

MOMENTS OF IMPACT

How our friends, partners and supporters can make a difference in the local community through Northern Virginia Family Service



NVFS' Continuing Evolution: Reimagining Possibilities

DURING NVFS' 94-YEAR HISTORY, we have always adapted to meet the evolving needs of our clients and provide new or improved solutions to the challenges or barriers they face. Here are just a few ways we're reimagining the possibilities for our clients — and our community — in the fiscal year ahead:

► Reimagining foster parent resources.

The safe, stable environment foster parents offer to children in need is essential in helping them to rebuild their lives and create a brighter future.

We are excited to partner with Fairfax County as a designated trainer of The Annie E. Casey Foundation's ARC Reflections model to ensure not only NVFS foster parents, but all county foster parents, are equipped mentally and emotionally to support foster children in their care during times of crisis.

► Reimagining workforce development.

Our workforce development programs have always provided critical tools and resources to help families obtain benefited, career-track positions that can change their trajectory — whether it's enhancing skills through our acclaimed Training Futures program or by providing transportation

through Vehicles for Change.

We are excited to partner this fall with WorkLab Innovations on a national sustainable workforce model through which we will apply years of workforce development experience and training by partnering directly with employers to provide proactive support to their employees.

► Reimagining our community and engaging all of its unique perspectives.

Diversity is certainly not a new topic, but it has come to the forefront more so in recent years as nonprofits, government agencies and corporations alike make concerted efforts toward ensuring that all levels of their personnel, boards of directors, volunteers and supporters mirror the communities they serve.

These critical conversations are occurring at the national, regional and local level, and NVFS has been an active participant to absorb and inform best practices, and ensure the Northern Virginia region provides an opportunity for everyone to thrive.

We're also reimagining what it means to be a CARE-ing company and what impact that has on our community. Last

year, we celebrated 25 years of presenting the Companies as Responsive Employers (CARE) Awards to organizations that enhance their employee engagement and well-being, foster strong corporate cultures, and promote community stewardship. Companies have continued to deepen their connections with their local community as a way to engage their employees and enhance their company culture.

We invite you to join us Nov. 8 as we celebrate these exemplary companies and spotlight, through our esteemed panel, top community engagement strategies to attract and retain top talent.

We hope you are as invigorated as we are by the possibilities ahead, and look forward to reimagining the possibilities our collective partnership can have on the lives of our neighbors and the strength of our community.



Stephanie

Stephanie Berkowitz
President & CEO
Northern Virginia
Family Service

Strengthening Our Community Through Leadership and Engagement

CARE Award winners provide insights on utilizing community engagement strategies to attract and retain top talent

Congratulations, 2018 CARE Award Winners!

AMERICAN SYSTEMS

Apple Federal
Credit Union

Business Benefits
Group

Consumer
Technology
Association

Custom Ink

Dev Technology
Group

Dimension Data

Evans Incorporated

FlexProfessionals, LLC

FMP Consulting

Helios HR

JK Moving Services

Knight Point
Systems, LLC

Monument Wealth
Management

National Rural
Electric Cooperative
Association

National Rural
Utilities Cooperative
Finance Corporation

NetImpact
Strategies, Inc.

PRS, Inc.

Sev1Tech

SourceAmerica

Transurban Group

USTA Mid-Atlantic

VWG Wealth
Management

CORPORATE SOCIAL RESPONSIBILITY is not an emerging trend. It's a critical aspect of successful businesses — and one that CARE Award winners have been readily practicing for years by engaging their employees through service projects, giving-back programs and volunteer leadership in their local community.

