

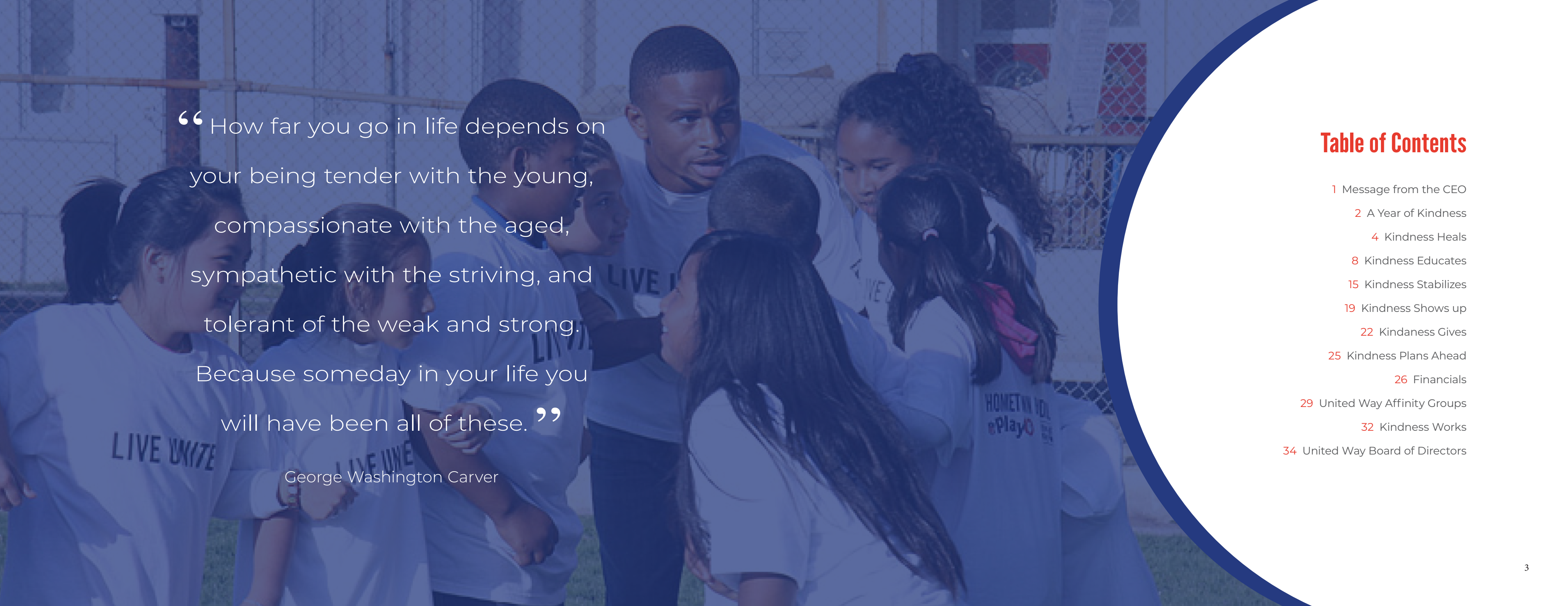


KINDNESS UNITED

FY18 ANNUAL REPORT



United Way
of the National Capital Area



“How far you go in life depends on
your being tender with the young,
compassionate with the aged,
sympathetic with the striving, and
tolerant of the weak and strong.
Because someday in your life you
will have been all of these.”

George Washington Carver

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United Way of the National Capital Area fights for the health, education, and financial stability of every person in our community.

How do we do it?
Kindness.



Kindness is a vital asset in any community.



It's what compels neighbors to keep an eye out for each other's children. Teachers to stay after school to provide extra help to a student. Coworkers (or congregants or classmates) to band together in support of somebody who's going through a hard time. In a community as large as the National Capital Area, 6.2 million strong, kindness is like gravity—an invisible, powerful force that holds us together. And today more than ever, I would argue that kindness is what is making a difference in our community everyday.

Your United Way is a kindness multiplier. We are uniquely positioned at the intersection of the public, private, philanthropic and nonprofit sectors, and the only organization that can mobilize the best resources and people to lead collective impact for our community. In D.C. and the surrounding area, we deploy the Kindness Formula to win back dignity and independence for our neighbors. In communities across the region Alexandria, Arlington, District of Columbia, Fairfax/Falls Church, Loudoun County, Montgomery County, Prince George's County and Prince William County.

I hope this report inspires you and kindles your kindness. Pass it along to a friend.

