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# ANNUAL REPORT 2025

Connecting those who serve with those in need to build a stronger community



ANNUAL REPORT

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## ANNUAL REPORT

# LETTER FROM THE BOARD CHAIR

Dear Friends,

2025 marked an important chapter for Loudoun Cares, one defined by momentum, resilience, and a deepened commitment to the people and nonprofits we serve. As the needs of our community continued to evolve, so did our ability to respond with care, coordination, and impact.

Loudoun Cares' visibility and reach continued to grow through a robust calendar of signature and community events. Our Outstanding Volunteer Awards celebrated honorees whose generosity and leadership define the best of Loudoun County. The 7th Annual Art Auction supported our programs while spotlighting the incredible creativity of local artists.

2025 was also a year of strategic transition and renewal. We continued strengthening our Board with new voices and perspectives, welcoming new members while honoring the service of those who completed their terms. Under the leadership of Executive Director Jenny Tomlinson, Loudoun Cares moved confidently into its next phase, focused not only on meeting immediate needs, but on building systems that make our community more connected, more responsive, and more resilient for the long term.

Finally, after renting back our former office space for one year after it was sold in 2024, we had to say goodbye to South Street. Happily, we found a wonderful space nearby on Harrison Street SE that is as convenient to the goings on in Leesburg. Plus, the ground floor suite gives us more parking, more daylight, and a better configuration for meeting with clients. It also allows us to expand and contract as needed. If you're ever in the neighborhood, please stop by and see where we landed.

None of this would be possible without the extraordinary generosity of our donors, partners, volunteers, and advocates. Your belief in this work fuels everything we do. As we look ahead to 2026, we do so with clarity of purpose and optimism for what we can achieve together.

Thank you for standing with Loudoun Cares and with the neighbors who rely on us.

Warm regards,



**Ronni Allen Ward**  
Board Chair  
Loudoun Cares



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# MESSAGE FROM THE EXECUTIVE DIRECTOR

Greetings,

2025 has been a powerful year of growth, learning, and alignment at Loudoun Cares. As I reflect on everything we accomplished together, I am struck by how deeply rooted this organization is in compassion and how strong our future is because of the people who believe in our mission.

Our team worked tirelessly to strengthen the way Loudoun Cares shows up for our community. From managing emergency assistance to supporting nonprofit partners through our Volunteer Center, we focused on building both capacity and connection. Whether someone needed housing stability, a referral through the ConnectLine, or a way to give back, Loudoun Cares was there, meeting people where they were and helping them move forward.

This year, Loudoun Cares once again served as a trusted steward of County and community grant funding, serving 529 households and distributing \$4,436,057 in rental relief, eviction-avoidance assistance, and the Loudoun Cares Emergency Fund to Loudoun County residents facing financial hardship. These programs are not just numbers, they represent your Loudoun County neighbors protected from crisis and futures preserved.

Our Volunteer Center also reached new levels of engagement in 2025. More than 1,870 new volunteers stepped forward during the calendar year. Our volunteers filled 2,836 volunteer positions for nonprofits across Loudoun County. Based on the average number of hours served by the volunteer slots filled, Loudoun Cares helped the Loudoun County nonprofit community save \$394,658 of operational overhead from their combined budgets. With over 340 nonprofits now registered on the platform, the Volunteer Center has become a true backbone of community engagement, helping connect willing hands with urgent needs at scale.

What makes this work so meaningful is the collaboration behind it. In 2025, our volunteers gave their time, talent, and heart to support neighbors across Loudoun County. Our staff, Board, nonprofit partners, and supporters came together to create a safety net that is not only responsive, but deeply human.

In 2025, we also invested in the future: improving our systems, expanding partnerships, and developing new ways to amplify the impact of every dollar and every hour entrusted to us. These efforts are setting the foundation for an even stronger Loudoun Cares in the years ahead.

I am incredibly grateful for the trust our community places in us. Your generosity makes it possible for Loudoun Cares to be both a lifeline and a connector helping people find stability, dignity, and hope.

Thank you for walking alongside us. I look forward to what we will continue to build together.

