

Keeping Our Promise
TO SERVE
C A M P A I G N

A CASE FOR SUPPORT



Northern Virginia
Family Service

LEADERSHIP MESSAGE



STEPHANIE BERKOWITZ



BARBARA RUDIN

Remember how you felt when you made a final payment on a major investment, like your car or student loans? That feeling of relief, but also of being able to use those monthly payments to invest in a new project or activity — like home renovation or traveling?

- **Now you have a chance to help Northern Virginia Family Service (NVFS) strengthen its investment in the Greater Prince William community.**

In 2009, at the height of the Great Recession, NVFS made one of the most important decisions in our 90+ year history. We merged with SERVE, a beloved and highly regarded organization that has addressed the emergency needs of residents in that community and beyond for four decades.

Through the merger, SERVE brought to NVFS a long tradition of community support and generosity, as well as a beautiful five-acre campus, which is home to the only emergency family shelter in Manassas.

Since that time, we have provided a safety net for thousands of families while continuing to make monthly payments and pay interest on the mortgage on the SERVE shelter.

- **Will you help NVFS realize our dream of serving more families in need in the Greater Prince William community by helping us retire the mortgage on the SERVE shelter?**

Why now? So we can redirect more than \$88,000 in annual payments to services for vulnerable families in Manassas and beyond in the coming weeks and months.

In the words of Prince William County Supervisor Marty Nohe: “Every dollar NVFS spends on the mortgage for the SERVE campus is a dollar that is no longer available to provide services directly to those most in need. By paying off the mortgage, SERVE is able to focus its resources toward providing stability and a brighter future for the people of our community.”

- **And if you donate at this moment in time, the Cecil & Irene Hylton Foundation has offered to match every single dollar up to \$750,000 to help pay off the mortgage. Whether you are an individual or an organization, you can do twice the good with one donation.**

Our commitment to the residents of the Greater Prince William community continues today with a renewed sense of urgency as we call on the compassionate individuals and business leaders of Northern Virginia to lead NVFS’ SERVE campus into its next chapter.

Thank you for Keeping Your Promise to **SERVE**.

A handwritten signature in black ink that reads "Stephanie".

Stephanie Berkowitz
President and CEO

A handwritten signature in black ink that reads "Barbara".

Barbara Rudin, Chair
Board of Directors

A CASE FOR SUPPORT

“Many people are surprised to find out who SERVE is helping. It’s not just people living below the poverty line. It’s the software engineer who was laid off for a year. It’s your elderly next-door neighbor who’s getting help with her fuel bills. At its heart, this is neighbors helping neighbors.”

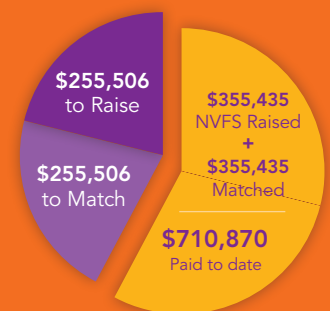
ROB HELTZEL, FORMER SERVE BOARD MEMBER

OUR GOAL: \$255,506

In 2009, when NVFS merged with SERVE, we inherited a \$1.5 million, 23-year mortgage on the SERVE campus, which had been built in response to the community’s increased needs and grew out of our unwavering commitment to the residents of the Greater Prince William community.

The time has come to pay off the mortgage — but we can only do that with your help.

In 2013, the Cecil & Irene Hylton Foundation awarded NVFS a generous matching grant to help pay off the mortgage. Three years later, the mortgage has been reduced to \$511,012, with NVFS responsible for half under the matching agreement.



As of 6/30/17

Ongoing monthly payments along with interest — adding up to more than \$88,000 a year — prevent us from addressing the full depth of need in Prince William.

WHO BENEFITS WHEN WE PAY OFF THE MORTGAGE?

SERVE meets the needs of those living in poverty as well as middle-class families who may find themselves in need of our services for the first time in their lives — providing access to nutritious food, affordable housing, a living-wage job and quality health care.

