

Foggy Bottom West End Village

# 2015 Year End Annual Report



**Dear Friends:**

*Over the past two years, Foggy Bottom West End Village has grown from a “start-up” non-profit membership organization to one of maturity and depth. We are fulfilling our mission by providing social interaction, educational programs, and delivering services that allow members to live independently for the long term.*

*With your help, during this past year we completed many of the goals we set out to accomplish and then some. In 2015 we grew our membership to 149 members, increased our volunteer corps to 75 volunteers, entered into strategic partnerships with health support groups, held a successful gala, established a legacy society, expanded our founding donors campaign, received a grant to study and alleviate member isolation, completed 352 service requests, conducted 220 programs, supported four weekly affinity groups, and put in place criteria to expand our Board of Directors. Whew!!*

*As we continued on this journey, we constantly evaluated our work and learned from our experiences. At renewal time this past September, 91% of our members renewed and we expect the same vote of confidence during the September 2016 renewal period.*

*While we are positioned to continue this journey for years to come, there will be many challenges that face our organization. One of these will be transitioning responsibilities and leadership which is inevitable when approaching three years of operation. We are ready to meet these challenges and invite more fellow travelers to join us in our mission. As you read this second Annual Report, consider how we might together make this journey more fulfilling, exciting, and caring.*



**Sincerely,**

*Susan*

*Bob*

**Susan B. Haight  
Board President**

**Bob McDonald  
Executive Director**

**See inside for reports  
on membership, financials,  
volunteer services, donors  
and much more!**

# *Volunteer Services Are Core Element of the Village And Main Incentive for Members Joining*

**During** the calendar year from January 1 through December 31, 2015, Village members made 352 service requests, resulting in 407.5 hours of service provided by our vetted Village volunteers. This averages out to almost one volunteer service provided every day of the year.

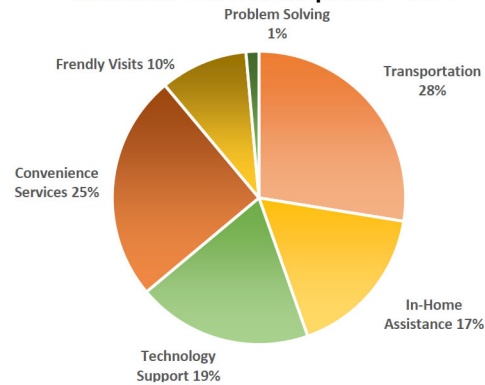
**The provision** of our volunteer services is a core element of the Village and a main incentive for members joining, along with our programs, wellness sessions, lectures, and other events. In 2015, approximately 100 of our total members were Standard Members eligible for volunteer services. 59% of those actually received at least one volunteer service throughout the year. This number mirrors the 60% of eligible members who received services during the previous year. This indicates a very good rate of utilization of volunteer services among villages.

**While our utilization** rate is good, it is always a challenge, as it is across all villages, to encourage members to use the services to which they are entitled. Many of us still hesitate to ask for help, perhaps because of an embarrassment that we have a need or because of a reluctance to admit that we are not totally self-sufficient. As members grow into the sense of community that the Village engenders, we become more comfortable with needing and helping each other as we grow in familiarity and relationships.

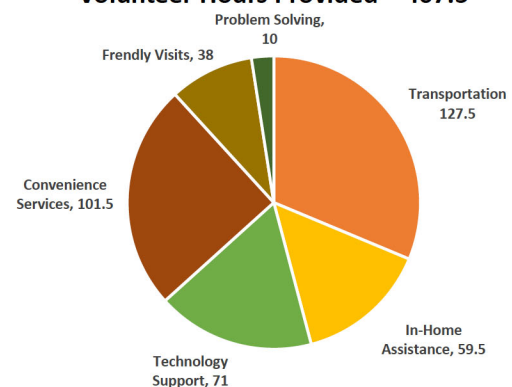
**A large majority** of services provided (85%) occur during the daytime, weekday hours. Because of this, the Village is fortunate to have such a large number of retired volunteers, many of whom are our members, who are available during these weekday hours. In addition, the interns we have had from the School Without Walls provide ongoing technical assistance in the Village office two days a week.

