



2023/2024

# Bi-Annual Report

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





## Letter from the Board Chair

Dear Friends,

Over the past two years, Loudoun Cares has made a meaningful impact across our community, adapting to challenges and building on successes. Together, we achieved milestones that set the stage for continued growth in the years to come.

We continued distributing ARPA funds for the County to support residents needing utility, rent relief, and eviction avoidance funding. In the past 2 years, the County awarded us contracts worth over \$10 million, allowing us to expand our staff. Most of the funding is earmarked for passthrough to residents in need so we continue to help those who have fallen into dire financial situations. Since April 2020 through the end of December 2024, we distributed over \$5.3 million in rental and utility assistance, reaching more families in need than ever before. Further, we received multiple grants supporting our programs from numerous foundations and donors.

Additionally, over 3,500 volunteers responded to community needs posted through the Volunteer Center, contributing thousands of hours to support our mission and the missions of the nonprofits that we support through our centralized volunteer hub. Our Volunteer Center continues to grow with over 335 nonprofits currently registered. Our presence across Loudoun got stronger and our signature events saw significant growth. We hosted the Outstanding Volunteer Awards in 2023 and 2024, honoring exceptional volunteers who strengthen our mission and help build the Loudoun community. The 5th and 6th Annual Art Auctions were very successful fundraisers, raising vital funds for our programs and showcasing local talents in the art, music, and culinary world. We've peppered our calendar with smaller events as well, providing services such as a free shred and social opportunities such as a benefit concert.

We successfully worked our way through transitions as several Board members reached their term limits or resigned due to various life events. Although saying goodbye was difficult, it opened the door for us to welcome several new Board members who have approached Loudoun Cares with new ideas, bringing us renewed energy. Our beloved Valerie Pisierra retired after serving as our Executive Director for 7 years. We welcomed Jenny Tomlinson into the Executive Director role in August 2024; her transformative leadership is guiding Loudoun Cares in an exciting direction as we start the new year. Finally, we sold the South Street building which we have called home since 2010, giving up the title of "landlord." We are currently renting back and looking for a new place to hang our hats.

None of these accomplishments would have been possible without the support of our donors, volunteers, and community partners. Your commitment drives our work to build a stronger, more connected Loudoun.

As we look to 2025, we're excited to deepen our impact and serve even more Loudoun residents. Thank you for being an essential part of this journey. Together, we're making a lasting difference.



Warm regards,

A handwritten signature in black ink that reads "Ronni". The signature is written in a cursive, flowing style.

**Ronni Allen Ward**

*Board Chair, Loudoun Cares*

## Message from the Executive Director

Greetings,

As I reflect on the past two years, I'm filled with immense gratitude for the support and dedication that make Loudoun Cares such a special organization. In my first year as Executive Director, I have had the privilege of seeing firsthand how our team, our volunteers, and our partners work tirelessly to meet the needs of our community.

2023 and 2024 have been years of learning, growth, and opportunity. We've focused on strengthening our core programs, expanding our services, and deepening our relationships with local organizations. What stands out most is the unwavering commitment to ensuring no one in Loudoun County faces challenges alone. Whether it was through the efforts of our Volunteer Center, the ConnectLine, or our impactful community events, we have worked hard to make a lasting difference.

I'm excited about what's ahead. We have future plans that will allow us to extend our reach, grow our impact, and build an even stronger support system for those who need it most. But none of this would be possible without you—our community, our volunteers, and our supporters.

Thank you for your trust and continued partnership. I look forward to the work we will do together in the years ahead.



Best,



**Jenny Tomlinson**

*Executive Director, Loudoun Cares*



# Organizational Impact

## 1. ARPA Funding

### Total amount distributed

- 2023 - \$441,869
- 2024 - \$1,387,384

### Number of households supported

- 2023 - 76
- 2024 - 167

## 2. Emergency Relief Fund

### Total amount distributed

- 2023 - \$11,477
- 2024 - \$4,228

### Number of households supported

- 2023 - 34
- 2024 - 15

## 3. Volunteer Center

### Number of volunteers recruited

- 2023 - 784
- 2024 - 990

### Number of positions filled

- 2023 - 1,417
- 2024 - 2,228

### Number of nonprofits supported

- 2023 - 321
- 2024 - 335

### Total Loudoun Cares volunteer hours logged and estimated financial impact

- 2023 - 2,265 hours (\$75,858 in financial impact)
- 2024 - 1,986 hours (\$66,511 in financial impact)

