

# DOWNTOWN DC FOUNDATION

## FY2025 IMPACT REPORT

October 1, 2024 - September 30, 2025

Platinum  
Transparency  
2025

Candid.

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Washington, DC 20005  
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# Our Mission

The DowntownDC Foundation’s mission is to serve and celebrate our vibrant and diverse Downtown DC community by providing homeless services, revitalizing parks, and enhancing public spaces and experiences.

*Our holistic approach facilitates more meaningful partnerships and greater impact for Downtown DC.*

## Homeless Services

The Foundation supports individuals experiencing homelessness through street-level outreach, daily, life-saving services at the state-of-the-art Downtown Day Services Center (DDSC), to the transition to housing via our Welcome Home Kit program.



## Parks & Public Spaces

The Foundation invests and enhances our shared public spaces, including Franklin Park and many of the other 30 federally-owned parks and plazas in Downtown DC. We accomplish this through public art installations, beautification efforts, infrastructure enhancement, and more.



## Events & Programming

Through sponsorships and partnerships, the Foundation powers free public events, including signature experiences like the DowntownDC Holiday Market, Kids World, and Bike to Work Day to free concerts, wellness classes, and more for all ages year-round.



# A Letter From DowntownDC Foundation Leadership

Dear Downtown DC Supporter,

We are pleased to share the DowntownDC Foundation's Impact Report for Fiscal Year 2025 (October 1, 2024 through September 30, 2025). This year marked a period of meaningful growth for the Foundation, as we expanded our reach amid changes in the District of Columbia.

In FY2025, the Foundation continued to scale its impact across homeless services, parks and public spaces, and cultural programming. We expanded our support of the **DowntownDC Holiday Market in Dec. 2024 under new management, which welcomed 340,880 visitors to the heart of the city.** In addition, we supported a range of events and public space activations, including Kids World, Bike to Work Day, Jazz & Blossoms, and other experiences that enlivened community spaces for the region and energized Downtown throughout the year.

At the same time, we deepened our commitment to individuals experiencing homelessness and those transitioning into housing. During the past fiscal year, **the Foundation supported our largest number of Welcome Home Kit recipients since the program launched in 2021.** While housing placement is a critical milestone, many people move into their new homes with little more than a set of keys. The Foundation's customized Welcome Home Kits help bridge that gap, providing essential items such as furniture, kitchen supplies, linens, and even

shower curtains — turning empty apartments into livable homes and offering dignity, stability, and a sense of belonging.

FY2025 also marked important growth in leadership and governance. We were honored to welcome **Nora Abramson, Chief Strategy Officer at The Tower Companies, and Liz DeBarros, CEO of the District of Columbia Building Industry Association,** to our Board of Directors. Their expertise in strategy, real estate, public policy, and community engagement strengthens our ability to respond thoughtfully to Downtown DC's evolving needs.

None of this work would have been possible without our donors, partners, volunteers, and collaborators, including **Events DC, Amazon, Verizon, DC Public Library Foundation, Pepco,** and all our external supporters. In addition, the DowntownDC Business Improvement District (BID)'s operational support enables us to **devote 100% of our charitable donations to programmatic impact.**

You may notice a new look and feel in this annual report. The Foundation underwent a rebrand in FY25 along with the DowntownDC BID to modernize and refresh our appearance, while remaining steadfast in our mission. We invite you to learn more in the pages that follow and encourage you to get involved in our efforts. Thank you.



**Through times of change in Washington DC, the Foundation provides consistent and meaningful support for our community.**

Sincerely,



**Gigi W. Murphy**

Chair of the Board  
of Directors



**Rachel Rose Hartman**

Executive  
Director

# A Dynamic Vehicle for Strengthening Downtown DC

The DowntownDC Foundation is the only hyper-local 501(c)(3) nonprofit exclusively dedicated to serving the Downtown DC community. When launched in 2019, the Foundation was grounded on two decades of trusted relationships and results from our parent organization, the DowntownDC BID, founded in 1997.

Today, the Foundation is supporting unique national projects, including: Franklin Park, the only federal parcel in Washington DC renovated by the DC Government and operated by a BID; the Downtown Day Services

Center, a state-of-the-art daytime facility for individuals experiencing homelessness; the New York Avenue Sculpture Allée, a premier arts corridor that will be extended in 2026; and more.

Nationally, few downtown-focused nonprofits operate with our breadth and coordination. Additionally, the DowntownDC Foundation's unique relationship with the DowntownDC BID means that all operating costs and overhead are covered, allowing the Foundation to direct all charitable donations to the community.



