

When you see things differently,  
you do things differently.



**SOAR**<sup>365</sup>

2018 ANNUAL REPORT

*Formerly Greater Richmond ARC*





So many successes to celebrate. So many individuals to thank. 2018 was an exceptional year for us. A new name that will change how the world sees us. A dozen new commercial customers who prove we deliver true business solutions. A new location in Henrico County quickly brought to life with kindness and generosity. The start of a major new facility to enhance our clients' experiences at our Camp Baker

Each of us soars in our own way.

location. We accomplished so many things, big and small, to honor the ideas that have driven this organization from its inception: pushing boundaries. Rejecting conventional wisdom. Finding new answers to age-old problems. And always displaying the utmost respect for the people we serve—and their families. We can all be proud of the big moments chronicled in this Annual Report—and in the small victories that are won here every day. Victories that prove that each of us soars in our own way.

**John Walker** PRESIDENT & CEO ~ SOAR365



*“One of RVA’s shining stars just got a new name that better describes the great work it has been doing around here for 65 years.”*

**Editorial Board**  
Richmond Times-Dispatch



## Our New Brand

# A name that aims as high as we do

Greater Richmond ARC had a name problem.

The organization that from its very beginning has pushed boundaries and challenged norms was saddled with a name that was mired in the past. Worse yet, the R in ARC (which stood for the word retarded) undermined the respect and high hopes we have for the individuals with disabilities we serve and their families.

The name had become such an issue that one (unnamed) donor actually said, “If you change the name, I’ll give you more money.” Add to that the tap dance we had to do whenever anyone asked what ARC stood for, and it was clear a new name was in order. So a decision was made to launch an extensive study of our name and branding, spearheaded by Delina (Dee) Papit at Lone Wolf Marketing.

According to Dee, “Greater Richmond ARC was being held back by the name. It absolutely didn’t reflect the quality of the work they’re doing, or the variety of the work they do.” Dee also believed the new name should point the way to the organization’s ultimate goal of being the most respected human services agency in Virginia.

The brand study included some potential new names. From an original list of more than 30 names, SOAR rose to the top. “It communicates who we are, what we want for our clients and how we intend to be in the future,” says SOAR365 President and CEO John Walker. “It’s true to our core values and reflects our personality.”

Because a simple word like SOAR is hard to own as a name, it was later decided that 365 would be added to make it easier to trademark the name. “365 also tells the world that our commitment never takes a day off,” John says.

As the name was being refined and legally locked down, the new logo was being developed—including the iconic origami crane that tells the world that everyone we work with is given every opportunity to fly. As a symbol of happiness, good luck and peace, the crane also serves as a reminder of some of our core values—and we were drawn to the idea that origami transforms an ordinary piece of paper into a beautiful and singular work of art.



*“Arguably the most important component of our brand, the previous name just didn’t capture the depth of compassion or the inspired ambition I see there every day. But SOAR365 lives up to the amazing people and the amazing work that attracted me in the first place.”*

**Chris Mumford**  
President, The Martin Agency  
SOAR365 Board Member



# We did great things in 2018

Every division of SOAR365 made important strides last year. Here's a glimpse of the highlights.



## Pediatric Therapy

Thanks to generous awards from the Community Foundation and the Memorial Foundation for Children, our therapists continue to travel to provide services to children in their natural environment. We also offer translation services at no cost to families who attend our outpatient clinic.



## Children & Youth Program

To better meet the needs of our families, we extended our program hours by 60 minutes on school days (2 p.m. to 7 p.m.) and by 90 minutes on school holidays and breaks (8:30 a.m. to 6 p.m.).



## Supported Employment

Two of our job seekers secured employment at ARAMARK/VCU in the janitorial department.

## Respite

We added four weeknight evenings to our schedule, plus a Saturday only respite option at both our Saunders and Camp Baker locations. This past year, we added swimming and horseback riding as new activity options during summer weekends.



## Summer Camp

Construction began on the M. H. 'Bud' Reinhart Center, which will keep summer campers—as well as those in year-round programs at Camp Baker—active and engaged. We expect to complete the building in October 2019. (See full story on page 10). In addition, we added two nights of tent camping and served 436 overnight and day campers in 2018.



## Adult Programs

When A Grace Place suddenly closed to 120 adults with disabilities, we stepped in to help and opened our first SOAR365 program in Henrico County. (See full story on page 14).



