“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
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

Kindness is a vital asset in any community.
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

JULY 2017

Annual Community Meeting, sponsored by Comcast and NBCUniversal

AUG. 2017

Stuff the Bus School Supply Collection Drive featuring DC United players Chris Odoi-Atsem, Patrick Mullins, and Erik Kienholz

SEPT. 2017

WUSA/Tegna 9 Pilot Program airs

OCT. 2017

- $13 million in prescription drug savings reached through FamilyWize
- Third annual Project Homeless Connect with over 460 participants and over 270 Volunteer Buddies

NOV. 2017

Launch of MENTOR Greater Washington STEM event at Cardozo Education Campus with Rolls Royce of Reston

JAN. 2018

- Board chair Michael Harrell inducted into the Washington Business Hall of Fame
- Debevoise & Plimpton toy and holiday baskets drive

MAY 2018

Do More 24, in partnership with WUSA9 and Wegmans

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

Albert Schweitzer
Mary Smith struggled with her insurance to cover the cost of her diabetic son’s insulin prescription. It got to the point where the family was breaking apart under the monthly burden of a $400 payment. Having nowhere else to turn, she called her local United Way, who connected her to FamilyWize.

“Nearly 80 million people are uninsured or underinsured and still in need of our help. The FamilyWize prescription assistance program has helped over thirteen million people save more than $1.5 billion on the cost of their medicine.”

Dan Barnes, FamilyWize

“Over the years FamilyWize has made it easier and easier to connect our community to prescription discounts. This has been especially useful for our low- to moderate-income neighbors who often have to sacrifice medications to tend to other basic needs.”

Erica A. Russell, Senior Manager, Community Impact

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.

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.

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.

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

Robert Fulghum
Through the community school model we collaborate with best-in-class nonprofit organizations that convene the partners and services within local middle schools to address the academic and non-academic needs of low-income students and their families.

Through food markets, healthy snacks, food pantries, and more, United Way NCA helps to make sure that students are eating right and developing healthy habits.

United Way NCA partners with this local nonprofit that promotes the physical, social, and emotional well-being of underserved youth through a mentoring and distance running program.

Safe communities depend on trust. Students who feel a strong sense of social connectedness within their schools are less likely to exhibit bullying and other behavioral problems.

Collaborating with this leader in digital learning and prevention education solutions, United Way NCA-empowered schools to assess and change their culture.

Our local professional football team was a valuable partner in Character Playbook. We are grateful to the Redskins Charitable Foundation.

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.

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Character Playbook

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

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KINDNESS

Educates

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

Mahatma Gandhi

Research data shows that the “community school” model represents the type of learning environment that students deserve, families need, and communities want. This 360-degree approach in supporting academic skill-building, experiential enrichment, individual guidance, and goal-setting, as well as emotional and physical health is key to lasting student success.

Community Schools enable at-risk children and their families to improve adjustment to and performance in school, home, and in the community. Parents work as partners with program staff to develop solutions to various challenges confronting their children.

Through the Mentoring Matters Coalition, United Way NCA aims to enhance the quantity and quality of mentoring relationships for young people and ensure they have the supportive relationships they need to grow and develop into thriving, productive and engaged adults.

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

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

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

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
Tatianna had big dreams. She also had sizable debts. As a student in the Business Administration program at Prince George’s Community College (PGCC), Tatianna dreamed of earning a bachelor’s degree – and becoming an entrepreneur. But with her credit card debt, balancing dreams and reality was a constant battle.

“People have to have a sense of hope and opportunity,” asserts Stan Little, CEO of the SunTrust Foundation, which powers two United Way NCA Financial Empowerment Centers. “Generational poverty, generational disparity—those things get broken by organizations like United Way.”

Tatianna met with a financial coach. Together, they came up with a plan to pay down her high-interest credit card debt and take on only the student loans she needed to advance her education. When she told her financial coach about her dream of owning a business, he connected her to resources to create a business plan.

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.

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 mobilized volunteer tax preparers to prepare 12,600 tax returns. Additionally, through our partnerships, we helped local families receive a total of $17.3 million in refunds.

In 2018
“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!”
“No act of kindness, no matter how small, is ever wasted.”

Aesop

Volunteerism

KINDNESS SHOWS UP

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.

“Like to give back to my community and see what I can accomplish. I always say I never know where I’ll be in life, and I hope there are people in life that would volunteer to help me if I became homeless or was hungry. I hope there would be someone to help me get back on my feet.”

Jonetta Lee, Pepco

“The people were wonderful and they loved the results—getting their hair and nails done. People who are experiencing difficulty, they are not asking for much, just basic courtesy.”

Keia Ross, Montgomery Beauty School

“I like to give back to my community and see what I can accomplish. I always say I never know where I’ll be in life, and I hope there are people in life that would volunteer to help me if I became homeless or was hungry. I hope there would be someone to help me get back on my feet.”

Jamie, PHC Participant

COMMITTED VOLUNTEER

COMMITTED VOLUNTEER

DETERMINED INDIVIDUAL

= 276 Total Volunteer Buddies

= 41 Total Providers

“Nothing is impossible to a willing heart.”

William Shakespeare

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

Aesop

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“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
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

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Philip R. Schimmel
Chair, Alexis de Tocqueville Society

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.
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.

