

# ANNUAL REPORT FY 2019



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

## Mobilizing Communities



United Way of the  
National Capital Area





**UNITED  
WE WIN.**





## ANNUAL REPORT FY 2019

### Mobilizing Our Community

For nearly 50 years, United Way of the National Capital Area has worked diligently to mobilize the best resources to provide collective impact to change the lives of people and families in our local area.

I believe mobilizing the community says that you're convening all facets of a society around an issue. At your United Way, when we mobilize, we're working with everyone who has a vested interest and can bring expertise, thought leadership and resources to complex, interconnected issues like school graduation, poverty, and poor health. Mobilizing is critical to the work at your United Way simply because no single entity can solve any and every issue. Mobilizing is essential because it brings other thoughts and perspectives recognizing that working together, we can provide real solutions to the most pressing issues in our community. Mobilizing and bringing others to the table collectively says that we care. If we all care, then we can do something about it.

In fiscal year 2019, your United Way executed at the epicenter of several community mobilization initiatives. During the 35-day government shutdown, your United Way assembled an Emergency Assistance Fund providing over \$150,000 to individuals and families in need of resources to cover rent, food, and utilities. In that same period, we convened a coalition of corporate and nonprofit partners in order to expand the capacity of critical services offered to furloughed employees – ensuring everyone had access to the services and benefits they required.

Our annual Project Homeless Connect – one of United Way of the National Capital Area's signature events for people at risk of or experiencing homelessness—helped aid hundreds of individuals with vital services. Services provided include anything from haircuts, dental work, medical examinations, to legal and financial counseling, behavioral therapy and podiatry. It is only the power of mobilization that convenes all these

resources under one roof, and it is essential in breaking down the cycles of poverty that ensnare so many in our community.

Your United Way has taken a local lead on Census 2020; building coalitions and leveraging partnerships across the region to ensure a complete and accurate count for our entire community. The Census is one of the most important indicators of where the real need is—in our neighborhoods, in our schools, in every household. As a trusted messenger, your United Way is ensuring that the information getting communicated through stakeholders is accurate; that everyone's privacy and safety is prioritized and we will continue building urgency around the need for a complete and accurate count for our region.

United Way NCA unites and mobilizes communities and neighborhoods, funders, partners, and volunteers to create innovative solutions that leave no one behind. We bring together the best resources for the change we need across the region including the District of Columbia, Alexandria, Arlington, Fairfax/Falls Church, Loudoun County and Prince William counties in Virginia; Montgomery County and Prince George's counties in Maryland.

Thank you for being a part of the solution to mobilize our community to LIVE UNITED.

Rosie Allen-Herring



President & CEO,  
United Way of the National Capital Area

# United Way NCA Launches Emergency Assistance Fund To Support Programs For Furloughed Employees



The government shutdown in early 2019 disrupted the health and well being of many National Capital Area residents. With so many federal employees in our backyards, families that were usually thought of as financially secure now struggled to make ends meet. It was an unprecedented moment, but United Way NCA was quick to convene the power of its corporate, government and nonprofit partners to assist those in need.

It was in this moment that United Way of the National Capital Area reactivated its Emergency Assistance Fund, making available an initial \$50,000 to provide additional capacity to select nonprofit organizations providing vital food, rent and other assistance facing an increased demand for services due to the government shutdown. United Way NCA called on the community—both corporate partners and individuals in the region—to join the organization by matching its pledge or contributing. In total, United Way NCA raised \$250,000 to support federal workers and their families with food assistance programs, utilities and other basic needs. In addition, United Way NCA Financial Empowerment Centers (FEC) across the region provided individuals and their families direct access to high-quality financial services and guidance in a welcoming, professional environment. The FECs offered direct access to high-quality financial services and guidance in a welcoming, professional environment at no cost to the client. Services

included one-on-one financial coaching and budgeting support, personal and business-focused workshops, free tax preparation, housing counseling and more.

The interruption in SNAP benefits through the month of February during the shutdown would have caused nearly 334,000 National Capital Area residents to miss over 12 million meals – a gap four times the amount of local food banks total distribution. Federal employees, a demographic not usually dependent on food assistance programs, who had gone weeks without pay now relied on food banks and distribution sites to feed their families.

In addition, residents were reminded that assistance was available by calling 2-1-1, a national program, which is managed locally by United Way NCA and its workgroup partners. 2-1-1 is a non-emergency telephone number. Today United Ways’ operate or provide support to over 70% of 2-1-1 call centers nationally and is a critical partner to individual and families to access basic needs support.





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**.