## Workforce Development

We launched a partnership with Blanchard's Coffee, labeling coffee bags sold in their retail store near our Westwood facility, so that men and women gain work skills and experience while earning a paycheck.



*“Together with our donors, the Community Foundation was honored to help with the transition of A Grace Place to SOAR365. This sort of compassionate, smart and mission-focused work is a standard for our community.”*

**Scott Blackwell**  
Chief Community Engagement Officer  
Community Foundation for a greater Richmond





*“Thomas Harvey is a crew leader on one of the SOAR365 teams. I credit his work ethic and his people skills for the success of Business Solutions. Thomas is good at customer relations. He—and his crew—get it done. And get it done right.”*

**Mike Goff**  
Manager,  
Commercial Landscaping &  
Grounds Maintenance

**Thomas Harvey, Crew Leader**

## Business Solutions’ 2018 growth strategy was simple **Do outstanding work**

When you deliver business solutions, it has a powerful impact on your business development. That’s why the Business Solutions division of SOAR365 added 12 new customers in 2018 and increased revenues by \$770,000, up nearly 12%. When you add in the growth of existing clients, most notably the U.S. Defense Logistics Agency, total 2018 revenues were \$11.4 million.

“Our focus has been to grow the commercial side of the business,” says Matt O’Connell, Vice President of Business Solutions. That job has become easier as the organization has matured, generating more referrals—and, importantly, providing more compelling stories to tell potential customers.

A great example is UMFS, a nonprofit that provides programs for high-risk children and parents. “They agreed to meet with Business Solutions as a courtesy to us,” O’Connell says. “They had no idea of the things we do. Once they realized our capabilities, they said, ‘Let’s really talk.’” The result: A contract to provide landscaping and grounds maintenance on their 23-acre Broad Street campus.

Much of the 2018 growth occurred in Chesterfield County, where Pam Cooper is the Community Partnership Manager.

“I love Business Solutions. I absolutely adore them,” she says of the landscaping and grounds maintenance crews she employs. In case after case, she says, SOAR365’s Business Solutions team completed the job in less time than they were contracted for—and with more professionalism.

“They’re so good that now we just call them, and I know they’ll take care of it,” she says. “It’s easy to work with their administrative staff. They’re very detail oriented, with over-the-top customer service.”

When one of our biggest clients happily says these sorts of things about us, it’s no wonder we just keep growing. And growing. With more consumers seeing the wisdom of working with a SOAR365 Business Solutions crew, 2019 is already off to a great start.

**4.4 million**

Number of documents we’ve scanned this past year

**120+**

Buildings we provide custodial services to on a daily basis

**800+**

Acres of grounds we maintain

### **Business Beyond Virginia**

SOAR365 has expanded its business to Annapolis, Maryland, marking the first time the agency has conducted business outside of Virginia. We manage the U.S. Naval Academy’s warehouse operation, which includes receiving, delivering and/or storing material for the academy, plus outing the graduates’ personal property after they receive their duty assignments.



## YOU CAN SEE OUR WORK EVERYWHERE

### Our Clients:

99th Army Reserve Support Command, Richmond  
 AmerisourceBergen  
 AMF Bakery  
 Chesterfield County  
 Columbia Gas  
 Defense Contract Management Agency HQ, Fort Lee  
 Defense Logistics Agency,  
 Defense Supply Center Richmond  
 Diageo  
 Dominion Energy  
 FrontPoint  
 Henrico County  
 Naval Medical Center Portsmouth  
 Navy Operational Support Center, Richmond  
 Navy Operational Support Center, Roanoke  
 Plow & Hearth  
 project:HOMES  
 Richmond Metropolitan Habitat for Humanity  
 Scottish Rite Temple  
 Sports Backers  
 U.S. Army Software Engineering Center, Fort Lee  
 Virginia Correctional Enterprise  
 Virginia Department of Treasury  
 Weidmuller

700+

Miles of roads we clean every month

40

Miles, approximately, that each crew member walks in a week



*“We continued to see growth in all areas of Business Solutions in 2018, largely in the commercial grounds and custodial divisions. The result is more employment opportunities for men and women with disabilities—the primary mission of Business Solutions.”*

**Matt O’Connell**  
 Vice President, Business Solutions

## When Business Solutions does better, SOAR365 does better

SOAR365’s largest division, Business Solutions, provides good jobs for more than 200 adults with disabilities. It also has a significant impact on our organization’s financial stability and our ability to carry out our mission. Win/win/win, that’s what Business Solutions provides our community.

