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# Profiles of Loudoun

## The Numbers Behind the Faces of Loudoun

A Meta Analysis of our Community's Social Sector Landscape

Amaarah DeCuir, Ed.D.  
Paragon Education Consulting

APRIL 2019



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## Profiles of Loudoun

# THE NUMBERS BEHIND THE FACES OF LOUDOUN

Prompted by the Community Foundation for Loudoun and Northern Fauquier Counties' Faces of Loudoun community service campaign (FacesofLoudoun.org) and its portrait of real individuals and their unexpected stories of need, this report is a compilation of both social science research that prioritizes human services issues and local and regional data published by a number of varied sources to demonstrate relevance to Loudoun County.

It was prepared by Amaarah DeCuir of Paragon Education Consulting and the Community Foundation. This publication represents a summary of data available in a full report available for download at [CommunityFoundationLF.org/Profiles](http://CommunityFoundationLF.org/Profiles) or [FacesofLoudoun.org/Profiles](http://FacesofLoudoun.org/Profiles).

We hope the information advances a common understanding of how we all experience Loudoun County and communicates a call to action to build equitable quality-of-life experiences across our county through increased charitable giving, direct support of local nonprofit organizations, and robust systems that ensure all Loudoun residents' needs are being met. Importantly, we hope this report helps our community recognize the impact that Loudoun's rapid population growth has—and will continue to have—on need in our community. Our sponsors and benefactors make possible our varied programs and publications. We wish to expressly thank 100WomenStrong for providing seed funding for this publication.

Profiles of Loudoun was made possible by the generosity of these donors and sponsors



Download the full report at [CommunityFoundationLF.org/Profiles](http://CommunityFoundationLF.org/Profiles)

# Profiles of Loudoun

# NONPROFIT COMMUNITY

Local data illustrates the character of Loudoun's philanthropic community as disengaged in some sectors (household giving) and generous in others (corporate giving).

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743



CAROL

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## Healthcare Without Barriers

My early work with people struggling with HIV/AIDS opened my eyes to the many and diverse barriers that often prevent people from gaining access to and successfully using healthcare services. As Loudoun's population continues to grow, so will needs in the community. I believe people intent on service are key to the nonprofit world's efforts to address the challenges and barriers that prevent people from living full, healthy lives.

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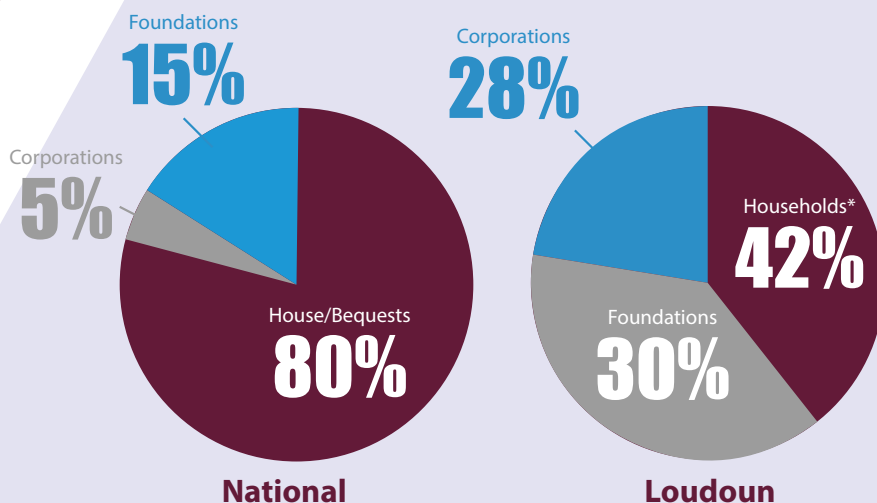
TO READ MORE,  
visit [FacesofLoudoun.org](https://FacesofLoudoun.org)

## MOVING FORWARD >> Strengthening Loudoun

Increased charitable giving among Loudoun's households is critical to the necessary advancement of the Loudoun nonprofit community and the thousands they serve.

