

GOOD BUSINESS™

CORPORATE PHILANTHROPY IN NORTHERN VIRGINIA



CANVAS:
ANTE UP:
AN INNOVATIVE
PROGRAM TO
**ENGAGE
EMPLOYEES**
IN VOLUNTEERISM

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WELCOME

to *GOOD BUSINESS* magazine.

At a time when our country is deeply divided, corporate philanthropy can play a critical role in bringing our community together in a unique and profound way. The companies featured in this 5th edition of *GOOD BUSINESS* Magazine apply their corporate social responsibility strategies when deciding how to give back. But it is the level of warmth, enthusiasm, and love of home with which they do so that makes all the difference.

In this edition, you will hear about **Canvas** and how it uses an innovative program called *Ante Up* to engage its employees in volunteerism. In "Community Stewardship as a Core Competence," read how **Access National Bank's** trifecta of stewardship involved offering trusted advice, dedicated volunteerism and thought leadership. You will also read how **QMT Windchimes**, a small business based in Prince William County, is making a huge difference, in partnership with the Community Foundation and the Capital Area Food Bank, for hundreds of families in Manassas Park. These businesses, along with all the others featured here, are making a real and lasting difference and helping raise the quality of life for families and individuals in need.

With every dollar they donate, local businesses defend the values they hold dear and support the causes they care about, playing an indispensable role in building a community that works for everyone. We may not always agree on politics. But we can all help level the playing field for the neediest among us and engage in civil dialogues that move the entire region forward.

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Paul Leslie

Paul Leslie
Chair of the Board
Community Foundation
for Northern Virginia



Cheryl Janey

Cheryl Janey
Managing Editor
Board Member
Community Foundation
for Northern Virginia

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2940 Hunter Mill Road, Suite 201
Oakton, VA 22124
703.879.7640
www.cfnova.org

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Excellence. Accountability. Impact.™



Canvas CEO, James Quigley, introducing a panel of technologists, entrepreneurs and film makers at the conclusion of the World Premiere of 'The University' at during the 2016 Washington West Film Festival.

ANTE UP:
AN INNOVATIVE PROGRAM TO
ENGAGE
EMPLOYEES
IN VOLUNTEERISM

Canvas

“Empathy is the currency of innovation”, says James Quigley, cofounder and CEO of local software startup Canvas headquartered in Reston.

"Empathy is the currency of innovation", says James Quigley, cofounder and CEO of local software startup Canvas headquartered in Reston. Canvas is an innovative platform that gives companies the tools to replace paper-based forms and processes with customizable mobile apps for smartphones and tablets. Empathy is a cornerstone of Canvas' culture, product development and is both a driver and the key deliverable of the firm's philanthropic work.

Canvas takes the time to really put themselves in the shoes of their nonprofit partners, working alongside them to design, implement, and train their staff. Canvas team members work with the nonprofits to understand where efficiencies can be gained and time can be saved so more resources are available for the core mission. "The issues that face nonprofits are the very things we help our customers with every day." Says James, "We know how to support their mobile workers and volunteers, help them engage their donors and reduce unnecessary paperwork."

The goal is always the same, support the benevolent work of small organizations whose budgets often don't extend to full IT departments and software subscriptions, but whose outcomes could be vastly improved by implementing cloud based technologies.

For five years, Canvas has been serving the community through their Ante Up program. Ante Up is an in-kind and skills based volunteering program, where Canvas donates their "passion, product and people" to support the good work of nonprofit organizations around the globe.

