



GLOBAL *Meet the World Here*
PHILADELPHIA



2021 IMPACT REPORT

From Our Executive Director & Board Chair



"On the other side of a storm is the strength that comes from having navigated through it. Raise your sail and begin."
— Gregory S. Williams

As the COVID pandemic began to thaw in late 2021, at GPA, we went from dreaming of gathering in person to actually making it happen. It is your support that encouraged and strengthened our efforts.

Yes, 2021 brought another year of cold social distancing and the hardships that go along with it. But GPA remained resilient, connecting people virtually and then taking those first steps to restore gatherings in safety.

In pandemic mode, we ramped up our social messaging skills to become a voice for communities in Philadelphia. We also carried vital information to them. So the Philadelphia Department of Public Health recognized GPA as an essential pandemic messaging partner.

While accepting new avenues of growth, GPA stayed true to the four critical initiatives within our mission:

Education
Preservation
Building Awareness
Extending Global Reach

Our education and preservation efforts shifted out of necessity, and we soon became experts in delivering virtual learning and experiences. The World Heritage Storytime video program taught children about Philadelphia's global cultures. We also helped local teachers offer powerful lessons through our

peer-reviewed materials on the Learn Philly Heritage website. Spring brought the first warm days of a new reality. World Heritage Week was like baseball's Opening Day, a time to go out and celebrate in public, with events affirming our region's rich history. GPA followed up by participating in lively outdoor summer events like Juneteenth in Germantown.

The raising awareness part of our mission also jumped out of the computer screens and onto the streets of Philadelphia. Three beautiful, thought-provoking murals now promote the global Sustainable Development Goals of Education, Zero Poverty, and Reduced Inequalities. The project also provides grants to local nonprofits aligned with each goal. Four dynamic new murals are slated for 2022.

We brought two annual events from the virtual realm back to the physical world in 2021. The World Heritage City Celebration returned as a live event, celebrating Andrea Mitchell's career journey in a special fireside chat with fellow Philadelphia journalism legend Kristen Welker.

The Globy Awards also returned to real life, with a new SDG award for Sustainability and a lifetime achievement award for attorney and philanthropist Leslie Anne Miller.

Our city's profile as a World Heritage City will grow with the 2026 World Cup bid and PHILADELPHIA250. GPA media channels already excel at covering international activity in the Eds and Meds sector and trends relevant to our many immigrant communities. With historic events on the horizon, we are ready to share Philadelphia's deep culture and heritage with an attentive global audience.

After two hard years for us and our partners, we have weathered the storm. We raise our sails for the challenges ahead, thankful for your support.

Sincerely,

Zabeth Teelucksingh
Executive Director
Global Philadelphia Association

Robert McNeill
Board Chair
Global Philadelphia Association

Global Philadelphia's Reach in 2021

400 partners 250 GPA members 189,691 total reached



2,355 Instagram followers



2,248 Facebook followers

770

Program attendees since 2021

3,425

Twitter followers

75,379

Flickr total views since 2021



3,787

YouTube total views

96,534

Website visits

5,193

Newsletter subscribers

"It's been my honor as City Representative to work with Global Philadelphia since 2016 on promoting our designation as the nation's first World Heritage City. I'm also so proud to be working closely with the Organization of World Heritage Cities (OWHC) since 2019, when Mayor Jim Kenney was elected to their board of international mayors. Philadelphia has never been more "global" in its residents, visitors, businesses, and culture as it is now in 2022, and we're very proud to share our heritages and traditions through such events as World Heritage Week every May. Our partnership with Global Philadelphia and their many members has been invaluable in expanding the impact and meaning of being a World Heritage City, and we are very grateful to them for all they do to make our city shine!"

Sheila Hess

Philadelphia City Representative
Global Philadelphia Board Member

STAFF

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Kathy Spencer
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Programming Coordinator



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3 Impactful SDG Murals Completed in 2021

"Eight of the 17 goals are already sponsored, and more public art is coming soon to our great city. I can't wait!"

– Dr. Lorina Marshall-Blake,
President, IBX Foundation

2021 was an inspiring year for Global Philadelphia's Sustainable Development Goals public art project. Incredibly talented local artists created three dynamic murals, each celebrating and bringing awareness to its unique SDG.

10
REDUCED
INEQUALITIES



Temple Alum and muralist Mat Tomezsko led the creation of the piece for SDG10: Reduced Inequalities. The final artwork is a collaboration between Tomezsko and high school students through Temple's University Community Collaborative. The joint project fits Temple's mission to provide quality and affordable education to all, helping reduce inequality.