The benefits of such engagement can be seen throughout business operations and recruitment:

▶ Executives who employ corporate citizenship to meet key business goals are nearly **twice as likely to report that they are successful in enhancing reputation** and 1.7 times more likely to reduce employee turnover. (Source: Boston College Center for Corporate Citizenship)

▶ By 2025, millennials will comprise 75 percent of the global workforce — and **62 percent are willing to take a pay cut to work for a responsible company**. (Sources: Millennial Branding, Cone Communications)

▶ **90 percent of consumers think it's important** for companies to operate in a way that protects and benefits society and the environment, and 77 percent will share their positive opinions about companies doing good. (Source: Cone Communications)

For more than 25 years, the CARE Awards have recognized outstanding companies proactively making Northern Virginia a better place for everyone to work, live and play through their corporate citizenship and well-being initiatives.

We invite you to join us at the 26th annual CARE Awards as we spotlight impactful community engagement strategies developed by CARE-winning companies that align values with purpose and increase corporate productivity, employee pride and engagement. ♦

2018 CARE Awards Breakfast

Thursday, Nov. 8 • 7:30 a.m.
Sheraton Premiere Tysons Corner



Moderator



Michael Neibauer
Associate Editor
Washington Business
Journal

Panelists



Charles Kuhn
President & CEO
JK Moving Services



Sheila Murphy
Founder & Partner
FlexProfessionals, LLC



Darcy Smith
Senior Vice President,
Team Development
Custom Ink

Tickets & Sponsorships ▶ nvfs.org/care

Fostering Support at All Levels

Equipping foster parents with the tools and resources needed to support vulnerable children

How Our Community Can Help

THE NVFS FOSTER CARE TEAM has trained prospective foster parents for years and provided them with the knowledge, tools and resources they need to support the children in their homes successfully. The team knows from experience — and research confirms — that at the core of a successful placement is a committed, well-trained foster parent.

In 2015, the Annie E. Casey Foundation selected the Fairfax County Department of Family Services as a pilot site for testing a new trauma-focused foster parent training curriculum called ARC Reflections. ARC (Attachment, Regulation and Competency) is a practice model for foster families working with children and teens who have experienced trauma.

The ARC curriculum is designed to help foster parents:

- get a better understanding of **how traumatic stress affects children on many levels**,
- increase their ability to **regulate their own emotions**, and
- use a variety of tools to **improve their parenting skills**.

It also honors them as on-the-ground professionals, puts their expertise and commitment front and center, and makes them true partners in the effort to help foster children and teens thrive.

NVFS is excited to partner with other Northern Virginia-based treatment foster care (TFC) agencies

to offer ARC training to its foster families. In weekly, two-hour sessions, foster parents will gain a better understanding of the trauma the children in their care may have experienced, how that affects their brain development/function and behavior, and how to cultivate strong connections with foster children. The training also addresses the challenges of foster parenting and provides tools for practicing self-care so that parents are equipped to handle any situation that may arise.

"The overall feedback from agency staff and foster parents has been very positive," Keith Wong, Fairfax County program manager for Foster Care and Adoption, Resource and Support, told The Annie E. Casey Foundation. "We are planning to train every single Fairfax foster parent."

Veteran NVFS foster parent Annette Lee will also become a co-trainer in this model, starting in October, and provide a foster parent perspective.

"I think it's good to establish skills to help foster families connect with and help the children thrive in foster care," Lee shared.

"This is an innovative way to train foster parents," added Nita Lescher, NVFS Treatment Foster Care program manager. "It's an incredibly hard job, and anything we can do to provide tools and resources is extremely beneficial. It makes the placements more successful and ensures that children have the support they need." ♦

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IN AUGUST, members of the Village of Impact — NVFS' family giving circle to engage families in community service and stewardship — learned the importance of providing a stable home for children through fostering. Families and adults can provide important care even if they're not full-time foster parents through respite care. Respite care gives primary caregivers an opportunity to recharge and practice self-care in order to better focus their energy on the children in their care. To learn more about respite care and how you can help, visit nvfs.org/foster.

Children who participated in the Village of Impact read "A Mother for Choco" by Keiko Kaska. In this story, a young bird, who is all alone, is welcomed into the home of "Mrs. Bear" and her children, who come from different backgrounds and represent different species. NVFS staff led the children in a discussion about how families come in all shapes and sizes. ♦

Next Village of Impact Event

Virtual Service Opportunity

Focus: Health & Well-Being

Learn how various social factors can have a dramatic impact on a person's health.

