

# GOOD BUSINESS™

CORPORATE PHILANTHROPY IN NORTHERN VIRGINIA



# The Community Foundation for Northern Virginia's mission is to grow philanthropy to help meet the most critical needs of the community.

## Community Leadership

The Community Foundation commissions research and publishes data driven reports to inform and inspire meaningful dialogue and increase philanthropic investment surrounding critical community needs. During 2014, we issued two reports — "A Portrait of Our Aging Population in Northern Virginia," highlighting the demographic, social and economic trends that impact adults 65 and older in Northern Virginia; and "Supporting Our Region's Veterans," assessing the network of support services available for post-9/11 war veterans, transitioning service members, and military families in the Northern Virginia region.



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## Donor Advised Funds and Corporate Advised Funds

The Community Foundation partners with local companies on their CSR strategies. We offer corporate advised funds that provide a tax deductible vehicle for employee contributions. We also offer donor advised funds for individuals looking for an easy, inexpensive alternative to starting their own private foundation. Many of our donors are local entrepreneurs, innovators, and business leaders.

## Partner with the Community Foundation on Your Corporate and Personal Philanthropy

The Community Foundation for Northern Virginia is your charitable giving staff. We have a deep knowledge of the critical needs of the region. Contact us to learn about corporate advised funds, donor advised funds, sponsorship opportunities for our community building initiatives, and other ways to have an impact and make a difference in our community.

## Grants/Scholarships

During 2014, we awarded \$3,680,277 in total grants to nonprofits, schools, and faith-based organizations, \$506,643 of which was from discretionary funds to help meet the most critical needs of the region. We also awarded \$225,060 in scholarships from 19 different funds to 75 graduating high school seniors in the region.

Front Cover Image:  
WGL employees, including Chairman  
Terry McCallister (front row, far left)  
spearheaded a cleanup along Four Mile  
Run Park during the company's Winter  
community service campaign.

THE  
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# WELCOME

FROM LYNN TADLOCK, BOARD CHAIR  
& CHERYL JANEY, MANAGING EDITOR  
**Community Foundation for Northern Virginia**

Welcome to the inaugural issue of *GOOD BUSINESS*  
from the Community Foundation for Northern Virginia!

In our 36 years of growing philanthropy to help meet critical needs, the Community Foundation has partnered with many companies of all stripes and sizes to make our community a better place. Over the years we have discovered that the business leaders in Northern Virginia not only employ talented individuals and provide products and services essential to our local and national economies, they also play a key role in community through philanthropy and volunteerism. Our nonprofit sector thrives, in no small measure due to the business community's astonishing generosity and commitment to the social and civic good.

Our first issue of *GOOD BUSINESS*, therefore, celebrates the impact of the corporate giving strategies featured within while also highlighting the creative thoughtfulness of the business leaders who continuously reinvent their corporate philanthropy. Each of the seven separate companies profiled here has a different story to tell. In "Community Engagement Reimagined as Employee Value," you will read how WGL believes that offering opportunities for community engagement is an employee retention strategy. In "Business as Social Good," learn how Scott Hamberger with Integrus Holdings, Inc. uses "shared value" investments to promote his business and sustain the community at the same time. And in "The Karma of Corporate Philanthropy," read how Kevin Reynolds believes that Cardinal Bank's particular focus on broad based philanthropic giving fosters the business brand and reputation of the bank.

We hope *GOOD BUSINESS* will inform you, inspire you, and help spark a community dialogue on the future of corporate philanthropy in our region.



Cheryl Janey

*Cheryl Janey*  
Managing Editor  
Board Member  
Community Foundation  
for Northern Virginia



Lynn Tadlock

*Lynn Tadlock*  
Chair of the Board  
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COMMUNITY ENGAGEMENT

# REIMAGINED

AS EMPLOYEE VALUE

**WGL sees community engagement as a value its employees can enjoy**

*Photos by Cynthia A. Spigner, WGL*



From left, President Adrian Chapman and other WGL employees cleanup along four Mile Run Park and others teach students at Timber Lane Elementary School about natural gas safety and basic finance.



