



# ONCE IN A CENTURY SPONSORSHIP OPPORTUNITY

**F**or almost 100 years, the **PHILADELPHIA FOUNDATION** has increased philanthropic investment in the community, fostering the economic, civic and social vitality of Greater Philadelphia. In 2019, as we enter our second century of service and leadership, we do so with a vision grounded in the needs of today and tomorrow and shaped by the values we hold close, including excellence, diversity, equity and results. We are committed to working in partnership with individuals and organizations across sectors to strengthen community wellbeing.

As we commemorate our 100th anniversary and celebrate the launch of our second century of civic and philanthropic leadership, we invite you to join us in our effort to connect, activate, and accelerate both giving and doing good, to make Greater Philadelphia even greater.

We view our second century of service as a unique and powerful opportunity to collaborate with our region's leaders to advance our shared quality of life — for today and for generations to come.

Be part of a robust year-long community engagement initiative — special events, programs and public acts of good — all anchored in an exciting campaign that will bring community philanthropy to life in the public imagination. YOU can play a key role in this once-in-a-century program by serving as a leadership sponsor of this jam-packed year ahead, designed to inspire more Philadelphians to engage in sustainable philanthropy and civic involvement.

Learn more about this opportunity in the pages ahead. We look forward to partnering with you.

# SECOND CENTURY LAUNCH YEAR ACTIVITIES

01

## CONNECT AND CULTIVATE COMMUNITY LEADERSHIP

**NextGen Friends:** Programming and events to engage young professionals in philanthropy-related informational networking, activating the next generations of givers and doers

**On the Table:** Key community conversations involving thousands of participants from all walks of life in conversations about the topics that matter most

02

## ACTIVATE GIVING

**Celebrations of Giving:** Banners, signage, storytelling and surprise public events to honor giving, inspire a sense of community, and show appreciation to the people that make Greater Philadelphia great

**Key to Community Grants:** Inviting the general public to vote for and select the nine grantees that will receive a combined \$1 million in funding.

**Community Mural:** Celebrating the power of giving from one generation to the next

03

## ACCELERATE IMPACT

**Next Century Nonprofits:** Initiatives to cultivate 21st century skills within nonprofit organizations and their boards

**Key to Community Grants:** Given out for projects that foster community strength and cohesion

**Key Insights Surveys:** A polling series created to elevate residents' voices on key issues

All of these activities will be propelled by an exciting brand awareness campaign and ongoing storytelling in earned, paid and social media.

THE  
SECOND  
CENTURY  
OF  
IMPACT

# PHILADELPHIA FOUNDATION: KEY TO COMMUNITY

**THE PHILADELPHIA FOUNDATION** provides civic and philanthropic leadership to the people and partners serving at the heart of this region's common good. Born of a desire for more powerful, permanent funding to address community needs, Philadelphia Foundation has collaborated with thousands of individuals, families and businesses to advance this goal.

From Ben Franklin's civic gift of 1000 pounds sterling to Gerry Lenfest's endowment for independent journalism, Philadelphia Foundation stewards legacies that strengthen the place we call home, improving lives today and for future generations.

During its first 100 years, Philadelphia Foundation has lived its values of equity, inclusion, collaboration and trust. It has been a reliable source of support for essential human services that help our neighbors in need. Philadelphia Foundation has taken stands and broken ground in vital issue areas including youth development, support for immigrant and LGBTQ populations and building capacity for nonprofit service organizations.



**PHILADELPHIA  
FOUNDATION**

[philafound.org](http://philafound.org)



## **THE PHILADELPHIA FOUNDATION**

is a nimble, knowledgeable, trusted and versatile community resource for facilitating effective action on behalf of regional progress. It has honed three key service roles:

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### **KEY CONNECTOR:**

bringing together donors and doers, innovators and influencers across the social-scape.

### **KEY ACTIVATOR:**

uniting causes with capital, moving ideas and generating momentum for action.

### **KEY ACCELERATOR:**

setting and raising the standards for leadership and integrity, multiplying impact, driving social and investment returns.

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# KEY TO COMMUNITY

THE PHILADELPHIA FOUNDATION has been the region's go-to resource for creating innovative partnerships to address some of the most pressing challenges of the last 100 years. **Here are a few examples:**

**Philadelphia Foundation's Fund for Children**, a 30-year, \$60 million public-private partnership funded by the Philadelphia Eagles and Phillies has invested over \$16 million to improve the lives of Philadelphia children. Fund for Children grants over \$1 million annually and has an endowment of \$18 million and growing, providing a permanent community resource to support quality after school and summer activities, sports, art and music programs for at-risk youth.

A collaboration between Philadelphia Foundation and noted philanthropist Gerry Lenfest, the **Lenfest Institute for Journalism** was launched in 2016, using the community foundation's civic and charitable platform to strengthen democracy by developing a sustainable business model for independent local journalism in the digital age. With the ownership of the Philadelphia Inquirer and other gifts, the Lenfest Institute's endowment is \$30 million and growing.

In 2018, Philadelphia Foundation and Reinvestment Fund created the **PhilImpact Fund**, an innovative place-based impact investment program for Greater Philadelphia. 100 percent of investments support local projects to revitalize communities and improve lives, including fresh food access, affordable and workforce housing, health care facilities, and arts and culture access in low-income areas.