1
NO
POVERTY



Noted local artist Gabe Tiberino imagines SDG1: No Poverty in his mural at ParkWest Town Center in West Philadelphia. "It is important that my art resonate immediately with people, in their hearts, and in their minds," says Tiberino. The new work, sponsored by philanthropists John and Susan Smith, reflects on reducing poverty within our city.

4
QUALITY
EDUCATION



Isabella Akhtarshenas' mural celebrates SDG4: Quality Education at Samuel Gompers School. Saint Joseph's University, adjacent to the school, sponsored the project. By incorporating fun and creative uses of everyday school items, Akhtarshenas encourages students' curiosity.

After unveiling new murals in 2021, GPA and partners also made plans to add more new SDG art to Philadelphia's public spaces in 2022-2023. The project again features another strong lineup of talented artists.



The SDG16 mural celebrates Peace, Justice, and Strong Institutions. The Halloran Family Foundation sponsors Award-winning artist Russell Craig's project. Mural Arts explains that Craig's work "combines portraiture with deeply social and political themes." Craig is a graduate of Mural Arts' Restorative Justice Program.



The Kleinman Center for Energy Policy at the University of Pennsylvania sponsors the SDG7: Affordable and Clean Energy mural. The artist, Eliza Nobles, is a graduate student pursuing a dual master's degree in City Planning and Environmental Studies.

4 More Provocative Murals for 2022



Nazeer Sabree is incorporating the unique architecture of West Philadelphia into his work for SDG11: Sustainable Cities and Communities. Sponsor TD Bank Charitable Foundation expects to unveil the exciting artwork in mid-2022. Nazeer's work focuses on the beauty and the real-life struggles of everyday life and black culture.



Saint Joseph's University will add a second artwork celebrating SDG4: Quality Education in 2022. The second piece designed by Arthur Haywood for SDG4 will inspire college students, especially those who choose careers in education.

Raising SDG Awareness

The countdown is on! By placing these sustainability beacons in high visibility locations, we highlight an urgent and audacious project: achieving 17 ambitious sustainability goals by 2030.

Connecting Philadelphia to the Global Effort

The murals illustrate Philadelphia's commitment to the global SDG effort, announcing our city's firm commitment and aspiration to achieve the goals by 2026 when Philadelphia celebrates America's 250th birthday.

Local Institutions Rising to the Global Challenge

In the midst of an existential climate crisis and unprincipled attacks on science and democracy, the murals at local institutions say it loud and clear. Our Eds and Meds sector stands tall for science and the values of Diversity, Equity, and Inclusion.

Creating Teachable Moments for Our Global Kids

For teachers, the accessible murals provide an instant platform for meaningful field trips. For parents, the murals can easily spark any kid's interest for a teachable moment.

Beyond the Art, Making Ground Level Impact

Each mural includes funding for a community org whose work matches the SDG, for example Temple University's IDEAL program, which relates to SDG #10, Reduced Inequalities.

Bringing Opportunity for Artists

The murals provide meaningful work for brilliant artists like Gabe Tiberino, Russell Craig, Barbara Smolen, Athur Haywood, and Isabella Akhtarshenas. And a permanent exhibit in an always open, always free gallery — the streets of Philadelphia. We thank Mural Arts for their partnership and connection to these artists.

Making Meaningful Connections

The SDG Murals project forges new connections between different worlds: nonprofits, corporations, artists, and academia. These foundational relationships can generate waves of new collaborations. With their initial assignment, these new partners can inspire greater community engagement in the neighborhoods that feature SDG Murals.



SDG WORK IS GRANTED

Can murals really make a difference? For the SDG Mural project, there’s a plan beyond the art.

For each mural, GPA also secures a \$3,000 grant to a qualified nonprofit for relevant research or advocacy.

Already several grants have been issued to local organizations with projects aligned with goals like reducing poverty and inequity, sustainable communities and energy, and better education.

Through this tiered strategy, the project goes beyond just raising awareness to supporting actions that help realize the goal.

For example, the Gender Justice Fund received a grant to research gender equality in Philadelphia in conjunction with Philadelphia’s first SDG mural in 2020.

In 2021, Temple University’s Office of International Affairs (OIA) sponsored the mural for SDG#10: Reduced Inequalities. The project also provides funding for the university’s IDEAL (Institutional, Diversity, Equity, Advocacy, and Leadership) program.

The IDEAL program’s student engagement curriculum focuses on identity development, authentic conversations, and civility. IDEAL also provides a Diversity Peer Educator program, enlisting student volunteers to lead engagement, cultural programming, and advocacy for social justice.

