



Anniversary Campaign

CASE FOR SUPPORT

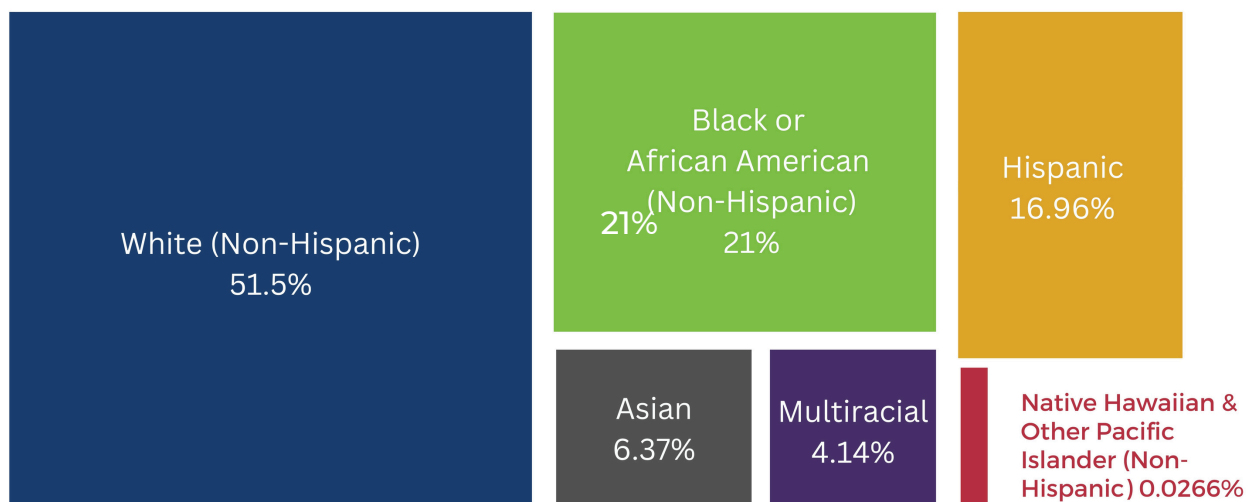
In 2004, ACT was formed in the spirit of community and collaboration. Our founders believed in the potential of what people could achieve when they work together. That idea has grown into a lasting community institution. After 20 years of connecting people, resources, and ideas, that spirit still inspires our work today and is what will propel us on the road ahead. Today, we share Alexandria’s present and our future vision for a community where everyone belongs and can thrive. We invite you to invest in ACT and partner with us in making this vision a reality.

Implementing a Strategic Vision for ACT and Our City

ACT’s theory of change: if we center community voice AND mobilize partners to invest in people struggling against inequities, we can create greater collective well-being in our community. The 2023 Impact Report outlines the process and results of our community-driven strategic plan, solidifying ACT’s four pillars of support to the Alexandria Community: Support Giving, Support Nonprofit Success, Support Community Voice, and Support Economic Well-Being. Building upon our recent success and fueled with a strategic direction determined by the community, ACT is poised to work with our partners to make meaningful progress on entrenched issues and significantly address economic well-being by mobilizing holistic solutions.

