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.

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.

Giving Circles

We bring like-minded donors and corporations together to support causes they care about.

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.

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.
WELCOME
FROM PAUL LESLIE, BOARD CHAIR & CHERYL JANNEY, MANAGING EDITOR
Community Foundation for Northern Virginia

Welcome to the second issue of GOOD Business from the Community Foundation for Northern Virginia!

At the Community Foundation, we do nothing alone. Our work to grow philanthropy to meet critical needs in the region depends on the delicate balance of the public service, nonprofit and corporate sectors working together to drive economic development and support services to the 2.4 million residents that live and work in our community. It is through partnerships with local businesses, such as those featured in this publication, that enables our nonprofit sector to thrive.

This edition of GOOD Business highlights the work of local companies of all sizes to impact the neediest in the Northern Virginia region. Through financial support, policy implementation and volunteerism, the corporate sector in Northern Virginia plays a critical role in maintaining the region’s economic and social stability, and in ensuring that it remains an attractive place to live and work.

Each of the companies profiled within engage employees, clients, and community members in ways to benefit the region. In Aligning Corporate Philanthropy & Clients’ Giving, read how BB&T Wealth takes a comprehensive approach to addressing their clients’ wealth management goals and objectives including philanthropic strategies. In Supporting Children in Local Communities, learn how Cox Communications partners with nonprofits and engages in volunteerism to support low-income families in the region. And in Strategic Philanthropy Benefits the Community and the Business, read how Unanet’s support of STEM education aligns with their business model and helps to grow a future generation with a better understanding of the business and the software industry.

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

Cheryl Janey
Managing Editor
Board Member
Community Foundation for Northern Virginia

Paul Leslie
Chair of the Board
Community Foundation for Northern Virginia

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STRATEGIC

PHILANTHROPY BENEFITS THE COMMUNITY AND THE BUSINESS

Above: Richard Hayden, Senior Vice President of Product Management and Marketing at Unanet, and Adalene Spivey, Executive Director of the Children’s Science Center

Left: Unanet employees at a Women In Technology (WIT) holiday party
Founded in 1998, and based in Loudoun County, Unanet is a cloud business software company that prides itself on being a locally owned and operated business. This commitment to community has not only helped shaped their business model, but it has directed all of their philanthropic activity. Unanet is dedicated to the community in which its employees live and work and strategically supports the next generation of software developers.

As you might expect in a software company, they are passionate about science, technology, engineering and mathematics (STEM), and they support a number of STEM programs locally. At the high school level, Unanet has been a supporter of the Loudoun County Public Schools Regional Science and Engineering Fair since 2006, both as a volunteer judge and as an award sponsor. Students are surprised and delighted to find that their hard work in STEM can earn them cash and other prizes! In return for a small time commitment, the judge gets to help and mentor bright high school students develop their interest in STEM.

For STEM education starting at younger ages, Unanet supported the Children’s Science Center (http://childsci.org/) with a $25,000 contribution this year. The Children’s Science Center is an interactive children’s museum being planned for Northern Virginia that will offer hands-on exhibits, activities and programs focusing on STEM education. The full scale center is being developed in the Kincora Development, near Dulles Airport, with a planned opening in 2020. To serve even more children and excite them about STEM, the Children’s Science Center will open the Children’s Science Center Lab, its first operating site, at Fair Oaks Mall in June 2015. The Lab will be an interactive, educational and fun activity space where the region’s families and school groups can visit to experience STEM hands-on.

This strategic approach to local philanthropy engages Unanet employees in supporting community needs while growing and building a future generation of citizens with a better understanding of their business and the software industry.

