

2013 Year in Review

Smarter giving. Greater good.

philanthropy
NETWORK
GREATER PHILADELPHIA



Marking the 25th anniversary of our founding, 2013 was an exciting and momentous year for our association.

Major milestones included completing and disseminating a new strategic plan, **SPARKING SOLUTIONS for GREATER PHILADELPHIA** that sets forth a bold new vision for our organization and for regional philanthropy, and adopting a strong new name, tagline and graphic look that better reflect our people, place and purpose. Read about selected highlights and accomplishments from the past year, and learn more online at:

www.philanthropynetwork.org.

MEMBERSHIP GROWTH

19 Welcomed 19 new and returning members

92 Achieved a 92% member retention rate

150+ Topped the 150 membership mark for the first time since before the recession.

Rejuvenated our Member Services

Committee, under the leadership of MAILEE WALKER, Claneil Foundation, Inc. and DAPHNE ROWE, 1675 Foundation/Allen Hilles Fund, to provide guidance and perspective on recruitment and membership expansion, as well as programs and service offerings. Thanks to committee members: LISA FARNIN, IBM Corporation; ANNA GUARNERI, William Penn Foundation; MIMI IJIMA, Pennsylvania Humanities Council; JANET KROLL, Homeless Assistance Fund, Inc.; RAY MURPHY, Bread and Roses Community Fund; JENNIFER PEDRONI, North Penn Community Health Foundation; DWAYNE WHARTON, Edna G. Kynett Foundation/Seybert Foundation.

NEW & RETURNING MEMBERS

- Alston Beech Foundation
- AMETEK Foundation, Inc.
- Boeing
- Brown Brothers Harriman
- Catholic Foundation of Greater Philadelphia
- Community Foundation of South Jersey
- Delaware Valley Legacy Fund
- Friends Foundation for the Aging
- FMC Corporation
- GreenLight Fund Philadelphia
- Haverford Trust
- The Horner Foundation
- M&T Bank/ Wilmington Trust
- The Nelson Foundation
- Philadelphia LISC
- Pincus Family Foundation
- Salem Health & Wellness Foundation
- SEI
- White Richardson Fund

FOCUS ON COMMUNICATIONS

- Unveiled a new **organizational brand**, including a new name – Philanthropy Network Greater Philadelphia – tagline – Smarter Giving, Greater Good – and graphic look. If you haven't yet watched the short video announcement, view it now at www.philanthropynetwork.org/page/PNvideo



- Developed a **comprehensive communications plan** under the direction of an expert member task force, co-chaired by board members DENISE BROWN, Leeway Foundation, and MEREDITH HUFFMAN, Genuardi Family Foundation. Thanks to task force members: MARCIA GELBART, Comcast; JOHN MCINERNEY, Greater Philadelphia Cultural Alliance; CHRIS MURRAY, United Way of Greater Philadelphia and Southern NJ; and EARL WHIPPLE, John Templeton Foundation.

- Made our first foray into social media with the launch of [@philanthropyPHL](https://twitter.com/philanthropyPHL) on Twitter.



- Published a highly-regarded **Opinion column** by executive director DEBRA KAHN in the *Philadelphia Inquirer*, "A region for giving." (Read it at www.philanthropynetwork.org/news/)
- Directed messages to members with updates on strategic plan implementation, dues changes and re-branding to make sure that our entire Network stayed in the know.



25th Annual Members Meeting

(1) Sarah Martinez-Helfman, Eagles Youth Partnership; (2) Nancy Kirby and Jennifer Leith, The Douty Foundation; (3) Members listen to the featured presentation; (4) Laura Kind McKenna, Patricia Kind Family Foundation, Doug Bauer, Clark Foundation and Grahame Richards, Lenfest Foundation

Elected new officers:

President SUSAN SEGAL, Lincoln Financial Foundation, Secretary RUSSELL JOHNSON, North Penn Community Health Foundation; and two new directors: ANNA GUARNERI, William Penn Foundation and RUTH CLAUSER, SUNOCO

Said a fond farewell and thank you

to departing board President RONNIE BLOOM, William Penn Foundation, and directors D-L CASSON, Union Benevolent Association; HEIDI MCPHERSON, Chester County Fund for Women and Girls; GREG ROWE, Pew Charitable Trusts; and WES SOMERVILLE, Prudential.