**To become a volunteer, go to the  
Volunteer tab on our website:  
[www.fbwevillage.org](http://www.fbwevillage.org) or call 202-333-1327.**

**Volunteer Service Requests = 352**



**Volunteer Hours Provided = 407.5**



**Volunteers also** provide service to the organization's infrastructure. With only one paid employee, the Village depends on volunteers across the board to function effectively. Volunteers staff our committees, provide administrative services in the office, plan and execute our programs, and support fundraising events such as our Gala. About 40% of the entire cadre of 75 volunteers is engaged in such services to the organization of the Village.

**As 2015 progressed** into our third year of operations, the Village began executing plans to expand the services our volunteers provide. This would lead the Village to reconstitute the Volunteer Committee to explore and execute new services, to recruit new and specialized volunteers, and to develop additional methods of recognizing and supporting our volunteers.





## ***Programs For All Occasions***

*The Foggy Bottom West End Village* continued to host numerous programs to address the myriad interests of our 149 members.

*The approximately 220 programs* scheduled during 2015 included our popular wellness series, happy hours, author talks, and museum and gallery tours. Additionally, the village hosted premier events such as the John Eaton concert in April, the Old Fashioned Ice Cream Social in August, and the annual Between the Holidays Pot Luck Dinner in December.

*Each year,* we find that we are able to increasingly draw on our members' talents to identify and implement more sophisticated events.

*Additionally,* our members have an opportunity to tap into their skills, as well as learn new skills while developing satisfying and lasting connections within the Village.

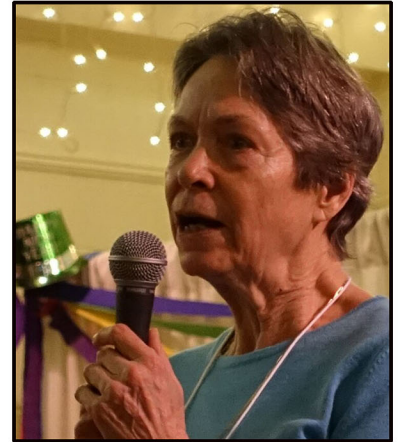
*From top: John Eaton concert, Mardi Gras Gala, Boaters with Village bag, Holiday Potluck Dinner, and Coffee and Company.*





## ***Sally Willis Tells How the Village Provides ‘Profound Sense of Community’***

**Longtime Washingtonian** Sally Willis has sometimes returned to her hometown, Chatham, Virginia, for a wedding, memorial service, or other event that took place in the church of her childhood. Here’s what she experienced on those visits: “I would find myself sitting in the pew bawling uncontrollably. The first time this happened, I was confounded. By the second time, I began to realize that I was mourning the fact that I had not established in Washington any sense of community. Nothing coming anywhere close to the one I had experienced in my childhood in the kind of place where people looked out for each other, and if you did something naughty while walking home from school, your mother would hear about it before you got home.”



*Sally Willis*

**After the Village** pot luck supper this winter, she told the Board: “I sensed the greatest gift that the Village will give me is a profound sense of community with my fellow Villagers. Some we like. Some we don’t. Some inspire us. Some admire us. Some we make mischief with. Some we worry about. Some make us feel inadequate. Some make us feel good about ourselves. In short, we have the whole gamut of people who make up a community. I really appreciate all the time and energy you have put into creating the Village as a place where seniors in our neighborhood can feel that they are part of a vibrant community. So here’s a big, heartfelt THANK YOU.”

**Sally retired** last year after 45 years of civil rights work at the Department of Justice. The first thing she did after her retirement was join the FBWE Village.

## ***Village Membership Continues to Grow***

**Our Village** continued to grow in 2015. At year’s end we had 149 members, and on our second anniversary, 91 percent of our members renewed, including several who chose to extend for three years. We are a Village that has no age minimum or maximum with members’ ages spanning 50 years (46-99). Since our inception, we have also welcomed neighbors who may have income limitations, enabling one out of seven (14 percent) of our members to participate with funds raised through grants and community donations.

**FBWEV offers** standard and social memberships to both individuals and households; standard members are eligible for the broad scope of Village services while social members attend educational and social programs. About one-third of our members are householders and two-thirds are individuals with a similar ratio of social to standard members.

**In 2015** FBWEV was selected as one of 20 villages nation-wide to participate in a survey conducted by the University of California at Berkeley to evaluate the impact villages have on their members. Funded by the Retirement Research Foundation, the survey data can help inform policy makers and funders. Over 100 FBWEV members participated in the survey, with 92 percent noting they were extremely or very satisfied with their membership and identifying a sense of community, peace of mind and social events as what they valued most as a villager. We look forward to continued growth as our neighborhood and our village thrive.



