

# NEIGHBORHOOD ALLIES

## Corporate, Social, and Environmental Value: 2023-24 For-profit Giving Opportunities

**Collaboration | Equity | Flexibility | Innovation | Compassion | Accountability**



Neighborhood Allies is known locally for our **impactful partnerships, focus on equity, and person-centered approaches**. Our aspiration to embody our namesake and serve local communities with resources, skills, and “onramps” to opportunity is what sets us apart.

The framework for achieving our ambitious organizational goals is comprised of a suite of services and resources that help **revitalize neighborhoods, foster economic opportunity, build community capacity, and advance equity** across the Pittsburgh region.

Our unique approach to developing healthy neighborhoods focuses on human-centered approaches like Social Determinants of Health (SDOH) and Justice, Equity, Diversity, and Inclusion (JEDI). Through our programming and resources, we are able to directly support and partner with:

- **Individuals**
- **Nonprofits**
- **Small Businesses**
- **Local Real Estate Developers**
- **Community Change Agents**

Our positioning as intermediary in the sector and the breadth of programs under our purview, allow us to see the immense value of partnership and collective action in advancing shared objectives. We appreciate the need for creative partnerships with a plurality of stakeholders – especially like-minded businesses with aligned values and priorities.



**Our North Star Goal:**  
Move 100,000  
low-income  
Pittsburghers up  
the socio-economic  
ladder by 2031.



#### 2023 ORGANIZATIONAL FACTS AT A GLANCE

**\$6.6MM**  
Annual Budget

**\$16.5MM**  
Net Assets

**\$63MM**  
Leveraged since 2014



# Why Partner with Neighborhood Allies?

## Corporate Partner Case Study

Neighborhood Allies partnered with Comcast to connect Pittsburgh-area women and minority-owned small businesses seeking a grant opportunity through the Comcast RISE Investment Fund. Our team went above and beyond, and was **number one across five cities nationwide** for the number of small businesses referred and connected to this grant opportunity.



**THOUSANDS  
REACHED WITH  
NEWS**



**6 IN-PERSON  
WORKSHOPS  
HOSTED**



**3  
NETWORKS  
LEVERAGED**



**OVER 200  
BUSINESSES  
SERVED**

We conducted outreach and provided technical assistance to our vibrant network of local small business owners. Over the course of one month, we spread the word about this grant opportunity. We also held 6 assistance workshops and offered one-on-one help with applications during the two-week submission window. Plus, our amazing partners at First Sip Studios, offered FREE headshots, product photography, and social media and business consults to attendees. Of the 1,008 applications submitted in Allegheny County, 158 cited Neighborhood Allies as the referring organization. That is more than any other community partner across all five RISE Investment Fund cities nationwide. **All in, there were 45 community partners across five cities working with small businesses to submit applications, and Neighborhood Allies is #1!**



## Direct your investment to an area that means the most to you.

All of Neighborhood Allies' work and investments are rooted in fostering a more just, fair, and inclusive society in which all can participate, prosper, and reach their full potential. We emphasize the importance of racial equity—the condition achieved when one's identity no longer statistically predicts how one fares. **This work is done through four investable program areas:**



### REVITALIZE NEIGHBORHOODS

Our approach to neighborhood revitalization work is centered around co-creating resident-focused solutions that impact affordable housing, small businesses, and placemaking efforts. We provide technical assistance, capacity building expertise, and connections to experienced professionals who can assist with strategy, coordination, mentorship and coaching.

### FOSTER ECONOMIC OPPORTUNITY

Our Economic Opportunity work addresses racial, gender, and geographic inequities in income, wealth, and opportunity. As the recognized regional leader in the financial empowerment field for nearly a decade, we convene a wide variety of community practitioners to share knowledge and resources, share with us the needs and priorities of the people they serve.

### BUILD CAPACITY

Our capacity building efforts break down financial barriers, bringing together the right people at the right time, sharing knowledge and lessons learned with collaborators, and creating trust-based relationships that bring community-driven, transformative change. We aim to tackle problems from all angles by deploying our "complete capital model" that bundles together financial, human, social, and intellectual capital.

### ADVANCE EQUITY

Our commitment to equity is grounded in being a leading change agent of equitable growth for the Pittsburgh region. From intentionally increasing the levels of diversity amongst our board and staff, to directing a majority of our investments and support towards Black-led organizations, MWDBE firms and communities of color, equity is the driving force behind our work.



## How to partner with us:

**Opportunity #1: Branding & Recognition | Receive recognition across Neighborhood Allies outreach platforms which reaches a diverse and engaged audience.**

- Introduce your services/products/content to our audience in a person-centered way
- Full branding opportunities start at \$10,000 and range up to \$25,000 for deep social media engagement

- 1. Website Opportunities** | Our website reaches an average of 1,500 new users/month and averages over 6,000 pageviews/month. The majority of our audience is 60% female and 40% male, the majority of whom are 25-44 years old.  
**Social Media Opportunities** | We have profiles across each major social media platform including facebook, twitter, instagram and linkedin. We average a 7.7% engagement rate (per impression) and reach over 9,500 followers across social media platforms.
- 2. Email Marketing Opportunities** | Our general mailing list has over 1,200 subscribers and averages a 32% open rate and a 6% click rate.