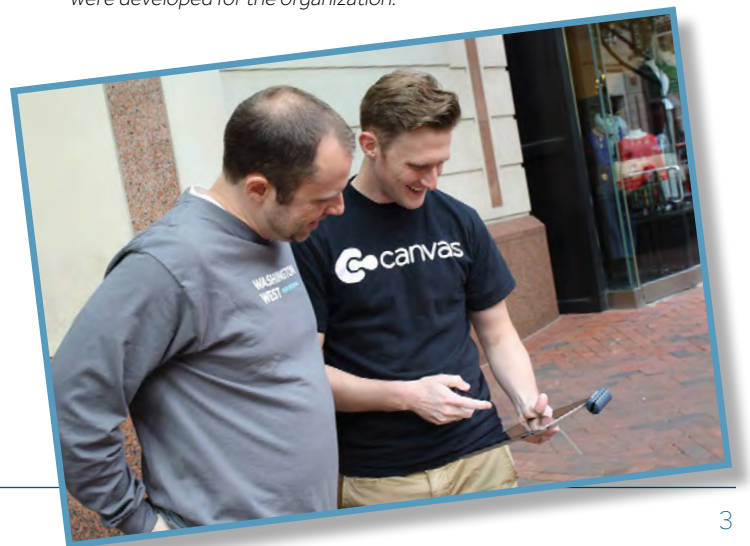
Since Ante Up's inception Canvas has worked with organizations as far flung as South Africa, Nepal and Australia, as well as local organizations Washington West Film Festival, Cornerstones and the Children's Science Centre. The goal is always the same, support the benevolent work of small organizations whose budgets often don't extend to full IT departments and software subscriptions, but whose outcomes could be vastly improved by implementing cloud based technologies.

This win-win-win creates a team that is deeply focused on Canvas' users and breeds innovation here in Northern Virginia.

Since launching the Ante Up program five years ago this month, it has become a touchstone of Canvas' award-winning company culture, increasing employee engagement and creating positive outcomes in communities around the world and here at home. This win-win-win creates a team that is deeply focused on Canvas' users and breeds innovation here in Northern Virginia.

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Canvas employee Jason Peck with Washington West Film Festival founder Brad Russell discussing the Canvas mobile apps that were developed for the organization.





Brian Frederick, Chair of the Fund for our Economic Future and President and CEO of the Community Foundation of Lorain County, was a keynote speaker at the Community Foundation's September 2016 Innovation Breakfast, sponsored by Access National Bank.

COMMUNITY STEWARDSHIP

AS A CORE COMPETENCY

Access National Bank

Access National Bank's trifecta of stewardship involves offering trusted advice, dedicated volunteerism and thought leadership.

Access National is a business-focused community bank headquartered in Reston, committed to helping clients create and preserve wealth by combining on-target credit services with efficient cash management. The Bank is organized around teams of specialists with experience and expertise serving several industry sectors, including the nonprofit community.



*Michael W. Clarke,
Access National Bank, CEO*

Access National recently provided flexible financing options to the Arlington Partnership for Affordable Housing, which was able to move ahead rapidly with plans to preserve an affordable housing facility in Arlington thanks to a bridge loan from the Bank.

Offering Trusted Advice

Under the leadership of tenured nonprofit banking experts, Access National Bank applies both macro and micro knowledge to deliver on-target financial solutions to meet the diverse needs of its nonprofit clients. By serving as trusted advisors, the Bank's nonprofit experts tailor product offerings that address the needs of each client. And by helping its clients achieve their critical missions, Access National Bank is proud to play a role in positively shaping our communities. For example, Access National recently provided flexible financing options to the Arlington Partnership for Affordable Housing, which was able to move ahead rapidly with plans to preserve an affordable housing facility in Arlington thanks to a bridge loan from the Bank.

Access National Bank is proud to play a critical role in helping nonprofits achieve their missions to make Northern Virginia an even better community.

Being Dedicated to Volunteerism

This trusted advisor role expands beyond product and service advice and extends into nonprofit boards. Many Access National Bank staff members, from relationship managers to the CEO, serve on local nonprofit boards, volunteering their time and talents to provide trusted financial advice and governance assistance in making prudent decisions that ultimately benefit the local community. The Bank's long-standing relationship with Brain Injury Services highlights this service commitment with the head of Access National's nonprofit banking team serving on their Board of Directors and actively participating in fundraising efforts.

