West Philadelphia PROMISE ZONE

Jobs and Workforce

- 1,153 Transitional Assistance to Needy Families (TANF) recipients who obtained direct work experience
- 92 Job seekers provided credentialed training and job readiness skills
- 77 Job seekers placed in permanent jobs

Benefits Access

- Launched a new Mobile BenePhilly Vehicle
- 12,725 Applications submitted for public benefits through BenePhilly Centers
- 4,423 Confirmed enrollments to date through BenePhilly Centers
- $9.9 million Dollars in EITC to families from Campaign for Working Families

Shared Prosperity Accomplishments

COLLECTIVE IMPACT

- 18 Shared Prosperity Roundtables attended by 1,025 people
- 185+ partners and stakeholders engaged in collective impact work

POVERTY RATE: 50.78%

35,315 RESIDENTS
## Early Learning
- Completed a comprehensive citywide early learning plan, *A Running Start Philadelphia: for every child, birth to five*, with input from 400 stakeholders
  - 12 Capital grants made to expand high-quality early learning centers in underserved neighborhoods with support from the Fund for Quality, creating 325 new slots
  - 40 Facility preservation grants to high-quality home- and center-based programs serving 3,900 children
- Philadelphia Universal Pre-K Commission formed

## Housing Security
- 639 Households prevented from eviction (or homelessness)
- 483 Children with reduced housing-related asthma
- 167 Homes with lead hazards remediated

## Economic Security
- 7,743 Consumers assisted through Financial Empowerment Centers (FEC)
- 16,912 Financial counseling sessions
- $6,568 Average amount of debt reduction
- $1,566 Average amount saved
- 45 Average rise in credit score

## Food Access Collaborative
- 21 Added 21 new free meal times per week, serving a weekly average of 2,045 additional meals each week
- Trained 400 soup kitchen staff and volunteers in a variety of supportive services
- Raised $15,000 to help clients of soup kitchens and shelters get IDs and birth certificates
Poverty in Philadelphia

Among the nation’s top 10 large cities, Philadelphia has the highest percentage of people in poverty and deep poverty.

The Geography of Poverty

- % Below Poverty:
  - 26.3% to 36.2%
  - 36.2% to 50.6%
  - 50.6% to 84.7%

The Demographics of Poverty

- Age:
  - Under 18: 36.9%
  - >64: 16.5%

- Race/Ethnicity:
  - White: 18.3%
  - Black: 31.4%
  - Asian: 24.3%
  - Hispanic: 42.9%

- Immigrant Status:
  - Native born: 26.2%
  - Foreign born: 24.8%

2015 Federal Poverty Guidelines

<table>
<thead>
<tr>
<th>Household size</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$11,770</td>
</tr>
<tr>
<td>2</td>
<td>$15,930</td>
</tr>
<tr>
<td>3</td>
<td>$20,090</td>
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<tr>
<td>4</td>
<td>$24,250</td>
</tr>
<tr>
<td>5</td>
<td>$28,410</td>
</tr>
</tbody>
</table>

Economic Security

Income has risen since 2011, but high credit balances and rates of underbanking indicate economic insecurity.

Philadelphia and Pennsylvania have the highest percentage of people in poverty and deep poverty.

Jobs and Workforce

Philadelphia has seen an increase in labor force participation and unemployment rates are dropping, but significant racial disparities persist in unemployment rates, and a large number of youth are out of school and out of work.
housing security

Almost one third of renter households pay 50% or more on rent (considered a severe housing cost burden). Very low-income homeowners have difficulty maintaining their current housing. Demand for affordable rental housing and home repair assistance continues to outpace supply.

TOTAL ON WAITING LISTS FOR:

PHA
96,000

BASIC SYSTEMS REPAIR
3,950

ESTIMATED WAIT
10 years

4 years

Rental Households with Severe Cost Burden

- 23.8% & below
- 23.9%-29.6%
- 29.7%-32.9%
- 32.9%-35.8%
- 35.9%-41.5%

early learning

SLOTS IN STAR 3 AND STAR 4 CHILD CARE PROGRAMS

- 2013: 14,637
- FY 2014: 17,874
- FY 2015: 19,131

The total number of high quality slots in STAR 3 and STAR 4 programs increased by almost 4,500 since 2013. Philadelphia now has the capacity to provide 19,131 young children with a high quality early learning experience.

benefits access

Compared to the state, Philadelphia has a lower SNAP participation rate (percent of eligible households enrolled) and a higher rate of food insecurity. Medical Assistance enrollment in Philadelphia rose significantly in 2015 with the state’s adoption of Medicaid expansion.

SNAP Participation and Food Insecurity

<table>
<thead>
<tr>
<th>2013</th>
<th>Phila</th>
<th>PA</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>73.1%</td>
<td>90%</td>
</tr>
<tr>
<td>21.2%</td>
<td>14.2%</td>
<td></td>
</tr>
</tbody>
</table>

Medical Assistance Enrollment

- 2013: $519,800
- 2014: $522,700
- 2015: $550,300

Philadelphia MA enrollment through June 2015.
Designated by President Obama in January 2014, the West Philadelphia Promise Zone is one of four major place-based initiatives underway in Philadelphia.

The zone is a roughly two-square-mile area bordered by Girard Avenue, Sansom Street, the Schuylkill River, and 48th Street. Projects located within Promise Zones are eligible for certain funding preferences, technical assistance from federal agencies, and hiring incentives for businesses (pending congressional action). In Year 2 of the 10-year designation, Promise Zone partners continued to refine long-term strategies, assemble new resources, and implement new projects.

**NEW AFFORDABLE HOUSING OPTIONS**

- In May 2015, Mount Vernon Manor CDC was awarded $1,016,000 in tax credits and $1.2 million from the City of Philadelphia, Office of Housing and Community Development to support its Phase 2 development. Phase 2 will result in the substantial rehabilitation of 48 rental units affordable to very-low and low-income households. This will complete the renovation of Mount Vernon Manor and remove significant blight in Mantua.

- In March 2015, People’s Emergency Center (PEC) completed construction of Bigham Leatherberry Wise Place, a $2.7 million, 11-unit affordable rental housing development with seven units reserved for formerly homeless women with special needs. Residents will receive access to a range of supportive services, such as case management, mental health and substance abuse counseling, and employment and training support.

