

GOOD BUSINESS™

CORPORATE PHILANTHROPY IN NORTHERN VIRGINIA



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Amazon Web Services

Panelists at the Community Foundation for Northern Virginia's Shape of the Region Conference on March 7, 2019, from left to right: Ken Eisner, AWS; Ray Khuo, SVP, Chief Human Capital Officer, Altamira; Lauren Recinos, student in Northern Virginia Community College's Cloud Computing Program

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WELCOME

to *GOOD BUSINESS* magazine.



Economic mobility, or the ability of people born into poverty to move up to the middle class or even the wealthiest echelons of society, is vital to the growth and wellbeing of a society. On February 7, 2019, the Federal Reserve Chair Jerome Powell called income inequality the "biggest challenge in the next 10 years." He noted while the United States had been a global leader providing its

citizens with the ability to improve economically, such stature was no longer true. Powell stated "the US lags now in mobility. And that's not our self-image as a country, nor is it where we want to be."

In Northern Virginia, many private sector companies understand the "business case" for economic mobility and employ philanthropic strategies that not only give back, but also give a leg up to many, offering living wage jobs, career and technical training opportunities and financial sustainability. They clearly understand that better jobs and higher wages make consumer spending possible, and thereby make our community stronger.

In this issue of *GOOD Business Magazine*, Amazon Web Services, Booz Allen Hamilton, HUNGRY, Interstate, McCandlish Lillard and Bronfman, Rothschild are featured. Their efforts in giving back to the community make it a better place to live, work and play.

Cheryl Janey

Managing Editor & Board Member
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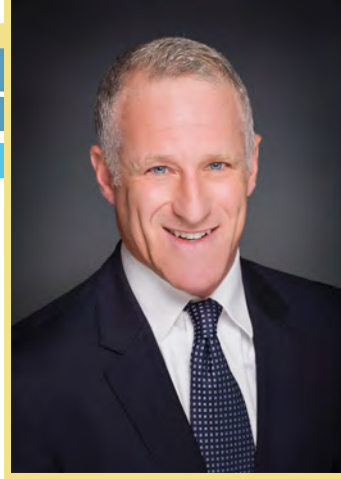


AWS Educate team collaborating with Northern Virginia Community College faculty and administrators, as well as other community colleges, on cloud curriculum.

BUILDING A LOCAL TALENT PIPELINE

Amazon Web Services

"As a 20+ year DMV resident (albeit across the river in DC), I beam with pride at the wealth of educational innovation in Northern Virginia and the speed at which it is adapting to the changing technology landscape. The region not only offers a wealth of diverse talent, but, with post-secondary anchors such as Northern Virginia Community College (NOVA), it is moving quickly to prepare students for cloud careers."



Ken Eisner, Director Worldwide Education Programs at Amazon Web Services

“The region not only offers a wealth of diverse talent, but, with post-secondary anchors such as Northern Virginia Community College (NOVA), it is moving quickly to prepare students for cloud careers.”

—Ken Eisner, Director Worldwide Education Programs at Amazon Web Services

In 2017, Amazon Web Services (AWS) piloted a technical apprenticeship program at NOVA for military veterans. Pilot success resulted not only in an expansion at NOVA, but also apprenticeship offerings in Georgia, Hawaii, Illinois, Oregon, Texas, and Washington. Program participants have been hired directly by Amazon and many other companies requiring these skills.

NOVA's ability to innovate was further shown in 2018, when they announced an associate degree with a specialization in cloud computing, in collaboration with AWS Educate, a program that Ken Eisner runs at Amazon Web Services. NOVA is creating a flywheel for both the region and for diverse communities across the globe by sharing the coursework through AWS Educate: Community college innovators such as Miami Dade College and Columbus State Community College, along with the California Cloud Workforce Project and New York's CUNY / SUNY system, have already followed suit by announcing that they will also be

launching cloud degrees and cloud computing certificates in collaboration with AWS Educate.

There are real challenges in preparing students for cloud computing careers: While LinkedIn's #1 skill for the past four years in a row has been cloud computing, the time to hire candidates has increased dramatically.

