

# 2021/2022 Bi-Annual Report

## Loudoun Cares





**Connecting Those Who Serve With Those In  
Need, To Build A Stronger Community.**

**CHAIRMAN'S**

**MESSAGE**



Dear Friends,

Over the last two years, Loudoun Cares continued to be a fighting force against the effects of COVID-19 variants in Loudoun, and our overall performance exceeded our projections as:

- the ConnectLine's COVID-19 Emergency fund aided our neighbors with almost \$1.68M in rental and utility assistance since the beginning of the pandemic;
- over 3,200 volunteers responded to needs posted on the Volunteer Center;
- the Board of Directors collectively reported nearly 2,500 volunteer hours;
- the Art Auction developed into a prominent annual event and an excellent funding stream for our programs after its fourth showing.

Our most distinguished honors were accepting both the Nonprofit Organization of the Year Award and Small Business of the Year awards at the 2021 Small Business Award Dinner held by the Loudoun County Chamber of Commerce. Only one other time has a nonprofit ever been named the LCCC Small Business of the Year. We also closed 2021 with a strong showing at the LCCC Community Leadership Awards, including three individual board member nominations in the “Young Professional” and “Nonprofit Executive” categories. In 2022, our Executive Director Valerie Pisierra was presented the LCCC's Community Leadership Award in the Nonprofit Executive category for her work in the nonprofit sector. In late 2022, we were admitted to the prestigious Catalogue of Philanthropy, a locally focused guide to giving and volunteering in the DC Metro area.

Loudoun Cares' staff and our working Board are excited to continue serving the needs of the Loudoun community. The bar is set high for 2023 compared to our recent accomplishments, but we never turn away from a challenge. We are so appreciative and motivated by your continued support in furthering our mission to connect those who serve with those in need to build a stronger community. Please, enjoy reviewing this report, and we look forward to seeing you in person around our Loudoun strong community.

Cheers,

A handwritten signature in cursive script that reads "Monti Mercer".

**Monti Mercer**  
**Chair, Board of Directors**  
**Loudoun Cares**



**EXECUTIVE**

**DIRECTOR'S**

**MESSAGE**



To say the last two years have been extraordinary would be an understatement. During this time, Loudoun Cares has made a bigger impact than ever before. Our efforts were fueled by collaboration, connections, and community. We worked closely with our faith community, government agencies, and our local nonprofits to find the resources our families needed.

I remember a time when our organization came together to talk about the possibility of closing our doors. Where we still relevant? Did our community need us anymore? Could what we do be explained in a way that connected with donors and funders? Through this whole process and to this day I said a resounding . . . YES! There is not an organization in Loudoun County that does what Loudoun Cares does. The way we use our network for the good of the community is a one of a kind operation. Our business model kicked into high gear when COVID hit and we were able to rise to the challenge.

For this I am forever grateful to you our supporters, our sponsors, our staff that has worked endless hours, and our Board of Directors that continually support our organization with a passion and dedication matched by no other. It is because of you.

You make the difference

You support our efforts

You give us the strength to continue

From the bottom of my heart, thank you.

**Valerie Pisierra**

**Executive Director**

**Loudoun Cares**





# Who We Are

**The Loudoun Cares model is unique to Loudoun County. We are the only organization that provides a centralized system for matching volunteers and nonprofits, potentially delivering support to every resident, business, and nonprofit organization across the County.**

Connecting residents in need with local nonprofits and agencies that assist with a variety of health and human services including rent/utility assistance, food, clothing, medical/dental, housing, job services. Working closely with 25+ faith-based organizations to secure emergency financial aid for qualifying residents.

**CONNECTLINE**



Connecting resident and corporate volunteers with local nonprofits. These volunteers help with everything from a one-time event to providing direct services to our community. Volunteers can look for opportunities, find out about upcoming events, and track their volunteer hours.

