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## PHILANTHROPY & NONPROFITS

# 2020 Faces of Philanthropy: The stories of our 25 honorees



Penn Medicine's Abramson Cancer Center with Philly Fights Cancer. In October, more than 2,000 guests attended Philly Fights Cancer: Round 5 at the Philadelphia Navy Yard.

PHILLY FIGHTS CANCER

By Rebecca Logan – Contributor  
11 hours ago

Businesses are most often judged on revenue and profit, but their contributions to the communities they call home are much more meaningful. In Greater Philadelphia, the combination of a thriving business community and a passionate nonprofit sector creates a philanthropic chemistry that drives charitable giving year after year.

The Philadelphia Business Journal is proud to recognize 25 partnerships as our 2020 Faces of Philanthropy. These praiseworthy pairings of for-profit companies and nonprofit organizations serve their communities through philanthropic efforts large and small, from multimillion-dollar programs to grassroots initiatives.

Below, the stories of their partnerships.

## **Allstate Insurance Co. with The Domestic Abuse Project of Delaware County (DAP)**

Allstate has partnered with the Domestic Abuse Project of Delaware County since 2008 to break the cycle of domestic violence through financial empowerment. In 2019, Allstate employees and owners turned Media purple in honor of Domestic Violence Awareness Month, held a clothing drive, attended DAP training, and distributed DAP materials. Allstate volunteers also helped run DAP's second annual designer purse bingo, featuring a purple purse signed by Serena Williams and provided by The Allstate Foundation, which also gave DAP a \$40,000 grant to offer The Allstate Foundation Moving Ahead financial empowerment program. Graduates get \$300 to open a bank account.



AmerisourceBergen Corp. with The Initiative for a Competitive Inner City.

AMERISOURCEBERGEN CORP. WITH THE INITIATIVE FOR A COMPETITIVE INNER CITY

## **AmerisourceBergen Corp. with The Initiative for a Competitive Inner City**

The AmerisourceBergen Foundation – through a \$100,000 grant in 2019 – served as a principal sponsor of the Initiative for Competitive Inner City’s Inner City Capital Connections program. ICCC is a 40-hour program for entrepreneurs, particularly in cities with high poverty and unemployment rates. The independent charitable organization established by AmerisourceBergen Corp. was also principal sponsor the year before. On the program’s first day, 55 Philadelphia-area participants heard from Gina Clark, executive vice president for the Valley Forge-based pharmaceutical distribution and services company. Webinars and virtual coaching sessions followed.

### **Ballard Spahr LLP with Mural Arts**

In the mid-1990s, a mutual friend connected Mural Arts Executive Director Jane Golden to Jamie Bischoff, an intellectual property partner at Ballard Spahr who agreed to help Golden with a book chronicling her experiences. Ballard Spahr has since assisted Mural Arts Philadelphia - known for projects like FloatLab - with more than 600 hours of free legal services annually, meeting space and support for the annual Wall Ball. Bischoff, who has served as an officer on Mural Arts’ board of directors, recently retired from Ballard Spahr but the relationship will continue under the direction of Brian Pedrow, practice leader of the Labor and Employment Group.

### **Bank of America with Cradles To Crayons**

Bank of America helped fund Cradles to Crayons’ 2019 move from Conshohocken to a larger Giving Factory warehouse in East Falls. Bank of America provided a \$250,000 grant which - along with support from other companies - allowed for a location more accessible to both city and suburban volunteers and supporters of the organization that supplies home and school essentials to children in need. Since 2007, Bank of America has provided more than \$800,000 to Cradles to Crayons plus donated time through corporate volunteer efforts, including assembling KidPacks containing one week’s worth of essentials such as clothing and books.

### **Barclays US with Tech Impact**

Tech Impact’s ITWorks program provides technology training to young people without college degrees. The 16-week program leads to credentials and opens doors to high-wage jobs in a high-growth industry. And it’s free to participants ages 18 to 26 thanks to contributions from government entities, foundations and corporations like Barclays

US. The Wilmington-based financial giant has since 2014 supported Philadelphia-based Tech Impact with financial support and more than 1,000 volunteer hours - nearly 300 in 2019. With regional sustaining funding from Barclays, ITWorks last year trained more than 70 people and boasted a 93% job placement rate at an average annual salary of \$38,000.



Berkshire Hathaway HomeServices Fox & Roach and The Trident Group with Fox & Roach/Trident Charities.