**Win #1:** When a business contracts with Business Solutions, the needs of that business are met with quality work, high standards and customer satisfaction.

**Win #2:** Because we employ people with disabilities, men and women who may not otherwise be able to work are earning wages at market-competitive rates and gaining the self-esteem that comes from having a job.

**Win #3:** The profit margin earned by Business Solutions subsidizes other critically needed but woefully underfunded human services programs.

Business Solutions is a success story that’s raising revenues, raising the bar and raising spirits.

### New Customers Added in 2018







*“Once the center is open, the possibilities for activities are endless.”*

**Doran Kennedy**  
Summer Camp Supervisor

**Summer Camp Supervisor Doran Kennedy and Director Matt Hulcher**

## M. H. ‘Bud’ Reinhart Center Making Camp Baker weatherproof

Camp Baker is on 23 acres of open fields and beautiful woodlands, making it a great place for lots of activities. Except when it’s raining, snowing, too hot or too cold. Soon, thanks to the immense generosity of M. H. ‘Bud’ Reinhart, the Judith Haskell Brewer Fund and a host of other generous donors, SOAR365’s Camp Baker facility will be largely weatherproof.

Scheduled to open this fall, the M. H. ‘Bud’ Reinhart Center will be 10,000 square feet of space that can be enjoyed by kids and adults all year long.

“On a day with bad weather, the new building will be the place where campers can be re-energized,” says Doran Kennedy, who’s entering his fifth year as SOAR365’s Summer Camp supervisor. He also notes that on especially hot days campers are often “done” after a morning in the sun. Thanks to the M. H. ‘Bud’ Reinhart Center, they can have an active and engaging afternoon too.

Volunteer Merrick Davidson puts it simply: “There are only so many indoor activities you can do in the current space. It’ll be great to have other options!”

Larry, who has been going to SOAR365 @Camp Baker for at least 15 years, says, “When I’m at Camp Baker, I forget about everything else.” But he’s also quick to say that in bad weather, he can’t do a lot of his favorite things.

The center will have more than 3,000 square feet of fitness and recreation space, plus two 900-square-foot classrooms and a life-skills teaching kitchen.

The Reinhart family, which is a longtime supporter of SOAR365, “is honored to help SOAR365 provide these resources for services that enrich the education and quality of life of its citizens.”

“The need for this type of space at SOAR365’s Camp Baker was identified in the early 1980s,” says Kim Watson, Vice President of Community Engagement. “Now, through public and private supporters, it will soon be a reality.”



### Summer Camp Theme Weeks

In addition to the regular camp fun of swimming, horseback riding, stargazing, arts & crafts, boating, talent shows, pool parties and much more, Summer Camp at Camp Baker offers theme weeks:

**Country & Western**

**Around the World**

**American Dream**

**Disney®**

**Prom Night**

**Carnival Games**

**’80s & ’90s Disco**

**Earth Project**

**Challenge Yourself**

**Olympics**





## Happy Camper

### Larry knows why summer campers love SOAR365

“Everywhere I go, everybody loves me,” says Larry.

That’s especially true at SOAR365’s Summer Camp, located at Camp Baker in Chesterfield County. Larry has been going to the camp for the last 15 years. He loves to swim, play games (including basketball) and especially, hang out with the ladies, he tells us with a smile.

Doran Kennedy, who has spent five summers with Larry as a Camp Baker counselor, recalls a recent checkout day at camp: “Larry was about to get on the van when he said, ‘Hell no, I’m not leaving yet. I want to see my girls.’” Before you knew it, the entire female staff gathered together to give Larry a big ol’ goodbye.

It’s easy to see why he looks forward to those special two weeks at Camp Baker. “There’s a lot of great stuff to do out there. That’s why I go every year,” he says. As Doran tells it, “Larry is one of the most famous campers. We have so many fond memories with him over the summers.”

Sporting stylish glasses and a pair of Air Jordans as we talk on the porch of The Virginia Home, where he lives, Larry recalls the joys of performing songs and acting in plays at Camp Baker. He also loves to swim. “It’s OK getting in, but getting out is kinda chilly.”

