



Philanthropy Today

A summary of what matters most to the nonprofit world

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Philadelphia Groups Team Up to Make Up for Lost United Way Aid

Seven major charities in and around Philadelphia have started a collective marketing and fund-raising effort in response to their loss last year of United Way support, *The Philadelphia Inquirer* reports.

Members of the GivePhilly consortium, which includes local chapters of the YMCA, the Salvation Army, and the Boys and Girls Clubs, are among 44 organizations to which the United Way of Southeastern Pennsylvania reduced or eliminated support due to a shift in its spending philosophy. The United Way is now focusing on solving specific problems and supporting programs that show results in those areas rather than underwriting charities' operating budgets.

"We came together with a recognition that we are all in the same boat," said Robert Capanna, head of Settlement Music School, one of the seven groups. "We want to try to replicate the broad reach that we had through the United Way campaign."