

GOOD BUSINESS™

CORPORATE PHILANTHROPY IN NORTHERN VIRGINIA



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SERVICES THAT LEAD TO A

HEALTHIER COMMUNITY

Inova Health System

Inova Health System recognizes the community is central to successful healthcare, and their aspirations inspire action that changes lives and strengthens our region.

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Front Cover Image: Knox Singleton, CEO of Inova Health System, will be honored by the Community Foundation at the 2016 Raise the Region Gala on October 7, 2016 with the Community Leadership Award.

WELCOME

to *GOOD BUSINESS* magazine.

Companies engage in corporate philanthropy for a variety of reasons. But for the companies featured in *GOOD BUSINESS* magazine, it comes as no surprise that a positive correlation exists between a company's socially responsible investments and its ultimate economic success. They know, as we do, that it's just "good business" to give back.

It is therefore our absolute pleasure to bring you the 4th issue of *GOOD BUSINESS* magazine. Profiled herein are some of the most successful, innovative, and engaged companies in all of Northern Virginia.

Our feature article highlights **Inova Health System**, our region's leading not-for-profit healthcare system that serves more than 2 million people annually, and Knox Singleton, CEO of Inova. Read how Inova has made healthcare more accessible and inclusive for the most vulnerable members of our community under Singleton's leadership. In recognition of Singleton's remarkable stewardship of Inova since 1983, the Community Foundation for Northern Virginia will be awarding him the "Community Leadership Award" during our **Raise the Region Gala**, Friday, October 7th, at the McLean Hilton.

Dovel Technologies, an innovative technology solutions provider that helps customers communicate, access and store mission critical information, is also featured in this issue. In Employee Driven Community Service you will read how Dovel's particular brand of external engagement advances their culture and supports their mission driven values. The significant level of social investments by **Kiddar Capital**, a local real estate and technology investment firm, is also highlighted in this issue.

The strategic use of corporate philanthropy has and will continue to give companies a powerful tool that fosters a competitive edge, creates synergy, and boosts employee productivity. At the Community Foundation for Northern Virginia, we will continue to cheer and applaud all corporate investors in local community, knowing that we can and will "Raise the Region" together.



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Paul Leslie
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Community Foundation
for Northern Virginia



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Excellence. Accountability. Impact.™

SERVICES THAT LEAD TO A HEALTHIER COMMUNITY

Inova Health System

Below: Inova Partnership for Healthier Kids is a great example of continuous improvement and innovation in action, designed to help children and their families learn about the importance of healthy eating and physical activity with an eye to the unique challenges faced by families with lower incomes and language barriers.



Inova Health System, one of Northern Virginia's largest network of hospitals, continually invests in the community to help people live longer, healthier, and more productive lives. Inova recognizes the community is central to successful healthcare, and its aspirations inspire action that changes lives and strengthens our region.

While on a journey to transform healthcare to a more preventive, predictive and personalized approach, Inova recognizes that its efforts would be diminished if the most vulnerable members of our community cannot access individualized and compassionate care.



Above: Team members from the Inova Juniper Program, the largest HIV/AIDS care provider in Northern Virginia, meet with U.S. Senator Tim Kaine (D-VA) at AIDS Watch 2016.

Inova recognizes the community is central to successful healthcare, and their aspirations inspire action that changes lives and strengthens our region.

With that in mind, the InovaCares for Children Clinic reaches deep into the community to provide children from low-income families with comprehensive pediatric care. Last year, Inova physicians and nurses provided personalized attention and care to nearly 7,200 children.

In addition, the InovaCares for Women Clinic provided obstetrics and gynecologic care to more than 6,500 women during the past year. Along with prenatal care, the clinic offers a range of services including diabetes management, behavioral health services, nutrition counseling and many more health-improving resources, regardless of patient's ability to pay.

And while HIV/AIDS does not receive the attention it did in the past, it remains a serious condition. Fortunately, Inova Juniper Program, the largest HIV/AIDS care program in Northern Virginia, provides care and disease management to nearly 1,500 HIV-positive patients, most of whom are at or below 400 percent of the federal poverty level.

Inova's presence in the community also includes the Inova Kellar Center's behavioral health services for teens and the vast free educational resources available through Inova Life with Cancer, as well as several other programs targeted towards underserved populations.

The Community Foundation for Northern Virginia will be presenting the 2016 Community Leadership Award to Knox Singleton, CEO of Inova Health System, at its Raise the Region Gala on Friday, October 7th, 2016 in recognition of his legacy of leadership and stewardship,

providing world-class healthcare to all members of the diverse Northern Virginia community, regardless of ability to pay.