For months, Smith had struggled with her insurance to cover the cost of her diabetic son's insulin prescription. It had gotten to the point where the family was breaking apart under the monthly burden of a \$400 payment. Without insulin Mary's son wouldn't have any means to regulate his blood glucose levels, putting his health at risk and endangering his life. Having nowhere else to turn, she called her local United Way where she discovered **FamilyWize**.

Using **FamilyWize's pricing tool**, Smith was able to locate a pharmacy that offered a discount on insulin for FamilyWize cardholders for only \$88 a month. It had been months of the Smith family scraping by financially to cover the costs of her son's medication. With her **FamilyWize Prescription Discount Card**, Mary is now able to put the extra money she's saving on insulin towards her son's college education.

**“Whether people are insured or uninsured,” says Mike Carroro of FamilyWize, “we know it’s not a problem that’s going away.”**

As prices for medication continue to escalate so too does the number of people who rely heavily on them to function day to day.

By working through a PBM, a Pharmacy Benefits Manager, **FamilyWize** is able to negotiate discounted prices on medication simply through association. Because FamilyWize works with pharmacies on an individual basis, members have the option to plug in their zipcode on the **FamilyWize** site and pick the pharmacy that offers them the best prices in their region.

Of the many solutions FamilyWize has created to simplify the process of discounted prescriptions is the assembly of critical information and resources all in one place. In the past, there hasn't been an outlet for people to get connected with all of the resources that can give them aid without skipping from website to website. One of the priorities of **FamilyWize**, along with securing more affordable prices for medication, is to consolidate those resources so that people have an easier time seeking help.

“It's such a helpless feeling when someone gets a prescription and they see the high cost and think 'well what do I do now?'" confides Carollo. "They go to Google often times and they say 'help'" he exclaims, "and we're trying to consolidate all those resources and all that help into one spot."

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. As we continue to grow the network of FamilyWize participants, we get that much closer to helping the health of our community thrive.



## Taking STEM Education To The Schoolyard

The world of Science, Technology, Engineering, and Math (STEM) is rapidly evolving in today's education sector. What used to be taught clinically as part of separate curriculums is now getting immersed together in a hands-on, experiential approach to understanding STEM. As students grow throughout their educational experience, it's important that they develop a positive relationship with learning. Creative problem solving that teaches students to invest in discovering the answer to complicated questions instead of memorizing them is training an entire generation of young people to think critically about the future.

Most students enrolled in a United Way of the National Capital Area Community School are exposed to STEM in their class or after school programs. The enriched curriculum seeks to methodically empower at-risk students with the knowledge to deconstruct complex issues in a step-by-step process. Additionally, the learning environment is fun, with lessons taught through experimentation and trial and error. The process-focused approach encourages students to sit in uncertainty while they dismantle problems and equations from the inside out.

United Way NCA partnered with Airbus of Americas to engage at-risk-youth in a day of learning focused on STEM. The STEM in the Schoolyard event convened 25 different vendors to bring unique and diverse hands-on workshops for 100 middle school students in attendance.

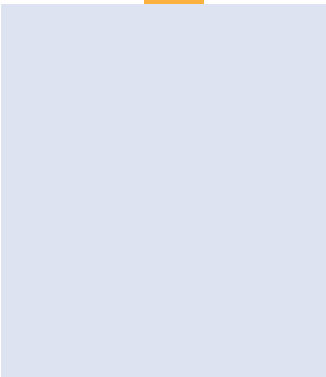
Thirty Airbus staff volunteers partnered with students as they navigated the enriching workshops such as flight simulation, rocket construction, robotics, and cosmetics.

"I think what they saw is that STEM is fun," shared Linda Herbert, Head of Leadership Inclusion and Cultural Evolution at Airbus shares. "STEM is working with your hands, it's not about sitting behind a desk working out mathematical equations."

The entire event was underscored by the excitement of discovery, as students celebrated launching their rockets in the air or getting their autonomous drawing robot to sketch a shape. Not only are students gaining experience for the job market, but they are also taking ownership of learning and acknowledging their achievements through a dedicated process. Events like STEM in the Schoolyard are just one way that helps to even the academic playing field for our most vulnerable students across the region. It gives students the gift of discovering the powerful potential in themselves – a gift that can help them see the possibilities in their future.







## Once A Participant, Tamra Holmes Returns To Project Homeless Connect As A Volunteer

**“Nobody in a homeless situation should be looked down upon, or judged, or made to feel bad,”**

After the sudden death of her 14-year-old daughter’s godmother, Tamra Holmes had nowhere left to turn but the shelters. Her credit score dropped and she was struggling to make ends meet with part time employment. She found temporary relief in a rehousing program that quickly got her into a lease of a basement apartment, but the landlord held her financially responsible for many of the apartments less than optimal facilities, crippling her ability to meet her savings goals.