Best,



**Jenny Tomlinson**  
Executive Director  
Loudoun Cares

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# ORGANIZATIONAL IMPACT IN 2025

### ARPA Funding:

- ▶ Total amount distributed - **\$4,405,255**
- ▶ Number of households supported - **437**

### Emergency Relief Fund:

- ▶ Total amount distributed - **\$9,013**
- ▶ Number of households supported - **20**

### Volunteer Center:

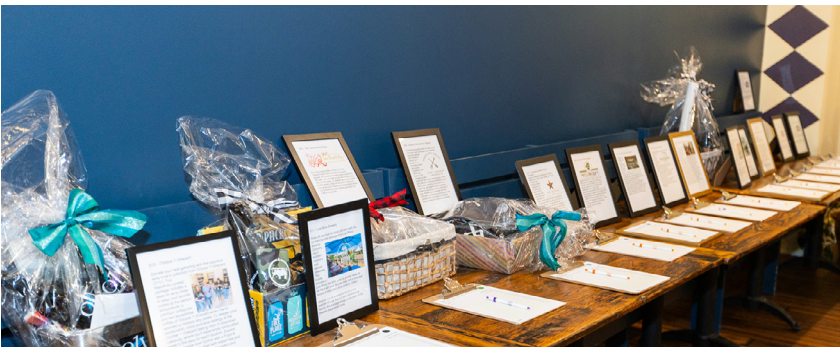
- ▶ Number of volunteers recruited - **1,873**
- ▶ Number of positions filled - **2,836**
- ▶ Number of active nonprofits using our Volunteer Center - **345**

### Faith Network Partnerships:

- ▶ Total funds distributed through faith-based partners - **\$21,789**
- ▶ Number of families assisted - **72 households (rent/utilities)**

### ConnectLine:

- ▶ Total calls received - **5,677**  
*\*Includes ineligible callers*
- ▶ Total service support provided based on their eligibility - **4,455 households**





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# COMMUNITY ENGAGEMENT & RECOGNITION

### 2025 Grants:

- ▶ 100WomenStrong (**May 1, 2025-April 30, 2026**)
- ▶ Loudoun Impact Fund (**December 1, 2024-November 30, 2025**)
- ▶ Confidential Corporate Business Foundation (**FY 2025**)
- ▶ Loudoun County Human Services Nonprofit Grants (**July 1, 2024-June 30, 2025 and July 1, 2025-June 30, 2026**)
- ▶ Town of Leesburg Customer Assistance Program (**July 1, 2024-June 30, 2025 and July 1, 2025-June 30, 2026**)
- ▶ Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc. (**FY 2025**)
- ▶ Synergy Home Care Salute to Service (**August 2025**)

### 2025 Annual Corporate Sponsors:

- Backflow Technology



- Janelia Research Campus



### GEM Members:

Our GEM Club is active and doing their best to help stabilize our income across the year. These **Give Every Month** donors sign up through our website once and continue to contribute every month.

- ▶ Amount raised from GEM Members in 2025: **\$3,443**
- ▶ *"As a GEM for Loudoun Cares, I am helping the organization to better manage their budget; the GEM Club Members provide an expected monthly stipend so management doesn't have to guess on what's coming in. Plus, I can set up my gift in January and not worry about it for the rest of the year."* - GEM Member



Memberships:



7



# SIGNATURE EVENTS

## 2025 Outstanding Volunteer Awards:

We hosted 150 people at the National Conference Center for a feel-good evening focused on celebrating volunteers of all ages (*from an 8-year-old to our senior winners*).

### Outstanding Volunteer Award Winners:

- ▷ **Judy Hines Service of a Lifetime Award:** Patricia Benitez, Dulles South Senior Center, Parks, Recreation and Community Services (PRCS)
- ▷ **Gabriella Miller Youth Volunteer Award:** Alonso Rios, Northern Virginia Science Center
- ▷ **Outstanding Adult Volunteer Award:** Julien Martin, Brain Injury Services
- ▷ **Outstanding Adult Volunteer Team Award:** The Resourceful Woman, LAWS Domestic Violence & Sexual Assault Services
- ▷ **Outstanding Senior Volunteer Award:** Margaret Shay, Insight Memory Care Center
- ▷ **Outstanding Senior Volunteer Team Award:** Loudoun VICAP Medicare Counseling Team
- ▷ **Outstanding Veteran Volunteer Award:** Mahdi Thompson, Nurture Inspire Advocate for Hope
- ▷ **Outstanding Corporate Volunteer Team Award:** QTS Data Centers Team, Loudoun Hunger Relief
- ▷ **Outstanding Community/Civic Volunteer Organization Award:** The Loudoun Mentors Team