..... \$50,000	▶ provides one year of home-visiting services for vulnerable new parents (approximately 25 families) whose children are at risk for poor childhood outcomes.
..... \$10,000	▶ covers rent deposit for 10 SERVE shelter clients and their families so they can build a more permanent, stable home.
..... \$10,000	▶ provides one year of health coverage to 20 children to provide them with access to proper care during critical development stages.
..... \$5,000	▶ provides 100 portable cribs to newborns in need so they have a safe space to sleep at night.
..... \$5,000	▶ provides 5 nights at the SERVE shelter for 10 families so they have a safe place to stay while they get back on their feet.
..... \$5,000	▶ buys 25,000 pounds of food to help stock the Hunger Resource Center during critical summer months.
..... \$3,000	▶ provides 9 months of prescription medication .
\$88,000	TOTAL

YOUR IMPACT

“I’ll never forget a gentleman I met the night I spent at NVFS’ SERVE shelter. He confided in me about his hopes and dreams. For him, it came down to this: he needed a job. Others dreamed of a permanent, affordable home for their family. Multiply that hundreds and hundreds of times and you understand the critical role NVFS plays in our community.”

– HAL PARRISH, MAYOR OF MANASSAS

“Many people in this area are one tank of gas, one major medical challenge or one job loss away from homelessness. At NVFS’ SERVE campus, families find safety, guidance, and the opportunity to get back on their feet.”

– ROB STURM, FORMER SERVE BOARD PRESIDENT AND NVFS BOARD MEMBER

“Northern Virginia Family Service came at exactly the right time. SERVE had gone as far as it could. NVFS brought a different higher level of management and more diverse network of board members and funding sources. It was a great fit.”

JOHN HELTZEL, NVFS BOARD MEMBER AND FORMER SERVE BOARD VICE PRESIDENT

OUR TRACK RECORD

NVFS' tenure in the community demonstrates that together we are making a difference in the Greater Prince William area — yesterday, today and tomorrow.

YESTERDAY

In its first 30+ years, SERVE's volunteers and staff focused on the growing needs of the Manassas community and beyond. Services during that time included a 60-bed shelter, a food distribution center and emergency financial assistance to prevent evictions and utility cut-offs. Volunteer mentors and paid staff helped participants with everything from parenting skills to budgeting, all the while working toward the ultimate goal of self-sufficiency.

Today, NVFS' holistic approach is building on that foundation by addressing the needs of vulnerable families and individuals at the SERVE campus through:

- ▶ An expanded 92-bed emergency shelter for families and individuals where every client receives comprehensive case management designed to address the underlying causes of homelessness.
- ▶ Our 8,000-plus-square-foot Hunger Resource Center, which is the hub of our anti-hunger programs, serving approximately 600 families each month.
- ▶ Rent and utility assistance for residents of Prince William County.
- ▶ Safe and stable housing services, including 15 housing properties.
- ▶ Access to free and reduced-cost medical care, dental care and prescription medication.
- ▶ A full-day, year-round Early Head Start classroom for 8 children (plus 4 classes serving 32 children in the nearby Georgetown South neighborhood).
- ▶ Home-based Early Head Start and Healthy Families programs, serving more than 200 families.
- ▶ Job skills, entrepreneurship and life skills training and support.
- ▶ Additional administrative, fundraising, technology and human resources support.
- ▶ Improved client access to health services, parenting resources and job search assistance programs through area nonprofits and agencies that work collaboratively with NVFS.

TODAY

Your support in paying off our mortgage will free up more than \$88,000 a year, which, in turn, will help us:

- ▶ Expand mental health services to help address issues associated with being homeless and provide ongoing support.
- ▶ Provide additional housing location services to connect shelter residents with affordable housing options.
- ▶ Connect additional families with critical Supplemental Nutrition Assistance Program (SNAP) benefits and help them save, on average, \$118 per person each month to use toward rent, clothes and other necessities.
- ▶ Educate more families on the importance of good nutrition and how to practice healthy eating habits at home so they can maintain good health and well-being year-round.
- ▶ Provide more new parents with the resources and support they need to create a nurturing environment in which their children can develop and thrive.
- ▶ Connect more individuals with free or reduced-cost medications, so they don't have to decide between taking life-altering medicine and paying their bills.