**EQUITABLE DEVELOPMENT IN PRACTICE**

Philadelphia LISC and The Collaborative (a partnership of community stakeholders implementing comprehensive revitalization plans in Belmont, Mantua, Mill Creek, and Saunders Park) recently released the Fair Future Strategy. It is a framework for making progress on community-defined equitable development goals across six areas: housing preservation, jobs for existing residents, neighborhood identity and culture, community opportunity, education, and open space. The plan was developed with input from more than 350 community residents. Additional partners include the Mantua Civic Association, Belmont Alliance Civic Association, West Powelton Concerned Community Council, PEC, Mount Vernon Manor CDC, Drexel University, and the Philadelphia City Planning Commission.

**LEVERAGING FUNDS**

Since the start of 2015, Promise Zone partners have been awarded an additional $5.15 million in grant funding, bringing the total amount of funding raised since the launch of the Promise Zone to $34.8 million. The funds are supporting projects across each of the six areas of work (education, housing, health and wellness, public safety, economic opportunity, and workforce development).

**BUILDING NONPROFIT CAPACITY**

The Achieving Capacity Together (ACT) Mini Grant initiative, launched in spring 2015, provides grants of up to $2,000 to community organizations that work in the Promise Zone. In its first round, 12 organizations received grants to improve communications with residents, make technology upgrades, provide direct services such as meals, and make neighborhood improvements.

**PARTNERSHIP WITH LOS ANGELES PROMISE ZONE TO SUPPORT CAREER COUNSELING FOR YOUTH**

In July 2015, the Philadelphia and Los Angeles Promise Zones were awarded funding from the Corporation for National Community Service for the Promise Corps Program, which will provide 25 AmeriCorps volunteers to offer college and career guidance to students in four West Philadelphia High Schools: Overbrook, West Philadelphia, School of the Future, and Parkway West. The program will serve 1,000 students each year over three years, starting in October 2015.
The Philadelphia Food Access Collaborative brings together community partners to find systemic solutions to combat hunger and connect vulnerable residents to services they need. Key activities over the last year include:

**INCREASE OF AVAILABLE FREE MEALS**

From 2013 to 2015, 21 new meal times were added each week, for a total of 2,045 additional meals served on average per week. These new meal times were made possible by philanthropic support to individual meal sites as well as to the Meals and More program, a new initiative from the Collaborative to provide grants and technical support to meal sites throughout the city.

“We continue to develop ‘regulars’ and over the past month we have received more youth. The children are very excited about having fruit and they have more than one! We have also begun to get attendance from some of their parents.”

— Sharon Brokenbough, Transfiguration Church, Meals and More Provider

**LEADERSHIP SUPPORT OF A MAJOR ORGANIZATION**

In May 2015, the United Way of Greater Philadelphia and Southern New Jersey joined CEO to provide staffing support for the collective impact work of the Collaborative. Through this partnership, the United Way supports communications, data analysis, and fundraising efforts. This partnership will ensure the long-term sustainability of the Collaborative, and strengthen efforts to make it a community-driven enterprise.

**TRAININGS FOR MEAL PROVIDER STAFF AND VOLUNTEERS**

In the last year, nearly 400 staff and volunteers have been trained in practices that improve the services provided by meal sites, such as Mental Health First Aid, Fundraising and Friendraising (which connects meal providers with development resources), and Nutrition in the Soup Kitchen, the city’s only hands-on culinary training for soup kitchen chefs to make nutritious meals.

**INCREASING ACCESS TO ID RESOURCES**

In July 2014, the cost of IDs and birth certificates increased dramatically, putting these essential documents out of reach for the most vulnerable, who need them to access shelter, behavioral health supports, prescription medication, and much more. CEO and the Collaborative are responding by: launching a pilot to establish hubs, providing free IDs to people in need, and advocating on the state level for Pennsylvania to join the 36 other states that provide a hardship waiver for IDs and birth certificates.

**ACCESS TO HEALTHY FOOD**

Through a partnership with Philabundance and the Health Department, the Collaborative worked to identify healthier versions of ingredients commonly used by meal sites. These items are now available for purchase on Philabundance’s weekly menu, the Grapevine, improving the nutrition of meals served. The Collaborative plans to work with Philabundance to expand these offerings in the coming year.

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The Philadelphia Food Access Collaborative

Philadelphia continues to struggle with one of the highest rates of food insecurity in the U.S. In 2013, 21 percent of the Philadelphia County population was food insecure, holding steady since 2012 despite improvements to the economy.

The number of Philadelphians who received food through the State Food Purchase Program, which provides food to pantries and soup kitchens, an 8 percent increase from the year before.
Focus job creation and workforce development efforts on adults with the greatest barriers to employment

Philadelphia’s economy added 8,800 jobs in 2014, and the employment rate fell by 2.4 percentage points to 8.0 percent. This is progress. However, much remains to be done to support the workforce needs of those facing the greatest barriers in the labor market, including English language learners, those without high school diplomas, and those with criminal records or low levels of literacy. There are signs that the climate for low-skilled job seekers will get better. The local economy continues to rebound even as new federal regulations (which include new directives for targeting the hardest to serve) take effect. These developments make us optimistic that the goals outlined in Shared Prosperity can be achieved.

A Workforce Success Story
YM enrolled in District 1199C Training and Upgrading Fund’s Behavioral Health Technician program, and now has a job in the medical transport field, which she finds extremely rewarding. YM is eager to learn new facets of her job, tries to keep up-to-date in her field, and is taking classes to become a Certified Recovery Specialist.

“I wanted and needed a change. I knew that the medical field would offer job security, and I’ve always enjoyed helping people.”
Strengthening the Career Pipeline for Low-Skilled Workers

Through a partnership with the JOIN Collaborative, CEO invested in two workforce development programs.

» West Philadelphia Skills Initiative (WPSI) helps West Philadelphia job seekers find jobs with the anchor institutions in University City. With support from CEO in the past year, 56 WPSI clients received work readiness or sector-specific certifications and 48 obtained full-time employment.

» The District 1199C Employees Training and Upgrading Fund provides training, bridge services, and job placement in the healthcare and human services fields. With support from CEO, 36 program participants earned a work credential and 29 were placed in jobs.