## 4. Faith Network Partnerships

### Total funds distributed through faith-based partners

- 2023 - \$4,538
- 2024 - N/A

### Number of families assisted

- 2023 - 8 received additional assistance from Faith-Based Organizations
- 2024 - N/A

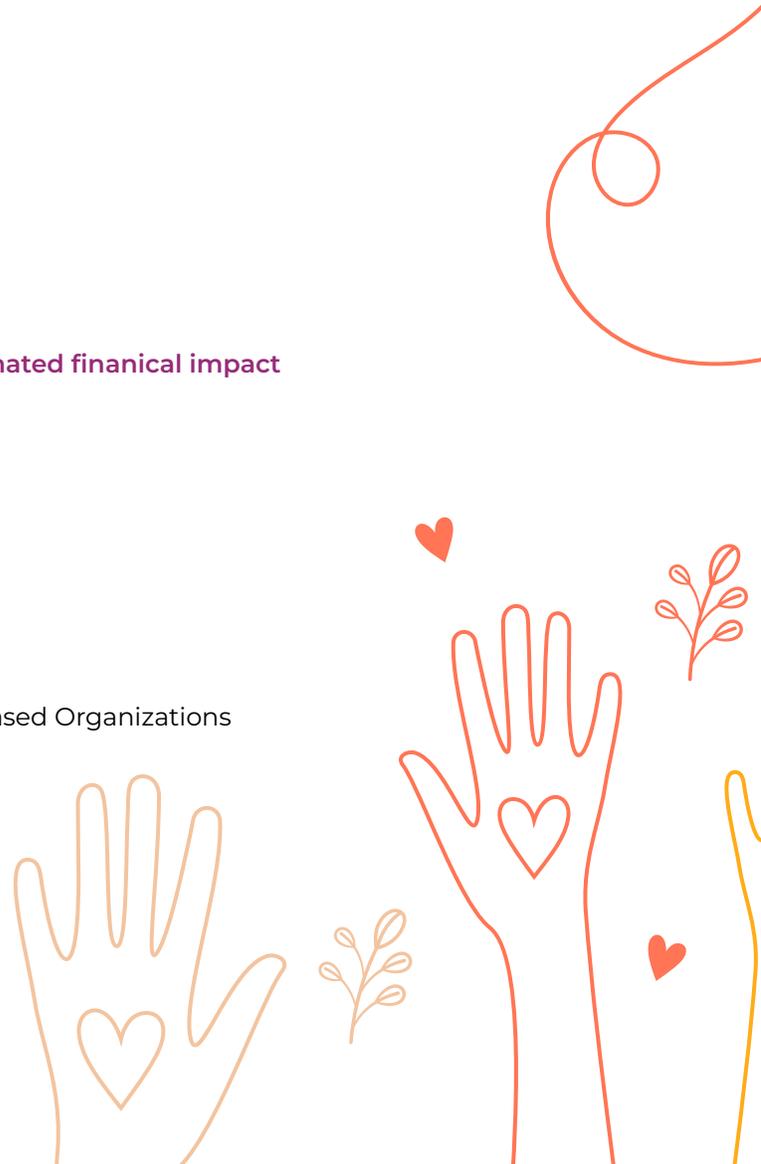
## 5. ConnectLine/COVID-19 Helpline

### Total client records created

- 2023 - 1656
- 2024 - 4434

### Total calls received

- 2023 - 2272
- 2024 - 5464



# Community Engagement & Recognition

## 2023 Grants

- 100WomenStrong
- Loudoun Impact Fund
- Anonymous Corporate Business Foundation
- Loudoun County Nonprofit Human Services Impact Grant
- Community Foundation of Loudoun & Northern Fauquier Counties Endowment Fund
- Tackle Box Fund
- Pratt Family Charitable Foundation
- Tales & Ales
- HHMI/Janelia
- Schnabel Geostructural Design & Construction
- Hot Brewers Calendar  
Produced by Leesburg Lifestyle