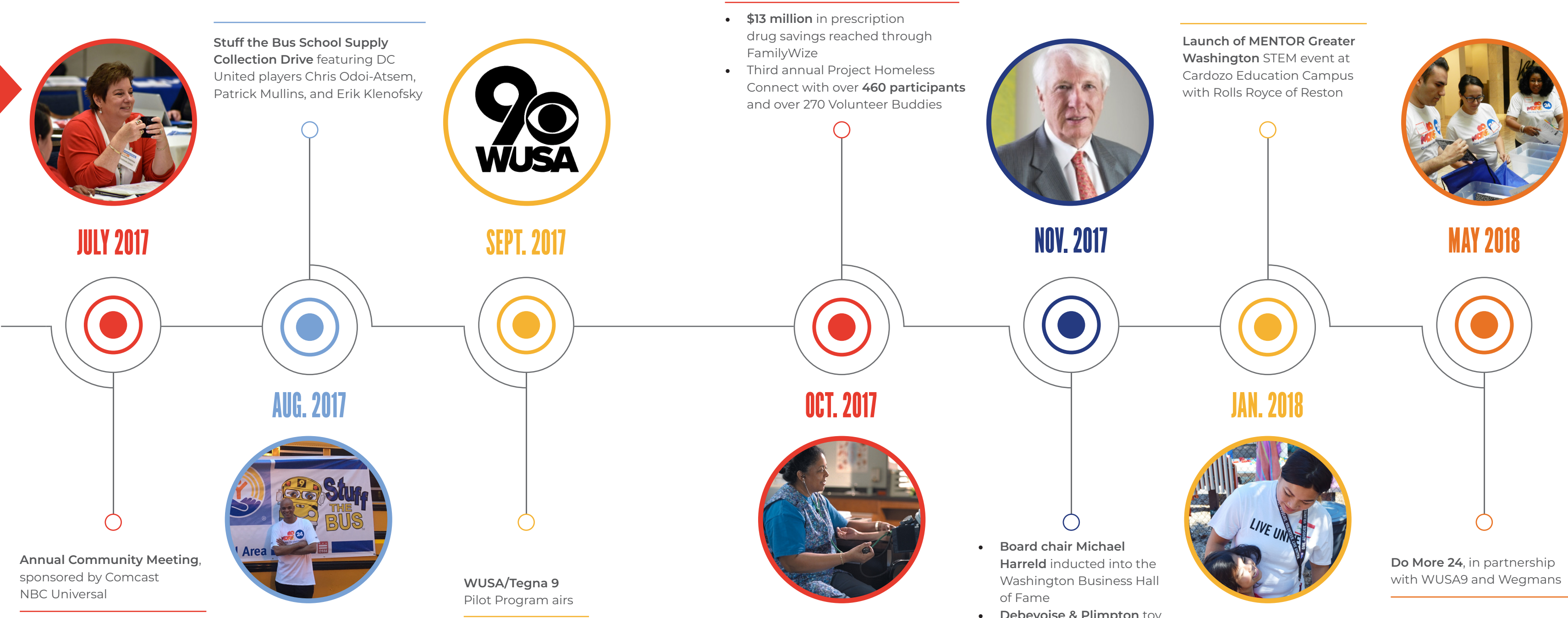
Rosie Allen-Herring, President & CEO

Rosie Allen-Herring

A YEAR OF Kindness

“Constant kindness can accomplish much. As the sun makes ice melt, kindness causes misunderstanding, mistrust, and hostility to evaporate.”

Albert Schweitzer



KINDNESS

Heals



“Good neighbors make a huge difference in the quality of life.”

Robert Fulghum

United Way of the National Capital Area tackles health disparities in our region by partnering with community partners who run programs, deliver services, and share our passion for improving lives. We focus on decreasing childhood obesity and providing access to healthy lifestyle choices for every person.

Kindness Collaborates

The National Capital Area's robust community of nonprofit service providers represents a critical opportunity for connections and collaborations. United Way NCA holds webinars, workshops and events throughout the year in order to strengthen the sector and to promote best practices and shared learning. In order to advance our goals around nonprofit capacity building, we partner with a select number of organizations to support the strengthening of our nonprofit sector and community.

These collaborations result in:

- Workplace giving
- In-kind donations
- Pro bono consulting and legal services
- Do More 24 annual day of giving

Hosted by United Way in July 2018, the Annual Community Meeting focused on education and engagement of the sector on the important topic of the upcoming 2020 Census.

FamilyWize

We are committed to improving the overall health of all children and families served through our education and financial stability work. For the last decade, FamilyWize and United Way NCA have helped over 120,000 people in the nation's capital save upwards of 75 percent on their prescription medication.



= Nearly \$13M in prescription drug savings

Fun, Fly & Fit

This program encourages children to have fun through fitness. At the same time, it educates children and adults about nutrition and healthy eating. In addition, it provides program sites with tools and incentives to keep the program going. Including parents, caregivers, teachers and other individuals who are able to reach and influence children is a key part of achieving success.



= 2,162 Middle school students and families benefited from health and nutrition programs in 2018

Character Playbook

This innovative online curriculum encourages middle schoolers to resolve conflicts and analyze their own behavior.



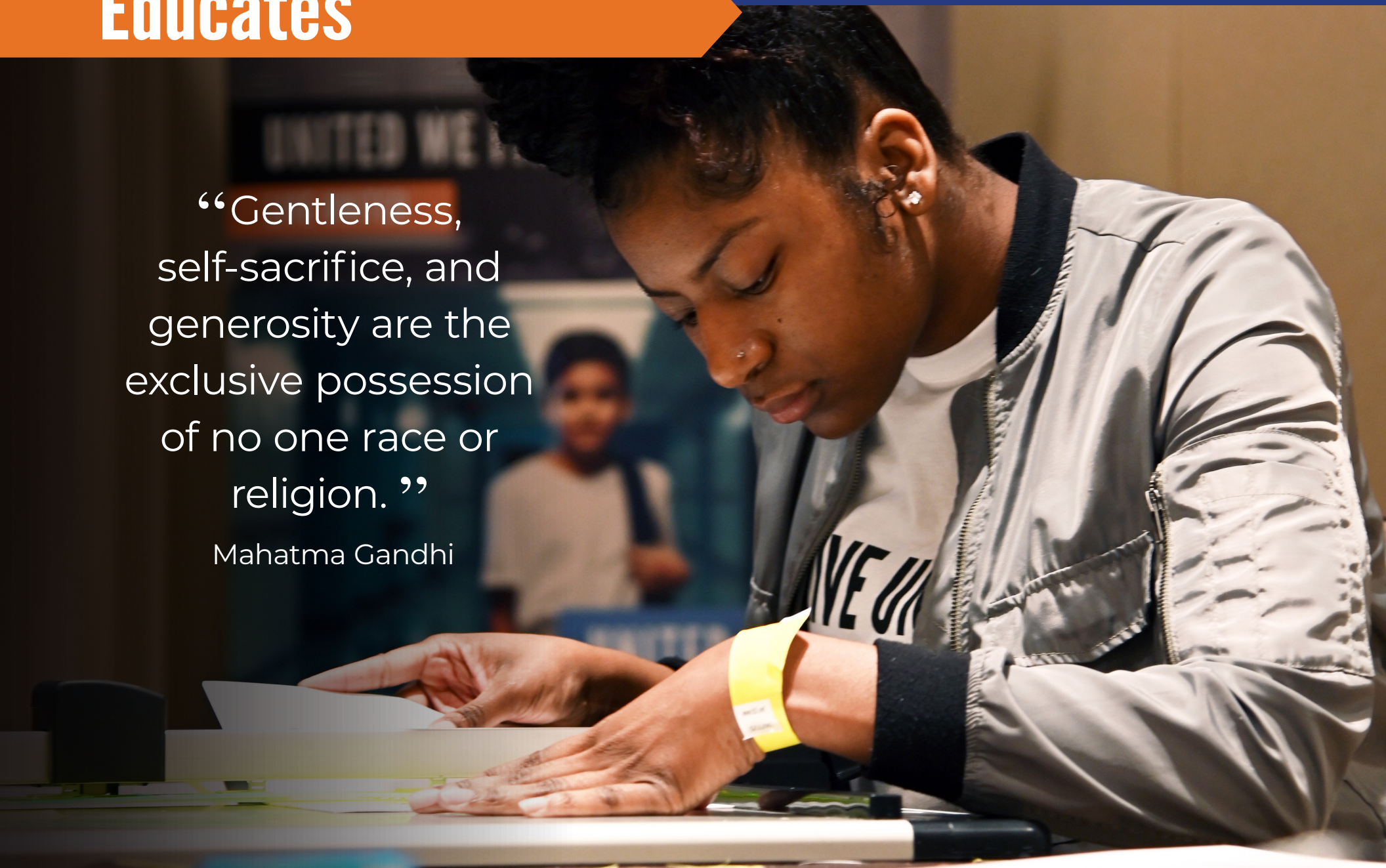
= 3,744 students reached in 20 schools **= 8,179** hours of learning in the 2017-18 school year