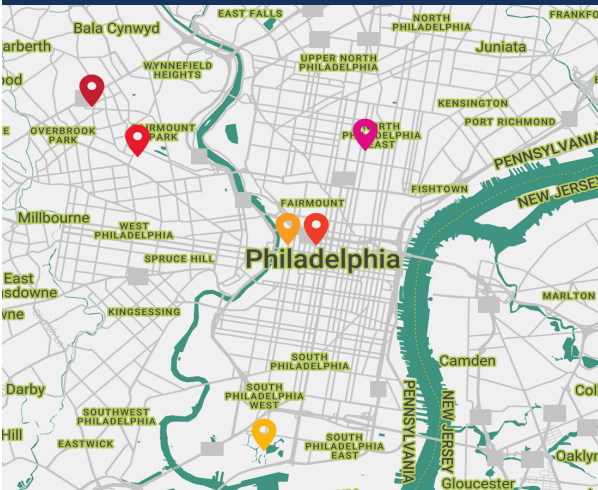
If the mural inspires thoughts about reducing inequality, the IDEAL program is a well-placed resource to deepen engagement with the issue.

17 local organizations will receive research or advocacy grants by the end of the project in 2024.



Sustainable Development Goals Public Art Project Advisory Council

- Phil Asbury**
Mural Arts Philadelphia
- Christine Knapp**
Office of Sustainability
City of Philadelphia
- Russell Craig**
Artist
- Michael Newmuir**
Visit Philly
- Dr. Hai-Lung Dai**
Temple University
- James O’Sullivan**
Saint Joseph’s University
- Laura H. Carnell**
Temple University
- Lindsey Samahon**
University of Pennsylvania
- Robert Fleming**
University of Pennsylvania
- John Smith**
Global Philadelphia
Association
- Dominique Goss**
TD Bank
- Barbara Smolen**
Artist
- Randy Hayman**
Commissioner,
Philadelphia Water
Department
- Zabeth Teelucksingh**
Global Philadelphia
Association
- Jabari Jones**
West Philadelphia
Corridor Collaborative
- Kyra Kaszynski**
Deloitte



SDG Map Key Location

- #1 No Poverty**
- #4 Quality Education**
- #5 Gender Equality**
- #7 Affordable and Clean Energy**
- #10 Reduced Inequalities**
- #11 Sustainable Cities and Communities**
- #16 Peace, Justice, and Strong Institutions**
- ParkWest Town Center**
- Samuel Gompers School**
- Friends Select School Plaza**
- FDR Park**
- Anderson Hall**
- Parkside**
- Project HOME**



Gathering Again for World Heritage

Philadelphia took a hopeful step towards the post-pandemic future with a 2021 live event celebrating the World Heritage City program.

"If I had a nickel for everyone who said this is the first time I've been out in an event like this 18 months, I'd donate that to GPA," pledged Robert J. McNeill, GPA Board Chair.

The evening feted the sixth year of the ambitious program. Since leading the project to gain World Heritage City status, the Global Philadelphia Association has produced an enormous amount of cultural programming, emphasizing both the city's current global ties and its heritage.

"Despite the challenges of this past year, including this worldwide pandemic, GPA has weathered the storm and kept up their work," said event Co-Chair Dr. Lorina Marshall-Blake, President of the Independence Blue Cross Foundation.

"Global Philadelphia is our city's bridge to the rest of the world and through their ongoing efforts we will continue to attract people and businesses from all over the world, helping make Philadelphia a true world-class city."

Councilman Allan Domb
Philadelphia City Council

The capstone of the evening was a Fireside Chat with two high-profile journalists with deep Philadelphia ties, Andrea Mitchell and her mentee, Kristin Welker.

The Global Face of Philadelphia

Board Chair McNeill praised GPA members for being "acutely aware that we live in a global world. And they understand the importance of celebrating their own heritage and Philadelphia's place in history and Philadelphia's place in the future." Co-Chair Marshall recognized GPA's Sustainable Development Goals (SDGs) mural project. "Philadelphia was the first US city to launch a campaign to promote these goals thanks to the Global Philadelphia Association."

Fellow Co-Chair Alan Greenberger, Head of Architecture at Drexel University, noted that global outreach helps retain the diverse talent that comes to Philadelphia for quality education and opportunity.

He praised the work of Future Chairs Divi Agnihotri and Layla El Tannir, saying the World Heritage Program is meant for them "and all the other young people who are going to shape our future."

GPA Connects Communities and Heritage

“GPA is uniquely placed for promoting and connecting the different heritages that make Philadelphia so culturally rich,” says GPA Executive Director Zabeth Teelucksingh.