FOX & ROACH

## **Berkshire Hathaway HomeServices Fox & Roach and The Trident Group with Fox & Roach/Trident Charities**

Fox & Roach/Trident Charities - committed to addressing the needs of children and families in stressful life circumstances - is funded primarily by contributions from BHHS Fox & Roach and The Trident Group, with voluntary donations from sales associates, employees and the board of trustees. Sixty-five percent of BHHS Fox & Roach sales associates donate part of their commission to the fund and more than 90% of employees contribute. Donations are matched up to 50% by the company. Since 1995, the organization has donated over \$7.2 million to more than 250 nonprofits and more than 241,000 volunteer hours to local organizations. Donations were \$559,000 in 2019.

## **Chubb with the Philadelphia Education Fund**

This year marks a decade since Chubb and the Philadelphia Education Fund joined forces in the Philadelphia Postsecondary Success Program, which aims to increase the number of Philadelphia high school students who pursue college or postsecondary education. The strategy involves partnering with principals, teachers and professors in

creating college-going cultures. Over the past 10 years, insurance giant Chubb has contributed more than \$1.75 million to the effort. In 2019, the Bill and Melinda Gates Foundation joined with an additional \$250,000 capacity-building grant made in part to encourage others to join Chubb in fueling an expansion of PPSP in the coming year from four to 10 schools.

### **Citizens Bank and Philadelphia Phillies with Philabundance**

Citizens Bank and the Philadelphia Phillies have partnered since 2011 to support Philabundance through the Phans Feeding Families Campaign. Donations are led by an annual \$40,000 contribution by Citizens Bank. The Phillies donate \$8 from each ticket sold for a Phans Feeding Families June game. And Phillies Charities hosts a raffle with a portion of proceeds benefitting Philabundance. Volunteers from all three organizations help collect non-perishable food from game-day patrons. Citizens Bank and the Philadelphia Phillies have over the past decade raised nearly \$500,000 for Philabundance and have collected nearly 24,000 pounds of food - together resulting in more than 1 million meals.

### **Firsttrust Bank with Variety, the Children's Charity of the Delaware Valley**

Last July, more than 150 children and young adults attended Super Campers Day at the Franklin Institute for free thanks to Firsttrust Bank. Variety campers got to explore, take part in special exhibits, enjoy lunch and dance with costumed superheroes. Firsttrust chartered buses and provided super-hero mementos. For 66 years Firsttrust has supported many initiatives of the nonprofit dedicated to enriching the lives of children and young adults with disabilities. Conshohocken-based Firsttrust even rented an ice cream truck to provide nearly 500 campers and staff with frozen treats during the 2019 Annie Madden Sunshine Games, an annual event held at Variety.

### **Homestead Smart Health Plans with Woods Services**

Woods Services and Homestead Smart Health Plans partnered to create an employee benefits plan with no employee payroll deductions, no co-pays for most services and low-cost prescriptions. The Langhorne-based health management and advocacy organization saved over \$1 million that's funding an employee engagement strategy focused on professional development and economic advancement. During the first 18 months, retention rates included 82% among employees participating in any higher

education opportunity, 92% among onsite academic cohort participants and 98% of staff trained in trauma-informed care. Employees received more than \$500,000 in education discounts and grants. Woods is extending the program to its five affiliate agencies.



Independence Blue Cross with Caron Treatment Centers.

INDEPENDENCE BLUE CROSS

## Independence Blue Cross with Caron Treatment Centers

Independence Blue Cross supports Caron Treatment Centers and its mission of “Recovery for Life.” In 2019, IBC Foundation provided Wernersville-based Caron with a \$185,000 grant to support its Student Assistance Programs - helping to expand those in the Greater Philadelphia region’s schools and child-serving agencies. Programs supported include: Kids of Promise, which helps children who have a parent in active addiction; the PREP Program, which arms parents with educational resources; and SBIRT Training, which equips professionals working directly with children and adolescents affected by addiction. Philadelphia-based IBC has followed that with another grant for 2020.

## JPMorgan Chase & Co. with Year Up

Year Up prides itself on “bridging the opportunity divide” between talented, driven young people without clear paths to careers and companies thirsty for skilled talent. Year Up - founded by a former technology entrepreneur and Wall Street banker - connects the two groups through more than 250 corporate partnerships including about 50 in the Philadelphia region. Among them is JPMorgan Chase & Co., which provides employee volunteers for Year Up offerings like an elevator pitch competition.

JPMorgan nationally hosts 300 Year Up interns - 50 of those interns in Philadelphia and Wilmington - and hires more than half. JPMorgan Managing Director Claire Borelli chairs Year Up Greater Philadelphia & Wilmington's advisory board.