Larry is just one of the hundreds of campers SOAR365 will host at Summer Camp during the 10-week-long summer session in 2019. And he’s definitely not alone in loving it. One hundred percent of caretakers and families tell us they’d recommend Summer Camp to others. We’re a little like Larry—everyone loves us too.

**600**  
Number of happy campers we can host at Summer Camp



## Volunteers We Love

### “I’m here to engage and make smiles happen”

When Merrick Davidson was in high school in California, he was assigned to work with a group of individuals with intellectual disabilities for a week. “I always held on to it. It was such a great experience,” he recalls.

Flash forward 15 or so years, and the experience he was required to have has become a near daily activity that he chooses to have. Merrick is a summer volunteer at SOAR365’s Camp Baker facility and year-round at our Saunders location, volunteering about 20 hours a week at SOAR365.

He sees what he does simply: “My job is to make the staff’s job easier and make the participants lives better.” He’s clearly succeeding.

“From day one, he has jumped into my program headfirst, never shying away from a challenge. He’s compassionate, empathetic and very driven to make sure the individuals he comes into contact with are met with love and encouragement,” reports Danny Kenyon, Supervisor, Adult Day Support at Saunders.

Matt Hulcher, who heads up Summer Camp, says of Merrick, “His enthusiasm, incredible work ethic and ability to jump right into any activity make him a valuable member of our team. Our campers and staff love having him around, and we’re truly fortunate to have someone of his caliber willing to volunteer their time to help us fulfill our mission.”

All that praise would likely make Merrick uneasy. “Basically, I see myself as being kind of like a relief pitcher.” Spoken with the humility of a true volunteer.

**100%**  
Campers’ families and caregivers would recommend our Summer Camp to others





*“SOAR365@Staples Mill is committed to helping families care for loved ones of all ages, whether they need a safe and welcoming place to spend the day or an opportunity to engage in meaningful activities that fully leverage their talents.”*

**Tom McInerney**  
Chief Executive Officer, Genworth

**Justin (see his story on page 16)  
and Marsha Christian, Supervisor, Adult Day Support**

## A new location on Staples Mills

# Generosity is at the heart of Grace

Late on Friday, March 23, 2018, the staff, clients and parents of A Grace Place (AGP) received startling news. After more than 50 years, it would be closing immediately. In one week, 120 men and women with disabilities who called AGP their daytime home would have no place to go. Their caregivers would have to scramble to make new arrangements. And 50 employees at AGP were suddenly out of a job.

Jump forward just five weeks, and SOAR365 (formerly Greater Richmond ARC) had opened for service in the former AGP location. Twenty-seven staff members still had their jobs, and seven clients were welcomed to the new Adult Day Support and Adult Day Health programs.

What happened between that day in March and April 30 shows the power of a community rallying around an important need. A gift of \$150,000 from the United Way was quickly followed by pledges of \$405,000 from the Community Foundation for a greater Richmond and its charitable funders. In just four days, SOAR365 had commitments of almost \$1 million to fund startup costs and the expected two-year operating losses.

Four days.

“At that moment, we couldn’t have been more awed or proud to be a part of the Richmond community,” says John Walker, president of SOAR365. Added Marsha Christian, supervisor of Adult Day Support at the Staples Mill location, “It was amazing to see how many donors wanted to help...and on such short notice.”

Another powerful supporter was Genworth Financial, which had been supporting AGP, both financially and with volunteers, for over 10 years. At the time of the closing, Genworth had \$15,000 set aside for

A Grace Place. CEO Tom McInerney quickly raised that to \$100,000; then he reached out to employees, who added another \$16,000 of their own.

“We were very excited to hear SOAR365 planned to come in and continue serving these individuals,” says Carolyn Champion, corporate social responsibility director at Genworth. Since the reopening of the Staples Mill facility, Genworth employees now volunteer at Park365 and at SOAR365@Camp Baker, too.

Genworth’s McInerney summed it up like this: “We’re pleased to support this invaluable work, and we appreciate SOAR365’s commitment to honor the dignity of the individuals you serve.”

### They stepped up in a big way

Just a few of the 30 donors who helped us bring SOAR365@Staples Mill to life.

