

The logo for 'Doing Good. Well.' is displayed in a white serif font within a dark blue square, which is itself set against a larger blue background.

From Intention to Action

Doing Good. Well. Innovates for Greater Impact

Doing Good. Well. (DGW) is bringing an innovative and community-centered approach to the needs of the Kensington community, in convening a collaborative of six highly respected and trusted organizations already hard at work in Kensington. This new **Kensington Health and Housing Collaborative** has created a robust network of support for the delivery of on-the-ground services to the community. The Collaborative members were each carefully selected after an extensive vetting process, which evaluated member organizations for financial transparency, subject matter expertise, and a well-established reputation for efficacy within the community.

What's Different About This Collaborative?

An assembly of "Thinkers and Doers", the Collaborative brings together an array of various subject matter experts leaning into a new way of working together. Looking beyond the downstream delivery of services in "episodes of care", this group of organizations is working together to address social issues such as lack of housing, food, or employment at the upstream source. This holistic and root cause-focused approach will lead to more significant and sustained improvement in housing stability and related outcome measures.

Key Collaborative Partner: Hispanic Community Counseling Services (HCCS)

Hispanic Community Counseling Services (HCCS) provides bilingual, culturally responsive, trauma-informed behavioral health care to more than 5,000 children, adults, and families each year in North Philadelphia. Founded in 2001 by a dedicated provider determined to better serve the community, HCCS has grown into a team of 65 psychiatrists, clinicians and staff providing services to the community in Kensington.

More about Doing Good. Well. (DGW):

Doing Good Well creates collaborative portfolios of trusted nonprofits with proven track records, led by subject matter experts who coordinate joint performance goals, shared budgets, and transparent outcome reporting to donors. This innovative model offers supporters the opportunity to maximize their philanthropic impact by funding proven collaborations rather than individual organizations working in silos. Donors gain transparency into how their contributions create measurable change, nonprofits can focus their expertise on solving problems rather than chasing funding, and communities benefit from coordinated efforts that address root causes rather than just symptoms. For more information visit

*www.doinggoodwell.org
or contact co-founder,
Vik Dewan at
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"Stability is treatment. When families have a safe home and a trusted counselor at the same table, change sticks. This Collaborative is how we turn compassion into coordination – and coordination into outcomes."

- Hector Ayala Founder, CEO Hispanic Community Counseling Services

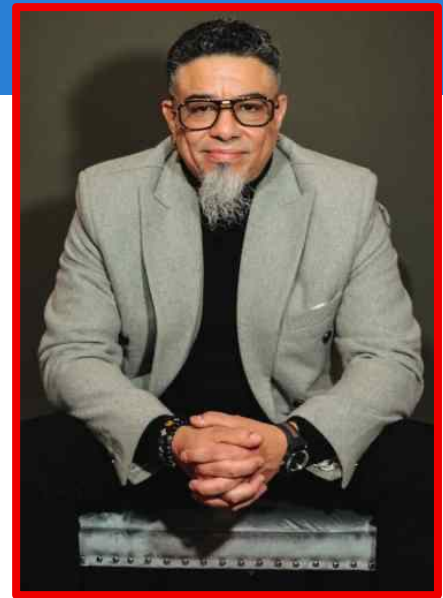
(cont'd) Key Collaborative Partner: Hispanic Community Counseling Services (HCCS)

Kensington has long held a reputation as a neighborhood of persistent and serious challenges, such as housing and food insecurity, the widespread influence of drug culture, and associated high crime rates. Residents and those working in the community are continually exposed to these distressing and often overwhelming conditions. The impact of trauma extends beyond those seeking behavioral health services to include the professionals who provide them. Although the system continues to operate, the individuals within it are increasingly strained. Often overlooked is the emotional and psychological toll this environment takes on providers, who face many of the same hardships as the communities they serve while being expected to arrive each day ready to support others.

Enter: The Collaborative—where its impact is already being felt by provider teams. When a client arrives at HCCS in need of mental health services while also experiencing homelessness, the response has begun to shift: a referral to an overnight shelter is no longer the sole option. Collaborative providers now have a clear pathway to housing support specialists. When substance use disorder is part of the picture, providers can cut through red tape and connect individuals directly with an organization specializing in SUD treatment. Similarly, challenges related to food or employment insecurity can be addressed through this growing network. The Collaborative organizations are beginning to function as true partners—linked by strong referral systems and a shared operational language—and continue to grow stronger and more united.

Kensington Health and Housing Collaborative News

Hispanic Community Counseling Services was thoughtfully chosen to be part of the Kensington Health and Housing Collaborative. Selected for their respected presence, strong leadership, and exceptional contributions to the community, HCCS brings a strong track record of skill, trust, and competency to the Collaborative. Stay tuned in the coming weeks for more news about the HCCS team and the other Collaborative members!



Héctor Ayala, MHS, HS-BCP is President & CEO of Hispanic Community Counseling Services (HCCS) and Co-Chair of the Latino Behavioral Health Coalition (LBHC). For 22 years, Héctor has led HCCS to become one of the largest outpatient providers serving Philadelphia's Latino community, delivering trauma-informed, bilingual care to over 5,000 families each year. A recognized community advocate, he has received multiple citations from Philadelphia City Council and commendations from the Pennsylvania and New Jersey State Senates. His initiatives — including school-based supports, mobile therapy, family-centered recovery, Safe Corridors/Safe Hubs, and housing partnerships with NKCDC — bridge behavioral health, housing, and community safety. Héctor's lifelong mission is to advance equity, resilience, and healing-centered communities for children, families, and neighborhoods impacted by trauma and addiction.

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“La estabilidad es parte del tratamiento. Cuando las familias tienen un hogar seguro y un consejero de confianza en la misma mesa, el cambio perdura. Esta colaboración es cómo transformamos la compasión en coordinación — y la coordinación en resultados.”

- Hector Ayala Founder, CEO Hispanic Community Counseling Services