Months of harassment and stress from her landlord impacted Holmes’ mental health—she wasn’t sleeping, she slipped into depression, and her bills piled up. When Tamra came to Project Homeless Connect in 2018, she desperately needed assistance breaking her lease and reducing the increasing charges from her landlord. Within the year of receiving assistance, Holmes found a new apartment and returned to Project Homeless Connect in 2019 as a volunteer.

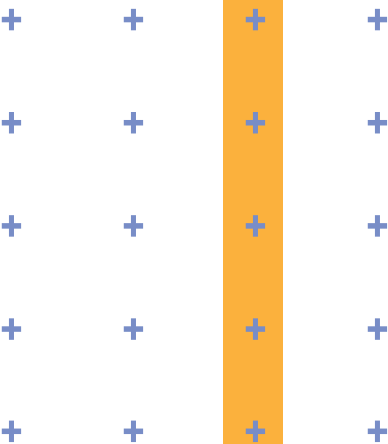
The one day, one stop shop for people at risk of or experiencing homelessness is United Way NCA’s flagship event to help bring critical resources to our most vulnerable neighbors. Project Homeless Connect unites government, nonprofit, corporate and philanthropic entities in an easy to navigate environment and makes available a variety of services such as access to social security cards and government IDs, health screenings, legal assistance, case workers and follow up care.

“Nobody in a homeless situation should be looked down upon, or judged, or made to

feel bad,” shares Holmes.

The reality of becoming homeless is not something many of us process in our day to day lives. The truth is that many of us live closer to it than we’d like to believe. According to a study from Prosperity Now, 40% of Americans are liquid asset poor and would be unable to make ends meet if laid off from a job or burdened by an emergency. Additionally, the 2018 ALICE (Asset Limited Income Constrained Employed) report, a United Way conducted study, asserts that the stability of households in the region continue to struggle. Low wage jobs dominate the local economy, with more than a majority paying employees less than \$20 an hour. For many of our neighbors living without housing in the increasingly unaffordable regions of the National Capital Area, they may work two or three jobs just to make ends meet and fall victim to a layoff, medical emergency, or a flood.

United Way NCA and its partners are tackling homelessness in the region by helping lift our neighbors out of poverty through programs like Project Homeless Connect. It’s only because of the power of partners that United Way of the National Capital Area is able to do the work that it does.





# BY THE NUMBERS

## FY19 Community Impact by the Numbers

33,243

People Impacted

\$ in Tax Refunds

\$21,418,676

25K

People That Received  
Tax Prep And Financial  
Services

1,698,006

Meals Delivered

14,010

14,010 volunteer  
hours logged and  
3,633 kits packed  
with food, hygiene  
and school supplies.



\$4,895,098

Prescription  
Savings

5k

Middle School Students And  
Families Benefitting From Nutrition,  
Mental & Fitness Programs



427

Number of people experiencing  
homelessness served through  
one stop shop annual event

50,937

Households received  
food assistance

2,999

Students served through  
community schools







# ANNUAL REPORT STATEMENTS

## FY19 Financials – Annual Report Statements

CAMPAIGN RESULTS AND OTHER SUPPORT	2019	2018	2017
Campaign Results	20,598,911	22,958,159	26,298,262
Net campaign results before designations honored	19,599,526	21,984,803	25,758,965
Net campaign results	4,685,425	5,172,421	5,776,437
Net campaign results and other support	12,495,666	15,453,280	14,357,845
EXPENSES	2019	2018	2017
Community impact funds grants, community initiatives and events, community services	7,150,832	11,684,059	8,176,261
Supporting services for annual campaign fundraising, management and general	5,568,175	5,607,413	5,530,487
Total expenses	12,719,007	17,291,472	13,706,748
Change in pension benefit obligation	-	119,113	(53,663)
Change in net assets	(223,341)	(1,957,305)	704,760
NET ASSETS	2019	2018	2017
Beginning	21,616,893	23,574,198	22,869,438
Ending	21,393,552	21,616,893	23,574,198
ASSETS	2019	2018	2017
Cash and equivalents	4,722,358	2,354,421	6,672,215
Investments	21,451,668	21,358,774	21,416,332
Promises to give, net	7,797,676	8,656,618	10,119,260
Prepaid and other assets	289,708	461,438	289,202
Property and equipment, net	386,017	565,182	634,764
TOTAL ASSETS	2019	2018	2017
LIABILITIES	2019	2018	2017
Accounts payable and accrued expenses	2,035,492	2,184,097	2,194,339
Deferred revenue and other liabilities	3,286,562	555,070	1,776,677
Contributor designations payable	6,887,199	7,569,220	9,869,383
Community impact grants and other grants	1,027,807	1,447,880	1,239,350
Defined benefit pension liability	-	-	477,826
Capital lease liability	16,815	23,273	-
TOTAL LIABILITIES	2019	2018	2017
NET ASSETS	2019	2018	2017
<b>Without Donor Restriction</b>			
Operating	5,135,842	4,938,402	5,151,301
Board	13,662,267	13,927,628	15,646,619
<b>With Donor Restriction</b>			
Purpose Restricted	2,420,443	2,575,863	2,601,278
Held in Perpetuity	175,000	175,000	175,000
TOTAL LIABILITIES AND NET ASSETS	2019	2018	2017