### Charitable Income Sources

## National Averages vs. Loudoun County



\*Loudoun bequest data unknown



# COMMUNITY



**3 of 25**

Loudoun nonprofits have an endowment fund; **NONE** meets a gold-standard income threshold to offset or equal 10% of annual expenses

**ONLY  
2 of 25**

Loudoun nonprofits have a full-time Executive Director, a full-time fundraising person, AND a full-time communications employee



**14 of 25**

have a reserve fund of 3 or more months

## Profiles of Loudoun

# CHARITABLE GIVING

Since 2008, approximately 105,000 new residents have moved into Loudoun County. However, increased growth does not translate into increased charitable giving. Instead, growth generates additional and new human service needs in health, economic stability, housing, and transportation.

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### Philanthropy is a Win/Win for Businesses, Nonprofits, and the Community

Growing up, my parents taught me the importance of giving back to the community. As an adult, I've heeded their advice and volunteered for various organizations. It became a part of who I am. So when my husband and I launched a business in 1997, it only seemed natural to build charitable giving into the very core of the company.

TO READ MORE,  
visit [FacesofLoudoun.org](https://FacesofLoudoun.org)

### MOVING FORWARD >> Strengthening Loudoun

Loudoun's nonprofit community requires increased funding and resources, both public and private, to meet ever-increasing demand.

If Loudoun County's giving equaled that of Virginia, there would be

# +\$155,900,000

in additional Loudoun philanthropy

Based on trends in local vs. national giving,

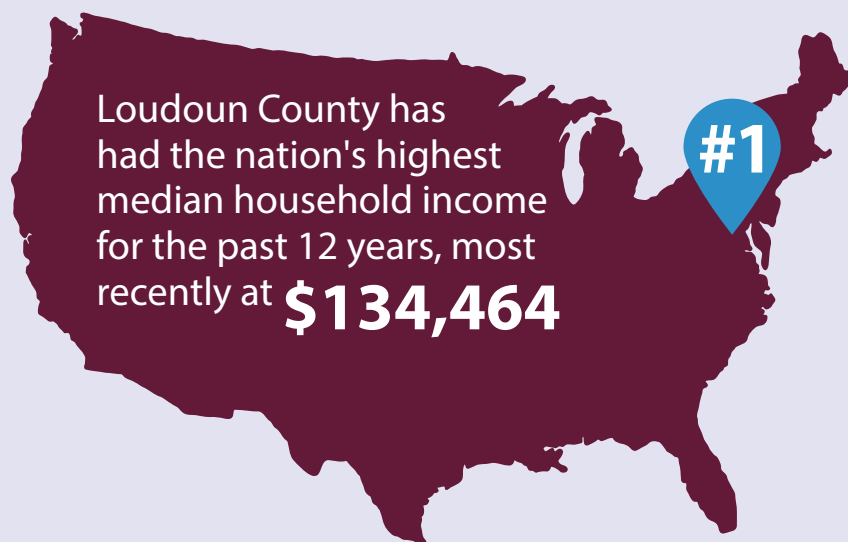
# +\$100,000,000

of that sum would stay in Loudoun County

G

\$123456**7**89\$

Loudoun ranked 7th among Greater Washington jurisdictions to receive grants from private foundations



Loudoun's giving remains below the national average. Loudoun households donate **1.9%** of their income. By contrast, the average American household donates **3%** of its income and the average Virginia household donates **2.9%** of their income.

# Profiles of Loudoun

# HEALTH

Positive health outcomes are influenced by many factors in the environment in which people live, work, play, and learn. Housing, economic stability, and education are among the top factors that predict positive health outcomes.