**VOLUNTEER  
CENTER**



Providing stable affordable rent for other nonprofit organizations along with a collaborative environment. Our tenants enjoy shared resources and a chance to work together to provide their services to our community.

**NONPROFIT  
CENTER**



# Faith Network Partnerships

Since 2004, Loudoun Cares has worked alongside the faith community to support some of our most vulnerable residents. When we work with families that need help securing financial assistance, we reach out to our network of over 25 faith-based partners. We vet callers, ensuring that any financial support will be the last portion needed for that family to avoid eviction or utility disconnection or to get their transportation back on the road. Funds pledged by the faith-based organization go directly to the vendor, and we make it easy for them to help where it is needed most. In the last two years alone, we provided 539 families with over \$177,375 from our Faith Network partnerships.

For more information on how your faith-based organization can join our Faith Network, please contact [info@loudouncares.org](mailto:info@loudouncares.org).



# 2021/2022 Board of Directors



**MONTI MERCER**  
**CHAIR**  
**(2021/2022)**



**KC TREGONING**  
**VICE CHAIR**  
**(2022)**



**SEEMA M. KHAN**  
**TREASURER**  
**(2021/2022)**



**TRACEY LEVERETT**  
**SECRETARY (2022)**



**MELINDA GIPSON**  
**SECRETARY (2021)**



**JOSH SWIRCHAK**  
**DIRECTOR**



**GLENN WOOTEN**  
**DIRECTOR**



**RONNI ALLEN WARD**  
**DIRECTOR**

# Board of Directors



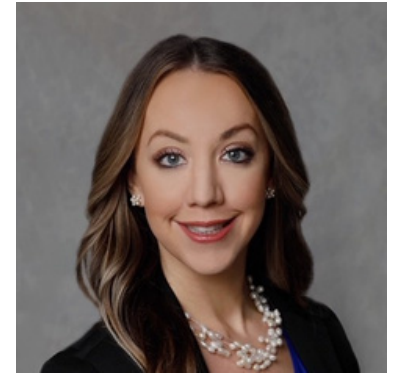
**ZACK CARPENTER**  
**DIRECTOR**



**DEBRA CRAIG**  
**DIRECTOR**



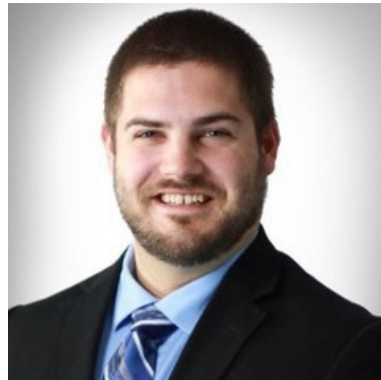
**TIFFANY MEEHAN**  
**DIRECTOR**



**ERIN ADAMS**  
**DIRECTOR (2022)**



**LAVANYA CARRITHERS**  
**DIRECTOR**



**AUSTIN HALE**  
**DIRECTOR**



# Board of Directors



**SUSAN K. SYNDER**  
**ASSOCIATE MEMBER**



**BOB WOODRUFF**  
**ASSOCIATE MEMBER**



**REMI BERNARD**  
**ASSOCIATE MEMBER**

# Staff



**VALERIE PISIERRA**  
**EXECUTIVE DIRECTOR**

In 2017 Valerie stepped into the role of Executive Director of Loudoun Cares. A dedicated and caring leader, she truly believes in the power of community and what it can do to lift those in need. Valerie's more than 20 years of managing volunteers and working with nonprofits is a perfect fit to carry out the mission of Loudoun Cares.

“Being the executive director of such an amazing organization is truly an honor. We focus on collaboration, connections, and community for the sake of a common goal: helping those in need.”

