



From Intention to Action

September 2026 Newsletter

DOING GOOD WELL believes that donors deserve to be as well-informed in their philanthropic commitments as they are in their financial ones. Picking single nonprofits to support is like picking single stocks—there are more outcome-based ways to direct charitable funds—and building them is our work. Whether setting up a donor-advised fund, forming a family foundation, or responding directly to opportunities to give, a donor is already on an important philanthropic journey.

DOING GOOD WELL actively advances strategies to connect donor giving to meaningful impact by creating collaborative portfolios of fully vetted nonprofits with proven track records, focused on bringing sustainable improvements in three key focus areas: homelessness, access to food, and early learning.

Visit www.doinggoodwell.org or contact co-founder Vik Dewan at vik@doinggoodwell.org

Kensington Health and Housing Collaborative Partner: New Kensington Community Development Corporation

New Kensington Community Development Corporation (NKCDC), located in the heart of the Kensington neighborhood of Philadelphia, was an originator and principal facilitating organization of *Co-Creating Kensington*, a neighborhood-led, trauma-informed, and root-cause-oriented planning and implementation process engaging residents and stakeholders committed to enacting positive change within the community. The *Co-Creating Kensington* strategy of developing solutions co-designed and co-implemented by residents of the neighborhoods that would benefit from these changes, ultimately inspired the formation of the Kensington Health and Housing Collaborative convened by Doing Good Well in 2025.

[visit Kensingtonplan.org](http://Kensingtonplan.org) to learn more

Founded in 1985, NKCDC has evolved significantly from its original inception as an organization focused on housing counseling, foreclosure and eviction prevention, and homeownership-strengthening work. Today the organization offers a broad range of services and programs, such as small business resources, affordable real estate development, and varied housing services in combination with neighborhood safety, nutrition and food resources, urban agriculture, and workforce development programs designed to address overall community health and development in an integrated, comprehensive manner.

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A guiding principle of NKCDC has been to remain physically located within Kensington as close as possible to the community's greatest needs and opportunities. In keeping with that philosophy, its current headquarters is north of Lehigh Avenue, in the 2nd poorest congressional district in America, an area battered by poverty, unemployment, the opioid crisis, and other societal stressors. Even more integral to NKCDC's work is the fundamental commitment to ensuring that services are delivered and decisions are co-created by members of the community itself, by individuals with authentic lived experience. This community-empowering philosophy continues to shape every aspect of its work, fostering trust, engagement, and partnership within the community.

Workforce Development Manager

From the Kensington Health and Housing Collaborative's perspective, one of NKCDC's key initiatives was the hiring of a Workforce Development Manager. This position was created to address a primary driver of homelessness by expanding employment opportunities for Kensington residents. Connecting members with workforce training, job readiness resources, and sustainable employment pathways supports long-term economic stability and complements the Collaborative's broader efforts to reduce homelessness and improve community well-being.

Positive results are already evident in this area. A relationship with a large local employer has been created; prospective candidates for openings at this employer have received individualized career support, resume development, and mock interview preparation, leading to job offers for two individuals in July, one of whom has already started employment. Job retention support will be provided to solidify this early success.

Collaborative working in action

NKCDC team members have begun to see tangible benefits from the Collaborative formation in their day-to-day work. Improved communication and coordination between Collaborative members have streamlined the referral process. With a clearer understanding of each partner's strengths and areas of expertise, Collaborative members can more effectively match residents with targeted services, helping to ensure that individuals receive the right support and achieve improved outcomes. Collaborative partners working together more closely has improved efficiency and expanded collective capacity to support residents.

As a founding Collaborative member, New Kensington Community Development Corporation continues to anchor the work of the Kensington Health and Housing Collaborative in shared values of community-based, trauma-informed and sustainable solution building.

For more on Co-Creating Kensington visit www.Kensingtonplan.org

NKCDC'S ECOSYSTEM FOR GROWTH

Earlier this year, NKCDC announced the opening of Ruth Street Civic House (RSCH), a deeply affordable housing unit and an important milestone in their community building work. RSCH is situated in an ecosystem of support provided by NKCDC and partners. Right next door, the 51-unit affordable Orinoka Civic House houses NKCDC's offices and programs including nutrition education, economic development, violence intervention, and housing counseling. Behind RSCH is a green space with a soon-to-be planted pocket forest, and on the same block, Tusculum Gateway Garden provides fresh food, programming, and space for community connection. Within a short walk are six more NKCDC properties, either completed or in progress, including gardens, commercial properties that will host workforce development and violence prevention programs, and the Kensington Engagement Center. (NKCDC, August 2026)

At approximately \$30K/year, Kensington area's median household income is **less than 25%** of the Philadelphia area median income, placing even traditional affordable housing units out of reach. Interestingly, traditional affordable housing units typically require an income of **approximately 80%** of the area median income, or AMI.