Unanet is proud to support the following:

- Arts for Autism
- Boys & Girls Club
- Boy Scouts of America, National Capital Area Council
- Childrens Science Center
- Jill’s House
- Loudoun Cares
- Loudoun County Fraternal Order of Police Cops and Kids Program
- Loudoun County Public Schools
- Loudoun County Schools Regional Science and Engineering Fair – Sponsoring Award Categories and Judging
- Clifton Betterment Association
- Connect Northern VA Online Community Portal
- Enough is Enough
- Leukemia & Lymphoma Society
- Loudoun Education Foundation
- Loudoun Interfaith Relief
- Loudoun Laurels Foundation
- Muscular Dystrophy Association
- SOME (So Others Might Eat) – serving the homeless and poor in Washington, DC
- Susan G. Komen for the Cure – fight against Breast Cancer
- The ALS Association
- The Community Foundation for Northern Virginia
- The Womens Center
- Women in Technology

Unanet is dedicated to the community in which its employees live and work and strategically supports the next generation of software developers.
ALIGNING CORPORATE PHILANTHROPY & CLIENTS’ GIVING

BB&T Wealth

Below: BB&T Wealth Lighthouse Project 2014
At BB&T Wealth, they work every single day to achieve their mission of making the world a better place to live by making the communities in which their employees work and live, better places to be. One of the ways they do this is through partnership with their clients. With a coordinated team of experts, they take a holistic and comprehensive approach to address clients’ wealth management goals and objectives, including their philanthropic strategies. For many of their clients, charitable ideals are very near and dear to their hearts. They choose to partner with BB&T Wealth to analyze their options and improve their philanthropic objectives. BB&T Wealth starts this process by learning about what is important to them, examining the charitable giving they already have in place, reviewing their options, and helping them formulate and implement a philanthropic strategy that aligns with their goals.

BB&T Wealth managers have taken advantage of the local resources offered by the Community Foundation for Northern Virginia including its key research studies identifying the critical needs in the local Northern Virginia communities. Their employees and clients have attended the Community Foundation’s events designed to help educate and connect their client donors to nonprofit organizations that closely match their charitable ideals. They are also proud to dedicate their time and financial support to make a positive difference in Northern Virginia through The BB&T Lighthouse Project. The Lighthouse Project is a company wide service effort to help their local communities. Through the Lighthouse Project, The Northern Virginia Wealth Team has supported the needs of the K Hanley Family Shelter, Alternative House, Share Inc. and Community Residences Inc. This year, they will support the Boulder Crest Retreat for Military and Veteran Wellness. **GOOD BUSINESS**
With more than 15 years of diverse human resource experience behind her, Managing Director Julie Simmons founded Human Capital Strategic Consulting (HCSC) in 2010 as a means for her life’s passions to dovetail: helping organizations accelerate their business through the development of their people, as well as ensuring that her own organization was a leader in local philanthropic efforts.

To say that she has met both objectives is an understatement. Today, HCSC serves dynamic clients in the commercial, government and nonprofit sectors. Additionally, the woman-owned small business maintains a strong charitable presence in the Northern Virginia community. Among the recipients of HCSC’s efforts is the Future Fund, a giving circle of more than 160 philanthropically-minded young professionals at the Community Foundation for Northern Virginia. Since its inception in 2011, the Future Fund has already raised more than $200,000 for local nonprofits. In addition to her work with the Future Fund, Julie has also served on the boards of The Fairfax County Chamber of Commerce, Northern Virginia Workforce Investment Board, Community Foundation for Northern Virginia, Marymount University Board of Trustees and the George Mason University Alumni Association.

When asked, “Why is philanthropy so important to HCSC’s mission?” Julie replies, “I strive to give back in meaningful ways and demonstrate respect to my community. I take seriously my obligation to improve the social, economic and environmental well-being of the communities in which I live and work. It is important to me that my firm has a culture of giving and consciously integrates its shared resources to effectively benefit team members, clients, communities and the environment.”

“I take seriously my obligation to improve the social, economic and environmental well-being of the communities in which I live and work.”

- Julie Simmons, Human Capital Strategic Consulting (HCSC)

Above left: Julie Simmons with husband Greg and family

Above right: Julie Simmons was presented with the Infinity Award in May 2015 for her dedication to engaging the next generation of philanthropists through the Future Fund at the Community Foundation for Northern Virginia.
Reston Limousine is one of the top 20 largest shuttle fleets in the country and metropolitan Washington’s largest provider of luxury transportation and government contract services. Owned and managed by CEO Kristina Bouweiri, the company has grown from five vehicles to more than 210 today.

According to Bouweiri, giving back to the local community is a critical piece of their work and mission.