## Loudoun Cares Staff & Volunteers:

Jennifer Tomlinson - Program Development Coordinator

- Donna H. - Volunteer, Office Assistant
- Remi B. - Volunteer, Social Media/Marketing

## Loudoun Cares ConnectLine:

- Carol P. - ConnectLine/COVID19 Helpline Call Specialist
- Cathy P. - ConnectLine/COVID19 Helpline Call Specialist
- Alicia B. - COVID19 Helpline
- Glenda S. - COVID19 Helpline
- Una G. - Volunteer COVID19 Helpline

# 2021/2022 Committees

Monti Mercer (Chair)  
KC Tregoning  
Seema Khan  
Tracey Leverett  
Valerie Pisierra

Tracey Leverett (Chair)  
KC Tregoning  
Monti Mercer  
Valerie Pisierra

Debra Craig (Chair)  
Monti Mercer  
Tracey Leverett  
Valerie Pisierra

Austin Hale (Chair)  
Seema Khan  
Ronni Allen Ward  
Monti Mercer  
Valerie Pisierra

## Executive Committee



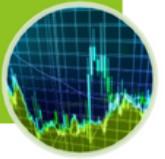
## Board Development (Governance)



## Ad-HOC Strategic Planning



## Audit & Finance



Monti Mercer (Chair)  
Lavanya Carithers  
Susan Snyder  
Bob Woodruff  
Valerie Pisierra

Ronni Allen Ward (Chair)  
Zack Carpenter  
Debra Craig  
Lavanya Carithers  
Monti Mercer  
Valerie Pisierra

KC Tregoning (Chair)  
Melinda Gipson  
Josh Swirchak  
Tiffany Meehan  
Glenn Wooten  
Tracey Leverett  
Ronni Allen Ward  
Monti Mercer  
Valerie Pisierra

Monti Mercer (Chair)  
Lavanya Carithers  
Valerie Pisierra

## Building Committee



## Advisory Committee-Fund Development



## Development (External Affairs)



## Tenant Committee



# Committees

Tiffany Meehan (Co-Chair)  
Josh Swirchak (Co-Chair)  
Remi Bernard  
Monti Mercer  
Valerie Pisierra  
Brian Tinsman

Glenn Wooten (Co-Chair)  
Tracey Leverett (Co-Chair)  
Jennifer Tomlinson  
Debra Craig  
Monti Mercer  
Ronni Ward  
Valerie Pisierra

Melinda Gipson (Chair)  
Erin Adams  
Zack Carpenter  
Monti Mercer  
Valerie Pisierra

Advisory Committee-  
Marketing



Advisory  
Committee-Special  
Events



Advisory  
Committee-Corporate  
Relations





# 2021/2022: Connecting our Community

# 2021/2022 COVID-19 Response



## **COVID-19 Emergency Relief Fund and Helpline**

The COVID-19 Helpline connects Loudoun residents to the resources they need to help navigate through the COVID-19 pandemic.



## **Helping Families**

From the beginning of COVID19 through December 2022, Loudoun Cares referred 2,920 households to valuable resources in our community and assisted with rent and/or utilities for 990 families adversely affected by the COVID19 crisis. Many are still struggling to remain stable while facing reduced hours, layoffs, school closures, and childcare challenges. This is especially relevant for our single parents.



## **Distributing Funds**

From the beginning of COVID19 through December 2022, over \$1.68 million in rent/utility assistance was distributed to families affected by the COVID19 crisis in the Loudoun area. These funds helped keep these families in their homes and the lights on.

# Partnership with CCDA

The COVID-19 crisis highlighted the need for Loudoun Cares' services. As people scrambled to find resources to support their families, they turned to Loudoun Cares in rising numbers. We continue to look for new funding to support our families that are still struggling due to this crisis.



At the onset of COVID-19, Loudoun Cares and Catholic Charities formed a powerful partnership that was brought together quickly, providing financial relief and serve coordination for our residents. This collaboration provided a mechanism to distribute funds collected by community agencies and organizations. Once the state Rental Relief Program (RRP) was established, our team shifted our focus to helping families with overdue utilities. We are so thankful to CCDA for their willingness to collaborate. As a team, both organizations were able to help more people than we could have done alone. This shows the power behind these relationships and what can be accomplished. In October 2021, Loudoun Cares took over this initiative exclusively.