KINDNESS

Educates

“Gentleness, self-sacrifice, and generosity are the exclusive possession of no one race or religion.”

Mahatma Gandhi



Our Education Commitment puts low-income students and their families front and center. Working side-by-side with our partners, we prepare students in targeted, at-risk middle schools to transition successfully to high school and perform at grade level.



= 3,190 middle school kids/adolescents were able to progress to the next grade level, participated in nutrition education classes/activities and received mentorship

= 1,939 parents/caring adults engaged with students for homework, attended parent-teacher meetings and provided mentorship



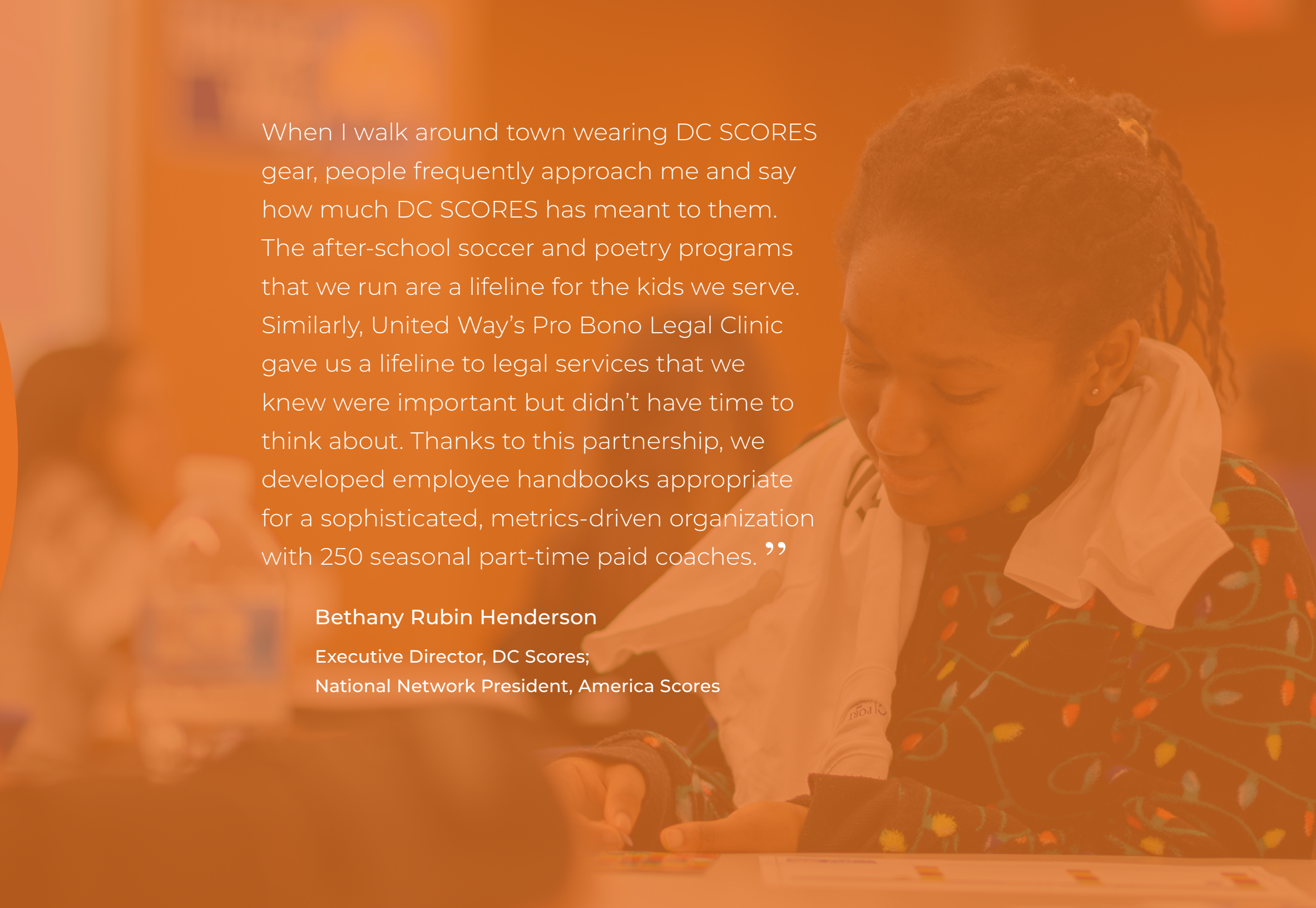
Kindness Does What It Says It Will Do

“DC SCORES builds kids: whole people, who build each other up instead of tearing each other down. We work with 3,000 first through eighth graders in our city. We know how important stability is in our kids’ lives and we always do what we say we’re going to do. The students love it. Their families love it. The schools love it.

When I walk around town wearing DC SCORES gear, people frequently approach me and say how much DC SCORES has meant to them. The after-school soccer and poetry programs that we run are a lifeline for the kids we serve. Similarly, United Way’s Pro Bono Legal Clinic gave us a lifeline to legal services that we knew were important but didn’t have time to think about. Thanks to this partnership, we developed employee handbooks appropriate for a sophisticated, metrics-driven organization with 250 seasonal part-time paid coaches.”

Bethany Rubin Henderson

Executive Director, DC Scores;
National Network President, America Scores



“ We try to model kindness in our school.