With such an extensive portfolio of Inova services in Northern Virginia, it is easy to understand why aspirational words such as longer, healthier and productive are priceless attributes Inova imparts to everybody in our community. **GOOD BUSINESS**

It is easy to understand why aspirational words such as longer, healthier and productive are priceless attributes Inova imparts to everybody in our community.



Above: Kiddar Capital Team (from left to right) Abbey Slitor – Marcom Director, Stephen Porter – Principal, Todd Hitt – Founder, Cheryl Foil – Principal, Carola Pers – Executive Assistant

**“If you don’t give back,
why are you there?”**

ADVOCATING

FOR THE NEEDS OF THE COMMUNITY

Kiddar Capital



“If you don't give back, why are you there?” Todd Hitt, founder of Kiddar Capital, recently asked guests at the Chairman's Breakfast held by the

Community Foundation for Northern Virginia. This question exemplifies the ethos of Hitt and his private equity firm, Kiddar Capital, based in Falls Church, Virginia.

Giving back to the community has always been a personal and professional commitment for Todd Hitt and his team. “Our ability to be successful is driven through the relationships and respect we build in the areas where we live, work, and play,” says Hitt. “We focus on organizations where the total value of our donation can make an authentic difference.”

Guided by Hitt's longtime commitment to social responsibility, Kiddar Capital has not only become a leader in real estate and technology investments, but also a prominent supporter of the arts, education, community, and health in the Washington, DC area.¹ Kiddar's philanthropic endeavors include more than \$4M in donations and \$10M raised for nonprofits over the past 5 years.

Kiddar Capital approaches community engagement as a team. Through the recent launch of Granted! (www.granted.ly), an online platform incubated by Kiddar to connect “wish makers” with “wish grantors,” the Community Foundation for Northern Virginia was able to receive direct feedback from individuals on how to deploy grants through the Innovation Fund.

In addition to donating money, Kiddar volunteers time and donates resources to causes and initiatives that are personal to each individual on the team. “We are in this together,” says Hitt “... and together, we can make a substantial impact.” **GOOD BUSINESS**

**Whether it's
through real
estate, technology,
or philanthropy,
it all comes back
to investing in the
future for Kiddar
Capital.**

“Our ability to be successful is driven through the relationships and respect we build in the areas where we live, work, and play.”

¹Currently, Kiddar Capital supports Arlington County Public Schools, Breast Cancer Research Foundation, the Falls Church Education Foundation, Juvenile Diabetes Research Foundation, The Phillips Collection, the Community Foundation for Northern Virginia, University of Virginia, Virginia Hospital Center, Washington Hospital Center, Virginia Polytechnic Institute, and the Workhouse Arts Center among other organizations and non-profits in the Mid-Atlantic Region.

STRONG ROOTS

IN THE COMMUNITY

VLP Financial Advisors

Below: Partners Bruce Vaughn (top center right) and Dan Lash (bottom left) volunteering at the Ronald McDonald House with other staff members.



V

LP Financial Advisors is a Vienna-based Financial Planning firm that focuses on strategic planning as the key to helping its clients accumulate, protect and build their wealth. The firm has been located in Northern Virginia for more than 30 years, and has strong roots in the community, and well established relationships with the people and organizations that tie it together.

Philanthropic giving is an important part of the company culture at VLP Financial Advisors. "Our employees live and raise their families in Northern Virginia. We continually look for opportunities to work together as a team and give back to our community," says Bruce Vaughn, CFP®, AIF® Founding Partner.



Partners Bruce Vaughn (center) and Daniel Lash (right) and their staff posing with their trash bags after completing one of their quarterly trash pickups on Old Courthouse Road.

“Our employees live and raise their families in Northern Virginia. We continually look for opportunities to work together as a team and give back to our community.”

Vaughn often advises his clients on ways to accomplish their philanthropic goals as part of their overall estate plan. "We have found that once our clients reach a certain level of wealth they feel compelled to give back to their community. I believe that giving through the Community Foundation is a great way to accomplish this goal, and I recently referred a client to them. She was really pleased that she would be able to have some input on how her donation would be used. I think it's very important for the donor to be able to direct their funds and see how their gifts are benefiting others. It's very rewarding for me to be able to advise my clients and help the community at the same time."