## 2024 Grants

- 100WomenStrong
- Loudoun Impact Fund
- Anonymous Corporate Business Foundation
- Loudoun County Nonprofit Human Services Impact Grant
- Town of Leesburg Customer Assistance Program

## Community Supporters

- Loudoun Chamber of Commerce
- Community Foundation for Loudoun and Northern Fauquier Counties
- Loudoun County Board of Supervisors

## GEM (Give Every Month) Members

### Amount raised from GEM Members

- 2024 - \$6,500

“ I am proud to be a GEM for Loudoun Cares because I truly believe there is no other organization that supports our community and our other nonprofits like LC does! ”

- GEM member

## Annual Corporate Sponsors

### 2023 Annual Corporate Sponsors

- Forward Inc.
- Backflow Technology
- HHMI/Janelia Research Center

### 2024 Annual Corporate Sponsors

- Backflow Technology
- HHMI/Janelia Research Center

## In kind and Small Event Sponsors Throughout the Year

### 2023 In kind and Small Event Sponsors Throughout the Year

- INOVA Hospital
- Venture X -Ashburn
- Around the House Home Repair
- Purcellville Pub
- Ocelot Brewing
- United Charitable
- Rover

### 2024 In kind and Small Event Sponsors Throughout the Year

- INOVA Hospital
- Venture X -Ashburn
- Around the House Home Repair
- Rover

# Outstanding Volunteer Awards

## 2023 Outstanding Volunteer Award Winners

- **Judy Hines Service of a Lifetime Award:** Brenda MacEoin, LAWS Domestic Violence & Sexual Assault Services
- **Gabriella Miller Youth Volunteer Award:** Mahsa Riar, Loudoun Coalition on Women & Girls
- **Outstanding Adult Volunteer Award:** Amy Ulland, Loudoun Wildlife Conservatory
- **Outstanding Adult Volunteer Team Award:** The Resourceful Woman, LAWS Domestic Violence & Sexual Assault Services
- **Outstanding Adult Public Safety Award:** Loudoun County Sheriff's Office Auxiliary
- **Outstanding Senior Volunteer Award:** Cynthia Colbert, Loudoun Hunger Relief
- **Outstanding Senior Volunteer Team Award:** John and Robin Peterson, Loudoun Habitat for Humanity
- **Outstanding Veteran Volunteer Award:** Gloria Martin, Loudoun Literacy Council
- **Outstanding Volunteer Team Award:** Travelers Aid - Dulles Airport
- **Outstanding Volunteer Project Award:** Park View Redo Crew, Park View High School
- **Outstanding Volunteer Project Leader Award:** Rich Ruckman, Loudoun Habitat for Humanity
- **Outstanding Youth Volunteer Team Award:** Claude Moore Community Builders
- **Outstanding Youth Volunteer Team Award:** Ashburn Youth Men's Service League, All Ages Read Together
- **Outstanding Corporate Volunteer Team Award:** You've Got Maids NOVA
- **Outstanding Community/Civic Volunteer Organization Award:** The Social Collectives - Loudoun
- **Loudoun Cares Executive Director's Award:** Una Giachinta

## 2023 District Recognition

- **Chairperson Volunteer Recognition:** Doode Summers, Young Kings Movement
- **Ashburn District:** Didem Maurice & Patti Painton, LAWS Domestic Violence & Sexual Assault Services
- **Broad Run District:** Ashburn Senior Center Volunteers
- **Dulles District:** Chuck Glass, Dulles South Food Pantry
- **Leesburg District:** Ann Doss, Leesburg American Legion Post 34

## 2023 Outstanding Volunteer Award Sponsors

- Claude Moore Charitable Foundation



- Northwest Federal Credit Union (Senior Category)



- Backflow Technology, LLC (Youth Category)