I tell my team that we never know what our students are going through at home. If they don't feel positive, they won't be prepared to learn. ”

Thornton Boone
Principal, Hyattsville Middle School

“I was an LAYC program participant. My mentor opened doors for me, including AmeriCorps. So I'm an example of what kindness can do. There was a student who had come here unaccompanied from Central America. We connected him to one of our nonprofit legal partners to get him the help he needed. And it's not just for students. We promote a welcoming environment for parents, too, through cultural events like Hispanic Heritage Night. We embrace the strategy of helping the students to help each other. For example, when one of the girls noticed another girl who was kind of withdrawn, she asked me if she could mentor her. I said, 'Of course!' ”

Dahiana Edwards
Community School Coordinator, Latin American Youth Center

“The Community School Coordinators are folks who listen, who give good advice. They make my job easier. The food pantry and the uniform closet are seemingly little things that make a big difference in the lives of our school community. Volunteers who provide backpacks and snacks don't always see the impact they have, but I'm here to say those things matter. ”

Principal Boone



KINDNESS

Stabilizes

“I always bear in mind that my mission is to leave behind me the kind of impression that will make it easier for those who follow.”

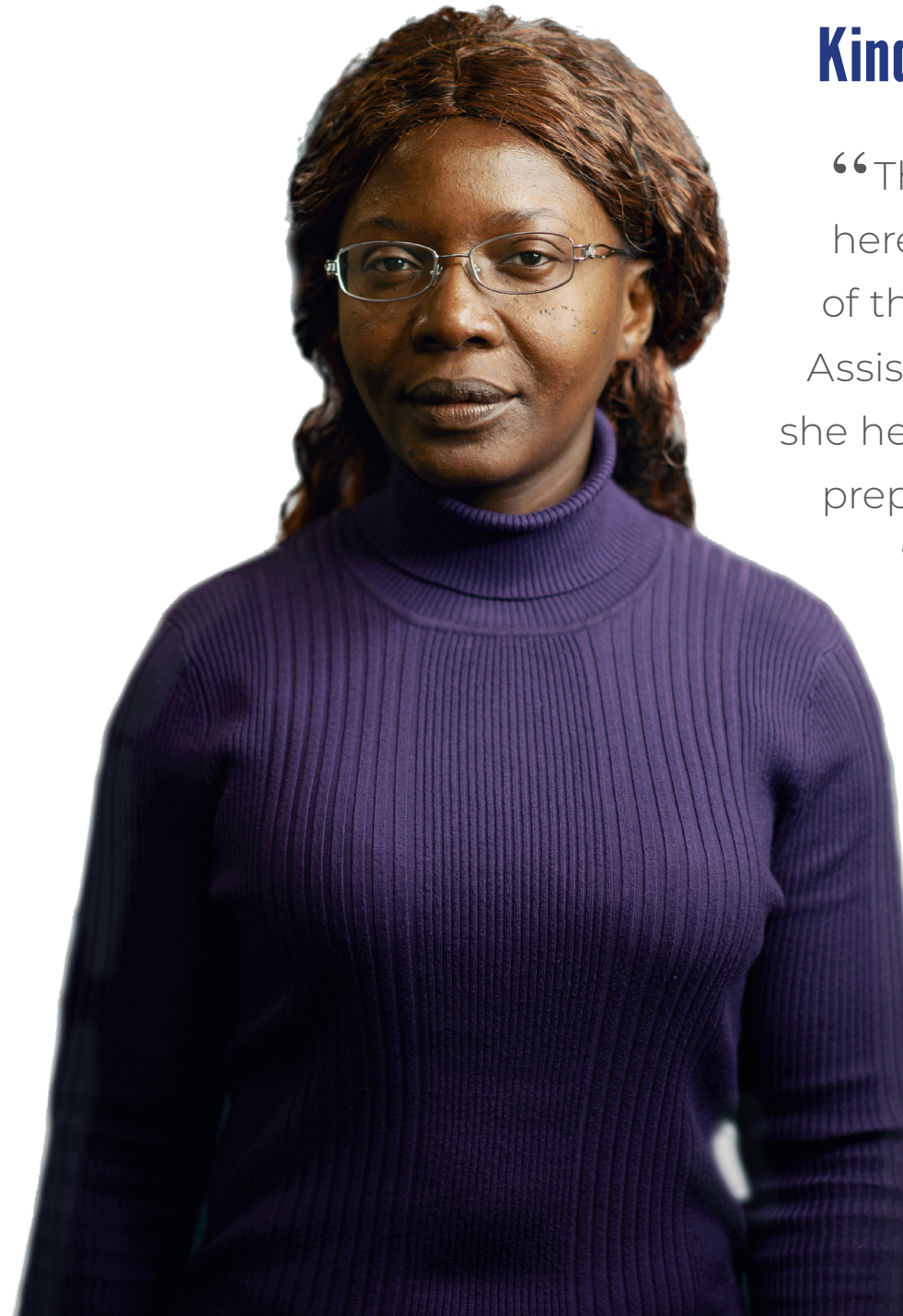
Marian Anderson



We are committed to helping residents achieve financial stability and remove barriers to stable and affordable housing through our Financial Empowerment Centers, Project Homeless Connect and our free tax preparation partnerships.



