

UNITED WAY OF THE NATIONAL CAPITAL AREA

# WHERE GIVE @ LIVE

Today you can **change your community** forever.



United Way  
of the National Capital Area  
[UnitedWayNCA.org](http://UnitedWayNCA.org)

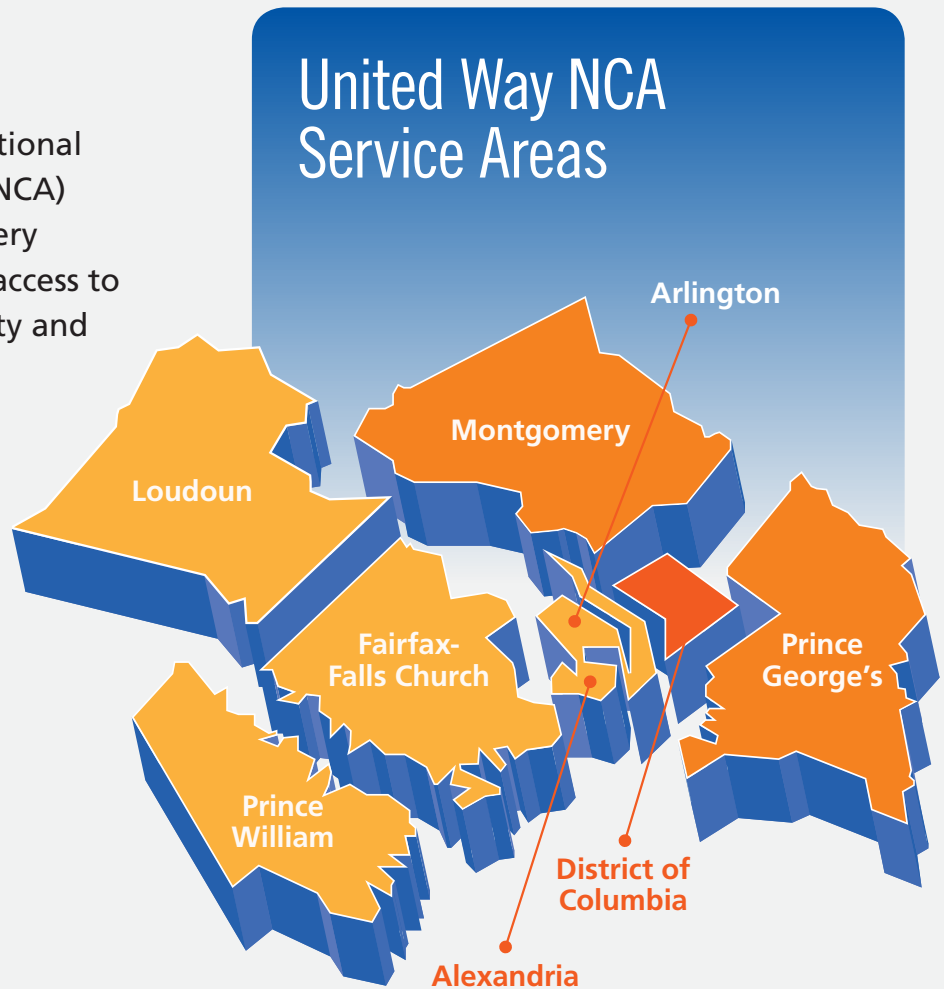


# WHERE GIVE LIVE

Today you can **change your community** forever.

Join United Way of the National Capital Area (United Way NCA) in our effort to provide every person in the region with access to education, financial stability and good health.

United Way NCA serves in eight regions: Alexandria, Arlington, District of Columbia, Fairfax/Falls Church, Loudoun County, Montgomery County, Prince George's County and Prince William County.



# Message from Rosie Allen-Herring, President & CEO



At United Way of the National Capital Area (United Way NCA), we strive to create focused, sustainable impact across the eight regions we serve.