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## Medicine for Me or Food for My Family

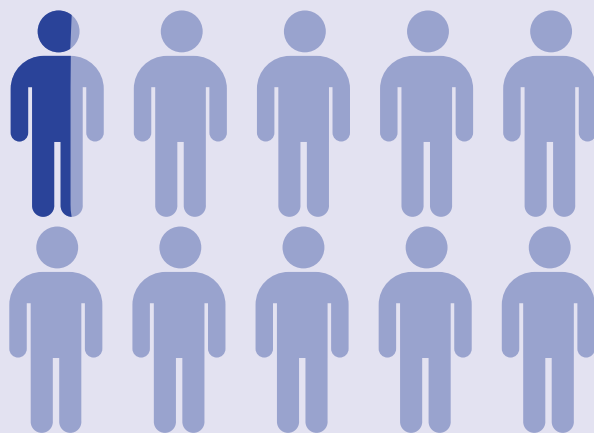
Every day, I have to decide between feeding my two daughters or keeping my MS at bay. That reality was almost unbearable for me. There seemed to be nowhere to turn, no one to help.

No mom in Loudoun should have to face such choices.

TO READ MORE,  
visit [FacesofLoudoun.org](https://FacesofLoudoun.org)

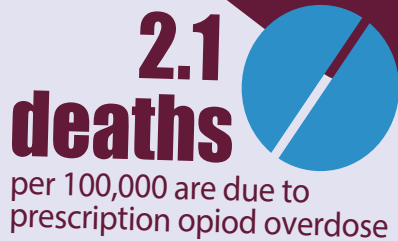
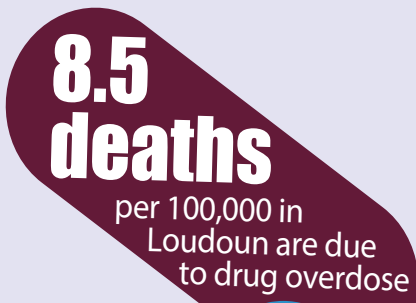
## MOVING FORWARD >> Strengthening Loudoun

Services and programs often found in other communities contributing to a full continuum of human services are under-developed in Loudoun. This includes locally operated substance-abuse recovery and residential programs as well as sliding-scale behavioral health services.

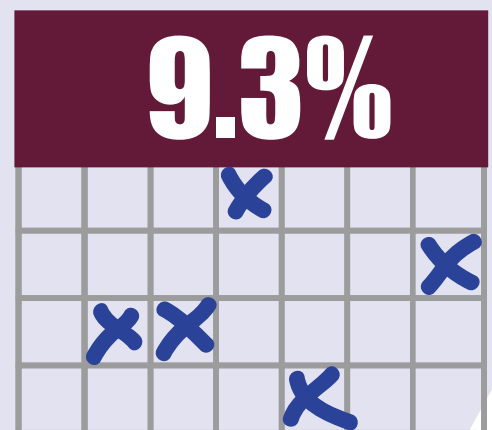


**7%** of Loudoun County residents do not have health insurance





**3,889**  
youth UNDER 19 in Loudoun  
County do not have access  
to health insurance



of Loudoun residents stated  
that their mental health was  
not good for 5 or more  
days in the past month

# ECONOMIC STABILITY

Poverty levels were set in 1974 as a means to capture cost of living for a typical American family. Given Loudoun’s high cost of living, however, data generated using “Asset Limited, Income Constrained, and Employed” (ALICE) calculations better reflect the magnitude of need and vulnerability among our Loudoun neighbors.

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## Losing a Job with Four Babies to Feed is Scary

Shortly after buying a home for our family of six, my husband and I both lost our jobs. We were unemployed for a full 3 months. With 4 babies to feed, it was a scary time.

No mom in Loudoun should face a single day without food or diapers for her babies.

61568435461

TO READ MORE,  
visit [FacesofLoudoun.org](https://FacesofLoudoun.org)

## MOVING FORWARD >> Strengthening Loudoun

The ALICE Survival and Stability Budget thresholds should become Loudoun County’s standard measure of financial insecurity and stability.



# 24,983

ALICE (Asset-Limited, Income Constrained, Employed) families are in Loudoun County, all living below a household survival budget threshold. In Loudoun County, a survival threshold budget for a family of 4 is **\$105,456**.



