



United Way of the National Capital Area's MEDIA FACT SHEET

Mission

United Way of the National Capital Area (UWNCA) is unique in its ability to bring together the resources provided by caring people, extraordinary leadership, and thousands of dedicated volunteers to address the most critical problems throughout the greater Washington region.

Rallying Behind a Community Need - Extreme Makeover: Home Edition

One of UWNCA's key initiatives is to increase the availability of affordable housing for individuals and families in the national capital area – and to keep families in their homes. UWNCA is proud to demonstrate that commitment to new supporters and volunteers Extreme Makeover: Home Edition.

What is UWNCA's role?

United Way of the National Capital Area is in charge of recruiting, coordinating, and caring for 3,300 volunteers, which includes 10,000 meals! We have brought together people, partners, and resources to help rebuild both a family's home and a community center.

Where are United Way Volunteers offering support?

Volunteers are rebuilding the Fishing School, a community center in Washington, DC and a family's home in Hyattsville, Maryland.

Who pays for these projects?

All of the materials, labor and meals were in-kind donations from residents and businesses throughout the greater Washington area.

Did UWNCA choose the family and the community center?

UWNCA was not involved in the selection process of the jurisdiction, the builder, the family or the community center.

How did this opportunity come about?

UWNCA was invited to be part of *Extreme Makeover: Home Edition* because our mission aligns with the mission of the show. Bringing citizens and resources together to improve our communities is at the heart of what UWNCA does.

Who is the new CEO at UWNCA?

Bill Hanbury, came to UWNCA in July. Hanbury previously served as the CEO of Destination DC, Washington's Convention and Tourism Corporation.

When will this episode air?

The episode will air sometime in November or December.

Community Building Initiatives

United Way of the National Capital Area (UWNCA) is committed to serving as the "go-to" organization in this region, solving the community's most critical issues. To do this, we recognize that we need innovative new strategies that will maximize our effectiveness. Research indicates that the three issues Washington area residents are most concerned about are: the affordable housing crisis, the lack of academic mentoring services, and making sure children grow up healthy. In response to these issues, UWNCA has introduced two community building programs – the Affordable Housing Initiative (AHI) and Child Wellness Initiatives (CWI).

Affordable Housing Initiative

Through the Affordable Housing Initiative, UWNCA works to convene housing leaders to identify outcome-driven solutions, leverage funding that will support organizations dedicated to expanding affordable housing and to sustain the efforts of organizations that provide services to individuals and families.

- This year UWNCA awarded more than **\$494,000** in Affordable Housing grants to community partners.

Child Wellness Initiative

UWNCA's Child Wellness Initiative is a resource for organizations working to decrease the childhood obesity rate in the metropolitan Washington, DC area by convening experts in the field, building collaborations and leveraging funding. The Initiative's newest program, Fun, Fly and Fit equips local schools and community centers with resources to help children lead healthier lifestyles.

- This year UWNCA provided nearly **\$550,000** in funding for Child Wellness grants.

For more than 30 years, United Way of the National Capital Area has been a recognized leader in community building in the greater Washington area. UWNCA was founded in 1974 when the United Givers Fund and the Health and Welfare Council merged, creating the 23rd largest United Way in the nation. From the beginning, United Way of the National Capital Area enjoyed a strategic partnership with United Black Fund of Greater Washington. By 1980, UWNCA became the first United Way to include nationally known nonprofits, such as the American Heart Association and the American Cancer Society, in its annual fundraising campaign.

Today, UWNCA coordinates one of the largest annual fundraising campaigns in the country. The campaign disperses millions in funds to more than 950 nonprofit partners – certified by UWNCA -- that provide health and human service programs to Washington area residents. The campaign also includes nine Community Impact Funds, which work to solve complex social issues by directing funds to the most critical areas of need.