



*making*connections

The Community Foundation for the National Capital Region

Alexandria Community Trust • The Montgomery County Community Foundation • The Prince George's Community Foundation

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Neighbors In Need Fund Approaches \$1M Goal with New \$200,000 Grant

LATE LAST YEAR, The Community Foundation established the Neighbors In Need Fund to give grant support, awarded on a competitive basis, to effective and efficient area nonprofits providing basic services such as food, clothing and shelter throughout much of the Washington metropolitan area. Since the Fund's establishment, the outpouring of support from around the Greater Washington Region has been tremendous.

Recently, the MARPAT Foundation contributed a major challenge grant of \$200,000, bringing the total the fund has raised to date to \$800,000 and moving the fund closer to its fundraising goal of \$1 million. Other significant contributions include The Community Foundation's Montgomery County affiliate award of a \$100,000 challenge grant to support nonprofits in the county and the World Bank Community Connections Fund grant of \$150,000 which got the fund off the ground initially.

The inaugural round of Neighbors in Need Fund grants supporting food, clothing, shelter and related programs will be announced in early February 2009. While addressing immediate needs facing nonprofits providing critical services, the Fund will also support long-term needs as well and will support efforts for the region's nonprofits to strengthen their operations as a way of surviving inevitable future economic crises.

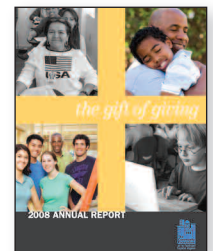
"We're in this for the long haul," says Community Foundation President Terri Lee Freeman. "While right now the Neighbors in Need Fund is helping to keep our food banks stocked and low-income residents in their homes, we know that, in the nonprofit sector, it's no more 'business as usual.' And so the Fund ultimately will invest in ways for the area's nonprofits to collaborate, pool resources, reduce or eliminate duplication of services, and more."

In the next issue of *Making Connections*, we'll introduce you to some of the first Neighbors in Need grantees. But, in the meantime, consider making a gift to the Fund and help us meet – or exceed! – our \$1 million goal. Our neighbors need you now. Donate on our homepage at www.thecommunityfoundation.org.



NOW AVAILABLE: FY2008 Annual Report

We are pleased to announce the release of *The Gift of Giving*, The Community Foundation's new annual report. This year's full-color publication – which marks our 35th anniversary in 2008 – is more than an accounting of the year's activities, as we profile ten highly diverse Community Foundation donors who are creating positive change by supporting the causes they care about most.



Download *The Gift of Giving* on our homepage at www.thecommunityfoundation.org or request your free copy today by calling (202) 955-5890 or via email at info@cfncr.org.

FROM THE PRESIDENT

Facing Facts and Moving Forward

NOW THAT THE NATION has come to terms with the fact that we're in a deep recession, the ongoing succession of economic shockwaves reverberating across the country is dominating headlines everywhere we look. With massive layoffs, bank failures, and "backbones" of our nation's economy such as the automobile industry facing bankruptcy, our natural reaction as both organizations and individuals is a combination of panic and paralysis. And while we're all vulnerable, it's fair to say that nonprofits – and the communities they serve – have the most to lose. This is particularly true of small to medium-sized groups that tend to operate "close to the line," have little or no surplus or endowment, and rely on increasingly unpredictable financial aid, in some cases, in-kind support.

We all know the bad news – and now it's time to face facts, think constructively, and move forward. The good news is that the Washington region is responding holistically, with nonprofit, philanthropic, business and government sectors all stepping up to the plate to identify ways in which we can work through these difficult times together and eventually emerge stronger than before. For example, the Nonprofit Roundtable of Greater Washington is co-hosting "New Ways of Working Together," a five-part workshop series designed to help nonprofits learn about mergers, shared back office administration, and other partnerships and efficiencies. Area funders, both individuals and organizations, are actively discussing ways to respond through thoughtful, strategic grant-making. And across the region, the media has provided sustained coverage of the hardships that nonprofits are experiencing and the importance of giving.

At The Community Foundation, we are taking a leadership role in helping our nonprofit sector survive in the short term and design new business models in order to attain long-term stability, efficiency and effectiveness.