# 4,000

children in Loudoun live below the poverty line; another

# 26,000

children in Loudoun live below the ALICE Survival Budget threshold

## Poverty Line

# 4 in 100

Loudoun families, or approximately **13,593** people, live at or below the federal poverty level. In Loudoun, the federal poverty income threshold for a family of 4 is **\$28,280**.

## Loudoun County ALICE Family Survival Budget \$105,456 a Year

Childcare	\$2,604
Housing	\$1,623
Taxes	\$1,550
Health Care	\$860
Transportation	\$722
Miscellaneous	\$799
Food	\$555
Technology	\$75
Monthly Total	\$8,788

# HOMELESSNESS

Loudoun's homeless population is generally unseen but certainly part of our community. Today's homeless populations may live in family members' households, on the living room sofas of friends, out of their cars, in hotels/motels, or in designated homeless shelters.

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## The Family Car Should NOT Be the Family Home

I was so excited when I decided to move to Virginia, but a few months after arriving, everything went horribly wrong. I lost my job. We found ourselves sleeping in my car.

So, I dug in and began researching my options. A kind woman donated her car. I went to class to learn a new skill, and then I found a job. I am very grateful to all the people who helped us when we needed it most.

TO READ MORE,  
visit [FacesofLoudoun.org](https://FacesofLoudoun.org)

Loudoun County

2017  
**157**

adults in rapid rehousing programs

**103**

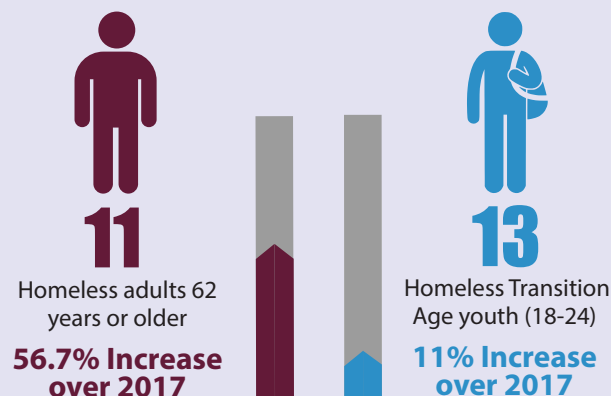
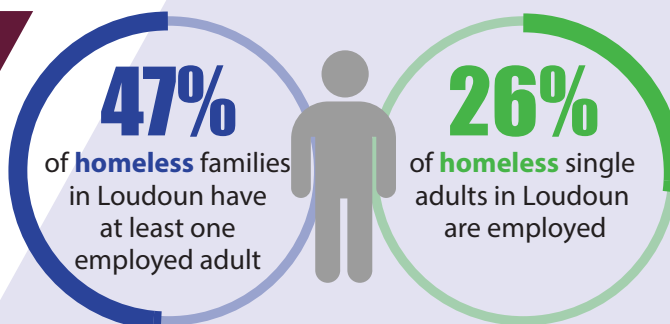
single adults in the cold-weather facility

**341**

families served in the Loudoun County Emergency Homeless Service Center

## MOVING FORWARD >> Strengthening Loudoun

Trending growth in homelessness among older adults and transition age youth calls for increased services needed to address homelessness. Both populations are high risk with unique needs that require specialized services.

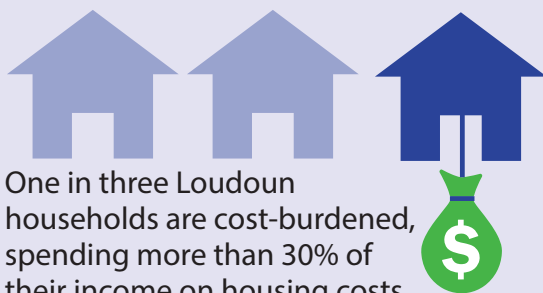


# HOUSING

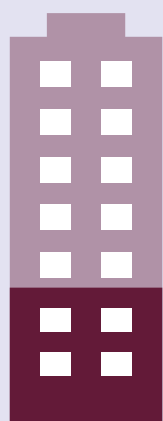
Households paying disproportionate levels of income to keep a roof over their heads are vulnerable to being tipped into homelessness. Those experiencing homelessness often have intersecting realities that complicate their ability to find or make their way back into affordable housing.