### **Ron Jaworski Golf and the Ron Jaworski Foundation with Jaws Youth Playbook**

Liz Jaworski has been giving back to the community with her NFL husband for more than 36 years - helping create Jaws Youth Playbook, which focuses on at-risk youth in Greater Philadelphia. Among the 2019 contributions were a \$100,000 donation for a Camden, N.J., playground; a bike drive that resulted in 400 bicycles (plus helmets and locks) for the YMCA of Vineland and the Boys and Girls Club of Philadelphia; \$23,000 for the Gloucester County Mustangs' new snack stand; 10 sets of Calloway golf clubs to Camden Athletic Association in partnership with the First Tee, and new uniforms for the Bridgeton Bulldogs.

### **Marrone Law Firm LLC with Big Brothers Big Sisters Independence**

During the three years that Marrone Law Firm LLC has been the presenting sponsor of "Fashion Touchdown" about \$1.4 million has been raised for Big Brothers Big Sisters Independence. Sponsorship of the event - which involves Philadelphia Eagles and their wives modeling designer fashions - began in 2017 when Joseph Marrone became a governing board member of the organization. Funds raised since then have facilitated 933 mentorship matches in Philadelphia. Marrone became a "Big Brother" after law school and was matched with then 8-year-old "Little Brother" Brian Marchese. Marchese is now an associate at the Marrone Law Firm and serves on the "Fashion Touchdown" committee.

### **Morgan Lewis & Bockius LLP with United Way of Greater Philadelphia and Southern New Jersey**

Morgan Lewis & Bockius LLP and United Way of Greater Philadelphia and Southern New Jersey have partnered for more than 30 years. During that time staff have supported United Way's annual campaign - raising more than \$11 million. The firm offers leadership and expertise to the organization's regional board of directors, committees and cabinets and sponsors the Women United Gala. The firm - through efforts ranging from pro bono work to outside volunteer time - supports initiatives that bolster arts and education; strengthen judicial systems and promote economic

vitality; prevent hunger and protect children; and support philanthropic and mission goals of charities and health organizations.

### **PECO with Philadelphia Energy Authority**

PECO's support of Bright Solar Futures laid the groundwork for Philadelphia Energy Authority to receive \$1.25 million from the U.S. Department of Energy to launch Pennsylvania's first Solar Energy Career and Technical Education Program. In 2017, PEA started training high school students in solar, engaging Solar States to teach 18 students. PEA and PECO then partnered to build on that pilot with PEA training an additional three cohorts in 2018 and offering trainees paid internships. With approval from the state's Department of Education, the CTE Program in Solar Energy, the first of its kind in the country, will launch at Frankford High School this fall.

### **Penn Medicine's Abramson Cancer Center with Philly Fights Cancer**

Since its founding in 2015, Philly Fights Cancer has raised \$39 million for life-saving clinical trials and translational research and has helped achieve more than nine FDA approvals for groundbreaking cancer treatments discovered by researchers at Penn Medicine's Abramson Cancer Center. The nonprofit's largest annual fundraiser is Philly Fights Cancer. In October, more than 2,000 guests attended Philly Fights Cancer: Round 5 at the Philadelphia Navy Yard starring John Mulaney, Hugh Jackman, Andy Grammar and Lauren Hart, cancer survivor and voice of the Philadelphia Flyers. Round 5 raised nearly \$13 million and was dedicated to Breast Cancer Awareness.

### **Philadelphia International Airport and Marketplace PHL with Philabundance**

In March 2019, Marketplace PHL and Philadelphia International Airport launched an initiative to rescue food from more than 65 airport merchants. Participating vendors have since rescued 31,471 pounds of food (about 30,000 meals for neighbors in need) that might have been wasted if not for a partnership with Philabundance. Much planning was needed to identify agencies within Philabundance's network with the capacity to handle large but variable amounts of highly perishable food that comes from multiple businesses and must go through security. The multi-faceted partnership could serve as a template for how other food banks could work with similar complicated and logistics-heavy corporations.





Power Home Remodeling with Alex's Lemonade Stand.

ALEX'S LEMONADE STAND

## Power Home Remodeling with Alex's Lemonade Stand Foundation

Power Home Remodeling goes all-in on Alex's Lemonade Stand. Since 2011, Chester-based Power Home Remodeling has dedicated June as "Alex's Month" and hosts fundraising activities like pop-up shops, auctions and kickball tournaments for the fight against childhood cancer. In 2019 the company set a goal of \$750,000 for June to fund Alex's Lemonade Stand's Travel for Care program. Within the first day of June the company beat that goal through employee donations alone. Employees volunteered at CBS Philly's annual Alex's Lemonade Stand's Telethon where Founder Adam Kaliner presented an \$800,000 check. The company donated well over \$1 million to the nonprofit in 2019, bringing its total donation to over \$3.3 million.