During the past year, we executed a rigorous process to evaluate how we will invest our resources to create the greatest impact. United Way NCA never wants to make decisions without listening to the community. To achieve this, we convened business and nonprofit leaders, participated in town hall meetings and forums and conducted Community Conversation surveys across the region to assess our community's most pressing challenges.

With that information and data, we determined how we will direct our resources. In this brochure, you will learn more about our exciting plan to move our region forward.

We want you to know that when you invest in United Way NCA, you are investing in your neighborhood, your local schools and your community. When you "Give Where You Live" you create impact. You change lives.

We could not do what we do without you. Your support makes our work possible. On behalf of United Way NCA, I would like to thank all of our donors, member nonprofits, and corporate and community partners. Thank you for all that you do every day to make the national capital area a better place for us all.

Rosie Allen-Herring  
President & CEO  
United Way of the National Capital Area

# Creating an Impact in the Community

How do we do it?

United Way NCA is a collaborator, a convener and a catalyst for community change. We raise funds to invest in creating measurable community impact.



COMMUNITY CENTER

MAIN STREET

## We Listen

We engage in strategic listening. We identify gaps in services as well as opportunities for coordination and collaboration in order to ground our work in an understanding of what people want and need for their families and for themselves. We host community conversations; convene our member nonprofits and corporate and community partners; and collaborate with our Regional Councils.

## We Analyze Research

We conduct surveys; analyze regional data; participate in forums, town hall meetings and community events; and meet with local policymakers to identify our region's most pressing challenges.







## We Collaborate

We bring together people and organizations with the passion, expertise and resources to get things done. We galvanize our communities around a common cause, a common vision and a common path forward.



## We Drive Change

United Way NCA is a catalyst for community change. We invest in programs and initiatives that create measurable and sustainable impact. We raise more than \$30 million annually to drive impact in the national capital area.

We have set big goals for our community. With your support, we can achieve them.

# Education

**Our goal is to prepare 12,000 Title 1 middle school students to transition to high school performing at grade level and on track to succeed.**

**22%**

**of children who live in poverty do not graduate from high school.**



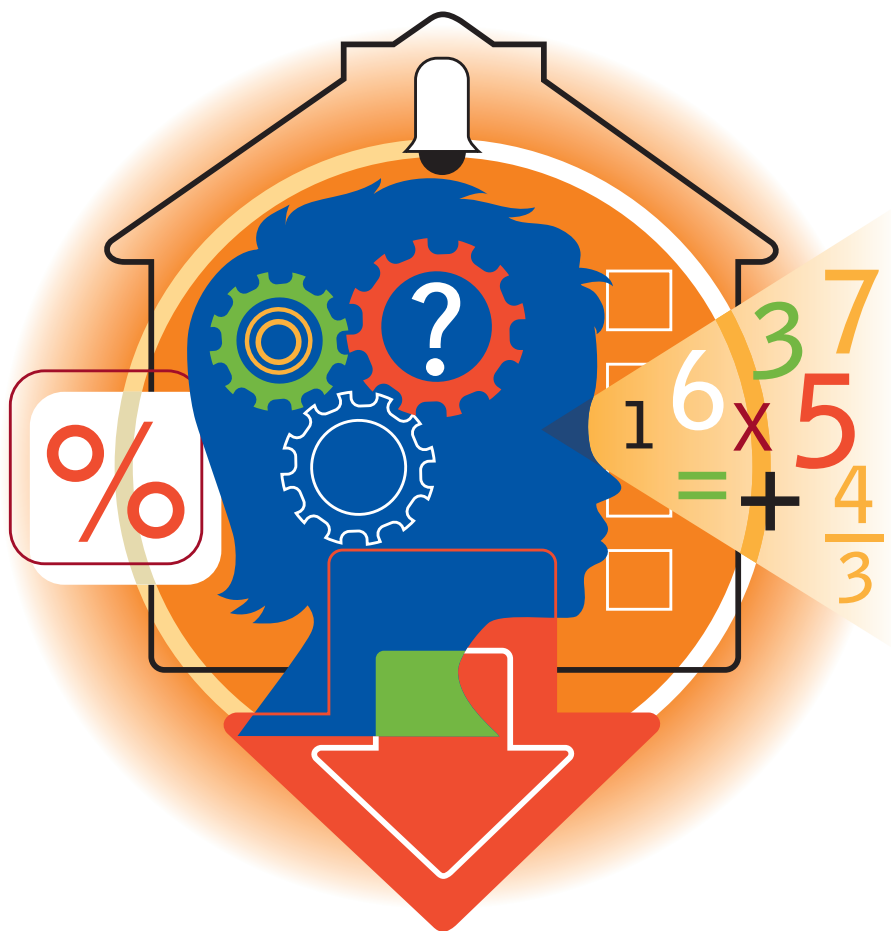
**6th grade students who do not attend school regularly, who receive poor behavior marks, or fail math or English, have a 10% chance of graduating high school on time.**