RSVP ► nvfs.org/village-of-impact



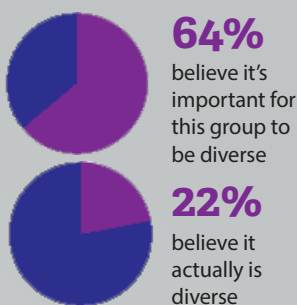
A Look at the Numbers

Nonprofits acknowledge the need and desire to be more diverse, but still have work to do. Based on a survey of 205 nonprofit leaders at organizations across the United States, here's how actual and desired diversity stack up.

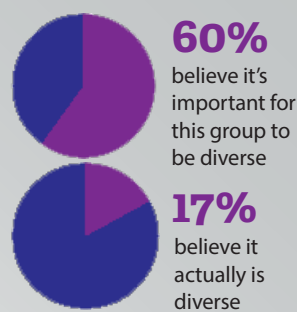
Organization's Full Staff



Organization's Board of Directors



Organization's Senior Leadership



Source: Center for Effective Philanthropy / Fast Company

Northern Virginia Family Service comprises 450+ employees who are Hispanic (34%), white (30%), African American (23%), Asian (9%) or another race or mixed racial background (4%). Eleven languages are spoken by our employees. We celebrate our diversity and continue to look for ways to expand our culturally competent services into our community.

Equity, Diversity and Inclusion: A Conversation to Create

Public sector and nonprofit leaders explore the effects of racism on health and well-being, and what

INSTITUTIONAL RACISM has been a factor in policies and procedures that affect health and well-being across the board, including not only physical health, but access to quality housing, education and employment opportunities. It is important that leaders in Northern Virginia — as a racially and culturally diverse region, in which almost half the population is Hispanic or non-white, and one-quarter is foreign born — continue to explore ways to create a more equitable community.

Conversations and trainings have begun to occur across the board related to equity, diversity and inclusion (EDI), and Northern Virginia Family Service (NVFS) has been a dedicated participant among them. These conversations are occurring externally at the national, regional and local levels, as well as internally to enhance nonprofits' development of its own staff in addition to their clients.

Educating Our Region on EDI

To engage regional thought leaders, the Washington Regional Association of Grantmakers (WRAG) initiated a nonprofit summer learning series with top philanthropic leaders to highlight its work on EDI. Such work includes case studies and training sessions, as well as partnerships outside the nonprofit arena to expand the discussion.

The foundation for this work is rooted in an enhanced level of understanding and unpacking terms such as equity, diversity and discrimination.

"What we sometimes fail to remember is that the messages about race and racism have been messages that we have been receiving consciously and unconsciously for all of our lives, all of our parents' lives, all of our grandparents' lives," Tamara Lucas Copeland, president of WRAG, illustrated for attendees, which included members of NVFS' executive team and leaders across our workforce development, grants and Multicultural Center programs.

"It's literally in the air we breathe," she continued. "We may not think about it, but we are getting these messages every day."

As a result of the trainings and conversations WRAG conducted with its partners and stakeholders, the organization is beginning to see movement. For

example, a survey found:

- 36 percent had applied a racial equity lens, and 34 percent were considering applying this lens, to their grantmaking
- 30 percent sought additional learning and training on EDI
- 22 percent engaged their trustees in conversations about race and how it relates to their own organizations' work
- 18 percent engaged grantees in conversations about racial equity
- 16 percent directly changed their grantmaking priorities or changed their internal operations, policies, procedures and/or organizational culture

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Envisioning an Equitable Community

To truly dismantle racism in our region requires the philanthropic community to embrace this change and continue community conversations across the region to determine what an equitable region looks like. A great example of such conversations

is the Potomac Health Foundation's three-part community conversation for Prince William County leadership in the public and nonprofit sector entitled, "Racism & Health Equity." The series explored the concepts of implicit bias, structural racism and people of color in leadership positions, within the framework of how racism affects health and well-being.