A Saxbys employee loads a car with donations.

SAXBYS

## Saxbys with Sharing Excess

Here are some bagels that aren't going to waste. Saxbys and Sharing Excess, both based in Philadelphia, have partnered to fight food insecurity. Saxbys each day donates remaining inventory of bagels, croissants, yogurt parfaits and sandwiches from its cafes to local shelters, food banks and elsewhere. Sharing Excess connects colleges and communities and has delivered over 150,000 meals since 2018. Between January 2019 and February 2020, Saxbys donated more than 8,000 pounds of food worth more than \$75,000 in retail value to Sharing Excess and its benefactors. These donations are estimated to have reached about 12,000 Philadelphians across 19 donation centers during that time.

### **Stradley Ronon with Philadelphia Ronald McDonald House**

Stradley Ronon is fulfilling its initiative to make the community stronger by helping the Philadelphia Ronald McDonald House with its mission to provide a “home away from home” for families of seriously ill children undergoing treatment at area hospitals. Stradley Ronon attorneys - led by Litigation Partner Joseph Kelleher - answered phones last year during CBS3's 10th Annual Ronald McDonald House Charities Telethon. The Philadelphia law firm donated \$15,000 to that initiative. Attorneys, staff and summer associates also volunteered as guest chefs - cooking meals for the families at the Chestnut Street House. The firm donated \$25,000 over the past two years.

### **Subaru of America with Girls Inc. of Greater Philadelphia & Southern New Jersey**

Subaru of America - pleased with a Girls Inc. STEM program that it helped fund in Philadelphia in 2017 - decided in 2018 to award a \$20,000 grant for a pilot program in Subaru's headquarters city of Camden, N.J. Subaru followed that with a three-year, \$95,000 commitment to expand the Girls Inc. program, which provides mentoring and offerings like Operation SMART, Early Grade Literacy, Healthy Sexuality, Media Literacy and Leadership and Community Action. Since September 2018, 420 girls have participated in Camden, with many participating in more than one program. Subaru employees also volunteered time hosting a read-a-thon and a career exploration day.

### **TD Bank with Girl Scouts of Central & Southern New Jersey**

Prime cookie-selling real estate is just part of what TD Bank and TD Charitable Foundation give to Girl Scouts of Central & Southern New Jersey. They are consistent

supporters of events like the Girls Scouts' Women of Distinction Awards, which celebrate women in the community including Shelley Sylva, TD's senior vice president and head of social impact. TD sponsored and provided volunteer mentors at the 2019 Girl Leadership Summit, which is attended by more than 200 girls. The company, which in 2017 donated 100 Galaxy tablets to accept credit cards for cookies, allows scouts to set up booths in front of TD Bank retail locations.

### **Wawa with The Leukemia & Lymphoma Society**

A partnership between Wawa and the Leukemia & Lymphoma Society is helping to drive breakthroughs for children, advance research and give patients and families a chance to go beyond surviving cancer to thriving for many years. Since 2016, Wawa and the Wawa Foundation have supported LLS with more than \$3.4 million. In fiscal year 2019, Wawa became a founding partner of the Children's Initiative with a \$1 million gift plus support that included promotion, in-store coin collection campaigns, local walk sponsorships, encouraging associates to join the Wawa national Light The Night team; and providing food, beverages and hospitality to walkers and attendees of VIP receptions.



Gina Goldblatt and Kona at West Pharmaceutical Services.

WEST PHARMACEUTICAL SERVICES

### **West Pharmaceutical Services Inc. with Canine Partners for Life**

Lots of dogs have wagged their way through the Exton headquarters of West Pharmaceutical Services Inc. That's thanks to the pharmaceutical packing components and drug delivery company's partnership with Canine Partners for Life, a Cochranville organization that trains service and companion dogs. In 2010, West team members

picked Canine Partners for Life for that year’s giving program - helping prepare the nonprofit's facility for re-accreditation with Assistance Dogs International. West team members have since volunteered, helped to raise and foster puppies, assisted with a whelping program, donated, held in-house training programs and served on the organization's board of directors to the tune of more than 1,000 volunteer hours each year.

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BY MICHAEL POTTER



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