Determined to give back to the community, the staff of VLP regularly volunteer in the region, recently teaming up with the local Ronald McDonald Charity House, the Kate Hanley Shelter, and the Shepherd's Center of Oakton-Vienna. They have also adopted a section of Old Courthouse Road as a part of Virginia's Adopt-a-Highway program. "If you see us out there picking up trash—give us a wave," says Vaughn. **GOOD BUSINESS**

“Once our clients reach a certain level of wealth they feel compelled to give back to their community. I believe that giving through the Community Foundation is a great way to accomplish this goal.”

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8391 Old Courthouse Rd. Suite 203, Vienna, VA 22182



Above: Paul Leslie, CEO of Dovel Technologies, serves as Board Chairman of the Community Foundation for Northern Virginia.

Dovel sets aside resources to support causes close to the hearts of employees.

EMPLOYEE DRIVEN

COMMUNITY SERVICE

Dovel Technologies



Dovel develops innovative technology solutions that help customers communicate, access, and store mission critical information. While the team shows a day in and day out commitment to their customers and missions, a spirit of service and giving back is also encouraged and pervades the company.

Dovel sets aside resources to support causes close to the hearts of employees. Dovel employees can submit requests for corporate support and each year receive backing for causes such as walks and races supporting cancer research, youth sports programs, scholarships, and international relief efforts.

In addition to employee-driven causes, Dovel also sponsors a number of events and organizations corporate-wide. Dovel established internally the Giving Back Committee to designate and promote charities to support. Recently the group selected HomeStretch, an organization that looks to the root causes of homelessness and helps families (all with children under 18) move themselves into a better life. Dovel attended a breakfast event for HomeStretch and was able to raise \$6,000.

For the past year, Dovel has partnered with Serving Together, a non-profit program of the Mental Health Association (MHA), dedicated to providing resources, services, and information to the DC-area veteran community. Serving Together coordinates with local nonprofits, community organizations, local businesses, and county governments to design a system of care to better support local service members. The Serving Together staff utilizes Dovel office space, including conference and training rooms to provide their services, a connection facilitated by the Community Foundation for Northern Virginia.

Above: Dovel employees support causes they care about by organizing cancer walk groups.

Dovel has also combined its focus on employee wellness and community service through participation in a number of charitable events including the Prevent Cancer 5K walk/run and the Turkey Chase Cancer fundraiser. In the Prevent Cancer 5K, Dovel was named the biggest and most spirited team, as well as given an award for being the largest fundraiser.

Finally, Dovel is active in a number of technology and business organizations with employees and management serving on the boards and committees of NVTC, Tech Council of Maryland, George Mason School of Engineering, George Washington School of Engineering, and Montgomery Hospice.

"Our people are passionate – passionate about creating innovative solutions for their customers, and that passion extends into their personal lives," said Paul Leslie, CEO of Dovel. "We're proud to support a diverse set of organizations and causes that mirror the interests and backgrounds of our employees." **GOOD BUSINESS**

Paul Leslie is Board Chairman of the Community Foundation for Northern Virginia.

"We're proud to support a diverse set of organizations and causes that mirror the interests and backgrounds of our employees."

CULTIVATING

A STRONG COMMUNITY

Grant Thornton LLP

Below: Grant Thornton employees at a Future Fund Awards Gala in 2015 to celebrate an impactful year of grantmaking.



As one of the world's leading organizations of independent audit, tax and advisory firms, Grant Thornton LLP's mission is to make a difference to their colleagues, clients, profession, and the diverse communities they serve. The firm embraces six core firm values, including collaboration, leadership, excellence, agility, respect and responsibility. Committed to promoting these values, Grant Thornton fosters a culture that facilitates and successfully embodies their mission.



Above: Marcy Johnson, Audit senior manager at Grant Thornton and founding member of the Future Fund, a giving circle for young professionals at the Community Foundation.

Employees are encouraged to contribute to the community by sharing their time, skills and passion with local organizations in need of volunteers and aid.

Grant Thornton prides itself on cultivating a culture of trust and empowerment, and one where people are inspired to bring their whole selves to work and make a difference every day. Employees are encouraged to contribute to the community by sharing their time, skills and passion with local organizations in need of volunteers and aid, in addition to being actively involved in the decision making of how the firm allocates resources and assets to build a culture of community.

Marcy Johnson, Audit senior manager in the Professional Practice Director Group, became a founding member of the Future Fund, the young professionals giving circle developed by the Community Foundation for Northern Virginia, when it was launched five years

ago. Members of the Future Fund connect with each other both personally and professionally, learn about the critical needs of the region, and donate their time and resources to alleviate those needs. Supported by Grant Thornton, Johnson served in a variety of leadership roles within the Future Fund, which has granted over \$200,000 to the Northern Virginia region. **GOOD BUSINESS**

Grant Thornton LLP's mission is to make a difference to their colleagues, clients, profession, and the diverse communities they serve.