New Federal Priorities

The federal Workforce Innovation and Opportunity Act (WIOA) represents a major overhaul of the former Workforce Investment Act of 1998 (WIA). The legislation includes new priorities for those facing the greatest barriers to employment; credentialed training that provides access to career pathways; site-based comprehensive services, such as financial counseling; and industry partnerships.

Place-Based Jobs and Workforce Development Committee

Shared Prosperity Philadelphia provides a vehicle for professionals in the workforce development field to pilot strategies focused on the hardest to serve. Philadelphia Works Incorporated (PWI), the Community College of Philadelphia, and the Job Opportunity Investment Network (JOIN) provide leadership for the Place-Based Jobs and Workforce Development Committee. The Committee was created to research, implement, and evaluate new workforce development models in the West Philadelphia Promise Zone and the North Central Choice Neighborhood, with the longer-term goal of scaling-up strategies demonstrated to be effective.

TANF Assistance

JEVS’ Work Ready Program uses funding from the PA Department of Human Services to offer life skills, job readiness, and job placement assistance to TANF recipients. Between 2014 and 2015, 1,153 received work experience, 171 clients obtained employment, and 2,535 received skills and job readiness training.

No Wrong Door

Philadelphia Works Inc. (PWI) recently opened its first Integrated EARN and PA Career Link Center at 1617 JFK Boulevard in accordance with its “No Wrong Door” policy. Previously, EARN Centers exclusively served TANF (Transitional Assistance to Needy Families) clients while PA Career Link Centers were open to the public. The Integrated Centers will help to streamline job placement for all clients, eliminate the stigma of receiving public assistance, and enable the Centers to be more responsive to the needs of area employers. PWI plans to open three additional Integrated Centers by the end of 2015.

Help for Opportunity Youth

PWI and its partners were recently awarded $2.9 million in funding from the federal Department of Labor’s American Apprentice Program to serve opportunity youth. The grant, which covers the five-county region, will support apprenticeships in information technology and behavioral health. Participating employers include TAIG/NHS Human Services, JARVUS, and Springboard Media.

WHAT’S COMING in 2015–2016

The Center for Employment Opportunities, a nationally recognized, evidenced-based model for employing returning citizens, is launching a new program in Philadelphia in partnership with Philadelphia Parks and Recreation. Additional partners include the Commonwealth of Pennsylvania and the Greenlight Fund. LISC and CEO are introducing new bridge programs to provide the educational and occupational supports required for employment in growing industries.
Expand access to public benefits and essential services

Public benefits can serve as a critical lifeline for those with disabilities, experiencing joblessness, or working at lower-paying jobs with unpredictable hours.

The Census Bureau’s Supplemental Poverty Measure, which accounts for the value of noncash benefits, estimates that without SNAP benefits, the overall poverty rate would be 1.3 percentage points higher than it is, and the childhood poverty rate would be 2.8 percentage points higher. In Philadelphia, this would correspond to nearly 9,550 more children living below the poverty line in 2014.
Through its BenePhilly Centers, referral services, and training events, Shared Prosperity Philadelphia is making it easier for people living in poverty to access the public benefits for which they are eligible. In addition, major changes at the state level are transforming the public benefits landscape. In 2015, the Pennsylvania Department of Human Services (formerly the Department of Public Welfare) adopted full Medicaid expansion, putting affordable healthcare within reach for approximately 600,000 Pennsylvanians. These policies are beginning to show a measurable impact, with a higher proportion of eligible households in Philadelphia applying for SNAP and a 12 percent increase in enrollment for Medical Assistance in the first half of 2015.

BenePhilly Centers

CEO and Benefits Data Trust (BDT) operate seven BenePhilly Centers across the city. BenePhilly helps people complete, submit, and track applications for local, state, and federal assistance programs such as the Homestead Exemption, SNAP, TANF, Medicaid, SSI, and LIHEAP. Since opening in July 2014, the BenePhilly Centers have helped clients submit 12,725 applications, resulting in 4,423 confirmed enrollments.

CEO also deploys BenePhilly staff on designated weekdays at seven community-based organizations in neighborhoods across the city. This enhances the service capacity of smaller nonprofits, while leveraging existing relationships between long-time neighborhood residents and trusted community organizations.

BenePhilly Vehicle Launched!

The BenePhilly vehicle is a fully equipped, wi-fi enabled office that travels to underserved areas, as well as neighborhood events. Staff provide information on eligibility requirements and can start the application process on the spot. Under a new partnership with Enroll America and the Office of Housing and Community Development (OHCD), the BenePhilly vehicle will visit areas served by NACs (Neighborhood Advisory Councils), providing assistance with enrollment in Medical Assistance and affordable health insurance plans, as well as other available benefits.

Before contacting the BenePhilly hotline, Mrs. B, age 64, barely got by on just $568 per month from Social Security Disability. With help from BenePhilly, Mrs. B applied for SNAP, Medicaid, the Medicare Savings Program, LIHEAP, and a Rent Rebate, qualifying her for benefits totaling $686 per month — more than doubling her income.

“You can feel when a person sincerely cares about people. [You] came through clearly as caring for everybody and anybody, and that means a lot to me.”

WHAT’S COMING in 2015–2016

Five new BenePhilly referrals sites will be opened in community based organizations across the city. The referral sites will connect neighborhood residents to trained intake staff at the BenePhilly hotline, or in-person appointments at a BenePhilly Center.

A new co-located BenePhilly/Financial Empowerment Center will be operated by Impact Services at the Integrated Earn/Career Link Center opening in Germantown. A new BenePhilly Center will also open in Southwest Philadelphia.

City Accelerator

In 2014, Philadelphia was one of three cities chosen by Living Cities to demonstrate the ways that local government can make innovative use of technology to improve the lives of low-income citizens. The City Accelerator Project is a multi-departmental initiative involving the Department of Revenue, the Managing Director’s Office, the Office of Property Assessment, the Mayor’s Policy Office and CEO. The program uses techniques from behavioral economics to streamline application processes for City-sponsored tax relief and utility assistance programs, and to increase rates of participation. Insights gained through the City Accelerator experiments will be used to improve official notices and to reduce the time it takes to complete applications.
Ensure that children enter school prepared to learn and expand opportunities for year-round learning

Every year, nearly two in five Philadelphia children are born into poverty. While high-quality early learning is a proven strategy to help families move out of poverty, only one-fifth of Philadelphia’s children have access to high-quality early learning opportunities.