How are we doing this? We're drawing upon our widespread reach across the Greater Washington region to implement a multi-pronged approach:

The Neighbors in Need Fund

Building on our tradition of supporting area food banks, shelters and other nonprofit direct-service providers, we recently established the Neighbors in Need Fund to award grants of up to \$25,000 to safety net organizations serving the region. With an easy-to-complete application, enhanced due diligence on our part, and speedy review process, Neighbors in Need fund grants are a short-term response to our community's immediate needs. We foresee the Fund supporting organizational stability and related issues in the future. Read more about the Neighbors in Need Fund in this issue's cover story.



Photo: Bryan S. Blankenship/Freeed Photography

Education through "meeting-of-the-minds"

This past December, we brought together major forces in our region's nonprofit, philanthropic, business and government sectors to analyze our situation, share perspectives, and begin to think about short- and long-term strategies. Our December 15, 2008 "Nonprofit 911" summit (see p. 4) attracted some 500 attendees and significant media coverage, with The Brookings Institution's Dr. Alice Rivlin leading off with a sobering assessment of this recession's projected depth and longevity. But it doesn't end there – we and our partners will continue to host a series of convenings on nonprofit survival and planning, and we've established a new discussion board at www.nonprofit911.ning.com. Visit the site or, better yet, register and let your voice be heard!

Building long-term organizational stability

We often use the term "capacity-building," which means helping a nonprofit strengthen its ability to operate effectively, efficiently, and competitively over the longer term. Sometimes, capacity-building means skill-enhancement, such as training in fundraising and accounting; at others, it translates into combining operations to eliminate duplication of services; and, in other cases, capacity-building means professional development for existing and emerging nonprofit leaders.

Advocacy

We mustn't overlook this piece of the puzzle. The Community Foundation advocates for the health of our nonprofit sector by working with business and government decisionmakers. Our board of trustees serves as influential community ambassadors, and we shed light on relevant topics through grant-making and media coverage.

Systemic change

This is a good time to do a bit of soul-searching by asking ourselves, "What are the factors that contribute to our residents needing safety net services in the first place?" When it comes down to it, education is the key to success. At The Community Foundation, our ongoing investments in workforce development programs and education reform efforts, along with the scholarship funds that we house and administer, are expanding learning opportunities for those who need them most.

Please join with us in 2009 as we continue our work bettering communities across the Greater Washington area now and in the months and years to come. Let's work together as a community to lay the groundwork now for a more prosperous tomorrow.

Sincerely yours,

A handwritten signature in blue ink, which appears to read "Terri Lee Freeman". The signature is fluid and cursive, with a large initial "T" and "L".

Terri Lee Freeman
President

New Workforce Initiative Awards \$300,000 in Job-Training Grants

WHILE THE FIRST ROUND of our Neighbors in Need Fund grants are supporting basic, short-term needs of low-income area residents (see p.1), The Community Foundation is spearheading longer-term efforts to help bolster their economic security so they are less vulnerable during economic downturns. Led by The Community Foundation, the new Greater Washington Workforce Development Collaborative is doing just that.

The Collaborative is a coalition of 14 Washington-area funders that makes grants to help low-income, low-skilled adults throughout the region obtain and retain jobs that provide good wages, benefits, and opportunities for advancement, particularly in the areas of construction and healthcare.

In January 2009, the Collaborative awarded \$300,000 in first-ever grants supporting job training in the construction industry. The two grants (\$150,000 each) are designed to help 100 low-income Washington, DC residents acquire the skills necessary to enter and succeed in the workplace. The inaugural grantees are:

- A partnership between the Community Services Agency of the Metropolitan Washington Council, AFL-CIO, Associated General Contractors of DC, Washington Area Women in the Trades, and various labor groups that will expand Building Futures, the Agency's pre-apprenticeship training program
- A partnership between Covenant House Washington and the Washington Development Industry Council to launch the Partners that Work! project. Covenant House will recruit and prepare participants for pre-apprenticeships, apprenticeships and employment opportunities identified by the Washington

Development Industry Council with its member companies and other partners in the industry. This initiative will focus primarily on younger adults ages 18-24.

In the coming months, the Collaborative plans to make additional grants to support job-training initiatives focused on the healthcare industry. For more information about the Greater Washington Workforce Development Collaborative and how you can get involved, please contact Sarah Oldmixon, Program Director, at soldmixon@cfncr.org or (202) 973-2519.



