



**WE ARE THE
PROBLEM-SOLVERS
COMMUNITY-BUILDERS
RESULT-DRIVERS
GAME-CHANGERS
DIFFERENCE-MAKERS**

United Way of the
National Capital Area





JOIN THE FIGHT FOR THOSE WHO CAN'T.

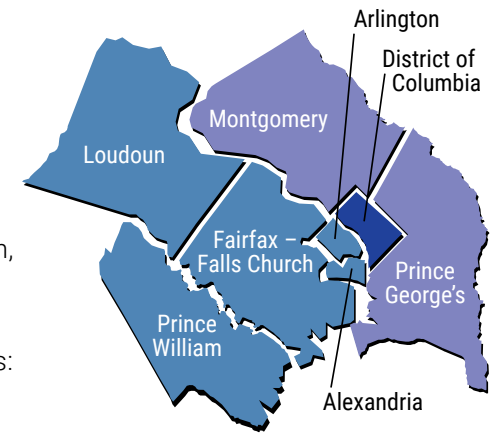
United Way of the National Capital Area fights for the health, education and financial stability of every person in our community. For everyone whose life has been skipped over or written off, United Way of the National Capital Area fights for them. Because everyone deserves hope. A chance. And respect. We help people in our community attain these by LIVING UNITED. By forging partnerships. Finding new solutions to old problems. Mobilizing resources. Inspiring people to care. And making bold investments that lead to lasting results.





COMMUNITY COMMITMENT

Across the National Capital Region, we build stronger communities by making commitments to improve people's lives in the following ways:



Education.

To help 12,000 low-income middle school students transition to high school, on grade level and on track to succeed.



Financial Stability.

To help 100,000 area residents achieve financial stability and remove barriers to stable and affordable housing.



Health.

To help children and adults in our community thrive through an integrated approach to health and wellness that fights childhood obesity and creates good habits for life.





CHOOSE HOW WE WIN FOR THOSE WHO NEED US MOST.

Across the National Capital Region, we build stronger communities by making commitments to improve people’s lives in the following ways:

OPTION A Join the Fight with United Way NCA.

Your contribution will support the fight for the health, education & financial stability of every person in our community.

8000 United Way of the National Capital Area

OPTION B Join the Fight for your local community.

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

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

OPTION C Join the Fight with the Community Impact Fund

Your contribution will support the fight to fund innovative solutions to issues impacting education, financial stability and health.

9072 Education Fund

You’ll help win the fight by providing academic support, mentoring and behavioral health services for middle grade students.

9073 Financial Stability Fund

You’ll help win the fight by providing financial security, lower risk for homelessness and access to affordable housing for low-income families.

9074 Health Fund

You’ll help win the fight by providing support for better health and wellness, as well as basic needs, throughout the community.

9080 Veterans Fund

You’ll help win the fight by providing access to educational and employment services, and basic needs support, for veterans.

OPTION D Fight with a nonprofit of your choice.

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

If you choose to designate your contribution, please enter the appropriate 4-digit code on your pledge form or online at UnitedWayNCA.org. On the website, you can read a brief summary of the services each of our member nonprofits provides to the community.



BE ONE OF THE GAME-CHANGERS.

Our Giving Societies bring together individuals who share a common purpose in the fight for people in need. Join one today and strengthen our ability to win United.

Young Philanthropists

This group of passionate professionals seeks like-minded peers who are committed to fighting for our communities and developing leaders for positive change. As a member, you can look forward to:

- Serving through regular volunteer opportunities.
- Connecting with others to expand your network and give back to the community.
- Learning about our area's most pressing challenges and ways you can help address them through philanthropy and service.
- Developing professional skills through regular development opportunities.

For more information, visit UnitedWayNCA.org/youngphilanthropists

Women United

Women United is a network of philanthropists who recognize and support exceptional efforts by individuals who bring positive change to our community. As a member, you can look forward to:

- Special invitations to United Way NCA events and receptions.
- Gaining firsthand experience with community issues through discussions and visits to United Way NCA program sites.
- Working with like-minded philanthropists to build an annual day of service event.