Across the nation, young people are dropping out of high school at an alarming rate: 1.9 million per year.

How do we keep kids on track, engaged and motivated to succeed? Waiting until high school to prevent students from dropping out is far too late.

We need to place students on the path to graduation during middle school. We need to intervene early when students begin to struggle academically. Students who start the 9th grade on time, reading at grade level and with grade-appropriate math skills are three times more likely to graduate from high school.

Research shows that for low-income youth, high school graduation can be an unattainable goal because these students face a variety of barriers to achieving academic success. We can help.



# 39%

**of high school students  
in the District do not  
graduate on time.**

To increase student achievement, United Way NCA will invest in bringing together collaborative nonprofit partners to offer comprehensive wraparound services in targeted middle schools in the eight regions we serve. These partners will provide services including academic tutoring; mentoring; afterschool and enrichment programs; medical, mental and dental care; parental engagement; housing and homeless services; financial stability programs; and physical fitness and healthy food programs.

Using this collaborative model, we aim to prepare more middle school students to succeed at the high school level and ultimately graduate.

With your support, we will help children in our community to learn, succeed and thrive.

## **BE A MENTOR**

Children need positive adult relationships to succeed. Volunteer to be a mentor at [UnitedWayNCA.org/volunteer](https://UnitedWayNCA.org/volunteer).

# Financial Stability

**Our goal is to help people achieve financial stability and remove barriers to stable and affordable housing.**

To increase financial stability in our region, we will provide residents with access to high quality asset-building and financial planning resources through new Prosperity Centers. Our goal is to connect families to banking services, credit counseling and financial planning tools that will allow them to manage debt, save, plan long-term and prosper.

We also want to serve and support the individuals and families experiencing homelessness in our community. To help address their immediate needs, we are bringing the nationally-recognized Project Homeless Connect model to our own community.

At the one-day event, participants will be provided with a wide variety of on-site services, which might normally take weeks to access. By bringing together nonprofit organizations, service providers and government agencies, attendees will have access to identification services and vital record information, medical and dental care, employment services and more.



# 250,000

people in our region do not have bank accounts and are using fringe financial services like predatory payday loans, check cashing and high-cost tax preparation services.

## Saving Families Money

United Way NCA collaborates with community partners and VITA sites to help low-to-moderate income families access the Earned Income Tax Credit (EITC), file tax returns and maximize their tax refunds. Last year, United Way NCA supported 20 VITA sites that helped tax filers receive more than \$17.7 million in tax refund dollars.

## YOU CAN HELP

Learn more about how you can participate in our efforts to increase prosperity in our community. Go to [UnitedWayNCA.org](https://UnitedWayNCA.org).



**12,000+**  
area residents experience or  
are at risk of homelessness  
at any given time.



# Health

## Our goal is to encourage kids to be healthy and physically fit during childhood and throughout life.

Healthy, active and well-nourished children are more likely to attend school, be alert, engaged in the classroom and ready to learn.