### District Recognition:

- ▷ **Chairperson Volunteer Recognition At Large:** Diane Vidoni, Loudoun County Animal Services
- ▷ **Ashburn District:** Nayeli Mahdi, Nurture Inspire Advocate for Hope
- ▷ **Broad Run District:** Ashby Ponds Recycling Team
- ▷ **Leesburg District:** Anthony Fasolo, Chair, Loudoun County Commission of Aging



## Outstanding Volunteer Award Sponsors:

### ▷ Premier Sponsors

- HHMI Janelia - *Gabriella Miller Outstanding Youth Volunteer Award Sponsor*
- Backflow Technology - *Judy Hines Service of a Lifetime Award Sponsor*
- Pleasant Land - *Outstanding Community/Civic Organization Award Sponsor*



### ▷ Category Sponsors

- Makpar - *Speciality Category Sponsor*
- Waverly Springs - *Senior Category Sponsor*
- United Bank - *Adult Category Sponsor*

### ▷ Award Sponsors

- King Street Oyster Bar - *Outstanding Veteran Volunteer Award Sponsor*
- You've Got Maids - *Outstanding Corporate Volunteer Team Award Sponsor*
- Lansdowne Cleaners - *Outstanding Adult Volunteer Award Sponsor*



# 7th Annual Art Auction:

After months of planning and reviewing an incredible collection of donated artwork from local artists, the 7th Annual Art Auction was a resounding success. Held on November 20 at Walsh Family Wine in Purcellville, more than 175 guests attended, enjoying Walsh's signature wines alongside a memorable menu curated by Chef Tarver King of Waverly Springs.



Total funds raised  
**\$43,000**



Number of artworks auctioned  
**34 pieces**



Total Number of silent auction prizes  
**33 prizes including experiences, artwork, and products**

## 2025 Key Sponsors:

▷ **Museum of Modern Art Sponsor - \$1,250**

• October One Vineyard



• CST Group, CPAs



• Wise Protective Service and More, Inc. (WPSM)



▷ **El Prado Sponsor - \$750**

• CEM Solutions Group



• Loudoun Bathrooms



• Waverly Springs





▷ **Art in the Park - \$500**

- Carol A. Kearney, Relator



- United Bank



▷ **Annual Corporate Sponsors**

- HHMI Janelia Research Campus



- Backflow Technology, LLC



▷ **In-Kind Sponsors**

- Waverly Springs



▷ **High Value Silent Auction Sponsors**

- Waverly Springs



- DonorBureau



- Pev's Community Foundation



- The Blackberry Fox LLC



- The Golf Club at Lansdowne





▷ **Silent Auction Sponsors**

- Alice Power, Watercolor Artist
- Big Boi Artistry
- Donn Dobkin Photography
- Hammer & Nails
- Lucky Strike Entertainment
- October One Vineyard
- The Barns at Hamilton Station Vineyards
- Two Twisted Posts Winery
- Willowcroft Farm Vineyards
- Around The House General Home Repair
- Chef Tarver King
- Gavin & Emily Long
- Lost Rhino Brewing Company
- Matt Pavone
- Studio Links Jewelry
- George & Susan Snyder
- Wheatland Spring Farm and Brewery
- Barbara Selter, Potter
- DC Prime
- Great Country Farms/The Bluemont Experience
- Loudoun Youth, Inc
- Morven Park
- The Art of Yerkes
- Tuscarora Mill
- Williams Gap Vineyard