- Networking with United Way NCA leadership and women leaders from other community sectors.
- Special recognition for your role as a community leader in United Way NCA events, website, Annual Report and publications.

For more information, visit UnitedWayNCA.org/WomenUnited

Alexis de Tocqueville Society

The Tocqueville Society is comprised of leading philanthropists who understand the value of a major investment in our community, especially when directed and leveraged. Members contribute \$10,000 or more annually, and can look forward to:

- Special VIP invitations to United Way NCA events and receptions.
- Networking with other philanthropists and United Way NCA Board and Executive leadership.
- Leading the effort to build an annual day of service event.
- Special recognition for your role as a community leader in United Way NCA events, website, Annual Report and publications.
- Receiving a Tocqueville Society lapel pin.

For more information, visit UnitedWayNCA.org/tocqueville

Volunteer with United Way NCA

There is goodness in everyone. The best way we know to bring it out is to volunteer. You can create a tremendous impact on another person's life. Sign up to volunteer with a United Way NCA-organized project.

For more information, visit volunteer.unitedwaynca.org



JOIN THE FIGHT FOR EDUCATION.

Our fight for 100% high school graduation begins in middle school. Because students who start ninth grade on schedule, read at grade level, and have grade-appropriate math skills are three times more likely to graduate from high school than students who don't.

Your donation of money and time will help us prepare at-risk middle school students to transition successfully to high school and perform at grade level. And we're not waiting—by 2020, our program will span every region we serve in the National Capital Area.

More Than a Mentor

At a very early age, Julian was already moving through the world in search of an escape. From difficulty at home to trouble in school – it was nearly impossible for Julian to envision a world of his own. But Julian soon found hope in Rebecca O'Connor.

Before meeting Rebecca, Julian struggled to center his thoughts and feelings. He was a shy kid by nature, but there was a quiet storm brewing inside him. That is until Rebecca helped him channel his imagination through reading.

Watching Julian not only open up to Rebecca, but to bloom a curiosity for learning was the reason O'Connor asserted that everyone should be a mentor.

"It's just been wonderful to see the magic when a child discovers books and discovers a love of reading," she shares. Having grown alongside Julian for six years now, O'Connor couldn't imagine how meaningful their relationship would become to her.

The dynamic duo stood side by side at the Creating Mentoring Moments annual event as Rebecca was awarded the 2019 Mentoring Matters Coalition Mentor of the Year. Through the Mentoring Matters Coalition, United Way NCA aims to enhance the quantity and quality of mentoring relationships for young people in the National Capital Area to ensure children have the supportive relationships they need to grow and develop into thriving, productive and engaged adults.

"She was, more than a mentor to me, she was my best friend."



JOIN THE FIGHT FOR FINANCIAL STABILITY.

In the National Capital Area, as many as 260,000 residents are unbanked—unable to access or use banking services. This leaves them vulnerable to money predators or unreasonable fees for conducting simple transactions like cashing a check, and trapped in a cash and money order world.

United Way NCA is fighting to knock down those financial barriers through our Financial Empowerment Centers that offer access to professional financial services and guidance, provide low income residents with free tax preparation assistance, and financial education programs designed to help individuals and families attain financial stability for themselves and their households.

A Journey from Debt to Hope

Sean's first year out of college, he worked three part-time jobs, freelanced on the side and performed any chance he got to earn an income. He was fulfilling every millennial's dream — except that he lived off of \$15 a week for food and almost completely blew his savings trying to stay on top of loan repayments starting at \$945 per month.

Now that he's found steady employment and his savings are (for the most part) replenished, he wanted to deepen his knowledge of investing. Sean learned that United Way NCA Financial Empowerment Centers offered free financial coaching.

When he arrived at the FEC, Sean was greeted by Xavier — the personal financial coach assigned to him. Sean and Xavier looked at his total net income versus expenses like student loan repayments, rent, food, and transportation. They discussed emergency savings and contributing to his 403b, Money Markets, Mutual Funds, in addition to the stock market.

From ONE session at the Financial Empowerment Center, and coaching from Xavier, Sean has so much more clarity on the options available and a plan for investing, saving and budgeting in the future.

“Growing up, there wasn't a place to talk about financial literacy.