In 2015, Shared Prosperity Philadelphia spearheaded the development of Philadelphia’s first comprehensive early learning plan, *A Running Start Philadelphia: for every child, birth to five*. The plan was developed by a team of nationally recognized experts based on input from 400 parents; practitioners; and local business, education and civic leaders. The Mayor’s Early Learning Advisory Council guided the creation of the plan.
A Running Start Philadelphia: for every child, birth to five

Launched in July 2015, A Running Start Philadelphia has five broad goals: increase access to high-quality early learning; expand the supply of convenient, high-quality programs in every neighborhood; strengthen the early childhood workforce through professional development and greater compensation; align the learning across early childhood and K–3 school systems; and ensure that Philadelphia has the infrastructure to achieve these goals. Sixteen strategies have been identified to advance these goals; they can be found at http://sharedprosperityphila.org/a-running-start-philadelphia/.

EARLY ACCOMPLISHMENTS

» Philadelphia established a Universal Pre-K Commission with support from 78.8 percent of the electorate. The Commission is charged with formulating recommendations to finance and make high-quality services available to the city’s three- and four-year old children. Its draft recommendations will be presented to the mayor, City Council and the public in early 2016.

» High staff turnover due to poor compensation undermines the quality of early learning and increases costs for providers.

To stabilize the workforce, improve the quality of children’s learning experiences, and ensure that Philadelphia’s 10,000 child care practitioners earn a living wage, the Delaware Valley Association for the Education of Young Children (DVAEYC), Montgomery Early Learning Center (MELC), and the Southeast Regional Key (SERK) formed the Early Childhood Workforce Transformation Initiative. The initiative has researched early childhood workforce needs and wage scales, releasing its first research findings this fall. Final recommendations, including a model wage scale for Philadelphia’s early childhood sector, will be issued in 2016.

» Schools expect students to arrive in kindergarten ready to learn, and students who are not prepared often lag behind their peers in the elementary grades. Last year, Pennsylvania’s Office of Child Development and Early Learning (OCDEL) made grants for Community Innovation Zones, exemplary programs that exist at the neighborhood level to support the transition to kindergarten. Drexel University’s Action for Early Learning (AEL) and Parent Power received two of the first dozen grants. Each will receive $75,000 a year for three years. AEL is using its grant to conduct professional development among early childhood and kindergarten teachers and to align curricula among early childhood programs and K–3 in the West Philadelphia Promise Zone. Parent Power is increasing family support and engagement in two school catchment areas in North Central Philadelphia.

» Although Philadelphia has 1,875 licensed child care providers, only 10 percent are known to be good quality. Professional development, technical assistance, and modest financial incentives help providers improve quality, but the process can stall when suitable space isn’t available. The Fund for Quality is collaborating with the City Planning Commission and other local agencies to speed this process by developing an inventory of potential child care facilities.

WHAT’S COMING in 2015–2016

» Philadelphia’s Universal Pre-K Commission will present recommendations to the mayor and City Council for action by June 2016.

» To improve families’ access to publicly funded early learning opportunities, A Running Start’s partners will streamline the application process. Expect to see a pilot effort in 2016.

» While schools and communities develop new approaches to support children from early childhood to third grade, the School District will redouble efforts to align classroom practices across the birth to five and elementary systems.

» A citywide communications strategy to increase parents’ awareness of the benefits of high-quality early learning and help them find high-quality programs that meet their needs will debut in 2016.

Fund for Quality

Two new high-quality child care facilities opened this fall with support from the $4 million Fund for Quality (FFQ), a privately supported initiative focusing on underserved neighborhoods. Kinder Academy in Northeast Philadelphia and the Children’s Playhouse in South Philadelphia held ribbon-cutting ceremonies for state-of-the-art facilities that will provide inclusive, stimulating, and nurturing environments that prepare every child to succeed in school and later in life. To date, 325 new high-quality seats have been created by seven FFQ grantees. Forty good-quality programs were stabilized with support from A Running Start Facilities Fund, funded through the City of Philadelphia.
Increase housing security and affordability

Shared Prosperity Philadelphia is committed to supporting the housing needs of the city’s most vulnerable households. This includes very low-income homeowners, who find it difficult to maintain an ever-aging housing stock that often requires repairs in excess of market value, and extremely low-income renter households, who face extraordinary challenges accessing safe, decent housing that is both affordable and available.

In August 2014, Dawn K. and her daughter entered Appletree Housing, which is operated by ACHIEVEability and funded in part by the City’s Office of Supportive Housing. There Dawn works with a self-sufficiency coach and other support staff who help her with money management, childcare, and job placement. Dawn recently obtained new employment as a residential counselor and is working with her coach to enroll in school.
In response to these challenges, Shared Prosperity Philadelphia is bringing together housing professionals, advocates, researchers, and funders to participate in the Housing Security Working Group. The Working Group is reviewing data and best practices while seeking strategies to support the stability, habitability, and affordability of housing for the city’s most vulnerable residents. The Working Group’s findings will be used to inform policy recommendations and new programming in the coming years. In the meantime, CEO is continuing to use its Community Services Block Grant funding to support programs that prevent homelessness and address the housing problems of these families.

**HOMELESS PREVENTION**
The Office of Supportive Housing’s (OSH) Emergency Assistance and Response Unit (EARU) received support from CEO to provide emergency housing assistance and supportive services to preserve existing housing and prevent homelessness. Between July 2014 and June 2015, 639 households were assisted through the program.

**HOUSING QUALITY**
CEO provided funding to support the Department of Public Health’s Childhood Lead Poisoning Prevention Program and Healthy Homes Healthy Kids Program, which work to reduce health and safety hazards for very low-income children. In fiscal year 2015, lead hazards were ameliorated in 167 homes, reducing the health risks for 483 children and youth.

**EnergyFIT Philly**
The Energy Coordinating Agency (ECA) recently launched EnergyFIT Philly, a program that prevents homelessness by stabilizing existing housing units that would otherwise be ineligible for energy conservation programs due to major deficiencies, such as roof leaks or plumbing problems. ECA estimates that close to 65 percent of low-income homeowners in Philadelphia are prevented from getting basic weatherization assistance because their housing is in deteriorated condition. In its first year of operation, EnergyFIT Philly worked with partners Habitat for Humanity and Rebuilding Together Philadelphia to stabilize 30 homes in the West Philadelphia Promise Zone.

