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PRSA Pittsburgh Partners with Two Local Nonprofits for Second Year in a Row

When She Thrives and Grantmakers of Western Pennsylvania will receive pro bono PR and communications support as part of PRSA Pittsburgh's annual public service project

PITTSBURGH, Pa. – June 2, 2021 – The Public Relations Society of America (PRSA) Pittsburgh Chapter, one of the largest chapters in the East Central district, announced today its pro bono partnership with two Pittsburgh-area nonprofits, marking its second year in doubling Public Service efforts. The Chapter will work with [When She Thrives](#) on strategic communications efforts for fundraising initiatives and will support [Grantmakers of Western Pennsylvania](#) with overall brand direction.

“Nonprofits are the lifeblood of any community, and when they thrive, so do our fellow neighbors; unfortunately, local nonprofits are still facing the impact of the coronavirus pandemic,” said Jordan Mitrik, president of the PRSA Pittsburgh Chapter. “Historically, our annual Public Service project has committed to a single year-long pro bono partnership with one area nonprofit. We’re proud to step up again this year to lend support and professional experience to not one, but two resilient organizations.”

When She Thrives

With 72% of poor households in Allegheny County being headed by single mothers, When She Thrives provides women with a supportive community and advocates for equal access to health, wealth and success. The organization’s upcoming endeavors include the execution of their main fundraising event, the [Annual Celebration + Anniversary Luncheon](#), promotion of its upcoming launch of the “Scenes from a Single Mom” book and also efforts to promote “Thrive Tribe,” their recurring giving group.

According to Tiffany Huff-Strothers, CEO of When She Thrives, “This opportunity with PRSA will be profound for our fundraising, capacity-building and reach to have greater impact on the single

moms and families we serve. We are a small, minority-led nonprofit that has felt the financial impact of COVID-19, and PRSA's help will go an extraordinary distance."

PRSA Pittsburgh will lend strategic communications counsel to help When She Thrives increase visibility, attract and retain recurring individual donors and increase fundraising efforts and outcomes.

Grantmakers of Western Pennsylvania

Grantmakers of Western Pennsylvania will also receive pro bono support from PRSA Pittsburgh. With connections to every foundation and philanthropic organization in the region, Grantmakers of Western Pennsylvania has a tremendous impact on Pittsburgh and surrounding communities. The organization plans to relaunch its website in 2021.

Barbara Taylor, Executive Director of Grantmakers of Western Pennsylvania, said "Grantmakers of Western Pennsylvania is grateful to PRSA for its generous contribution of communications consulting. PRSA's support for pro bono communications related to GWP's website upgrade will help us attract more members, serve current members more efficiently, and continue to build a regional funding community that is informed, effective and engaged."

PRSA Pittsburgh will collaborate with Grantmakers of Western Pennsylvania through competitive analysis research and overall brand guidance.

PRSA Pittsburgh's Public Service Project is an annual initiative with goals of supporting local nonprofits, communicating with the community and providing hands-on experience to members. Last year, the organization partnered with [Strong Women, Strong Girls \(SWSG\) Pittsburgh](#) to promote its Strong Awards and provided ongoing communications support to [Pittsburgh Hires Veterans](#).

About PRSA Pittsburgh

PRSA Pittsburgh is one of the largest chapters within the East Central District, one of 10 PRSA districts. The East Central District represents members in 16 PRSA chapters concentrated in Indiana, Kentucky, Michigan, Ohio, Western and Northwestern Pennsylvania and West Virginia. PRSA Pittsburgh believes public relations serves an increasingly vital role in the leadership, business, marketing, and communications functions of all organizations, and we aim to provide our members with the tools, support, education, and networking to play this role in their respective organizations.

About When She Thrives

Founded by Tiffany Huff-Strothers, [When She Thrives](#) is dedicated to equipping single mothers to move their families from poverty to prosperity through advocacy, education, personal and professional development. Learn more at <https://www.whenshethrives.org>

About Grantmakers of Western Pennsylvania

[Grantmakers of Western Pennsylvania \(GWP\)](https://www.gwpa.org) is Southwestern Pennsylvania's premier philanthropy network. Since 1985, GWP has offered a forum where philanthropy staff and trustees can learn and work together to increase their community impact. Created by 35 charter member organizations, GWP now serves staff and trustees affiliated with about 100 member organizations. Learn more at <https://www.gwpa.org>