By partnering with NOVA, Amazon Web Services is helping provide career pathways to many in the region who would otherwise have no path forward and to produce candidates for the thousands of open tech positions.

“We need to prepare more diverse candidates for these roles. With leadership from post-secondary institutions such as NOVA, we all can be optimistic and proud about the potential for the region.” **GOOD BUSINESS**

Amazon Web Services is helping provide career pathways to many in the region who would otherwise have no path forward and to produce candidates for the thousands of open tech positions.

EMPOWERING PEOPLE TO CHANGE THE WORLD

Booz Allen Hamilton



Booz Allen employee volunteer supporting a Tragedy Assistance Program for Survivors (TAPS) event on the National Day of Service in Washington D.C.

With more than half of its 25,000+ employees calling this area home, the firm is committed to using its resources to empower local organizations.



Booz Allen Hamilton, headquartered in McLean, VA, has had a strong presence in the Washington D.C. Metro Area for the last 75 years. With more than half of its 25,000+ employees calling this area home, the firm is committed to using its resources to empower local organizations. Partnering with the Community Foundation for Northern Virginia over the years has been one way of demonstrating this commitment.

From 1995 to 2013, the Community Foundation's main office was housed in Booz Allen's McLean headquarters. The Booz Allen Hamilton Vision Scholarship, created in 1996 under the management of the Foundation, has provided more than 115 college scholarships to drive excellence of the future work force.

More recently, as the firm has evolved into an innovative technology management consulting firm, its social impact approach has shifted too, with even more focus on using its capabilities, combined with its consulting heritage, to make a real difference. A recent example of this was the firm's lead sponsorship of the 2019 Shape of the Region Conference, co-hosted by the Foundation, where the firm's experts in community resilience and economic development were speakers and participants.

"Shaping the future and empowering people to change the world are the leading focuses of Booz Allen, and we are proud to support the Community Foundation for Northern Virginia's mission of investing in those who will be leading the positive change in the Northern Virginia area and beyond," said Christine Hoisington, Booz Allen's Community Impact and Philanthropy Lead. **GOOD BUSINESS**

"Shaping the future and empowering people to change the world are the leading focuses of Booz Allen ..."

– Christine Hoisington, Booz Allen's Community Impact and Philanthropy Lead

Booz Allen employees pose for a group photos inside while volunteering at an event held at our headquarters in McLean, VA.

Booz Allen employees volunteered as mentors at a local youth STEM education event in Northern VA.

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John Wolff and his wife, Lisa, attending the Community Foundations "Raise the Region" Gala

"Finding ways to incorporate philanthropy and other charitable giving strategies into our clients' financial plans and portfolios is one of the most rewarding aspects of my job."

— John Wolff, CFP®, AIF®,
Managing Director at Bronfman Rothschild

CONSISTENT VALUES:

JOHN WOLFF SHARES
HOW HIS PERSONAL AND
PROFESSIONAL COMMITMENT
TO PHILANTHROPIC GIVING
GO HAND IN HAND

Bronfman Rothschild

Employees in our Reston and Rockville offices wrap gifts for "adopted" families each holiday season in support of local charities



John Wolff, CFP®, AIF®, is Managing Director at Bronfman Rothschild, an independent investment advisory firm headquartered in Rockville, Maryland with offices in Northern Virginia. With over three decades of experience as a financial advisor, John has enjoyed the unique opportunity to incorporate philanthropy into his personal and professional life.

Bronfman Rothschild has long been recognized as a leading advisory firm serving high net worth individuals, business owners, families, charitable foundations and endowments. The firm has deep expertise developing tax-advantaged charitable giving and philanthropic investment strategies that help clients maximize the effectiveness of their charitable giving.

John is an active member of the Financial Planning Association, Investment & Wealth Institute, and the Social Investment Forum (the SRI Research Association). In addition to serving on the Board of Directors of the Community Foundation for Northern Virginia, John's past and present local volunteer work includes leadership roles with YMCA, Loudoun Youth Inc., Loudoun Habitat for Humanity, and Loudoun County based non-profits. **GOOD BUSINESS**

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Bronfman Rothschild operates its own Employee Giving Fund (EGF), through which Bronfman Rothschild matches employee contributions to charitable organizations that matter most to employees and their clients.

