

United Way of the National Capital Area

- Situation** United Way of the National Capital Area (UWNCA) provides programs that help individuals and families in and around Washington D.C. gain greater access to education, financial stability, and good health. Traditionally, especially in workplace environments, UWNCA had been known primarily for its annual fundraising campaigns. Recently the organization has been increasing efforts to communicate its opportunities for engaging donors and volunteers in impacting communities and lives in more frequent and wide-ranging ways. For its “DoMore360” campaign, UWNCA enlisted TDC to develop a branded look-and-feel and more focused messaging for materials.
- Solution** We created a unique brand identity and visual approach to a broad range of materials for the DoMore360 campaign, which was directed to audiences in both private sector and government workplace environments. In addition, we developed a campaign promise statement that summarized the purpose and viewpoint of DoMore360 as well as a more direct and emotional appeal in the overall messaging. The materials included campaign overview brochures, posters, stickers, campaign coordinator guides, a quick-start guide, nonprofit listing brochures, a brochure targeting C-suite audiences, and other collateral.
- Result** UWNCA leadership has been highly complimentary of our DoMore360 work and enthusiastic about its impact on attracting more donors and volunteers year-round. This garnered a Silver Award of Distinction from the 2019 Communicator Awards.

- central messaging
- new brand identity
- campaign marketing brochure

TRANSFORMING LIVES IS NOT A ONE-DIMENSIONAL ENDEAVOR. THE OPPORTUNITY TO BREAK DOWN BARRIERS TO A BETTER FUTURE FOR PEOPLE IN YOUR COMMUNITY IS ALL AROUND YOU. **DO MORE 360** IS A MULTI-FACETED WAY TO OPEN ACCESS TO BETTER EDUCATION, STRENGTHEN FINANCIAL STABILITY AND IMPROVE HEALTH AND WELL-BEING FOR INDIVIDUALS AND FAMILIES IN THE NATIONAL CAPITAL AREA. IT'S REAL SOCIAL CHANGE THAT ISN'T WAITING FOR ANY MOVEMENT OR ANNOUNCEMENT TO GET STARTED. READY TO DO MORE? LEARN HOW RIGHT NOW.



THE DO MORE 360 PROMISE

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At United Way of the National Capital Area, we believe in building a community that works for all of us.

Just one year into our five-year Community Commitment, we are already seeing great returns on our investment throughout the region. This \$12.3 million commitment to programs that remove barriers to financial stability and affordable housing is creating results that will have a lasting impact on people's lives.

Our commitment is to create change in three fundamental areas: education, financial stability and health.

Communities throughout the region are getting excited along with us. They see that we have solutions that are moving individuals and their families into the highest quality of life. They are investing in building our National Capital community along with us.

There's a lot of work to be done, and we're up for the challenge. We're ready to Do More for families in our community. We're ready to Do More for children. We're ready to Do More to ensure our community thrives.

Sincerely,

Rose Allen-Herring
Rose Allen-Herring
President and CEO



Regions We Serve

United Way of the National Capital Area serves eight regions: Alexandria, Arlington, District of Columbia, Fairfax Falls County, Loudoun County, Montgomery County, Prince George's County and Prince William County.



A LITTLE EMPATHY DELIVERS A BIG RETURN

"Taxes" and "years of joy" are almost never found in the same place. But for **Ms. P**, help with the former soon led to the latter.

Raising four children on a very limited income, Ms. P came to the Financial Empowerment Center at **Prince George's Community College** for free help with her taxes. She had previously been led to believe that she could only claim her two younger children as dependents. But a conversation with her tax preparer revealed that Ms. P was also supporting her two older, college-age children.

By taking the time to fully understand her situation, the preparer helped Ms. P prepare tax returns that increased her refund—from \$2,000 to over \$6,500. For a mother struggling to make ends meet, it resulted in an overwhelmingly emotional moment—and a big improvement in her family's financial well-being.

Ms. P more than tripled her tax refund—from \$2,000 to over \$6,500.

FINANCIAL STABILITY

Without a foundation of financial stability, the health and safety of families are threatened every single day.

When you join the Do More 360 movement, you are changing this. Your contribution creates Financial Empowerment Centers and Volunteer Income Tax Assistance (VITA) sites that make the difference for individuals and households to:

- save money
- file tax returns
- maximize tax refunds
- get credit counseling
- reduce debt
- find safe and affordable housing

In 2015, United Way NCA supported 20 VITA sites that helped more than 11,000 tax filers receive more than \$14.2 million in refunds.

