United Way of the National Capital Area

FY 2022 ANNUAL REPORT

- Working to create a more equitable society
When none are ignored, all will thrive. It is the tagline we live by at United Way of the National Capital Area. We believe when every community member is seen and heard—regardless of race, gender, income, or ability—equity can be achieved for all National Capital Area residents.

As our region continues to recover from the global pandemic, equity must be at the center of our thoughts, conversations, and actions. At your United Way, we remain focused on improving the health, education, and economic opportunity of National Capital Area residents, especially our neighbors in the ALICE population. ALICE—a United Way acronym—stands for Asset Limited, Income Constrained, Employed, and represents more than 500,000 households in our region that are earning above the Federal Poverty Level, but still struggling to make ends meet.

It takes all of us to create long-lasting change, which is why United Way NCA invites all community members to join us on the journey.

With the support of our donors, advocates and volunteers, United Way NCA launched Thrive United 365, providing equitable access to and distribution of health resources to improve people’s lives by addressing health conditions most affecting our communities. This included administering over 3,000 COVID-19 vaccines, tests, and resources; distributing 6,500 kits containing food and hygiene supplies to those who needed them most, including our neighbors at risk of or experiencing homelessness; helping over 32,000 people in our region save over $6 million on prescriptions through our SingleCare discount program; and facilitating $12.8 million in tax refunds through our Volunteer Income Tax Assistance (VITA) program.

We convened with our nonprofit and corporate partners to continue the support of our ALICE families and students through our annual Project Community Connect and Stuff the Bus signature programs. These initiatives provided much needed resources like backpacks and school supplies, tax preparation, connections to health care and much more; with the goal of providing individuals and families with the tools they need to succeed.

We invited you on the journey, as well. From October 2021 to October 2022, we initiated the Practice Equity 365 campaign, a year-long initiative that challenged community members to think about how they can incorporate equity into their daily lives; through giving, advocating, and volunteering, or by simply educating themselves on equity-related issues by reading our education blogs or taking our Diversity, Equity & Inclusion Quiz.

This work cannot be done alone because there is not a simple solution to the challenges we face on the journey to equity for all. Yet, when we LIVE UNITED to create a better future where everyone’s basic needs are met, that’s when we all can truly begin to thrive. The work that lies ahead will be the most significant and transformative in our lifetime. United Way NCA will continue to make bold strides as we move forward. Thank you for joining us. I look forward to what lies ahead.

President & CEO, United Way of the National Capital Area
PRACTICE EQUITY 365: OUR YEAR-LONG CAMPAIGN

United Way of the National Capital Area is working to create a community where everyone has fair and equal access to health, education and economic opportunity. We serve as a convenor for thought leaders and organizations who share our goal. Our programs tackle inequity in its many forms, including food insecurity, homelessness and systemic racism. Over the last fiscal year, we invited you to join us on the journey toward equity for those who are most in need, yet most overlooked.

In our most recent brand campaign, we asked community members to practice equity, because with repetition comes mastery. Making it a daily ritual not only improves skill, it rewrites our brains – and subsequently changes our thinking and behavior. Equity is more than a practice, though. It’s a personal journey in support of a greater movement. Over the course of 365 days, from October 2021 to October 2022, United Way NCA asked others to join us on this journey. We shared ideas daily via social media with different ways in which community members could do their part to practice equity—from donating to United Way NCA and volunteering with us, to reading educational material on social justice and testing their equity knowledge by taking our Diversity, Equity and Inclusion quiz. Our blog articles had an equity focus as well, bringing to light the challenges and barriers that exist within our region when it comes to accessing resources that can provide area residents with a better quality of life.

In addition to giving, advocating and volunteering to practice equity, participants also had the opportunity to earn an official United Way NCA Equity Advocate badge.

This badge was given to individuals who proved their dedication to promoting the health, education and economic opportunity of every community member and reducing disparities throughout the National Capital Area. Recipients were encouraged to display their badge on their LinkedIn accounts to showcase their ongoing commitment to creating a more equitable society for all.