"Finding ways to incorporate philanthropy and other charitable giving strategies into our clients' financial plans and portfolios is one of the most rewarding aspects of my job," said John. "One of the traits that attracted me most to Bronfman Rothschild was a shared commitment to philanthropy and giving back to our communities."

Bronfman Rothschild operates its own Employee Giving Fund (EGF), through which Bronfman Rothschild matches employee contributions to charitable organizations that matter most to employees and their clients. Employees serve on the EGF investment committee to determine how the funds are allocated to various charities. "We're walking the walk and putting our own advice into action through the Employee Giving Fund," added John.



The HUNGRY team

COMMITMENT TO PROFITS, PEOPLE AND THE PLANET



HUNGRY employees volunteering at Arlington Food Assistance Center

HUNGRY was founded on the belief that employees deserve delicious food that better matches their tastes and preferences, and chefs deserve greater economic opportunity, recognition and culinary freedom.

H

UNGRY Marketplace, Inc. is a purpose-driven company with a triple bottom line approach to business that is committed to profits,

people and the planet. Since opening its doors in January 2017, the company has achieved explosive growth: from three to 35 employees, more than 400 corporate customers, and 600% revenue growth in 2018. HUNGRY is the first-ever online marketplace that connects independent chefs with the lucrative business and events catering market. Rather than ordering from restaurants or traditional caterers, customers can order directly from a vast network of talented independent chefs, including former White House chefs, Chopped Champions, and even celebrity chefs. HUNGRY was founded on the belief that employees deserve delicious food that better matches their tastes and preferences, and chefs deserve greater economic opportunity, recognition and culinary freedom. HUNGRY's platform saves companies an average of 33 percent over traditional caterers, while helping chefs earn three to 10 times more per hour than standard culinary jobs.

HUNGRY is deeply committed to social responsibility. Through its "Fight Against Hunger" program, HUNGRY donates one meal to those in need for every two purchased and has donated more

HUNGRY donates one meal to those in need for every two purchased and has donated more than 265,000 meals to Washington, D.C. and Philadelphia-area food assistance programs.

HUNGRY's CEO, Jeff Grass, recently participated on the Workforce Mobility Panel at the Shape of the Region Conference on March 7, 2019. HUNGRY was invited to highlight how its unique platform creates an alternative and much more economically attractive career path for 100+ chefs, as well as its innovating hiring, managing, training and pay practices, which help its 100+ strong Catering Captain team provide VIP-level service to its clients. Catering Captains also are able to build marketable skills while enjoying role and schedule flexibility. Visit www.tryhungry.com to learn more. **GOOD BUSINESS**

More than 1.5 million plastic and non-compostable trash items have been eliminated by clients using HUNGRY since its founding.

than 265,000 meals to Washington, D.C. and Philadelphia-area food assistance programs. HUNGRY's "WeRecycle" program promotes environmental waste reduction. Caterings are almost entirely composed of recyclable or biodegradable and compostable materials—this includes everything from the wire racks and water pans to the plates, cutlery, and napkins, which are made of potato. More than 1.5 million plastic and non-compostable trash items have been eliminated by clients using HUNGRY since its founding.



Campers take a break to check out Interstate's backpacks filled with goodies during the 2nd Annual Loudoun County Sheriff's Office Youth Fitness Camp. (July 2018)

Since its doors first opened in 1943, moving, relocation and logistics company Interstate Family of Companies has been committed to serving its local community.

THANKING THE LOCAL COMMUNITY

Interstate Family of Companies

Since its doors first opened in 1943, moving, relocation and logistics company Interstate Family of Companies has been committed to serving its local community. This family run business has been greatly involved in the Fairfax community both personally through the Morrisette Family Foundation, and corporately beginning with its founder, Arthur E. Morrisette, Sr.

