

Building Economic Mobility in Northern Virginia

- Attainable Housing
- Quality Education
- Workforce Pathways
- Healthcare Access

What Is Economic Mobility?

DEFINITION

The ability of a person or family to improve their economic position over time, moving up the income ladder and building lasting financial security.

WITHIN A LIFETIME

Moving up over a career

A worker's income, savings, and stability grow over time.

ACROSS GENERATIONS

Children outpace parents

Kids grow up to reach a higher economic position than their parents did.

WHAT IT TAKES

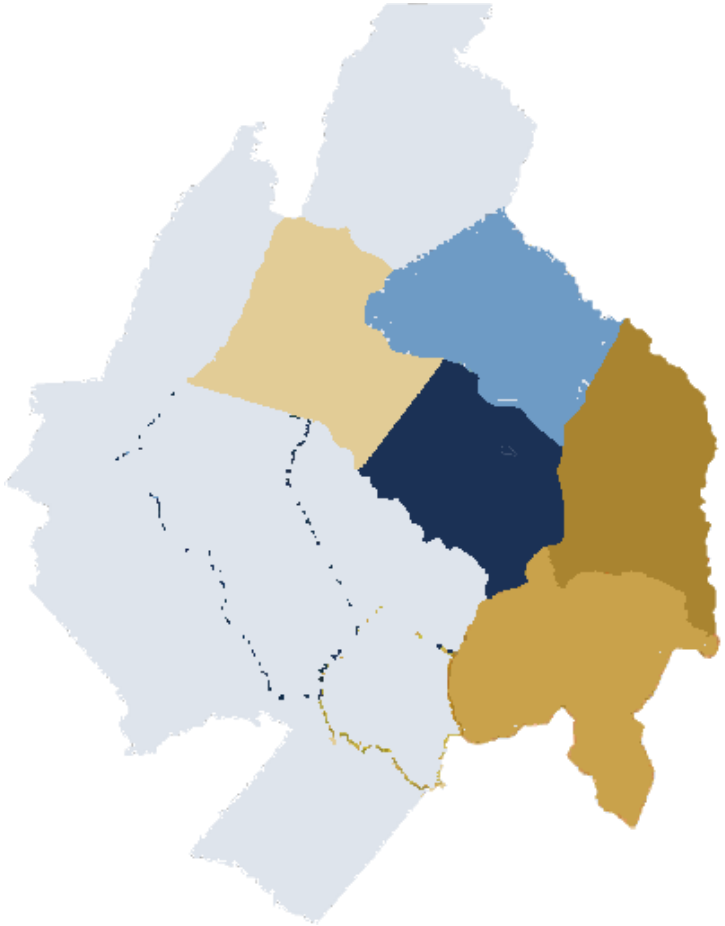
Stable footing to climb

Attainable housing, quality education, workforce pathways, and healthcare access.

AT CFNOVA

Helping families move up the income ladder and sustain financial security.

