Ribbon Cutting!

We celebrated our Virtual Ribbon Cutting on July 30, 2020, with over 1400 attendees representing 13 different countries.

Main Street welcomed our first residents on August 3 and the building is currently 95% occupied.

We’re All In!

Wow! We are here! We are actually here! As highlighted in this annual report, 2020 will go down as a very memorable year for Main Street - and not just because of the coronavirus.

Main Street Apartments and Community Center opened on July 30 after our Virtual Ribbon Cutting with over 1400 participants from around the globe. Thanks to the diligent efforts and commitment of RST Development, Triangle Construction and Hercules Living, we are now living, working and playing in our new and beautiful building in Rockville, Maryland! Completing the construction, leasing the apartments and safely moving the residents into the building during the pandemic was nothing short of miraculous. The development team met each milestone with great excitement although, at times, those milestones seemed overwhelming. As an example, when the call lines opened on March 16 for those interested in renting an apartment, Hercules Living received 11,000 calls - emphasizing the tremendous need for affordable AND inclusive housing.

Main Street welcomed our first residents on August 3. And while Scott and his teams were busy with the building and leasing, my team was actively engaging and connecting our community. Our staff quickly pivoted to a virtual platform to provide continued and new opportunities for our members to feel stimulated and connected during the pandemic - especially during the pandemic! Main Street reached people far and wide, many who felt isolated and alone - we provided solace, connection and love. Main Street’s purposeful virtual programs have provided so many with a true anchor and a place to belong, meeting essential human needs.

It has been said, “It Takes A Village”, and those words could not be truer when describing the efforts at Main Street. I am so incredibly proud of the committed and dedicated members of the Main Street "village" including the construction and management teams from RST, Triangle and Hercules, our building design team, the Main Street staff - Julie, MaryAnn, Sharon, Stacey, Ben, Sam, Daniel and Henrietta - our board, our members, our donors, our volunteers, our professional partners, our legal team, our insurance partners, our elected officials, law enforcement and first responders and all of our cheerleaders who provide encouragement and support!
Each time I walk into Main Street, I am in awe. I love the light, the colors, the people, the welcoming vibe. I love that my son Nicol and so many others are walking taller, smiling wider and feeling a sense of independence that they so desperately craved and, I believe, they so deserved. I feel such intense emotions when I think of the lives being changed. I feel a sense of commitment, excitement, pride and hope. And I am overwhelmed by a feeling of gratitude for all of you who have poured your heart and soul into our community at Main Street. I hope as you read this CommYOUnity report, your heart feels full. Mine certainly does - and I have all of you to thank.

With gratitude beyond measure,
Jillian

Resident Engagement:

Main Street conducted a Resident Onboarding Series to help new residents and their families prepare for a smooth and safe transition to independent living. This five-session program was conducted in collaboration with Dr. Robin Allen, Eric Bernard of the Montgomery County Fire Department and Laurie Reyes of the Montgomery County Police Department and was funded by a grant from the Maryland Developmental Disabilities Council. Thirty-eight residents and their families participated in this comprehensive program.

Resident Onboarding:

guidelines, we offer residents opportunities to connect physically in our fitness center (by appointment only) and through weekly morning coffees (which are held outside), lunches (also held outside) and community walks. Other events such as our Halloween Dance Party were programmed to include physical (and socially distanced) trick or treating in the building coupled with a virtual dance party. While these events have been complicated by social distancing requirements, they have proved to be incredibly valuable to our residents as they settle into their new surroundings.

Community Coaches:

Some residents have chosen to participate in our Community Coach program. Main Street’s Community Coaches meet with residents twice a week to socialize, plan weekly activities and to share and enhance important independent living skills such as menu planning, cooking, budgeting and bill paying, problem solving and social and executive functioning skills. These invigorating sessions allow all participants to learn a lot while relaxing over a jam session, a pizza or Sharon’s delicious acai bowls!

Resident Programming:

Main Street offers an array of thoughtful programming and community engagement opportunities. In strict accordance with CDC
Membership 2020:

Committed to inclusivity throughout the community, our team works tirelessly on our membership programming. 2020 has offered some very interesting and unexpected challenges for our members and the various Main Street membership programs and events. However, we remain focused and committed to our membership programming as it is the "meat and potatoes" of providing people of all ages, stages and abilities a place to belong.

The first few - and uneventful - months of 2020 allowed our members to enjoy many social and educational programs and events such as our 8-week winter yoga series, a Sunflower Bakery cooking class, a CPR training party, a breakfast event with ArtStream, a visit to the Glenstone Museum, a spirited Wizards basketball game and an event co-hosted by Kennedy Krieger Institute for our professional members.

