



DOWNTOWNDC
FOUNDATION

FY2023

Impact Report

October 1, 2022 - September 30, 2023

Platinum
Transparency
2023

Candid.

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1275 K Street NW, Suite 1000
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EIN: 45-2933562

A Letter From Leadership

Dear DowntownDC Supporter:

The DowntownDC Foundation's fourth year of operations was marked by new philanthropic support, new community initiatives and new leadership support. This included the addition of two key members to our board of directors: Satchel Kaplan-Allen, José Andrés' Chief of Staff; and just after the start of our fiscal year 2024, Amir Setayesh, Managing Director of Quadrum Global. Additionally, board member Sean Cahill was elevated to our executive committee as Secretary this past winter. These new developments were all key to our organization's achievements, detailed in this fiscal year 2023 impact report.

One of the highlights of the year for us was our first Women's Wellness Day at Macy's where we brought 20 unhoused women from our Downtown Day Services Center (DDSC) facility to Macy's Downtown-Metro Center for undergarment fittings, shopping, lunch, and beauty and hygiene products. It was an emotional experience for the staff and volunteers and an example of one of the many multi-faceted partnerships we and the DowntownDC Business Improvement District (BID) have been able to establish with our stakeholders.

The teams at L'Ardente and Unconventional Diner as well as Westin City Center each held Giving Brunches to benefit the Foundation last year and set the stage for giving brunches with new partners in the months ahead. Speaking of food and beverage, we also launched our own beer with City State Brewing! Their limited-edition "Franklin Park No. 9" Saison was released throughout the District with a portion of proceeds benefiting the Foundation.

Franklin Park was a bright spot for our community last year, drawing regional residents and downtown workers alike to enjoy the renovated park and free programming for all ages led by the BID. In the park, the Foundation was pleased to support the addition of stepping stones and landscaping around the slide in the Children's Garden and fund amazing events, free to the public, including the inaugural Kid's World, Jazz & Blossoms (a premier event of the National Cherry Blossom Festival), Frosted, and Rock the Park. Additional green spaces warranted Foundation support last year, including the newly-reopened McPherson Park, which was renovated with new landscaping.



It was the perfect stage for our Humanities DC-supported event “Summer in the Square,” which celebrated the art, history and culture of DC and the park. To the east in Chinatown Park, the Foundation purchased tables, chairs and umbrellas for visitors to enjoy as the BID launched several enhancements and programming series in the park.

We kicked off our corporate volunteer program and were pleased early on to welcome the Washington DC Economic Partnership, the Reagan Building and International Trade Center Management Corporation and others to our DDSC facility to help those in need.

The DDSC staff now includes a Facility Manager, funded in part by a grant from the Monumental Sports & Entertainment Foundation.

The DowntownDC Foundation was also honored to receive the 2023 Good Neighbor award from the DC Department of Human Services (DHS) alongside some of our amazing peers for our support of community homeless services efforts at the DDSC. We were presented the award at our first ever DDSC Open House.

We mentioned the number of new things we achieved in the past year, but there were also new challenges. We closed out the fiscal year on Sept. 30, 2023 and began preparing for the potential loss of Monumental Sports & Entertainment in DowntownDC and continued public safety issues and office and retail vacancies.

But today, the future is even brighter. With significant focus on DowntownDC, as an economic driver for the District, there are numerous, exciting opportunities within reach. The DowntownDC Foundation and our leadership look forward to sharing more with you and working together to support DowntownDC.

In Gratitude,



Gigi W. Murphy
Chair of the Board of Directors



Rachel Rose Hartman
Executive Director

Our Mission

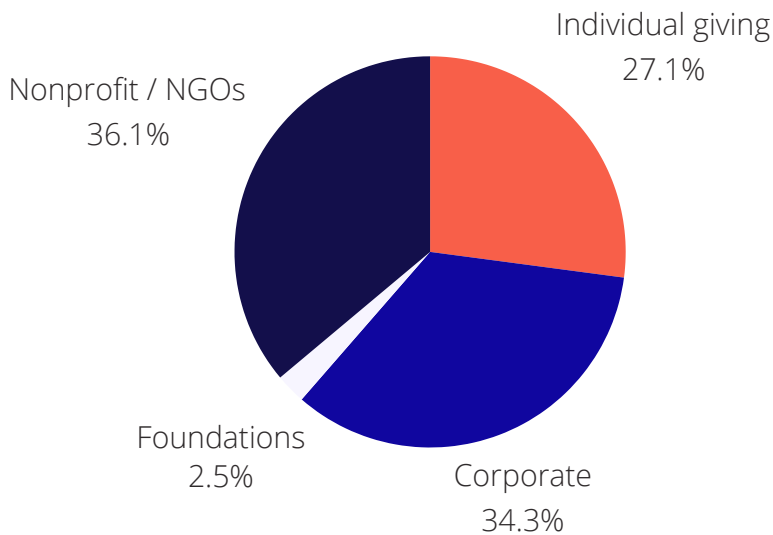
The DowntownDC Foundation is a registered 501c3 organization that was launched by the DowntownDC Business Improvement District (BID) in 2019. Our mission is to serve and celebrate our vibrant and diverse DowntownDC community by providing homeless services, revitalizing parks, and enhancing public spaces and experiences.