***He Responded to More Than 40 Member Requests in 2015***

## ***Bob Haas Named Volunteer of the Year***



***Bob Haas***

*The FBWE Village* has named Bob Haas as the 2015 Volunteer of the Year. Soon after joining the Village's volunteer corps in April 2015, he became our most active volunteer, responding to more than 40 member requests during the remainder of the year. For the most part, Bob has provided transportation to medical appointments, but he has also helped with household tasks, he has picked up groceries and prescriptions, and helped members with computer issues.

*Bob Haas* was born and reared in The Bronx and lived in Chicago for some 16 years before eventually coming to Washington in 1990. He has B.A. and M. A. degrees in English Literature and a certificate in an information systems specialist program. A Vietnam veteran himself, Bob worked for the Department of Veterans Affairs for 26 years in various administrative and management positions in three different locations in matters primarily related to compensation, pension and education benefits. He retired in 2000, but continued working as a part-time consultant until 2013 for information system projects designed to assist service members and veterans of the conflicts of the last three decades.

*Since he has the time and ability*, helping others makes perfect sense to Bob. In addition to volunteering for the FBWE Village, he has been a member of the executive committee of the West End Library Friends since 2005, serving in four different positions. Since moving to the Westbridge Condominium in 1990, he has served as president for two terms, chair of an emergency preparedness committee, co-chair of a social committee, and led on two projects related to the condominium building. Bob and his wife Anne consider the Westbridge their retirement home, and they have taken full advantage of the benefits of Washington and those unique to West End and Foggy Bottom, such as the Smithsonian, the Kennedy Center, the Washington Ballet, the Nationals, and both of GWU's basketball teams.

*The latest benefit* they decided to enjoy was membership in the Village. As villagers they meet neighbors they would not otherwise meet and enjoy various social activities not otherwise available. They know that when they might need help in the future, the Village will be there for them.

## ***How the Village Concept Helps Everyone***

The Village concept is a powerful agent for building communities, integrating services, and providing a safety net for residents of all ages. At last count, there were 57 Villages in the Washington area. When an individual has surgery, and requires extensive recuperation time at home, the Village makes certain that the individual does not become isolated. The Village reaches out to find care givers, transportation, and other services -- all the while providing a wide array of learning activities, social events and neighborhood get-togethers for young and old. See our website at [www.fbwevillage.org](http://www.fbwevillage.org) for more information.



# ***Financials: Another Successful Year for the Village in 2015***

*The year 2015* was another successful year financially for the Foggy Bottom West End Village. Our total revenue was \$182,062.89, which is 45.5 percent over what we budgeted of \$125,100.

*We were pleased* to add new revenue sources in 2015. These included our launch of the Founding Donors Campaign, an effort to create a long-term financial foundation for the Village, which resulted in \$39,217.20 in net revenue. Additionally, we held our first annual gala. Like many non-profits, this represents a significant source of revenue for our organization. We were thankful to see many in-kind donations for the event, which resulted in net income of \$35,498.48.