<b>The Community Foundation’s Board (and their charitable founders)</b> .....	<b>\$405,000</b>
<b>United Way</b> .....	<b>\$150,000</b>
<b>Genworth and their employees</b> .....	<b>\$116,000</b>
<b>Mary Morton Parson Foundation</b> .....	<b>\$100,000</b>
<b>Bon Secours</b> .....	<b>\$50,000</b>
<b>Richmond Memorial Foundation</b> .....	<b>\$50,000</b>



## It all started with a gift from United Way...

*“It has been a pleasure to see the SOAR365 team work so quickly to make things happen at the Staples Mill location, and I’m excited that United Way was able to play a significant role in supporting their work now and in the coming years.”*

**James L. M. Taylor**  
President and CEO  
United Way of Richmond and Petersburg

### 4 days

Time it took to get commitments of almost \$1 million to fund startup costs

### 5 weeks

Time it took to open the former A Grace Place under SOAR365 with new Adult Day Support and Adult Day Health programs

## Here’s why opening the Staples Mill location matters so much.

Justin is like most 22-year-olds. He loves video games, movies, bowling and swimming. He still lives at home. And he works in a restaurant.

He’s also nonverbal and has epilepsy and autism.

So while Justin has the tools to take care of himself and find employment, he also needs the monitoring and stability of a structured environment—the very things A Grace Place offered him. Until it abruptly closed last March.

“When A Grace Place closed, we were heartbroken,” says Linda Adams, Justin’s mother. “It’s extremely difficult to find quality adult care with trustworthy individuals—especially for someone who can’t tell us if he’s being mistreated.”

While the family could juggle their schedules for a short time to provide Justin with support, they needed a long-term solution—and soon!—or Linda would have to leave her job. To make things worse, the other places Linda looked at were in, her words, “not good enough for animals.”

Then something amazing happened. “After about six weeks, we got a call! Within a few weeks, the former A Grace Place was being reopened by SOAR365. Justin would be one of the first adults served on Opening Day. He transitioned as if nothing had happened.”

These days, Justin comes home happy. “From his point of view, there was nothing different,” Linda says. “I have nothing but good things to say about SOAR365. I wouldn’t send Justin anywhere else.”

Thanks to the hard work of the SOAR365 staff and the generosity of our contributors, she didn’t have to make that choice.



## Thank you!

Your donations and your gifts of time and talent help so many individuals, and their families, soar every day. People like you are an essential part of our goal to create programs that are nothing less than best in class.

But the truth is that for every person we help, there are seven others we would like to support. That’s why we work so hard to make the most of your donation—so we can offer opportunities to more individuals every year.

While we are only able to list gifts of \$500 or more in our Annual Report because of space limitations, we appreciate every one of the other 533 donors who generously supported the work of SOAR365 with gifts that totaled \$3,233,000. Equally important to our mission, 434 volunteers invested the equivalent of \$153,448 through 6,215 hours of hands-on service last year.



LEFT: Kia and James Stibel  
BELOW: Richard Hendrick, Gail Hendrick, Liz Hendrick, Kyle Hendrick, Meg Hendrick Downs, David Hendrick Downs



## 2018 Donors

### \$50,000 and above

Anonymous  
AWL Fund of the Community Foundation for a greater Richmond  
Bank of America  
Bon Secours Richmond Health System  
Judith Haskell Brewer Fund of the Community Foundation for a greater Richmond  
Community Foundation for a greater Richmond  
Department of Rail and Public Transportation  
Genworth Foundation  
Moses D. Nunnally Charitable Lead Trust  
The Nunnally Foundation  
The Mary Morton Parsons Foundation  
Pauley Family Foundation  
Mr. Myron H. Reinhart  
The Reinhart Foundation  
Richmond Memorial Health Foundation  
United Way of Greater Richmond & Petersburg

*“By helping Soar365@Camp Baker, we at Custom Kitchens know our contribution is making a difference in the lives of people who need it most. And more importantly, we enjoy all the relationships and people that we have met.”*

**Richard Hendrick**  
Co-Owner, Custom Kitchens Inc.



# 2018 Donors

*“We find it an enriching experience to volunteer with SOAR365 at its wonderful events, as well as serving on the board of directors and committees. SOAR365 not only cares for their clients and their clients’ families, but also for their volunteers and the resources we donate.”*

