



**Doing
Good.
Well.**

Who We Are, What We Do and Why We Exist

Doing Good Well is a nonprofit

We serve Philanthropists and Social Entrepreneurs

We empower communities by bringing new, long term, patient and well-informed funding to local organizations working collaboratively to address local issues

We look to motivate DAF account holders and others to set strategic intent and increase activation of philanthropic resources through research and engagement

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What We Believe

Complex problems are most acutely experienced – and solved – in neighborhoods. Often, underlying these problems are deeply held traumas.

Donors wish to be engaged, but are frustrated by the difficulty of selecting among a multitude of organizations. Information on effectiveness is limited.

Social mutual funds can provide donors with collective impact through a portfolio of local organizations that have been researched and vetted.

Community oriented philanthropy empowers neighborhoods to solve local problems with the benefit of financial resources, collaborative solutions, and expertise.

Current Situation

Donors are seeking:

- more intentional, strategic ways to direct their philanthropy
- more concrete and timely information on outcomes by nonprofits
- more info on governance and the financial structure of nonprofits
- less solicitation fatigue and disappointment

Grantees are often facing:

- a mismatch of a long term mission and a short term funding model
- challenging long term financial resilience
- Insufficient reserves resulting in disproportionate resources away from delivering on their core mission

Overall, giving levels are not growing – tax deductibility, emotional appeals are not enough given the increasing call for performance and impact

Where we will start

Based upon our research, Doing Good. Well will focus on Philadelphia area social issues that are hyper-local (neighborhood based) and resident informed.

We will initially develop four areas of expertise to support our first pilot of Philadelphia based community driven programs

Homelessness Prevention – Trauma-informed care addressing housing insecurity in the Kensington neighborhood

Food Security – Nutrition Education working through elementary schools in the Cobbs Creek neighborhood

Early Learning- focus on K to 4th grade with an emphasis on readiness

Gun Violence – to be developed in 4Q2024

By mid-2025, bring the four collaboratives together for shared learnings

Our Model

We operate a 501 c(3) that receives pledges from donors which are then funded to collaboratives of respected, local nonprofits based on a single budget and a common set of performance goals.

Our subject matter experts review, assess and shepherd collaboratives of nonprofits. We empower donors to invest with confidence in causes that matter by sharing insights and research and providing regular reporting on outcomes.

Subject matter experts partner with community leaders creating a rich feedback loop and continuous improvement for nonprofit organizations and for donors. Additionally, there is opportunity for smaller organizations to have impact without having to commensurately grow individual capacity.

Donor feedback – positive and negative – enables our collaboratives to refine messages and improve capabilities.

Key Questions and Issues for Consideration

Q: Who will decide which organizations are invited to be part of the neighborhood driven collaboration of nonprofits? How will the process be inclusive and equitable?

A: Our Subject Matter Experts, informed by resident input will make the recommendations

Q: What will be the enabling factors to make the collaborative successful in a sector characterized more often by competition than collaboration?

A: The collaborative is a “coalition of the willing” brought together by the understanding that there will be new funding but will require a single budget and a common set of performance goals. DGW will provide training on consensus building and conflict resolution.

Q: How can this approach scale?

A: For discussion

Vik Dewan, Gavin Kerr and Scott Fisher : Founding Partners

Vik served as the President and CEO of Philadelphia Zoo and was part of the executive leadership team at both Wachovia Corporation and CoreStates Financial.

During a 32-year career in banking at Wachovia and then First Niagara and recently retired from Treliant, a risk and compliance advisory firm serving the financial services industry.

Gavin served in leadership roles including Executive V.P. and COO of Children's Hospital of Philadelphia and also served as President and CEO of Mercy Health System. He also led the Inglis House for several years and currently serves as a CEO Mentor

An important starting point – Kensington

Addressing housing insecurity through a comprehensive, participatory and trauma informed framework

Reviewing over 20 organizations to bring together 6-8 organizations in the collaborative

Organizations participating in the collaborative are resident known and credible, recognized in their area of expertise, open to collaboration and vetted for governance and financial resilience

Seeking to raise \$5-8 million with outcomes relating to reducing repeat engagement with housing counseling and driving higher counseling levels over two years

DoingGoodWell.org

Conclusion and Q&A

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