At United Way NCA, we know that we won't achieve our education goals without focusing on children's health and wellness. As we work with middle schools in our region to increase student achievement, we will also coordinate access to health, wellness, physical fitness and nutrition programs for students in those schools.

### Fun, Fly & Fit<sup>®</sup>

United Way NCA's Fun, Fly & Fit youth fitness and nutrition program serves 16 Before and After-care programs in Prince George's County. The program has also expanded to the District of Columbia and Montgomery County.

In 2014, United Way NCA helped students accomplish more than 950,000 minutes of play through the program.

Fun, Fly & Fit teaches children the benefits of eating healthy, exercising daily and making smart choices. The program extends beyond school walls as children take the lessons they learn from their Fun, Fly & Fit coaches back to their families, which serves to motivate and inspire them, and also amplify the effects of the program.



In the  
National Capital Area

**37%** of children

ages 10-17 are classified as  
**overweight or obese.**

## Meeting Basic Needs with 2-1-1

**United Way NCA connects our neighbors to basic needs support through 2-1-1.**

This free, non-emergency telephone number connects more than 450,000 people per year in the District of Columbia, Virginia and Maryland to human service information and referrals.

**231,000+**

residents in the Washington, DC area live in **“food deserts,”** meaning they do not have access to supermarkets containing fresh fruits and vegetables, and healthy, economical ingredients in their neighborhood.



# Give. Advocate. Volunteer.

There are three powerful ways you can participate in our local movement to Live United.

## Give

When you give where you live, you join United Way NCA's more than 150,000 donors in investing in programs and initiatives that will prepare people for successful careers and provide access to high quality education and health services.

You can also maximize your impact by joining one of our three affinity groups.

As a **United Way Tocqueville Society** member you can network with community-oriented philanthropists at Tocqueville receptions, parties and galas, and meet with United Way NCA's top leaders. Tocqueville Society members commit to contributing \$10,000 or more annually. *The following Step-Up program is available: Year 1: \$5,000; Year 2: \$7,500; and Year 3: \$10,000.*

As a member of **United Way's Women's Leadership Council**, you can network with women dedicated to creating a collective impact in our community; meet with United Way NCA leaders; and participate in social events, forums and volunteer activities. Women's Leadership Council members commit to contributing \$2,500 or more annually. *The following Step-Up program is available: Year 1: \$1,000; Year 2: \$1,500; and Year 3: \$2,500.*

**United Way Emerging Leaders Society** is a group of passionate and committed young professionals under the age of 40. As a member of this group, you can attend social and networking events, volunteer activities and leadership training. Emerging Leaders Society members commit to contributing \$1,000 annually. *The following Step-Up program is available: Year 1: \$350; Year 2: \$700; and Year 3: \$1,000.*

## JOIN AN AFFINITY GROUP

Learn more about United Way NCA's affinity groups at [UnitedWayNCA.org/leadership-giving](http://UnitedWayNCA.org/leadership-giving).





## Advocate

Be a champion for United Way NCA's work in our community. Whether you are writing a letter to a policymaker, promoting a cause through your social networks, or wearing a Live United t-shirt, you are communicating that you care about your neighbors and that you are an active member in our movement to create significant change in the national capital area.



## Volunteer

Volunteering allows you to demonstrate compassion and serve others. By volunteering with United Way NCA or any of our member nonprofit organizations, you can contribute your talents and skills to help our community thrive. Lend a hand, donate your professional services, tutor a child, serve as a mentor or organize a Day of Caring at your company. To learn more about how to volunteer with United Way NCA, go to [UnitedWayNCA.org/volunteer](https://UnitedWayNCA.org/volunteer).









**THANK YOU**

# Imagine...

...every person in  
the national capital area  
having access to education,  
financial stability and health.

*We invite you to  
be part of the change.*

Join the Conversation



@UWNCA



Facebook.com/UnitedWayNCA

**LIVE UNITED<sup>®</sup>**

United Way  
of the National Capital Area  
UnitedWayNCA.org