R

esearch shows that employees who work in companies with community engagement programs report more satisfaction with their job, their company, and their lives. Now in its 166th year of operation, WGL understands this and incorporates community engagement strategies into its corporate value structure.

Since 1848, the year Congress first authorized the company's charter, WGL has given back and played a positive role in communities where their employees work and live, empowering their employees to lead the way. In 2002, the company reorganized and refocused its corporate social responsibility program. Areas of emphasis now include health, education and the environment. Within each field of interest, the company supports programs that help meet the needs of populations such as disadvantaged youth, the elderly, and people with disabilities. Last year, company employees volunteered 11,000 hours to neighbors in need, many of whom reside in Northern Virginia.

On March 26, 2014, in conjunction with Junior Achievement, 60 WGL volunteers returned to Timber Lane Elementary School in Falls Church to teach students about basic business, finance and marketing. During the students' recess periods, a Washington Gas Energy Systems employee led a solar power demonstration. Students watched and listened in amazement as one of their classmates held a solar panel toward the sun and the employee connected the panel to a portable fan that began to spin and blow air. Employees from WGL's Operations Training gave the students a lively briefing on natural gas safety.

Last April, 52 WGL and American Gas Association volunteers cleaned up a long stretch along Four Mile Run. The volunteers picked up 47 bags of recyclable material and 100 pounds of debris. This was the third consecutive year WGL spearheaded the cleanup. The company has worked with INOVA Blood Services to sponsor six blood drives each year. And, for the past five years, employees have created or collected mounds of blankets, clothing and other much needed items for families who use the Neonatal Intensive Care Unit at Fairfax INOVA Hospital.

More recently, on Nov. 1, 250 WGL volunteers weatherized 150 homes throughout the Washington, D.C., metropolitan area during its Day of Weatherization. Thirty-nine of those homes are located in Virginia. The volunteers caulked crevices around doors and windows; replaced inefficient aerators; changed gas furnace filters; foam-wrapped hot water pipes; and installed strips of insulation in gaps under exterior doors. Team members will be in Virginia again next fall for a repeat performance. Through its signature philanthropic program, the Washington Area Fuel Fund, WGL provides heating assistance to families in need — regardless of what type of fuel the household uses. **GOOD BUSINESS**

**Whether it's corporate philanthropy, volunteer hours, or community leadership, WGL has made community involvement a keystone to its corporate culture and business success.**



Above: Kevin Reynolds, President of Cardinal Bank



# THE **KARMA** OF CORPORATE PHILANTHROPY

**Cardinal Bank's focus on community is a win-win.**

**F**or Cardinal Bank, giving back is built into the DNA of the organization, both as a way to contribute philanthropic dollars to worthy local causes and as a method of strengthening the bank's brand and business profile. For this bank, corporate philanthropy is as much about community as it is about good business.



## Cardinal Bank's corporate philanthropy is good for the bank and good for the community.

Sixteen years ago Cardinal Bank opened its doors in the heart of Fairfax County. Since day one, the bank and its management team have connected to community and neighborhoods in ways that go well beyond meeting the banking needs of the communities in which they operate.

Starting in 2002, the bank focused and organized its corporate philanthropy by launching the annual Cardinal Bank Charity Classic, a day long special event that includes corporate sponsorships, a sold-out golf tournament, a competitive tennis tournament, live and silent auctions. Now in its twelfth season, the event has raised more than \$4.5 million for nonprofit causes. In its early years, proceeds of the event exclusively supported the Inova Kellar Center, a critically important nonprofit that provides behavioral health services to children, teens and families across Northern Virginia. Cardinal Bank's support of Inova Kellar enabled construction of the Cardinal Bank Gymnasium and helped fund critical staff positions, services and treatment for patients and their families. In more recent years, proceeds of the event have enabled the bank to both continue its support of Inova Kellar while also expanding its philanthropic outreach to other nonprofits through the Cardinal Bank Community Fund, a corporate advised fund at the Community Foundation for Northern Virginia that the bank established in 2008.