In addition to exploring their own biases, participants — including senior leadership from NVFS — partook in a visioning exercise to determine what a progressive community actively operating to eliminate health disparity might look like. Key features include:

- promoting local economic growth so residents can affordably work where they live;
- planning communities that provide equitable access to good schools, technology and other key resources;
- creating a dedicated organization or group of advocates within the community to address social determinants of health; and
- electing officials who better mirror the

5 Questions to Start the Conversation on Equity, Diversity

1. Is your greatest diversity in the customers/ audiences that you serve? If so, how are you including them in bigger-picture conversations?

2. Does who you serve change how you provide services? Have you considered what, if any, barriers certain demographics may face in accessing different services?

te a Stronger Community

an equitable community should look like.

community's population — which, in the case of Prince William County, is white/non-Hispanic (42 percent), Hispanic (23 percent), black (22 percent), Asian (9 percent), multiracial (4 percent), and American Indian or Pacific Islander (1 percent) — to better capture all perspectives.

Building Organizational Capacity

NVFS is also approaching EDI best practices from an internal lens as one of 18 organizations nationwide invited to participate in the Alliance for Strong Families and Communities' "Building Organizational Capacity for Equity, Diversity, and Inclusion" cohort. Sponsored by the American Express Foundation, the purpose of the 15-month cohort is twofold:

- To empower organizations to be a proactive, substantive part of the EDI change as human-serving organizations
- To accelerate and deepen each organization's community impact by forcing organizations to look at what they're doing to drive this change

Each organization will finish the cohort with the framework to:

- Develop and implement plans that, not only address building diverse and representative talent pipelines, but also foster an organizational culture that supports the long-term sustainability of EDI.
- Foster emerging leaders and equip senior leaders and/or mentors to work effectively in multigenerational settings that support EDI.

NVFS is represented in the cohort by Jacqueline Dendievel, executive vice president of human resources, and Aretha Davis, center manager for NVFS' Early Head Start program at Georgetown South in Manassas, Va. Our participation reflects a collaborative approach to ensuring our operations reflect best practices, as well as our commitment to deepening and broadening EDI efforts.

As research on this topic persists, NVFS looks forward to continuing the community dialogue to ensure the Northern Virginia region provides an opportunity for every resident to thrive. ♦

Engaging Our Community Insights from NVFS' Senior Leadership



"When you are trying to effect change, it is important that all of those involved have a common language to ensure you are on the same page as it relates to the issues. As we strive to change the narrative and move the needle in our region

on health inequity, social injustice and racial inequality, it is critical to have working definitions and common understandings of the problems. This recent learning series has helped to provide a needed dialogue for stakeholders in the Prince William community to be effective partners individually and collectively as we seek to tackle disparities and structural racism together."

— **Ondrea McIntyre-Hall** • Director, Health Access & Nutrition Services



"The question of equity and equality is going to be an ongoing conversation because it's difficult to assess their root cause. It's a difficult conversation to have because it asks us to view our country in two dynamic and opposite ways. Everyone in the

room came from a very honest place and acknowledged when they felt uncomfortable, which is important. My hope is we keep the conversations going around the pie, and finally eat our way to the middle and have that difficult conversation. I have high hopes because I think ultimately we are all good people."

— **Malinda Langford** • Senior Vice President, Programs



"There is a risk in assuming, because of the work we do as human service nonprofits, that we always get it right. It is always helpful to hold up a mirror. We're finding the places where we're successful, but we're also looking for opportunities

to improve. Events taking place in our country today have been a catalyst and give us a greater opportunity to have these discussions. We acknowledge the difficulty of these conversations, but also how critically important they are to have."

— **Andrea Eck** • Executive Vice President, Programs

Equity and Inclusion

3. Do the demographics of other stakeholders (e.g., your volunteers and donors) reflect the community you serve?

4. Are your employees able to see themselves in your principles? Is the language or messaging you use to communicate your efforts understood universally by your employees?