SMALL COMPANY – BIG PRESENCE

Northern Virginia Media Services



Above: Northern Virginia Media Services publishes local newspapers serving Arlington, Fairfax, Prince William and Stafford counties, as well as Fort Belvoir and Marine Corps Base Quantico.

“Like any local media company, we rely on a strong sense of community to be successful. We want to play our part in contributing to strong communities throughout Northern Virginia.”



Based in Leesburg, Northern Virginia Media Services publishes weekly newspapers serving Arlington, Fairfax, Prince William and Stafford counties, as well as Marine Corps Base Quantico and Fort Belvoir. The company also produces a monthly magazine, Washington FAMILY, and the region's most popular news web site, InsideNoVa.com.

Combined, the company's products reach about 800,000 readers a month—all with a staff of fewer than 40 employees. But in addition to meeting the news and information needs of the many communities it serves, the company also believes it is important to support local organizations.

"Like any local media company, we rely on a strong sense of community to be successful," said Bruce Potter, chief operating officer. "We want to play our part in contributing to strong communities throughout Northern Virginia."

Above: InsideNoVa/Prince William sponsors the Prince William Spelling Bee (top photo) and Hoops Fest, an annual high school basketball skills competition that raises money for a needy family.

As Northern Virginia Media Services continues to grow, it is eager to expand its community support throughout all of its markets.

Each year, the company donates thousands of dollars worth of print and online advertising space for non-profit events and organizations, including the Community Foundation for Northern Virginia's recent Innovation Fund endowment campaign. In Prince William County, InsideNoVa runs three specific community-focused events:

- **Prince William County Spelling Bee.** Open to students through the eighth-grade; the company pays for the winner to compete in the Scripps National Spelling Bee at National Harbor, broadcast live on ESPN.
- **Hoops Fest.** This basketball-themed fund-raiser features local high school players. In its 21 years, Hoops Fest has raised a total of more than \$150,000 for local families in need.
- **Salvation Army Christmas Basket campaign.** The paper solicits donations from area residents to support the charity's holiday efforts. The 2015 campaign raised more than \$10,000.

As Northern Virginia Media Services continues to grow, it is eager to expand its community support throughout all of its markets. "This is part of our mission," Potter said. "And we enjoy helping the community as well." **GOOD BUSINESS**



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COMMUNITY FOUNDATION FOR NORTHERN VIRGINIA

2016 raise THE region GALA

Honoring Knox Singleton, CEO of Inova, with the Community Foundation for Northern Virginia's 2016 Community Leadership Award

Friday, October 7, 2016

6:30 - 10:00 pm

Cocktail Reception
Silent and Live Auctions
Elegant Seated Dinner
Community Leadership Award Presentation
Black Tie Attire

McLean Hilton | 7920 Jones Branch Drive | McLean, VA 22102

The Community Foundation for Northern Virginia is a community focused grant maker that helps meet the most critical needs of our region.

Join 600 business, philanthropic, and community leaders to celebrate the work of the Community Foundation for Northern Virginia and its partners.

Tickets & Sponsorships Now Available!
For more information, contact Tara Nadel at (703) 879-7637 or go to www.cfnova.org/gala

THE COMMUNITY FOUNDATION FOR NORTHERN VIRGINIA

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Phacil, Inc.	Saporito, Inc/Tony's NY Pizza	The Angus Barn Ltd.	Virginia Therapy and Fitness Center	Commonwealth Consultants Foundation	Silicon Valley Community Foundation	
Philip S. Ferris, DDS, PC	Savant Capital Management	The Bart Group LLC	VLP Financial Advisors	Commonwealth of Virginia		
Piedmont Periodontics, PC	Schmitz Goose Creek, Inc.	The Business Benefits Group	VPC Enterprises I, Inc.	Community Foundation for Loudoun and Northern Fauquier Counties		
Plan B Technologies, Inc.	Schwab Charitable Fund	The Compass Group, Inc.	Vulcan Materials Company			
Plan Source	Sekas Homes, Ltd.	The Garrett Companies	Walsh, Colucci, Lubeley & Walsh, PC			
Pleasant Valley Business Solutions	Sensei Enterprises, Inc.	The Hitt Family				
PNC	Sheehy Nissan of Springfield, Inc.	The Integrity Applications Incorporated				
Portfolio First	Sheets Wholesale, Inc.					
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Primary Integration	Shohreh Sharif, DDS Daily					
Prospect						
Waterproofing Co.						

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