Serving as a Source of Thought Leadership

Access National Bank's immersion into multiple aspects of the nonprofit community further culminates in its commitment to serving as a thought leader, by conducting educational programs and hosting or sponsoring events which enable clients and partners to connect with one another. These forums provide valuable networking opportunities for organizations and businesses to exchange ideas that build success. In this way, Access National's mission intersects with that of the Community Foundation for Northern Virginia through the Bank's sponsorship of the Innovation Breakfast Series. This event series provides opportunities for community dialogue, education and networking in order to introduce new ideas that resolve challenges facing our region and the role that innovation and philanthropy can play in addressing them. Access National Bank is proud to help nonprofits achieve their missions to make Northern Virginia an even better community. **GOOD BUSINESS**



PLANNING

TOMORROW'S PROSPERITY TODAY

THE POWER AND PROMISE OF
CORPORATE GIVING

Odin, Feldman & Pittleman, P.C.

Living and working in Northern Virginia can tend to insulate our sensibilities to the growing needs and sobering realities of those less fortunate. Indeed, through the eyes of the rest of the nation, our region, at first blush, appears unaffected—if not immune—to many of the economic shifts and social strife that plague fully 15% of Americans, according to the U.S. Census Bureau.

As a corporate citizen committed to sharing in the region's goals and ideals, Odin, Feldman & Pittleman humbly and enthusiastically supports the organizations, businesses and local leaders dedicated to stemming hunger, homelessness and illness throughout our region. According to the 2010-2014 ACS, there are 371,900 residents of Northern Virginia living at or below 200% of the Federal Poverty Level. Founded in 1972, OF&P is committed to the ethical practice of law and to ensuring that it helps the community gain the critical resources necessary to provide the highest quality of life for all.

Over the past year, Odin Feldman & Pittleman employees have given their time and the company has donated more than \$60,000 to support advances in research, help our nation's veterans, and mentor local school children. Several of these donations, in part, help support research into certain areas of the law, thereby ensuring that fresh thinking and evolving insights consistently are reflected in legal thinking and best practice.

For many years, Odin, Feldman & Pittleman has been affiliated with the Community Foundation for Northern Virginia, a relationship which helps extend its philanthropic touch into areas such as innovation, STEM education for girls, and investment in the region's future.

"Our firm has always placed priority on finding the time and resources to make life better today and to help build a foundation that supports tomorrow's prosperity," said Catherine Schott Murray, an OF&P Shareholder and Community Foundation board member. **GOOD BUSINESS**



*Community Foundation
Board member
Catherine Schott Murray
is a Shareholder with
Odin, Feldman &
Pittleman PC in
Reston, VA.*

Odin, Feldman & Pittleman humbly and enthusiastically supports the organizations, businesses and local leaders dedicated to stemming hunger, homelessness and illness throughout our region.

"Our firm has always placed priority on finding the time and resources to make life better today and to help build a foundation that supports tomorrow's prosperity"



THE
INNOVATION
BREAKFAST SERIES
of the Community Foundation
for Northern Virginia

Please join us for the next event
in our Innovation Breakfast series:

community WEALTH BUILDING

THURSDAY, MAY 11, 2017

8:00-10:30 AM | VALO PARK, TYSONS CORNER

Economic development professionals are partnering with community foundations, anchor institutions, and businesses all across the U.S. to develop a new model of economic growth that is rooted in community. It's called "Community Wealth Building," and its goal is to create inclusive, sustainable, and equitable models of economic success. Where have Community Wealth Building strategies taken root, and how can we in Northern Virginia apply those strategies and help scale them?

Registration is \$30 and includes a continental breakfast

Keynote Speakers:



TED HOWARD

*President and Co-Founder,
The Democracy Collaborative*



YANIQUE REDWOOD

*President and CEO,
Consumer Health Foundation*

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.

Today, there are over 34,000 people with ID/DD living in Northern Virginia, and our programs, services, and advocacy education provide support for all ages and stages of life.

Learn how The Arc of Northern Virginia can help your business and employees at

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Are you getting the most out of your charitable giving? Learn what most companies and donors don't know.