Kindness Plans Ahead
## CAMPAIGN RESULTS AND OTHER SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Campaign Results</td>
<td>22,958,159</td>
<td>26,298,262</td>
<td>28,448,400</td>
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<tr>
<td>Net campaign results before designations honored</td>
<td>21,644,615</td>
<td>24,716,405</td>
<td>27,037,707</td>
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<tr>
<td>Net campaign results</td>
<td>3,717,242</td>
<td>1,582,857</td>
<td>1,410,693</td>
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<tr>
<td>Net campaign results and other support</td>
<td>24,163,258</td>
<td>26,321,261</td>
<td>28,459,093</td>
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## EXPENSES

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<th></th>
<th>2018</th>
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<tbody>
<tr>
<td>Community impact funds grants, community initiatives and events, community services</td>
<td>11,684,059</td>
<td>8,176,261</td>
<td>5,000,530</td>
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<tr>
<td>Supporting services for annual campaign fundraising, management and general</td>
<td>5,677,437</td>
<td>5,530,487</td>
<td>5,575,845</td>
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<tr>
<td>Total expenses</td>
<td>17,361,496</td>
<td>13,706,748</td>
<td>10,576,375</td>
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<tr>
<td>Change in pension benefit obligation</td>
<td>119,313</td>
<td>113,242</td>
<td>689,362</td>
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<tr>
<td>Change in net assets</td>
<td>(1,907,303)</td>
<td>704,760</td>
<td>(1,843,314)</td>
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## NET ASSETS

<table>
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<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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<tbody>
<tr>
<td>Beginning</td>
<td>23,574,198</td>
<td>22,869,438</td>
<td>24,712,754</td>
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<tr>
<td>Ending</td>
<td>21,616,893</td>
<td>23,574,198</td>
<td>22,869,438</td>
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## ASSETS

<table>
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<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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<tbody>
<tr>
<td>Cash and equivalents</td>
<td>2,354,421</td>
<td>6,672,375</td>
<td>4,043,233</td>
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<tr>
<td>Investments</td>
<td>21,308,774</td>
<td>21,416,332</td>
<td>20,960,804</td>
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<tr>
<td>Prior years to give, net</td>
<td>8,858,618</td>
<td>10,739,360</td>
<td>10,688,484</td>
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<tr>
<td>Prepaid and other assets</td>
<td>442,438</td>
<td>289,822</td>
<td>262,120</td>
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<tr>
<td>Property and equipment, net</td>
<td>504,182</td>
<td>634,764</td>
<td>772,889</td>
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<tr>
<td>TOTAL ASSETS</td>
<td>33,944,433</td>
<td>36,130,773</td>
<td>36,719,530</td>
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## LIABILITIES

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<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>2,984,977</td>
<td>3,194,339</td>
<td>2,222,245</td>
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<tr>
<td>Deferred revenue and other liabilities</td>
<td>152,070</td>
<td>776,077</td>
<td>-</td>
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<tr>
<td>Contributor designations payable</td>
<td>7,589,220</td>
<td>9,809,385</td>
<td>10,375,050</td>
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<tr>
<td>Community impact grants and other grants</td>
<td>1,479,880</td>
<td>1,239,350</td>
<td>705,825</td>
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<tr>
<td>Defined benefit pension liability</td>
<td>-</td>
<td>477,806</td>
<td>494,945</td>
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<tr>
<td>Capital lease liability</td>
<td>23,273</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL LIABILITIES</td>
<td>15,729,360</td>
<td>35,656,025</td>
<td>35,656,025</td>
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## NET ASSETS AND NET ASSETS

### Unrestricted

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<tr>
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<th>2018</th>
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<th>2016</th>
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<tbody>
<tr>
<td>Operating</td>
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<td>Board</td>
<td>13,927,628</td>
<td>15,646,619</td>
<td>15,721,288</td>
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<tr>
<td>Temporarily restricted</td>
<td>2,275,463</td>
<td>2,601,274</td>
<td>2,801,103</td>
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<tr>
<td>Permanently restricted</td>
<td>175,000</td>
<td>175,000</td>
<td>175,000</td>
</tr>
<tr>
<td>TOTAL LIABILITIES AND NET ASSETS</td>
<td>33,396,433</td>
<td>39,131,773</td>
<td>36,719,530</td>
</tr>
</tbody>
</table>

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

Ralph Waldo Emerson

Young Philanthropists

You are 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

Affinity Groups

Ms. Chiron Applewhite
Ms. Noeline Arulgnanendran
Mr. Serge Augustin
Mr. Matthew Bambrant
Ms. Lashaka Brown Bisey
Mr. Robert Bissett, Jr.
Ms. Cherie Blosser
Mr. Aaron Bolick
Ms. Lorie Booker
Mr. Quincy Bosch
Mr. William Bosch
Mr. Justin Brooks
Ms. Danielle Tyra Browning
Emmanuel Caudillo
Ms. Christina Cheeks
Ms. Agris Chisholmas
Ms. Brittany Clark
Mr. Brianel Combs
Mr. Frederick Costa, Jr.
Mr. Charles Coughlin
Mr. Steven Day
Ms. Lisa Del Setto
Ms. Irena Doytchuck Behery
Ms. Karen Dobrin
Mr. Tyler Dorm
Ms. Laisha Dougerty
Ms. Elizabeth Dudley
Mr. Jeffrey Elder
Ms. Alessandra Escoiera
Mr. Michael Eades
Ms. Robin Evans
Ms. Issa Forfat
Ms. Corinna Fisher
Mr. Sean Floyd
Ms. Ebony Fortune
Mr. Jason Gourley
Ms. Tamra Gouling
Ms. Caroline Gore
Mr. Ebonie Goulter
Ms. Erika Gray
Mr. Trey Grissett
Mr. Eric Ige
Ms. April Hayes
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Ms. Cassia Pribylo
Ms. Synna Pugh
Ms. Suzanne Retzluf
Ms. Tyra Redus
Mr. Eric Richardson
Ms. Raphaelle Richardson
“Try to be a rainbow in someone’s cloud.”

Maya Angelou
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