PICA FALL CONFERENCE

UNITED WAY OF GREATER PHILADELPHIA & SOUTHERN NJ

Bill Golderer

11/1/2022
PHILANTHROPIC GIVING ACROSS CITIES

Source: Chronical of Philanthropy
FROM ABDICATION TO OWNERSHIP

COMMENTARY

Somebody Should Do Something About All The Problems

By Edith Heare
THE PROMISE MANIFESTO

The birthplace of our nation, our City of Philadelphia was built on the promise of equality and equity yet generation after generation we fall short.

Is this us?

This is our season to acknowledge the truth of racism, the lack of opportunity and the impact of our decisions.

Together we have the knowledge to help our neighbors reach a stable income. Together we have the capacity to fund the work to be done.

Can we mobilize our collective will?
THE PROMISE MANIFESTO

We will lead a bold vision.
We will build a coalition of shared values.
We will map a viable framework for action and together we will strengthen access to opportunity in Philadelphia and build a new economy, more prosperous for all.

We hold...

THE PROMISE OF OUR TIME.
PROMISE MEDIA CAMPAIGN

**Goal:** Build awareness and grow fundraising efforts

**Assets:** Print, Radio, Digital, TV
- Philadelphia Magazine
- Philadelphia Inquirer
- Philadelphia Tribune
- Al Dia
- Audacy, WHYY, iHeartRadio
- Digital | Influencers
- Fox29, 6ABC, NBC10
ASSUMPTION VS LEARNING
We used those archetypes to help us filter 40+ ideas into 9 interventions prioritized based on impact and feasibility.

**Key Takeaways:**
- The most cost effective and easy to execute options (top right) are primarily one time costs and are highly contingent on an ability to build trust with relevant populations.
- We can not rule out the more expensive options, as they have the largest long-term impact (e.g. childcare impacts children and WFD programs impact long term employment prospects).
FAMILY STABILITY

Providing Stabilizing Benefits to Philadelphia Households

YEAR 1 ACCOMPLISHMENTS

53.4K Low-income families connected to

58.9K Benefits and services
MOVING FROM M.E.T TO ROWING TOGETHER
CROSS-SECTOR MODELS

The Atlanta Journal-Constitution

Atlanta Committee for Progress business group names new executive director

Kathy Waller, a veteran executive of The Coca-Cola Company, has been named the new executive director of the Atlanta Committee for Progress (ACP).

The Atlanta Committee for Progress is a public-private partnership between the mayor and the city's top business, civic, and academic leaders. For nearly 20 years, the group has supported significant economic development and investment, including, but not limited to, the purchase of the papers of Dr. Martin Luther King Jr. and the creation of the Atlanta BeltLine Partnership.

The Charlotte Observer

Mayor's Racial Equity Initiative announces next steps: 'We're really excited'

By using $250 million in private and public funding, the priority is centered on four focus areas.
THANK YOU

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