**Eleanor Jones, M.Ed.**  
Director  
Honoring Choices® Virginia  
SOAR365 Board Member



## \$10,000 to \$49,999

Altria Companies Employee Community Fund  
Anonymous Fund of the Community Foundation for a greater Richmond  
Baby Duck Fund of the Community Foundation for a greater Richmond  
BB&T  
CarMax  
Chesterfield County  
City of Richmond  
Custis Westham Fund of the Community Foundation for a greater Richmond  
Custom Kitchens, Inc.  
Davenport & Company LLC  
Hanover County  
Henrico County  
Herndon Foundation  
HRH Charitable Fund of TCF  
James M. Frye II Endowment Fund  
The Annabella R. Jenkins Foundation  
Estate of Norma Jozwiak  
Judge and Mrs. William H. Logan Jr.  
Eric and Kate Margolin  
Memorial Foundation for Children  
R.E.B. Foundation  
Robins Foundation  
Mrs. and Mrs. Wallace Stettinius  
Suntrust Foundation  
Virginia Oral & Facial Surgery  
West Charitable Trust

## \$5,000 to \$9,999

Ric and Lynda Brown  
Burgess Inspections, Inc.  
Ms. Cara Coffman  
DAYCON  
David and Meg Hendrick Downs  
Mr. and Mrs. Bruce Kay  
Mr. and Mrs. Mark Kirkpatrick  
Mr. Thomas McInerney  
Moore’s Charitable Foundation  
Rick Hendrick Chevrolet Buick GMC  
Mr. and Mrs. Andrew Stefanovich  
SunTrust United Way Campaign  
TowneBank  
TowneBank Richmond Foundation  
Truist  
Mr. James Ukrop  
The Universal Leaf Foundation  
Mr. Edward Villanueva  
The Waltie Fund  
Wawa, Inc. Foundation

## \$2,500 to \$4,999

Mr. and Mrs. Michael Atkins  
Mr. Marshall Butler  
Ms. Agnes Cain  
Steve and Julee Fletcher  
Mr. and Mrs. Allen Goolsby  
Mr. and Mrs. Jay Haas  
Ms. Joyce Hann  
Mr. and Mrs. Chad Logan  
Ms. Karen Manning  
Mr. and Mrs. Wheat McDowell  
Mr. and Mrs. Christopher Mumford  
The Nanchard Morganson Charitable Fund  
Mr. and Mrs. Randall Parks  
Mr. and Mrs. Jeff Penny  
Karen E. and William D. Poole  
Mr. and Mrs. Keith Porter  
Mr. and Mrs. Gustav G. Remppies  
Mr. and Mrs. John Romeo  
Mr. and Mrs. Bob Sommerville  
Mr. and Mrs. Donald E. Stevens

George C. Stuckey Fund of the Community Foundation for a greater Richmond  
Team First Book Greater Richmond, VA  
Estate of Francis Tonacci  
Towne Insurance  
John and Anne Walker  
Larry and Kim Watson

## \$1,000 to \$2,499

A Sharper Palate  
Altria Corporate Citizenship  
Kimberlee, Mark and Alex Ames  
Andrew Carney Photography  
BDO  
Mr. and Mrs. Kevin Brandon  
Charles M. Caravati Family Foundation  
Carter & Shands, P.C.  
The Carytown Collective  
Cathedral of the Sacred Heart  
Mr. Russell Coleman  
Columbia Gas of Virginia  
Commonwealth of Virginia Campaign  
Mr. and Mrs. Thomas Cricchi  
Ms. Elena Edwards  
Mrs. Susan Eutsler  
The Fahrenheit Group, LLC  
Mr. and Mrs. Stephen Fargis  
Mike and Cindy Foley  
Mr. Michael Ford  
Foundation for Children with Intellectual and Developmental Disabilities  
Mr. and Mrs. Lawrence & Gordon Gibson  
Glory Days Grill  
Mr. and Mrs. John and Diane Golden  
Greater Richmond Civitan Club  
Ms. Nancy Harmon  
Mr. and Mrs. Kyle Hawke  
HBA Architecture Interior Design, Inc.  
Mr. and Mrs. Richard Horwitz  
Mr. Timothy Hubert  
ISandbox  
James River Lions Club  
Jefferson Capital Partners Ltd.  
Ms. Carolyn Jones

*“SOAR365 constantly strives to improve outcomes. Personally, I try to help those who can use the help and am grateful for the opportunity to be associated with this wonderful organization.”*