# 2021/2022 Volunteer Center

## STATS

- Supported volunteer recruitment for 262 local nonprofits;
- Added 27 new nonprofits to our platform in 2021/2022;
- Connected 3,259 volunteers with our local nonprofit to help them serve their populations;
- More than 1,900 new volunteers joined our army of people who serve;
- Loudoun Cares Board of Directors Volunteer Impact = \$76,784.40 (2,493 hours)

## SURVEY RESULTS

- Was it easy to sign up and find volunteer opportunities on the platform?
  - Yes 80%
- Did you find a nonprofit to volunteer with and/or support?
  - Yes 70%; Still looking 19%
- Did you know where to find nonprofits in Loudoun County before using the Volunteer Center platform?
  - No 84%
- Did you learn about any nonprofits that you were not familiar with?
  - Yes 80%
- Will you continue to use the Volunteer Center to find volunteer opportunities?
  - Yes 90%

# 2021/2022 ConnectLine & COVID-19 Helpline

## STATS

- Kept nearly 540 families affected by COVID-19 in their homes with their lights on, providing more than \$720K in rental and utility assistance; 46% of those we supported in 2021/2022 did not qualify for government support;
- Collected total emergency support of \$177k through Faith Network for distribution;
- Received 5,423 unduplicated calls;
- Created 1,989 client records translating into approximately 6,226 residents
  - a. 97.8% were 65% or below the Average Median Income for Loudoun County;
  - b. 60% were Hispanic, with 56% Spanish Speakers;

## SURVEY RESULTS

- Was our staff friendly and compassionate? - Yes 99%
- Could you have found the help you needed without Loudoun Cares? - No 79.6%
- Did the funding you received make a positive difference in your situation? - Yes 96.5%
- Do you feel your financial situation is currently stable? - Yes 64%
- Would you call us again if you needed help? - Yes 97.3%

# Community Feedback

Honestly I don't know what I would do this time without this help. This organization is truly a blessing to me when I need it the most.

- Daniel, ConnectLine

This came at a time when no one else would help us. We are still struggling with CSA/WrapAround through Loudoun County to get help funding mental health care services, and the bills are mounting

- Peter, ConnectLine

Your staff was so amazing and caring. They had my situation wrapped up in just one day, which is so incredible. I'm so lucky to have found you all. Thank you!

- Emit, ConnectLine

My two children and I are beyond grateful for your help with rent this month while I'm in this job transition. Now we will not be evicted, and we can continue living in our apartment. Thank you again for your care and generosity!!

- Maria, ConnectLine

# Community Celebrations

## **Winner: Small Business And Nonprofit Of The Year**

Loudoun Cares received two honors, including the top award, Small Business of the Year, at the Loudoun Chamber of Commerce Small Business Awards gala. Loudoun Cares also won the Nonprofit of the Year award, marking an incredible achievement for the Loudoun organization led by Executive Director Valerie Pisierra. Valerie went on to be awarded Nonprofit Executive of the Year by the same organization in early 2022