From left: Gigi Murphy, Board Chair; Rachel Rose Hartman, Executive Director; Gerren Price, President & CEO, DowntownDC BID; and Nina Albert, Deputy Mayor, Planning and Economic Development

We believe that investments in all these areas are crucial to creating an inclusive neighborhood reflective of a world-class destination. We are committed to meeting the growing and urgent needs of our whole community – from those experiencing homelessness to our DowntownDC workforce, building owners, residents, and visitors from around the world. We believe each of these groups plays a vital role in our community's future, and we respect and celebrate their diverse backgrounds, experiences, and perspectives.

FY23 Revenue Analysis



- 47.4% increase in overall revenue from FY22 to FY23
- Exponential rise in support from nonprofits and NGOs reflecting our impactful partnerships in the community
- First year of institutional foundation support
- Greater diversity in philanthropic revenue streams



Our Impact



55,000
lunches
supplied



3,800
showers
provided



109
clients matched
with housing



756
overnight backpacks
distributed



14,500
attendees at
Foundation-
sponsored events



600
restaurant-quality
holiday meals
catered



160,000
annual visitors to
Franklin Park



20,997
individuals served
at the DDSC*

*unique visitors in FY23

Community Highlights

Partner Spotlight: Macy's Downtown-Metro Center Gives Back

The DowntownDC Foundation on May 24 had the privilege to extend love and support to women experiencing homelessness for the **first-ever Women's Wellness Day**.

Addressing a critical need in our community, the Foundation took proactive steps to support women at the DDSC who lacked properly fitting undergarments. Through grant funding from Macy's and collaboration with one of our DDSC service providers Honoring Individual Power & Strength (HIPS), **this initiative aimed to provide essential items and foster a sense of dignity.**

Twenty women eagerly participated in the event, representing a diverse range of backgrounds and circumstances. From chronically homeless individuals to recent college graduates, **each participant received personalized fittings, essential items, and a special lunch.** For some, stepping into Macy's was a significant moment, as **they expressed gratitude for the opportunity to shop with confidence in a department store setting.**

Macy's has been a multifaceted partner to both the Foundation and the BID, donating supplies, clothing, products, and **directly assisting with improving the lives of our community members in need.**

Real Stories, Real Impact

Our testimonials have reinforced the transformative power of our programs, particularly through the individuals who transition out of homelessness and become advocates for their neighbors still in need.

"If we didn't have a place like this, we might walk past each other on the street and not even help each other out. But because this Center has allowed us to bond by being here, it's given us a brotherhood, a sisterhood, of people. A community that we can connect with and have hope with."





Through collaborative efforts, the DowntownDC Foundation **showcased the transformative impact of community-driven initiatives** in addressing critical needs and fostering a sense of belonging among marginalized populations.

Program Update: Welcome Home Kits

Building on the success and impact of our Welcome Home Kits initiative, we've extended the program beyond its initial grant period to continue serving individuals at the DDSC transitioning into housing. To date, the program has provided **nearly \$10,000 worth of furniture and household essentials to our clients**, ensuring they have the necessary items for a comfortable start in their new homes.

Foundation staff work closely with staff and service provider Pathways to Housing DC to fulfill individuals' wish lists, providing **tailored packages including kitchenware, bedding, linens, cleaning products, appliances, grocery cards, and more**, delivered directly to their doorsteps. Often, individuals transitioning into housing may not know exactly what they need, and in such cases, Foundation staff collaborate closely with their case managers to ensure recipients receive a well-rounded shipment tailored to their specific needs and circumstances.

*"That welcome home kit was instrumental in adjusting to my new daily life; it was like a huge burden was lifted. It included all the things I didn't even know I needed... You should have seen me the minute I saw all those packages on my doorstep. I cried."
- Marty, DDSC client*



Our Team

Rachel Rose Hartman

Executive Director

Jana Krien

Development Operations Manager

Stela Patron

Development Consultant

Board of Directors

As of 09/30/2023

Gigi W. Murphy, Chair

Former Gensler

Clare D. Archer, Vice Chair

Gilbane Building Company

Lionel Lynch, Treasurer

JPMorgan Chase & Co

Lars Etzkorn, Secretary

Etzkorn Law, PLLC

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Brown Prosthodontics

Sean C. Cahill

Cahill Advisors

Rafael Etzion

Metro Shipping LLC

Ann B. Friedman

Planet Word

Satchel Kaplan-Allen

José Andrés Group

Gregory Leinweber

Historic Hotels

Timothy Lowery

Hines | CityCenterDC

Gerren Price (Ex Officio)

DowntownDC BID

Our Donors

Thank you to our top FY23 corporate and foundation funders*



HumanitiesDC



*Based on gifts of \$25,000 or more received 10/01/22 - 9/30/23

Help us continue to serve and address the most urgent needs of DowntownDC!

Visit www.downtowndcfoundation.org or scan the QR code today to learn more and support our work.

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