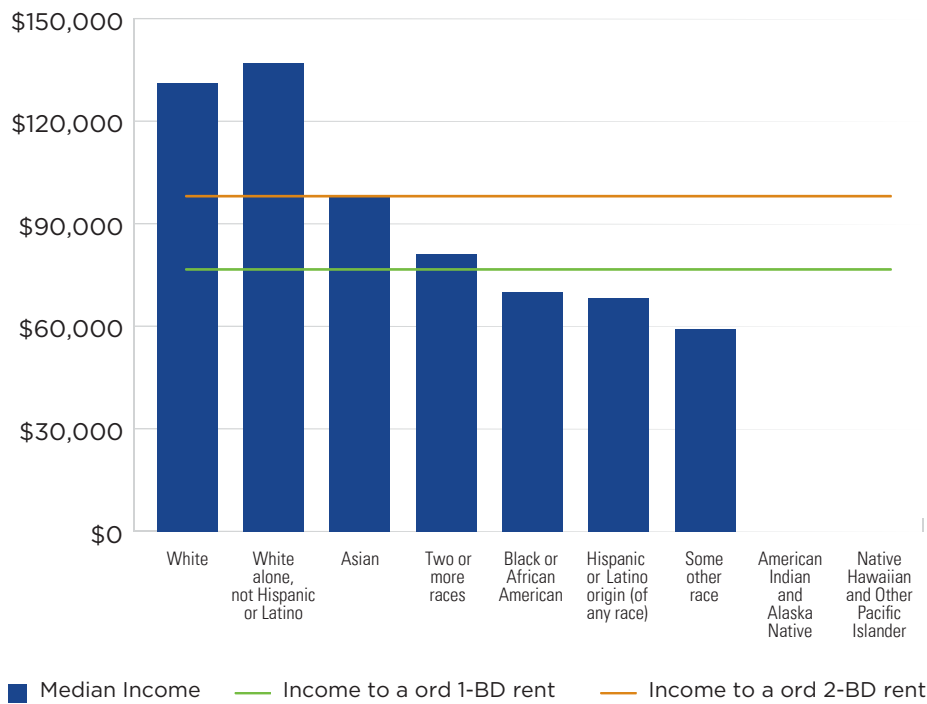
Why This Plan is Needed for Alexandria

Alexandria is a racially, ethnically, and culturally diverse community of 160,000 residents with nearly 50% of Alexandrians identifying as BIPOC (black, indigenous, and other people of color). Public school students hail from 118 different countries and speak 120 different languages.



Equitable economic opportunity in our city is a pressing issue. Because of systemic racism, Black, Latino, and indigenous residents do not have the same opportunities to thrive and have worse outcomes for every economic, health, and educational indicator of well-being. The child poverty rate for Black children is 6x higher compared to White children. There are disparities in average income: \$62,000 for Latino and \$71,000 for Black households compared to \$131,000 for White households. Given the high cost of living, it is extremely difficult to make ends meet. An annual salary of \$77,000 is needed to afford to rent a one-bedroom apartment. As a result, our community is facing an eviction and affordable housing crisis. In addition, food insecurity is at pandemic levels. Alexandria's human service organizations are doing heroic work, yet they are under resourced and overwhelmed. Language and technology barriers, along with a fractured system create inefficiencies and prohibit access for families in need.

FIGURE 1. Alexandria Income Data



> \$77,000
 Income needed to afford average 1 bedroom + utilities

> \$96,500
 Income needed to afford average 2 bedroom + utilities

Source: City of Alexandria, 2017-2021 ACS 5-Year Estimates; Office of Housing; CoStar

Many residents and our nonprofit partners have shared that low-income diverse Alexandrians do not feel a sense of belonging because they are underrepresented and living with the constant stress of poverty and discrimination. Systems are broken and there are barriers to the tools and resources they need to be healthy and move up the economic ladder.

Our community has the necessary ingredients to improve economic well-being for those who work and live in our city. ACT has engaged partners—a robust nonprofit ecosystem, local government, health care system, school system, business sector, faith community, outside funders, and residents—who are poised and ready to take-on these issues from a systems lens. These partners have turned to ACT based on trusted relationships we've spent years building, enabling them to be confident their engagement will be meaningful and effective, guided by learning, and centered on community.

What Will Your Investment Achieve for Alexandria?

ACT envisions a community where all residents feel a sense of belonging, have the tools and resources they need to thrive, and where the color of one’s skin, ethnicity, or citizenship status does not determine outcomes in life. Your investment will be immediately deployed to accelerate ACT’s work in four strategic impact areas centered on Giving, Nonprofit Success, Community Voice, and Economic Well-Being.

