



FUND FOR
families



nvfs
Northern Virginia
Family Services

For more than 100 years, Northern Virginia Family Services (NVFS) has stood alongside individuals and families, providing the tools, resources, and support they need to overcome obstacles and build brighter futures. Our vision is bold: through a one-of-a-kind integrated human services model, we aim to break the cycle of poverty and open doors to opportunity for families today and for generations to come.

The families NVFS supports exist at the intersection of many systemic barriers: 75% live on less than \$33,000 for a family of four; 64% do not have insurance; 61% reside in single-parent households; 56% are women; and more than 50% are children and youth between the age of 0-18. All are ready for a brighter future. NVFS is here to help.

No matter what brings someone to NVFS—emergency food or housing assistance, helping children get ready for kindergarten, connecting parents to stable jobs, or providing mental health counseling to survivors of trauma—we work to quickly connect them to a tailored mix

of services, case management, and referrals so they can stabilize and thrive.

NVFS was founded in 1924 by volunteers in Alexandria to meet the pressing basic needs of their neighbors, delivering winter coats and heating coal to families in crisis. Now 101 years later, we have grown into one of Virginia's largest, most comprehensive human service organizations, impacting the lives of 40,000 people every year through the help of 350 employees and thousands of volunteers at 15 community-based locations across Northern Virginia.

We have long recognized the need to expand and increase access to our programming so that we can meet the overwhelming and evolving demand for supportive services in the region. **Key factors driving us to act now include:**



THE MENTAL HEALTH CRISIS

28% of adults in the region—500,000 people—are living with active symptoms of anxiety or depression, a fourfold increase from 2019. 70,000 people who want therapy or counseling are unable to get it.

SOURCE: The Community Foundation for Northern Virginia's Finding our Way Back Mental Health report



THE HOUSING COST BURDEN

67% of Northern Virginians with low incomes (less than \$50,000 per year for a family of four) spend over half of their income on rent, mortgage, taxes, fees, and basic utilities.

SOURCE: The Community Foundation for Northern Virginia's Unequal Burden report



THE EARLY CHILDHOOD EDUCATION GAP

Only 29% of NOVA children ages 3-4 at or near poverty are enrolled in preschool—the second lowest rate of preschool enrollment in the country.

SOURCE: The Community Foundation for Northern Virginia's Ready for Kindergarten, Ready for Life report



THE UNEVEN OPPORTUNITY LANDSCAPE

Social and racial divides remain acute in Northern Virginia, where profound disparities in education, income, and housing deeply affect life expectancy and health outcomes.

SOURCE: The Northern Virginia Health Foundation's Lost Opportunity: The Persistence of Disadvantaged Opportunities in Northern Virginia report

NVFS WANTS TO MEET THE NEEDS THAT OUR COMMUNITY IS FACING,
now and in the future.

Now, NVFS is entering a new phase of growth and impact.



As we enter our next century, we have a historic opportunity to address today's—and tomorrow's—biggest challenges. **Flexibility, access, and sustainability** are at the core of the **NVFS Fund for Families**, which will accelerate our integrated model and position NVFS for enduring impact.

Campaign Objectives

COMPREHENSIVE SERVICE MODEL

Our history demonstrates that we are ready, willing, and able to respond to community crises.

NVFS is built to respond—quickly and effectively—to emerging community needs. Campaign funding will help us address urgent challenges like food insecurity, affordable childcare, housing instability, and mental health issues, while advancing data-driven approaches to assess client needs and outcomes. Our integrated model will ensure seamless access to the programs and support clients' needs, no matter where they first connect with us. Services will be tailored to each family's unique circumstances, creating pathways to stability that generate deeper, long-lasting results.

CAPACITY BUILDING

Funding will allow us to continue prioritizing our frontline staff, whose role is truly indispensable.

NVFS' frontline team—social workers, case managers, counselors, educators, intake coordinators, and other professionals—walk alongside clients every day, providing guidance, resources, and compassionate care. To sustain this critical work, we must invest in their wellbeing and professional growth. Campaign funding will help us retain and strengthen our team, so they're equipped to support people through life's hardest moments.

EXPANSION

No other organization in Northern Virginia has the capacity or history to facilitate our level of collective impact.

Demand for NVFS services far exceeds capacity, with waitlists in the hundreds for numerous programs like mental health and legal services. Campaign funding will expand the breadth and depth of our services and enable flexible resources to respond quickly to emerging needs—beyond the limits of restricted government funding—so more individuals and families can access help when they need it.