# Signature Events

**LOUDOUN CARES**



## 2021 Winners

**Judy Hines Service of a Lifetime - Dennis Godfrey**

**Gabriella Miller Youth Volunteer - Christian Yohannes**

**Loudoun County BOS - Chairperson Recognition - Homeowner Services Committee with Loudoun Habitat for Humanity**

### Outstanding Volunteer Award Categories

**Adult Volunteer - Wendy Oakford**

**Adult Volunteer Team - Loudoun's Young Entrepreneurs Academy Instructors**

**Adult Public Safety Volunteer - Kathleen Leary**

**Senior Volunteer - Dennis Godfrey**

**Senior Volunteer Team - Food Donations Team – Senior Center of Leesburg**

**Youth Volunteer Team - Young Men's Service League**

**Community/Civic Volunteer Organization -**

**St Theresa Catholic Church of Ashburn & Knights of Columbus**

**Corporate Volunteer Team - Northwest Federal Credit Union Foundation**

**Volunteer Project - BENEFIT Loudoun**

**Volunteer Team - Loudoun County Medical Reserve Corps**

**Veteran Volunteer - Bernard Mustafa**

**Nonprofit Volunteer Board - Loudoun Career Firefighters Foundation**

**RiseUp Volunteer - Dr. John Farrell**

### District Recognition

**Algonkian District - Isamar Ortega**

**Broad Run District - Ashburn Volunteer Fire & Rescue**

**Leesburg District - Joe Mydlinski**

**Sterling District - Rosa Cousins of New Virginia Majority**

# 2021 Outstanding Volunteer Award Sponsors

## Event Sponsors



## Loudoun Cares Annual Sponsor



## Category Sponsors



## In-kind Sponsor



## Award Sponsors



# Signature Events

LOUDOUN CARES



## 2022 Winners

**Judy Hines Service of a Lifetime - Juanita Easton**

**Gabriella Miller Youth Volunteer - Seoyoung Jun**

**Loudoun County BOS - Chairperson Recognition - Lisa Jones**

### Outstanding Volunteer Awards Categories

**Adult Volunteer - Gerco Hoogeweg**

**Adult Volunteer Team - Loudoun Salvation Army Angel Tree Team**

**Adult Public Safety Volunteer - Kevin Kelly**

**Senior Volunteer - Mohammad Raees**

**Senior Volunteer - Larry Messner**

**Senior Volunteer Team - Loudoun Medicare Counseling Team**

**Senior Public Safety - James Jones**

**Senior Public Safety - Brad Quin**

**Youth Volunteer Team - StoryBook Treasures Team Briar Woods HS**

**Community/Civic Volunteer Organization - CAST Program Rock Ridge HS**

**Corporate Volunteer Team - Apple Federal Credit Union**

**Volunteer Project - RoboLoCo 5338**

**Volunteer Project Leader - Alex Sohn**

**Volunteer Team - Sterling Volunteer Rescue Squad**

**Veteran Volunteer - Rebecca Ortego**

**Nonprofit Volunteer Board - George C. Marshall International Center**

**RiseUp Volunteer - Eva Maria Torres-Herrera**

### District Recognition

**Algonkian District - Virginia Voyack**

**Ashburn District - Alex Reif**

**Broad Run District - Katrece Nolen**

**Dulles District - Dulles South Soup Kitchen**

**Leesburg District - Vicente Gonzalez**

**Sterling District - Amy Gazes**



# 2022 Outstanding Volunteer Award Sponsors

## Event Sponsors



## Loudoun Cares Annual Sponsor



## Category Sponsors



## In-kind Sponsor

## Award Sponsors



# Signature Events

In 2021, over 100 works of art created by local artists was auctioned off at our in person event on October 16, 2021. Raised \$18, 804 in funding to help support LC Programs and Operations.



"Blue Gardens"  
Ravi Raman



"Truck White Barn "  
George Jacob



"Newport Dusk"  
Roger Schultz

# 2021 3rd Annual Art Auction

## Platinum Sponsors

NOVAIS MAKPAR



## A/V Sponsor



## Gold Sponsors



## Gallery Sponsor



## Silver Sponsors



Carol Kearney, Realtor  
Momentum Realty, LLC, Potomac Falls VA  
Licensed in VA and WV  
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(703) 975-4588  
www.momentumrealtyva.com



## Media Sponsor



## Print Sponsor



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# 2021 3rd Annual Art Auction

