



As we approach the close of another year, we reflect on our valued relationships in communities across the region and how they continue to propel our success. The opportunities we've had to partner with various organizations have created an environment for deeper message engagement that helps to improve the quality of life for the communities served. Our three impact pillars: creating awareness, driving participation and changing behaviors for clients across the city, state and region continue to impact public health, municipal, environmental, energy and community initiatives. We continue to expand our community services and support and have gained new industry clients in infrastructure and transportation. Below are a few signature projects CMC supported in 2017.

## Community



In the spring of 2017, The Philadelphia Foundation and the John S. and James L. Knight Foundation partnered to bring On the Table to Greater Philadelphia. Produced and managed by CMC, On the Table Philly was one of the largest community initiatives, in the region, convening individuals and communities with diverse perspectives for a meal and discussions.

Over 300 mealtime conversations drove the event's success. From pre-schools, to law firms, to individual homes—community members invited guests to discuss the pressing issues in their communities. Philadelphia's amazing effort was highlighted by #LetsTalkPhilly trending on Twitter—higher than the White House budget release. Overall, more than 3 million media impressions were garnered for the project.

Our media darling, Diversified Community Services, with its innovative approach to quality early childhood education that links workforce development services, family engagement and quality early childhood education for low-income families, was highlighted in national and local media for its two-generation model. The Point Breeze community has greatly benefitted from the wonderful anti-poverty work of Executive Director, Otis Bullock.

CMC has continued to support the various education and public health and safety initiatives of our clients. We are pleased to have had the opportunity to support the Fire Department's Emergency Medical Services Division (EMS) in providing public safety education with youth bicycle helmet giveaways in neighborhoods across Philadelphia.

In partnership with our longtime client, AmeriHealth Caritas, CMC was able to help the most vulnerable populations access education at the annual Keystone First Member and Community Extravaganza and breast cancer awareness event. Finally, we focused on Philadelphia's newest residents—supporting Einstein Health's Maternity Care Unit and Kutest Kids' early childhood intervention services.



## Local and State Government

Fast free money anyone? What a great time we had introducing Fast Play, the Pennsylvania Lottery's new game, to thousands of people in 52 counties across the Commonwealth. During our 6-week promotion, we offered participants the opportunity step into the money wind tunnel to grab fast cash. This is one example of how CMC endeavors to provide statewide grassroots to grass-tops coverage and complement the overarching media campaign for all our clients.

To highlight our Philadelphia outreach projects, we provided support for two important Department of Revenue initiatives: the Beverage Tax for small businesses and the Earned Income Tax Credit for working families. Our strategic placement of canvass teams in communities helped drive awareness of the EITC tax benefit for families (reaching 36,000 residents) and participation in the registration process for the Beverage Tax by small "corner" stores (reaching more than 6,000 locations in-person).

## Infrastructure and Transportation

We continue to partner to provide outreach strategy and engagement for Philadelphia's storm water management goals through our partnership with the Pennsylvania Environmental Council. PECO, another long-term client, tapped CMC's outreach capabilities to keep business and residential neighbors informed of service disruptions and construction during substation upgrades across Center City.

New partnerships in this space provided communities the opportunity to understand the world around them. Two new clients—Brandywine Realty Trust, developer of Schuylkill Yards, and the Philadelphia International Airport—give us reason to cheer as our services adapt to support international transportation and commercial development firms. Finally, we look forward to continuing our support of minority and workforce recruiting for Rebuild, Philadelphia's \$500 million investment into parks, recreation centers and libraries in 2018.

## About CMC's Team

We live, work, play and are active contributors to this region's vibrancy.



**Phoebe Coles**, CEO & Co-Founding Partner, loves her daily engagement work, but also volunteers her time to support the causes she cares about. Her board and volunteer work include: PA Co-chair for the Million Women Mentors, Commissioner Fairmount Parks and Recreation Commission, Treasure for Keep PA Beautiful Board of Directors. She is also a member of the following boards: Greater Philadelphia Bicycle Coalition and League of Women Voters, Philadelphia Chapter.

**Ashley Pearson**, our Mr. Wonderful, interacts daily with our clients to make sure all is well. Ashley graduated from Goldman Sachs 10,000 Small Businesses Program and is active within the alumni network.

**Linda Chandler**, Chairwoman and Co-Founding Partner, has had a lifetime of service to the Philadelphia community. A current member of the Coalition of 100 Black Women, PA chapter, Linda is active in her place of worship and is a world traveler.

## Subject Matter Expert

**Bernadine Hawes** is our research specialist, but she has a well of expertise in everything from economic development and tech incubation to manufacturing industry support. We congratulate her for her 2017 appointment as Vice Chair of the National Advisory Board for the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP).

Thank you to our wonderful staff for a great 2017!

Annette Smith  
Desirée Carr

Steve Horton  
Rodney Moore



*We want to thank our community partners who help us impact their communities with important messages and resources throughout the year. And, thank you to our clients who trust us to deliver value and support to the communities they seek to impact.*

*Sending you our wishes for a healthy and prosperous 2018!*