CAPITAL IMPROVEMENTS

To effectively empower families, NVFS must ensure that our facilities are safe, functional, and sustainable.

Strategic capital upgrades ensure health, safety, and accessibility for clients and staff, adapt spaces to meet growing community needs, and strengthen our ability to deliver high-impact services—maximizing the effectiveness of every dollar entrusted to NVFS.

Join us!



We will rely on support from our close friends and partners to achieve our bold fundraising goal, which will enable NVFS to reach more families in crisis and to scale our impact today, tomorrow, and for generations to come. We invite you to be a part of our legacy by contributing to the NVFS Fund for Families. Your generosity supports critical programs that empower individuals and families to achieve stability and success.

All Campaign sponsors at the \$5,000 level and above, will receive the following benefits:

- ♥ An annual update on the impact of your contribution.
- ♥ Recognition on the NVFS website.
- ♥ Recognition in NVFS' widely distributed annual report.
- ♥ Invitation to NVFS donor appreciation gatherings.
- ♥ Acknowledgment in the NVFS newsletter.
- ♥ Inclusion in the NVFS donor honor roll.

CHAMPION FOR FAMILIES: \$100,000+

Impact: As a Champion for Families, your generous gift will assist in reducing waitlists for critical services, ensuring that more families receive the help they need when they need it.

ADDITIONAL BENEFITS

- ♥ Name recognition at major NVFS events, including the annual Celebration of Service.
- ♥ Invitation to exclusive briefings by NVFS leadership.
- ♥ Invitation to a Mission-in-Action experience.

BEACON OF HOPE: \$50,000 - \$99,999

Impact: As a Beacon of Hope, your donation supports the expansion of NVFS programs, allowing us to meet the rising demand for essential services like quality childcare, food security, and career navigation.

ADDITIONAL BENEFITS

- ♥ Invitation to an exclusive briefing by NVFS leadership.
- ♥ Invitation to a Mission-in-Action experience.

PILLAR OF STRENGTH: \$25,000 - \$49,999

Impact: Your contribution as a Pillar of Strength will help NVFS bolster its comprehensive service model, providing families with integrated support systems that address their unique needs.

ADDITIONAL BENEFIT

- ♥ Recognition in an NVFS impact story featuring your contribution's impact.

FAMILY ADVOCATE: \$10,000 - \$24,999

Impact: As an Advocate for Families, your gift will directly support frontline staff, ensuring they have the resources and training necessary to continue their vital work.

ADDITIONAL BENEFIT

- ♥ Invitation to participate in an NVFS community volunteer project.

FAMILY ALLY: \$5,000 - \$9,999

Impact: Your donation as a Friend of NVFS helps to alleviate immediate crises for families, such as food insecurity or emergency shelter.

TIMELINE

1924

Overwhelming need in Alexandria for food, clothing and fuel spur the founding of United Charities (NVFS' original name) by community residents.

1965

NVFS increases its service area beyond Alexandria to include the counties of Arlington, Fairfax, Fauquier, Loudoun, and Prince William.

1980s

New services are created, including the Neighborhood Development Program, which helps tenants with landlord disputes and works on legislative issues.

1990s

Services expand to include job training, medical care access, positive youth mentoring, and child abuse prevention programs.

2001

NVFS provides trauma recovery services to survivors and those impacted by the September 11th attack on the Pentagon through the September 11 Survivors' Fund.

2008

Through a merger with the Center for Multicultural Human Services, the NVFS Multicultural Center launches, ensuring important services for immigrant communities, including access to basic needs, mental health supports, and immigrant legal services.

2009

NVFS and SERVE Inc. merge to create a continuum of human services designed to move families out of homelessness and poverty toward greater independence.

2020

NVFS responds to the COVID-19 crisis by distributing nearly \$5M to more than 1,000 families and expands mental health supports across service areas.

2024

NVFS celebrates 100 years of service to Northern Virginia. As the next century of service begins, the NVFS Fund for Families fuels growth and stability for the next generation of families in our community.

2025

NVFS and Stop Child Abuse Now (SCAN) of Northern Virginia merge, expanding comprehensive support services to include enhanced child and family wellbeing initiatives for youth and families.

With your help, we can ensure that all families in Northern Virginia have a path to a safe, healthy, and economically sustainable life.

For more information about NVFS and our vision for the future of NVFS service delivery in Northern Virginia, please contact Kathleen McMahon, Executive Vice President of Development and Communications at kmcmahon@nvfs.org.



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