- Carol Kearney, Realtor, Momentum Realty, LLC



- Jacob Ayubi, State Farm Insurance



- Terraforma Church



- Premier Computer Technology



- You've Got Maids



- Choyce Creative



# Outstanding Volunteer Awards

## 2024 Outstanding Volunteer Award Winners

- **Judy Hines Service of a Lifetime Award:** CAPT Richard Payne, Retired, -Knights of Columbus; Loudoun County Commission on Aging
- **Outstanding Adult Volunteer Award:** Deatema Abdul-Latif, APAH-Loudoun View
- **Outstanding Adult Volunteer Award:** DeeDee Schrader, A Bright Spot
- **Outstanding Adult Volunteer Team Award:** Dulles Eagle Cam Team, Loudoun Wildlife Conservancy
- **Outstanding Senior Public Safety Award:** Debra Farrar, Loudoun County Sheriff's Office Auxiliary Unit
- **Outstanding Senior Volunteer Award:** Sheila Green-Singleton, Women Giving Back
- **Outstanding Senior Volunteer Team Award:** Loudoun Medicare Counseling Team, Area Agency on Aging
- **Outstanding Volunteer Team Award:** Sensory Santa, The Arc of Loudoun
- **Outstanding Veteran Volunteer Award:** David Chinn, Loudoun Habitat for Humanity
- **Outstanding Volunteer Project Award:** Wegmans – Leesburg/Sterling, Loudoun Hunger Relief
- **Outstanding Volunteer Project Leader Award:** Mike Wilkins, Loudoun County Commission on Aging (COA)
- **Outstanding Youth Innovator Award:** Prakhya Koya, Leap4u
- **Outstanding Youth Volunteer Team Award:** Girl emPower Summit Committee, Loudoun Coalition on Women and Girls
- **Gabriella Miller Youth Volunteer Award:** Nicole Smith, Women Giving Back
- **Outstanding Corporate Volunteer Team Award:** Abaco Cares, Women Giving Back
- **Loudoun Cares Executive Director's Award:** Dave Proctor

## 2024 District Recognition

- **Chairperson:** Kappa Alpha Psi Fraternity Dulles-Leesburg Alumni Chapter
- **Algonkian District:** Alicia Cohen, Loudoun County Heritage Register
- **Ashburn District:** Nayeli Mahdi, Niah
- **Ashburn District:** Gary Comi, Insight Memory Care Center
- **Broad Run District:** Mike Littman, Loudoun Invasives Removal Alliance (LIRA)
- **Dulles District:** Charlene Jones, Dulles South Food Pantry and Dulles South Neighborhood Closet.
- **Leesburg District:** Paula Morato-Callaghan, Leesburg community volunteer
- **Little River District:** Willowsford-Aldie Girls on the Run
- **Sterling District:** Quinchela Dent-Hess, LAWS Domestic Violence and Sexual Assault Services

## 2024 Outstanding Volunteer Award Sponsors

- |  |   |
|--|---|
| ▪ Fleur de Cuisine                    | ▪ Forward Inc. (Senior)                                |
| ▪ Lansdowne Woods                     | ▪ Momentum Reality (Youth Team)                        |
| ▪ Claude Moore Charitable Foundation  | ▪ Terraforma Church (Adult Team)                       |
| ▪ United Bank                         | ▪ Jacob Ayubi - State Farm Insurance (Corporate Team)  |
| ▪ Livanta                             | ▪ You've Got Maids (Adult)                             |
| ▪ Backflow Technology LLC (Youth)     | ▪ Waverly Springs (Youth Innovator)                    |
| ▪ Makpar Co. (Adult)                  | ▪ Sandy Spring Bank (Gabrielle Miller Youth)           |

# Annual Art Auction

## Annual Art Auction Event

### Total funds raised

- 2023 - \$62,066
- 2024 - \$55,000

### Number of artworks auctioned

- 2023 - 85 pieces
- 2024 - 24 pieces

## 2023 Key Sponsors and Donors

### Emerald Sponsors - \$10,000

- Acacia Group 
- Miles and Stockbridge 
- Waverly Springs 

### Diamond Sponsor - \$5,000

- Sandy Spring Bank 

### Sapphire - \$3,000

- Bank of Clarke Foundation 
- Makpar Corporation 
- G Squared Capital 

### Platinum - \$1,000

- Kane Landscape 
- CEM Health IT 

### Gold - \$500

- Carol A. Kearney, Realtor, Momentum Realty, LLC 
- Lead2Succeed 

### In-Kind Sponsors

- Fortessa 
- Waverly Springs 
- Copy General 
- Abigail Lague Photography 
- Jessica Brown Photography
- Loudoun Youth Symphony 
- Choyce Creative 
- Clapping Dog Media 
- Timberlake and Oasis
- Stonehedge Flower Farm 
- Walsh Family Wine 