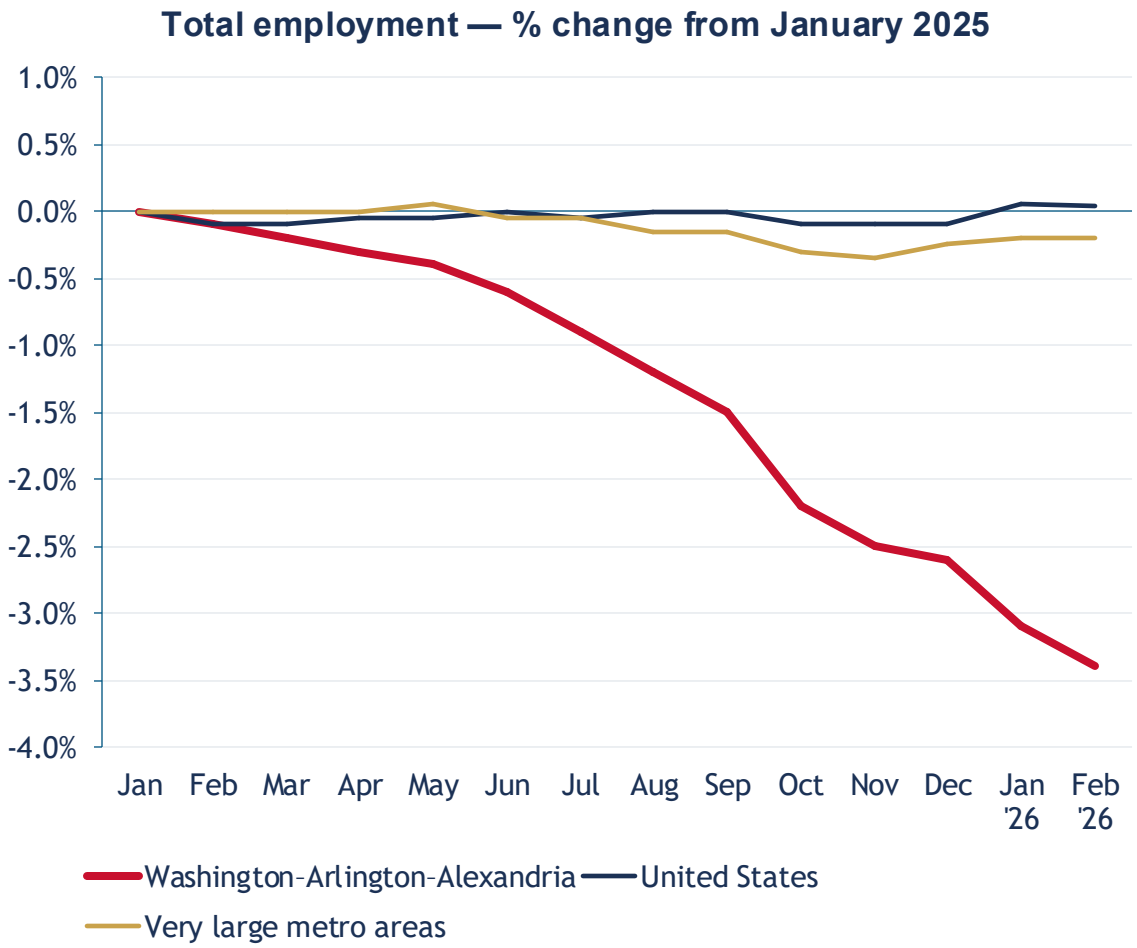
Greater Washington Data Points

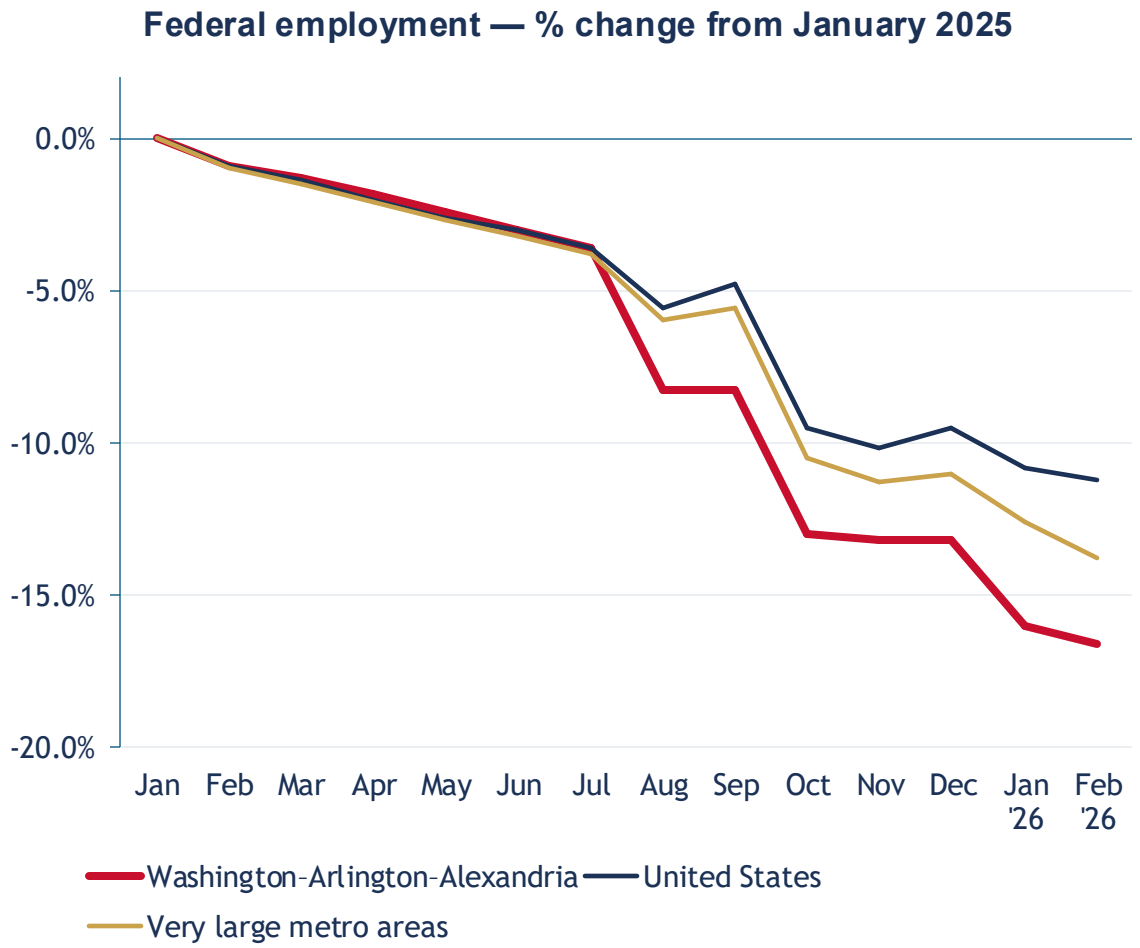


- 6.3 million people
- 19 counties / 4 states
- 6th largest metro economy
- 47% of VA state GDP
- 40% of MD state GDP
- 52.6% college grads
- 24% foreign-born, 60% non-white
- 4 of the top 20 counties on the Black Progress Index
- ~430K federal workers

Sources: Brookings Institute; U.S. Census; Washington Council of Governments · Data current as of February 2026.

Regional Employment Has Fallen 3.4% Since January





Source: Brookings Institute analysis of Lightcast and U.S. Bureau of Labor Statistics data · Data current as of February 2026.

What We Choose To Measure Determines Who We See

FEDERAL POVERTY LEVEL

$31,200

Family of four, 2024

CHILD POVERTY RATE

Same $31,200 line

Children under 18

AREA MEDIAN INCOME

$163,900

30% AMI $49,150; 80% AMI $106,800

200% OF THE FPL

$62,400

Twice the poverty line, family of four, 2024

ALICE

23–35%

of households across our Northern Virginia localities fall below the ALICE threshold

2–5×

true hardship versus the official poverty rate in every locality

AL

Asset Limited

Little or no savings, so one setback becomes a crisis.

IC

Income Constrained

Earnings fall short of housing, care, food, and transport.

E

Employed

Working households, often in jobs our region relies on.