5. If equity is important to your organization, is it reflected in your strategic plan, and other organizational values and goals?

"As a mother who is responsible for my family, I have to be careful with the steps I take. It's not easy to trust others, and to open up and share your challenges. It requires a warm-hearted person who is able to listen. I found it personally with NVFS — a trusted hand, warm heart and qualified mentor, and similar-minded people who just want to help me and give me all the possible solutions. I am so grateful to find you, NVFS."

NVFS Healthy Families client

"As a middle-school teacher in Northern Virginia, I work directly with students served by NVFS. Entering middle school is hard enough; being underprepared makes it even harder. NVFS helps my students start the year with excitement and eagerness and hopefully a little less anxiety."

Alison Bruck Eisiminger
NVFS Back-to-School Drive donor

"We work often with key clubs, Scouts, religious youth groups and other civic groups like Young Men Service League. **It's an opportunity to get outside of their bubble and see that not everyone lives the same.** That certain things they may take for granted, like starting the school year with new supplies, are not guaranteed for lots of families in our area. That they needn't look far to find people who are in need. Most importantly, it allows them see that THEY — a 6-, 10- or 13-year-old child — can make an impact. They don't have to wait until they are a certain age or an adult to be a part of the solution. This ideally sets the foundation for lifelong community engagement and creates a sense of civic responsibility."

Navara Cannon
NVFS Community & Volunteer
Engagement Specialist

Applying Sustainable Workforce Models

NVFS joins national movement to support a thriving workforce

NVFS IS EXCITED TO JOIN WORKLAB INNOVATIONS, a national network of community-based organizations partnering with employers to improve the lives of America's frontline workers. As an Operating Member of the network, we will have the opportunity to apply years of workforce development experience and training by partnering directly with employers to provide proactive support to their employees. WorkLab's national network allows us to participate in a vibrant, national learning community while adapting its sustainable workforce model (SWM) to our region and giving back to the growing, national SWM approach.

The model includes working with employers to provide immediate, human-to-human assistance to frontline workers when they need it most. NVFS has provided a similar service to our clients through four career navigator positions, who offer support, guidance and resources to clients to remove barriers and achieve their vision of success. Resource navigators, as they are referred to within WorkLab's model, will guide and connect employees with services and community resources to help address barriers

"The questions of scale and sustainability are always on our minds in our work at NVFS to improve clients' quality of life and increase their ability to thrive."