**MOVING  
FORWARD** >>  
Strengthening  
Loudoun

County-wide advances in affordable and workforce housing is an issue that will demand advocacy to the Loudoun County Board of Supervisors from the business community, nonprofit sector, households and residents, and Loudoun's inbound community workforce.



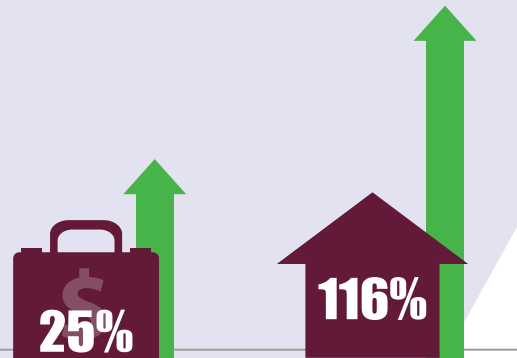
One in three Loudoun households are cost-burdened, spending more than 30% of their income on housing costs. This includes renters and homeowners.



Loudoun County must identify

**11,200**  
additional rental  
units by the year  
**2040**  
to meet unmet  
housing needs

## Between 2000 and 2017



In Loudoun County, the average median income increased 25% from \$82,000 to \$110,300

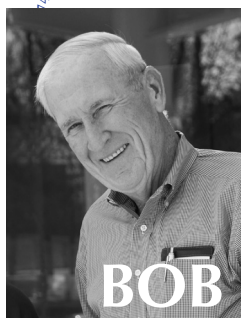
Median housing prices for existing homes increased 116% in the county



# TRANSPORTATION

**Studies confirm that a lack of transportation options have direct negative impact on poverty level and ALICE households. Increased mobility positively affects employment status for vulnerable populations and their families.**

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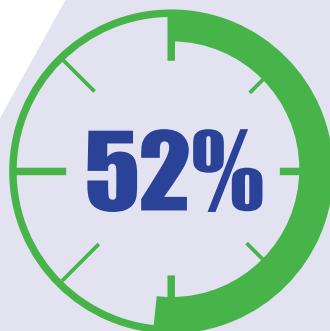
## A Lifetime of Helping Neighbors

Bob's love of giving back started as a young man, when he served in the Peace Corps in India. Now he volunteers with a Loudoun-based organization that helps the elderly and infirm stay in their homes. He delivers food, drives clients to doctors appointments, and visits with them. He says there's plenty of opportunity to help others right here in Loudoun, where the need is often unseen.

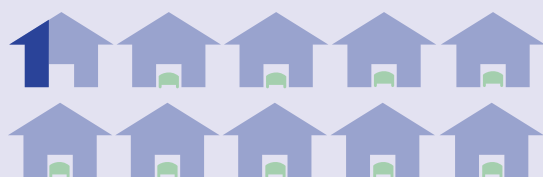
TO READ MORE,  
visit [FacesofLoudoun.org](https://FacesofLoudoun.org)

## MOVING FORWARD >> Strengthening Loudoun

Additional studies and analysis of Loudoun's public transportation system are required to identify opportunities to connect affordable housing with employment hubs and supporting services for vulnerable populations.



of Loudoun's commuters drive alone and more than 30 minutes to work



**2.4%**

of Loudoun households  
do not have a vehicle



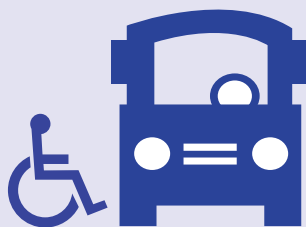
**3.6%**

of Loudoun's  
workforce commute  
to work by public  
transportation



**8%**

A Loudoun family of four on an  
ALICE Survival Budget spends  
approximately 8% of their monthly  
income on transportation



**83%**

A recent study showed 300 of 339 Loudoun bus stops were **NOT**  
compliant with the Americans with Disabilities Acts requirements

# VULNERABLE POPULATION

Veterans, immigrants, English language learners, youth, and older adults are most vulnerable to shortcomings among a variety of gaps in Loudoun's community services.



