

GOOD BUSINESS™

CORPORATE PHILANTHROPY IN NORTHERN VIRGINIA



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SUPPORTING

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COUNTY
THOUGH
VOLUNTEERISM

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WELCOME

to *GOOD BUSINESS* magazine.

From matching gifts and payroll giving to fundraising events and mobile giving, corporate philanthropy is on the rise once again in America. According to Giving USA, a public service initiative of the Giving Institute, total corporate giving in 2016 increased by 3.5% and totaled more than \$18.5 billion.

And with half of our 100 million millennials already in the workforce, corporate givers are also becoming ever younger. By some estimates, over three-fourths of millennials have given to nonprofits in recent years, enjoying text-to-give campaigns, crowdfunding initiatives, and nonprofit engagement that include online and mobile device interactions.

Corporate philanthropy in Northern Virginia is in the flow of these larger trends that GOOD BUSINESS Magazine helps celebrate. In this edition, you will discover how **Kaiser Permanente** partners with organizations and foundations to improve community health across our region. You will meet **Deborah G. Matthews, a local estate planning attorney** who has deployed her personal and professional philanthropy through our Community Foundation to provide "normalizing experiences and things" to children in the Fairfax County foster care system. **Northern Virginia Regional Commission** is also featured along with its Plant NOVA Natives campaign which encourages residents to plant species native to our region. And you will also read how **Washington Business Journal** and **AHT Insurance** have gone above and beyond to encourage employee engagement in nonprofit missions through volunteerism.

Higher levels of corporate philanthropy. Younger corporate givers. Stronger communities! As always, the wonderful companies featured in this magazine understand that giving back is not only good for the community, it is GOOD BUSINESS.



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Rudbeckia submentosa 'Little Henry' Sweet Coneflower — native to Northern Virginia

PLANT NOVA

NATIVES CAMPAIGN

Northern Virginia Regional Commission

“There are a lot of people in this region who want to do something in their own backyard to help improve the environment.”

W

hat happens when you combine marketing, social science, conservation, and gardening, with community organizing? "There are a lot of people in this region who want to do something in their own backyard to help improve the environment, they just don't know where to start," said Corey Miles, Senior Environmental Planner at the Northern Virginia Regional Commission. "That's why we developed the Plant NOVA Natives Campaign."



Alan Ford of NVRC giving a TEDx Talk about the Plant NOVA Natives Campaign

Since its inception in 2010, the Plant NOVA Natives campaign has been bolstered through a network of partner organizations, volunteers, and grant funds.

The Plant NOVA Natives Campaign is a collaborative social marketing campaign that seeks to increase consumer demand of plants that are native to Northern Virginia. Some may find this difficult to believe, but it is difficult to find native plants for sale at local stores. A recent survey of Northern Virginia homeowners revealed that there is significant interest in purchasing plants native to the area since they are good for pollinators and require almost no maintenance. However, once people are at the store they do not know which plants, if any, are native. "To help consumers learn about the many benefits of native plants and select species that are adapted to their own backyard, we created a large amount of educational and promotional materials," said Miles.

The cornerstone of the Plant NOVA Natives campaign includes the popular guide, "Native Plants for Northern Virginia."

"Customers come in with plants circled in the guide and ask how they can get them," one local retailer reported. Since its inception in 2010, the Plant NOVA Natives campaign has been bolstered through a network of partner organizations, volunteers, and grant funds from the Virginia Coastal Zone Management Program.

In June 2017, the Northern Virginia Regional Commission partnered with the Community Foundation for Northern Virginia to establish a fund solely designated to supporting this campaign.

"We are thrilled to partner with the Community Foundation for Northern Virginia to launch the Plant NOVA Natives Fund," stated Bob Lazaro, Executive Director at the Northern Virginia Regional Commission. "We know that the work we are doing will make an impact in improving the environment in Northern Virginia while also supporting our local economy and small businesses." **GOOD BUSINESS**

"We know that the work we are doing will make an impact in improving the environment in Northern Virginia while also supporting our local economy and small businesses."

COMMITMENT TO

COMMUNITY HEALTH

Kaiser Permanente

Kaiser Permanente has committed nearly \$450 million over the last five years to improving community health across the region.