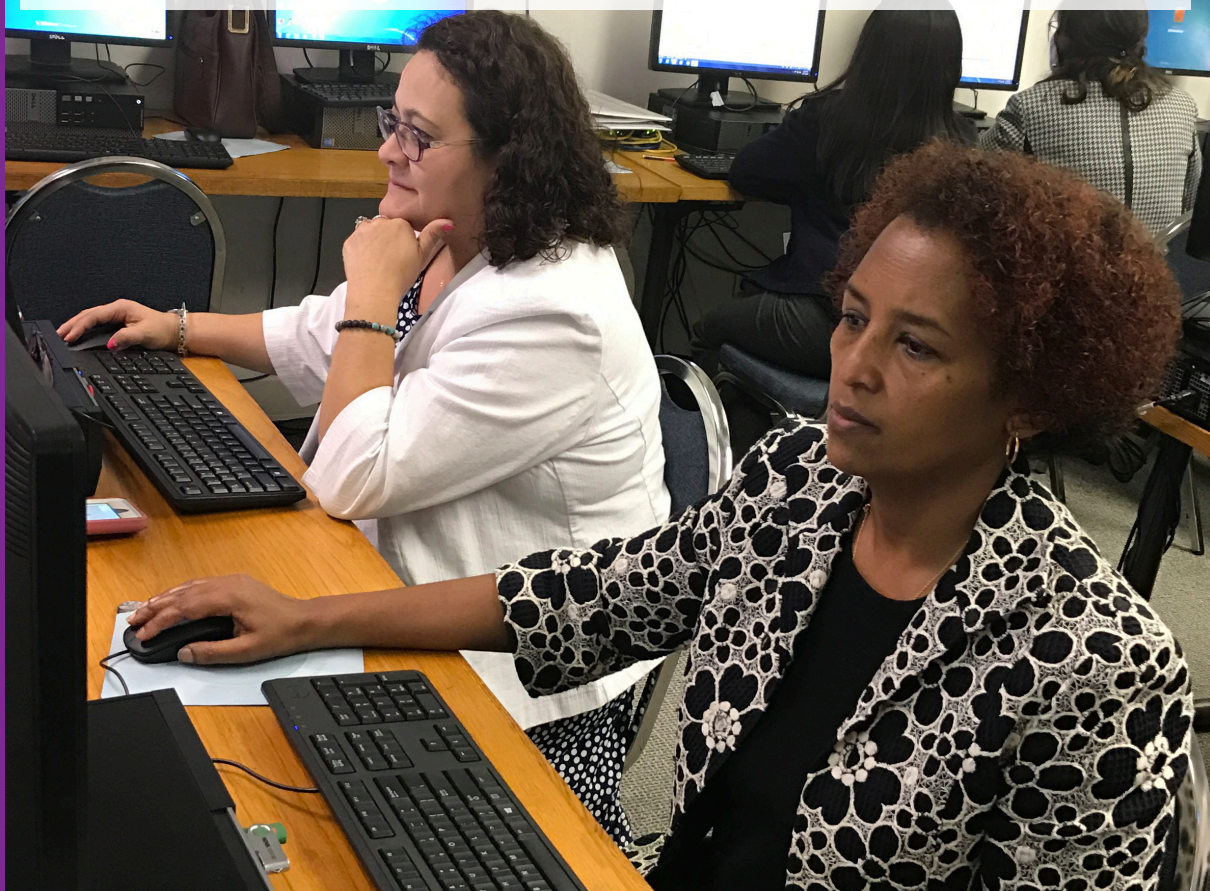
such as childcare, transportation, housing, health and financial stability. With these supports in place at home, they are more likely to be focused and successful at work, leading to greater opportunities.

"The questions of scale and sustainability are always on our minds in our work at NVFS to improve clients' quality of life and increase their ability to thrive," states Julie Mullen, director of workforce development. "The Sustainable Workforce Model is the answer we've been looking for. Rather than someone waiting until he or she is in a state of crisis to find NVFS, we're able to partner with employers to proactively provide human-to-human support before a crisis occurs. This is a win/win for

these workers as well as their employers."

"I'm excited to learn from our national partners," she adds, "and I'm thrilled to partner with forward-thinking employers in our region who are determined to support their workers in new and innovative ways."

We look forward to learning from our partners within the nationwide cohort and how we can continue to apply our expertise to positively impact frontline workers, their employers and the community in the Northern Virginia region. ♦



Board Updates: Meet Our FY2019 Board Officers

NVFS IS EXCITED TO ANNOUNCE our board officers for the coming year:



Dr. Barbara J. Rudin
Chair, NVFS Board

Manhattan
Strategy Group
Senior Vice President
of Operations and
Programs



Dr. Steve Gladis
Vice Chair, NVFS Board

Steve Gladis
Leadership Partners
CEO



Timothy F. Kenny
Treasurer, NVFS Board

Kenny Group II, LLC
Managing Member



Susann Bresnahan
Secretary, NVFS Board

Accenture Federal
Services
Chief Human
Resources Officer

Thank You For Your Service

Thank you to our board members who are stepping down for their many years of service and remarkable leadership:



JOHN HELTZEL has been a stalwart champion for children and families in need who regularly helps identify resources to serve the community, and has leveraged his professional expertise and network time and again to support our neighbors. John was an integral figure in the 2009 merger between NVFS and S.E.R.V.E. Inc. He served as architect of the beautiful SERVE Campus, including the shelter and Early Head Start expansions, as well as the kitchen renovation at Hilda Barg Homeless Prevention Center. He also has regularly sponsored SERVE-based fundraisers and secured NVFS as a multi-year beneficiary for Manassas and Bull Run Rotary's Lou Maroon Golf Tournament.