NEW FUNDS

The following funds were added during the period October 1 – December 31, 2008.

The Community Foundation for the National Capital Region

CLCK Family Fund
Communities in Schools Fund
Albert DiFederico Spousal Survivors Fund
DCPS Benjamin Orr Elementary
History of DC Book Fund
R. Peter and Leona T. Hodge Family Foundation
Marriott Foundation Fund
Marriott Fund for Amazonas
Neighbors in Need Fund
Pre-K for All DC Fund
Katharine J. Rayner Animal Rescue Fund

State of New Columbia Fund
Unity Fund for Sustained Change

The Montgomery County Community Foundation

Adegboyega and Mozella Ademiluyi Charitable Fund
Thomas B. and Meredith H. Hargrave Family Fund
Mother - Daughter Giving Fund
Neighbors in Need Montgomery Fund
Takoma Foundation Carroll Avenue Mural Project

The Prince George's Community Foundation

David Macklin Memorial Scholarship Fund

|| Nonprofit 911 ||

Focused on Finding Solutions

by Ben D. Wall



Summit co-organizers and panelists (seated l-r) Chuck Bean (Nonprofit Roundtable of Greater Washington), David Robertson (Metropolitan Washington Council of Governments), Tamara Copeland (Washington Regional Association of Grantmakers), and Jim Dinegar (Greater Washington Board of Trade). Moderator and radio host Kojo Nnamdi is at far left.

WHILE THE ECONOMIC CRISIS continues to create new and more complex problems for the American people, nonprofit organizations find themselves in increasingly deeper and hotter water. As we shared in the previous issue of Making Connections, The Community Foundation is working in close partnership with leaders from the philanthropic, nonprofit, business and government sectors to craft a regional response plan. As a way of helping nonprofits face the new realities and begin to think about new approaches to doing their work, The Community Foundation co-organized “Nonprofit 911,” a provocative summit bringing together more than 500 nonprofit professionals from in and around the District for a morning of unvarnished economic analysis and creative brainstorming.

Conceived as a multi-sector approach to overcoming the current and future economic hardships of many nonprofit businesses, “Nonprofit 911” was organized by The Foundation and seven other partners – the Nonprofit Roundtable of Greater Washington, the Washington Regional Association of Grantmakers, Leadership Greater Washington, the Metropolitan Washington Council of Governments, United Way of the National Capital Area, the Center for Nonprofit Advancement, and the Greater Washington Board of Trade – to pro-

vide insight from players in nonprofit, government, philanthropic, and business sectors. After a gloomy but necessary economic forecast from Dr. Alice Rivlin, Senior Fellow and Director of Greater Washington Research at The Brookings Institutions, attendees picked the brains of several thought-leaders – Chuck Bean, Executive Director at the Nonprofit Roundtable of Greater Washington; David Robertson, Executive Director at the Metropolitan Washington Council of Governments; Tamara Copeland, President of Washington Grantmakers; and Jim Dinegar, President and CEO at the Greater Washington Board of Trade – in a panel discussion forum.

In the true spirit of the event and the economic environment, the morning concluded with a lively “town hall” conversation, enabling attendees to share their experiences and put forth ideas for weathering the storm. A common theme quickly emerged: viewing the new challenges of the market as an impetus to improve businesses from the inside out. Both panelists and attendees urged nonprofit professionals to implement creative and innovative means of streamlining and restructuring their organizations to run at lower costs; ideas included mergers of nonprofits with similar missions, decreasing operating costs by way of “back office” functions such as sharing space and/or administrative staff, partnerships and consolidations, as well as expanding an organization’s skill set or capacity. As Community



Keynote speaker Dr. Alice Rivlin provides insight into the economic crisis as Community Foundation President Terri Lee Freeman looks on.

Foundation President Terri Lee Freeman summarized in her opening remarks, nonprofits must be newly “committed to working inclusively and collectively to craft approaches and strategies that will endure this new fiscal reality.”

The lingering message that attendees took back to their offices was one of long-term strategies, of quelling the panic that leads to short-term, “Band-Aid” fixes and replacing it with innovation that strengthens the backbone of an organization, enabling it to run more efficiently. For example, nonprofits must open lines of communication with each other and look for ways to eliminate duplication of services. Some may want to consider consolidating their administrative functions under one roof. Outsourcing can be a cost-cutting move, and the option of mergers cannot be ruled out.