When everyone begins to practice equity, is when equality starts to take hold. By setting aside a few minutes each day to share and act on what we’ve learned, we can shift paradigms and change lives—together. When none are ignored, all will thrive.
On February 24, 2022, alongside partners M&T Bank and WorkSource Montgomery, United Way of the National Capital Area celebrated the opening of its Financial Empowerment Center (FEC) in Montgomery County.

This marks United Way NCA’s fifth FEC in the Washington region. United Way NCA’s FECs offer direct access to high-quality financial services and guidance in a welcoming, professional environment at no cost. Each FEC brings together the most effective partners to help clients grow income, build assets, manage debt, and improve credit.

“We look forward to working with each and every one of you here to invest in families and initiatives that will help individuals to be able to achieve, for many, what may have seemed impossible: living with enough financial resources and knowledge to build a foundation and a future,” shared Rosie Allen-Herring, president and CEO of United Way NCA.

Home to over one million individuals and families, Montgomery County residents will have access to much-needed resources for a community where many residents face substantial economic challenges.

M&T Bank has been a critical partner in this effort, initially contributing $300,000 in early 2021 towards the development of the Financial Empowerment Center to provide financial literacy education and other financial resources to the center’s visitors.

The new Financial Empowerment Center is located at WorkSource Montgomery in Wheaton, MD and will offer services like one-on-one personal and small business financial coaching, workshops, tax preparation by IRS qualified volunteers, housing counseling, virtual libraries and more.

“[These] services will allow families to go on vacations, to take trips together. It’ll increase business ownership and homeownership,” explained Anthony Featherstone, executive director of WorkSource Montgomery. “I’m really excited about
the little things that are not so little that we may not see on paper, but the impact that they'll have on lives moving forward and generations moving forward,” he adds.

Learn more about United Way NCA’s Financial Empowerment Centers at unitedwaynca.org/financial-empowerment-center.

**PROJECT COMMUNITY CONNECT 2022**

During Oct 3-8, United Way NCA held three resource fairs for our annual Project Community Connect (PCC) event. During PCC, we partnered with 35 organizations and served 129 participants out of which, 61 were surveyed to assess program effectiveness.

### The Population We Served:

- 72% of surveyed participants are employed
- 33% of surveyed participants have an annual income less than $20,000
- 72% of surveyed participants have less education than a college degree
- 61% of surveyed participants are Black
- 62% of surveyed participants are female

### Volunteer Engagement

- **103 total volunteers**
  - 73 volunteers for kit-packing events
  - 30 volunteers for pop-up events

- **308.5 total volunteer hours**
  - 176 hours for kit-packing events
  - 132.5 hours for pop-up events

### Kit Packing

- **4,500 total kits**
  - 1,500 snack packs
  - 1,500 cold weather kits
  - 1,500 hygiene kits

### RESOURCES UTILIZED

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<thead>
<tr>
<th>Resource</th>
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<tr>
<td>Healthcare Services</td>
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<tr>
<td>Rent &amp; Utility Assistance</td>
<td>27</td>
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<tr>
<td>Food Security</td>
<td>26</td>
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<tr>
<td>Workforce Development</td>
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<td>FEC</td>
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<tr>
<td>Social Services</td>
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<td>STEM Lab</td>
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<td>Voter Registration</td>
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<td>Legal Services</td>
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<td>Volunteer Engagement</td>
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<td>Peer Support Services</td>
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<td>Senior Services</td>
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### CHALLENGES FACED

<table>
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<tr>
<th>Challenge</th>
<th>Number</th>
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<tr>
<td>Paying My Bills</td>
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<tr>
<td>Having A Stable Job</td>
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<tr>
<td>Paying Down Debt</td>
<td>15</td>
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<tr>
<td>None</td>
<td>13</td>
</tr>
<tr>
<td>Having Enough Food</td>
<td>11</td>
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<tr>
<td>Having Reliable Transportation</td>
<td>10</td>
</tr>
<tr>
<td>Help With Legal Issues</td>
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How Project Community Connect is Changing the Narrative Around Unhoused and ALICE Communities