WEETIE BEYER-HILL has an unyielding commitment to children and families in need in our community, and her tireless, active participation and support of NVFS is a tangible demonstration of this commitment. Weetie's service has taken numerous forms over the years, including her advocacy efforts on behalf of NVFS with local and state elected officials, her governance oversight of our Head Start and Early Head Start programs, and her support of our Training Futures program as an internship partner and employer.



JUDY WINE has an unyielding desire to help her neighbors in need, and regularly provides support in finding resources for individuals in need in the community. She was deeply involved in the 2009 merger between NVFS and S.E.R.V.E. Inc, and has continued to support NVFS' Greater Prince William activities by: fueling all of the Hunger Resource Center (HRC) and shelter passenger vans, coordinating an annual food drive with Novant Prince William Hospital to bring in more than 14,000 pounds of food every year to the HRC, and regularly sponsoring SERVE-based fundraisers.

Our dedicated board donates more than 1,100 hours of their time and resources each year to help us maximize our impact on the Northern Virginia community. We appreciate their support and active participation to allow us to serve more than 35,000 neighbors each year.

To learn more about our board of directors, visit nvfs.org/leadership. ♦

Help Share Food and Festivities



SERVE It Up

With 1 in 15 Northern Virginians at risk for hunger, food assistance is a critical resource for families in need to ensure they have access to healthy meals. Support NVFS' Hunger Resource Center (HRC) this fall by purchasing a SERVE It Up bag online and at other local vendors. Bags will also be distributed to clients seeking service at the HRC to take plenty of nutritious items home with them.

► nvfs.org/serve-it-up



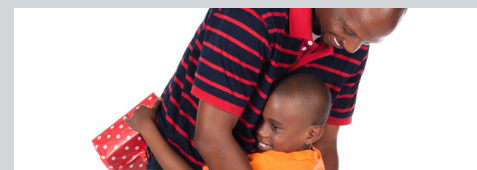
Operation Turkey

Operation Turkey provides Thanksgiving meals to more than 1,200 families in Greater Prince William who would not otherwise have been able to join in the festivities. You can help make a difference for these families by:

- Donating food
- Making a monetary donation
- Donating grocery cards
- Volunteering

The drive will take place in mid-November.

► nvfs.org/operation-turkey



Gifting for Families

The holiday season can be a particularly stressful time for struggling families. Help make it brighter for more than 2,200 children and their families in Northern Virginia through our Gifting for Families drive by:

- Donating funds
- Donating toys
- Donating gift cards
- Volunteering

► nvfs.org/gifting-for-families



Northern Virginia Family Service

Investing in Families • Strengthening Communities

About NVFS

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. Learn more in this newsletter or at nvfs.org.

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 [@NVFS](https://twitter.com/NVFS)

 [Northern Virginia Family Service](https://www.linkedin.com/company/Northern-Virginia-Family-Service)

 [/NoVaFamilyService](https://www.youtube.com/NoVaFamilyService)

NVFS Road to Independence Gala

Friday, May 10, 2019 • 6 p.m. • Hilton McLean Tysons Corner

At the Road to Independence Gala, we celebrate the impact that NVFS, with the support of our donors, partners and volunteers, has on our community and the 35,000+ individuals we serve each year. Together, we create a stronger, more vibrant Northern Virginia. We hope you can join us!



Network With Community & Business Leaders



Celebrate Our Impact & Our Innovation



Help Create A Thriving Community for Everyone

Tickets & Sponsorships

► nvfs.org/gala

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10455 White Granite Dr.
Suite 100
Oakton, VA 22124