Today, Interstate's philosophy of giving back is impressive—it supports over 50 nonprofits that have a positive and robust impact on the community. Because of this commitment, it was recognized by the Northern Virginia Chamber of Commerce as the Corporate Citizen of the Year in 2015.



Interstate Volunteers remove the debris from trailers that carried wreaths for Wreaths Across America to be laid at The Arlington National Cemetery. The team emptied over 80 trailers while the Fairfax police volunteers directed traffic and trucks to keep the lines moving. (Dec. 2018)

Today, Interstate supports over 50 nonprofits that have a positive and robust impact on the community.

Interstate fosters employee involvement in many programs, including annual traditions that have become treasured parts of the year. One such tradition is the U.S. Marine Corps Reserve's Toys for Tots program, which collects and delivers toys for families in need during the holiday season. For 23 years, Interstate employees have looked forward to volunteering to collect toys throughout the county to ensure there is enough for all age groups. Another tradition began four years ago when Interstate employees volunteered to support the delivery of the wreaths at the annual wreath-laying ceremony at Arlington National Cemetery, organized by Wreaths Across America (WAA). Its employees organized a recycling operation following the ceremony, where all WAA volunteer truckers are encouraged to come, dispose of the packing materials, and take a break before heading back home.

Interstate's passion to contribute comes from events and organizations that speak to its employees on personal levels. These include: American Breast Cancer Foundation, Arts Fairfax, Fairfax County Park Foundations, Fairfax County Public Schools, George Mason University, Stop Soldier Suicide, K'9s for Warriors, and many more.

As stated by current Chief Executive Officer, Arthur E. (Bud) Morrisette, IV, "Our community has provided us with endless opportunities and support, enabling us to become the company we are today. We can never repay all that we have been blessed with, but we will always jump at the chance to give back to the people and communities who have given us everything." **GOOD BUSINESS**

Interstate's passion to contribute comes from events and organizations that speak to its employees on personal levels.

BELIEVING IN DOING WELL BY DOING GOOD

McCandlish Lillard



Group of McCandlish attorneys and staff with canine helpers at Hound Dog Day, August 2015.



McCandlish attorneys John W. Farrell and, seated l - r, Virginia Haizlip, Doug Sanderson and Will Walsh, with Delegate Kathleen Murphy (seated) and guests, at the ArtsFairfax Arts Awards Luncheon, October 2018.

Attorneys are encouraged to perform pro bono legal work, charitable endeavors and philanthropy —whether it is serving one needy client or helping the needs of many through contributions to various community service projects.



McCandlish attorneys Peyton Mahaffey and Ben Trichilo at a function.

Group of McCandlish attorneys and staff with canine helpers at Hound Dog Day, August 2015.

All Virginia lawyers are required by the Virginia Rules of Professional Conduct to “be mindful of deficiencies in the administration of justice and of the fact that the poor, and sometimes persons who are not poor, cannot afford adequate legal assistance.” McCandlish Lillard, a full-service civil law firm with offices in Fairfax and Leesburg, takes that directive seriously.

McCandlish Lillard attorneys are encouraged to perform pro bono legal work, charitable endeavors and philanthropy, whether it is serving one needy client or helping the needs of many through contributions to various community service projects like Legal Services of Northern Virginia, the Embry Rucker Community Shelter, and ARTSFAIRFAX.

Its attorneys and staff are consistently active in the communities in which they live and work. They are Rotarians, Lions, and Knights of Columbus. They are trustees of charitable and educational foundations and religious institutions, and have served not only on the Board and several Committees of the Community Foundation for Northern Virginia, but also on the Executive Committee and Boards of the National Capital Area Boy Scouts of America, the Virginia Historical Society, the George C. Marshall International Center, Oatlands Plantation, the Claude Moore Charitable Foundation, the Northern Virginia Chapter of the Virginia Women Attorneys Association, and the Community Outreach Program of the Northern Virginia Pro Bono Law Center. Its attorneys have also served on numerous Boards and Committees of the Virginia Bar Association, Virginia State Bar, and local Fairfax and Loudoun County Bar Associations.