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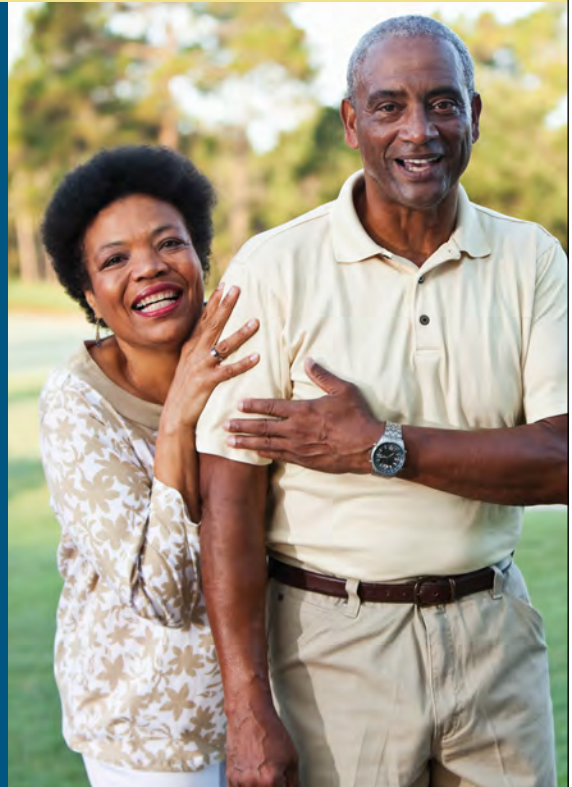
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Jim Wordsworth with fellow Eagle Scout Nathaniel Cummings. Nathaniel has the great distinction of having earned every possible Boy Scout Merit Badge, 141 total! Nathaniel was Jim's special guest at the Community Foundation Gala in 2015 recognizing Jim.

J.R.'s believes that it is as important to promote and develop a strong sense of community values in young people as it is to promote and develop a strong work ethic, development of self-worth, and integrity.

COMMUNITY SERVICE

AS A CORE CORPORATE VALUE

J.R.'s Goodtimes, Inc.

For over 40 years, J.R.'s has been a community service leader in the Washington Metropolitan Area. Founder and President, Jim Wordsworth, was raised with a family value system where community played a major role. The experience of becoming an Eagle Scout only reinforced his commitment to community. When Jim started J.R.'s in 1974, his corporate philosophy placed community service on the same level of importance as providing the highest quality food and the best customer service.

That corporate value system is instilled in the J.R.'s staff starting in their job interview. Having employed close to 5,000 people over the years, most of them young teenagers just starting their professional careers, J.R.'s believes that it is as important to promote and develop a strong sense of community values in young people as it is to promote and develop a strong work ethic, development of self-worth, and integrity. Therefore, J.R.'s has always strongly encouraged a significant commitment of time and energy from its staff to participate in community and charitable events. As a small business, one of J.R.'s core tenets of community service is to share underutilized resources, be they human, equipment, venue, space or other intangible support.

As an example, for 30 years J.R.'s donated the use of its Festival Lakes Facility to the YMCA for its summer day camp, the Boy Scouts for their camporees, as well as the Little League 3 fields for a \$1/year "lease." J.R.'s young staff has always been very active in all of these programs devoted to youth development.

Although most of J.R.'s community service involves youth development, there are many other Community organizations it supports, including SOME, the Lombardi Cancer Center, United Cerebral Palsy, Visit Fairfax, the Loudoun County Convention & Visitors Bureau, the U.S. Chamber of Commerce, Virginia Tourism, and the Community Foundation for Northern Virginia.

Jim Wordsworth and his wife Karen are personally philanthropic in a variety of ways. They have established two scholarship funds that annually support individuals seeking higher degrees for careers in public health inspection as well as in hospitality and tourism. Jim serves as Chairman of the NoVA Community College Hospitality/Tourism Department committee and previously served on an Advisory Board at Virginia Tech. He has long served as a Trustee on the National Restaurant Association Educational Foundation. Last year, the Virginia Restaurant Lodging & Travel Association named it's annual award for the Commonwealth of Virginia the "Jim Wordsworth Restaurateur of the Year," a recognition that supports the honoree's company with an annual \$2000 scholarship for staff continuing education.

