



**DOWNTOWNDC**  
FOUNDATION

**FY2024**

# Impact Report

October 1, 2023 - September 30, 2024

Platinum  
Transparency  
2024

Candid.

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# A Letter From Leadership

Dear DowntownDC Supporter:

We are pleased to present the DowntownDC Foundation Impact Report for fiscal year 2024 (Oct. 1, 2023-Sept. 30, 2024). This period marked our organization's fifth year of operations since our public launch in October 2019. In five years, we supported our community through many challenges including the pandemic and its aftermath, and the potential loss of the Washington Wizards and Washington Capitals in DowntownDC.

Following the announcement by Monumental Sports & Entertainment last year to keep the teams in DC, there was greater focus on the importance and role of DowntownDC for the District and the region. As a result, the Foundation was pleased to introduce many new supporters, donors, and partners to our organization, and met new individuals invested in our community. Included in this group was Kelley Shannon, Senior Vice President, Marketing and Customer Engagement for The Bozzuto Group, who joined our board of directors. Kelley offers us a residential lens to our work and afforded our organization the benefit of her local and global professional experience.

Our dedicated board of directors continued to help create lasting impact through our organization's programmatic work, which

remains focused on parks and public spaces, community events, and homelessness.

The District's rate of homelessness in 2024 rose 14% over the year prior, counting 5,616 individuals experiencing homelessness on any given night. In DowntownDC, we support the state-of-the-art Downtown Day Services Center (DDSC), which serves approximately 250 individuals experiencing homelessness per day. We were so pleased that the DC Department of Human Services in 2024 awarded the DowntownDC Business Improvement District (BID) a second five-year grant to operate this facility, which has become a lifesaving resource for so many.

We are honored to support the work at the DDSC. Last year, the Foundation partially funded a position of Facility Manager, continued our successful Welcome Home Kit program to support individuals' transitions from homelessness to housing, facilitated lively holiday celebrations for Thanksgiving, Christmas, and further advanced our volunteer program, which welcomed businesses and charitable groups from around the region.

We also continue to make an impact on Downtown's parks and plazas, as we believe that vibrant and active public spaces support all aspects of our community.



Thanks to Bloomberg Philanthropies' Asphalt Art Initiative, we worked with the BID in FY24 to implement fun and lively street art in Chinatown, which provided pedestrianization and safety measures (*read more on Page 6.*)

The Foundation also supported thousands of visitors in experiencing free community events in our urban parks including Kids World, Jazz & Blossoms and more.

**"The DowntownDC Foundation remains steadfast in our mission to enhance and revitalize the core of the District and support our community."**

We invite you to read more about our work in the report that follows. But, please know that none of our accomplishments would be possible without supporters like YOU.

As we head into 2025 and face changes and challenges on both a national and local scale here in DC, the DowntownDC Foundation remains steadfast in our mission to enhance and revitalize the core of the District and support our community.

Warmly,



**Gigi W. Murphy**  
Chair of the Board of Directors



**Rachel Rose Hartman**  
Executive Director



# Our Mission

The DowntownDC Foundation is a registered 501(c)(3) 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.

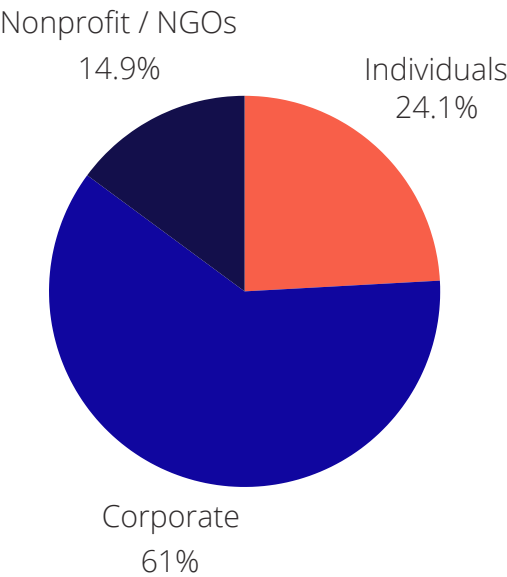


From left: Gigi Murphy, Board Chair; Rachel Rose Hartman, Executive Director; Gerren Price, President & CEO, DowntownDC BID; Muriel Bowser, Mayor of the District of Columbia; Nina Albert, DC Deputy Mayor for Planning and Economic Development at the Toast to DowntownDC.

We believe that investments in homeless services, parks and public spaces, and community events and programming are crucial to creating a vibrant and welcoming neighborhood reflective of a world-class destination. We are committed to meeting the growing and urgent needs of our entire community—from individuals 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 backgrounds, experiences, and perspectives.