McCandlish Lillard has also actively supported various other charitable organizations throughout the region, including the Cherry Blossom Breast Cancer Foundation, Northern Virginia Chapter of the Juvenile Diabetes Research Foundation, Salvation

Army, Fair Lakes Rotary Club, the Friends of Oakton Library, Brain Injury Services, the Learning Disabilities Association of America, the Dulles Area Transportation Association, AARP’s Meal Pack Challenge, and the Virginia Bar Association’s Legal Food Frenzy. Many of its attorneys and staff are animal lovers, and support animal welfare causes including Mutt Love Rescue, DC Area Weimaraner Rescue, and other animal rescue organizations.

The firm’s employees believe that community service and pro bono activities make them better lawyers and better people.

McCandlish Lillard has been meeting the legal needs of businesses and individuals in Northern Virginia and throughout the Commonwealth for more than a century. Visit www.mccandlishlawyers.com for more information. **GOOD BUSINESS**

McCandlish Lillard believes that community service and pro bono activities make its employees better lawyers and better people.

EMPOWERING PEOPLE TO CHANGE THE WORLD

Booz Allen is proud to support the Community Foundation for Northern Virginia and their efforts to make lasting connections through positive change and social impact. We empower our employees to turn their personal passions into community action and social impact, partnering with local groups, organizations, and nonprofits that address critical community needs in all areas of life.

Find out how our team is helping communities through social impact at BoozAllen.com/socialimpact



Proud to support the growth of local philanthropy – innovating to meet the region’s most critical needs and improving lives throughout our community.



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- Peer Navigators simplify the path of available resources and services in key areas, including finance, health, housing, education, employment opportunities and much more.
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In cooperation with the Medical Center, the Society also provides assistance with treatment, education, research activities, travel and lodging, and hospital staff support. Since the Walter Reed Society's inception in 1996, the Medical Center and hundreds of service members and their families have received over \$2.2 million in assistance.

Membership in the Society is open to all - officers, enlisted, active duty, retired, Reserve, National Guard, civilians, patients, family members, volunteers, and friends of Walter Reed.

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For membership application or donation information, please contact Debra Washington at walterreedsociety@verizon.net or call (301) 571-1580.

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 Greater Washington Community Foundation
 Hans and Lilian Geyer Trust

INOVA Health System
 Jaquelin R. S. Lamond Revocable Trust
 Jewish Community Federation
 Johnson & Johnson Matching Gifts Program
 Jones Family Charitable Trust
 JV Schiro Zavela Foundation
 Knights of Columbus Council 8600
 Lake Braddock Secondary School
 Lenore R. Binzer Revocable Trust
 Lumina Foundation
 M&T Bank Charitable Foundation
 M. Leo Storch and Hannah Storch Tzedakah Fund
 Mary Louise Gurley Bushel of Money
 Michael S. & Eleanor A. Pinkert Foundation
 Micron Technology Foundation, Inc.
 Morrissette Family Foundation
 National Capital Area Foundation, Inc.
 Network For Good
 Northern Virginia Community College Educational Foundation
 Piedmont Environmental Council
 Prince William County Public Schools Education Foundation
 PWCS Education Foundation Virginia Star Program
 Raymond James Charitable Sanders Foundation
 Schwab Charitable Fund
 Sharp Science Students Foundation
 Shatila Family Trust
 St. John Neumann Church
 The ARC of Northern Virginia

The Benevity Community Impact Fund
 The Claude Moore Charitable Foundation
 The Community Foundation for the Alleghenies
 The Community Foundation Serving Richmond and Central Virginia
 The Dwyer Family Trust
 The House, Inc.
 The Huntsman Family Charitable Foundation
 The Imogene T. Brown Trust
 The Joan E. Kasprovicz Trust
 The Mercantini Family Trust
 The Milton J. Herd Revocable Trust
 The National Symphony Orchestra
 The Palombi Family
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 The Robert & Mary Haft Foundation, Inc.
 The SkillSource Group, Inc.
 The U.S. Charitable Gift Trust
 The Windibrow Foundation
 The Wolf Family Charitable Trust
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