# DowntownDC BID

The 140-block area served by the DowntownDC Foundation.



# FY25 Impact

## By the Numbers

The DowntownDC Foundation translates philanthropic investment into measurable impact by supporting individuals experiencing homelessness, activating Downtown DC's public spaces, and bringing hundreds of thousands of people together through events and programming.

**33**

Welcome Home Kits provided to individuals transitioning into housing



The DowntownDC Foundation supported the largest number of Welcome Home Kits to date in FY25, providing up to \$750 in customized home essentials per household. The Foundation remains the District's only provider operating this housing-transition support on this scale.

**330,000+**

Visits to Franklin Park, operated and managed by the DowntownDC BID



Franklin Park welcomed more than 330,900 visits in FY25, reflecting strong daily use by residents, workers, students, and visitors alike. The Foundation supported parks and public spaces across Downtown DC by sustaining everyday use and delivering innovative and beloved activations.

**350,000+**

Attendees at events sponsored by the DowntownDC Foundation



More than 350,000 attendees participated in events sponsored by the Foundation across Downtown DC in FY25, including Jazz & Blossoms, Bike to Work Day, Kids World, and the DowntownDC Holiday Market, activating public spaces and driving economic activity, connection, and vibrancy throughout the city.



**850+**

Backpacks and Hygiene kits distributed

The Foundation distributed more than 850 overnight backpacks to DDSC clients in FY25 during periods of extreme cold, high heat, and over the holidays. These kits included gloves, hats, clothing, hygiene supplies, and other essentials.



**600+**

Restaurant-quality meals catered for DDSC clients

The Foundation provided and served more than 600 catered, high-quality holiday meals to clients at the Downtown Day Services Center (DDSC) from local Downtown DC restaurants during FY25 holidays, including the Fourth of July, Thanksgiving Day, and December holidays.

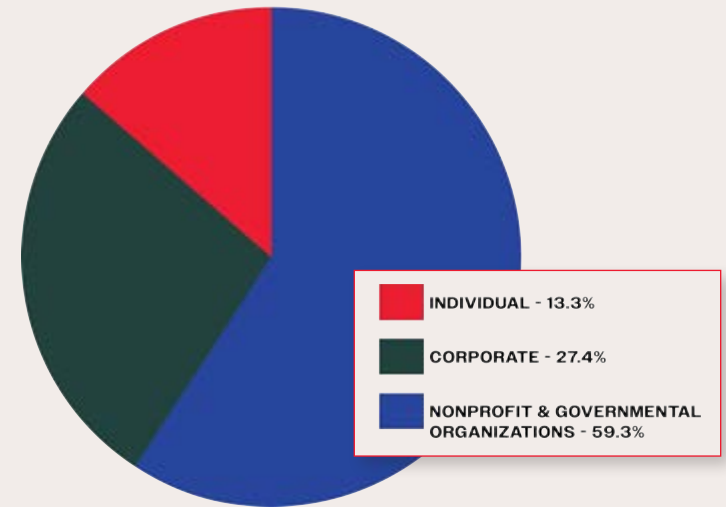


*I could not have imagined my new apartment without the Welcome Home Kit.*

*It truly means the world that the items I needed to live in my home arrived at my door.*

**- Michael O.**  
Welcome Home Kit Recipient

## Revenue Analysis



The DowntownDC Foundation's FY25 revenue reflected a diversified and increasingly resilient funding base supported by individual, corporate, and nonprofit and governmental partners (which more than doubled in FY25).

# TOAST To DOWNTOWNDC

Wednesday, September 17, 2025

The Foundation's annual *Toast to DowntownDC* event in 2025 marked a major milestone with the introduction of the inaugural DowntownDC Foundation Impact Awards, recognizing individuals and organizations whose leadership meaningfully advanced the Foundation's mission to serve and celebrate Downtown DC.

The invitation-only event, which was held in the event space and rooftop of the Martin Luther King Jr. Memorial Library, honored four awardees, surrounded by some of the region's most prolific decisionmakers and leaders.

The *Toast to DowntownDC* is made possible through sponsorship support with additional proceeds benefiting the Foundation. In 2025, the event raised \$76,000.