"Each year, we donate more than $100,000 to hundreds of local organizations through contributions of transportation service and gift certificates for fundraising events. We’re also proud to have established a national network of transportation firms that donate services to the Make-A-Wish Foundation."

Reston Limousine’s corporate philanthropy focuses on supporting organizations that help children with illnesses, but their generosity expands beyond this scope to support some of the most critical needs in the region.

By partnering with other individuals, corporate donors, and organizations such as the Community Foundation for Northern Virginia, Reston Limousine has helped raise money for Loudoun Interfaith and Loudoun Cares, amongst others. Kristina Bouweiri personally organized these fundraising efforts and secured thousands of dollars in matching gifts to benefit each of these organizations, leveraging her extensive and growing network of clients and partners.

Bouweiri is committed not only through her company, but through her personal philanthropy, to supporting the local community. In 2014, she joined the Business Women’s Giving Circle at the Community Foundation for Northern Virginia – a group of women that each donate $1,100 per year to support organizations that empower girls and women and prepare them for business success. Her support contributed to $40,000 in grants during the group’s inaugural year to support STEM Education and Entrepreneurship programs for girls in Northern Virginia.

Thanks to Kristina Bouweiri and Reston Limousine’s commitment to improving the community, hundreds of organizations receive support each year benefiting our region’s neediest children and their families. GOOD BUSINESS

Above left: Helping author Cindy Chambers distribute her books featuring Beamer, the therapy dog, and stuffed animals to pediatric patients at Inova hospital campuses

Above right: Kristina Bouweiri, CEO of Reston Limousine
Above: Cox Communications volunteering with the Boys & Girls Clubs

SUPPORTING CHILDREN IN LOCAL COMMUNITIES

Cox Communications
Cox Communications has a long history of supporting the community it serves through partnerships with organizations such as the Boys & Girls Clubs. Annually, Cox gives millions of dollars in financial support and through in-kind services to support the community – last year, they gave more than $6 million statewide. Over the past eight years, the Community Foundation of Northern Virginia has received more than $100,000 from Cox.

Through Cox Charities, its philanthropic arm, Cox focuses its giving on children by awarding grants to organizations that support academic achievement and development of young people through science and technology, mentoring, and other areas promoting youth education.

“Improving the communities where our employees and customers live and work is a key value for us at Cox,” says Kathryn Falk, Market Vice President, Northern Virginia Operations and Vice President of Public & Government Affairs. “We recognize the importance nonprofits play in providing programs that enrich children.”

Cox gives not only through philanthropy, but also through its volunteerism efforts and the work it does to ensure that low-income families do not get left behind in the digital economy. Recognizing the value of access to technology, Cox is committed to bridging the digital divide, through its Connect2Compete program, aimed at extending low-cost high-speed internet access to families with children (K-12) who receive free lunches through the National School Lunch Program. The program “enables children the ability to compete and have a greater chance of success in the digital world that awaits them,” Falk says.
CORPORATE PHILANTHROPY
UNDER THE RADAR

John Marshall Bank

John Marshall Bank was awarded the Best of Reston’s Corporate Business Leader designation for its corporate philanthropy.
John Marshall Bank regularly finds itself in the media for its exceptional financial performance, including most recently being listed among the top 100 best performing banks in the United States. Less known, however, is that the bank’s corporate philanthropy is generous and spread liberally throughout Northern Virginia and the Washington, DC metropolitan region.

John Marshall Bank is a community bank, and in the truest sense of a community bank’s definition, John Marshall Bank is dedicated to serving the needs of the community in which it serves. This means going beyond the financial needs of the business community, and providing time, talent and financial resources to assist the communities in which the bank actively conducts business. The bank’s officers are all encouraged to engage the community through volunteer work, leadership of service organizations and identifying social programs for financial assistance.

“We want to be good neighbors. It is our privilege to support the good works of organizations helping those less fortunate, but we prefer to quietly support our chosen charities rather than publicize our bank’s generosity,” said Bill Ridenour, president of John Marshall Bank.

Bill’s comment reflects the initial resistance Good Business faced when we approached John Marshall Bank about this article. The bank reluctantly agreed to be interviewed for this article, since it believes in the principal that giving to those in need should not be used to benefit the giver. Humility is refreshing.