## Hospitality Sponsor

**Travinia Italian Kitchen & Bar**  
**ION International Training Center**  
**The Cornichon**  
**LuckyDog@Chefscape**  
**Amphora Catering**  
**Crumb! Cookies**  
**Auntie's Sweets**  
**Breaux Vineyards**

## Raffle Sponsor

**Marriott Courtyard Dulles  
Town Center**  
**Carrithers Law Offices**  
**Wild's Edge Fitness**  
**Stone Tower Winery**  
**Great Country Farms**  
**Bluemont Vineyard**  
**Henway Hard Cider Company**  
**Dirt Farm Brewing**  
**Aloft Hotels**  
**Tru by Hilton**  
**Wild's Edge Fitness**

**DC Prime Steak &  
Lobster**  
**Kahvila Coffee House**  
**Balck Walnut Brewery**  
**Cucinamore**  
**Trader Joe's**  
**Gruto's Soft Sserve**  
**Black Hoof Brewing**  
**YIP Fitness**

# Signature Events

In 2022, over 100 works of art created by local artists was auctioned off at our in person event on October 16, 2022. Raised \$20,850 in funding to help support LC Programs and Operations.



**"Attendees"**  
Kelly Lottahall



**"Blue Pool"**  
Andrea Cybyk



**"Hydrangea"**  
Mekhla Salimani



# 2022 4th Annual Art Auction

## Platinum Sponsors

NOVAIS MAKPAR Leesburg  
L I F E S T Y L E™



## A/V Sponsor



## Gold Sponsors



## Print Sponsor



## Silver Sponsors



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# 2022 4rd Annual Art Auction

## Hospitality Sponsor

**Travinia Italian Kitchen & Bar**  
**ION International Training Center**  
**Bourbon Bayou**  
**Cupcakes The Galleria**  
**Fleur de Cuisine**  
**Baker's Crust**  
**Rebellion Bourbon Bar & Kitchen**  
**Leesburg**  
**Walsh Vineyards**  
**Leesburg Lifestyle**  
**Belly Love Brewery**  
**Stonehedge Flower Farm**

## Raffle Sponsor

**Escape Room Loco**  
**Macy's Dulles Town Center**  
**School of Rock**  
**YIP Fitness**  
**Art Tours of Leesburg**  
**DC Prime Steak & Lobster**  
**The Cornichon**  
**The Ballpark Loudoun**  
**The Bluemont Experience**  
**ID Life**  
**Weird Brothers Coffee**  
**Mocatina**  
**Top Golf**  
**Belmont Dentistry**