**Increasing Homeownership**
City Council’s Workforce Housing Initiative will work in concert with the newly launched Philadelphia Land Bank and the Philadelphia Redevelopment Authority to sell vacant, publicly owned properties for redevelopment as owner-occupied housing units at sales prices affordable to moderate- and middle-income families (earning between 80 and 120 percent of area median income). The program has a goal of developing 2,000 new housing units in targeted neighborhoods most impacted by rapidly rising home prices.

**Rental Housing for Older Veterans**
In spring 2015, HELP USA completed construction on HELP Philadelphia IV, a 60-unit affordable rental housing development for seniors (55 years and older) with a preference for veterans. The project, which is located on Grovers Avenue in Southwest Philadelphia, was renamed as the Hardy Williams Veterans Center, in honor of the former Pennsylvania State Senator. Founded in 1986, HELP USA is a New York City based nonprofit developer of supportive and permanent housing for low-income and formerly homeless families. It currently operates in 38 locations around the country.

**WHAT’S COMING in 2015–2016**
The Healthy Row House Project is a new initiative that will use cost-effective interventions to eliminate the most common health hazards found in occupied row houses, including poor ventilation, mold, dust, lead-based paint, and infestations. It is also seeking creative new forms of financing to achieve its ultimate goal of treating 5,000 houses each year. The lead organizations include the Design Advocacy Group, May 8 Consulting, and Econsult.
Strengthen economic security and asset building

Creating Financial Stability through Affordable Housing

Habitat for Humanity requires each Partner Family accepted in the program to attend financial counseling sessions, and many choose to do so at the FEC — building beneficial, lasting relationships with their counselors. The counselors help families review their credit reports, work out their household budgets, and pay down debts.

“I was really happy and excited that I had someone that was going to help me, and do it for free! [My counselor] ... gave me the tools I could use on a monthly basis. I know I’m not yet where I need to be, but now I know how to get there!”

— Sharina, who purchased a Habitat home in Germantown

Unemployment, unpredictable income, and lack of emergency savings all take a toll on families living in poverty. Vulnerable communities need a spectrum of income supports, money management services, and asset-building opportunities to secure their financial futures. Shared Prosperity Philadelphia is working with multiple partners to ensure that Philadelphia residents have access to quality financial education and services at every stage of life.
Help with Taxes

CEO and the Revenue Department support the Campaign for Working Families, which provides free tax preparation and filing services for income-eligible families. In 2014, Campaign for Working Families filed 24,643 tax returns, generating $34.3 million in refunds, including $9.9 million in Earned Income Tax Credit (EITC).

$34.3M in refunds!

Making Finances Easier

The City of Philadelphia is taking the lead in improving the ease and efficiency of financial transactions by requiring all payments to employees and vendors to be in the form of electronic transfers or prepaid debit cards. The new initiative was rolled out in spring 2015 and gives employees the chance to keep more money in their pockets, rather than paying expensive check cashing fees.

Financial Empowerment Centers: Highlights

In spring 2013, the City of Philadelphia and Clarifi were chosen by Bloomberg Philanthropies to bring the Financial Empowerment Centers (FEC) model to Philadelphia. There are now seven FECs located throughout the city, providing free, one-on-one financial counseling to approximately 3,500 clients annually.

In 2015, CEO selected Impact Services Corporation to house a co-located FEC and BenePhilly Center, which will improve coordination of the multiple benefits provided to the families served. The new BenePhilly/ FEC Center will be located in the Germantown section of Philadelphia.

The Philadelphia Housing Authority (PHA) and the FEC provided financial counseling to PHA tenants, enabling 14 to successfully qualify for mortgages and become new homeowners.

In late 2014, CEO partnered with the Wharton School’s Building Bridges to Wealth, to connect FEC clients with new asset-building vehicles. Nearly 80 FEC clients took part in the class series and were invited to join investment clubs, where they can pool small dollar contributions to really make their money grow.

To respond to the growing crisis of student loan debt, CEO launched Free Credit Report Fridays, a pilot program to help college students understand their credit scores and make better decisions about debt.

Protecting Seniors

The Philadelphia Financial Exploitation Task Force, a unique collaboration between nonprofits, banks, law enforcement, and City government, works to protect seniors from elder financial abuse, including scams and identity theft. This year, the Task Force, convened by the Philadelphia Corporation for Aging, has trained hundreds of seniors on how to protect themselves, while working on regulatory policy to prevent further exploitation of vulnerable populations.

WHAT’S COMING in 2015–2016

In June 2015, the Corporation for Enterprise Development (CFED) selected Clarifi and the City of Philadelphia as one of seven projects nationwide to join the Community Financial Empowerment Learning Partnership. The Philadelphia project will focus on expanding and improving the delivery of financial capability services by building the capacity of nonprofits to integrate financial counseling into their core services. The model, which will launch at Energy Coordinating Agency in January, will be a testing ground for a scaled effort and best practices. A complementary initiative will build a cohesive set of quality standards for financial education and counseling programs throughout the city.
PROGRESS METRICS

In Year 2, the targets identified in Shared Prosperity Philadelphia were either fully met or exceeded for three of the 23 metrics, and progress continued on 15 of the remaining metrics.

We are continuing to update and refine our progress metrics, which is common in the early phases of a multi-issue, long-term, collective impact effort. Some of these changes stem from the work of the sub-committees that are advancing the strategic goals of Shared Prosperity Philadelphia. The completion of A Running Start: for every child, birth to five, the citywide early learning plan, introduced a well-defined set of measures for tracking progress that we are beginning to incorporate into the early learning metrics for Shared Prosperity. We are replacing the metric designed to track “the number of pregnant women and parents of young children receiving early childhood resources” with a metric that will provide an estimate of the new public funding that is coming to Philadelphia in support of high quality child care programs. This new metric will appear in next year’s Progress Report. Also, the Benefits Access Working Group of Shared Prosperity recommended that we adapt a methodology employed by the Food Research and Action Center (FRAC) to track the percentage of eligible households receiving public assistance. Beginning this year, we will use this approach to track participation rates in SNAP and EITC.

Other changes in the metrics are motivated by feedback from our partners, to ensure that we are using the most accurate measures available. For example, we are adjusting the way in which we measure the number of homes “saved” by the City’s Foreclosure Prevention Program in a given year. The changes will account for the time required to confirm compliance with the agreements reached; and track the percentage of foreclosure complaints successfully resolved instead of the actual number, which fluctuates with the number of foreclosure complaints filed each year. We are also incorporating more accurate estimates for public housing units and Housing Choice Vouchers in our indicator of permanent, affordable housing resources.