The pandemic forced us to quickly pivot to a virtual platform. While the process of pivoting was challenging at times, our members were still able to enjoy various programs, including weekly sessions on virtues, weekly social events and the very popular Sunday bingo and trivia games. We also provided an educational miniseries on topics such as nutrition and social distancing. Additionally, we were able to launch the Main Street book club and offer a virtual mixology happy hour for those in need of a good cocktail!

Our professional members were thrilled to attend our virtual professional workshop on branding and marketing facilitated by Tommy McFly and his partner, Kelly Collis!

As the pandemic amplified many of our members' anxieties and the feeling of isolation, we continued to provide opportunities for people to feel supported. In addition to our virtual programming, we quickly connected friends in our Main Street Connections buddy program. Over 40 people were connected with buddies to meet weekly or biweekly to feel friendship, connection and support. Additionally, people found comfort and solace in words of hope, positivity and encouragement along with helpful resources shared in our Founder letters.
Summer Membership!

Adapting to the new world realities and recognizing that the long-term goal of providing countless membership opportunities in the building would have to be put on hold, we launched our Virtual Summer Membership in June. And what a launch it was - who knew how fun a virtual beach party could be? This well attended event set the tone for our vibrant virtual programming that lasted through the summer.

We offered weekly movement, yoga and baking classes and a monthly peace and resilience workshop with our own Jeni Stepanek, also known as "Mama Peace". We engaged with experts in our culture and travel series, exploring places near and far. Our 6-week Entrepreneur Project was facilitated by several talented entrepreneurs who shared expertise with members interested in starting their own business. We facilitated therapeutic support groups, including our Space of Belonging and Moms’ Club. Trivia and bingo remained popular and members formed their own clubs to suit varying interests including chess, sports and arts and crafts.

We even held a virtual beer tasting and a spectacular talent show! These unique programs and events were fun and engaging and provided our members with a connection to community that was difficult to find elsewhere.

Fall Membership!

On September 13, we launched our Hybrid Fall Membership. Currently, we have 189 members from 10 different states joining us for connection, movement, learning and FUN! Our dynamic programming includes socially distanced in-person events such as community walks, cooking demos with Chef Sed, a Best Buddies virtual magic show and morning coffees. Virtually, we offer 15-18 events every week with the addition of the Giving Square civic workshop, our Halloween celebration, an evening at the Barnes Foundation--- and our fabulous weekly programs such as Happy Grit Boxing with Donte, our nature club and our Strava running club.
What are our members saying about Main Street?

- I am eternally grateful for all your dedication and heartfelt commitment to helping kids (adults!) like Jared lead the life they deserve to live. I hope you know how much you touch a parent’s heart.
  - Cindi, Main Street Parent Member

- I have enjoyed virtual programming from Main Street. I hope it continues into the fall or even indefinitely. It gives me the ability and the freedom to enjoy with no barriers and just have fun and be on a level playing field during this pandemic time.
  - Main Street Member

- The right to belong. We have earned it. Perfect.
  - Allison Kleinman

So glad you are in our "neighborhood". Thanks to the Cope-lands for years of hard work and dedication to making this dream a reality and home for so many folks. Can’t wait for a tour!
  - City of Rockville

"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has." Jillian and Scott and everyone at Main Street: We never doubted, but we are all amazed.
  - Issie Resti, Ivymount

University of Maryland
Main Street has embarked on an important and extensive research project with researchers from the University of Maryland (UMD) to determine the impact that Main Street has on the quality of life of our residents and their family members. This first of its kind analysis was funded by a generous Main Street donor. We are grateful to the UMD team, especially the principal investigators, Peter Leone and Ellen Fabian. We are excited to receive and share the results in 2021.

Brookings Institute
In July, Main Street was an integral part of the Brookings Institution’s virtual event analyzing the intersection and shortage of affordable and inclusive housing in the marketplace. The initial presentation has been viewed 1500 times and follow-up sessions are scheduled for 2021. Main Street is grateful to the Brookings Institution to be included in this thoughtful discussion.

Rockville City Police
We are grateful to the Rockville City Police Department for participating in our community walks and keeping our members and residents safe. A special thank you to Chief of Police Victor Brito and Deputy Chief of Police Laura Lanham for joining us in our Bake with Sharon series.
Sharp Insight
Main Street has partnered with a local evaluation firm, Sharp Insight, to develop a comprehensive evaluation plan for our membership program. With Sharp’s guidance, we have defined our outputs and outcomes and created tools and systems for gathering data that will help us continually improve our programming and membership experience for years to come. The data we have collected to date has already been instrumental in shaping and strengthening our fall programs to meet the evolving needs of members during the pandemic.