John Marshall Bank is actively involved with underprivileged educational initiatives, such as the Latino Student Fund. Bank officers have donated numerous hours mentoring Hispanic children, stressing the importance of completing their education, working hard to achieve their dreams and becoming productive citizens.

Officers also help to raise funds for the Fairfax County Educational Foundation to financially assist K-12 public schools.

In 2012, John Marshall Bank held its first banker motorcycle ride to raise awareness and support for wounded warriors. The annual event has grown significantly, attracting more than 600 attendees, including John Marshall Bank’s president, Bill Ridenour. Funds raised through the event benefit Boulder Crest Retreat, which helps to recuperate and rehabilitate wounded vets at the Retreat in the serenity of Virginia’s nearby Loudoun County bucolic countryside.

The bank also hosts an annual charity golf tournament in the fall for the benefit of additional selected regional organizations. The following organizations received John Marshall Bank’s support with proceeds from the 2014 fall golf tournament:

- **A-SPAN** provides life sustaining services for Arlington’s street homeless population.

- **Habitat for Humanity of Northern Virginia** is a housing ministry seeking to draw together the time, talent and resources of our community to build decent, affordable home ownership opportunities for people in need in our community.

- **Loudoun County Volunteer Rescue Squad** provides emergency medical and rescue services.

- **Loudoun Interfaith Relief (LIR)** is non-profit organization with a simple yet critically important mission: feed the hungry in Loudoun County, VA.

- **Mobile Hope** was created to help meet the needs of our precariously housed, homeless and at risk youth living in our community.

- **Northern Virginia Therapeutic Riding Program, Inc.** is dedicated to enriching the lives of children and adults with disabilities, youth-at-risk, and veterans through the challenging, physically-active sport of horseback riding.

- **Tree of Life Ministries** reaches out to the poor and needy in Western Loudoun County

- **Wounded Walk** is a nonprofit organization located in Leesburg, Virginia that caters to physically and mentally wounded military veterans and advocates for the advancement of post-combat treatment for wounded veterans. **GOOD BUSINESS**
CORPORATE PHILANTHROPY: PUTTING PEOPLE FIRST

Raytheon

Below: Raytheon’s Boys & Girls Club “Girl Day” Event

Right: Raytheon visited the National Collegiate Cyber Defence Competition Winners
Supporting and enriching the lives of people is at the center of what Raytheon stands for and how the company does business. From empowering veterans and military families with education and training opportunities, to inspiring and preparing the next-generation science and technology workforce, to supporting its employees in making their best contributions in work and life — Raytheon puts people first.

The cornerstone of Raytheon’s community leadership is its employees who are passionate about volunteerism. Each day Raytheon employees are making a difference in their communities — be it one student, one armed service member or one organization at a time. One small action can make a big difference and Raytheon’s employees in Northern Virginia are proof of that concept.

The company and its 2,000 employees in Dulles, Herndon and Arlington support a variety of initiatives focused on serving local youth, military families and veterans, including:

- Mentoring girls at Falls Church Boys and Girls Clubs to inspire and provide a foundation in science, technology, engineering and math education in conjunction with national “Girl Day” initiatives.

- Raising $7,000 in funds through its “Giving Quilt” campaign for Operation Homefront to provide gift cards for everyday items military families need from businesses like Target, Walmart, Home Depot, Best Buy and Toys ‘R Us.

- Providing $72,000 in teacher professional development funding through the company’s Engineering is Elementary program, helping 50+ teachers teach engineering concepts and practices to elementary school students in Fairfax and Loudoun counties.

- Hosting Team America Rocketry Challenge in Great Meadow in the Plains, challenging teams to design, build and fly a model rocket in keeping with the aerospace industry’s engineering design process.

- Fostering next-gen cyber champions by sponsoring the largest collegiate cyber defense competition which brings the world’s best cyber defenders to Northern Virginia each year to learn from the talented professionals who live and work in the area.