Finally we may adjust metrics from time to time to account for changes in the strategies undertaken through Shared Prosperity Philadelphia. This year, we are expanding the Economic Security metric to make it more consistent with the strategic priorities that have emerged for this work. Instead of referencing only Individual Development Accounts (IDAs), the metric will track “asset-building vehicles” (including, but not limited, to IDAs).

The goals listed in the table as “not yet started” are largely the result of unforeseen delays in the rollout of a new program or process. The “no progress” results include service levels that remained flat or declined slightly. This is the case for the goal to “expand capacity for quality afterschool opportunities,” as well as the home repair sub-category within the goal to “increase assistance to prevent the loss of a home.” A recent change in the method used to measure outcomes by the Neighborhood Energy Centers program led to a significant decline in the home repair sub-category. Also, the total number of households served by the City’s housing counseling program declined by 7 percent since the last report. This is due to a combination of the 13 percent decline in foreclosure filings (since foreclosure prevention remains a key priority for the housing counseling program) and a move to expand the total number of services provided per household.

In the coming year, each of the working groups of Shared Prosperity will review the metrics for its respective strategy area to determine if they need to be updated or revised to best capture progress toward meeting the needs of the city’s most vulnerable households.
Increase the number of jobs in Philadelphia by 25,000 by the end of 2015

Philadelphia gained an additional 8,800 jobs in 2014, bringing the total increase in employment between 2012 and 2014 to 11,900 jobs, which is approximately 47% of the goal of 25,000 jobs by the end of 2015.

Narrow the gap between the national and local unemployment rate

Due to changes in the way BLS calculates unemployment, there are slight adjustments to this figure from the 2014 report. The gap between the national and local unemployment rate rose slightly in 2013, from 2.8 points to 3 points. Between 2013 and 2014, the gap fell to 1.8 points.

Beginning in Year 2, annually create 100 new subsidized employment opportunities with support and job training

In 2014, 139 individuals participated in PowerCorp PHL, providing 60,000 hours of service to Philadelphia communities. Through CEO’s partnership with JOIN, 92 job seekers received credentialed training and job readiness services, and 77 attained permanent employment.

Grow the number of seats available to low-income people in high-quality literacy training

In FY 2015, the Mayor’s Commission on Literacy (MCOL) increased the number of seats for its new online literacy / ABE program to 1,288. Even though the number of state-funded literacy seats declined slightly, the net result was an increase of 9.4% from FY 2014, and a 29% increase since the base year (FY 2013).

Add at least 1,700 jobs in the hospitality industry

An estimated 2,300 jobs were added in the leisure and hospitality industry between 2013 and 2014. As of July 2015, the citywide inventory of hotel rooms is estimated at 10,916 (a slight downward adjustment from the 11,213 reported last year). However, more than 900 units are in the pipeline, and expected to come on line between 2016 and 2017.

Hire 50 unemployed people through the First Source program every year

The First Source legislation was passed by City Council in November 2012. First Source hiring procedures will apply to large construction projects eligible for tax increment financing. Many of these high-impact projects take considerable time to move through phases of development and finance approval to construction. CEO will continue to report on the First Source hiring opportunities as they become available.
## EXPAND ACCESS TO PUBLIC BENEFITS AND ESSENTIAL SERVICES

### GOALS

**Double the number of Keystone STAR 3 and 4 programs**

The FY 2013 total number of STAR 3 and 4 programs was 169; the total fell slightly in FY 2014 (165). Between FY 2014 and FY 2015, the total increased by 31 to 196, representing a net increase of 16% since the baseline year of FY 2013.

<table>
<thead>
<tr>
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</table>

**Increase the number of available seats in Keystone STAR 3 and 4 programs**

The total number of seats in STAR 3 and STAR 4 programs increased by nearly 4,500 since the CY 2013 baseline of 14,637 (listed incorrectly in last year’s report as FY2014). By FY 2014 the total rose to 17,874 (a 22% increase), and by FY2015 it increased by another 7% to 19,131.

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**Provide 25% more children with kindergarten readiness skills by age five**

The School District of Philadelphia is now using the Kindergarten Entry Inventory (KEI) to measure kindergarten readiness across several learning domains through teacher observation. CEO is working with researchers to develop a composite index using KEI scoring categories. This new metric is being developed as one of the early goals of “A Running Start” and will be available in FY 2016.

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**Expand the capacity of quality afterschool opportunities**

The number of children served by the City’s Department of Human Service’s Out of School Time (OST) programs declined slightly (by 1.7%) between FY 2014 and FY 2015.

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### PROGRESS IN YEAR 2

**Requests for proposals issued and four outreach centers in different areas of the city up and running**

CEO exceeded this target by opening seven new BenePhilly Centers. CEO is planning to open an additional BenePhilly Center in FY 2016, which will include a co-located Financial Empowerment Center. This will bring the total number of BenePhilly Centers to eight.

<table>
<thead>
<tr>
<th>Goal of 4 sites</th>
<th>FY 2012</th>
<th>FY 2014</th>
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<td>✔️</td>
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**Increase the percentage of eligible low-income households receiving assistance**

The take-up rate (the percentage of eligible households receiving benefits) for SNAP increased slightly between 2012 and 2013. The take-up rate for EITC between 2012 and 2013 was virtually unchanged, declining by less than one percentage point.

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<thead>
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<tr>
<td>72.5% CY 2012</td>
<td>73.1% CY 2013</td>
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</tr>
<tr>
<td>78.4% CY 2012</td>
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**Increase the number of emergency group meals available on a weekly basis by 2,000**

From 2013 to 2015, 21 new meal times were added each week, for a total of 2,045 additional meals served on average per week. The added meals led to the successful closing of the 2,000 weekly meal gap identified as a goal in Shared Prosperity Philadelphia.

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<td>45 FY 2015</td>
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**Increase the number of organizations offering information and referral to identification services**

In fall 2015, CEO along with the Homeless Advocacy Project, Broad Street Ministries, Project HOME, and Philadelphia FIGHT, launched a pilot project to cover the costs of ID documents for shelter and meal program clients. A hardship waiver provision is also being explored with PennDOT as a longer-term strategy to help low-income people obtain State IDs.

