

The New York Women's Foundation and PwC Launch "Radical Generosity at Work"

New Fundraising Campaign Harnesses the Power of Collective Philanthropy

New York, NY (March 8, 2018) – [The New York Women's Foundation \(The Foundation\)](#), the largest public women's fund in the United States, is inviting employees at major New York City corporations and firms to become philanthropists through its new campaign, **Radical Generosity at Work**, launching on Thursday, March 8th, International Women's Day.

Radical Generosity at Work will engage employees by offering a simple and direct way to become philanthropists that impact communities where they live and work. Funds raised through the initiative will underwrite local workforce development, a proven way to help expand access to professional opportunities for women of color entering the workforce, and the best way to ensure that women and their families have the means to move toward economic security.

The initiative was conceived in response to the reality that one in four women in New York City live in poverty.

The campaign challenge is simple: employees join or recruit a company team of at least 30 people with each person giving \$30 a month for 30 months. The campaign's goal is to raise \$3 million by inspiring 100 corporate teams to raise at least \$30,000.

The first company to participate, [PricewaterhouseCoopers \(PwC\)](#), has mobilized a team that will create a collective giving culture inside the company. This represents a new model for sustained participation of corporate employees in philanthropy on a local level. PwC has set an initial target of creating 300 new philanthropists in the first year, raising over \$250,000.

"It is an honor to help The New York Women's Foundation launch this campaign and form the first **Radical Generosity at Work** team of philanthropists at PwC. Collectively, we can greatly expand access to economic opportunity for New York City's most vulnerable women and their families and make a difference where we live and work," said Grainne McNamara, Principle at PwC and Board Member at The Foundation.

"Supporting women through philanthropy may be more radical than you may think. Only 7.5 percent of foundation funding goes to causes specific to women and girls. We thank PwC for its tremendous generosity and for helping us get **Radical Generosity at Work** off to a great start," said **Ana Oliveira**, President & CEO of The New York Women's Foundation. "We are inspired by its commitment to raise \$250,000 and look forward to other organizations and corporations following its lead."

To learn more about **Radical Generosity at Work** and how to start a team, visit <https://give.nywf.org/campaign/radical-generosity-work/c165579>.

To watch a short video about **Radical Generosity at Work**, visit:
<https://www.youtube.com/watch?v=G6SG8J4gPZk&feature=youtu.be>

[About The New York Women's Foundation](#)

Since 1987, The New York Women's Foundation has advanced a dynamic philanthropic strategy based on the fundamental reality that, when women thrive, their families and communities also thrive. The Foundation is the largest women-led grantmaking organization in the United States, and one of the top two in the world. We invest in women-led, community-based solutions that promote the economic security, safety, and health of the most vulnerable women in New York City. We foster women's leadership, create partnerships that spark catalytic change, exchange insights with experts across sectors, and empower women by training them in activism and philanthropy to accelerate and sustain forward progress. Visit www.nywf.org to learn more about our work to transform lives, families, and communities – and create a better New York City for all.

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