For many National Capital Area residents living one paycheck away from experiencing homelessness, one event can turn their entire lives upside down. For community member Aimee*, her journey to becoming unhoused began almost 15 years ago. Battling substance abuse, addiction and other health issues, Aimee sought out help through a rehabilitation facility, and now, has been clean for 13 years. But, for Aimee, part of becoming sober was experiencing homelessness.

It was in the middle of her sobriety when things took a downward turn: “While in sobriety, when doing what I thought was all the right things, was when I ended up homeless,” shares Aimee.

Following her time at the rehabilitation facility, Aimee and her daughter lived at a family shelter for five months. After navigating multiple health issues—including a cancer scare—Aimee was unable to go to work regularly, being left unable to pay rent. “Life got in the way; illnesses, not having paid leave and getting sick ... Being off work for two or three weeks can make you lose a lease, you can lose your car ... all those things happened. That’s where we ended up.” It had been nearly four years after completing her time at the rehabilitation facility and being sober that Aimee and her daughter ended up without a home.

She soon found herself in luck when she and her daughter found a home through a housing program, where they stayed for four years. It was then that Aimee’s name would appear through the U.S. Department of Housing and Urban Development’s Housing Choice Voucher Program list—a federal program designed to assist very low-income families, the elderly and the disabled to afford decent, safe and sanitary housing in the private market. Soon after, Aimee was able to move her and her daughter into a more-permanent housing situation.

Aimee’s story is only one out of thousands of community members in the National Capital Area at risk of or experiencing homelessness. The possibility of missing one day of work resulting in becoming unhoused is a reality for many in the...
region who make up the Asset Limited, Income Constrained, Employed (ALICE) population, those who are working but unable to afford basic needs.

“We need to change the stigma of homelessness and the stereotype of people being mentally ill,” Aimee says. “That’s not always the case. They may be doing the work—going to therapy, going to meetings, getting clean and sober—and they’re still in a shelter or they’re still in the front of it.”

Years later, now working full-time at a jewelry store and continuing to support her daughter as a single mother, Aimee reflects on the kind of supports she could have benefitted from during her own journey. “Having someone that you can talk to that can help you with identifying the resources, slowing you down and trying to help you navigate your own crisis is really important,” she shares.

It is stories like Aimee’s—one of thousands—that propels United Way of the National Capital Area’s work toward creating a more equitable region for all community members. United Way NCA’s annual Project Community Connect provides much-needed resources to those at risk of or experiencing homelessness, as well as the ALICE population.

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“The more information you can get to people who are going through this stuff, the better, so that people know what they’re up against. These events get information to people to try to help them navigate and let them know what’s out there, because it’s a really hard thing to do on your own when your brain is in survival mode.”

**Project Community Connect** brings much-needed resources to individuals and families across the region through in-person resource-kit deliveries and workshops focusing on things like starting a business, budgeting during a crisis, food access and much more.

To learn more about how United Way NCA is achieving a more equitable future, visit unitedwaynca.org/get-involved and join the movement!

*Last name has been omitted out of respect for Aimee’s privacy.*

**United Way NCA’s annual Project Community Connect provides much-needed resources to those at risk of or experiencing homelessness, as well as the ALICE population.**
United Way of the National Capital Area mobilizes all sectors of the community to work together with one goal in mind – helping to improve the lives of children and families by reducing disparities and increasing equity. We address the needs of our communities by focusing on three key pillars of impact – health, education and economic opportunity.

