



# From Intention to Action

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*Doing Good Well Releases Letter to Donors: Highlights from the first year of operations and overview of strategic priorities ahead*

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## Doing Good Well (DGW)

Doing Good Well (DGW) is a registered 501 (c)(3) organization founded in 2024 to bring a new approach and more impactful solutions to some of Philadelphia’s most difficult social challenges. Focused on strategic investments in four key social outcome areas of housing insecurity, food insecurity, gun violence, and early learning, DGW selected the Kensington area of Philadelphia as its first area of focus. Doing Good Well convened and launched the **Kensington Health and Housing Collaborative** in 2025; the Collaborative is now in execution stage of its initial multi-year plan. Our newsletters will continue to feature members of The Kensington Health and Housing Collaborative (NKCDC, Merakey, Philly Unknown, HCCS ,HACE, and GALAEI) and updates on their achievements and community impact.

## Merakey: Building Up Communities

The Merakey organization, founded over 50 years ago, is a key member of the **Kensington Health and Housing Collaborative**. Merakey is one of the nation’s leading non-profit providers of developmental, behavioral health, and education services and has grown from one site in Philadelphia to operating in over 700 locations across 13 states, and serving nearly 50,000 individuals annually. Despite the organization’s size, scope, and continued growth, Merakey continues to be a mission driven organization, focusing on delivering personalized, person-centered care.



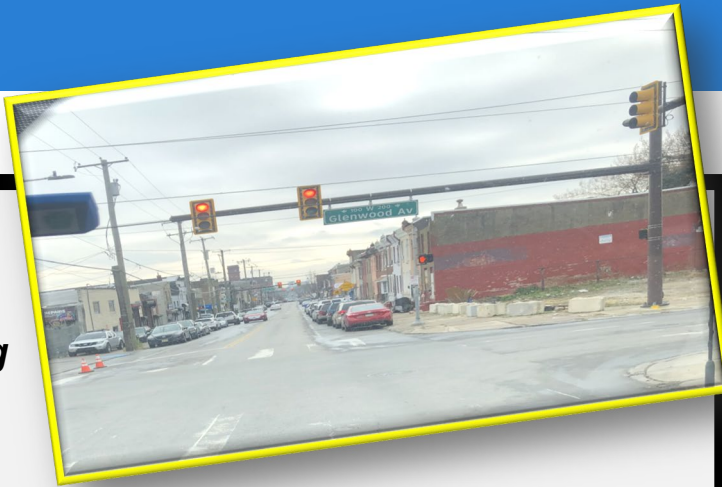
Merakey Executive  
Malcolm J. Musgrove

In the Kensington community and elsewhere, Merakey has continued to innovate, developing pilot programs to design needed services in difficult-to-reach populations. Not only does Merakey operate brick and mortar facilities in Kensington, but team members work on foot in the community, in order to increase access to services and add to neighborhood stability, one person at a time. “It often takes seven or even more encounters with individuals before they’ll walk through our doors” explained Malcolm Musgrove, Vice President for Adult Behavioral Services. He and his team have an outreach, action-oriented approach, literally meeting people where they are in the community.

*“It often takes seven or even more encounters with individuals before they’ll walk through our doors” -- Malcolm Musgrove, Vice President for Adult Behavioral Services*

*(continued)*

**Merakey:  
Strengthening  
the  
Collaborative**



Merakey serves individuals with developmental or behavioral health disorders and other often co-occurring conditions such as substance use disorder (SUD). These conditions may lead to, or be exacerbated by, social issues like poverty, food and housing insecurity, and high levels of unemployment and violent crime in the community. Few areas in the country have as great a need for services and supports to offset these challenges as does Kensington.

Mr. Musgrove and the Merakey team have long understood that sustained treatment success and positive outcomes depend upon building a comprehensive foundation that supports recovery and healing for individuals and communities. In recent months the team facilitated a move for some clients residing in mobile temporary housing to a more permanent housing location-- a significant step in their journey toward increased life stability and improved health. "This is the dream", commented Dave Malloy, Executive Director of Mobile Services for Merakey Parkside Recovery, "...instead of connecting with a client and being on the journey with them for six months or so, and then never see them again – now we are building a platform to still be with them in two years, or even longer".

The approach of going beyond the ordinary with a long-term, foundation building mindset is what makes Merakey such an integral part of the **Kensington Health and Housing Collaborative**. As they continue to provide vital, person-centered services in the Kensington community, they are also cultivating an ecosystem with the other Collaborative members focused on addressing complex challenges through durable, root-cause-driven systems and solutions.

To learn more, visit [www.merakey.org](http://www.merakey.org)

**Merakey Executive Leader Malcolm J. Musgrove** is an experienced behavioral health executive, visionary leader, and strategist. Driven by his passion to serve children and families, over the past 30 years, he has become a respected change agent in the field of behavioral health. Malcolm is known for innovative approaches in program development, organizational restructuring, and driving cost-effective operations. Leveraging experience across government, social services, and community engagement, Malcolm's influence shaped steady revenue growth, countless program acquisitions, and enhanced clinical effectiveness.

Malcolm is currently the Vice President of Adult Behavioral Health for Southeastern PA at Merakey, a not-for-profit developmental, behavioral health, and education provider offering a variety of services to more than 50,000 individuals in more than 700 locations across the country. As a key member of the organization's executive team, he manages an \$80 million portfolio of programs and oversees several multidisciplinary teams to ensure high-quality clinical outcomes for individuals, families, and communities.

Malcolm obtained his undergraduate degree in Secondary Education from Delaware State University, His master's degree in human services leadership from Springfield College, and a Clinical Certification in Cognitive Behavioral Therapy at Philadelphia College of Osteopathic Medicine.