12,000+ area residents experience or are at risk of homelessness.

Help families and neighbors achieve financial stability. Find out how at UnitedWayNCA.org.

Thanks!

Your contribution will help change your community forever.

DO MORE 360



Go to [UnitedWayNCA.org](#) to donate or volunteer.

United

You can help a middle schooler get on the path to graduate from high school on time.

Why not start today?

DO MORE 360



Go to [UnitedWayNCA.org](#) to donate or volunteer.

UnitedWayNCA.org 

You have the power to help a family avoid homelessness and gain financial stability.

Why not start today?

DO MORE 360



Go to [UnitedWayNCA.org](#) to donate or volunteer.

United

You can give children and adults access to better health and wellness right now.

So why not get started?

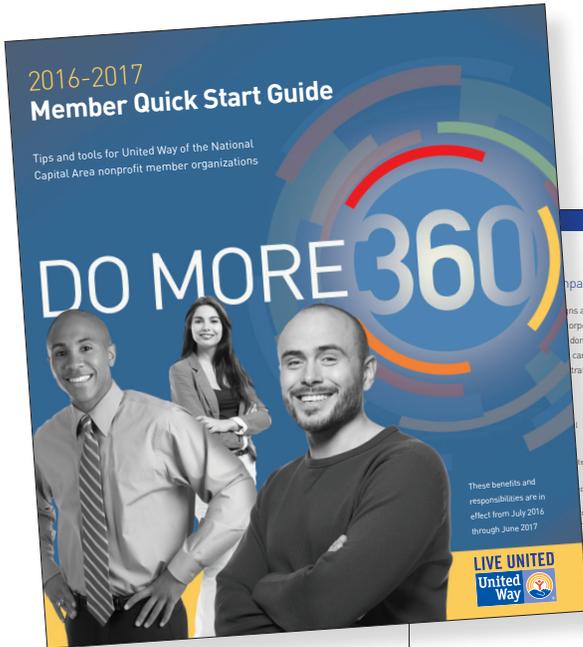
DO MORE 360



Go to [UnitedWayNCA.org](#) to donate or volunteer.

UnitedWayNCA.org 

- member quick-start guide
- workplace coordinator brochure



Campaigns

Members all around the region. Through these campaigns, corporate employees have the opportunity to donate to nonprofit organizations of their choice as an important piece of an organization's strategy.

Commonwealth of Virginia Campaign

If you meet certain eligibility requirements, United Way NCA will apply on your behalf to the Commonwealth of Virginia Campaign (CVC), an annual workplace giving campaign among more than 100,000 employees of the Commonwealth of Virginia. The CVC assigns each participating nonprofit organization a distinct 5-digit CVC designation code.

Promote your Donor Designation Code

Your 4-digit United Way NCA designation code is how donors who give through United Way will be able to identify you as the beneficiary of the gift.

With the introduction of universal giving this year, your 5-digit CFC designation code is how Federal employees across the country identify you as a beneficiary of their gift through the Combined Federal Campaign.

Speakers Bureau

Speaking to potential supporters is one of the best ways to advance your mission in our community. United Way NCA provides opportunities for our members to do just that. Our corporate community partners and the Federal workplaces are interested in hearing directly from our member nonprofit organizations. In addition to speaking engagements, nonprofit fairs also take place during the campaign season and provide you the opportunity to speak one-on-one with potential donors about the great work you do. To sign up for these opportunities, visit UnitedWayNCA.org/speakers-bureau.

Member Tours & Volunteer Placement

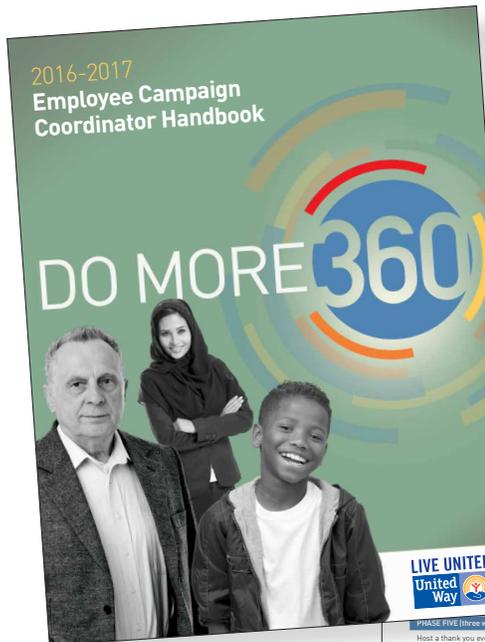
You can invite donors into your organization to see how you change lives each day. We organize member tours and volunteer days for different groups, including employees at workplace campaign sites, leadership donors and other groups. This program connects willing community members with volunteer opportunities at your organization. It is a great way to cultivate supporters and advocates for your mission.