**HEALTH**

- 32,055 people served through SingleCare discount prescription program
- $6M+ in prescription savings

**EDUCATION**

- 6,571 families connected to wraparound services
- 5,195 students served addressing attendance, behavior & course performance

**ECONOMIC OPPORTUNITY**

- 8,753 clients received support across our five FEC locations
- 8,434 clients received VITA 892 and EITC services

- 2,000 PPE kits distributed
- 4,000 At-home COVID-19 self-test kits distributed
60,623 community members served over the last year

- 3,001 COVID-19 vaccines administered
- 2,431 kits distributed through the Stuff the Bus & WeekEND Hunger Backpack program
- 892 veterans aided with financial literacy & planning, employment & entrepreneurial skills
- 8,033 Active engagements for outreach and awareness around COVID-19 and vaccinations
- 6,500 kits distributed containing food and hygiene supplies
- 9,500+ students and families engaged with Community School Coordinators
- $12.8M in tax refunds
- $8.3M+ Invested in the community across all programs focused on health, education and economic opportunity
During these unprecedented times, your United Way was there to respond to the disruption from COVID-19. Adapting to a new normal means providing services that respond to unique needs. United Way NCA provided equitable access to resources for community members who needed them most. With a primary focus on equity in the areas of health, education and economic opportunity, United Way NCA continues to support families and individuals with essential needs paired with workforce training that are the building blocks for success. Our powerful network of five Financial Empowerment Centers (FECs) throughout the region provide a range of services that equip individuals with the job skills necessary for their households to gain greater financial stability. As we continue to respond to the needs of our community, we are focusing on integrating services and coordinating partnerships through our place-based strategy. United Way NCA truly believes that when none are ignored, all will thrive.

- **55** Average net point increase in client credit score
- **167** Referrals to FECs from community partners
- **201** Volunteers trained to give skills-based support
- **4,048** Clients received tailored financial coaching
- **6,470** Workforce development sessions to strengthen job skills and increase employment opportunities
## FY2022 Financials

### Campaign Results and Other Support

- **Net campaign results and other support**: $33,944,294
- **Net campaign results before designations**: $19,405,757
- **Campaign results**: $19,416,863

### Expenses

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<th>Expense Description</th>
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<th>2021</th>
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<tr>
<td>Community impact funds grants, community initiatives and events, community services</td>
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<td>$6,031,563</td>
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<tr>
<td>Supporting services for annual campaign fundraising, management and general</td>
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<td>$7,603,306</td>
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<td><strong>Total Expenses</strong></td>
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<td>Change in pension benefit obligation</td>
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<td>Change in net assets</td>
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### ASSETS

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<th>2021</th>
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<td>Cash and equivalents</td>
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<tr>
<td>Investments</td>
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<tr>
<td>Promises to give, net</td>
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<tr>
<td>Prepaid and other assets</td>
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<tr>
<td>Property and equipment, net</td>
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<td><strong>TOTAL ASSETS</strong></td>
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<td><strong>7,603,306</strong></td>
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### NET ASSETS

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<tr>
<td>Ending</td>
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<td><strong>TOTAL NET ASSETS</strong></td>
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### LIABILITIES

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<th>2021</th>
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<td><strong>TOTAL LIABILITIES</strong></td>
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GARY TABACH
Deloitte
Managing Partner (Retired)
[United Way NCA Board Chair]

KEN SAMET, FACHE
MedStar Health
President and CEO
[United Way NCA – Treasurer and Finance Chair]

STEVE PROCTOR
G.S. Proctor & Associates
President and CEO
[United Way NCA – Secretary and Chair Nominating & Governance]

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Ernst & Young
Greater Washington Area Offices
Managing Partner
[Chair, Audit Committee]

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APCO Worldwide
President and Managing Director of Operations
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Marketing Managing Partner