— 2025 Impact Awardee —

## Mayor Muriel Bowser

*Mayor of the District of Columbia*

*The mayor was honored for her leadership and investment in Downtown DC since the Foundation's launch in 2019. Mayor Bowser led key initiatives for our organization, including the opening and operation of the Downtown Day Services Center and the renovation of Franklin Park.*



— 2025 Impact Awardee —

## Matthew & Laura Klein

*Mr. and Mrs. Klein's contributions to the Foundation's mission include personal support for individuals experiencing homelessness from the Foundation's earliest days, partnership with Akridge for Anthem Row events and activations, and more.*



— 2025 Impact Awardee —

## Monumental Sports & Entertainment

*Monumental Sports & Entertainment was recognized for the impact of their Foundation for funding towards the first Facility Manager at the Downtown Day Services Center and sponsorship of hydration efforts for individuals experiencing homelessness. Monumental Sports & Entertainment have also consistently invested and partnered to support youth programming, including the Holiday Skate Spectacular and the Wizards 3v3 Tournament.*



— 2025 Impact Awardee —

## Arlo Washington DC

*Arlo Washington DC was recognized for their proactive engagement with the Downtown DC community even before opening their doors in November 2024. Arlo supported facility upgrades at the Downtown Day Services Center, including ADA-accessible computer desks and a new Welcome Desk sign, volunteered to serve meals, and collaborated on events and public art.*



## Arlo's Kind Traveler Program

Arlo Washington DC, through Kind Traveler, in 2025 launched a new philanthropic partnership to support the DowntownDC Foundation.

**Arlo donates \$0.50 from every room night at Arlo Washington DC to the Foundation, through Kind Traveler's "Every Stay Gives Back" program.**

By embedding giving into the travel experience, this partnership introduces a new audience to the Foundation's mission and provides a direct way for guests to easily give back.



# Downtown Day Services Center

The Downtown Day Services Center (DDSC) opened in 2019 and is only one of two adult day services centers in the District for individuals experiencing homelessness. Open six days a week — including holidays — the DDSC serves hundreds of individuals daily, providing lifesaving, low-barrier care in a central, highly accessible location.

The DDSC is operated by the DowntownDC BID and supported by an annual grant from the DC Department of Human Services. The DowntownDC Foundation plays a critical role in supporting operations of the facility and meeting the increased needs of its guests, as well as establishing new programs and partnerships.

## FY25 Essential Services:

<b>26,000+</b>	<b>Lunches supplied at the DDSC</b>
<b>12,000+</b>	<b>Housing touch points</b>
<b>9,770</b>	<b>Showers provided to DDSC clients</b>
<b>7,088</b>	<b>Mail retrievals for DDSC clients</b>
<b>1,793</b>	<b>Loads of laundry washed</b>
<b>1,054</b>	<b>Vital documents issued or supported</b>
<b>924</b>	<b>Medical and dental visits</b>



Adults experiencing homelessness can access essential services, including:

- Food and beverages
- Showers and hygiene items
- Housing and employment assistance
- Case management
- Laundry and emergency clothing
- On-site health and dental care
- Identification and vital records
- Counseling and harm reduction
- Phone and computer access
- Mail services
- Programming and community connections

# Homeless Services Success Stories



## Welcome Home Kits

The DowntownDC Foundation provided 33 individuals with “Welcome Home Kits” as they transitioned from homelessness to housing in FY25, representing the largest number of Welcome Home Kits supplied in one year since the program launched.

**Welcome Home Kits provide \$750 worth of essential household goods to make a house a home**



## Holiday Joy

The Foundation has funded and served special catered meal celebrations for individuals experiencing homelessness since 2019. Combined with decorations, desserts, gifts and music, these holiday parties create a joyful community atmosphere on days individuals are seeking extra connection and fellowship.

**Thanksgiving, Christmas, Halloween, the Fourth of July, and Mother’s and Father’s Day are among the celebrations**



## Volunteer Increase

Volunteers are central to how the Foundation delivers its homeless services programs. In FY25, the Foundation’s corporate and individual volunteer programs grew to their largest numbers since founding, expanding the Foundation’s support network and reach.

**Volunteers serve lunch, provide clothing and laundry services, assist with holiday celebrations and programming, and distribute items to guests**