For our part, The Community Foundation has long worked to bring this same type of bottom-up, lasting evolution to the Washington metropolitan area as a whole. Although we have come quickly to the aid of those less fortunate in the Greater Washington region by bolstering emergency-services providers through our Neighbors in Need Fund (see p.1), we continue to invest in systemic change – for example, ensuring a first-rate, equitable education for all of our young people and strengthening the workforce of tomorrow. Our hope is that, by leveraging funding and brainpower to long-term advancement, the National Capital Region may one day lean less heavily on the weight of its dedicated nonprofits.

photos: Daniel Rosenbaum/Rosetree Photography

Regional Report

ACT Now!

During these challenging economic times, the Alexandria Community Trust (ACT) is working at the core of philanthropy in Alexandria, VA, bringing individuals together to support and encourage giving and community service. Our recent grant awards and upcoming activities offer Alexandrians opportunities to maximize their resources and direct them to where they are needed most. Taken as a whole, our programs are enhancing The Community Foundation's regional "reach."



In January, we announced the recipients of our two-pronged 2009 Capacity-Building Grants. These awards, in the form of either financial support or consultant services, are aimed at helping 10 Alexandria-based organizations respond to increasing demand while strengthening their operations. Strategy Implementation Grants help nonprofits build internal infrastructure, develop communications plans, strengthen board engagement and research nonprofit shared services. The 2009 Strategy Implementation grantees are the New Neighbors Education Center, Rebuilding Together Alexandria, The Reading Connection, and The Campagna Center.

The second component is a new grant program that supports organizations experiencing an increase in client demand and potential loss of funding due to the economic downturn. Known as Operational Needs Grants, the first round of grants will fund organizations providing basic needs including food, emergency services, healthcare, clothing, and assistance with rent, utilities, and medical bills. Grantees include Alexandria Neighborhood Health Services, Inc., ALIVE!, Inc., Christ Church, and Community Lodgings.

As the Alexandria community, like others, faces difficult challenges impacting nonprofits and the vulnerable populations they serve, ACT is poised to work collaboratively with private and public agencies to maximize available resources available and assist those most in need. To learn more about how you can support the pressing needs of Alexandria's nonprofit community, contact ACT at (703) 739-7778 or visit www.actforalexandria.org.

The Neighbors in Need Montgomery Fund: Yes Montgomery Can!

THE MONTGOMERY COUNTY COMMUNITY FOUNDATION

In these challenging economic times, many – too many, in fact – Montgomery County families are hurting in unprecedented ways. Rockville's Manna Food Center, with 13 food distribution sites across the County, has experienced a stunning 45% increase in demand over this time last year. At the same time, recent statistics show that nearly 26% of the County's 140,000 public school students qualify for free and reduced price

meals, a Federal measure of poverty. What's more, an alarming number of these young people depend on a new program that sends them home on Fridays with backpacks of food so they that have enough to eat through the weekend.

In response, The Montgomery County Community Foundation is committed to supporting our County's most vulnerable neighbors. Our new **Neighbors In Need Montgomery Fund** – a sister fund to The Community Foundation's regionwide effort – is working in partnership with the County's "Yes Montgomery Can!" campaign to encourage more residents to give back, whether financially or through community service.

To kick things off, a generous Montgomery County Community Foundation donor has stepped forward with a \$100,000 challenge grant. He and his family will match the first \$100,000 donated, dollar for dollar, and the County government matched the same with a pledge of increased emergency assistance. At a press conference on January 13th, County Executive Ike Leggett commended the donor (who wishes to remain anonymous) and issued a "Call to Action" for all county residents to volunteer, donate goods, and give generously to the Neighbors In Need Montgomery Fund.

Neighbors in Need Montgomery will focus its giving on three areas that complement the giving of the regional Neighbors in Need campaign: 1) gifts to County-wide emergency food and shelter groups; 2) support for emergency assistance in three of the zip codes in Silver Spring, Wheaton and Gaithersburg where the need is most dire; and 3) in those same zip codes, grants to help develop a more effective collaborative network of nonprofits serving vulnerable families in that community, including increased resident input to ensure that services are reaching those most in need.

For more information, go to www.MCCCommunityFoundation.org or contact us at (301) 588-2544.