# FY24 Revenue Analysis



- 41.9% revenue growth from FY23 to FY24, fueled by corporate partnerships and institutional relationships
- Corporate partnerships more than doubled, driving 61% of total revenue
- Individual giving remained consistent and a vital part of the Foundation’s funding mix, even as corporate momentum shifted the overall breakdown



# Our Impact



26,000  
lunches  
supplied



6,181  
showers  
provided



55  
clients matched  
with housing



850  
overnight and hygiene  
kits distributed



31,740  
attendees at  
Foundation-  
sponsored events



400  
restaurant-quality  
holiday meals  
catered



589,300+  
annual visitors to  
Franklin Park



21,064  
individuals served  
at the DDSC\*

*\*unique visitors in FY24*

# Community Highlights

## Bloomberg Philanthropies Grant Enhances Chinatown Streetscape

The DowntownDC Foundation in FY24 implemented a grant from Bloomberg Philanthropies' Asphalt Art Initiative to enhance pedestrian safety and public space through creative placemaking. This support funded the Crossroads Pavement Mural Project, led by the DowntownDC BID and executed in partnership with the District Department of Transportation (DDOT), Toole Design, Pipkin Creative, and local artists Chalk R!OT. The project included vibrant murals across 27 curb extensions surrounding 7th Street NW, Massachusetts Ave NW, and 6th and I Streets NW, reimagining traffic lanes as safer, more welcoming spaces for pedestrians, and also included a new pedestrian plaza at Chinatown Park at 5th & I Streets NW.



Since installation, these street-level artworks have helped redefine the neighborhood's pedestrian experience. Visitation along 7th Street NW nearly doubled, and the injury rate dropped to zero in one of DowntownDC's busiest corridors. Nearly 80% of surveyed visitors reported feeling more comfortable walking the area, and nearly two-thirds said they were more likely to spend time in Chinatown Park. According to Bloomberg, the mural is the largest asphalt mural in the District created through a full travel lane and parking lane closure—making it a standout example of how public art can transform streets into more vibrant, pedestrian-friendly spaces.

## Real Stories, Real Impact

The transformative potential of the DowntownDC Foundation is best expressed by the individuals who directly benefit from our programs and initiatives:

**"I cried when everything arrived at my doorstep... please keep the positive energy flowing because you can't know how helpful this is. I've always wanted a pink room, and this is the first time I've ever had pink bedding. Thank you from the bottom of my heart."**



- Kewa, Welcome Home Kit recipient





## Volunteer Program Boosts Impact

The DowntownDC Foundation expanded its volunteer program in the last fiscal year, increasing hands-on support for the Downtown Day Services Center (DDSC) and its guests. Volunteers helped serve meals, assemble hygiene and snack kits, and assist with special events, helping the Foundation reach more people and respond to our growing needs.

**“It was both humbling and inspiring to be part of an effort that brings hope, comfort, and assistance to those in need.”**

Students from Assist Goals, a local youth-led organization focused on community service, continued to support our work and partnered with us to launch their Stay Warm Challenge (*photo, below*) in February 2024.



Students gathered, packed, and delivered hundreds of warming items, hygiene kits, and snack packs directly to the DDSC, helping our guests prepare for the winter months.

This support was in addition to holiday engagement, when volunteers, board members, and Foundation and BID staff serve hot, traditional Thanksgiving and Christmas meals. We welcomed volunteer groups from the Viceroy Hotel Group, the Washington DC Economic Partnership, and more.

The Foundation is grateful to everyone who gave their time to stand alongside us in this work and helped ensure that more of our neighbors have access to care, resources, support, and community.

# Our Team

**Rachel Rose Hartman**

Executive Director

**Jana Krien**

Development Operations Manager

**Stela Patron**

Strategy and Development Consultant

## Board of Directors

**Gigi W. Murphy, Chair**

**Clare D. Archer, Vice Chair**

Gilbane Building Company

**Lionel Lynch, Treasurer**

JPMorgan Chase & Co

**Edward K. Brown Jr., DDS**

Brown Prosthodontics

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**Satchel Kaplan-Allen**

José Andrés Group

**Gregory Leinweber**

Historic Hotels

**Timothy Lowery\***

Hines | CityCenterDC

**Amir Setayesh**

Quadrum Global

**Kelley Shannon**

Bozzuto

**Gerren Price (Ex Officio)**

DowntownDC BID

*\*Through 6/13/2024*

# Our Donors

*Thank you to our top FY24 corporate and foundation funders\**

**Bloomberg  
Philanthropies**

**events DC**

**amazon**



**HAMILTON  
HOTEL**

EST. 1922



*\*Based on gifts of \$25,000 or more received 10/1/23 - 9/30/24*

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

Visit [www.downtowndcfoundation.org](http://www.downtowndcfoundation.org) or scan the QR code to learn  
more and support our work.



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