIVE. VOLUNTEER. ADVOCATE.

Do More 360 makes it easy to deliver a greater degree of good in more ways than ever.

## GIVE

Making a financial contribution is a simple, direct way to help now. To specify how you want your contribution to be directed, see page 13 or visit [UnitedWayNCA.org/give](https://UnitedWayNCA.org/give).

Another great way to support United Way NCA is to join one of our three affinity groups:

- Tocqueville Society—for community-minded philanthropists
- Women United—for women of all ages
- Emerging Leaders Society—for professionals under the age of 40

**Find the right United Way NCA affinity group for you at [UnitedWayNCA.org/leadership-giving](https://UnitedWayNCA.org/leadership-giving)**

## VOLUNTEER

Volunteering your time, services and skills delivers immediate benefit to individuals, families or neighborhoods. Lend a hand, be a mentor, donate your professional services, tutor a child—the needs and opportunities are endless.

**Learn how you can volunteer year-round at [UnitedWayNCA.org/volunteer](https://UnitedWayNCA.org/volunteer)**



## ADVOCATE

Help spread the good simply by showing your support for United Way NCA's work and encouraging people to get involved. Announce upcoming United Way NCA events and/or share your participation through social media channels. Email policymakers about issues and areas of need in your community. Wear a Live United t-shirt and tell the world that there's always a need for a greater degree of good to be done.

**See how easy it is to be an advocate at [UnitedWayNCA.org/pages/advocate](https://UnitedWayNCA.org/pages/advocate)**



# THANK YOU

Your contribution to, participation in and support for **Do More 360** is nothing less than the bridge to a better life and future for others in your community. The help you provide is greatly appreciated.

“Life’s most persistent and urgent question is, ‘What are you doing for others?’”

—Martin Luther King, Jr.

# HOW TO GIVE

Choose how you want your pledge directed.

You can give through payroll contributions, personal check, securities or credit/debit card.

## OPTION A

### Give directly to United Way NCA

Your contribution goes where it’s needed most to help build thriving communities.

8000 United Way of the National Capital Area

## OPTION B

### Give to your community

Your contribution will support health, education and financial stability programs and initiatives where you live.

9001 Alexandria	9004 Fairfax–Falls Church	9007 Prince George’s
9002 Arlington	9005 Loudoun	9008 Prince William
9003 District of Columbia	9006 Montgomery	9000 National Capital Area

## OPTION C

### Give to a Community Impact Fund

Your contribution will help solve our region’s most critical issues.

#### 9072 Education Fund

Your contribution will provide academic support, mentoring and behavioral health services for middle-grade students.

#### 9073 Financial Stability Fund

Your contribution will help low-income families achieve financial stability, avoid homelessness and access affordable housing.

#### 9074 Health Fund

Your contribution will promote health and wellness, and provide for basic needs throughout our community.

#### 9080 Veterans Fund

Your contribution will help veterans access educational and employment services and basic needs support.

#### 9081 Innovation Fund

Your contribution will fund innovative solutions to issues related to education, financial stability and health.

## OPTION D

### Give to a nonprofit of your choice

Choose from among our member nonprofit organizations (or write in an organization that matters most to you).

If you choose to support United Way NCA or wish to designate your contribution, please enter the appropriate 4-digit code on your pledge form or online at [UnitedWayNCA.org](http://UnitedWayNCA.org). You can read a brief summary of the services each of our member nonprofits provides to the community on our website.



**Join the Conversation**



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