**Eric M. Margolin**  
SVP, General Counsel and Secretary  
CarMax, Inc.  
SOAR365 Board Member

Ms. Kimberly Jones  
Mr. and Mrs. Michael Joshua  
Mr. and Mrs. J. Clinton Kelly  
Knights of Columbus-Bishop Ireton Council 6189  
Brad and Emily Lehmann  
Loyal Order of the Moose - #699  
Manchester  
Mr. and Mrs. E. Sidney and Catherine Martin  
Ms. Carol McCoy  
McGriff Insurance Services  
Mr. Jeff Moore  
Mosaic Catering + Events  
Mt. Vernon Baptist Church  
Frank H. Nott Foundation Fund of TCF  
Mr. Matt O’Connell  
PGA Tour Charities, INC  
PIEtech, Inc.  
Mr. and Mrs. Robert Redmond  
Mr. Bill Reinhart  
RJ Smith Companies  
Mr. and Mrs. Gilbert Roberts  
Rotary Club of South Richmond  
Mr. and Mrs. Robert Salsitz  
Mr. and Mrs. Dan Sharon  
Mr. and Mrs. Larry Shifflett  
Mr. and Mrs. Bill Slate  
Mr. Aaron Steelman  
Mrs. Mildred Stillman  
Mr. and Mrs. Charles Story III

SunTrust  
Synergy Technical  
Target G492  
The TCV Trust & Wealth Management  
Virginia Family Dentistry  
Ms. Debby Warren  
The Wilton Companies

## \$500 to \$999

Advanced Therapy Products, Inc.  
Balducci Builders  
Mr. and Mrs. Matthew Barns  
Dr. Patricia and Mr. James Dewey Brown  
Combined Federal Campaign of the National Capital Area  
Commonwealth Woman’s Club  
Mr. and Mrs. Harvey Crone  
David Word Automotive  
Ruby Earley  
Mr. and Mrs. Suter Easley  
First Presbyterian Church  
Mr. and Mrs. Manj S. Ganeriwala  
GE United Way Campaign  
Mr. Charles Greene  
Mr. and Mrs. Tim Griles  
Mr. Matthew Hulcher  
Hunton Andrews Kurth, LLP  
Mr. Matthew Johnson  
Ms. Nancy Kay  
Mr. and Mrs. Jerrold Lerner  
Mr. Pete Nelson



Mr. and Mrs. David and Valerie Pace  
Raymond James Financial  
Mr. and Mrs. Warren Redfern  
Mr. and Mrs. Stephen Rhyne  
Mr. B. Patterson Robson  
Rostro Foundation  
Mr. and Mrs. Art Salerno  
Mr. and Mrs. Cullen Seltzer  
Mr. Rodney Shelton  
Mr. and Mrs. Aaron Silver  
Ms. Sherry Springer  
Dr. and Mrs. Hall Squire  
Ms. Nita Starr  
Strangeways Brewing  
Mr. Christopher Syzmonik  
The Tomkat Lighting Group, LLC  
United Way Suncoast  
Mr. and Mrs. Bernie J. Walker

**If we made an error or omitted your name, please accept our apologies and notify us at [info@soar365.org](mailto:info@soar365.org) or (804) 665-1239.**



## Financial Report

# SOAR365 maintains financial strength

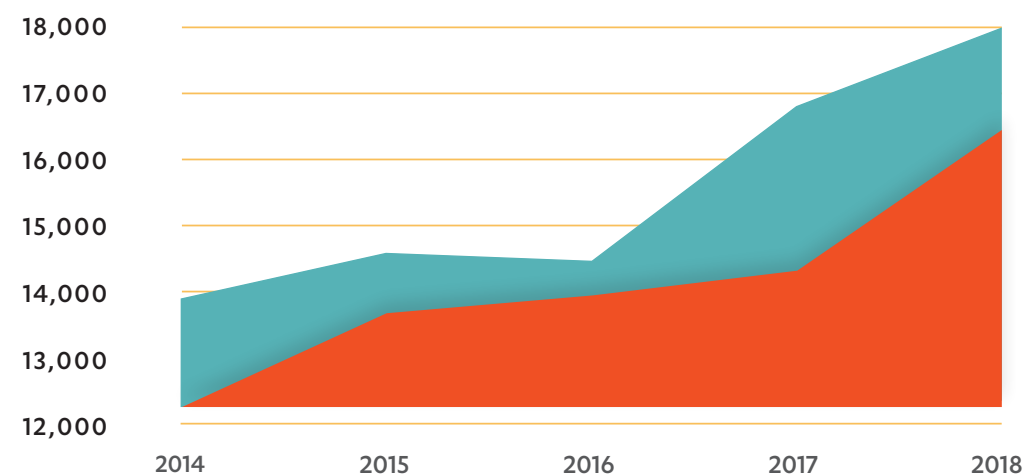
Revenues are at an all-time high of \$17.9 million, including funds raised for the M. H. 'Bud' Reinhart Center at SOAR365's Camp Baker location and the SOAR365@Staples Mill initiative.