**Other Events:**

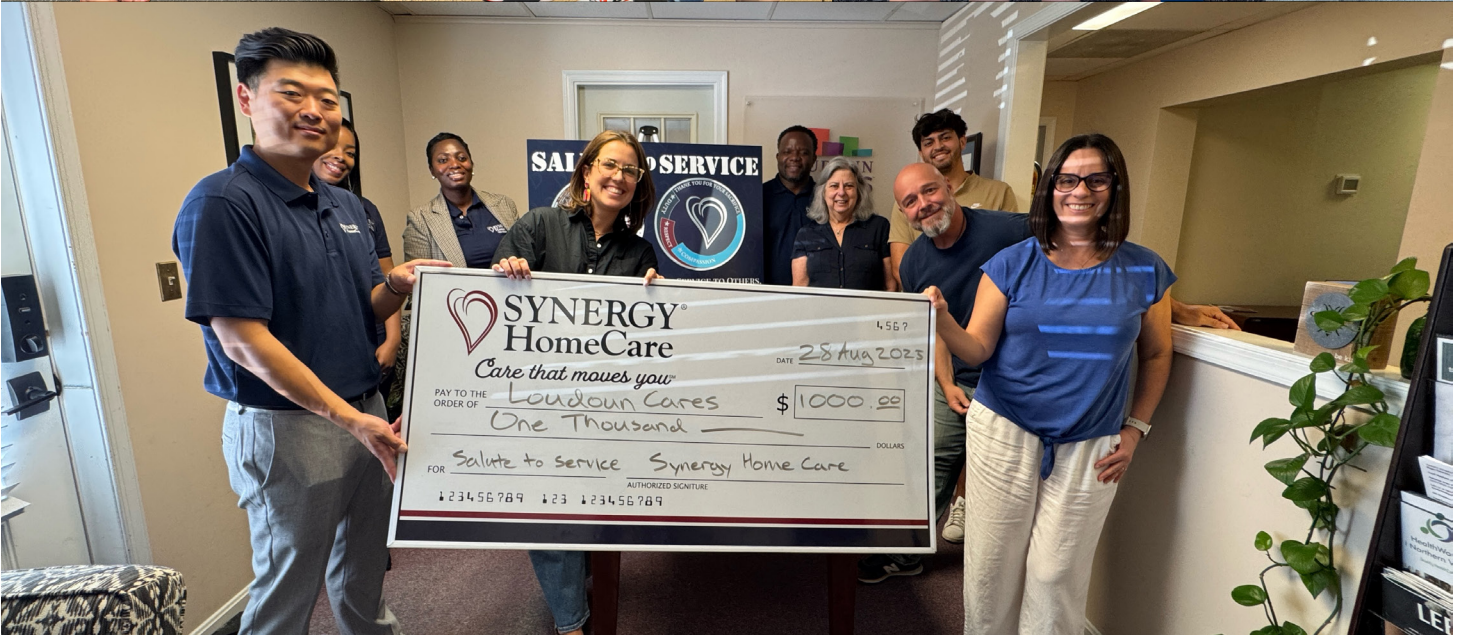
Throughout the year, we stayed actively engaged across the community, collaborating with local partners, sharing our programs and services, and celebrating milestones along the way. A few highlights of where we showed up are listed below. We hope to see you out in the community with us in 2026!

- Loudoun Chamber of Commerce
- Loudoun County Social Collective Coffees
- Rover Shred Event
- 100WomenStrong 2025 Grantee Celebration
- Run the Greenway
- United Bank Free Literacy Classes
- Solo NY Pizza Loudoun Cares Night
- Del Rio Loudoun Cares Day
- Accelerated Visions Golf Tournament
- Inova Loudoun Ladies Board Gala





- The Ladies Board 86th Annual Rummage Sale
- Loudoun Valley High School PTO & FBLA
- Crossroads Alternative Gift Fair
- Leesburg First Friday: Art Auction Preview
- Loudoun County Parks and Recreation (PRCS) Community on Purpose
- Loudoun Impact Fund Grantee Celebration
- Simpson Middle School Parent Night
- LCPS Workforce Summit
- LCPS Faith Luncheon
- LCPS Job For a Day
- LCPS Retired Teachers Association
- Loudoun County Workforce Resource Center
- Loudoun County Adult & Aging Services
- Edward Jones/Birchwood at Brambleton
- Montebello Farm