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## ENSURE THAT CHILDREN ENTER SCHOOL PREPARED TO LEARN AND EXPAND OPPORTUNITIES FOR YEAR-ROUND LEARNING

### GOALS

**Double the number of Keystone STAR 3 and 4 programs**

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INCREASE HOUSING SECURITY AND AFFORDABILITY

GOALS

PROGRESS IN YEAR 2

Increase the number of people who:
• Receive assistance to prevent loss of home

The Office of Housing and Community Development’s (OHCD) home improvement programs assisted 12,558 households in FY 2015. The total includes Basic Systems Repair, Adaptive Modifications, Weatherization, Heater Hotline, and ECA’s Neighborhood Energy Centers.

In FY 2015, OHCD’s home repair programs helped 1,264 households, and included tangled title support from VIP, and Impact Services Building Materials Exchange Programs.

Since 2008, approximately 9,200 homes have been saved through the City’s Foreclosure Prevention Program. We are adjusting the method used to track saved homes for this report. In 2013, 1,321 homes were saved; in 2014, 1,227 were saved — a decline of 7%. However, this decline is consistent with the 13% fall in mortgage foreclosure filings between 2013 (4,643) and 2014 (4,036). Total homes saved as a percentage of filings is reported here.

• Secure, safe, and affordable permanent housing

This metric tracks the combined total of OHCD-supported affordable housing projects since 2000 (8,702 in FY 2015), PHA public housing units available for occupancy (12,995 in FY 2015), and total inventory of PHA Housing Choice Vouchers (17,935 in FY 2015). This measure is adjusted from last year’s total to include a more accurate estimate of PHA resources.

• Receive housing counseling who also receive other needed services

OHCD-certified housing counseling agencies provided housing preservation and other services to 11,433 households in FY 2015, representing a decline of 8.3% from baseline and a decline of 7% from FY 2014. Foreclosure prevention is the current priority for housing counseling and the decline corresponds with the 13% drop in foreclosure filings, as well as an increase in the intensity of service per household.

STRENGTHEN ECONOMIC SECURITY AND ASSET BUILDING

GOALS

PROGRESS IN YEAR 2

Increase the number who:
• Opened or transitioned to a safe bank account

The Financial Empowerment Centers helped 178 people open or transition to a safe bank account.

In 2014, FEC staff confirmed that 24 people who opened or transitioned to a safe bank account kept them open for at least six months.

In 2014, 403 people who received counseling services through the FECs raised their credit scores by at least 35 points.

In 2014, 55 FEC clients were able to establish credit for the first time.

CEO has analyzed account offerings to identify institutions that meet the needs of low-income customers by offering accounts with no minimum balance requirements, no monthly maintenance fees, and $0 to open. Nine banking partners currently match those requirements.

In Year 2, connect 50 low-income people to asset building vehicles

Over the past year, CEO has worked to connect FEC clients to partners offering asset-building vehicles such as IDAs, investment accounts, ROSCAs, and other savings clubs.
In 2013, we launched Shared Prosperity Philadelphia, the city’s comprehensive anti-poverty program, with a defined strategy: coordinate the diffuse efforts of scores of nonprofit organizations, government agencies, academic organizations, and private and corporate entities to implement a more effective approach to creating pathways out of poverty in the city. Our goal was to get moving quickly and to design a program that would remain vital and relevant over a number of years.

Now, two years later, that structure is in place, supported and guided by a backbone organization, the Mayor’s Office of Community Empowerment and Opportunity (CEO). Together, we have succeeded in breaking down silos that often separated the city’s anti-poverty services and reduced their efficiency. We responded to the needs identified by new research and what we heard from hundreds of local stakeholders. We launched and then measured the effects of new programs. We discovered new ways of serving consumers by doing, collaborating, and learning from experience and from our many partners.

The results so far: even though Philadelphia continues to lead the nation’s 10 largest cities in poverty (26 percent) and “deep poverty” (12.3 percent), thousands of individuals have experienced significant, even life-changing, successes. And we have built a foundation to do more.

With this growing momentum, we are poised to extend our reach into the new year.

In June, after more than a year of intense collaboration among 400 stakeholders and professionals in the early learning field, we unveiled A Running Start, a comprehensive citywide plan for children from birth to age five. Its ambitious goal: increase access to high-quality early learning opportunities in order to ensure that every child in Philadelphia enters kindergarten ready to learn. With the leadership of a newly formed Steering Committee, A Running Start itself has hit the ground running, with implementation already underway.

Last year also saw the expansion of two programs that started during Shared Prosperity Philadelphia’s first year. A network of seven BenePhilly Centers, created in partnership with the Benefits Data Trust, has helped Philadelphians submit 12,725 applications for public benefits such as SNAP (food stamps), Medicaid, and the Earned Income Tax Credit, resulting in 4,423 confirmed enrollments to date. BenePhilly Centers have helped generate benefits valued at $12,993,100—money that has largely been spent in the local economy.

The seven Financial Empowerment Centers—a joint project of CEO and Clarifi, a credit counseling agency—have helped more than 7,740 Philadelphia residents achieve their financial goals of reducing household debt (by an average of $6,500) and increasing personal savings (by an average of $1,570).

Together with the United Way of Greater Philadelphia and Southern New Jersey’s Job Opportunity Investment Network (JOIN), CEO provided job readiness support and employment training to 92 “hard-to-serve” individuals, and 77 of them entered the workforce.

For these Philadelphians and for those who will be helped in the future, such changes can be transformative. At the same time, we are acutely aware that almost 400,000 citizens live below the poverty line, which is $20,000 a year for a family of three. A stunning 186,000 (including 60,000 children) subsist on incomes of less than half the poverty level. This situation affects all Philadelphians by depressing tax revenues and increasing the demand for city services—and reducing opportunity for the next generation.

Shared Prosperity Philadelphia is committed to using what we are learning to devise solutions that fit our critical needs, and to keep at it.

Please join us in that commitment.