Kaiser Permanente participates in "A Day On, Not a Day Off" annually on Martin Luther King, Jr. Day. In 2017, Kaiser Permanente partnered with Habitat for Humanity at several sites including Manassas, VA.



As the region's leading health plan, Kaiser Permanente provides high-quality, affordable care for more than 710,000 members in the Mid-Atlantic States. More than 1,400 physicians and 8,300 other employees provide top-quality care and service at 30 medical centers from Northern Baltimore to Fredericksburg.



*Maritha Gay
Executive Director for
Community Relations*

A partnership with the Medical Care for Children Partnership Foundation in 2016 resulted in much needed care for more than 3,500 children.

As a nonprofit, mission-driven organization, Kaiser Permanente is dedicated to improving the health of the many communities it serves, committing nearly \$450 million over the last five years to improving community health across the region.

A key factor in community health is access to coverage and care. Kaiser Permanente partners with nonprofit organizations and community leaders like the Medical Care for Children Partnership Foundation (MCCP) to increase access to critical services. In 2016, this partnership resulted in much needed care for more than 3,500 children.

"We are so proud of our work with the MCCP Foundation, which is directly impacting the health of children in Fairfax County," said Maritha Gay, Executive Director for Community Relations. "Investing in the health of the communities in which we live is at the core of our mission."

Beyond increasing access to care for vulnerable communities, Kaiser Permanente is committed to addressing the many environmental and social determinants of health, including socioeconomic status, education, physical environment, employment, and social support networks. Kaiser Permanente is committed to making its communities among the healthiest in the nation.

Kaiser Permanente has long been involved with the Community Foundation for Northern Virginia. "Kaiser Permanente is proud to support the Community Foundation," said Gay. "Its broad-based support of critical needs in Northern Virginia is aligned with our goal to make every community in this region a better place to live, work and play." **GOOD BUSINESS**

Kaiser Permanente is committed to making our communities among the healthiest in the nation.



An estate planning attorney who works with clients and their loved ones in Northern Virginia, Maryland, and DC, Deborah G. Matthews is also a passionate philanthropist. Giving back has always been a priority for her, especially helping children. This passion led to her becoming a foster parent for Fairfax County. For seven years, she took many children into her home — and her heart.

"Over the years, I have been involved with the Fairfax County Foster Care Program. We took a middle of the night call after a toddler was found by Fairfax police wandering naked and alone on a street. Another time we welcomed a six year old whose mother was the victim of

Deborah G. Matthews uses her passion to provide “normalizing” experiences for children in foster care.

SUPPORTING OUR FOSTER CHILDREN

IN FAIRFAX COUNTY

Deborah G. Matthews, Esq.

domestic violence. We took a deep breath as we taught him something he didn't know how to do — wash his hands. After our daughter was born, a fifth grade boy joined our family when his mother was not able to care for him. His front tooth had been knocked out when his grandfather punched him in the face. Our wonderful family dentist, Dr. John Kling, DDS, provided dental treatment for this child. Often these children



Deborah G. Matthews is an estate planning attorney with a passion for supporting children in foster care in the region.

Matthews opened the Our Children Fund at the Community Foundation for Northern Virginia to support children in the Fairfax County foster care system to address otherwise unmet medical, social, emotional and educational needs.

came with very little or nothing. We would call friends to borrow things, buy what we couldn't borrow, and did whatever was needed to provide for the children," said Matthews.

As a foster parent, she learned that the stipend paid by the state is limited. One year the tiny annual increase did not happen because no one had remembered to introduce the bill. "I brought this to the attention of State Senator Janet Howell who not only introduced a bill the following year, but tied it to another annual increase that happened automatically. Never again would foster children and foster parents be forgotten," said Matthews.

Yet, Matthews was still concerned that children in foster care simply do not have access to the same experiences as others, such as participating in after-school activities, playing sports or learning musical instruments, attending camps, working with a tutor, having teeth fixed, and getting braces among many other things. "These inequities for our 'forgotten children' led me to open the Our Children Fund at the Community Foundation for Northern Virginia to focus on the immediate needs of foster children in Fairfax County which are present every single day," said Matthews. "I want them to know they are not forgotten. They may be in the system, but not because they have done anything wrong," said Matthews.