Philadelphia has many vibrant organizations devoted to single communities. GPA plays a vital role in connecting them and bringing their stories to a broader audience.

GPA continued to operate at full speed through the continuing pandemic, supporting partners with online and outdoor events. Staff and interns also provided much-needed educational programs for teachers and students and crucial public health messaging in concert with the city.

Moving Forward With Inspiration

The COVID-safe gathering provided top-level networking and raised over \$200,000 for the World Heritage City program. After taking advantage of the new-again opportunity to socialize in public, everyone settled in for the special Fireside Chat with renowned journalist Andrea Mitchell.



Honoring Andrea Mitchell at the World Heritage City Celebration

Still a Philadelphian at Heart

Andrea Mitchell might live 140 miles away in Washington D.C., but she can't keep away from Philadelphia.

“Philadelphia is such a special place. It's unique as part of my bloodstream now,” Andrea told Philadelphia native Kristen Welker. Welker interviewed her mentor as GPA honored Mitchell with a Globy Award for excellence in journalism at the 2021 World Heritage City Celebration.

Event Co-Chair Dr. Lorina Marshall-Blake introduced Mitchell, saying, “She's an incredible role model and someone with great Philadelphia connections.” Mitchell joined GPA Distinguished Global Journalism Award winners like Philadelphians Jake Tapper, Michael Smerconish, and Vernon Odom.

“I'm so proud to join the cadre of previous awardees to accept this Globy, this beautiful award,” Mitchell exclaimed.

Because Mitchell and Welker couldn't travel, NBC produced the Fireside Chat in their Washington D.C. studio. “I so wish I could be there in person in my adopted hometown. With all of you celebrating the city of Philadelphia, the place that gave me my start in journalism,” Mitchell declared. Mitchell recounted her career from her University of Penn beginnings to her current role as Chief Foreign Correspondent for NBC News and mentor to aspiring female journalists.



What Philadelphia Taught Her

“In many ways, Philadelphia is where your roots are, said Welker, introducing the evening’s honoree. “You went to the University of Pennsylvania, and then you covered local politics, including then-Mayor Frank Rizzo.” Philadelphia “made me what I am as a person,” Mitchell revealed. “I learned it in Philadelphia to really become a global citizen, if you will, and to care about people.” This philosophy resonated with her upbringing in a Jewish family in New York state. “I was raised that way by my parents and raised to be socially active, to be a volunteer, to believe deeply in charity, which is part of our traditions.”

Sisterhood and Mentorship

Mitchell spoke of finding a sisterhood with other trailblazing women journalists covering politics like Judy Woodruff and Cokie Roberts. When she arrived in Washington D.C. in 1976, “the few women who were here, we were kind of a band of sisters, and we had to stick together.” Once a rarity, now “we have women on every

beat now,” Mitchell pointed out.

Philadelphia Full Circle

Mitchell is inspired by the changes in Philadelphia since her undergrad days. She praised the transformation from “a very divided city,” saying “the face of the city has changed through the years of really strong political leadership.”

In addition to her storied career, Mitchell has given back to the city, particularly to her beloved alma mater, Penn. In 2017, she founded the Andrea Mitchell Center for the Study of Democracy, which sponsors fellowships and research grants, workshops, and lectures.

Mitchell and her husband, former Federal Reserve Chair Alan Greenspan, have also generously given the school’s Music and English departments, where Andrea once studied. In addition, she continues to serve as an Emeritus Trustee at the university.

The dynamic Penn graduate who has mentored so many young reporters honors her roots by fostering new generations of Philadelphia musicians, writers, teachers, and journalists.



Educating Global Kids With Roots



Global Philadelphia Association has a mission to connect diverse communities throughout the Greater Philadelphia Region. The success of this endeavor for generations to come depends on the youngest members of our society. In 2021, GPA continued to inform children and their parents about the rich international culture shared and cherished by Philadelphians.

Among the essential initiatives is Heritage Storytime. Children learn about their neighbors' languages, histories, and cultural practices in each session.

The project has produced shows about MLK Day and Ramadan and created a bilingual

Spanish-English episode. Storytime content includes all-ages activities such as book readings, tours, exercises, and art projects.

Since November 2020, Storytime has convened on Zoom due to the pandemic. But parents and educators can now stream all previous Storytime videos with links to learning resources. Education is crucial for people of all ages to become civically engaged, global citizens. The path to a more inclusive, diverse, and heritage-focused Philadelphia region starts with children.

We can begin to realize this vision by providing excellent cultural programming for them.