### Raffle Sponsors

- The Ballpark Loudoun
- Bluemont Vineyard
- Cucinamore
- Sense of Thai
- Forever Farm & Vineyard
- Bozzo Family Vineyards
- Macy's
- The Barns at Hamilton Station
- Magner Residential, LLC
- Cana Vineyards and Winery of Middleburg
- StageCoach Theater
- Wheatland Spring Farm & Brewery
- Axes and Os
- Williams Gap Vineyard
- Autobahn Speed Axes and Karting
- Craftsman Auto Care
- Ayrshire Farm
- October 1 Vineyard
- Bonefish Grill
- DC Prime Steak and Lobster
- Pev's Adventure Park
- Willowcroft Winery
- Waverly Springs
- Barbara Selter, Potter

# Annual Art Auction

## 2024 Key Sponsors and Donors

### Signature - \$10,000

- Pleasant Land

### Diamond - \$5,000

- N/A

### Platinum - \$2,500

- Makpar Corporation
- Doma Technologies
- Forward Inc.

### Gold - \$1,250

- CST Group, CPAs, PC

### Silver - \$750

- Around the House
- Fleur de Cuisine
- Carol A. Kearney, Realtor, Momentum Realty, LLC
- Dominion Energy

### In-Kind Sponsors

- Waverly Springs
- Walsh Family Wine
- The Burn
- Loudoun Youth Symphony
- Choyce Creative
- Stroll Willowsford

### Silent Auction Sponsor

- Anne Stine Art Class
- Alice Power
- Rosemary Gallick
- Barbara Selter, Potter
- DC Prime
- Topgolf
- Rick Clement
- CRYO
- Roxanne Azmoudeh D.D.S. P.C.
- Stagecoach Theater
- Donor Bureau
- Lansdowne Golf
- Around the House

## Final Numbers

Attendance and funds raised across all major events

2023



370 attendees



Funds Raised: **\$64,198**  
(OVA & Art Auction)