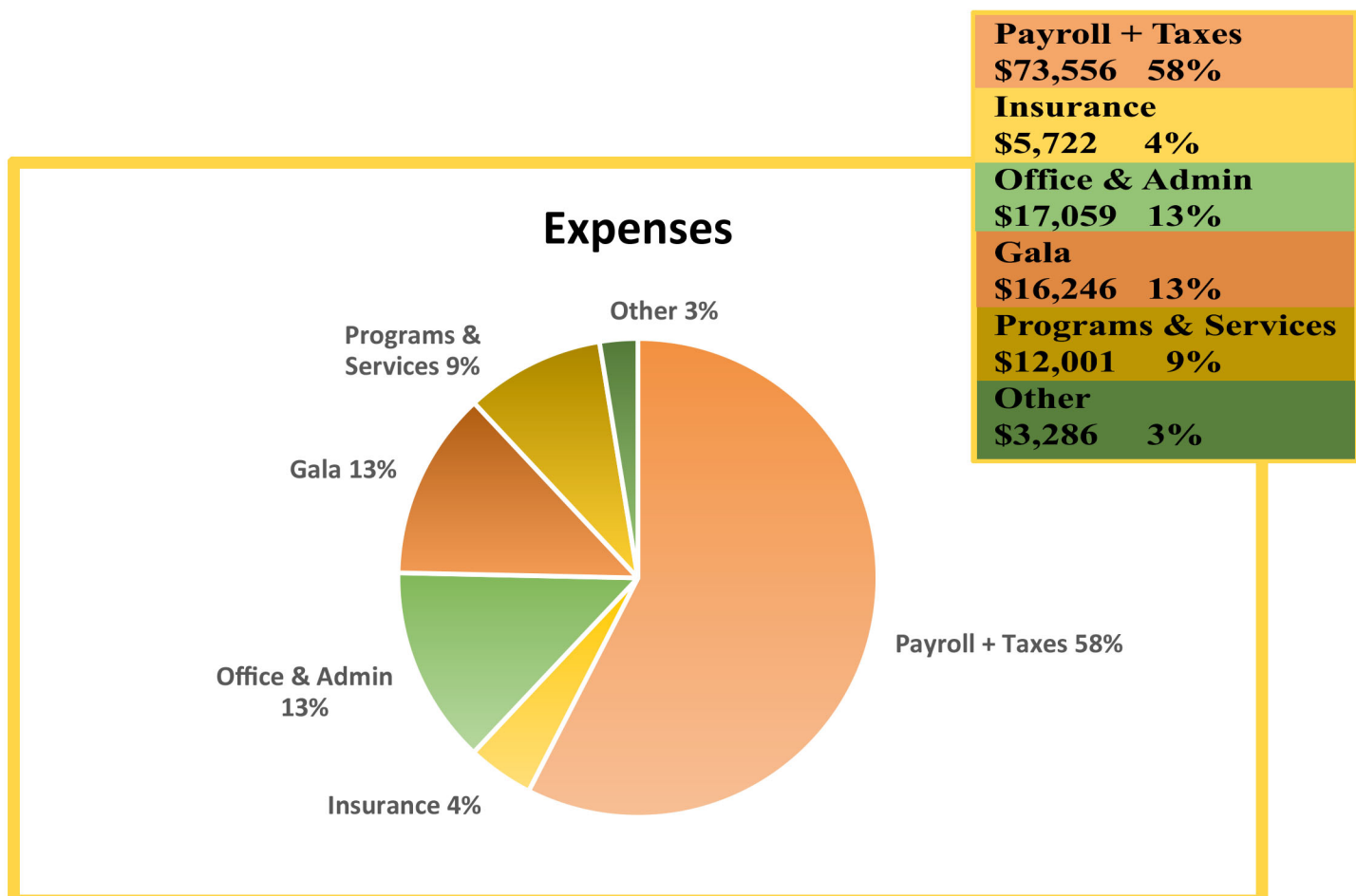
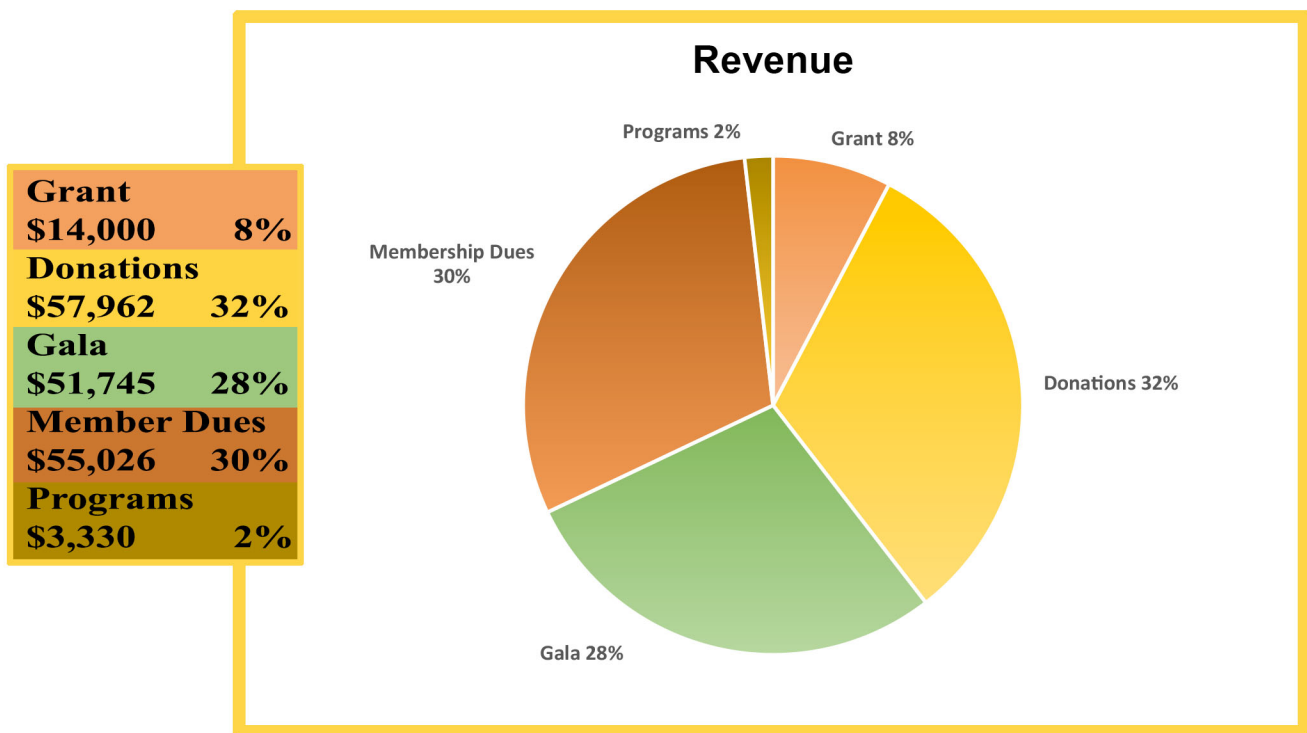
*We were also able* to tap into new foundation and grant sources of \$14,000. These will support our reduced fee option for those members with limited income and allow us to innovate by putting funds towards a program to address social isolation amongst our members.