A Social Booster Shot for Public Health



Department of
Public Health
CITY OF PHILADELPHIA

Knowledge is power — and the key to staying healthy during a pandemic. GPA's social media and journalism teams brought crucial COVID-19 information on booster shots, free at-home test kits, and masks to city residents. The Philadelphia Department of Public Health recognized GPA's efforts to relay timely public health messaging

through our newsletters, social and email posts. All that consistent messaging paid significant dividends. Teamwork between the City, GPA, the Black Doctors Consortium, and numerous other groups led to a resounding success: 95% of Philadelphia adults have received at least one vaccine dose.

Globys Set Attendance

Globys Celebrate 6 Difference Makers

In December 2021, the Global Philadelphia Association(GPA) held the 7th Annual Globy Awards, honoring six local Philadelphia leaders who have meaningfully impacted the greater Philadelphia region.

With people eager to attend live events again, the ceremony had a record turnout of over 350. The Globy Awards resumed its in-person format at the Westin Hotel, adhering to all pandemic guidelines. Awardees and guests were required to wear facemasks and present vaccination cards.

At the event, GPA introduced the Sustainable Development (SDG) Award to honor leaders who have significantly contributed to reaching theUnited Nations Sustainable Development goals by 2030.

Now meet the outstanding individuals contributing to the Philadelphia region that filled the 2021 Globy awardee list.



Lifetime Achievement: Leslie Anne Miller, Attorney and Community Leader

Leslie Anne Miller is an accomplished attorney who has consistently demonstrated her deeply held commitment to civic involvement throughout a remarkable career. She currently serves as the Chair of the Board of the Philadelphia Art Museum, where she has been a Trustee since 2011.

“This award is a source of pride and inspiration to me,” Miller said. “Pride in being recognized among a group of distinguished past recipients. Further pride in the contributions, however small, that I have made to improve the life of our great City. Inspiration to continue these efforts for the many more years than I intend to live.”



Educational Leadership: Drexel University, John Fry, President, accepting on behalf of Drexel University

John Fry was appointed Drexel University’s 14th president in 2010. Under his leadership, Drexel has set a national example for the execution of public-private partnerships and became a powerful force for economic development in Greater Philadelphia.

“This award is an extraordinary recognition of the power of education to transform lives and develop communities both locally and all over the world. Drexel is both humbled and more energized than ever by this award, which confirms that our approach to education, both experiential and civically and globally engaged, is making an impact,” Fry said.

Record in Return



Heritage and Preservation Leadership: Jillian Patricia Pirtle, CEO of The Marian Anderson Museum and Historical Society

Jillian Patricia Pirtle is the CEO of the National Marian Anderson Museum and Historical Society and the youngest owner of a National Historic Site in the United States. Pirtle, a former National Marian Anderson Scholar Artist, carries on the legacy of Marian Anderson.

“Being recognized by Global Philadelphia for my efforts in the continued preservation of Marian Anderson’s life story and a historical and cultural landmark in Philadelphia means the world to me,” Pirtle said.



Community Leadership: Loree D. Jones, CEO of Philabundance

Loree D. Jones, CEO of Philabundance, has served in leadership positions in nonprofit organizations, education, and city government.

“We at Philabundance see this as recognition of our commitment to drive hunger from communities while remaining sensitive and responsive to the diversity of our communities,” Jones said. “At Philabundance, we are leading by listening and learning from our communities and not just by relieving hunger today but also working towards the ultimate goal of ending hunger for good.”

Giving Voice to Marian Anderson’s Legacy

The Global Philadelphia Association presented the 2021 Globy for Heritage and Preservation Leadership to Jillian Patricia Pirtle.

Pirtle is CEO of the Marian Anderson Museum and Historical Society, and her unique careerpath is entwined with Anderson’s legacy.

She received her BFA Degree in Musical Theater and Operatic Performance from the University of the Arts in 2004. While attending the school, Pirtle became a Marian Anderson Scholar and Classical Vocalist.

“Marian Anderson has always been a symbol to me of a woman, an African American, an artist to aspire to be, said Pirtle. “She was, and is, a great reflection of beauty, grace, and dignity, and someone, despite the odds and challenges, never gave up and still believed in her dream.” Pirtle believes that Anderson’s “humble beginnings, denials, hardships, hard work, and triumph are the epitome of the Philadelphia Story.”

The Globy Awards

“As we work collaboratively to move our City forward in this new era, amidst our ongoing challenges, we are greeted and encouraged by the promise of better, happier days we will share together in the near future. These are days that will bring more joy and celebration, such as the commemoration of our nation’s 250th Independence Day in 2026, along with our potential hosting of the FIFA World Cup the same year. We also recommit to furthering our sustainability efforts, leading by example in our endeavors and continuing to shine as the World Heritage City we are. I look forward to continued partnerships, such as with Global Philadelphia, that will elevate our City out of the dark, difficult times we’ve known in recent years, to more peaceful, brighter times that are on the horizon.”