2024



400 attendees

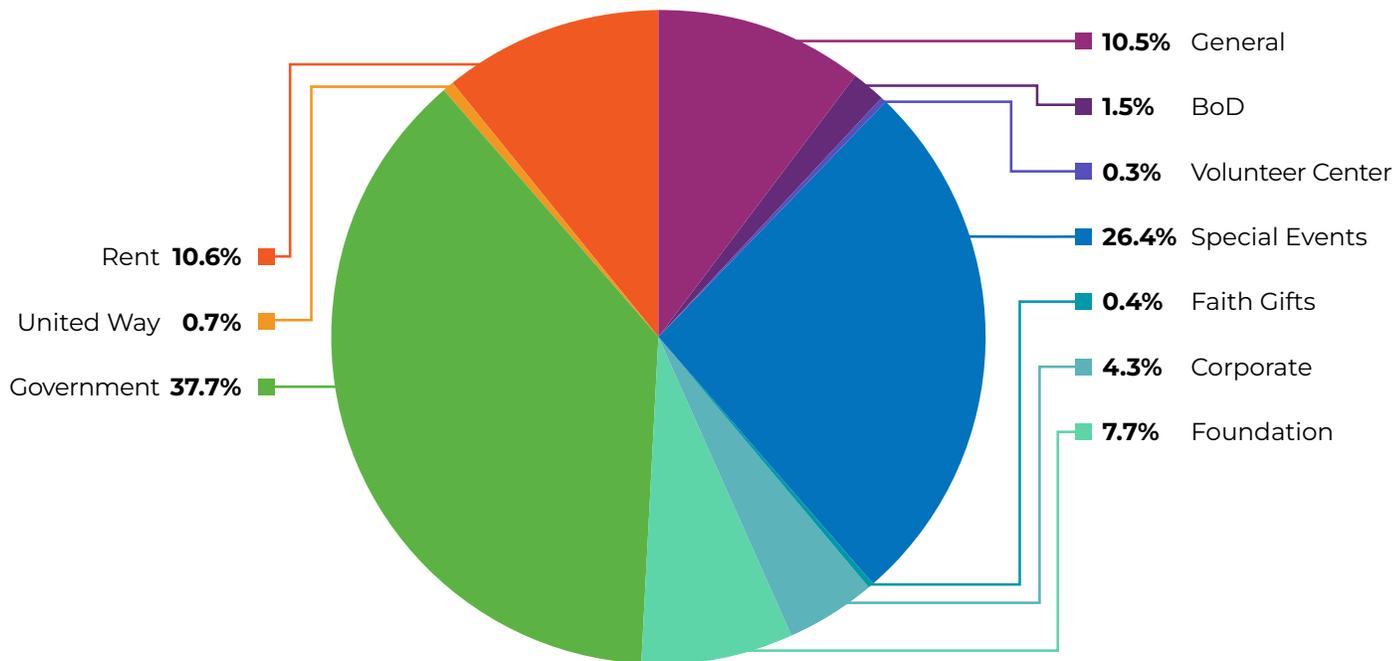


Funds Raised: **\$55,654**  
(Art Auction only)