Today, the Cardinal Bank Community Fund functions as the philanthropic arm of the corporation. The fund makes over 30 charitable grants each year to nonprofits in the Washington Metropolitan region. Most grants from the fund benefit organizations serving children and families, health and wellness, arts and humanities, and education. Remarkably, the fund has awarded more than \$500,000 in grants over its six-year lifespan. Last year alone 40 grants were awarded from the fund to organizations across the region as diverse as Serve Our Willing Warriors, Readers are Leaders, Arlington Food Assistance Center, Fairfax Symphony Orchestra, and Children's Hospital Foundation. Because the fund can accept tax deductible contributions from individuals, corporations and foundations, the bank leverages its many and varied relationships to fuel giving through the fund.

"Over the years we've discovered that good corporate citizenship really benefits everyone," says Kevin Reynolds, President, Cardinal Bank. "We know that the Cardinal Bank Charity Classic participants care about education, children, the arts, and health, and so we help them by providing this charitable giving opportunity. The

nonprofits who receive grants from the fund are grateful for the support. And the bank's commitment to corporate philanthropy through the event fosters our business brand and reputation. It's a very strategic way to help event participants, the community, and the bank, all at the same time."

### Cardinal Bank was awarded Most Monetary Giving and Most Volunteer Hours among regional organizations.

Corporate philanthropy is just one aspect of the bank's community support strategy. Bank employees are also encouraged to be active on numerous local boards and in the trenches of volunteer organizations across the bank's footprint, providing skills based volunteer hours that further the mission of the nonprofits they serve. In fact, for several years, *The Washington Business Journal* honored the bank with Corporate Philanthropy Awards for both Most Monetary Giving and Most Volunteer Hours among regional organizations. All together, 11,312 volunteer hours were donated by the bank's employees in 2013.

### A "Next Generation" Investment

Looking forward, the bank has identified financial literacy as its next generation investment, stepping up its already active presence in local schools to promote financial literacy. The bank's award-winning School Bank Program allows bank employees to directly impart critical lessons of financial literacy to school aged children across the region, building a firm foundation of good savings habits and personal responsibility. In addition, it has established a \$250,000 endowment at George Mason University that will fund scholarships to selected first-generation college students attending GMU through the University's innovative Early Identification Program (EIP).

For Kevin Reynolds, the bank's corporate citizenship has always been and will always be an overarching focus of his day to day work. "My big take-away after 27 years of corporate philanthropy in Northern Virginia is this — You get back what you give, in business and in life. There's just no other way to see it." **GOOD BUSINESS**

# SMALL BUSINESS BIG IMPACT



Recently Cathy Lange, President and CEO of BusinessWorks, sat down with Eileen Ellsworth, President of the Community Foundation, to discuss how her company's philanthropy meets her deeply felt need to give back.

**Tell us about your background, and how you came to found BusinessWorks.**

After 20 years in the high tech industry, I left the corporate world to become a small business owner. Little did I know nearly 20 years later, BusinessWorks would be going strong. We began by working with high tech companies on management challenges, and over the years expanded into leadership and professional development, as well as organizational development projects for a wide range of organizations, across industry sectors. I can truly say that I am privileged to work with so many amazing leaders and teams who are willing to take on the tough work of change.

**How did you become interested in philanthropy?**

To me, philanthropic giving is personal. It started in earnest about 20 years ago when I helped form a group called the Angels Network, focusing our giving on "helping women help others." When we heard stories about how our grants helped women get back on their feet, there was rarely a dry eye in the room. After leading the organization for a number of years, I wanted to join a larger platform for improving charitable outcomes in our Northern Virginia region. I encouraged the Angels Network to become a part of the Community Foundation for Northern Virginia. Soon, as I understood more about this organization, I was excited to join the Community Foundation board.