Strength Through Advocacy



Beginning in February 2009, The Partnership for Prince George's County, led by The Prince George's Community Foundation, is hosting three training sessions targeting the county's nonprofit community:

February 19, 2008 – What is advocacy and why should I care? This workshop will focus specifically on defining advocacy and legal "do's and don't's."

March 12, 2008 – Now that I care, what can I do? This workshop will focus on the Human Services Commission and its legislative activities as well as ways in which nonprofits should work with the county government on issues such as budgeting, grants payments, and development.

April 2, 2008 – Now that I know, how do I tell people? This session focuses on the logistics of beginning both "little a" and "big a" advocacy efforts as well as on effective communications.

To learn more, please visit www.partnershippgcf.org or call (301) 464-6706.

Q&A with Gene Sachs

We sat down with Community Foundation trustee and donor Gene Sachs to learn more about his giving and vision for The Foundation.

Photo courtesy of CresaPartners



Are you a native Washingtonian?

Yes, basically. I was born in Baltimore, but my family moved to Washington in 1972 when the Capital Centre was built and my father served as its President. I'm a product of the Maryland Public Schools. My wife Lauren is a DC native, as are both of her parents. After graduating from Middlebury College, I came back to the Washington area to make a career in the real estate industry, and it's been exciting to be a part of our region's remarkable growth.

Your company, CresaPartners, is a corporate real estate advisory firm. From your perspective, how is the economic crisis affecting our region's business sector?

The DC area is one of the top economies in the country – we're blessed with having the federal government here, and we're looking at a robust real estate business in the coming months with the Obama administration coming in with lots of new government initiatives. Inside the Beltway and downtown remain strong but, in comparison, the outer suburbs in both Northern Virginia and Maryland are significantly weaker with higher vacancy rates. Now, this doesn't mean that the current downturn hasn't taken its toll – our most vulnerable residents are now even more so.

Kidsave International is one of the charities that you and your wife support through your Community Foundation fund.

That's right – I was a board member for six years. It all started when we had to take my daughter to Children's Hospital once, and I saw firsthand the miracles that doctors perform every day. So I decided to get involved by supporting Kidsave International – it's a terrific organization that works on issues affecting children's health, safety and well-being all over the world – everything from health and education to daily things like properly installing child seats and wearing bike helmets.

As a relatively new Community Foundation trustee, where do you see The Foundation headed in the next few years?

There are some exciting new initiatives that we're working on – and I'm especially interested in our new marketing strategies. We have such a great message to share about the good work that we and our donors do, and have done for 35 years. I think you'll see us expand our reach across the region to do good in even more communities.

You're also a member of The Community Foundation's giving circle, The Spirit of Giving 100.

Being a part of this group has been a tremendous opportunity to learn about the work that nonprofits in our region are doing. And pooling our resources with other members means that, collectively, we can have a positive impact on a scale that we probably couldn't have on our own. The Foundation's staff is incredibly knowledgeable about our region's issues and nonprofits, and I really enjoy the group's intellectual debate and conversations. This is a benefit that you just can't get from commercial gift funds.

Any final thoughts?

I really believe that, if ever there was a time for all of us to make a difference, that time is now. And The Community Foundation is the perfect place to start. We say that The Foundation is "where giving and opportunity meet," and it's really true.

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SPECIAL INSERT

Hail to the Chief!



Where giving and opportunity meet

The mission of The Community Foundation for the National Capital Region is to strengthen the Washington metropolitan region by encouraging and supporting effective giving and by providing leadership on critical issues in our community.

Since 1973, The Foundation has managed the philanthropic dollars of thousands of families, individuals, corporations, and institutions. **Today, thanks to our generous donors, The Community Foundation is the largest funder of nonprofit organizations in the Greater Washington area.**

We offer a wide array of flexible options to encourage and nurture intelligent charitable giving at all income levels. Our knowledgeable staff is plugged into the community and provides

donors with intelligence on local nonprofit organizations to help them make solid community investments.

The Community Foundation and its three regional affiliates – the Alexandria Community Trust, The Montgomery County Community Foundation, and The Prince George's Community Foundation – work to maximize social return to the metropolitan Washington, DC region and beyond.

Making Connections is published four times per year by The Community Foundation for the National Capital Region. To learn more about The Community Foundation, visit our website at **www.thecommunityfoundation.org**.

