

Padilla Speer Beardsley New York / The Peter C. Alderman Foundation

Challenge

Conveying Hope Amidst Tragedy

The Peter C. Alderman Foundation (PCAF) was established shortly after 9/11 to help alleviate the suffering of victims of terrorism and mass violence by providing local physicians and other caregivers with the tools and training to treat mental trauma.

Strategy and Action

Gaining Visibility for Those Who Help Alleviate Psychological Suffering

PSB focused its media outreach campaign on PCAF's "positive, ongoing treatment programs" born out of the 9/11 tragedy that went beyond memorialization and created corollary therapeutic benefits to humanity.

Results

PCAF Earns Recognition, Differentiation and Raises Brand Awareness

Since engaging PSB in a public relations campaign, the foundation has seen a more than 20 percent increase in charitable contributions. As a result of a steady flow of media attention, the foundation was nominated for the "Geneva Global Top Ten Philanthropic Donors" Award and was named as a winner in November 2007. Barron's also recently recognized PCAF as one of the "10 most effective philanthropies in the United States."



healing the psychological scars of terrorism
PETER C. ALDERMAN FOUNDATION