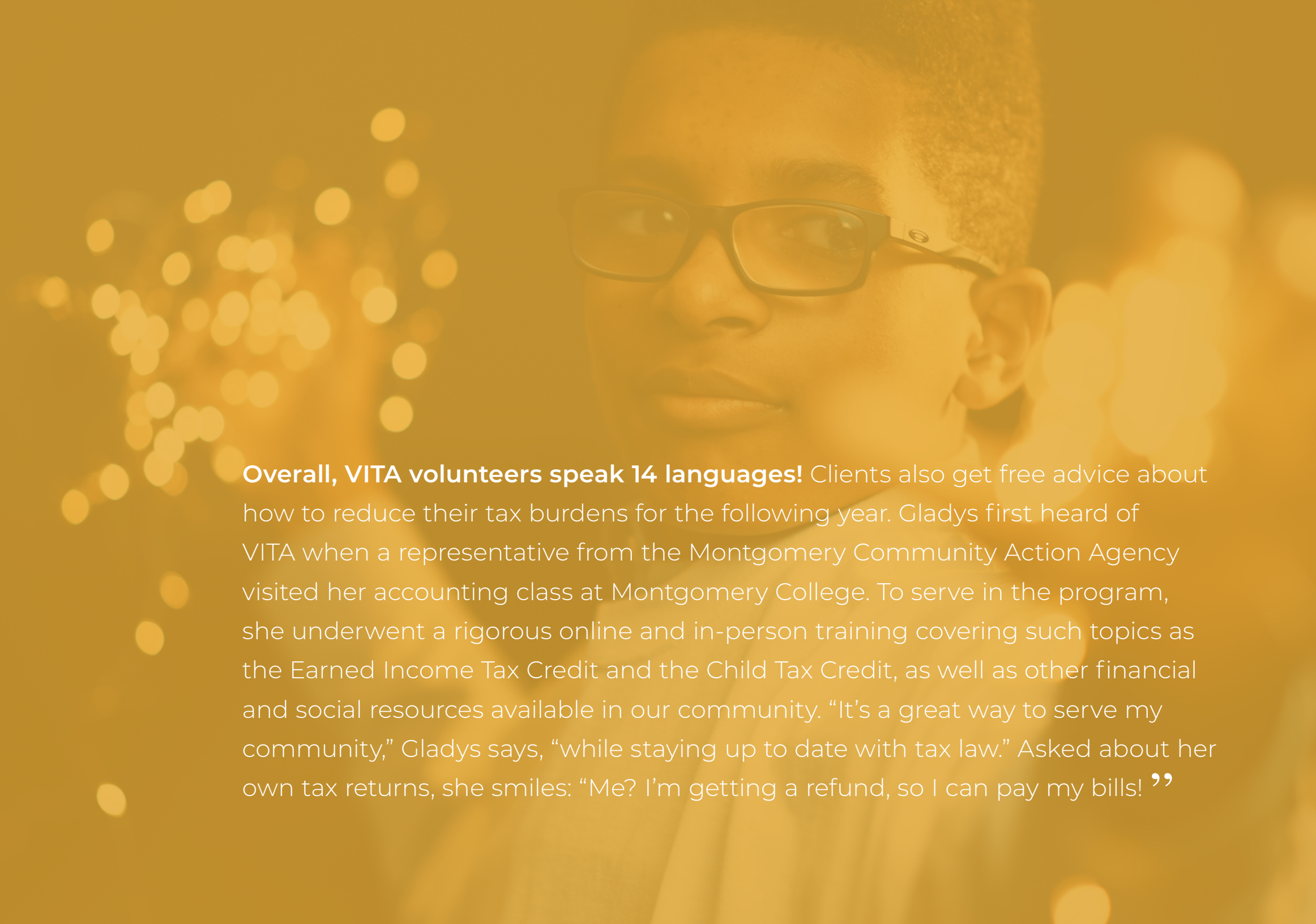
= In 2018 we mobilized volunteer tax preparers to prepare 12,680 tax returns. Additionally, through our partnerships, we helped local families receive a total of \$17.3 million in refunds.



Kindness Gives Time

“They are so organized here,” says Gladys Assong of the Volunteer Income Tax Assistance (VITA) site where she helps community members prepare and file their returns.

“They always know which volunteer should go with which client.” A native French speaker, Gladys is especially useful when it comes to working with French speaking families.



Overall, VITA volunteers speak 14 languages! Clients also get free advice about how to reduce their tax burdens for the following year. Gladys first heard of VITA when a representative from the Montgomery Community Action Agency visited her accounting class at Montgomery College. To serve in the program, she underwent a rigorous online and in-person training covering such topics as the Earned Income Tax Credit and the Child Tax Credit, as well as other financial and social resources available in our community. “It’s a great way to serve my community,” Gladys says, “while staying up to date with tax law.” Asked about her own tax returns, she smiles: “Me? I’m getting a refund, so I can pay my bills! ”

KINDNESS SHOWS UP

Volunteerism

“No act of kindness,
no matter how small,
is ever wasted.”

Aesop



Each year, United Way NCA hosts its annual Project Homeless Connect (PHC). The mission of PHC is to build community, shift mindsets around homelessness through personal experience and connection, and provide critical resources to individuals experiencing homelessness in an easy to access environment.

United Way NCA brings together local service providers from medical, to housing, to employment and much more. We match each PHC participant with a Volunteer Buddy who helps him or her navigate the event. In one day, PHC participants gain access to services that might otherwise take months to secure.