CESAR

## Life Does Not End When You Flee to Another Country

Nine years ago, my family and I fled Venezuela when a dictator took over. I was terrified for my wife and two young children. So, I abandoned a thriving law practice, and my children said goodbye to our family home. I could barely speak English. I had no job and nowhere to live. It was deeply humbling.

No family in Loudoun should have to rebuild their lives alone.

TO READ MORE,  
visit [FacesofLoudoun.org](https://FacesofLoudoun.org)

VETERANS

12.7%  
2,522  
veterans

## MOVING FORWARD >> Strengthening Loudoun

Loudoun County has recently invested significant resources to address the needs of Loudoun's veteran population. To build on this progress, nonprofit service providers should strive to ensure staff training and program development are tailored to meet the unique needs of Loudoun's veteran community while also strengthening public/private partnerships.

Loudoun is  
home to

19,933  
VETERANS



The County's 2018 Point in Time Count identified **5** homeless veteran households

# LATIONS

**MOVING  
FORWARD >>**  
Strengthening  
Loudoun

**30.6%**

of people living in  
Loudoun County  
speak a language  
other than English  
at home

Hello  
Bonjour  
Hola  
여보세요

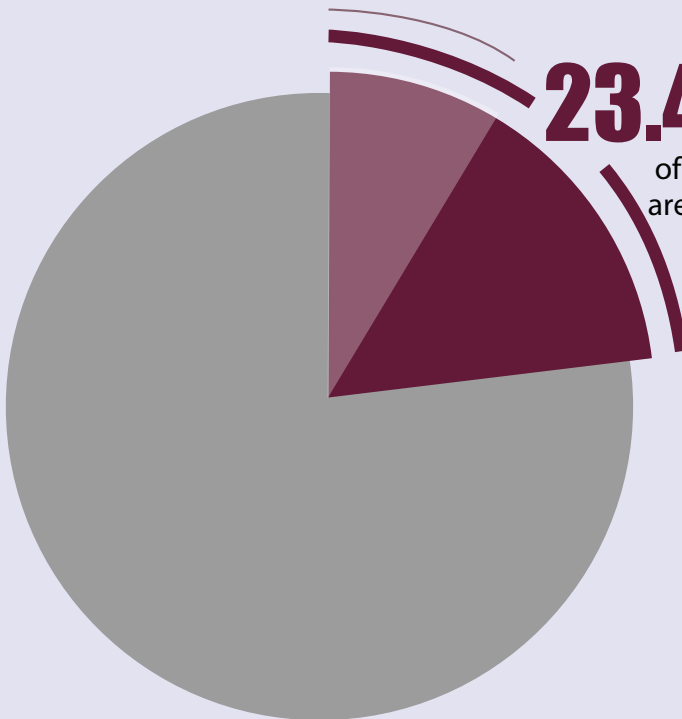
مرحبا  
你好  
नमस्ते  
xin chào  
Hallo

Loudoun needs to take additional steps to create a community assessment focused on its rapidly growing immigrant population. This data will enhance the community's effort to develop a culturally appropriate service plan among government, nonprofit, business, and community stakeholders.

**34.5%**  
of Loudoun's foreign-born population  
has difficulty reading, speaking, or  
understanding English

**23.4%**

of Loudoun's residents  
are foreign-born



**IMMIGRANTS**

# Profiles of Loudoun VULNERABLE POPULATION

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## I Will Live My Life with the Help of My Guardian Angels

Diagnoses of Stage 4 liver and colon cancer pushed me to move into a nursing home. After a very bad experience there, I returned home alone. My daughter and niece were terrified for me. The doctors said I would relapse within a week. But I knew I could do better on my own. I had to try.

No one in Loudoun should have to be a burden to their family.