The Our Children Fund has already provided three students access to their own computer, printer and Microsoft products. With many schools using technology extensively, not having access to a computer or printer to complete homework

assignments leaves students at a disadvantage. These foster children can now complete their homework on time thanks to those who have contributed to this Fund.

The Fund has also helped a teen mother realize her dream of earning her high school degree. She was able to stay home to care for her infant while taking high school classes online, walking across the stage with her closest friends and classmates at graduation.

Matthews has carried her passion and her philanthropy into her practice, providing legal advice to local nonprofits and leading sessions for local groups focused on supporting children in the region.

If you would like to learn more or donate to about the Our Children Fund, please visit www.cfnova.org/our-children.

GOOD BUSINESS

"I want foster children to know they are not forgotten and that they have done nothing wrong."



I am you

I am for the child who's had seven addresses in a single year. Because she is in foster care. Because her father abused her. And because her mother couldn't believe her. I am for her. The child, barely 6, who is bounced not home to home, but house to house. Who, worse than no longer believing in others, no longer believes in herself. **I am for that child.** So I am there for that child. To listen to her. To stand up in court for her. To speak for her. To champion without compromise for what's in her best interest. Because if I am there for her, I know she will be half as likely to languish in foster care, and that much more likely to find a safe, permanent home. That is the child I am for.

I am a Fairfax CASA.

Each year, approximately 350 abused and neglected children in Fairfax County require the protection of the Court. Each of these vulnerable children is assigned a Fairfax Court Appointed Special Advocate (CASA), a volunteer from the community who advocates for their best interests and ensures that their voices are heard. CASA Volunteers provide a safety net in the complex and challenging child welfare system and are often the one consistent adult in the life of a child while in foster care.

If you are interested in being the voice of a child, please visit our website, www.fairfaxcasa.org or call 703-273.3526 for more information.

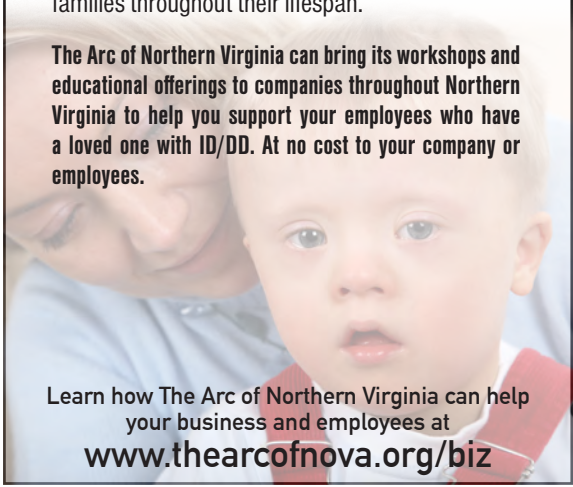
Northern Virginia's Disability Expert



For 55 years, The Arc of Northern Virginia has represented and served people with intellectual and developmental disabilities (ID/DD)—such as autism, Down syndrome, cerebral palsy, epilepsy, and rare chromosomal disorders—and their families throughout their lifespan.

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AHT's founders, owners, and employees have always demonstrated a passion for giving back to the community that has supported them since opening their doors in 1921.

Habitat for Humanity volunteers busy at work



SUPPORTING LOUDOUN COUNTY VOLUNTEERISM THROUGH

AHT Insurance

AHT Insurance is a privately held, employee-owned, full-service insurance brokerage and consulting firm that has been nationally recognized in areas including technology, manufacturing, government contracting and nonprofits. Its founders, owners, and employees have always demonstrated a passion for giving back to the community that has supported them since opening their doors in 1921.



AHT employees present grants at AHT Charity Golf Tournament

For more than 15 years, AHT has awarded a college scholarship annually to a local high school student and has hosted an annual golf tournament to raise money for vital organizations in Loudoun County.

AHT employees take pride in the high level of participation and volunteerism at AHT's charitable events. Many of their employees are also active in local clubs, leagues, churches and other humanitarian organizations, with some participating at a leadership level in roles that include board members, officers and coaches. Additionally, employees routinely collect food for Loudoun Hunger Relief, toys for Loudoun Toys for Tots, and send care packages to U.S. soldiers from Leesburg who are serving our country overseas.