= **276** Total Volunteer Buddies

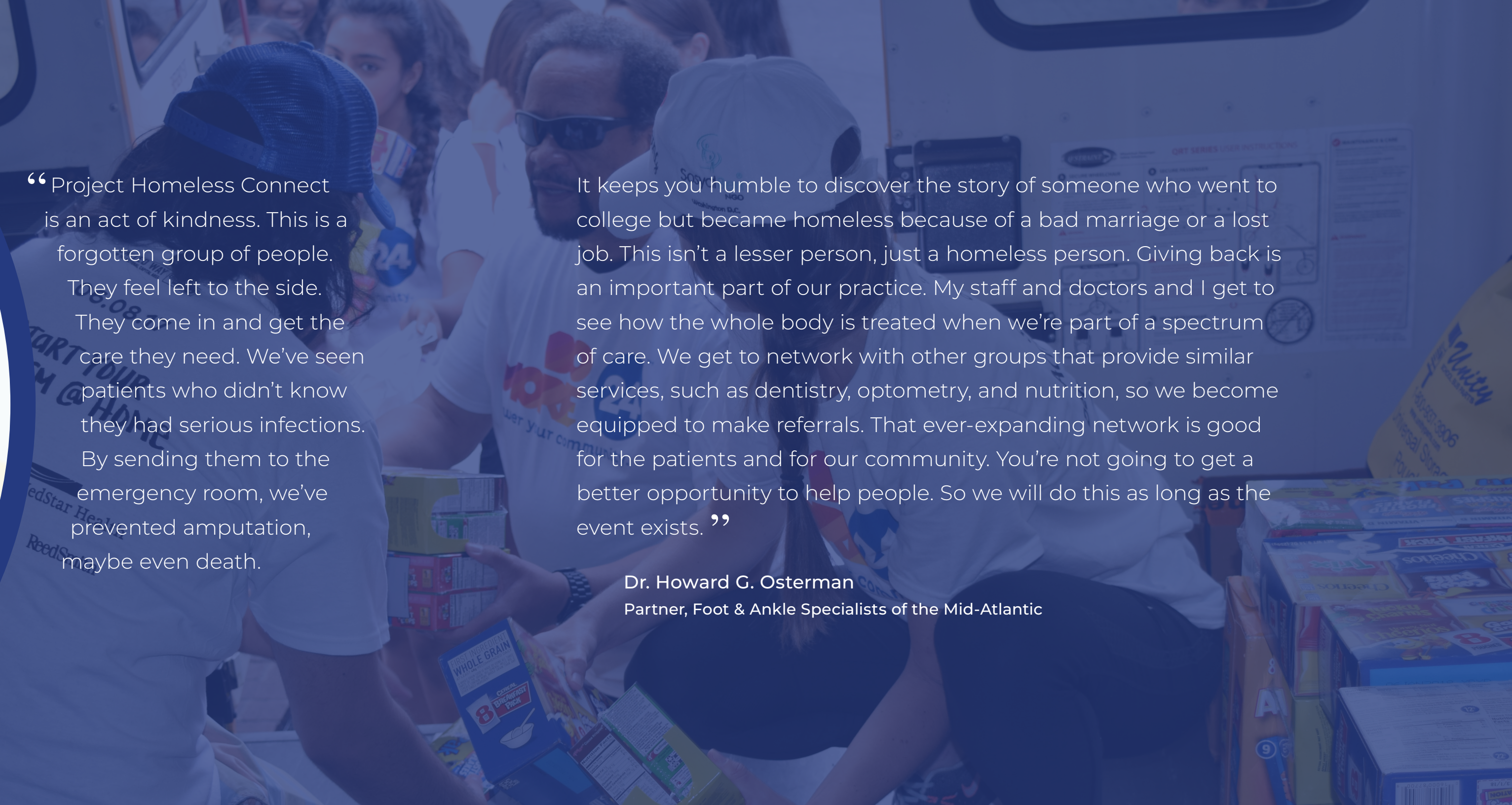
= **41** Total Providers



“Project Homeless Connect is an act of kindness. This is a forgotten group of people. They feel left to the side. They come in and get the care they need. We’ve seen patients who didn’t know they had serious infections. By sending them to the emergency room, we’ve prevented amputation, maybe even death.”

It keeps you humble to discover the story of someone who went to college but became homeless because of a bad marriage or a lost job. This isn’t a lesser person, just a homeless person. Giving back is an important part of our practice. My staff and doctors and I get to see how the whole body is treated when we’re part of a spectrum of care. We get to network with other groups that provide similar services, such as dentistry, optometry, and nutrition, so we become equipped to make referrals. That ever-expanding network is good for the patients and for our community. You’re not going to get a better opportunity to help people. So we will do this as long as the event exists.”

Dr. Howard G. Osterman
Partner, Foot & Ankle Specialists of the Mid-Atlantic





Philip R. Schimmel pictured with his wife, Julia Eakes

Kindness Gives

When did you start supporting United Way? Julia and I both got involved back in the 80's and 90's. We became Tocqueville members in the late 90's in Orange County and then in Los Angeles, before moving to DC in 2008.

What have you learned about the D.C. region because of your involvement with United Way? This is a great community of supporters, and this is a community with great needs.

Which of United Way's program areas is the most meaningful to you? It's all important, but the Financial Stability efforts resonate deeply with us, and when we have the opportunity to attend events where the services are being delivered, we can see that participants are really grateful. The volunteers show so much enthusiasm.

The theme of this report is "kindness." How does involvement make our region a kinder place? I think it is the underlying foundation of what United Way is trying to accomplish—support others less fortunate, which is definitely an act of kindness.

What are some of the values shared by United Way and KPMG, where you spent most of your career? Community involvement—partners and employees at KPMG are encouraged to give their time and money to causes that are most meaningful to them.

What advice would you give to a young would-be philanthropist who wants to have the greatest impact? Don't just provide money, get involved. Lend your personal assistance to understand what the needs are and how the organization is using donations to address the needs.

Philip R. Schimmel
Chair, Alexis de Tocqueville Society





Barbara and Martin Faga

Kindness Plans Ahead

Barbara and Martin Faga of Falls Church, VA, have generously supported United Way for decades. The couple especially values the volunteer hours and resources that United Way facilitates. Barbara, a retired teacher, says,

“We both come from modest beginnings, and we’ve been very fortunate. Our children are grown, and now it’s time to share. There’s a lot of need where we live.”

Martin adds:

“That’s why we set up a charitable gift annuity in support of the United Way. It’s a tax-effective way to generate income for our retirement, but the real reason we do it is because we want to give.”

As CEO of Mitre Corp., a McLean-based nonprofit that supports several U.S. government agencies, Martin prioritized employee giving and often hosted United Way presentations in the staff cafeteria.

“I was beyond impressed,” he says. “I was inspired.”

He recalls visiting a computer skills class in Anacostia and arranging for a donation of used PCs for the students to take home.

“The inventiveness and dedication of nonprofit leaders can make such a difference,” he says.

With so many nonprofits in the D.C. region, the Fagas appreciate United Way’s rigorous evaluation process and commitment to impact—as well as kindness.

United Way NCA Financials

CAMPAIGN RESULTS AND OTHER SUPPORT	2018	2017	2016
Campaign Results	22,958,159	26,298,262	28,448,400
Net campaign results before designations honored	21,984,803	25,758,965	27,027,117
Net campaign results	5,172,421	5,776,437	6,526,379
Net campaign results and other support	15,453,280	14,357,845	9,422,421
EXPENSES	2018	2017	2016
Community impact funds grants, community initiatives and events, community services	11,684,059	8,176,261	5,000,530
Supporting services for annula campaign fundraising, management and general	5,607,413	5,530,487	5,575,845
Total expenses	17,291,472	13,706,748	10,576,375
Change in pension benefit obligation	119,113	(53,663)	689,362
Change in net assets	(1,957,305)	704,760	(1,843,316)
NET ASSETS	2018	2017	2016
Beginning	23,574,198	22,869,438	24,712,754
Ending	21,616,893	23,574,198	22,869,438
ASSETS	2018	2017	2016
Cash and equivalents	2,354,421	6,672,215	4,045,233
Investments	21,358,774	21,416,332	20,950,804
Promises to give, net	8,656,618	10,119,260	10,688,484
Prepaid and other assets	461,438	289,202	262,120
Property and equipment, net	565,182	634,764	772,889
TOTAL ASSETS	33,396,433	39,131,773	36,719,530