Whether it’s bringing STEM to life in a classroom, supporting veterans and military families with the resources they need, or cleaning up local parks, Raytheon employees take pride in giving back to their local communities. GOOD BUSINESS
THE LONG VIEW
Sid Chowdhary and the 1000 Aspirations Fund

Recently Eileen Ellsworth, President of the Community Foundation, sat down with Sid Chowdhary, CEO of Credence Management Solutions, Inc., to discuss how his Fund will leave a lasting legacy.

What was your inspiration for the 1000 Aspirations Fund?

Over the last year, I have come to the stark realization that there are many regions around the world, and here in the US, facing unique challenges, specifically when it comes to youth having the required access to the information, knowledge, and experience needed to foster and promote their ambitions.

This really hits home for me as I reflect on my own journey as someone from a remote corner of the world to the founder of one of the fastest growing firms in the USA in the midst of a global recession.

Being in the US and starting my own company was the furthest thing in my mind as a child. While I feel fortunate to have been able to overcome my circumstances, I feel strongly that more is needed to be done to assist those underprivileged and underrepresented youths who are eager and willing to pursue their dreams, but are unable to do it completely on their own.

And I wanted to start taking small, modest steps towards turning the aspirations of these youth into reality — which is the inspiration behind the 1000 Aspirations Fund. And I am proud that Credence Management Solutions, LLC and its leadership, starting with Prashant Gaur, have adopted 1000 Aspirations as our Corporate Social Responsibility initiative.

What is the Fund’s stated purpose?

To facilitate the development of underprivileged and underserved youths in our communities through innovative approaches to entrepreneurship, literacy, and STEM education.

Why did you focus the Fund’s philanthropy on these three areas of interest?

Studies have shown that literacy is a key indicator of development for our youth and our communities, and that scientific and technological education have become increasingly important as we face the benefits and challenges of both globalization and a knowledge-based economy. Additionally, for those youth who do not have adequate access to resources and platforms to be successful on their own, entrepreneurship (or even self-employment), has been proven to be a great career option!

I felt that the ability to empower disadvantaged youth to help themselves and those around them through these three areas, or even to transform the life of a single child through this process, is powerful.

What underprivileged and underserved children do you want to benefit? Where do they live? How old are they?

These are the children in our communities (including military kids), and the geographical definition of communities is based on the perspective of the donor. For my family and Credence, our primary focus is the greater Washington region, but for others it may be where they were born, live, or have ties to. As we know, even in the most affluent regions in the US including here in Northern Virginia, there are pockets of youth who need help.

Relatively few successful entrepreneurs and high-ranking executives are from North-East India, where I was born.
Is there a purpose to the Fund that reaches beyond today and into the future?

Our youth are our future, and a little investment in those who are less fortunate than us can go a long way. To create a prosperous America, we have to invest in our youth. To nurture educated, future leaders, we have to provide young people with access to opportunity.

Does the very existence of the 1000 Aspirations Fund help you talk to your daughter about philanthropy? How do you hope to engage her in this process as you go?

Yes. It is important to talk about sharing time, money and talents from a very early age. All children require frequent reminders to help understand the importance of sharing and giving back. My wife, Leigh Chowdhary, reminds her that we always give our best to other people. We try to answer her questions honestly, and to show her places around the world, and in our region, where children have not had the same opportunities. We try to engage her in regular service projects as well. As they say, experience is the best teacher.

Have any famous quotes or famous people inspired you do think of philanthropy as a long term process?

Two favorite quotes are from Gandhi — “Be the change that you wish to see in the world,” and “Find purpose, the means will follow.” In the early part of my life, I used to be disheartened at not seeing the changes that I wanted, until I realized that I needed to initiate these changes myself instead of waiting for it to happen. When you believe in change, you will find a path to implement it. GOOD BUSINESS
THE COMMUNITY FOUNDATION FOR NORTHERN VIRGINIA

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Friday, October 9, 2015

6:00 pm Reception and Silent Auction followed by an elegant seated dinner, awards presentation and Live Auction

Sheraton Tysons Hotel, 8661 Leesburg Pike, Tysons Corner, VA 22182

The Community Foundation for Northern Virginia is a grantmaker 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.

Sponsorships and Tickets: www.cfnova.org/gala

Honoring Jim Wordsworth of J.R.’s Goodtimes, Inc. with the Community Foundation for Northern Virginia’s 2015 Community Leadership Award