TOMORROW

A SERVE SUCCESS STORY



Moving into that first apartment, landing a job that paid the bills or buying a car for the first time are exciting rites of passage for any young adult. But when you are a new mother who is financially and emotionally dependent on a family entangled in domestic violence, discovering your self-worth and establishing personal independence feels like an unattainable dream.

Moving directly from foster care into her boyfriend's apartment in Idaho, and later relocating to his family's home in Virginia, Chrissie went from child to girlfriend to parent — all before her 25th birthday. The added stress of expenses and responsibilities for a new baby ignited a tinderbox between Chrissie, the baby's father and his family. When the family kicked Chrissie and her 4-month-old daughter out of the house, she faced another frightening challenge — surviving as a homeless mother.

Chrissie's pathway to independence began when she and her daughter arrived at NVFS' SERVE campus.

"I heard that all kinds of people go to shelters, and I was scared and nervous particularly because I had a baby," she says. But after meeting with her shelter case manager, Chrissie felt for the first time that she had the confidence and resilience to take steps toward independence.

"Eliminating the urgency of food insecurity and homelessness are the foundational needs for many of our shelter residents," said Andrea Eck, NVFS Executive Vice President of Programs. "Once we remove those overwhelming stressors, our expert case managers move quickly to identify our clients' underlying barriers to thriving in our communities."

For Chrissie, this meant working with her case manager to define work/life goals and create a viable plan for finding affordable housing and a job. Through NVFS' Housing and Homeless Services, Chrissie learned about long-term housing options, as well as her rights and responsibilities as a renter and how to budget for household expenses. She was also introduced to our Vehicles for Change program for reliable transportation. To assist with services closer to home, Chrissie's case worker leveraged health and parenting services and job search assistance programs through our partner organizations. As Chrissie progressed toward her goals, our team maintained regular contact to ensure she never felt abandoned or lost with her new responsibilities.

Now living on her own with a stable job, Chrissie represents the hundreds of residents who walk through our doors every year.

IN FISCAL YEAR 2016 ALONE, DONORS ENSURED THAT NVFS:

PROVIDED TEMPORARY
SHELTER TO
752 INDIVIDUALS



IN THE SERVE
EMERGENCY SHELTER

TRANSITIONED
43%

OF SERVE CLIENTS
TO PERMANENT
HOUSING

PROVIDED
1.7 MILLION
POUNDS OF
DONATED FOOD

TO NEARLY
10,000 LOCAL RESIDENTS
THROUGH OUR
HUNGER RESOURCE CENTER

PROVIDED EARLY CARE
AND EDUCATION TO
141 CHILDREN

THROUGH OUR EARLY
HEAD START CENTERS,
COMMUNITY CENTER
PARTNERS AND
HOME-VISITING
SERVICES



"As a local business owner, I like to help people in our own back yard. You get to see the results."

— JUDY WINE, NVFS BOARD MEMBER AND VICE PRESIDENT OF WINE ENERGY



Northern Virginia
Family Service

ABOUT NORTHERN VIRGINIA FAMILY SERVICE

Northern Virginia Family Service's (NVFS) breadth, depth and scope of services offer the resources and support to ensure that everyone in need, at every stage of life, maximizes their potential and fully contributes to a thriving community. We provide the essential building blocks for financial, emotional and physical well-being, serving as leaders and innovators for the Northern Virginia community. Every year, we empower 34,000 individuals and families to achieve self-sufficiency. With these essential resources, our community is better equipped for future success and engagement among all of our neighbors.

OUR MISSION

To empower individuals and families to improve their quality of life, and to promote community cooperation and support in responding to family needs.

Northern Virginia Family Service — SERVE Campus

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