



FOR RELEASE: Oct. 5, 2020

Contact:

Megan Doyle

Phone: 215-564-8602

E-mail: megan.doyle@stradley.com

Philadelphia Fund Alliance 2020 Virtual Auction to Raise Money for Coded by Kids

PHILADELPHIA – The Philadelphia Fund Alliance (PFA), a group of Philadelphia-based asset management industry professionals, will host a Virtual Auction from Oct. 22 through Nov. 5 to raise funds for **Coded by Kids**, a Philadelphia-based nonprofit preparing underrepresented young people to succeed as tech and innovation leaders through project-based learning and mentorship. This is the first time in the PFA’s four-year history that the group’s annual fundraising gala will be held virtually.

“While we can’t be with our members and attendees in-person this year, we hope to still exceed our fundraising goal of \$50,000 to support Coded by Kids, in an effort to help underrepresented youth succeed and excel in the tech space,” said Bruce Leto, PFA steering committee member and co-chair of Stradley Ronon’s Investment Management Group

“SEI is proud to be part of the Philadelphia Fund Alliance and honored to support this year’s nonprofit recipient, Coded by Kids, as they continue their work to educate underserved kids in computer science, software development and digital design,” said John Alsheski, PFA steering committee member and Senior Vice President and Managing Director of SEI’s Investment Manager Services division.

Formed in 2016, PFA was created to hold an annual fundraiser to benefit a charity in the Greater Philadelphia area and to celebrate Philadelphia’s deep roots and influence in the registered funds, asset management and alternatives industries. At last year’s PFA gala over 200 Philadelphia-area asset management professionals raised more than \$100,000 for Achieve Now, a nonprofit organization that is dedicated to transforming the educational system in Philadelphia to one that produces students who can read. Since its formation, PFA has raised over \$320,000 for Greater Philadelphia area charities.

PFA Virtual Auction Sponsors for 2020 are: SEI Investments Company; Stradley Ronon; BBD, LLP; Deloitte; EY; Glenmede Investment Management LP; Lovell Minnick Partners; Morgan

Lewis; PwC; Tait Weller; Faegre Drinker Biddle & Reath LLP; KPMG LLP; Macquarie Investment Management; and Troutman Pepper LLP

For more information on the Philadelphia Fund Alliance and how to support its annual fundraiser, please visit philafundalliance.com.

###

WWW.STRADLEY.COM

Pennsylvania | Washington, D.C. | New York | New Jersey | Illinois | Delaware

A Pennsylvania Limited Liability Partnership

 **MERITAS** LAW FIRMS WORLDWIDE

4436257v.1
4438144v.1