Community Engagement:

Fill your cup and fill your soul at Soulfull Café!

Soulfull Café, a collaboration between Main Street and Dawson’s Market, opened in September 2020. This important part of the Main Street community provides residents and the community at large with delicious food, creative smoothies and wonderful coffee - all in a comfortable and welcoming environment. Most importantly, Soulfull Café is committed to employing individuals of all abilities, which enhances and strengthens Main Street’s mission of inclusion.

Soulfull Café will fill your cup, fill your tummy and fill your soul! Come on by or order online for pickup! www.thesoulfullcafe.com

Main Street’s Inaugural Golf Tournament:

A beautiful September day, 40 dedicated and friendly volunteers and 112 generous golfers joined us for our inaugural Main Street Golf Outing! The day was filled with thoughtful surprises, delicious food and drinks, new connections and some great golf!

Our most memorable moments were the warm welcome on hole number one by Main Street members David Godoy and Justin and Kitty Hunsinger, the live music, the amazing raffle and contest prizes (thanks to our awesome sponsors!) and, of course, what is always most important - the people! We are reminded at every turn how grateful we are for this tremendous community.
Awards and Recognition:

**Catalogue for Philanthropy**
Main Street was invited to join the 2020-2021 class of the Catalogue for Philanthropy: Greater Washington which is the region’s only locally-focused guide to giving and volunteering. We were chosen from a competitive applicant pool as “one of the best” local nonprofits in the region.

**ADAPT Leadership Awards**
Jillian and Scott Copeland received the Hausman Humanitarian Award this year from ADAPT, a leading nonprofit in New York City providing direct services and support to children and adults with disabilities and their families. The leadership gala, to be co-chaired by Al Roker and Deborah Roberts, was postponed due to the pandemic.

**VisArts 2020 Transformer Award**
Jillian was to be awarded the 2020 Transformer Award at the VisArts in Bloom Gala, which was postponed due to the pandemic.

**Sarbanes Community Award**
Main Street will be honored with the Paul Sarbanes Community Award at the Affordable Housing Summit, now postponed to May 2021, in North Bethesda, MD.

**The Rockville Chamber of Commerce**
The Rockville Chamber of Commerce named Main Street as the 2020 Nonprofit of the Year. We love being an active member of the chamber and being in the City of Rockville!

**Main Street in the News!**
We are so proud to be highlighted by several local media outlets. Thank you WUSA9, Associated Press, Forbes Books Radio, WDVM, Bethesda Magazine and Collaboration Council podcast for sharing information about our digital equity, our new Soulfull Café and spreading our mission and vision. Please find all news segments, articles and podcasts on our website here.

**Why give to Main Street?**
It’s quite simple. Give to Main Street to change lives, to be a part of a transformative movement and to help us provide a place for all to belong. Monies go to help Main Street create meaningful partnerships to provide thoughtful programming and to build a more just, more inclusive world. Your support provides opportunities - opportunities for collaboration with local and national thought leaders, opportunities to engage, educate and keep our community connected - and your gifts help us spread kindness and love.

Gifts of any amount are helpful - or choose to fulfill a need from the Main Street Wish List.
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Arlene Friedlander

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Dorothy G. Bender Foundation
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Allan and Judith Freedman
Judith Freedman
Barry and Jamie Freedman
Brian and Debbie Freedman
So Much More to Come: Looking Ahead to 2021

Our winter and spring membership will begin in mid-January. We hope you will join us for continued learning, health and wellness opportunities and exciting social events! Here is a sneak preview of winter programming:

- **LiveWell** is a comprehensive initiative for health and wellness through a variety of diverse program opportunities and inspiring coaches for all those interested in living well.
- **Conversation Matters Series** which focuses on the topics of local Black history and racial justice.
- **Sip and Paint with VisArts**
- **Giving Square's 6-week Series on Philanthropy**
- **Virtual Art Show** with the talented and fabulous Mara Clawson
- **Fireside Chats** at Main Street - Join us on Poppy Boy’s Patio for fireside discussions, games and maybe even a s’more
- **Chef Sed Cooking Demos** and Grab & Go Meals
- **Corporate Memberships** to enjoy our virtual programming

Our Vision: A world where people of all abilities thrive together - are included, feel connected and have abundant choices and opportunities.