Jim and Karen Wordsworth and the J.R.'s family have won numerous National, State, and Local awards and recognitions for their community service, but the most valuable and most invisible



Jim with Redskin great Monte Coleman at a United Cerebral Palsy recognition ceremony at RFK Stadium Redskin/Cowboy game in 1990. Jim and Monte were fellow UCP board members, with Jim serving as Chairman that year.

As a small business, one of J.R.'s core tenets of community service is to share underutilized resources, be they human, equipment, venue, space or other intangible support.

accomplishment they celebrate is the emphasis and instillment of community values in J.R.'s young staff. If successful, these efforts are not isolated to their time while employed by J.R.'s, but are likely to continue a cycle of commitment to their community and strengthening humanitarian values family by family. **GOOD BUSINESS**

MAKING A **DIFFERENCE** FOR MANASSAS PARK FAMILIES

QMT Windchimes

In 2016, QMT Windchimes supported Capital Area Food Bank's Manassas Family Market at Manassas Park High School.





Jamie and Patty Baisden,
owners of QMT Windchimes
in Manassas Park, VA

Q

MT Windchimes in Manassas Park, VA, is owned by Jamie and Patty Baisden and is the premier domestic manufacturer of high quality, hand-tuned windchimes. The company is committed to its employees, customers and community. At the very core of its business practice is its commitment to supporting charitable organizations serving the local community as well as those reaching out to meet global needs.

QMT contributes 20% of all on-line purchases to a select nonprofit organization each month.

QMT Windchimes actively partners with nonprofit organizations to make a greater difference. In addition to making direct contributions to support local organizations, it contributes 20% of all on-line purchases to a select nonprofit organization each month. QMT supports programs in Manassas Park including Catherine's Caring Hands at the MP Community Center and BELL MP Education Foundation. In addition, it supports the American Red Cross, Rotary International, Benedictine Sisters of Virginia and BARN Transitional Housing, Mennonite Central Committee, and Compassion International amongst other organizations.

Jamie and Patty have even developed new product lines to benefit meaningful causes, such as "For the Girls® Windchimes" as a way to support loved ones and raise funds for breast cancer research.

"Jamie [Baisden] and I are honored to be able to help meet the needs of families in Manassas Park through our business QMT Windchimes"

But a recent example of QMT Windchimes' philanthropy directly benefits more than 200 families in need in its home town of Manassas Park. Recently, QMT partnered with the Community Foundation for Northern Virginia to support the Capital Area Food Bank's Manassas Family Market. The Family Market is a once a month food distribution program at Manassas Park High School, originally intended as a supplement for the families of the children in the Manassas Park school system. The Family Market grew from a need for food seen by the school nurse, who noticed that children in her schools were chronically hungry. Every school within the Manassas Park School district qualifies as a Title I school, indicating a large percentage of the school population qualifies for free or reduced lunches. The donation from QMT Windchimes enabled the Community Foundation to fully fund the second year of this market.

"Jamie [Baisden] and I are honored to be able to help meet the needs of families in Manassas Park through our business QMT Windchimes," said Patty Baisden, QMT's Vice President. "The Family Market serves a vital role increasing the quality of life for our local families. We salute Manassas Park Schools for seeing the need and reaching out to the Capital Area Food Bank and the Community Foundation for support. We are happy to be a part of this mission." **GOOD BUSINESS**

www.qmtwindchimes.com

QMT partnered with the Community Foundation for Northern Virginia to support the Capital Area Food Bank's Manassas Family Market.

BUILDING BETTER COMMUNITIES: GLOBAL CORPORATE CITIZENSHIP

The Boeing Company

Florent Groberg addressed volunteers and Veterans of The Mission Continues in September

2016 before a platoon project in Washington, D.C.



T

he Boeing Company strives to create powerful change through strategic investments, employee engagement, and purposeful advocacy efforts that enable people to build better communities worldwide.