	What ACT Will Do	Impact & Outcomes
Giving	<ul style="list-style-type: none"> • Offer a variety of philanthropic products • Provide donor-centric services • Strengthen fund management operations • Pilot efforts to engage philanthropic advisors • Build Think Ahead Alexandria Legacy Campaign • Launch a bold 20th Anniversary campaign 	<p>Catalyze individual passions and generosity to advance community well-being.</p> <ul style="list-style-type: none"> • Increase philanthropic assets and more engaged donors • Increase support for Alexandria’s nonprofits
Nonprofits	<ul style="list-style-type: none"> • Host Spring2ACTion, Alexandria’s Giving Day • Annually award \$100,000 in capacity-building grants • Encourage legacy giving community-wide • Resource sharing through Nonprofit Newsletter 	<p>Ensure that Alexandria’s nonprofits are strong and offer high-quality, effective programs.</p>
Voice	<ul style="list-style-type: none"> • Establish a Community Advisory Board for the Fund for Racial Equity to set priorities and make decisions • Work with the Youth Council to elevate youth voice on issues that matter; offer grantmaking opportunity 	<p>Support and amplify local leadership to ensure that groups that have been historically excluded are involved in civic-decision making.</p> <ul style="list-style-type: none"> • Youth and community leaders report increased agency and confidence in advocating for issues that are important to them
Economic Well-being	<ul style="list-style-type: none"> • Ensure an independent Youth Support Network of out-of-school-time providers • Launch a Youth Employment Working Group to connect HS-age youth to living wage career opportunities in Alexandria’s major employers • Create an Upward Mobility Map for Alexandria that can be used to inform strategy and investment so residents can access support • Launch a Housing Fund • Develop & launch a collaborative initiative to increase access to affordable housing • Share ARISE pilot outcomes to deepen public understanding of poverty and potential solutions • Partner with local government to advocate for direct cash assistance programs in Virginia, including Child Tax Credit and Earned Income Tax Credit 	<p>Optimize systems and ensure they work better for Alexandrians who have been systemically marginalized;</p> <ul style="list-style-type: none"> • More youth have career opportunities that provide a living wage • Alexandrians have increased awareness of and access to services that support a move from crisis, to stability, to prosperity <p>Support programs and initiatives that help low-income Alexandrians access safe, affordable housing;</p> <p>Shift outdated mindsets about the root causes of poverty and build public support for policies and programs that work.</p>

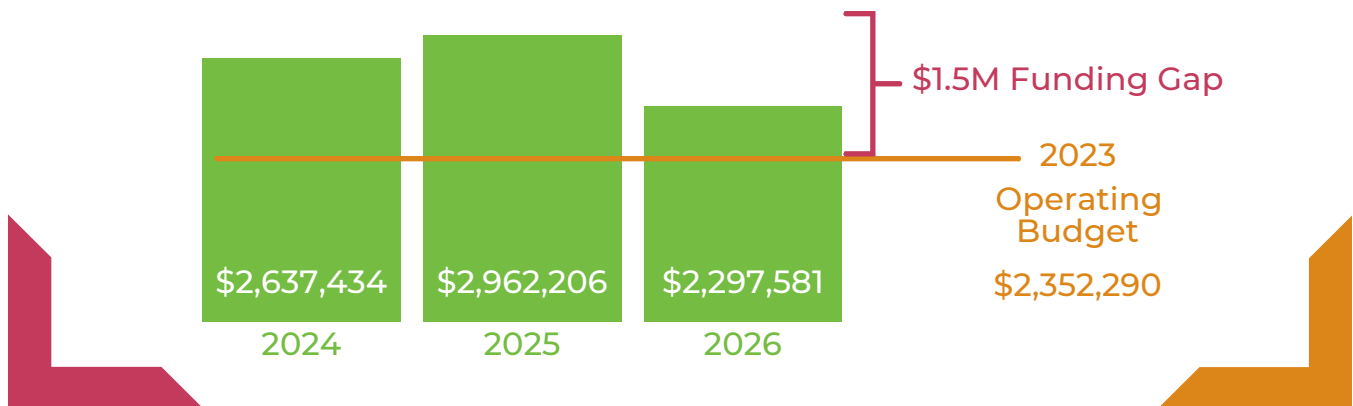
Local Change, National Impact

With Alexandria's proximity to federal leaders in Washington, ACT's forward-thinking priorities, policies and programs have the potential to affect change nationwide. Already, we have seen the ripple effect as local and state organizations and governments have contacted ACT to speak to their communities on coalition building, systems change, and community-driven strategic planning.

The Opportunity

ACT is in an ideal position to take on Alexandria's biggest challenges. To do so we must have the capital to invest in bold solutions. Only then will we fully realize ACT's vision for a community where everyone thrives.

ACT will need to raise an additional \$1.5 million to fund the implementation of our strategic plan.



We are entering this campaign from a place of organizational strength. Over the past few years, ACT has expanded our donor base and doubled our operating budget. While ACT does not have an endowment and our operating budget must be raised year after year, we have been prudent in our financial practices.

Our history has shown that when we invest in our operations, the dividends are far-reaching. In 2019, ACT made a significant investment in our internal capacity and infrastructure. With that investment, we were well-positioned to respond nimbly and responsibly to the pandemic, ultimately shepherding \$5.76M in emergency support to Alexandria's nonprofits and the people they serve.

This is a big goal and will require unprecedented support. Therefore, we are proceeding with thoughtfulness, ambition, and determination.

To continue the conversation, please contact:

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