FPL+

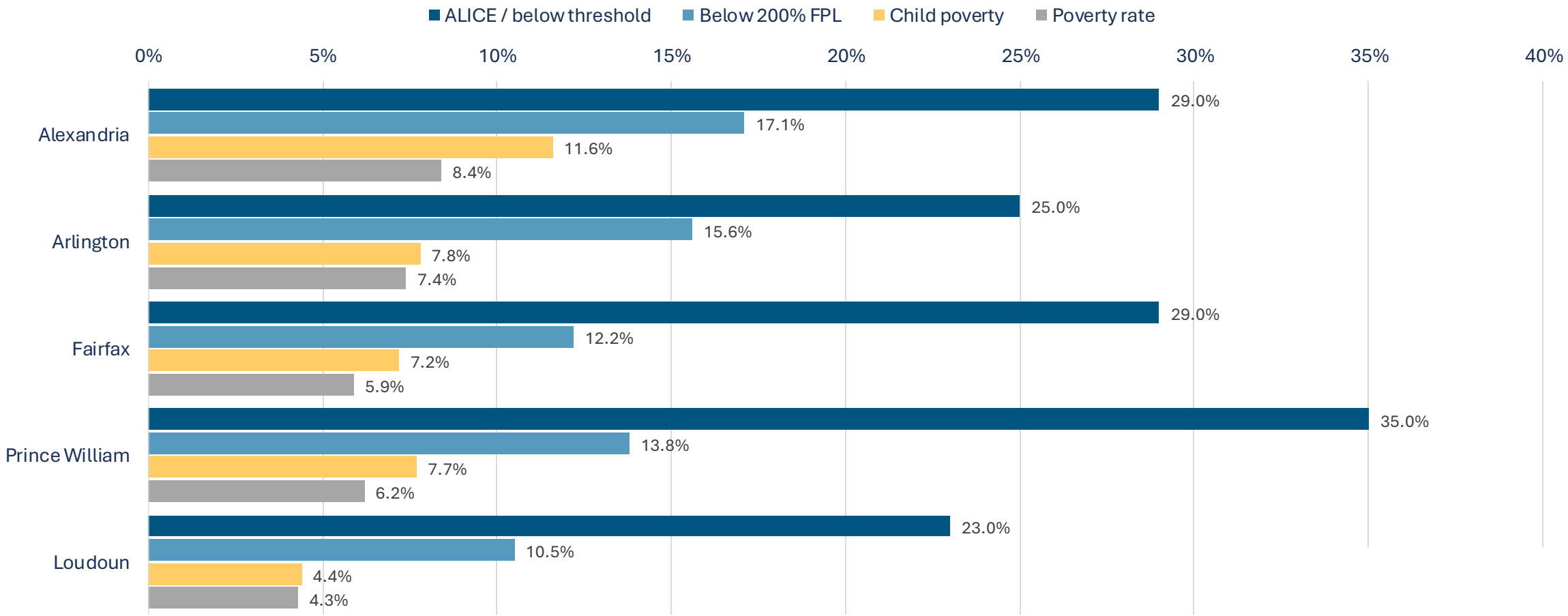
Missed by Poverty Data

Above the poverty line, so official rates overlook them.

Sources: United For ALICE, 2026 release; U.S. Census Federal Poverty Level, 2024; HUD Area Median Income, Washington metro · Data current as of February 2026.

Hardship Runs Far Deeper Than The Poverty Line

ALICE households push true hardship two to five times above official poverty in every Northern Virginia locality.



Source: United For ALICE, 2026 release (2024 point-in-time data). · Data current as of February 2026.

Four Converging Pressures Make This The Moment



1 High Housing Costs

Rents and home prices push working households to the financial edge.



2 Layoffs and Household Fragility

Job losses quickly cascade into missed rent and lost stability.



3 Public Funding Uncertainty

Federal and state cuts leave education and healthcare exposed.



4 Concentrated Need

Hardship clusters in specific localities and among diverse populations.





CFNOVA's Flexible Role

Flexible philanthropic funding can react when rigid public funding streams cannot.

Without Intervention, A Job Loss Becomes A Lost Decade

Every pressure on the previous slide runs through the same cascade — and each step costs more to reverse than the one before it.

1

Income Drops

Hours cut or a layoff hits a household already covering less than half its survival budget.

2

Rent Is Missed

With no savings buffer, arrears begin within one to two months and late fees compound.

3

Housing Is Lost

An eviction filing and a lost lease force a move — often mid-school-year, out of the corridor.

4

Mobility Is Lost

Schooling, childcare, and healthcare are interrupted. Recovery now takes years, not months, and costs far more.

These households were working the entire time. Inaction is not neutral — it converts a temporary income shock into a permanent setback that public systems absorb later, at far greater cost.

Four Pillars Anchor CFNOVA's Mobility Strategy

Attainable Housing

- Rental assistance and eviction prevention
- Utility support
- Navigation assistance
- Financial coaching

Quality Education

- Early childhood and K-12 support
- Childcare access
- Postsecondary attainment
- Family support systems

ECONOMIC MOBILITY

Helping families move up the income ladder and sustain financial security.

Workforce Pathways

- Training, credentials and coaching
- Career placement and supports
- Job retention and advancement
- Transportation access

Healthcare Access

- Coverage enrollment and retention
- Behavioral and preventive care
- Food access
- Maternal care

SUPPORTING PILLARS

Arts and Culture

- Creative youth development
- Cultural access

Environment

- Healthy homes and clean air
- Green jobs
- Clean energy sources

Five Priorities Put Housing Stabilization First

1 Lead with Housing Stabilization

Make stable housing the entry point for every other gain.

2 Concentrate Early Implementation

Go deep in a few places rather than spreading resources thin everywhere.

3 Fund Client Persistence, Not Access Alone

Fund clients to stay engaged and complete programs — not just gain access.