Through its Global Corporate Citizenship team, Boeing works with organizations that support communities in the areas of education, health and human services, art and culture, military veterans, and more. This program engages Boeing's more than 150,000 employees to make a difference in the places they live and work. In 2015 alone, Boeing contributed approximately \$10.4 million in charitable contributions in Virginia and Boeing employees volunteered more than 2,800 hours with local nonprofit organizations.

Importance of Education

Boeing believes education is fundamental to developing and sustaining healthy, productive and innovative societies and economies. That is why more than 50 percent of its charitable investment dollars are devoted to education programs focused on educator leadership development, problem-based learning and early learning programs. These investments prepare and inspire students to gain fundamental 21st century skills—the ability to think critically, solve problems, collaborate well, be creative and communicate effectively. Boeing helps students gain confidence in critical skills and abilities through science learning programs sparking a vision where they start to see themselves in fields related to science, technology, engineering and math in the future.

Importance of Serving Veterans

Boeing is committed to building better lives for veterans, service members and their families and has been doing so in Virginia for years. The company employs approximately 21,000 veterans across the country, many of whom remain active in supporting each other through the Boeing Employees Veterans Association (BEVA). Eleven BEVA chapters around the country provide a connecting point for veteran and non-veteran employees through activities, networking and recognition events to ensure that veterans' dedication and service are never forgotten. In 2015, Boeing supported nearly 200 programs and events related to honoring, hiring or strengthening current and former military service members.



Florent Groberg is the director of veterans outreach and community engagements in the Eastern Region in Boeing's Global Corporate Citizenship organization based in Arlington, Virginia. He is a recipient of the Medal of Honor, the United States' highest military honor, for his extraordinary gallantry, intrepidity, and heroism while serving in combat operations in Afghanistan in 2012.

In 2015 alone, Boeing contributed approximately \$10.4 million in charitable contributions in Virginia and Boeing employees volunteered more than 2,800 hours with local nonprofit organizations.

Since 2014, Boeing has supported Serving Together in their mission to open a Northern Virginia branch to serve the local veterans community. Boeing's contribution along with grants from the Community Foundation for Northern Virginia made this expansion of services possible. grant to Serving Together with its own financial contribution to open a branch in Northern Virginia for the local veteran community. Serving Together is a program that provides a greater coordination of services among government and nonprofit provider for military families. Now, Serving Together has a dedicated Northern Virginia branch manager and a peer navigator working to meet the needs of local veterans by providing a greater coordination of services among government and nonprofit providers serving military families.

Boeing's Global Corporate Citizenship investments maintain a strong passion for innovation, commitment to community, integrity, and an open and inclusive culture. **GOOD BUSINESS**

Boeing's Global Corporate Citizenship investments maintain a strong passion for innovation, commitment to community, integrity, and an open and inclusive culture.

THE COMMUNITY FOUNDATION FOR NORTHERN VIRGINIA

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THE INNOVATION BREAKFAST SERIES

OF THE COMMUNITY FOUNDATION FOR NORTHERN VIRGINIA

WHAT IS THE INNOVATION BREAKFAST SERIES?

The Community Foundation for Northern Virginia is furthering community dialogue, education and networking through the Innovation Breakfast Series. This series will introduce new ideas about the issues facing our region and the role that innovation and philanthropy can play in addressing them.

WHY ACCESS NATIONAL BANK IS A PERFECT PARTNER FOR THE SERIES

Access National Bank has a mission to provide on-target credit, treasury management and private banking services to local businesses and nonprofits. More importantly, we bring experience and expertise to our clients, with the same commitment to encouraging community dialogue and education as we help foster success.

By catering to the unique needs of several industries, including nonprofits, we serve not only as skilled bankers, but also as trusted advisors. Our industry team members are active in related business and trade organizations; conduct educational programs; and host or sponsor networking events which help our clients interact in meaningful ways. Given our shared philosophy, Access National is delighted to partner with The Community Foundation for Northern Virginia to help meet the critical needs of our region.



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