TO READ MORE,  
visit [FacesofLoudoun.org](http://FacesofLoudoun.org)

OLDER ADULTS

2030

+367%

NOW

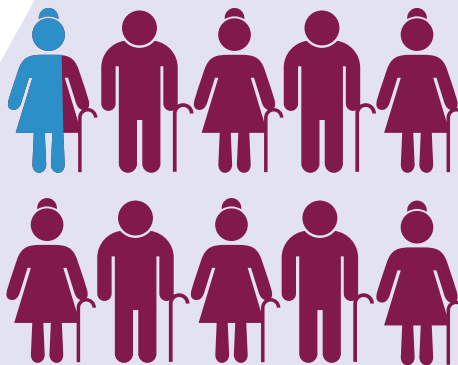
Our older adult population is expected to increase by 367% by the year 2030, meaning approximately **75,000** people 65 and older will be living in Loudoun

## MOVING FORWARD >> Strengthening Loudoun

Loudoun County programs, both public and private, face critical challenges in the years ahead to meet the needs of the exponentially growing population of older adults. Urgent needs include homelessness and housing, transportation, protective services, and health care.

8%

Adults 65 years or older make up 8% of the Loudoun County population



3.4%

of older adults in Loudoun live below the federal poverty level

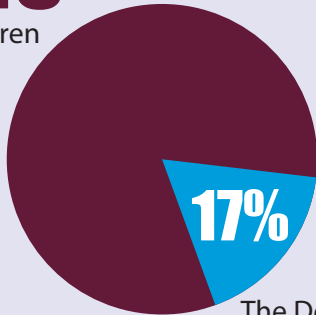


# LATIONS

**MOVING  
FORWARD** >>  
Strengthening  
Loudoun

Loudoun County received  
539 applications for subsidized  
child- care assistance for an estimated

**943**  
children



The Department of Family  
Services was able to provide  
assistance to benefit

**162**

of these children

Programs and services commonly  
found in other communities,  
particularly in the nonprofit sector,  
are underdeveloped in Loudoun.  
These include behavioral health services  
for children, teen centers, youth  
mentorship programs, affordable childcare  
and early childhood education options, and  
homeless and housing services for transition  
age youth. Loudoun County needs to invest  
resources in both public and private service  
providers to meet these needs.



Loudoun County's community health center serving  
low-income families reported that **60%** of patients ages  
0-18 in its behavioral health program were identified to  
have mental health concerns, frequently with moderate to  
high depression



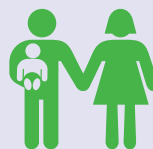
**23%**

The increase in youth patients served by  
Loudoun County Department of Mental  
Health, Substance Abuse, and Developmental  
Services from **2013 to 2016**

**592**

4-year-old children in  
Loudoun County were  
deemed as academically  
and economically "at risk"  
by the Virginia Department  
of Education in 2016-2017

**\$1,200**  
to  
**\$1,900**



The average monthly cost for full-day care  
ranges from \$1,200 for home-based care  
to \$1,900 for a daycare center

**YOUTH**



Loudoun's giving remains below the national average. Loudoun households donate **1.9%** of their income. By contrast, the average American household donates **3%** of its income and the average Virginia household donates **2.9%** of their income.

If Loudoun County's giving equaled that of Virginia, there would be

**+\$155,900,000**

in additional Loudoun philanthropy

Based on trends in local vs. national giving,

**+\$100,000,000**

of that sum would stay in Loudoun County

**2030**

**+367%**

**NOW**

Our older adult population is expected to increase by 367% by the year 2030, meaning approximately **75,000** people 65 and older will be living in Loudoun

**30.6%**

of people living in Loudoun County speak a language other than English at home

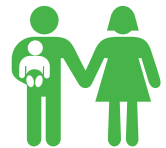
Hello  
Bonjour  
Hola  
여보세요

مرحبا  
你好  
नमस्ते  
xin chào  
Hallo

**\$1,200**

to

**\$1,900**



The average monthly cost for full-day care ranges from \$1,200 for home-based care to \$1,900 for a daycare center