Through donations, sponsorships, and AHT-hosted charity events, they have supported local schools and

AHT's commitment to encourage its employees to give back is embedded in its corporate culture and serves as a foundation of steadfast support for its home community.

organizations such as Little League teams, ECHO, Lions Club, Dodona Manor/George C. Marshall International Center, Oatlands Plantation, First Night Leesburg, Keep Loudoun Beautiful, Bluemont Concert Series and Loudoun Symphony. AHT is also an active member of Loudoun County's Chamber of Commerce.

For more than 15 years, AHT has awarded a college scholarship annually to a local high school student and has hosted an annual golf tournament to raise money for vital organizations in Loudoun County. The tournament is entering its 29th year and has raised more than \$402,000 for organizations including Loudoun Hunger Relief, Loudoun County Fire & Rescue, Loudoun Free Clinic and the Loudoun Boys & Girls Club. The 2017 golf tournament to be held on October 5th at the Loudoun Golf and Country Club will benefit the Loudoun Impact Fund, a giving circle managed in partnership by the Community Foundation for Northern Virginia and the Community Foundation for Loudoun and Northern Fauquier Counties.

AHT's commitment to encourage its employees to give back is embedded in its corporate culture and serves as a foundation of steadfast support for its home community. **GOOD BUSINESS**



“I am passionate about giving back to the community, and our employees are as well. Each employee has a goal to participate in one volunteer event per quarter, and partnering with local companies is a great way to accomplish this goal.”

WBJ staffers sort through carrots to package into family-sized bags for Food for Others.

COMMUNITY PHILANTHROPY

PROGRAM

Washington Business Journal

M

oving furniture. Bagging vegetables.
Collecting cereal.

Those are just a few of the projects Washington Business Journal staffers have undertaken in the last year as part of their revived community philanthropy program, led by senior designer, Laurie Lawrence.

"I am passionate about giving back to the community, and our employees are as well. Each employee has a goal to participate in one volunteer event per quarter, and partnering with local companies is a great way to accomplish this goal," said James MacGregor, Publisher of the Washington Business Journal.



WBJ staffers pack food items to be distributed to schoolchildren for Food for Others.

Most recently, WBJ employees went to Food for Others in Fairfax, where they worked in the warehouse to gather and bag breakfast, lunch, and dinner items into "Power Packs" to be distributed to those in need at area schools.

"One of the most physically challenging volunteer programs was at A Wider Circle in Silver Spring. We helped move furniture and other home items from a warehouse to a showroom. When the showroom was completely set up, families in need were able to go to the showroom and pick out things they need to establish a household," said Lawrence. "About 15 employees were involved in volunteering for this event which helped many families in our community."

Other programs Washington Business Journal staffers worked on included assembling 1,594 anniversary cards that were sent to surviving military families for Tragedy Assistance Program for Survivors (TAPS). "We were told that we saved the organization over 26 hours of work," said Lawrence.

Lawrence sets up the programs and invites staff to participate, and all events are during work hours. It is purely voluntary, and they welcome family members of a minimum age for events during the summer. Typically about half of their 30-person staff participates in the volunteer programs.

Most recently, WBJ employees went to Food for Others in Fairfax, where they worked in the warehouse to gather and bag breakfast, lunch, and dinner items into "Power Packs" to be distributed to those in need at area schools. Another group bagged bulk carrots to be given to families to prepare healthy meals.

Not all of their efforts have been on site. They held a cereal drive for Arlington Food Assistance Center during an open house at their office. Employees collected 74 boxes of cereal and six boxes of oatmeal.

The Washington Business Journal has been the media partner for the Community Foundation for Northern Virginia's annual Raise the Region gala for many years, supporting its efforts to engage the broader community in its work to respond to critical need and seed innovation in the region. The 2017 event will be held on Friday, October 6th at the Hilton McLean Tysons Corner.

GOOD BUSINESS



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SERVE, The Carpenter's Shelter; and House of
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Service Dogs for Post-Traumatic Stress
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go to Veterans of Afghanistan and Iraq, we also
reach out to help all our Veterans and National
Guard members.






All Ages Read Together

10 YEARS AND COUNTING...

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Visit www.allagesreadtogether.org for more information about All Ages Read Together.

A 

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