**"You don't have to be a big company to make a difference."** - Cathy Lange, BusinessWorks

**How has your philanthropy through the Community Foundation for Northern Virginia influenced you personally and professionally?**

My experience with the Community Foundation has broadened my understanding of how interdependent we are on each other. The Community Foundation is a proactive endeavor to build philanthropic endowments. These endowments benefit the civic and social life of the region, now and for years to come. I have also been privileged to serve as a Commissioner on the Fairfax Economic Development Authority. When viewed through that lens, I see how the Community Foundation's work promotes our joint efforts to improve the overall health and well being of the area, which in turn attracts new businesses to our local economy. It's all very synergistic and philanthropy definitely has a role to play.

**What is the legacy that you want to leave your children, and how has your business helped you achieve that?**

Harkening back to the 70's, Crosby Stills and Nash tell us in the song Teach Your Children: "Teach your children what you believe in. Make a world that we can live in." As parents, if we don't teach them, who will? I want our kids to be grateful for all they have been given, and always remember that they are responsible for giving back — at whatever level they can.

As for our company's legacy — while we might be small, when we see the impact of our philanthropy on a child's life or the tools it provides to a parent, we know our giving has made a big difference! **GOOD BUSINESS**



## In-Kind Media Support from a Local Publications Firm Helps Raise Awareness



**Dorri C. Scott**  
CEO/Publisher

*Ruby Red Press -WOMAN Magazine Group — a woman owned media-publications firm*

Focused on four core values, Ruby Red Press publishes three magazines, including Loudoun Woman Magazine, Arlington Woman Magazine, and Prince William County Woman. Each publication educates, empowers, inspires and informs a readership in Northern Virginia — over 100,000 and growing.

An educator and social worker for more than 20 years, Dorri C. Scott, the CEO and Publisher of Ruby Red Press — WOMAN Magazine Group, is committed to community service. Each of her three magazines donates up to 20% of their ad space to

nonprofits in the counties where the free, bimonthly publication is distributed.

"The partnership with the Community Foundation is one we value with much pride," says Scott. "We recognize that it takes a village of caring hearts to build a community for all to prosper."

Ruby Red Press has generously supported the Community Foundation for Northern Virginia for almost two years, sharing information about its work to help meet critical needs in the region and providing free ad space in its Loudoun County publication, Loudoun Women Magazine.

The company's generous donations of in-kind advertising space to numerous local nonprofits including the Community Foundation has helped many agencies, families and individuals who find the partnership advantageous for raising general awareness of their brand, work and missions.

"You don't have to give money to a nonprofit to help them make a difference," says Scott. "Just give what you've got to give, with an open heart, and everyone wins." **GOOD BUSINESS**

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**Mark Goulart**

Principal, Deloitte Consulting LLP

**T**hree years ago, the Community Foundation began to explore a potential partnership with Deloitte on a data driven research report to better understand the needs of post 9/11 veterans in Northern Virginia.

Deloitte seemed like a perfect and logical partner for such a project. They had been committed to our troops for many years. More than 100 military and veterans organizations had benefited from Deloitte's skills-based volunteerism, pro bono support, employee giving, and direct sponsorship. They had mapped each of these relationships to three pillars in a continuum of support: Employment, Education, and Physical Health/Recovery, a process that enabled them to maximize their impact in the lives of our military, veterans, and their families.

A SKILLS BASED DONATION — AN  
IMPORTANT COMMUNITY RESOURCE FOR

# KNOWLEDGE AND STRATEGIC GIVING

**Deloitte Consulting LLP**

**D**eloitte uses a skills based donation model for nonprofits, capitalizing on their position as one of the leading professional services organizations in the region. They routinely offer the skills of their employees to help their nonprofit clients focus on tackling tough and complex challenges. More than 1,200 such nonprofit projects were delivered by Deloitte in recent years.

Over the years, the Community Foundation for Northern Virginia has also developed a focus on veterans and their families. It launched the Military Personnel and Their Families Fund in 2008 to help shine a light on the needs of returning Iraq and Afghanistan War veterans and their families in our region and to help grow philanthropy to meet those needs. And while the needs of returning Iraq and Afghanistan War veterans were becoming clearer as a result of the national dialogue, they wondered what the population of post 9/11 veterans was in Northern Virginia and what services were being offered to help meet their unique needs.

