



# SmartCEO's **BRAVA AWARDS**

Honoring top female CEOs



## **Doorways for Women and Families**

**CAROLINE JONES**

*President and CEO*

**Location:** Arlington, VA

**Founded:** 1978

**Industry:** Nonprofit

Since 1978, Doorways for Women and Families has offered a pathway out of domestic violence and family homelessness. The nonprofit's comprehensive approach includes safe shelter and housing, life-changing support services and community advocacy, resulting in new beginnings for thousands of parents and their children. For example, Doorways' HomeStart Program helps families leaving shelter secure and pay for housing. The program combines rental subsidies with ongoing support services.

Doorways operates the only domestic-violence safe house and hotline in Arlington County, and one of only two shelters for homeless families. But its services go beyond immediate safety and shelter, addressing the underlying causes that contribute to instability, trauma and violence.

When Caroline Jones became executive director in 2011, Doorways had just completed its first year of implementing a new fundraising model. It was off to a good start, but high staff turnover and other internal problems were threatening its continued success. Jones immediately empowered staff via strategic promotions, training and organizational restructuring. She also partnered with the nonprofit's board to make fundraising a key board responsibility.

***Fun Fact:*** "Take time for people, always. When someone needs to talk, listen."

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