

**PCA Emergency Fund to Deploy Multi-channel Fundraising
Strategy in Support of Senior Philadelphians in Need**

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(Philadelphia, Pa.) – The Philadelphia Corporation for Aging has selected Malvern-based McPherson Associates, Inc. to help develop and implement a fundraising strategy in support of its Emergency Fund.

Established in 1979, the Emergency Fund provides crisis assistance to thousands of seniors living in poverty in Philadelphia. Crisis aid is distributed and provided for home heating and utilities, food assistance, clothing, medical supplies and other general needs.

McPherson Associates will work closely with PCA to create a multi-channel integrated fundraising approach with distinct, consistent messaging and a strong call to action for individual and corporate donors.

“PCA’s Emergency Fund is a critical, high-impact program for seniors in need,” said Tim Oleary, Vice President at McPherson Associates, “and we are privileged to be working with an organization that plays such an integral role in directly affecting the lives of people in our community.”

Last year, the Emergency Fund gave more than \$257,000 in assistance to 1,800 Philadelphia households of older adults and disabled persons in crisis situations.

Formed in 1984, McPherson Associates, Inc. serves clients throughout the U.S. and internationally, providing fundraising and communications services to organizations in higher education, conservation, women’s rights, human rights, the arts, public broadcasting, health and others.

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