LIABILITIES	2018	2017	2016
Accounts payable and accrued expenses	2,184,097	2,194,339	2,222,243
Deferred revenue and other liabilities	555,070	1,776,677	-
Contributor designations payable	7,569,220	9,869,383	10,375,059
Community impact grants and other grants	1,447,880	1,239,350	757,825
Defined benefit pension liability	-	477,826	494,965
Capital lease liability	23,273	-	-
TOTAL LIABILITIES	11,779,540	15,557,575	13,850,092
NET ASSETS	2018	2017	2016
Unrestricted			
Operating	4,938,402	5,151,301	4,170,037
Board	13,927,628	15,646,619	15,723,288
Temporarily restricted	2,575,863	2,601,278	2,801,113
Permanently restricted	175,000	175,000	175,000
TOTAL LIABILITIES AND NET ASSETS	33,396,433	39,131,773	36,719,530

United Way of the National Capital Area (United Way NCA) does not charge nonprofit members a membership fee to be represented in the community. United Way NCA does not charge additional fundraising or shrinkage fees. The administrative processing fee charged nonprofit members was 9%. The CFC amount raised (\$8,434,313) was from participation in the CFC of the National Capital Area and the CFC Universal Giving. Fundraising costs paid by United Way NCA were \$1,387,073 of which \$1,366,502 were recovered through the administrative processing fee.



Affinity Groups

“You cannot do a kindness too soon because you never know how soon it will be too late.”

Ralph Waldo Emerson

Young Philanthropists is a group of passionate, community-focused, up-and-coming professionals in their twenties or thirties who want to connect with like-minded peers, serve their community, and develop as leaders for change.

Women United recognizes women who are leading the way in making an impact on our community. This network of philanthropists encourages positive community change.

Alexis De Tocqueville Society comprises leading philanthropists who understand the value of a major investment in our community, especially when directed and leveraged. Members hold an annual volunteer event that engages our community, make personal donations, and share the opportunity to invest among peers and colleagues.

Young Philanthropists

Mr. Chiron Applewhite
Ms. Noeline Arulgnanendran
Mr. Serge Augustin
Mr. Matthew Barnhart
Mrs. Lasheka Brown Bassey
Mr. Robert Bastian, Jr.
Ms. ShamekaBloyce
Mr. Aaron Bobik
Ms. Larae Booker
Mr. Quincy Booth
Mr. William Bosch
Mr. Justin Brooks
Ms. Delancia Tyre Browning
Mr. Emmanuel Caudillo
Ms. Christina Cheeks
Ms. Agnes Cholewa
Ms. Brittany Clark
Mr. Brownell Combs
Mr. Frederick Corte, Jr.
Mr. Charles Coughlin
Mr. Steven Day
Ms. Lisa Del Sesto
Ms. Irena Djordjevic Behery
Ms. Karen Dorbin
Mr. Tyler Dorn
Ms. Laisha Dougherty
Ms. Elizabeth Dudley

Mr. Jeffrey Elder
Ms. Kassaundra Escalera
Mr. Michael Esders
Ms. Robin Everitt
Ms. Isa Farhat
Ms. Cortney Fisher
Mr. Sean Floyd
Ms. Ebony Fortune
Mr. Jason Gavril
Mrs. Tarn Goelling
Ms. Caroline Goree
Mr. Edwin Goutier
Ms. ErikaGray
Mr. Trey Grissett
Mr. Eric Harp
Ms. April Haynes
Ms. Nicole Haynes
Ms. Jessica Heard
Mr. Brandon Hill
Ms. Elizabeth Holst
Ms. Julia Irving
Ms. EricaJackson
Mr. Omoyemi Johnson
Ms. Stacey Jones
Ms. Tiphonie Jones
Mr. Terrence Kenny
Mr. Garret King

Ms. Kelli Kreps
Ms. Alicia Lane
Mr. Daniel Lazzari
Mr. Timothy Li
Ms. Kimberly Lucas
Ms. Amber Mace
Parker Mackie
Ms. Vanessa Maddox
Ms. Paralee Massie-Armstrong
Mr. Gregory Matthews
Mr. Corey McCants
Mr. Jon Mele
Mrs. Paula Meyerson
Ms. Samantha Mignotte
Ms. Michelle Montes
Wamite Muthara
Ms. Jennifer Nedeau
Ms. Katherine Nimitz
Mr. William Osborn
Ms. Lindsey Van RensalierParker
Ms. Brenda Peeler
Mr. Cassius Priestly
Ms. Synina Pugh
Ms. Suzanne Rathbun
Ms. Tyra Redus
Mr. Eric Richardson
Ms. Raphaelle Richardson



Alexis de Tocqueville Society

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Ms. K’Lin Rogers
Ms. Lauren Rose Carrasco
Ms. Suzanne Roske
Ms. Clarissa Rucker
Ms. Erica Russell
Mr. Ronald Sahadeo
Mrs. Gretchen Sauer
Mr. Stephen Saunders
Ms. Caroline Shafa

Ms. Gabriella Shuskey
Ms. Carolyn Singh
Ms. Sheila Somashekhar
Mr. Deepak Soni
Mr. Joseph Spofford
Mr. Anthony Stevens
Ms. Kristie Stone
Ms. Mariam Sullivan
Mr. Robert Sullivan
Ms. Monika Taliaferro

Ms. Emily Thacher
Ms. Eboni Thompson
Mr. Justin Tooley
Ms. Lindsay Torrico
Ms. Megan Walker
Mr. Rodney White
Mr. Dedrick Wilson
Mr. Justin Wilson
Mr. Samuel Wilson

