



# 2017 Annual Report

## From the Board of Directors



Waterfront Village in the Waterfront and Navy Yard neighborhoods of Washington, D.C., nearly achieved its growth goal, in this inaugural year, of 100 member households as we ended the year with 98 member households representing 145 individuals. The development of the Village has relied primarily on the enthusiasm and support of members and volunteers, while other Villages in the area and the national Village to Village Network have generously provided information and ideas to help us grow.

During this first year, we offered cultural programs, wellness seminars, pot luck dinners, and local travel opportunities, along with weekly shopping trips and monthly lunches in the neighborhood and in unique Washington-area venues. The Village has developed programs that respond to member interests (such as “behind-the-curtain” events with Arena Stage) and needs (such as

bringing meals to those returning from the hospital).

Our programming has built and nurtured a sense of community between and among neighbors. The high engagement of Members has served as positive publicity to attract Non-Member residents to attend events and to seek more information about the Village. We believe that our outreach, which includes information about vetted services and businesses of potential use to Members, allows those Members to have greater confidence in their ability to age in place. Our website displays all our activities and can be viewed by Members and Non-Members alike, and the launch of our colorful *Navigator* e-newsletter was a highlight of the year and is proving to be an effective communication tool for our Members, Donors, and Volunteers.

We deeply appreciate all who support us. With one paid director and one half-time staff member, our Village has been a success because of our volunteers who provide direct services to Members and who aid with administrative tasks, and because of committee members who tackle responsibilities with enthusiasm and determination and who bring expertise and talents to bear on the Village’s programming and Member recruitment. We will continue to depend on the neighbors and others who join and contribute to Waterfront Village so that we can provide support now and in the future.

Our new challenges, as we look forward to the coming year, are to expand our membership into the Navy Yard and to attract external funding through a number of sources, including the newly formed Friends of Waterfront Village and a planned giving program. We extend sincere thanks to supporting groups this year: Friends of Southwest DC, The JBG Companies/L’Enfant Plaza, and The Wharf, as well as individual major donors listed on the back page of this Annual Report, and to our Founding Board Members, Treasurer Allan Holland, Secretary Monica Evans, and Renee Feder, whose terms completed during 2017.

Barbara Ehrlich, President

## Highlights of the Year

### Significant Membership Growth

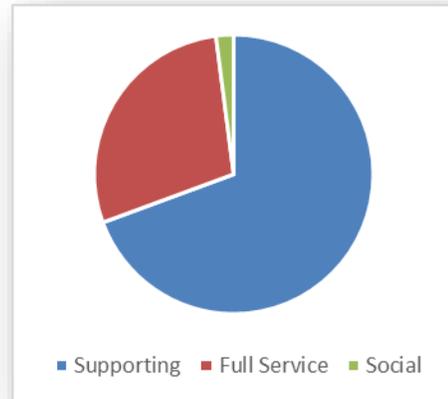
Village dues-paying membership grew from 22 to 98 households.

Supporting Members (68 households) may attend our programs and can be referred to our many neighbor-referred vendors. Participation is open to the general public.

Full Service Members (28) also have access to staff- and volunteer-provided services, including rides to medical appointments, a weekly shopping shuttle, in-home support during their vendor interactions, telephone and in-home check-ins, technology assistance, and hospital/rehab “Welcome Home” services. Participation is limited to those 62+ in our service area.

Social Members (2) participate as companions to Supporting or Full Members and are limited to attending our programs in the company of that Member. Participation is offered by a Full or Supporting Member.

Community Leader complimentary memberships (8) are provided to building managers, clergy, and homeowners association leaders who agree to act as Village advocates, and to support our access into their communities. Participation is limited to attending our programs and is by invitation.



### Providing Services Through Dedicated Volunteerism

The number of trained, vetted volunteers was 28 by year’s end, growing steadily with Membership growth and by skill sets needed.



By year’s end, the Volunteer team was successfully handling nearly two-thirds of Service Requests, a steadily improving performance metric of 2017.

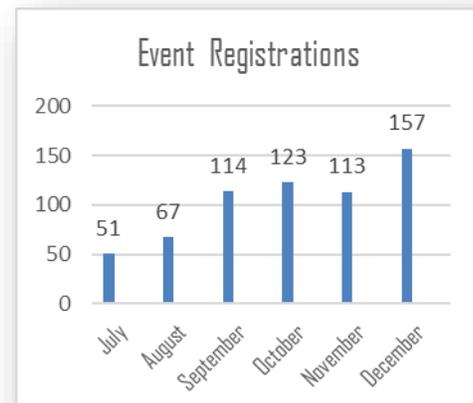
Volunteers receive classroom training and a procedures manual, are insured, and background-checked by Verified Volunteers.

### Programs to Build Community

Most Village events welcome Non-Members as guests, and all wellness-related seminars

are open to the public. In addition to multiple electronic communication tools, the Village runs an advertisement with its calendar in each issue of *The Southwester* community newspaper with a print distribution of 12,400 copies.

Participation in Village activities nearly tripled during the second half of 2017, outpacing the growth in memberships. Our largest activity, Village Night at Arena Stage’s production of “The Pajama Game,” drew 35 attendees.