STACI PIES
Crown Castle
Vice President, Government and Regulatory Affairs

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District Bonding, LLC
Owner

TRACY KENNY
KPMG LLP
Chesapeake Business Unit Partner-in-Charge, Audit
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Ms. Agnes J Cholewa  
Mr. Steven Day  
Ms. Karen Dorbin  
Ms. Elizabeth A. Dudley  
Ms. Isa Farhat  
Ms. Ebony N Fortune  
Mrs. Tarn T. Goelling  
Ms. April Nyree Haynes  
Mr. Brandon Hill  
Ms. Julia J Irving  
Ms. Stacey Jones  
Mr. Garrett King  
Ms. Jasmine Lea Leonard  
Mr. Timothy Li  
Mr. Corey McCants  
Ms. Carina Niurka Miranda  
Ms. Michelle Lynn Montes  
Mr. William Osborn  
Ms. Synina A Pugh  
Ms. Clarissa Rucker  
Mrs. Monika M Taliaferro  
Mr. Justin D. Tooley  
Ms. Lindsay Torrico  
Mr. Justin M. Wilson

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Mr. Coe Bockmier  
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Mr. William Calder  
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Mr. Jason Ward  
Mr. Matthew A. Widmer  
Mrs. Elsa B. Williams  
Mr. Justin M. Wilson
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Michele & Michael Bradshaw
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Mr. & Mrs. Brian & Allayne Chappelle
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Ms. Elena Fowlkes
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Ms. Shana Glickfield
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Ms. Lucinda C. Gray
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Ms. Lavette S. Sims
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Mrs. Christine J. Steiner
Mrs. Maria C. Steiner Smith
Mr. Donald R. Stone
Tarcy Thompson
Ms. Yvonne Walker-Tolson
Ms. Tia Wiggins
Ms. Kathy Suejette Williams
Mr. John D Wilson
Harold & Dianne Wolman
Ms. Sherilyn K. Wright

Top 100 Workplace Campaign

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American Federation of Government Employees
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Celerity
Centene Corporation
City National Bank
City of Alexandria
CliftonLarsonAllen LLP
Coalition for the Homeless, Inc.
Columbia Gas Transmission
Combined Federal Campaign (CFC)
Commonwealth of Virginia
Campaign Communications Workers of America
Corning Incorporated
Corporate Office Properties Trust
Costco
Council of Graduate Schools
DC One Fund
Deloitte
Eli Lilly and Company
Enterprise Holdings
Exelon Corporation
Exxon Mobil Corporation
EY
FedEx
FirstEnergy Foundation
Fishel Company
Fluor Corporation
Ford Motor Company
GEICO Direct
General Dynamics Corporation
George Washington University
Harris Corporation
Harrs Teeter, Inc.
Henkel & McCoy, Inc.
Holder Construction Group LLC
IBM
International Brotherhood of Electrical Workers
International Union of Bricklayers and Masons
John Hancock Financial Services
Johnson Controls Inc.
Key Trust
King & Spalding LLP
Kirkpatrick & Lockhart LLP
Lynn House of Potomac Valley, Inc.
M&T Bank
Maryland-National Capital Park & Planning Commission
Maverick, Bill & Emery
Microsoft Corporation
Montgomery County Public Schools
Morton Construction
MVLE, Inc.
National Grid USA Service Company, Inc.
Navy Federal Credit Union
Nelson Mullins LLP
Northern Trust National Distribution
Northrop Grumman Corporation
Ono
PNC Bank
PricewaterhouseCoopers LLP
Prince George’s County Government
Prince George’s County Public Schools
Prince William County Public Schools
Principal Financial Group
Raymond James & Associates, Inc.
Regency Centers
RTI International
Sentara Northern Virginia Medical Center
Sibley Memorial Hospital
SRG Inc.
Suburban Hospital
Target Brands, Inc.
TD Bank
Texas Instruments
Tristate
Union Pacific
United Bank
United Health Group
United Parcel Service
United Way of the National Capital Area
United Way Worldwide
Valero Energy Corporation
Verizon Foundation
W. R. Grace & Company
Wal-Mart Stores, Inc.
Washington Suburban Sanitary Commission
Wegmans Dulles
Wells Fargo
Westat