The US veteran population is large and expected to grow to 20 million by 2020. Veterans comprise approximately 12 percent of the adult homeless population, and 1.4 million veterans are at risk of becoming homeless. Many also feel the skills that served them well in the military don't easily translate into the civilian workforce, making it difficult for them to find steady employment.

The known and emerging needs of local veterans, coupled with the subject matter and skills based expertise of Deloitte and the interest of the United Way of the National Capital Area and the Community Foundation to co-present the study, led to the creation of this new and impactful partnership.

The Community Foundation worked with Deloitte to outline a framework for the study. The Deloitte team provided all of the research, analysis, and writing capabilities, donating more than \$80,000 in in-kind, skills based services on the report. In June of 2014, "Supporting our Region's Veterans" was published and widely disseminated across the Metro DC region by the United Way and the Community Foundation.

The report contained a number of important conclusions on available services for post 9/11 veterans and their families, including the fact that Northern Virginia offers "a wide network of non-profit and community-based organizations committed to improving the lives of post 9/11 and their families — at least 74 providers, not including the Department of Veterans Affairs (VA), providing services in nine categories based on an analysis of the National Resource Directory but most likely many more."

Among the report's conclusions was the notable "lack of convenience and coordination between local agencies and service providers." Upon release of the report, this single conclusion led the Community Foundation to focus its grant making from the Military Personnel and Their Families Fund on the coordination of veterans' services for Northern Virginia. After issuing an RFP for just such an award, the Community Foundation chose Serving Together, a program of the Mental

Health Association of Montgomery County, in a competitive grant cycle. Serving Together was the previous recipient of a large, multi year grant from the Robert Wood Johnson Foundation to build out a website navigator and peer navigation program to help veterans access existing services in Montgomery County, MD. With the help of the Community Foundation for Northern Virginia and others, they are now at work building the same program here in Northern Virginia.

To this day, Deloitte continues its commitment to support military and veterans. In April 2013, Deloitte's US CEO, Joe Echevarria made a commitment to set a goal of doubling their veterans hiring in three years as part of the White House's Joining Forces initiative. Deloitte founded a Career Opportunity Redefinition & Exploration (CORE) Leadership Program to help transitioning service members and veterans enhance their personal brands and translate their skills, knowledge, and experiences effectively in interviews and networking opportunities. Their Armed Forces Business Resource Group (AFBRG), an internal affinity group for veterans and those interested in supporting veterans, has had a great impact on local communities with more than 900 members in 50 cities.

In 2013 alone Deloitte provided 493 transitioning service members with resume and career support, providing Microsoft training for military spouses, skills-based support at Fort Belvoir for transitioning service members, and in-depth career fair planning and execution support. In five of Deloitte's major markets, 205 veterans have been mentored by Deloitte leaders through their relationship with American Corporate Partners. And Deloitte leverages its own leadership curriculum, which is consistently recognized as top-tier in the marketplace, to benefit veterans. As one veteran noted, "This was the single most helpful training experience I've ever participated in."

Through these programs there is little doubt that Deloitte has helped veterans build confidence in themselves and transition to civilian life.

"It has been our pleasure to partner with the Community Foundation for Northern Virginia and the United Way of the National Capital Area on the 2014 study," says Mark Goulart, Principal of Deloitte Consulting LLP. "It was a great model of interest, skills, commitment to the cause, and community impact."

#### **About Deloitte**

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# WHERE WEALTH MANAGEMENT AND PHILANTHROPY INTERSECT

## Pagnato Karp

David Karp and his staff at Pagnato Karp have a unique approach to their business. As Fiduciaries for Founders, Pagnato Karp oversees in excess of \$2B+ in client assets, with their primary focus on serving founders of privately held businesses — with an emphasis on pre-sale planning, having assisted over 70 individuals through their liquidity event.