Welcomed the Rosenlund Family Foundation into the ranks of our 20-year members, and handed out the annual Doer Awards to individuals and organizations who went “above and beyond” to advance our work in important ways.

Featured speaker DOUG BAUER, Executive Director of the New York City-based Clark Foundation, whose remarks sparked a dialogue among members that spurred the creation of a new SMALL FUNDERS GROUP co-chaired by DIANA DOHERTY, Seybert Foundation and JENNIFER LEITH, The Douty Foundation/WOMEN’S WAY.

2013 by the Numbers	
19	New Members
153	Total # of Members
\$431,225	Member Dues Paid
92%	Member Retention Rate
54	# of Events
1,420	Total attendance at programs/ events

NEW AND IMPROVED PROGRAM SERIES

- Streamlined educational programming with three new series that address members’ top interests: INSIDE STORIES, GIVING WITH IMPACT and TOOLS OF THE TRADE.
- Rolled out an updated curriculum for the popular professional development series SMART GRANTMAKING PRACTICES.
- Maintained an online library of materials and resources from 2013 programs, which can be accessed by members at: <http://tinyurl.com/PNprogs13>

Top to bottom: Giving with Impact: Moving from Incremental to Transformational Impact with Your Grantmaking (Kim Allen, Jan Shaeffer, Joe Pyle); Smart Grantmaking Practices: Leadership for the Grantmaking Professional (Carol Walz, Sarah Sturtevant); and Inside Stories: New Directions at Bread & Roses Community Fund and Seybert Foundation (Denise Brown, Dwayne Wharton)



FALL CONFERENCE: SPARKING SOLUTIONS



The 2013 conference broke records for attendance (over 350), sponsors (15) and positive feedback (99% of respondents to our post-conference survey rated their overall experience as ‘excellent’ or ‘good’).

In addition to publicly introducing our new brand, event highlights included:

Two inspiring guest speakers: STANFORD THOMPSON of Play On, Philly! and KATHLEEN ENRIGHT of Grantmakers for Effective Organizations.

The kick-off of *Sparking Solutions*, a new signature initiative that seeks to foster collaborative philanthropy around targeted issues and actions: early literacy, health care access, homelessness, hunger, and youth safety.

A special communication partnership with local media outlet Generocity to enhance information for workshop participants.

Conference Speakers (left to right): Susan Segal, Lincoln Financial Foundation; Meredith Huffman, Genuardi Family Foundation; Stanford Thompson, Play On Philly!; and Kathleen Enright, GEO

SPECIAL PROGRAMS AND PARTNERSHIPS



Top: Corporate Workshop: Managing Your Philanthropic Programs Through Times of Change (Crystal Shannon, Vanguard Group Foundation; Peggy Sweeney, Boeing; and Wes Somerville)

Bottom: Neighborhood Renaissance Tour presented by the Community & Economic Development Funders Group

- Presented a full-day Corporate workshop: *Managing Your Philanthropic Programs Through Times of Change*, led by philanthropy consultants Changing our World, Inc.
- Teamed up with Citi, LISC Philadelphia, Philadelphia Association of Community Development Corporations (PACDC), Bank of America Charitable Foundation, and Wells Fargo Regional Foundation for a *Neighborhood Renaissance Tour* to give funders a first-hand look at two innovative community development initiatives.
- Partnered with Asian Americans/Pacific Islanders in Philanthropy – Philadelphia Chapter, United Way of Greater Philadelphia and Southern New Jersey, The Philadelphia Foundation, and the Mayor’s Commission on Asian American Affairs to co-host a roundtable discussion on *Building Democratic Philanthropy in Philadelphia’s Asian Pacific American Communities*.
- Brought members “best in class” philanthropy education through collaborations with: Community Wealth Ventures, D5 Coalition, Emerging Practitioners in Philanthropy, Foundation Center, Grantmakers for Effective Organizations, Grants Managers Network, National Committee for Responsive Philanthropy, Nonprofit Finance Fund, Philanthropy Roundtable, and the U.S. Census Bureau.