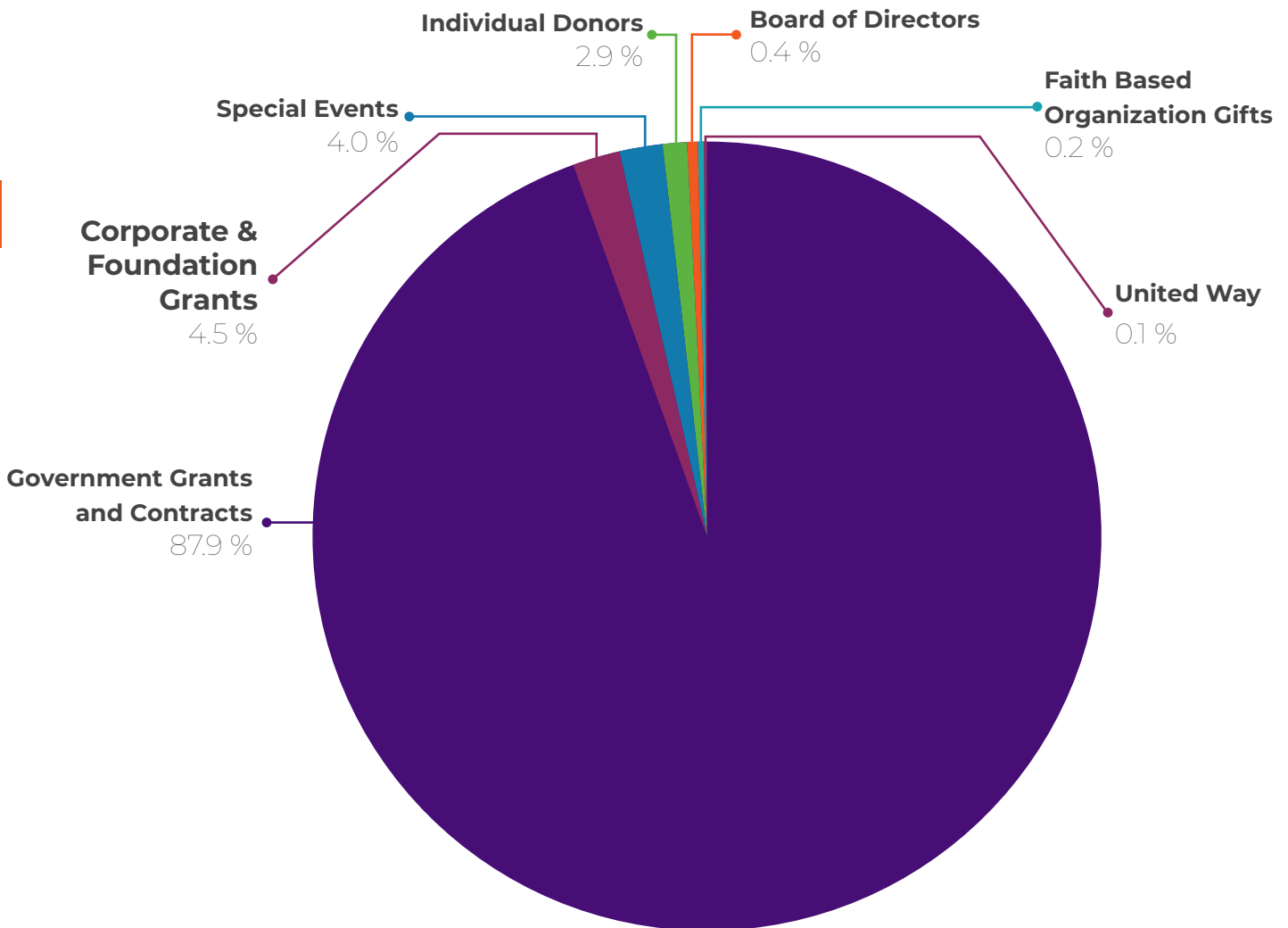




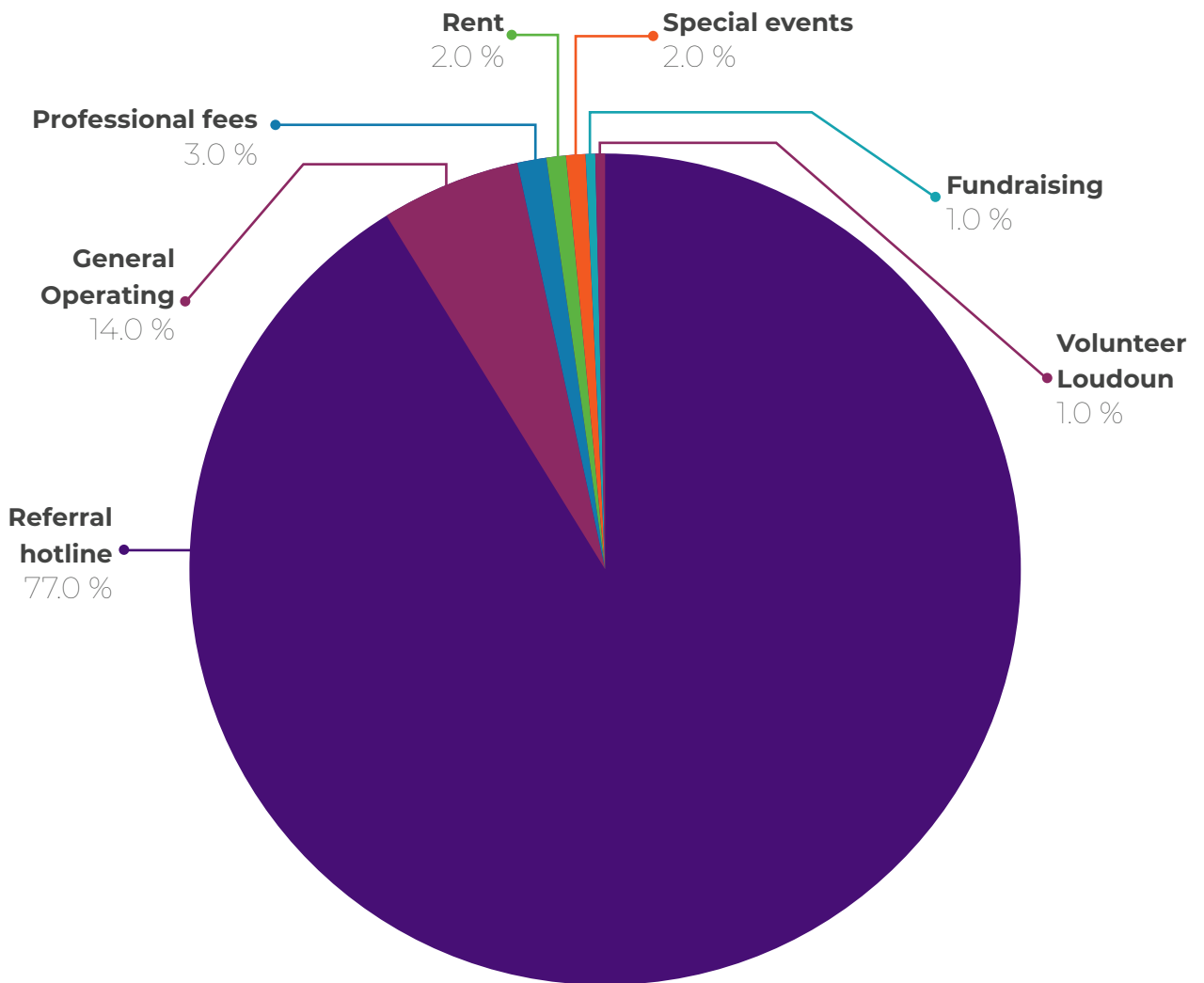
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# FINANCIAL REPORTS

## Revenue Sources



## Key Expense Categories:





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# GOVERNANCE & LEADERSHIP

## Board & Staff:

- ▶ **Executive Director** - Jenny Tomlinson
- ▶ **Board of Directors:**
  - **Chair** - Ronni Allen Ward
  - **Vice Chair** - Zack Carpenter
  - **Treasurer** - Amanda Noordhoff
  - **Secretary** - Deb Craig
  - Bukky Brown
  - Tracy Hamlin (as of 2/2025)
  - Jon Hillis
  - Allyson Hoffman
  - Tracey Leverett
  - Emily Long
  - Sy Nguyen
  - Natalie Ramos
  - Jessica Tolliver (as of 10/2025)
  - Glenn Wooten
  - **Emeritus Chair & Founder** - Susan Snyder



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# CLOSING MESSAGE

As we reflect on 2025, we are filled with deep gratitude for the people who make Loudoun Cares possible. To our volunteers, donors, sponsors, nonprofit partners, and community champions—thank you.

Your generosity, compassion, and belief in our mission are what allow us to show up for individuals and families when they need it most.

Every hour volunteered, every dollar donated, and every partnership formed helps strengthen the safety net across Loudoun County. Because of you, neighbors are supported, nonprofits are empowered, and our community is more connected and resilient.

Together, we are not just responding to needs, we are building a stronger Loudoun, rooted in care and collective action.

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### Ways to Stay Involved:



#### **Volunteer:**

Lend your time and talents to make a meaningful difference.



#### **Donate:**

Your support fuels programs that directly impact our community.



#### **Partner:**

Work alongside us to create lasting, positive change in Loudoun County.

**Thank you for joining our journey; together, we make a difference!**



Scan QR code for direct access to our website:



Or visit our website: <https://www.loudouncares.org>

Email us at [info@loudouncares.org](mailto:info@loudouncares.org)

Follow us on Facebook, Instagram, and LinkedIn for updates, stories, and impact highlights.

Thank you for walking alongside us this year. We are deeply grateful for your continued support and look forward to what we can accomplish together in the years ahead.