

THIS SEASON

BOSTON GIVES

2018

Corporate **social responsibility** has never been more critical, and Boston businesses are stepping up to offer nonprofits vital financial support, volunteer hours, and expertise. In the following pages, some of Boston's most generous **corporate philanthropists** share which organizations they choose to support and how they're making an impact, both locally and globally. Through their stories, we hope you'll come to appreciate their efforts on behalf of our city and find new organizations to support with your time and resources. Together, we can help improve the **quality of life** for all in Boston.



Boston magazine

AD. | NO. | URL.

As a media company, *Philadelphia* magazine has a unique opportunity to give back. Leah Palone, Senior Director of Marketing shares how through a mix of in-kind media, ticket donations, and sponsorship dollars, *Philadelphia* donates hundreds of thousands to nonprofits and charities each year.

How important is corporate responsibility to *Boston* magazine?

Extremely important. As Philadelphia's leading lifestyle publication it is increasingly more important for us to be out and about connecting with people. We strive to reach every potential reader in Philadelphia—from the who's who at fundraising events, to the people benefitting from those fundraising events. It's important that Philadelphians have a strong connection to us as publication, but also to our team members and we find giving back is the best way to do that.

What type of non-profits do you normally work with?

All kinds. We partner with large national groups like Share our Strength and American Cancer Society, but we also keep things local and spend time with the smaller charities like Room to Grow, Artists for Humanity, and 826 Philadelphia. We do a lot in the health and wellness space, but also consider our museum partners some of our largest partnerships of all.

Which charities have you been involved with the longest year over year?

We've worked with Philadelphia Children's Hospital since 2012 and have donated funds and in-kind media with a valuation of over \$209K to them in those six years. That's one of the partnerships we're most proud of. That's one of the partnerships we're most proud of.

\$700K

DONATED TO
CHARITY IN 2017

20

NON-PROFIT
PARTNERSHIPS
EACH YEAR
THROUGH EVENT
SPONSOR-
SHIPS AND
DONATED MEDIA

192

PACKAGES
ORGANIZED FOR
CHILDREN IN
NEED AT CRADLES
TO CRAYONS

Do you see a shift in morale or team work at the office from giving back?

Of course. It's really incredible to get our team off of their computers and out in the community connecting with people. We see a huge increase in team work and energy from everyone after volunteer days. We've also seen an increase in new hires asking about our corporate responsibility which is a clear indicator that giving back is very important to our economy these days.

Are you looking for more opportunities?

Absolutely! We're always looking for new groups to partner with. Please send me an email at lpalone@phillymag.com if you have an event or campaign you would like to get in front of our audience.

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The Philadelphia magazine team uses volunteer days as team bonding! They enjoy working together, getting out of the office and helping those in need. Pictured: The team volunteering at Room to Grow and Cradles to Crayons in 2017.



The Boston magazine team uses volunteer days as team bonding! They enjoy working together, getting out of the office and helping those in need. Pictured: The team volunteering at Room to Grow in 2017.

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