4 Back Strong Partners

Invest through proven, capable, and stable local nonprofit organizations.

5 Measure Outputs and Outcomes

In partnership with nonprofits, track service delivery and longer-term mobility gains.

Six Targets Define Long-Term Success

This suggested scorecard measures progress across the strategy and depends on nonprofit capacity. CFNOVA is working with the GMU Honors College on an outcomes framework.

▲ TARGET 01

Faster Time-to-Assistance

Households reach help sooner when a crisis hits.

▲ TARGET 02

More Households Stable at 90 Days

Stability holds three months past intervention.

▲ TARGET 03

Improved School Attendance and Persistence

Students stay engaged and keep progressing.

▲ TARGET 04

Stronger Job Prep Completion, Placement, and Retention

More finish, get placed, and stay employed.

▲ TARGET 05

Reliable Healthcare Access

Patients complete referrals and stay connected to care.

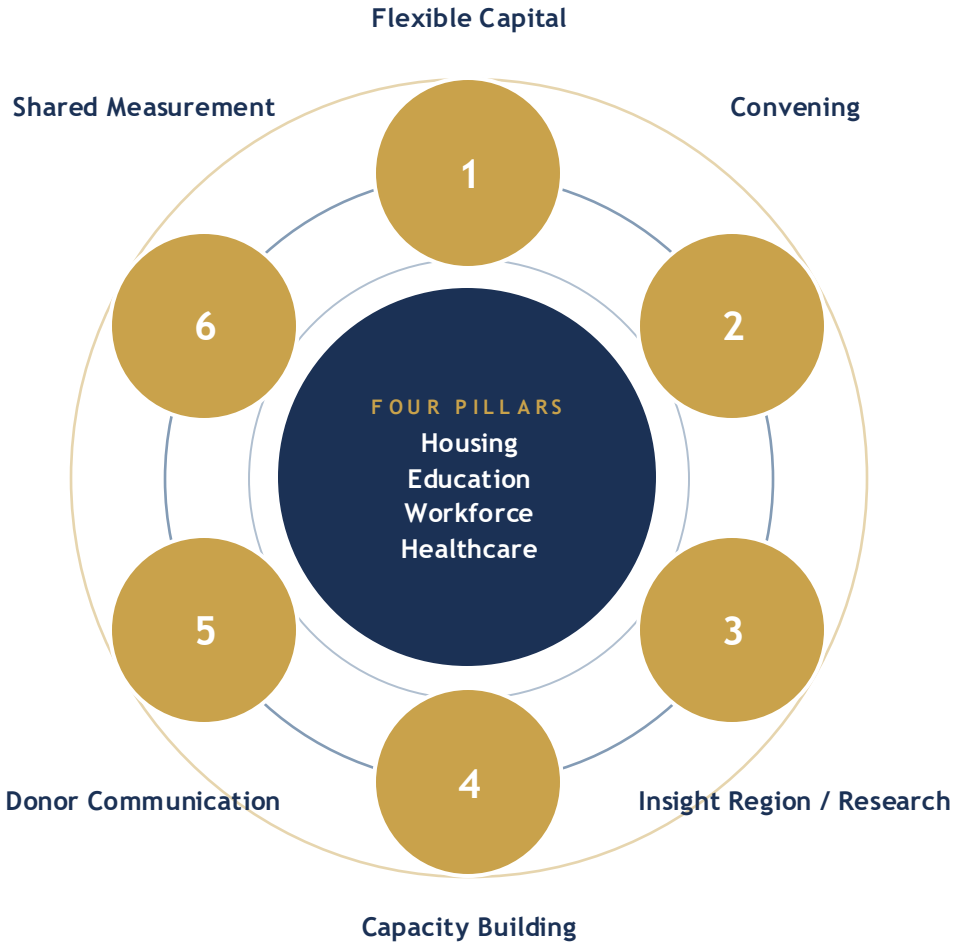
▲ TARGET 06

Narrower Gaps Where Data Allow

Disparities shrink where we can measure them.

Six Capabilities Define CFNOVA's Value-Add

1. **Flexible Capital**
   Funding that moves where rigid streams cannot.
2. **Convening**
   Bringing partners, funders, and leaders together.
3. **Insight Region / Research**
   Data and analysis that sharpen where to act.
4. **Capacity Building**
   Training and technical assistance for nonprofits.
5. **Donor Communication**
   Translating strategy into compelling giving.
6. **Shared Measurement**
   Common metrics that hold the work accountable.