# Organizational Supporters

## 2021

### Loudoun Cares Platinum Supporters



**MAKPAR**

### Loudoun Cares Gold Supporters



### Loudoun Cares Bronze Supporters



### Loudoun Cares Friends

Northwest Federal Credit Union  
Walmart Giving  
BENEFIT Concert

# Organizational Supporters

## 2022

### Loudoun Cares Platinum Supporters



### Loudoun Cares Gold Supporters



### Loudoun Cares Bronze Supporters



### Loudoun Cares Friends

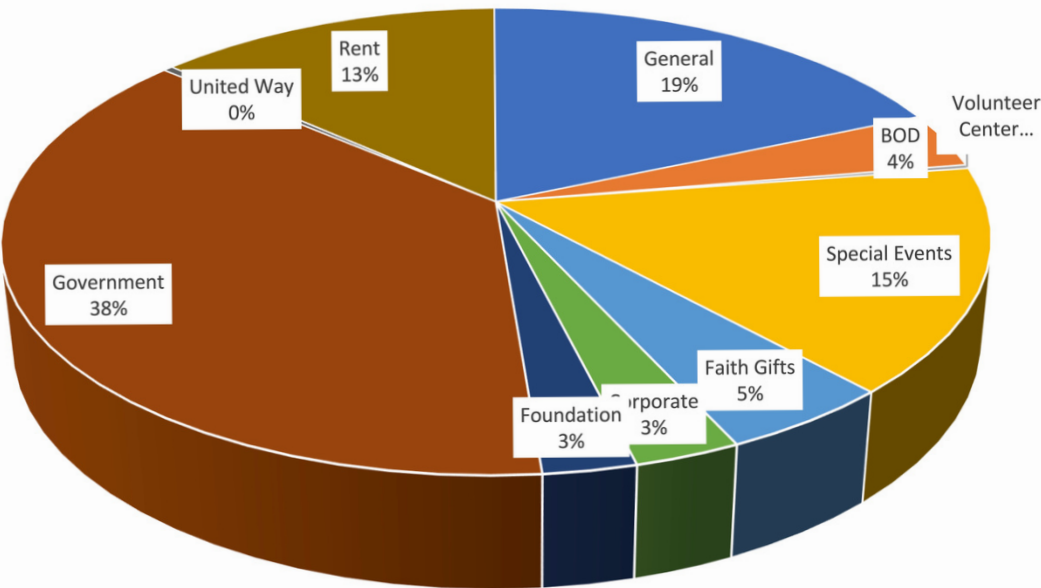
Jacob Ayubi - State Farm  
TJX Foundation  
United Charitable  
Walmart Giving  
Networking Ninja's  
Loudoun County Chamber of Commerce  
Threshold Media