**David Karp**

Managing Director, Partner, Co-Founder

**P**agnato Karp invests in its clients' personal and financial well-being, guiding them through the process of monetizing their business, which includes pre-event planning, lifestyle planning, asset allocation, investment management, luxury good acquisition, trust and estate planning and tax planning. According to David Karp, co-founder, philanthropy plays a big role in all of these.

"One of the tremendous opportunities for our clients when they experience a significant liquidity event is to engage in philanthropic giving. In our experience, the desire to reduce taxes is never the only impetus behind charitable giving. But if philanthropy is already part of the game plan, then the wealth event enables philanthropic giving with a concomitant tax deduction. It's an enormous opportunity to leverage benefits for both your clients and for the community," said Karp.

Karp has a long standing relationship with the Community Foundation for Northern Virginia. Over the years many of their clients have opened donor advised funds with the Community Foundation instead of starting their own private foundation.

"When our clients open a donor advised fund instead of starting their own private foundation, they have all the benefits and enjoyment of grant making. It's a way to leave a meaningful legacy that supports the causes they care about. We have found that working with the Community Foundation is an effective alternative to creating a private foundation and checks almost every box that our clients care about!"

In addition to Pagnato Karp's work to support its clients' philanthropy, it also supports local charities such as the CIA Memorial Foundation, Special Operations Warrior Foundation, Fisher House, INOVA, Hopkins House, American Red Cross and Leukemia Lymphoma Society, amongst others. "We firmly believe in giving back to the community, and we try to support causes that are also important to our clients," said Karp.

Much of the philanthropic work done by Pagnato Karp does not increase its bottom line, and in fact often facilitates moving assets out the door, but they continue this work because it is what their clients expect of a trusted advisor. "Our clients know that when we serve them as a fiduciary, every decision and recommendation we make is building trust. It's the mantra we live by, and why we've been successful." **GOOD BUSINESS**



Scott Hamberger,  
President and CEO  
of Integrus Holdings, Inc.

# BUSINESS AS SOCIAL GOOD

## Integrus

Scott Hamberger, President and CEO of Integrus Holdings, Inc., believes a well managed business is inherently a social good. If that is so, then the terms “social responsibility” and “business” do not exist in some kind of dynamic tension. Rather, they have an integral relationship. By nature, a good business is inherently socially responsible.

### Corporate reputation is the most valuable asset.

Hamberger believes that, in general, corporate reputation will always be a given business’ most valuable asset, the wellspring from which all other assets flow. Some may say that human capital or customers are a company’s most valuable resource. But Hamberger would suggest that reputation comes first and sets the table for everything else. He and his management team set clear statements on company values around leadership, integrity, innovation, and loyalty. This helps define and reinforce corporate reputation, which in turn leads to business growth and the creation of tangible and intangible assets.

Businesses are not successful in a vacuum. They all require a healthy society for long term success. Integrus does not take this for granted. It proactively takes a role in building that society, believing that the long term health of their business depends upon it.

### “Shared value” investments promote the business and sustain the community.

When you put it all together, the philanthropic endeavors of Integrus can best be described as examples of “shared value,” that is, corporate activities that make a difference for the business and for the community. For example, the Fortessa Tableware Solutions business unit is a founding sponsor of the U.S. Healthful Food Council (a non-profit that seeks to align market demand and supply to provide more healthful food for American consumers). Their Sterling Restaurant Supply business unit supports activities focused on the home markets of Loudoun County and the Greater DC area. Their support for the Community Foundation for Northern Virginia’s Loudoun Impact Fund aligns with a primary objective of the company: to participate at a strategic level in programs that affect the quality of life in Loudoun.

“To business leaders of all stripes,” says Hamberger, “I respectfully submit that the question is not whether you can afford to have a thoughtful program with respect to philanthropy, but rather can you afford not to?” **GOOD BUSINESS**

# THE COMMUNITY FOUNDATION FOR NORTHERN VIRGINIA

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