## Alexis de Tocqueville Society

Mr. and Mrs. Chris and Dana Allen	Mr. Matthew Gareau	Mr. Robert Long	Mr. Mitch Rose
Mr. Philip Aquilino	Ms. Muriel Garr	Mr. Lee Love	Mr. Alan Roth
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Mr. Mark Boyer	Ms. Nancy Hartsock	Ms. Holly McKenzie	Mr. Fred Simpkins
Mr. Kevin Brault	Mr. Matthew Haskins	Mr. John Meyer	Mr. Stephen Skinner
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Mr. William Calder	Mr. Nathan Houser	Mr. Brian Monday	Ms. Patty Stonesifer
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Mr. Andrew Cristinzio	Mr. James Jones	Ms. Kelly Nakamoto	Mr. James Thomas
Mr. Thomas D'Agostino	Mr. Jozef Kavuliak	Ms. Usha Nakhasi	Mr. Paul Thornell
Mr. Lars Dahlby	Mr. C. Jeffrey Knittel	Mr. Stephen Nauheim	Ms. Jennifer Toole
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Mr. Brian Gallagher	Mr. Timothy Lohnes	Mr. Michael Ringwood	

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Ms. Jessica G. Heard	Ms. Katherine Khang Nimitz	Mr. Dedrick Wilson
Mr. Brandon Hill	Mr. William Osborn	Mr. Justin M. Wilson





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United Parcel Service	Regency Centers	Key Trust	Northrop Grumman Corporation
SunTrust Bank, Greater Washington	United Bank	City of Alexandria	The Travelers Companies, Inc.
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PricewaterhouseCoopers LLP	Westat	Orbital/ATK	Raytheon Systems Company
Navy Federal Credit Union	FedEx	CliftonLarsonAllen LLP	Buchanan Ingersoll & Rooney PC
Exelon Corporation	Pfizer Inc.	King & Spalding LLP	3M Company
Wegmans	General Electric Company	Johns Hopkins University Applied Physics Laboratory	Orano
TD Bank	KPMG LLP	The Anthem Foundation	Loudoun County Public Schools
Wells Fargo	Nordstrom, Inc.	Wiley Rein LLP	Edison Electric Institute
CareFirst BlueCross BlueShield	Arlington Public Schools	Sutherland	SRC, Inc.
Enterprise Holdings	AT&T Inc.	PPL GLOBAL	RGS Associates, Inc.
Bank of America	Verizon Foundation	TJX Companies	City of Falls Church
United Way Worldwide	Venable LLP	Rockwell Collins	International Union of Bricklayers and Allied Craftworkers
EY	Eli Lilly and Company	Maryland-National Capital Park & Planning	Caterpillar
Comcast Corporation	International Brotherhood of Electrical Workers	Sibley Memorial Hospital	Airlines Reporting Corporation
Costco	CenturyLink	BMO Financial Group	U.S. Bancorp Foundation
Citibank, F.S.B.	IBM	American College of Cardiology	Embassy of Canada/Ambassade du Canada
GEICO	AmeriHealth Caritas District of Columbia	Armed Forces Communications and Electronics Association	Association of American Medical Colleges
PNC Bank	Sentara Northern Virginia Medical Center	WilmerHale	Corporate Office Properties Trust
Target Brands, Inc.	Prince George's County Government	Blank Rome LLP	
Airbus Americas	Texas Instruments	Sprint/T Mobile	
Harris Teeter, Inc.	AFL-CIO	Graham Holdings Company	
Fluor Corporation	Raymond James & Associates, Inc.	Harris Corporation	
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