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# PHILLY GIVES

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# Philadelphia magazine

601 WALNUT ST SUITE 200 | 215-564-7700 | PHILLYMAG.COM

As a media company, *Philadelphia* magazine has a unique opportunity to give back. Leah Palone, Senior Director of Marketing shares how through a mix of in-kind media, ticket donations, and sponsorship dollars, *Philadelphia* donates hundreds of thousands to nonprofits and charities each year.

## How important is corporate responsibility to *Philadelphia* magazine?

Extremely important. As Philadelphia's leading lifestyle publication it is increasingly more important for us to be out and about connecting with people. We strive to reach every potential reader in Philadelphia—from the who's who at fundraising events, to the people benefitting from those fundraising events. It's important that Philadelphians have a strong connection to us as publication, but also to our team members and we find giving back is the best way to do that.

## What type of non-profits do you normally work with?

All kinds. We partner with large national groups like Share our Strength and American Cancer Society, but we also keep things local and spend time with the smaller charities like Room to Grow, Artists for Humanity, and 826 Philadelphia. We do a lot in the health and wellness space, but also consider our museum partners some of our largest partnerships of all.

## Which charities have you been involved with the longest year over year?

We've worked with Philadelphia Children's Hospital since 2012 and have donated funds and in-kind media with a valuation of over \$209K to them in those six years. That's one of the partnerships we're most proud of. That's

one of the partnerships we're most proud of. **Do you see a shift in morale or team work at the office from giving back?**

Of course. It's really incredible to get our team off of their computers and out in the community connecting with people. We see a huge increase in team work and energy from everyone after volunteer days. We've also seen an increase in new hires asking about our corporate responsibility which is a clear indicator that giving back is very important to our economy these days.

## Are you looking for more opportunities?

Absolutely! We're always looking for new groups to partner with. Please send me an email at [lpalone@phillymag.com](mailto:lpalone@phillymag.com) if you have an event or campaign you would like to get in front of our audience.

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DONATED MEDIA

# 192

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ORGANIZED FOR  
CHILDREN IN  
NEED AT CRADLES  
TO CRAYONS



The *Philadelphia* magazine team uses volunteer days as team bonding! They enjoy working together, getting out of the office and helping those in need. Pictured: The team volunteering at Room to Grow and Cradles to Crayons in 2017.



The Boston magazine team uses volunteer days as team bonding! They enjoy working together, getting out of the office and helping those in need. Pictured: The team volunteering at Room to Grow in 2017.

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