Councilman Derek Green
Councilman at Large, City of Philadelphia



Sustainable Development: Randy E. Hayman, Commissioner, Philadelphia Water Department

Randy E. Hayman, Water Commissioner for the Philadelphia Water Department, oversees drinking water and wastewater treatment plants, a biosolids facility, 3,200 miles of water mains, 3,700 miles of sewers, 79,000 inlets, 25,000 fire hydrants, and pumping stations throughout the city.

The department is working to meet goals # 6, Clean Water and Sanitation, and #11, Sustainable Cities and Communities.

“This opportunity to represent the Philadelphia Water Department as a force for environmentally sustainable policies and planning is a great honor,” Hayman said. “Through leadership and partnering with our fellow city agencies and communities, we are helping to make Philadelphia one of the greenest cities in the nation and doing our part to help the planet.”



Corporate Leadership: Stephen S. Tang, Ph.D., retired President and CEO of OraSure

Stephen S. Tang, Ph.D., is the retired President and CEO of Bethlehem’s OraSure Technologies, Inc. The company manufactures IntelliSwab, a rapid at-home COVID-19 test that can be used by anyone, anywhere.

OraSure’s OMNIgene ORAL saliva collection and stabilization device is used in molecular tests for COVID-19 and was named one of TIME’s Best Inventions of 2020.

“It gives me great pride when I think of all that our Company accomplished this year, and I am proud to accept this award on behalf of our team. It took the heart and soul of our entire organization to launch our products for COVID-19,” Tang said.

Emerging International Journalism Program

GPA's Emerging International Journalism Program (EIJP) amplifies younger voices to tell Philadelphia's stories from a global perspective.

EIJP recruits talented young adults from area universities and beyond who demonstrate a vested interest in and passion for journalism. In the program, led by editor Peak Johnson, participants interview international stakeholders in the Philadelphia region and publish in GPA's print and online platforms.

For example, GPA intern Thomas Dyer wrote about an educational project by local artists who created a Mudhif, a traditional Iraqi guesthouse. The first to be built outside of Iraq, the Mudhif is open to the public at the Schuylkill Center for Environmental Education.

"Global Philadelphia's Emerging International Journalist Program assisted me with the necessary skills that I needed to lay the foundation in my career as a young journalist," Johnson said.

"GPA gives Philly a good international reflection of a city enveloped in historical values."

- Miranda Alexander President, Caribbean Community in Philadelphia

EIJP simulates a real-world pressroom experience and puts participants in a professional journalism setting. Stemming from a print series, Global Conversation, EIJP became a professional development tool and added significant value to GPA.

"The Emerging International Journalists Program not only gave me an opportunity to write about local and international issues that I was interested in and needed to be recognized but also gave me a crucial career pathway that I still value to this day," GPA Freelancer Will Becker said.

Several alumni have gone on to careers in media, including as a National Security Reporter at The Cipher Brief, a Knight Foundation Fellow at Billy Penn, and a Journalist/Producer at CCTV America in Washington D.C.

Fresh World Heritage Outreach and Perspective

Being a World Heritage City isn't just about having significant historical sites. It also requires being a booster and educator for the global heritage cause. As the lead for Philadelphia's World Heritage City designation, GPA actively promotes World Heritage Cities and sites.

While our writers may report on remote lands, they never forget their local audience, always seeking the ties that bind Philadelphia and other heritage cities together.

For example, GPA journalist Anna Viden published an in-depth historical overview of Marrakech and linked the ancient Moroccan city to Philadelphia's thriving SWANA (South West Asia North Africa) culture and cuisine.

Art Director Leeannah McNew detailed the design of Versailles, a site that was an early nomination for World Heritage recognition along with Philadelphia in 1979.

Reporter Will Becker revealed that the small but resounding World Heritage site of Firminy, France, influenced the form of Philadelphia. High-profile structures designed in the style of Le Corbusier like the RoundHouse Police Headquarters, Municipal Services Building, and International House reflect the influence of Firminy's cluster of brutalist architecture.



How GPA Connected Communities in 2021

When we say “Global Philadelphia,” it’s not just about reaching out to the rest of the world. Global Philadelphia begins at home, with the city’s incredible diversity.

From Friendship Gate to El Centro de Oro, Little Africa to Port Richmond, GPA serves many groups and cultures with in-person and virtual events, journalism, promotion, and educational resources.