*Membership fees* were exactly on target at \$55,026.20 compared to our budget of \$54,900 or 100.2 percent.

*Expenses overall* were under what we budgeted at \$127,869.22 actual to a budget of \$131,580, or 97.1 percent, even accounting for additional expenses associated with the gala. The following charts provide a snapshot of our revenue and expense. Financials are management-prepared. The Village operates on a calendar year, cash basis.

Statement of Activities 2015			
Revenue		Expenses	
Grant	\$14,000	Payroll Expenses	\$51,962
Donations*	57,962	Payroll Taxes	21,594
Gala	51,745	Liability Insurance	5,722
Membership Dues	55,026	Office Expenses	4,722
Program Revenue	3,330	General Administration	5,654
Total Revenue	\$182,063	Membership Services	2,493
		Programs	9,508
* \$39,217 of our Donations were received through the Founding Donor Program, which is set aside to build a prudent reserve. Our total revenue for 2015 excluding this reserve was \$142,846.		Development	4,721
		Gala	16,246
		Marketing	462
		Trade Assn Dues	910
		Board Planning	1,500
		Contingency	2,376
		Total Expenses	\$127,870







# ***Fundraising for the Village***

**The Village's membership** dues are consistent with other villages and in 2015 accounted for about 43 percent of our operating expenses (and 30 percent of total revenue). We receive no Federal or other governmental funding, and implementation of an ongoing multi-faceted fundraising plan is critical to the Village's continued operation and sustainability. We are pleased to report that 2015 was a very successful year for Village fundraising and here are some highlights:

## ***First Annual Gala***

**To help** close our 2015 budget gap the Village held its first Annual Fundraising Gala, "Mardi Gras And All That Jazz," at The Field School on September 12, attracting about 200 people. It was a huge success. Wonderful New Orleans-style food and desserts, great music along with our own Mardi Gras parade. Will Layman was our Master of Ceremonies along with his Ready Set Go Jazz Band. The gala featured a silent and live auction along with specialty Salon sign ups. Highlights included evenings with Dan Balz and Molly Smith, dinner for 10 at Joe's Stone Crab House and a week in New Orleans.

**Our net profit** was \$35,303 after \$16,246 of expenses. We had over \$20,000 in corporate sponsors and over \$5,000 of food and beverages were donated for the event. All had a great time. None of this would have been possible without our generous corporate, in-kind, and individual sponsors, donors, and supporters which are listed on pages 10 and 11, as well as a dedicated group of 50 volunteers.