Philadelphia Foundation was the region's primary funder of AIDS-related needs and services in the 1980s, and has continued to provide **groundbreaking support for needs in the LGBTQ community**. Listed in the top nine of LGBTQ funders among community foundations nationally, its recent leadership includes support for Project HOME's Gloria Casarez residence, providing LGBTQ friendly services for homeless youth; an ongoing 25-year partnership with Wistar Institute to fund critical research to cure HIV/AIDS; and support for trans-health needs through partnerships with community-based organizations.

Philadelphia Foundation provided almost \$750,000 of lead funding in 2013 to introduce successful new methods of **violence reduction in Philadelphia's public schools**, prompting policy changes that helped achieve zero district schools on the state's 'persistently dangerous' list.

In 2016, Philadelphia Foundation helped organize **PA is Ready!**, a statewide partnership focused on providing high-quality legal services, information and advocacy training to DREAMers and their parents.

Philadelphia Foundation **awards over 300 scholarships** annually, many of them to first generation students.

Philadelphia Foundation enabled the Brody family to establish an endowed fund in memory of Dr. Louis Brody. Today, the **Brody Family Medical Trust Fund** provides promising new scientists in Philadelphia an average of \$70,000 in fellowships annually for research into cutting-edge treatments for diseases that have a substantial societal impact and for which no consistently effective cure presently exists.

Philadelphia Foundation supports **direct service, leadership development, advocacy and diversity** through its discretionary grant program, and is one of few funders providing unrestricted operating support to well-run, well-led organizations serving the high-poverty and vulnerable populations of Greater Philadelphia.

Through *Catchafire*, Philadelphia Foundation also offers all nonprofits in the region **access to high quality, pro bono consulting talent**.

# SPONSORSHIP LEVELS & BENEFITS

With so many marketing and brand strategies available, we offer you a unique opportunity to create visibility and excitement while strengthening Philadelphia and illustrating what it means to be a good corporate citizen.

## LEAD ACCELERATORS

\$250,000+

All benefits listed below, plus:



- Special inclusion on outdoor advertising opportunities (billboard, bus wraps, etc.)
- Opportunity to be a featured guest in special Facebook Live session with Pedro Ramos
- Opportunity to be featured speaker at public and private events throughout the year
- Invitations for 10 executives and employees to participate in special events throughout the year, including VIP Centennial Launch Party, Community Engagements, On The Table Discussions and Next Generation Engagement Events

## LEADING ACTIVATORS

\$100,000+

All benefits listed below, plus:



- Special inclusion in print ads throughout Second Century Launch Year
- Name and logo on the screens and signage at key events throughout the year
- Three "Sponsor Spotlight" posts on Philadelphia Foundation social media channels throughout Second Century Launch Year
- Opportunities for exhibiting and product distribution
- Invitations for 7 executives and employees to participate in special events throughout the year, including VIP Centennial Launch Party, Community Engagements, On The Table Discussions and Next Generation Engagement Events

## LEADING CONNECTORS

\$50,000+

All benefits listed below, plus:



- Special inclusion on event signage and screens for VIP Centennial Launch Party
- Name and logo on invitations to special events throughout the year
- Full page thank you advertisement in Philadelphia Inquirer and Philadelphia Business Journal
- Invitations for four executives and employees to participate in special events throughout the year, including VIP Centennial Launch Party, Community Engagements, On The Table Discussions and Next Generation Engagement Events

## CUSTOMIZING THE RIGHT SECOND CENTURY SPONSORSHIP PACKAGE FOR YOU

We invite you to review the sponsorship benefits available through our three standard packages and are also completely open to creating a custom package with custom benefits that delivers the most valuable and meaningful impact for you and your organization.

For customized sponsorship packages or to learn more, email:

**BETSY ANDERSON**  
Director of  
Communications  
banderson@philafound.org



# SPONSORSHIP LEVELS & BENEFITS

With so many marketing and brand strategies available, we offer you a unique opportunity to create visibility and excitement while strengthening Philadelphia and illustrating what it means to be a good corporate citizen.

## CHAMPIONS

\$20,000+

All benefits listed below, plus:



- Inclusion in Philadelphia Foundation special Centennial Year boilerplate
- Sponsor thank you in quarterly e-newsletter distribution
- Invitations for four executives and employees to participate in select special events throughout the year, including VIP Centennial Launch Party, Community Engagements and On The Table Discussions

## ADVOCATES

\$10,000+

All benefits listed below, plus:



- Sponsor thank you's on Philadelphia Foundation social media channels
- Invitations for two executives and employees to participate in select special events throughout the year, including VIP Centennial Launch Party, Community Engagements and On The Table Discussions

## SUPPORTERS

\$5,000+

Name and logo on Philadelphia Foundation website for entire year: [philafound.org](http://philafound.org)



- Special thank you and inclusion in Philadelphia Foundation Annual Report
- Name and logo on all press materials including sponsor highlight sheet
- Invitations for two executives and employees to participate in select special events throughout the year, including Community Engagements and On The Table Discussions

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