There wasn't anyone to help walk me through the language, terms, rules...”



JOIN THE FIGHT FOR HEALTH.

Better health leads to a better life. That's why United Way NCA is fighting for better access to health care as well as education that leads to better care of ourselves. We're making strategic investments in programs that provide adults and children with avenues to health services they need to not only be well, but to thrive as well.

Good health and nutrition are also leading factors in a young person's ability to succeed academically as well as a family's ability to achieve financial stability. We will continue to fight for public policies and programs that bring enhanced health and wellness for our community's residents.

Managing the High-Cost of Prescription Drugs

For the last decade, FamilyWize and United Way NCA have helped over 120,000 people in the nation's capital save upwards of 75% on their prescription medication. As of November 2018, savings for National Capital Area users surmounted \$13 million dollars for local families through the FamilyWize card. As nationwide out of pocket spending on prescription drugs skyrockets nearly 7% between now and 2021, Americans are expected to dish out nearly \$610 billion dollars for their medications. Even with insurance, the monthly costs for medications can teeter families on the edge of financial ruin. Such was the case for Mary Smith before she discovered the FamilyWize Card.

At \$400 a month, Mary struggled with her insurance to cover the cost of her diabetic son's insulin prescription. Having nowhere else to turn, she called her local United Way where she discovered FamilyWize.

Using FamilyWize's pricing tool, Mary was able to locate a pharmacy that offered a discount on insulin for FamilyWize cardholders for only \$88 a month.

"It's such a helpless feeling when someone gets a prescription and they see the high cost and think 'well, what now?'" confides Mike Carollo of FamilyWize.

Through our partnership with FamilyWize, United Way NCA seeks to heighten the awareness of the program to empower those in our community towards greater health. Access to affordable medication should be a right to every household in the National Capital Area and across the country.

**"Mary is now able to put the extra money she's saving
on insulin towards her son's college education."**



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Philanthropy has evolved to become a Strategic Business Priority.

Changes in the marketplace, digitization, global growth, generational trends, and an ever-changing landscape create new opportunity for corporations to align social impact and employee engagement with business objectives.

The next generation of philanthropy is here.

Your workforce has higher expectations...

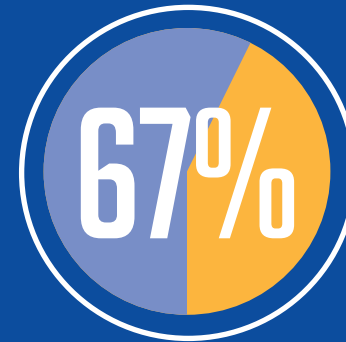
To be engaged. To be informed. To be empowered. To be inspired.

Attracting and retaining a highly engaged workforce means connecting to employees at a deeper level on the issues and causes that matter to them and to your organization.

Salesforce Philanthropy Cloud empowers companies and employees to put their values to action.

Salesforce.org brings Salesforce technology and expertise with United Way's powerful network of impact and the power to convene partners in an easy-to-use and centralized cloud platform.

- **BRANDED** with your corporate identity
- **CUSTOMIZED** with local United Way NCA impact stories & nonprofit needs
- **REAL-TIME VISIBILITY** to individual giving & aggregate for employee base
- **ALLOWS EMPLOYEES TO EASILY FIND,** participate & share volunteer opportunities



67 percent of employees prefer to work for socially responsible companies.*



55 percent of consumers will pay extra for products sold by companies committed to positive social impact.*



38%

Millennial employees who believe that their employer supports the local community are **38 percent more likely to stay at that employer for five years.***

*Source: Deloitte: 2018 Global Human Capital Trends



United Way of the National Capital Area

UnitedWayNCA.org/SPC



THANK YOU.

The fight for health, education and financial stability in our community becomes stronger in so many ways with your contributions and support. United Way NCA is grateful for the help you provide families, individuals, and households throughout our region to **LIVE UNITED.**



CHARITY NAVIGATOR
Your Guide To Intelligent Giving



“We ourselves feel that what we are doing is just a drop in the ocean.

But the ocean would be less because of that missing drop.”

Mother Teresa



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