# How to partner with us:

**Opportunity #2: Value & Impact Alignment | Put your company's name on an existing Neighborhood Allies Initiative or Program that aligns with and supports your values and goals**

- Ensure activities comply with a person centered approach
- Starting investment of 150K; other rates negotiable contingent upon scope of work

1. Deep employee engagement thorough corporate matching gift programs. Your employees can contribute to Neighborhood Allies from their paycheck and our work easily supports matching gift platforms like Benevity and PayPal.
2. Customized Metric and Storytelling content curated for your areas of interest
3. Name and logo featured in all program collateral an displayed at all associated events
4. Rights to use collateral to promote your investment\*
5. Align your branding with our program outreach and engagement
  - Website, Social Media, Email Marketing Benefits (see opportunity #1 for details)

*\* Neighborhood Allies retains all rights to programmatic language and how the program should be framed/discussed/placed in context*

## Direct your investment to an initiative or program area that means the most to you:

### REVITALIZING NEIGHBORHOODS

Real Estate Development  
Neighborhood Image  
Small Business Development



### FOSTERING ECONOMIC OPPORTUNITY

Financial Empowerment & Wealth Building  
Banking Access & Education  
Community Mental Health  
Digital Inclusion



### BUILDING CAPACITY

Real Estate Development  
Social Impact Design  
Community Mental Health  
Small Business Development



### ADVANCING EQUITY

RISE HIGH Grant Partnership Program  
Digital Inclusion  
Community Mental Health  
Equitable Development  
Financial Empowerment & Wealth Building





## How to partner with us:

***Opportunity #3: Design your own giving package | Work with our team to create a long-term, person-centered investment***

Customized giving options require a consulting fee which is due at the time of service. Please note this requirement due to the heightened time and expertise required of our staff to develop these initiatives across for-profit and non-profit entities. As noted above, Neighborhood Allies operates with a multitude of stakeholders in the Community Development Sector, thus, this often requires thoughtful deliberation and strategy for the alignment to be mutually beneficial.

- **Ensure activities comply with a person-centered approach**
- **Neighborhood Allies' Consulting Rate: \$250/hr minimum of one (1) consulting session is required**





## About Us

As an organization and team, we are committed to embodying the best practices in our field. Above all, we strive to be self-reflective, compassionate and hold the highest ideals of justice, equity, diversity and inclusion at the core of who we are and all that we do. The Neighborhood Allies team shares an authentic and underlying purpose of making life better for all Pittsburghers—each coming from a diverse background and bringing our personal experiences, knowledge and expertise to our organization.

Our mission is to engage Pittsburgh area residents and organizations with innovative tools that expand opportunity for transformative community change.

**Contact Chief Operating Officer Stephanie Chernay:**  
***stephanie@neighborhoodallies.org to discuss giving opportunities.***

## Our Team

### Leadership and Administration Staff:

President and CEO: Presley Gillespie  
Chief Operating Officer: Stephanie Chernay  
Controller: Violet Graham  
Operations and Program Support Manager: DeOndra Parker  
Executive Assistant and Office Manager: Ben Emswiler

### Equity Staff:

Director of Equity: Shad Henderson  
RISE HIGH Internal Team: Shad Henderson, DeOndra Parker, Demi Kolke, Glenn Grayson, Tamara Emswiler, Itha Cao

### Communications Staff:

Director of Communications and Storytelling: Talia DePasquale  
Program Manager for Communications and Outreach: Chelsea Contino

### Community Mental Health

#### Steel Smiling Organization In Residence Staff:

Founder and Managing Director: Julius Boatwright  
Operations Director, Cait Lee  
Program Manager of Wellness Services: Robin Sheffey  
Program Manager of Implementation and Evaluation: Courtney Abegudne

### Real Estate Staff:

Director of Real Estate: Matt Madia  
Senior Program Manager of Corridor Development: Demi Kolke  
Senior Program Manager of Real Estate Development: Glenn Grayson Jr.

### Social Impact Design Staff:

Senior Program Manager of Social Impact Design: Tamara Emswiler  
Social Impact Designer: Jordan Swartz

### Digital Inclusion Staff:

Director of Digital Inclusion and Innovation: Itha Cao  
Senior Program Manager of Digital Inclusion: Karen Lue

### Economic Opportunity Staff:

Director of Economic Opportunity: Sarah Dielemen Perry  
Senior Program Manager of Empowerment and Outreach, Toni Corinealdi  
Program Manager of Economic Opportunity: Javier Janik