### ***Founding Donors Campaign***

In 2014 the Village launched a Founding Donors Campaign to establish a reserve fund to give us a solid financial foundation on which to grow. We started 2015 with 26 pledges totaling \$52,000, which included 100 percent Board participation. During 2015 we added seven pledges totaling \$26,000, and as of December 31, 2015, we had 20 pledges totaling \$78,000. The Campaign will continue in 2016 and 2017. Here are our current Founding Donors:

## **Founding Donors**

**Leader -- \$5,000 or more:** Anonymous, Rebecca Coder, EastBanc, Myrna Fawcett, Beverly and Anders Gyllenhaal, Susan B. Haight, Home Care Assistance, Barbara Kahlow, Jacqueline Lemire and Paul O’Leary, Jane Scholz, Carl Vacketta, Monroe Wright

**Sponsor -- \$2,500 to \$4,999:** William Armistead, Mary Bernstein, Lorna Grenadier, Bob McDonald and David Insinga, National Consumer Cooperative Bank, John Seichter and Stephen Vardas

**Friend -- \$1,000 to \$2,499:** Paul McKee, C. B. Wooldridge

### ***Cloudbreak Foundation Grant***

In December the Village received a grant of \$10,000 from The Cloudbreak Foundation to implement a program to reduce the social isolation of the Village’s most vulnerable, frail, and isolated members. This grant, matched by Village funds, will enable us to roll-out this program in 2016. The Cloudbreak Foundation is a private foundation that assists community-based charitable organizations in the Washington metropolitan area and promotes the welfare of children, the elderly, and the homeless. The funds will be used to hire a part-time senior program specialist to undertake the program.

### ***Annual Appeal***

This year our Annual Appeal was again dedicated to raising funds for our reduced fee membership program. The Village is committed to removing financial barriers for lower income residents to become Village members. In 2015 we were again able to offer this membership to all eligible applicants with monies raised from the Appeal together with a \$4,000 grant from an anonymous local foundation for women in need. Membership dues are not used for this purpose. Annual Appeal as well as General Fund donors are listed on page 11.

### ***Committee Restructuring***

Given that membership dues cover less than half of the Village’s operating expenses, robust fundraising is critical to the Village’s continuing operation and sustainability. With this in mind, in November the Board decided to make the Development Committee a committee of the whole Board to harness its energy and resources and created six subcommittees to explore a variety of fund sources.

# Gala Sponsors

## Rex -- \$2,500

EastBanc  
Home Care Assistance

Merrill Lynch  
The River Inn

## Bacchus -- \$1,000 - \$2,499

Anonymous  
DLA Piper  
Equinox  
William Erickson  
George Washington University Hospital  
Goulston & Storrs  
Sue Headlee and Jeff Reiman

Ingleside at Rock Creek  
Joe's Seafood, Prime Steak & Stone Crab  
Penzance  
Ritz Carlton West End  
Jane Scholz and Doug Balz  
Carl Vacketta  
The Willard Washington DC

## Excalibur -- \$500 - \$999

Lynnette Asselin  
Bayou  
Bayou Bakery  
Foggy Bottom Association  
Sonia Herson  
RIS

Stoney's on L Street  
Theater J  
Susan Wallace  
The Watergate Hotel  
Monroe Wright

## Orpheus -- \$250 - \$499

Abdo Development  
Acadiana / Passion Food Hospitality  
Liane Atlas  
Dava Berkman  
Will and Heide Castleman  
Forest Hills of DC  
Susan B. Haight  
Illusions of Georgetown  
Martin's Tavern  
Potomac Home Health Care

The Residences at Thomas Circle  
Seabury Senior Services  
Signature Theatre  
Greg Snyder  
Trader Joe's  
TTR Sotheby's - Stan Kelly  
Stephen C. Vardas  
Washington Nationals  
Whole Foods Market of Foggy Bottom  
Winston Real Estate, Inc.