Ms. Jennifer Ahn
Mr. and Mrs. Chris and Dana Allen
Mr. Philip Aquilino
Ms. Kimberly Bean
Mr. Gerald Belson
Ms. Blair Berrigan
Mr. Stephen Blough
Mr. Mark Walton Boyer
Mr. Kevin Brault
Mr. William Browning
Ms. Sally Buckles
Mr. Francis Buono
Mr. William Calder
Mr. Daren Campbell
Mr. Kenneth Chatelain
Mr. Frederick Corte, Jr
Mr. Andrew Cristinzio
Mr. Lars Dahlby
Mr. Jonathan Davies
Mr. Warren Davis and Mrs. Madge Henning
Mr. John Derrick, Jr
Ms. Valerie Dickerson
Mr. Scott Dubbeling
Mr. Juan Duque
Ms. Allison Dyer
Mr. Collins Ege
Ms. Diana Farrell
Mr. Vincent Ferraro

Mr. Brian Gallagher
Mr. Matthew Gareau
Ms. Muriel Garr
Mr. Matthew Gentile
Mr. James Givens
Ms. Deborah Golden
Mr. Skip Goree
Mr. David Gross
Mr. Michael Halmon
Mr. David Harrison
Mr. David Helmer
Mr. Thomas Joseph Holly
Mr. Nathan Houser
Mr. Roger Jasek
Mr. Imran Javaid
Mr. Christer Allan Johnson
Mr. James Jones
Mr. Jeffrey Knittel
Mr. Jonathan Korol
Ms. Laura Lane
Mr. Christopher Larson
Mr. Steven Laughman
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Ms. Usha Nakhasi
Mr. Stephen Nauheim
Mr. Tony Nicely
Mr. Gregory Norwood
Ms. Pamela Faith Olson
Mr. Daniel O’Neill
Mr. Matthew Peebles
Mr. Gregory Pellegrino
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Mr. Jay Perry
Mr. and Mrs. Bert and Barbara Rein
Mr. Asa Reini
Mr. Michael Ringwood
Mr. Mitch Rose

Mr. Alan Roth
Mr. David Sands
Ms. Wendy Savage
Mr. Philip Schimmel and Mrs. Julia Eakes
Mr. Nicholas Seidenberg
Mr. Fred Simpkins
Mr. Stephen Skinner
Mr. Dontai Smalls
Ms. Annette Smith
Ms. Krista McClintock Smith
Ms. Patty Stonesifer
Mr. Ronald Stuart
Mr. Mark Sutton
Mr. John Taylor
Mr. James Thomas
Ms. Jennifer Toole
Mr. Michael Tweedkent
Mr. Edward Valentine
Mr. Troy Vollertsen
Mr. Matthew Widmer
Mrs. Elsa Williams
Mr. Brad Wilson
Mr. Justin Wilson
Mr. Christopher Young
Mr. Monte Zaben

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Mr. and Mrs. Peter and Mary Ansoff
Mrs. Michelle L. Bosch
Ms. Sally Buckles
Mr. Richard E. Darilek
Mr. Jonathan J. Davies
Ms. Rose T. Dawson
Mr. and Mrs. Richard and Joan Dyer
Ms. Jill A. Fields
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Mr. and Mrs. Bert and Barbara Rein
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Ms. Quilla Carson Roth

Ms. Barbara A. Saxton
Mrs. Odette D. Scovel
Ms. Darlene R. Slaughter
Ms. Annette B. Smith
Mr. and Mrs. Edgar and Andy Smith
Mr. Donald R. Stone
Ms. Patty Stonesifer
Mrs. Nancy L. Temple
Ms. Yvonne Walker-Tolson
Mrs. Elsa B. Williams
Ms. Kathy Suejette Williams

KINDNESS

Works

“Try to be a rainbow in someone’s cloud.”

Maya Angelou



Top 100 Workplace Campaigns

CFC of the National Capital Area
United Parcel Service
DC One Fund
Deloitte
Airbus Americas
PricewaterhouseCoopers LLP
AT&T Inc.
Exelon Corporation
Navy Federal Credit Union
SunTrust Bank, Greater Washington
Wegmans Dulles
Wells Fargo
CareFirst BlueCross BlueShield
EY
Comcast Corporation
United Way Worldwide
Target Brands, Inc.
Enterprise Holdings
Costco

GEICO Direct
PNC Bank
Harris Teeter, Inc.
Bank of America
Macy’s, Inc.
TD Bank
Citibank, F.S.B.
Nordstrom, Inc.
Washington Suburban Sanitary Commission
Texas Instruments
Prince William County Public Schools
CenturyLink
Fluor Corporation
3M Company
FedEx
General Electric Company
Arlington Public Schools
Regency Centers
General Dynamics Corporation
Commonwealth of Virginia Campaign
Verizon Foundation
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KPMG LLP

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Eli Lilly and Company
United Way of the National Capital Area
Centene Corporation
AFL-CIO
Abbvie Inc.
Nationwide Insurance
Prince George’s County Government
Orano
Raymond James & Associates, Inc.
City of Alexandria
Loudoun County Public Schools
AmeriHealth Caritas District of Columbia
Edison Electric Institute
General Motors Corporation
M&T Bank
The Fishel Company
King & Spalding LLP
Johns Hopkins University Applied Physics Laboratory
RTI International
Dominion Resources, Inc.
TJX Companies

Maryland-National Capital Park & Planning
Sibley Memorial Hospital
Wiley Rein LLP
TEGNA Foundation
Caterpillar
Principal Financial Group
Blank Rome LLP
Travelers Companies, Inc., The WilmerHale
Rockwell Collins
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Bryan Cave LLP
Mayer Brown LLP
Accenture
Venable LLP
Graham Holdings Company

International Brotherhood of Electrical Workers
Sentara Northern Virginia Medical Center
Westat
Orbital/ATK
Walton Family Foundation
IBM
Foley & Lardner, LLP
McKinsey & Company, Inc.
International Union of Bricklayers & Allied Craftworkers
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Chesapeake Bay Area CFC
Sutherland
Eaton Aerospace
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Managing Partner

Steve Proctor
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Chair, Technology
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DC Health Benefit Exchange Authority
Senior Advisor

Elliott Ferguson
Co-Chair, Marketing & Communications
Destination DC
President and CEO

Paul Thornell
Co-Chair, Resource Development
Citigroup Management Corp.
Managing Director

Daniel O'Neill
Co-Chair Resource Development
Divison President Greater
Washington, Maryland
Sun Trust Bank

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Accenture
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President And CEO

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Frank Fannon
Sun Trust Bank
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United Way
of the National Capital Area

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