COLLECTIVE ACTION AMONG FOOD FUNDERS

On behalf of the Greater Philadelphia Food Funders, secured a “Regional Convergence” grant from the national Convergence Partnership Fund for Healthy People, Healthy Places.

Obtained matching funds for the project from: Claneil Foundation, Inc., Delaware Valley Regional Planning Commission, The Leo & Peggy Pierce Family Foundation, Pottstown Area Health & Wellness Foundation, St. Christopher’s Foundation for Children, and The Philadelphia Foundation.

Developed a five-year strategic plan for regional food funders (released October 2013).

Engaged the Center for High Impact Philanthropy at the University of Pennsylvania to produce a donor guide on reducing childhood obesity (publication expected in early 2014).

2013 BOARD OF DIRECTORS

(effective 4/1/13)

OFFICERS

President	Susan A. Segal, Lincoln Financial Foundation
Vice President	Sara S. Moran, Seybert Foundation
Secretary	Russell Johnson, North Penn Community Health Foundation
Treasurer	Valerie K. Martin, John Templeton Foundation

DIRECTORS

Bill Black,
The Comcast Foundation

Jennifer T. Bohnenberger,
Independence Foundation

Denise M. Brown,
Leeway Foundation

Ruth Clauser,
Sunoco Foundation

Paul DiLorenzo,
Stoneleigh Foundation

Anna Guarneri,
William Penn Foundation

Meredith Huffman,
Genuardi Family Foundation

Sarah Martinez-Helfman,
Eagles Youth Partnership, Inc.

Joseph Pyle,
Thomas Scattergood
Behavioral Health Foundation

Ann O'Brien Schmiege,
United Way of Greater Philadelphia
and Southern New Jersey

Andrew Toy,
The Merchants Fund

Beatriz (Bia) Vieira,
The Philadelphia Foundation

Mailee Walker,
Claneil Foundation, Inc.

MEMBER CONTRIBUTIONS ABOVE AND BEYOND

Philanthropy Network couldn't succeed without special contributions of time, space and funds from members. Some of the vital gifts of 2013 were:

Leadership contributions and sponsorships beyond dues:

ACE Group, Citi, Comcast|NBC10, FMC Corporation, Genuardi Family Foundation, GlaxoSmithKline, Glenmede, Haverford Trust Company, The Horner Foundation, Independence Foundation, Lincoln Financial Foundation, North Penn Community Health Foundation, Prudential, and United Way of Greater Philadelphia and Southern NJ.

An extensive Board-led member outreach campaign that generated valuable feedback along with widespread understanding of the need for a planned dues increase for 2014 — our first in six years.

Program/event hosts: ACE, Claneil Foundation, Inc., Samuel S. Fels Fund, Greater Philadelphia Chamber of Commerce, Independence Blue Cross, Leeway Foundation, Montgomery, McCracken, Walker & Rhoads, LLP, Montgomery County Foundation, Pew Center for Arts & Heritage, Public Health Fund, The Philadelphia Foundation, United Way Greater Philadelphia and Southern NJ, Wells Fargo Regional Foundation, WOMEN'S WAY and William Penn Foundation.

Members, too numerous to mention by name, who dedicated time, talent and energy to lead funder groups, assist in planning programs, serve as workshop presenters, and act as "sparkers" and "igniters" at the fall conference.

Thank you

for helping to make 2013 a year of promise and progress in service of our mission to inform and inspire philanthropy that sparks solutions and heightens the quality of life in Greater Philadelphia. Your continued engagement will ensure a bright future for our Network and our region!



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