Eva Gladstein

Eva Gladstein
ACKNOWLEDGEMENTS

BENEFITS ACCESS WORKING GROUP
Asociación Puertorriqueños en Marcha (APM)
Benefits Data Trust
Child Care Information Service - Northeast
Coalition Against Hunger
Community Legal Services
Congreso
Healthy Philadelphia
Legal Clinic for the Disabled
PathwaysPA
Pennsylvania Department of Human Services, Philadelphia County Assistance Office
Philabundance
Philadelphia Unemployment Project
SEAMAAC
UESF
University of Pennsylvania
Welcoming Center for New Pennsylvanians

HOUSING SECURITY WORKING GROUP
ACHIEVEability
City of Philadelphia
• Office of Housing and Community Development
• Office of Supportive Housing
• Philadelphia City Planning Commission
• Philadelphia Commission on Human Relations
Community Legal Services
Federal Reserve Bank of Philadelphia
Homeownership Counseling Association of Delaware Valley
Impact Services Corporation
Philadelphia City Council, 7th District
Philadelphia Council for Community Advancement (PCCA)
Philadelphia Legal Assistance
Philadelphia Redevelopment Authority
Philadelphia Unemployment Project
Project HOME
Regional Housing Legal Services
Temple University
Tenant Union Representative Network (TURN)
UESF
United Way of Greater Philadelphia and Southern New Jersey

PLACE-BASED JOBS AND WORKFORCE COMMITTEE
CEO Council for Growth, Chamber of Commerce
City of Philadelphia
• Department of Commerce
• Office of Housing and Community Development
Community College of Philadelphia
Drexel University
Job Opportunity Investment Network (JOIN)
Local Initiatives Support Corporation
People's Emergency Center
Philadelphia Works Inc.
Temple University
West Philadelphia Skills Initiative

A RUNNING START STEERING COMMITTEE
Arcadia University
Brightside Academy*
Capital Blue Cross
Child Care Information Services - North*
Children's Hospital of Philadelphia*
Childspace West, Inc.*
Community College of Philadelphia
Harriet Dichter, Consultant on Early Learning
Delaware Valley Association for the Education of Young Children*
Fox Rothschild LLP
Hamilton Lane
Independence Mission Schools
Indocheesean American Council
Norris Square Community Alliance
Pennsylvania Office of Child Development and Early Learning (OCDEL)*
Public Citizens for Children and Youth (PCCY)*
Public Health Management Corporation
School District of Philadelphia*
The Philadelphia Foundation
University of Pennsylvania
West Philadelphia Action for Early Learning
William Penn Foundation*
* Also a member of MELAC

MAYOR'S EARLY LEARNING ADVISORY COUNCIL (MELAC)
AmeriHealth Caritas
City of Philadelphia
• Department of Parks and Recreation
• Department of Commerce
• Department of Human Services
• Department of Public Health
Drexel University
Economy League
Elwyn
First Judicial District of Pennsylvania
Free Library of Philadelphia
Jumpstart, Temple University
Montgomery Early Learning Center
Multiplying Connections
Philadelphia District Attorney's Office
Southeast Regional Key
SPIN, Inc
Temple University
United Way of Greater Philadelphia and Southern New Jersey

PROMISE ZONE EXECUTIVE COMMITTEE
City of Philadelphia
• Department of Commerce
• Department of Public Health
• Philadelphia Police Department
Drexel University
Mount Vernon Manor Community Development Corporation
Penn Presbyterian Medical Center
People's Emergency Center (PEC)
Philadelphia City Council, 3rd District
Philadelphia Housing Authority
Philadelphia Local Initiatives Support Corporation (LISC)
Philadelphia Redevelopment Authority
Philadelphia Works, Inc.
School District of Philadelphia
We Are Mantua!

FOOD ACCESS COLLABORATIVE
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Broad Street Ministry
Campbell Soup Company Healthy Communities Program
Catholic Social Services
City of Philadelphia
• Department of Behavioral Health and Intellectual disAbility Services (DBHIDS)
• Department of Commerce
• Department of Public Health
• Mayor's Office of Civic Engagement and Volunteer Services
• Office of Supportive Housing
Delaware Valley Regional Planning Commission (DVRPC)
Face to Face Germantown
Free Library of Philadelphia
Greater Philadelphia Coalition Against Hunger
Jewish Employment and Vocational Services
Logan Square Neighborhood Association
Mental Health Association of Southeastern Pennsylvania
Philabundance
Philly Restart
Project HOME
SHARE Food Program
St. John's Hospice
Sunday Breakfast Rescue Mission
Thomas Scattergood Behavioral Health Foundation
United Way of Greater Philadelphia and Southern New Jersey
CEO OVERSIGHT BOARD AND
SHARED PROSPERITY STEERING COMMITTEE

» Marcus Allen, Big Brothers Big Sisters of Southeast Pennsylvania*
» Leslie Benoliel, Entrepreneur Works*
» Cathy Carr, Retired (former Director of Community Legal Services)
» John Chin, Philadelphia Chinatown Development Corporation*
» Michael DiBerardinis, City of Philadelphia, Department of Parks and Recreation*
» Paul DiLorenzo, Casey Family Programs
» Mark Edwards, Philadelphia Works, Inc.*
» Arthur Evans, City of Philadelphia, Department of Behavioral Health and Intellectual disAbility Services (DBHIDS)*
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» Debbie Freedman, Community Legal Services*
» Maria Gonzalez, HACE*
» Don Haskin, Retired (former Pennsylvania State Director, Citi Community Development)
» Patricia Hasson, Clarifi*
» Jessica Hilburn-Holmes, Philadelphia Bar Association Foundation
» Thurston Hyman, Philadelphia Unemployment Project*
» Roberta Iversen, University of Pennsylvania
» Wayne Jacobs, X-Offenders for Community Empowerment*
» Kelvin Jeremiah, Philadelphia Housing Authority*
» Matt Joyce, Greenlight Fund
» Lucy Kerman, Drexel University*
» Cheryl Kritz, City of Philadelphia, Office of the Deputy Mayor for Health and Opportunity*
» Janet Kroll, Homeless Assistance Fund
» Phil Lord, Tenant Union Representative Network (TURN)
» Wanda Mial, ACHIEVability
» Staci Moore, Women’s Community Revitalization Project (WCRP)*
» Thoai Nguyen, SEAMAAC*
» Hon. Maria Quiñones-Sánchez, Philadelphia City Council, 7th District*
» Steve Wray, Economy League of Greater Philadelphia

* Member of Oversight Board and Steering Committee

References for information contained in this Progress Report are available at our website, SharedProsperityphila.org.