Learn more about our volunteer placement efforts at UnitedWayNCA.org/volunteer.

Community Events

Members have the opportunity to participate in community events powered by United Way NCA, United Way NCA and local nonprofits partner in support of Do More 24, the community-wide day of giving.

Applying the age-old adage that the whole is greater than the sum of its parts, United Way NCA facilitates collaborative Community Impact events throughout the national capital area to address specific needs around our key impact areas of education, financial stability and health. By pooling staff, resources and expertise from our members and other key community partners, we provide direct services to area residents.



Campaign Planning Worksheet

| Task | Completed | Notes for Follow Up |
|---|-----------|---------------------|
| 4 weeks before kickoff | ✓ | NOTES FOR FOLLOW UP |
| NCA Representative | | |
| Identify and support | | |
| Donation (as applicable) | | |
| 2 weeks before kickoff | ✓ | NOTES FOR FOLLOW UP |
| Finalize campaign | | |
| Finalize plan | | |
| Assign kickoff | | |
| Assign kickoff | | |
| Speakers and tours | | |
| Invite to all employees | | |
| 1 week before kickoff | ✓ | NOTES FOR FOLLOW UP |
| Final meetings | | |
| Final company meetings | | |
| Final orders for expected turnout | | |
| 1 week before kickoff | ✓ | NOTES FOR FOLLOW UP |
| Final NCA Representative | | |
| PHASE FIVE (three weeks after kickoff) | ✓ | NOTES FOR FOLLOW UP |
| Host a thank you event | | |
| Submit final results to United Way NCA Representative | | |
| PHASE SIX (anytime throughout the year) | ✓ | NOTES FOR FOLLOW UP |
| Attend United Way NCA events | | |
| Participate in Day of Caring volunteer opportunities | | |
| Offer new hires the chance to give through payroll contribution | | |

Employee Pledges—Making the Ask

People give to United Way NCA because they believe in what we do. Your knowledge, enthusiasm and commitment to supporting United Way NCA are key to encouraging employee pledges. Sincerely communicating your commitment to supporting the community through United Way NCA really does make a difference.

In order to run a successful campaign we recommend the following steps:

Be Prepared

If possible, team members should be assigned to speak with individual employees about a potential contribution. Before beginning, each team member should prepare himself or herself by:

- Showing commitment to United Way NCA by increasing his or her own pledge before asking co-workers to pledge themselves. It is much easier to ask others to do what you have already done.
- Watching the campaign video to hear testimonials from people who have been helped by United Way NCA.
- Learning more about United Way NCA's mission, vision and our impact in the community.

Five Steps to a Successful Ask

Leaving pledge cards in employees' mailboxes does not constitute an effective "ask." Here are steps to take when asking for employee pledges.

- 1. Get the donor's undivided attention**
 - Consider catching the donor on a break, at a staff meeting or at an organized staff event and ask him or her to consider participating in the campaign.
- 2. Explain the purpose of United Way NCA and why you support our mission.**
 - Bring United Way NCA materials and be prepared to explain them.
 - Share a personal story and/or provide United Way NCA facts and statistics.
- 3. Ask for a pledge increase.**
 - With new givers, ask for a first-time gift.
 - Consider asking for a specific increase such as \$5 more per week or pay period.

Address concerns and questions.

- 4. Know your materials, answer questions honestly — never guess.** If you don't know the answer to a question, let the donor know you will find out and then follow up with your United Way NCA Representative.
 - Recognize that some donors have real concerns; people have a right to feel good about their gift. Any of your colleagues would like to contact your United Way NCA Representative directly with questions, encourage them to do so. Your representative is here to help.

5. Say thank you.

- Regardless of what the donor decides, thank him or her for the time.
- People like to know their gift is appreciated.

Choose Roles For Management and Team Members

Assign detailed roles and responsibilities that match managers' and employees' unique abilities and influence. Assign site coordinators for each department and at each remote location to implement the campaign strategy.





Recess with the Redskins

On April 17, 2015, United Way NCA co-hosted Recess with the Redskins with the Washington Redskins Charitable Foundation at the Prince George's Sport and Learning Complex. Redskins players Alfred Morris, Darrel Young and Nick Sundberg joined kids in getting fit and having fun.