We have large amounts of noncash expenses, mainly depreciation, so the agency's goal is to operate at a cash break-even basis. This cash view takes into consideration fixed asset purchases and repayment of debt.

We are a large and financially stable nonprofit organization. That said, the reimbursement rates for our Human Services programs only contribute 74% of the cost to provide high-quality programs. We subsidize the Human Services programs (approximately \$1.6 million in 2018) through Business Solutions profits and support from our donors.

### 5-YEAR FINANCIAL TRENDS (\$ in thousands)

● Revenues ● Expense excluding depreciation



### Your contributions can help fund:

- » **Capital investments for Business Solutions**, which will continue to help us fund ourselves.
- » **Human Services programming**, where the reimbursement rates do not cover the cost to provide the services, and those rates are expected to remain flat or perhaps decline over time.
- » **Technology infrastructure investments**, so that we can continue to enhance our applications systems and ensure information security in our cloud-based environment.

10%

Growth in core operating revenues in 2018

\$17.9m

Revenues for 2018—  
an all-time high

### STATEMENT OF ACTIVITIES (\$ in thousands)

	2018	2017	Better / (Worse)	
			\$	%
Revenue:				
Operating Revenue	\$ 16,265	\$ 14,753	\$ 1,512	10%
Camp Baker Capital Campaign	\$ 756	\$ 1,913	\$ (1,157)	-60%
Staples Mill Campaign	\$ 959	\$ -	\$ 959	-
<b>Total Revenue</b>	<b>\$ 17,980</b>	<b>\$ 16,666</b>	<b>\$ 1,314</b>	<b>8%</b>
Expenses:				
Program	\$ 15,676	\$ 13,845	\$ (1,831)	-13%
Fundraising	\$ 453	\$ 438	\$ (15)	-3%
Management & General	\$ 1,147	\$ 1,021	\$ (126)	-12%
<b>Total Expenses</b>	<b>\$ 17,276</b>	<b>\$ 15,304</b>	<b>\$ (1,972)</b>	<b>-13%</b>
<b>Change in Net Assets</b>	<b>\$ 704</b>	<b>\$ 1,362</b>	<b>\$ (658)</b>	<b>-48%</b>

### BALANCE SHEET (\$ in thousands)

	2018	2017	Increase / (Decrease)	
			\$	%
Cash & Investments	\$ 4,256	\$ 3,472	\$ 784	23%
Other Current Assets	\$ 2,813	\$ 3,114	\$ (301)	-10%
Property, Plant & Equipment, net	\$ 12,851	\$ 13,037	\$ (186)	-1%
Other Assets Property, Plant & Equipment, net	\$ 151	\$ 256	\$ (105)	-41%
<b>Total Assets</b>	<b>\$ 20,071</b>	<b>\$ 19,879</b>	<b>\$ 192</b>	<b>1%</b>
Current Liabilities	\$ 1,492	\$ 1,749	\$ (257)	-15%
Total Debt	\$ 4,123	\$ 4,323	\$ (200)	-5%
Other Liabilities	\$ 185	\$ 239	\$ (54)	-23%
Net Assets	\$ 14,271	\$ 13,568	\$ 703	5%
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 20,071</b>	<b>\$ 19,879</b>	<b>\$ 192</b>	<b>1%</b>
Current Assets to Current Liabilities	4:1	3:1		
Total Assets to Total Debt	5:1	5:1		

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President and CEO

**Julee Fletcher**  
Senior Vice President and CFO

**Matthew P. O'Connell**  
Vice President, Business Solutions

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Vice President, Human Resources

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