# Expanding Support for Parks and Public Spaces

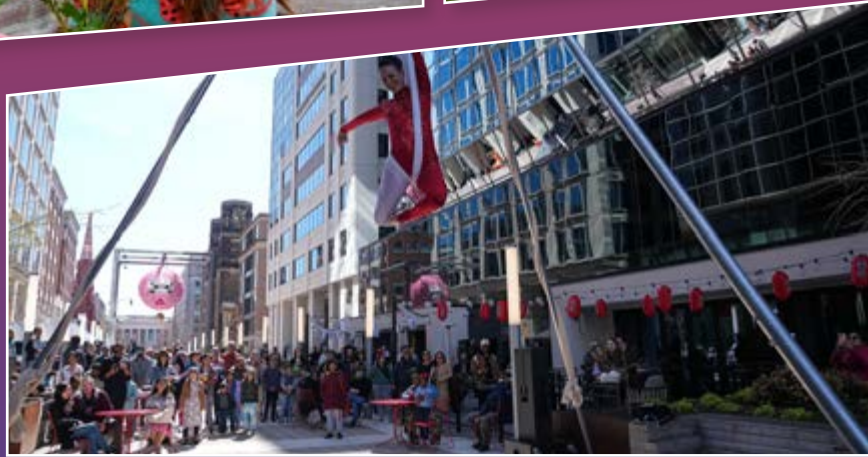
Downtown DC's 31 parks and plazas are owned by the National Park Service, which works in partnership with the DowntownDC BID to manage and operate these spaces, including Franklin Park. World-class spaces like Franklin Park welcomed hundreds of thousands of residents,

workers, students, and visitors in FY25. Philanthropic support is made visible throughout Franklin Park, including new bench signage from supporters, in addition to existing signage acknowledging the Ann B. and Thomas L. Friedman Family Foundation's founding support of the park.



Visit numbers based on Placer.ai data.





# FY25 Parks & Public Spaces Highlights

Downtown DC’s public spaces played a central role in some of the District’s most visible and meaningful moments last year, including WorldPride, the National Cherry Blossom Festival, and the International Downtown Association’s Annual Conference. These citywide celebrations brought global attention and strong local participation into Downtown DC, highlighting how thoughtfully activated public spaces can support inclusion, economic vitality, and civic pride at scale.

Throughout the year, these spaces served as both everyday gathering places and focal points during moments of heightened civic and cultural engagement.

The Foundation’s impact was strengthened in FY25 by securing a Sustainable Communities Grant from Pepco, administered by Sustainable Maryland, to support a new solar kiosk project in a Downtown DC park, set to be unveiled in FY26.



DOWNTOWNDC

# Holiday Market

November 22 - December 23, 2024

The FY25 DowntownDC Holiday Market marked its 20th and largest season to date, reinforcing its role as one of the District's most beloved and impactful seasonal traditions. The market welcomed hundreds of thousands of residents, workers, and visitors to Downtown DC, driving foot traffic into the critical Gallery Place/Chinatown area during the winter months and supporting both local market vendors and nearby small businesses.

The DowntownDC Foundation significantly expanded its philanthropic investment for the Holiday Market in FY25 through new and increased sponsorships from a range of corporate and nonprofit partners, totaling \$225,000.

More than a holiday destination, the DowntownDC Holiday Market serves as a critical economic and cultural anchor for Downtown DC.

## 340,000+ visitors

More than 340,000 visitors to the DowntownDC Holiday Market in FY25



## Economic multiplier

\$1.10 spent at nearby businesses for every \$1 spent inside the market



## 100+ vendors

Record number of makers, artisans, and small businesses at the market



# Activating Downtown DC Through Events



## Jazz & Blossoms

April 6, 2025

The Foundation supported Jazz & Blossoms, a premier event of the National Cherry Blossom Festival. Held in Franklin Park and headlined by Arrested Development, the event brought live music and cultural programming into one of Downtown DC's most prominent public spaces.



## Bike to Work Day

May 15, 2025

The Foundation supported Bike to Work Day in Downtown DC, welcoming commuters and residents to Franklin Park for one of the region's largest active-transportation events.



## Kids World

July 26-27, 2025

Kids World returned as Downtown DC's signature free event for children and families. Hosted in Franklin Park, the immersive experience transformed the park into an interactive discovery space with hands-on activities, live performances, and family-friendly programming.

# Our Team

**Rachel Rose Hartman**  
Executive Director

**Reed Brewer**  
Senior Development Manager

**Stela Patron**  
Strategy and Development Consultant

# Board of Directors

As of 9/30/2025

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Planet Word

**Satchel Kaplan-Allen**  
José Andrés Group

**Amir Setayesh**  
Quadrum Global

**Kelley Shannon**  
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**Gerren G. Price (Ex Officio)**  
DowntownDC Business Improvement District

# Our Donors

Thank you to our top FY2025 corporate and foundation partners\*

**events DC**

**amazon**

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**pepco**  
AN EXELON COMPANY



**AARP**

**Ann B. and Thomas L.  
Friedman Family Foundation**



**Gilbane**

**Metro K  
Shipping LLC**

*\*Based on gifts of \$10,000 or more received 10/01/24 - 9/30/2025*



**Help us continue to serve and address  
the most urgent needs of Downtown DC.**

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