## Strength Through Collaboration

Waterfront Village, this inaugural year, focused on developing formal relationships with other not-for-profit community-based organizations to minimize duplication of effort and to add to the depth and breadth of our programs and services. Georgetown Village continued to serve as our mentor Village, and our executive director served as the 2017 co-president of the Washington Area Villages Exchange (WAVE).

A major initiative of 2017 was working with various non-profit organizations and service providers in seminars on wellness and issues pertaining to seniors and their caregivers, funded by a matching grant from Friends of Southwest DC. Because we are members of the national Village to Village Network, we sent one staff and two Board Members to their annual gathering in Baltimore for training and best practices sharing.

Waterfront Village opens its theatre-going events to all Washington-area Villages and typically welcomes five to seven guests from our fellow Villages, building collaboration and social networking.

## Diversified Funding Initiatives

Like most, if not all, Villages across the country, Waterfront Village is dependent upon significant external funding in addition to membership dues. In 2017, Waterfront Village was awarded grants from Friends of Southwest DC (\$4,000) and the Metropolitan Washington Area Council of Governments (\$1,800). A list of our supporters and major donors is included at the end of this report. During the course of the year, a non-profit executive was hired as a fundraising consultant.

## Financial Overview

It is my opinion, and that of the Finance Committee, that the Village's finances were prudently managed in 2017, with expenses at or below comparable Villages in our region. The organization is in a stable financial condition with a positive account balance going into 2018.

We started 2017 with a positive balance, so although our Village expenses were on target, our revenues fell short during this first year of operations. Much work continues to be required in Membership growth, donations, and fundraising for the Village to achieve long-term financial health by the end of our three-year launch period of 2017-2019.

Wes Ven Johnson, Treasurer

### Revenues

Memberships	\$37,887.00
Donations/Fundraising	32,117.81
Grants	6,400
Other Revenue	<u>2,144.32</u>
<b>Total Revenues</b>	<b>\$78,449.13</b>

### Expenses

Operations/Services	\$36,907.37
Programs/Activities	12,302.46
Fundraising	15,661.83
Administrative	6,151.23
Facilities	3,954.19
Marketing	2,832.79
Insurance	5,293.89
Financial Services	1,374.12
Other Expenses	<u>2,646.55</u>
<b>Total Expenses</b>	<b>\$87,124.42</b>



## Board of Directors

Barbara Ehrlich, President  
Wes Ven Johnson, Treasurer  
Carol Cowgill, Vice President  
Carol Quinn, Secretary  
Anne Martin

## 2017 Major Donors - \$2,000 and Higher

Barbara Ehrlich  
Friends of Southwest DC  
The JBG Companies/  
L'Enfant Plaza  
The Wharf  
Wes and Savin Ven Johnson  
Carroll Quinn

## 2017 Friends of Waterfront Village - \$250 and Higher

Susan Axelroad	Elaine F. Graves	Diane Renzulli
Chris Beck	Geoffrey Griffis, CityPartners	Rodney Ross
Susan Bradshaw	Home Care Assistance	Bob and Joelle Rudney
Capital City Nurses	Anne Martin	Silvernest
Rita I. Coll	Ramesh Mazhari	Smile Beautiful Dental
Bob Craycraft	Ed McAllister	Southwest Chamber Players
Katherine and Hans Crump-Wiesner	John McGrath	SW BID
Cucinelli Geiger, PC	Victoria Peckham	Ellen Spencer
Robert D. Evans	Andy Peers   Compass	David Jonathan Taylor, Attorney
Allan Holland	David and Jo Ann Reiss	Waterfront Academy
Georgetown Home Care		Eva Whitaker

## Service Volunteers

Joe Bressler	Vania Georgieva	David Lee	Bob Rudney
Carol Cowgill	Marie Giovanelli	Noreen Lyne	Julia Sayles
Dan Davis	Bonnie Harris	Anne Martin	Jo Ann Scott
Ranada Davis	Norma Joiner	Kellie Peake	Rosario Scarato
Lauren Dieleman	Jane Jorgensen	Victoria Peckham	Kathy Trickey
Stephanie Eicher	Ann Kurzius	Carroll Quinn	Karen Van Allen
	Dick Lang	Kathleen Reilly-Repass	Wendy Wright

## Special Acknowledgments

Arena Stage 2017-2018 Season Guarantor - Tom Sherwood  
Committee Meeting Space -- Tiber Island Co-Operative Homes  
Development Director -- Wilma Goldstein      Registrar – Carolyn Lieberg  
Volunteer Training Facilities:  
Capitol Park IV, Harbour Square, River Park Mutual Homes, and Town Square Towers

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Waterfront Village, Inc., is a neighborhood-based membership organization of paid staff, volunteers, and vendors supporting residents who wish to age in place in the Southwest Waterfront and the Navy Yard. Waterfront Village is a 501(c)(3) public charity (EIN 81-1859871) incorporated in the District of Columbia, is a member of the Washington Area Villages Exchange and Village-to-Village Network, and operates under the guidance of the District of Columbia Office on Aging.

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