## Donors

7-Eleven at 912 New Hampshire Avenue NW  
Susan Armbruster  
Aroma Cafe  
Atlantic Travel  
Aveda Georgetown Salon  
Monika Bernstein  
Blues Alley  
City Segway Tours / Capital City Bike Tours  
The Deli at Watergate  
District Hardware / The Bike Shop  
Ken and Jackie Durham  
Madelyn Evans  
Fabulous Market & Cafe  
Flavors of India  
Erwin Gomex  
Healthwise Massage Therapy  
Liz Hoffman  
Jacaranda Hair & Beauty Shalon  
Anita B. Jones  
Jean Keppler  
Landmark Theatres  
Marcel's by Robert Wiedmaier

Medium Rare Restaurant  
National Geographic Society  
Nopa Kitchen + Bar  
Old Ebbitt Grill  
One to One Fitness Center  
Vivian Otteman  
Ozuki Salon  
The Palm  
Pinstripes  
Potomac Plaza Hair Design  
Roche Salon  
Soul Cycle  
Star Nails in Watergate  
Starbucks West End  
Lois Steinitz  
Reggie Stovall  
Subway 2517 Pennsylvania Avenue NW  
United Woods Yoga  
Watergate Barber Shop  
Watergate Gallery & Frame Design  
Watergate Salon & Day Spa  
Zeitoun Mediterranean Grill



# Gala Supporters

**Team Captains:** Bill Armistead, Mary Bernstein, Rebecca Coder, Myrna Fawcett, Beverly Gyllenhaal, Susan B. Haight, Jacqueline Lemire, Bob McDonald, Jane Scholz/Leah Schroeder, John Seichter, Jane Selby, C. B. Wooldridge

**Salon Hosts:** Lynnette Asselin, Rebecca Coder, Alan and Marsha Ingber, Jane Scholz and Doug Balz, Leah and Rick Schroeder, Jane and Joe Selby

**Salon Speakers:** Dan Balz, John Eaton, Michael Kahn, Ris Lacoste, Mark Olshaker, Molly Smith

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## Annual Appeal for Reduced Fee Memberships

**\$1,000 and Above:** George Arnstein, Donald Carter, Susan B. Haight, Sonia Herson, Gretchen Hitchcock, Joe Selby, Western Presbyterian Church

**\$500 - \$999:** Sue Headlee and Jeff Reiman, Edward Hurwitz, St. Paul's Episcopal Church

**\$250 - \$499:** Matt Abrams, Heide Castleman, Madelyn Evans, Tish Gardner, Louise Sagalyn, Barbara Searle, John Seichter and Stephen Vardas

**\$100 - \$249:** Anonymous, Dava Berkman, Mary Bernstein, Arthur J. Brown, Lynn Cates, John and Ana Clark, Lorna Grenadier, Beverly Gyllenhaal, Robert Haas, Jean Keppler, Jacqueline Lemire and Paul O'Leary, Bob McDonald and David Insinga, Trevor and Deb Neve, Jack H. Olender, Vivian Otteman, Wendy Pallett, Nathan Pringle, Dee Prins, Joy Raywid, Hugo and Diana Schmidt, Jill N. Schwartz, Sally Sherman, Fanchon Silberstein, Daniel Stevenel, Nadia Taran

**Up to \$99:** Rita and Harry Aid, Monika Bernstein, Howard S. Biel, Nancy Breslin, Ann C. Cacace, Denise Cavanaugh, Leslie deVeau, Ellen Heiman, Zelda Kapner, Jonda McFarlane, Anna Staub, Bobbie Thorberg, Leslie Weiner

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## General Fund

**\$500 and above:** Janet Farbstein, Lorna Grenadier

**\$250 - \$499:** Margaret Bennett, Lynn Grad, Lois and Larry Movshin, Nate Pringle, Sally Willis

**\$100 - \$249:** Lucille Duprat, Susan B. Haight, Alice J. Irby, Wendy Johnston, Susan Lampton, Luis Landau, David L. Scott, Diane Tai, Leslie Wolf

**Up to \$99:** Rita and Harry Aid, Nancy Anderson, Peggy Battle, Claire Ciftci, Cal Copp, Ann Sheffield, Leslie Weiner, Kirk Wooldridge

# Our Board of Directors



*Seated from left: Beverly Gyllenhaal, Mary Bernstein, Lorna Grenadier.  
Second row from from left: Myrna Fawcett, Susan Haight.  
Back row: Carl Vacketta, Monroe Wright, John Seichter,  
Rebecca Coder, Bill Armistead, CB Woolridge.  
Missing: Jackie Lemire.*

## *In Memory*

*Suzette Klein  
Jeanne Zeydel  
Franklin Britton  
Edward Adelson  
Elisabeth Schilling*

FoggyBottom West End Village  
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[www.fbwevillage.org](http://www.fbwevillage.org) 202.333.1327