FamilyWize

We partner with FamilyWize to build a healthier community. Now entering its fifth year, the United Way NCA/FamilyWize partnership has helped local residents save more than \$6.5M on prescription medications.

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

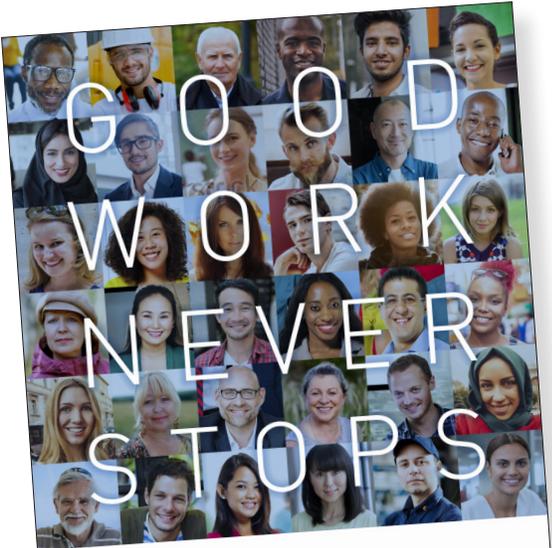


\$6.5 million

Amount saved on prescription medications by local residents



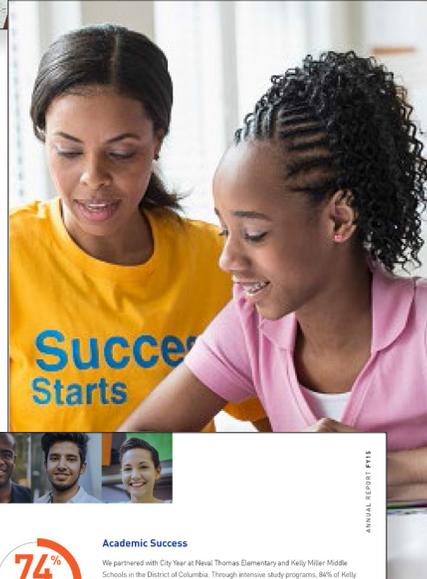
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GOOD WORK NEVER STOPS

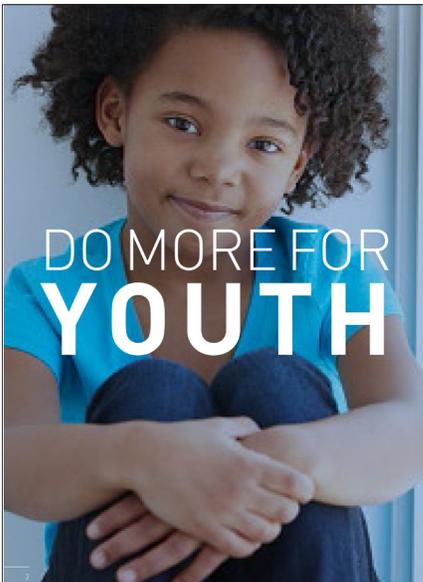


UNITED WAY OF THE NATIONAL CAPITAL AREA



22% OF CHILDREN WHO LIVE IN POVERTY DON'T GRADUATE FROM HIGH SCHOOL.

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74% of Neval Thomas students met their career readiness goals.

Academic Success

We partnered with City Year at Neval Thomas Elementary and Kelly Miller Middle Schools in the District of Columbia. Through intensive study programs, 84% of Kelly Miller students improved their grades in English and 57% improved their grades in math, as measured via the iReady assessment. At Neval Thomas, an incredible 98% of students improved their literacy skills on the DIBELS test and 74% improved their math standardized test scores, as measured by the iReady assessment.

United Way NCA partnered with The Hillside Workforce Scholarship Program at Drew Freeman Middle School in Prince George's County, where a grant was awarded to provide 31 at-risk students with a variety of support services. Ninety-three percent of participating students were successfully promoted to the next grade.



Mentoring

United Way NCA partnered with Deloitte to co-lead the Mentoring Matters collaborative, which brings together local mentoring organizations to help recruit mentors and share best practices.

United Way NCA awarded the Prince George's County Alumnae Chapter of Delta Sigma Theta, Inc. a planning grant to help create a mentoring program that worked with 30 middle school girls. In addition, United Way NCA was among the founding partners of the Empowering Males of Color Initiative, which works in tandem with the DC Public Education Fund. This innovative program supports PK-12 Boys of Color at all stages of their academic careers.

98% of Neval Thomas students improved their literacy skills.



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