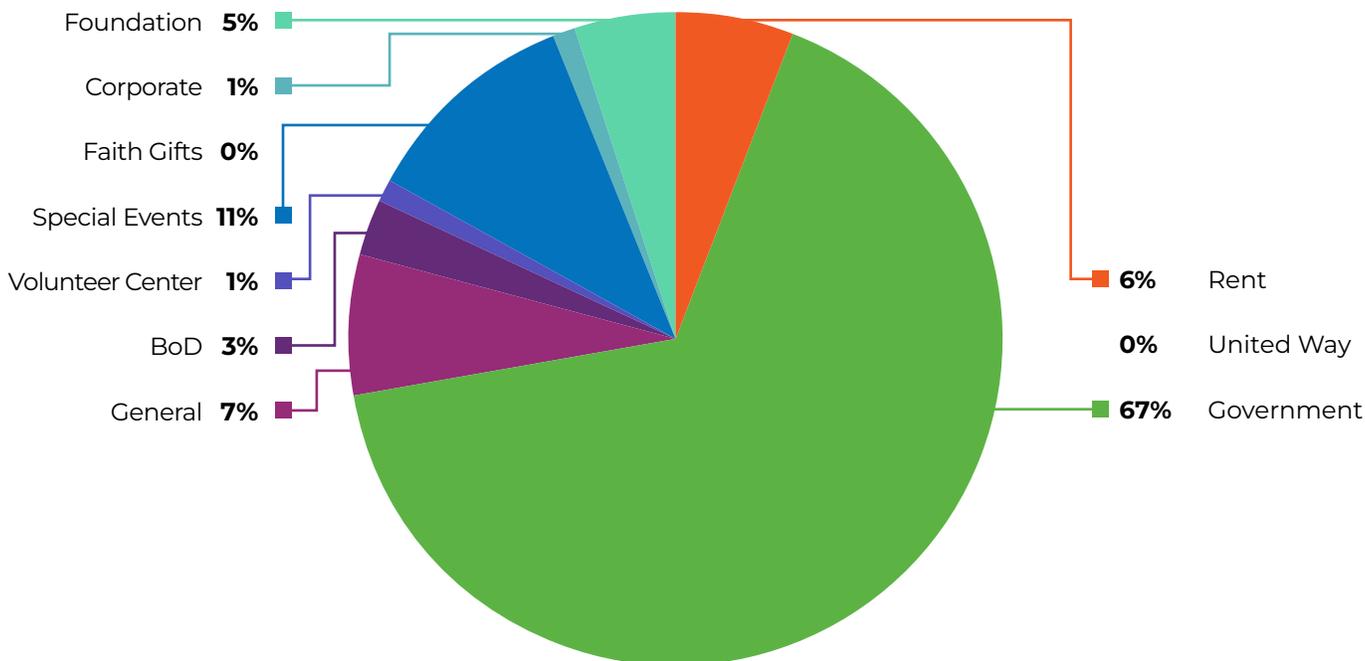
# Financial Reports

## Revenue & Expenses

### 2023 Revenue Sources



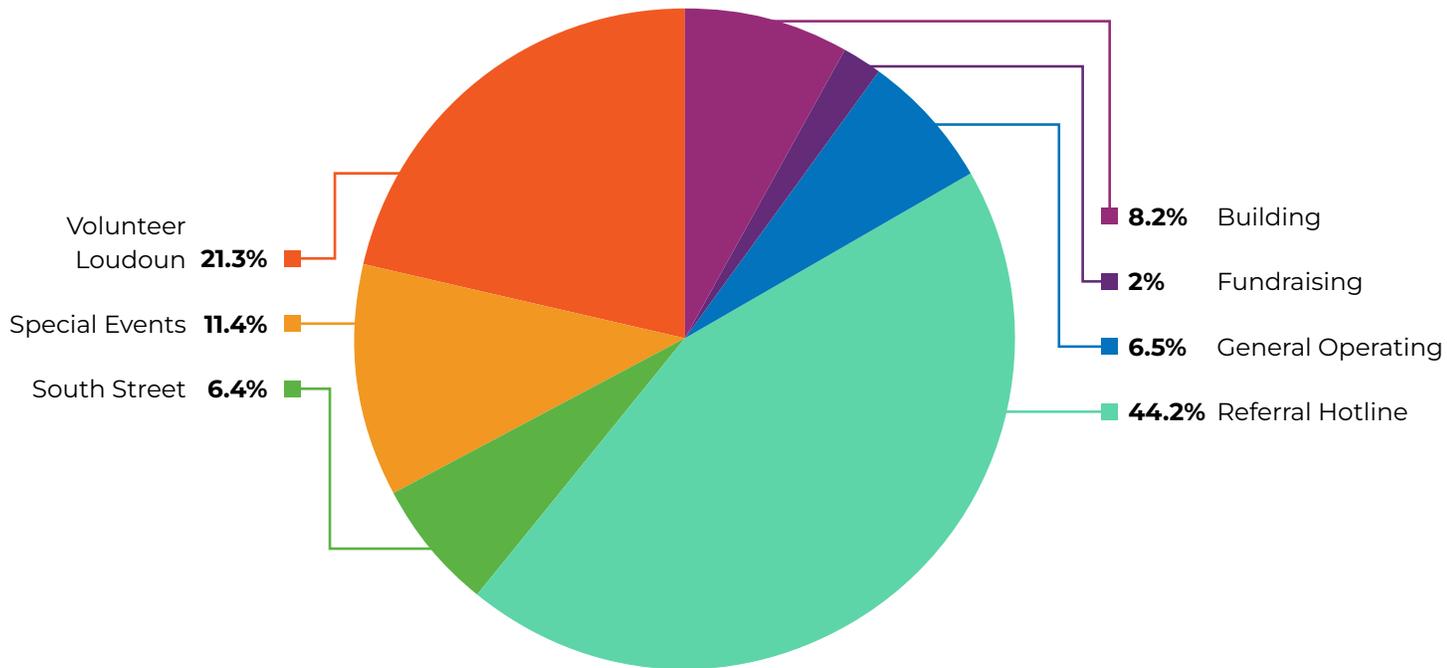
### 2024 Revenue Sources



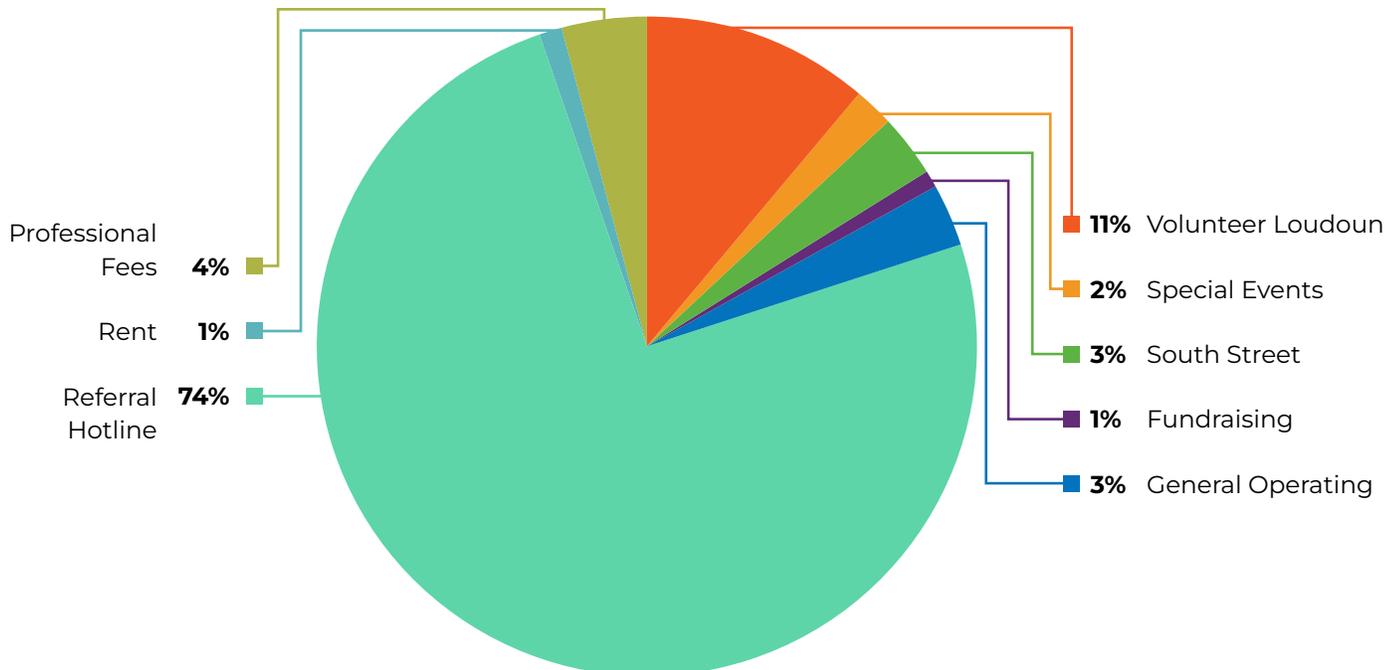
# Financial Reports

## Key Expense Categories

### 2023 Expense Categories



### 2024 Expense Categories



## Governance & Leadership

### 2023 Board and Officers

- **Chair** - Ronni Allen Ward
- **Vice Chair** - Erin Adams
- **Treasurer** - Seema Khan
- **Secretary** - Tracey Leverett
- **Emeritus Chair** - Monti Mercer
- Zachary Carpenter
- Lavanya Carrithers (through 10/11)
- Melinda Gipson
- Austin Hale (through 8/8)
- Tiffany Meehan
- Glenn Wooten
- Erin Lombardi (from 1/11-4/1)
- Katie Schneider
- Emily Long (from 12/13)
- **Emeritus Chair/Founder** - Susan Snyder

### 2024 Board and Officers

- **Chair** - Ronni Allen Ward
- **Vice Chair** - Erin Adams (through 9/30)
- **Vice Chair** - Zachary Carpenter (from 10/1)
- **Treasurer** - Amanda Noordhoff (from 1/14)
- **Secretary** - Deb Craig
- Seema Khan (through 3/1)
- Tracey Leverett
- **Emeritus Chair** - Monti Mercer (through 4/30)
- Melinda Gipson (through 3/1)
- Tiffany Meehan (through 11/24)
- Glenn Wooten
- Katie Schneider (through 5/7)
- Emily Long
- Bukky Brown (from 5/7)
- Jon Hillis (from 10/1)
- Sy Nguyen (from 11/13)
- Allyson Hoffman (from 12/11)
- **Emeritus Chair/Founder** - Susan Snyder





## Thank You for Your Support

As we close this chapter and look ahead to the future, we extend our deepest gratitude to our volunteers, donors, sponsors, and community partners. Your generosity, time, and dedication fuel our mission and make a lasting impact on those in need.

**Together, we are building a stronger, more connected Loudoun.**

### Ways to Stay Involved:

- Volunteer:** Join our growing network of volunteers and make a difference.
- Donate:** Every contribution helps us expand our reach and support more families.
- Partner:** Collaborate with us to create meaningful change in Loudoun County.

### Stay Connected:

- Website:** [www.loudouncares.org](http://www.loudouncares.org)
- Email:** [info@loudouncares.org](mailto:info@loudouncares.org)
- Social Media:** Follow us on Facebook, Instagram, and LinkedIn for updates and impact stories.

**Thank you for being part of our journey.  
Here's to an even brighter future—together, we make a difference!**