Upcoming Grant Cycles

THE community foundation FOR NORTHERN VIRGINIA

Community Investment Funds

APPLICATION WINDOW

OPENS

01/03/27

CLOSES

02/06/27

2027 GRANT CYCLE

FUND MISSION

Grants from the Community Investment Funds will give back to local organizations that reflect our new Economic Mobility Strategy, supporting the pillars of:

- Attainable Housing
- Quality Education
- Workforce Pathways
- Healthcare Access

BUILDING PATHWAYS TO ECONOMIC MOBILITY

THE community foundation FOR NORTHERN VIRGINIA

Eligibility

WHO CAN APPLY

501(c)(3) organizations serving Northern Virginia

Charitable or educational services in Alexandria and Arlington, plus Fairfax, Loudoun, and Prince William counties.

2027 GRANT CYCLE

APPLICATION REQUIREMENTS

01 **ELIGIBLE REQUESTS**

General operating support and programmatic work will be considered. Systems (or backbone) efforts will also be considered.

02 **EXCLUDED REQUESTS**

Capital improvements, endowments, and scholarship awards will not be considered. Funding for advocacy and policy-related work is not available.

03 **SUBMISSION LIMIT**

One application per organization, per grant cycle. Multiple applications will not be considered. Grant applications can be submitted for up to $50,000. The foundation may award multi-year grants at their discretion.

THE community foundation FOR NORTHERN VIRGINIA

Ross Roberts Fund for the Arts

APPLICATION WINDOW

OPENS

01/03/27

CLOSES

02/06/27

2027 GRANT CYCLE

FUND MISSION

Grants from the Ross Roberts Fund for the Arts will give back to local organizations that strengthen Northern Virginia's arts and culture sector by:

- Celebrating artistic excellence
- Growing the capacity of existing arts organizations
- Assisting in the creation of new art organizations
- Increase understanding of the central and critical role of the arts in healthy communities

A PERMANENT LEGACY FOR ARTS & CULTURE

THE community foundation FOR NORTHERN VIRGINIA

Environment Fund

APPLICATION WINDOW

OPENS

01/03/27

CLOSES

02/06/27

2027 GRANT CYCLE

FUND MISSION

Grants from the Environment Fund will give back to local organizations protect, restore and improve the natural environment of Northern Virginia by:

- Fostering collaboration among nonprofits, businesses, government, and community partners
- Supporting environmental sustainability and conservation
- Supporting environmental public awareness and education
- Encouraging community engagement in conservation efforts

PROTECT • RESTORE • IMPROVE

THE community foundation FOR NORTHERN VIRGINIA

New This Year: Emergency & Capacity-Building Support

TWO FORMS OF FLEXIBLE SUPPORT

01 EMERGENCY SUPPORT

Respond now

Flexible support helps nonprofits address immediate client needs as demand rises.

URGENT NEEDS • TIMELY ACTION

02 CAPACITY BUILDING

Build forward

Strengthen leadership, operations, systems, tools, and expertise so organizations can grow their impact.