“We are happy to collaborate with Global Philadelphia,” says Miranda Alexander, Founding President of Caribbean Community in Philadelphia. “We consider the Global Philadelphia Association the premier hub for identifying the significant contributions of all international cultures. GPA gives Philly a good international reflection of a city enveloped in historical values.”

GPA uses several media platforms to broadcast community life and events to larger audiences. One example is how GPA featured the SWANA community, residents with heritage in South West Asia and North Africa, in video, web journalism, and social media.

“The team at Global Philadelphia is uniquely placed to identify and spotlight the myriad global communities in our city,” says GPA Executive Director Zabeth Teelucksingh. “It is our hope to continue partnering with the abundant fabric of cultural groups in our city, thereby raising the awareness of the richness of our global city.”

Creating a Global PHILADELPHIA250

Poet Amanda Gorman wisely referred to Philadelphia as The Gathering Place. And people from around the country and the globe will gather here again for America’s 250th anniversary in 2026.

PHILADELPHIA250 wants to create the most inclusive and transformational anniversary in America’s history, according to Executive Director Danielle DiLeo Kim.

The global nature of Philadelphia’s culture is central to the event. Kim plans to “activate the global community. We want to highlight their histories, activities, culture, and food, and how it all fits into the American story as a whole.”

To create an equitable, inclusive, and authentic celebration, the nonprofit solicited ideas from the public. The 16 winning Leave a Legacy entries will share \$125,000 in grants.

With Philadelphia’s history of hosting events like the 1976 Bicentennial celebration, expectations are lofty. To reach that high bar, organizers have assembled a large team of sponsors, nonprofits, and civic organizations to shape the ideas into a first-rate international event.

GPA’s Zabeth Teelucksingh, a PHILADELPHIA250 board member, feels the city has nurtured a spirit of collaboration in recent years. “The World Heritage City project and the Global Philly Expo planted many seeds of partnership that will bear fruit for 2026.”

One project is already underway. The GPA Sustainable Development Goals murals now being created and displayed throughout the city will be relocated. The works will be joined together for the anniversary and shown in a highly visible location, showcasing Philadelphia’s dedication to global concerns.



Community Events

<p>The ongoing pandemic has stifled economic opportunities for countless businesses. So GPA began the World Heritage Food Project.</p> <p>Our website featured the selected eateries, while writers also shared their culture with family recipes.</p>	<p>GPA hosted a “Re-Open House Day” to encourage visits to cultural institutions. Twenty-two museums and historic sites partnered on April 18th, the International Day for Monuments and Sites.</p>	<p>Temple University VP for International Affairs and GPA Board member Dr. Hai-Lung Dai invited the mayor of Naples, Italy to share his urban planning and climate change expertise with Philadelphia officials.</p>
<p>One event GPA was thrilled to participate in was the 15th annual Juneteenth celebration hosted by the historic Johnson House. Many black-owned businesses participated in the event, promoting products and encouraging reflection on how Juneteenth is meaningful for many Black Americans.</p>	<p>The Unity Cup returned after being postponed due to the COVID19 pandemic. Fifty-two local teams representing diverse cultures participated.</p> <p>David Cohen, Chair of the city’s World Cup bid committee, says the Unity Cup adds to Philadelphia’s compelling soccer story. It shows why Philadelphia is a perfect choice to host the FIFA World Cup matches in 2026.</p> <p>Congrats to the Liberian team!</p>	
<p>The World Heritage coloring book, published in three languages, was given out throughout the year at area schools (Wonderspring Early Education), community events (World refugee Day) and book fairs (Latin American Book fair). The accompanying World Heritage postcard was given as an opportunity for kids to write to their global connections and then mailed out by GPA.</p>	<p>GPA Social Media Coordinator Daniel Ortiz gave a workshop to 16 World Heritage Cities on raising awareness with social media.</p>	<p>They showed how Philadelphia’s tourism economy can recover equitably by showcasing its African American sites and history.</p>

"During my time at GPA, I learned the fundamentals of social media marketing and the soft skills of being in an organization. Zabeth's close mentorship of me during that time accelerated my learning of how to balance relationships with key stakeholders, sponsors, and partnerships. Years later, in my own company, I'm still utilizing these skills when reaching out to my audience on LinkedIn and managing investor & employee expectations. I am truly grateful for the opportunity to have interned at GPA."

Zimri T. Hanshaw

Former Intern from Temple University
CEO, Burcha Bio, Inc.