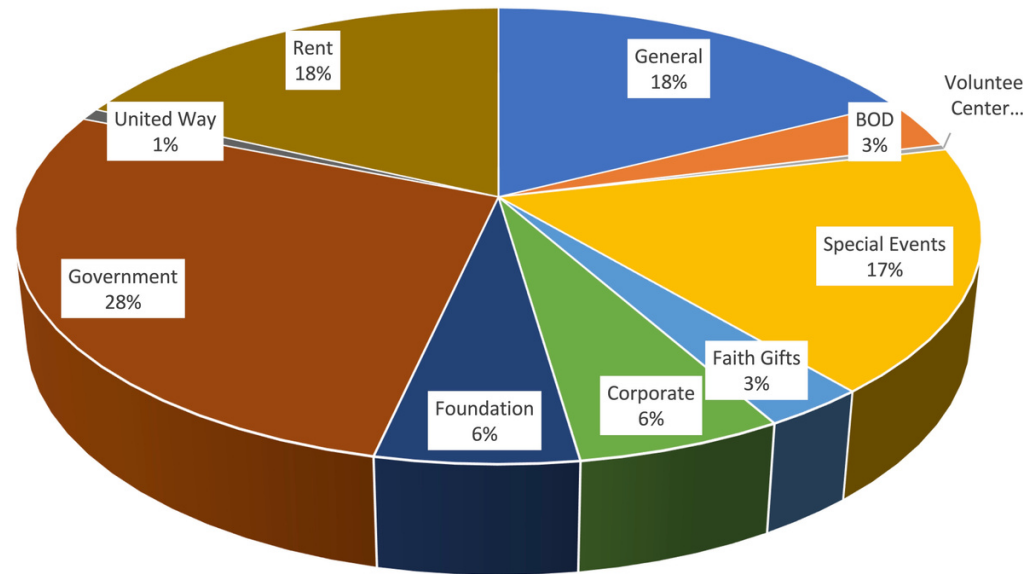
# Revenue & Expenses

# Revenue

2021 Revenue

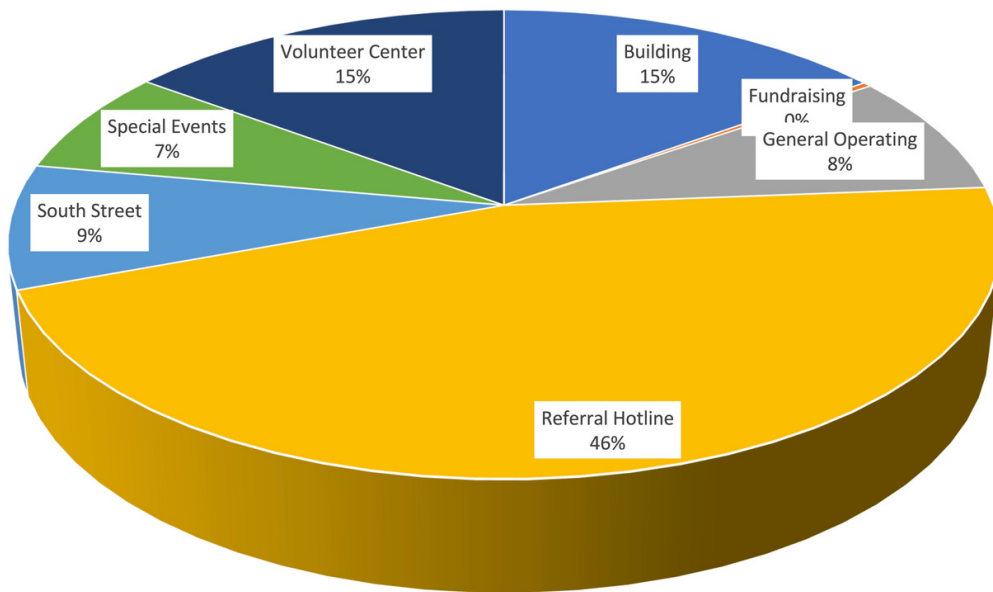


2022 Revenue

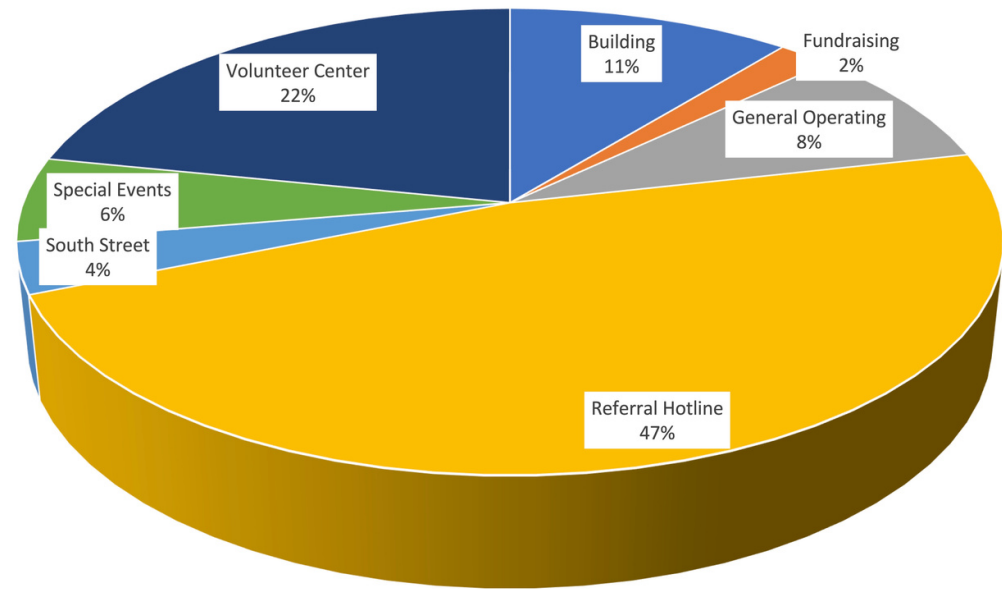


# Expenses

2021 Expenses



2022 Expenses





**BRING ON 2023!**





**PO Box 83, Leesburg, VA 20178**

**[loudouncares.org](http://loudouncares.org)**

**[volunteer.loudouncares.org](http://volunteer.loudouncares.org)**

**ConnectLine: (703) 669-INFO (4636)**

**Business Office: (703) 669-2351**

**[info@loudouncares.org](mailto:info@loudouncares.org)**