STRONGER ORGANIZATIONS • LASTING IMPACT

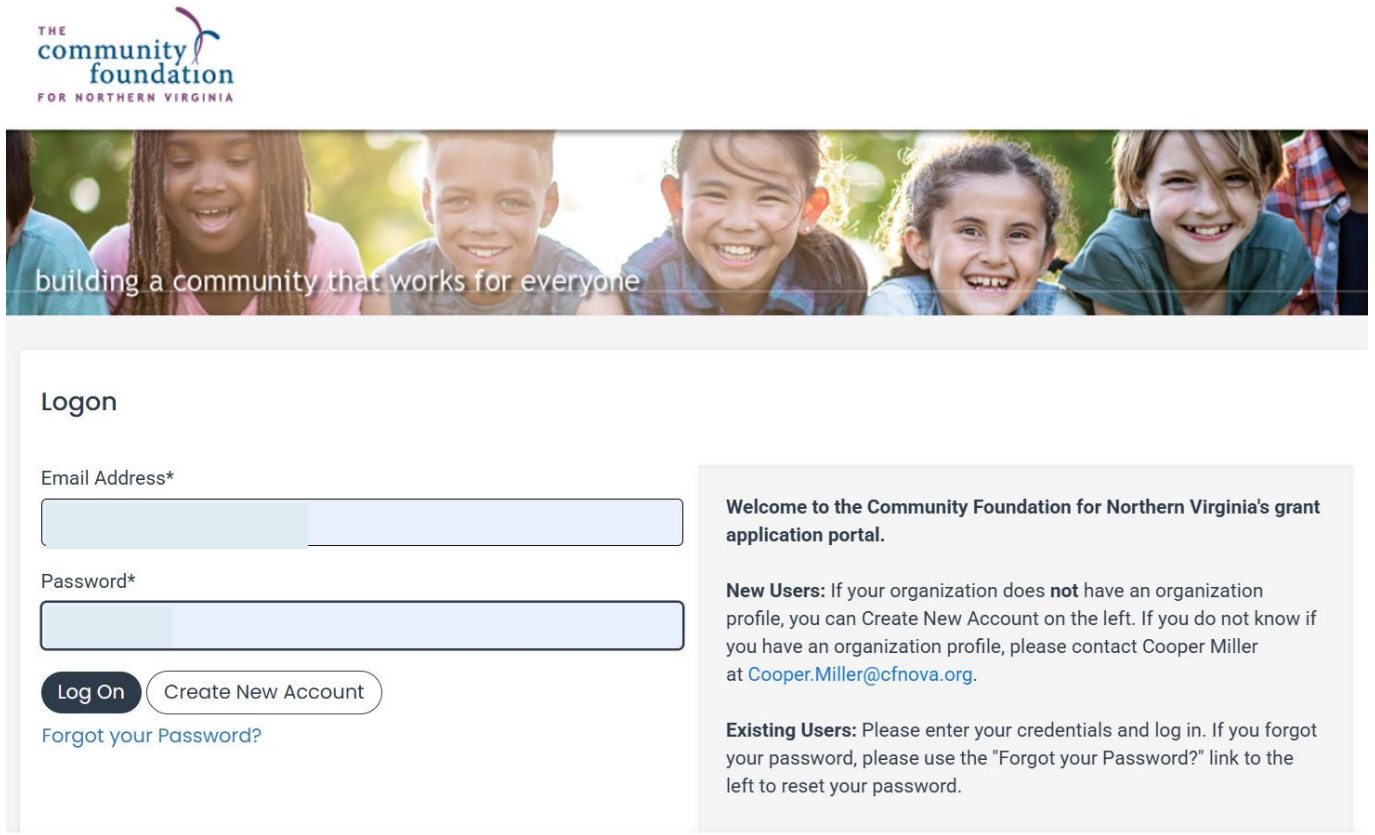
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Application Process

All applications will be accepted through Foundant's Grant Lifecycle Manager (GLM).

There is a link to our grants portal, which can be found on our website under the Grants & Scholarships tab.

If you have applied before, you can gain access with your previous login information. If you have never applied before and believe you may be eligible, reach out to cooper.miller@cfnova.org for access.



THE community foundation FOR NORTHERN VIRGINIA

General Application Advice

BEFORE YOU SUBMIT

Ensure that the application is fully complete and responses are well thought out.

GENERAL APPLICATION ADVICE

FOUR WAYS TO STRENGTHEN YOUR APPLICATION

01 **FOCUS ON COMMUNITY IMPACT**

Tell a compelling story about the impact your organization will make through receiving a grant.

02 **BE SPECIFIC AND MEASURABLE**

Clearly define what success will look like.

03 **BUILD A REALISTIC BUDGET**

Your budget should support your narrative.

04 **DEMONSTRATE ORGANIZATIONAL CAPACITY**

Show that your organization can effectively deliver on your proposals.

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Next Steps: Stay Connected & Get Involved

THREE WAYS TO ENGAGE

Start where you are. Stay connected as opportunities take shape.

01

DECEMBER & JANUARY OFFICE HOURS

Bring questions and get direct guidance as you prepare.

02

GRANT PROCESS SESSIONS
December 8 and 10

Learn about eligibility, the process, and what to expect.

03

DONOR COLLABORATION

Explore how we can work together on your giving.

READY TO CONNECT? **cooper.miller@cfnova.org** Nonprofits • applicants • donors

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