Three years investors in the World Heritage City Project

Brandywine Realty Trust
Kosh and Surma Daphtary
Deloitte LLP
Drexel University
Ernst & Young
Green and Spiegel LLC

Rob and Karen McNeil
Susan and John Smith
Temple University
Temple, CIBER Grant
Urban Engineers
Villanova University

One Year Sponsors

Audacy
Air Canada
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Bank of America
Big Mountain Imaging
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Chatterblast
Citizens Bank
City National Bank
Community College
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Concierge Insurance
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Conservest Capital Advisors
Dilworth Paxson
Diversified Search
DLS International
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Essential Utilities
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Healthbridge Chiropractic
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Philadelphia Museum of Art
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Porrata-Doria
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The Honorable Edward G. Rendell
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TD Bank Charitable Foundation
TE Connectivity
Temple University Beasley School of Law
Temple University Kornberg School of
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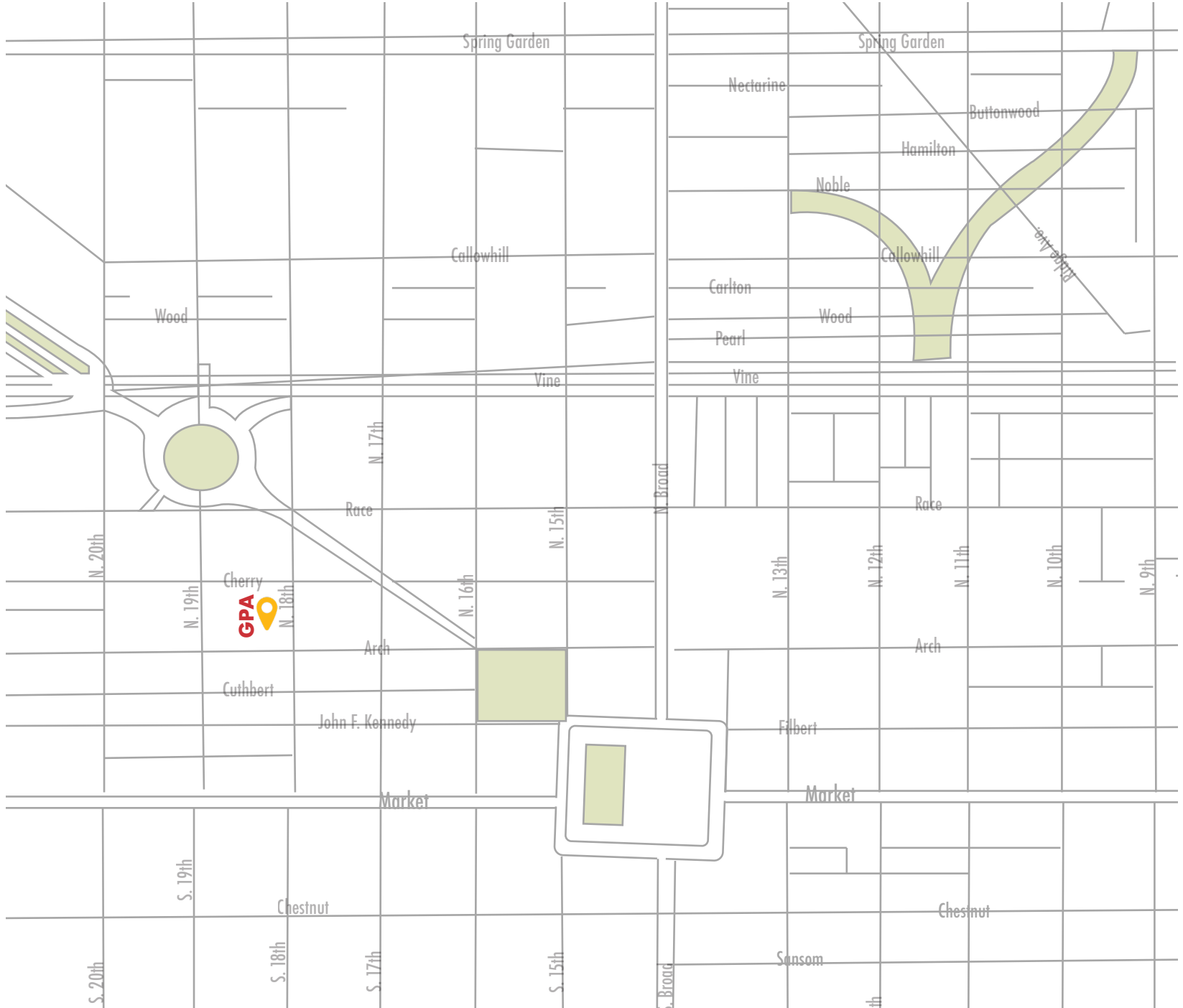
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