

THE PHILADELPHIA

⚡ CITIZEN ⚡

**2022
ANNUAL
REPORT**



Never let it be said that we give up on our city.

Yes, we’re coming out of an earth-shaking pandemic. Yes, we are in the midst of a murder epidemic that shatters our collective soul, that shows no signs of significantly abating, and that reveals feckless leadership at every turn. And, yes, some 330,000 of our fellow Philadelphians subsist below the poverty line — \$24,500 per year for a family of four. Those are shameful, disheartening realities. But you work with us every day to make a better Philadelphia.

In 2022, you showed up to hear Mayor Daniel Biss of Evanston, Illinois, explain his city’s **first-in-the-nation housing reparations program** to a rapt Ideas We Should Steal Festival crowd.

You’ve tuned into our groundbreaking podcast, **How to Really Run a City**, featuring the wit and wisdom of two former mayors, our own Michael Nutter and Atlanta’s Kasim Reed, when they grilled David Muhammad, the nation’s preeminent expert on how city streets can be made safe again.

You showed up to **honor the late, great Judge A. Leon Higginbotham**, who, in partnership with Mural Arts and Penn Carey Law School, we honored with a long overdue mural at 46th and Chestnut, and you heard luminaries like Sherrilyn Ifill and Ken Frazier attest to the lasting impact of the jurist who spoke so often of “the high court of history.”

You joined us in naming and faming our city’s **“Integrity Icons”** — the public servants who go above and beyond in pursuit of the common good.

We may have had an understandably stressed-out mayor who threw up his hands when things seemed bleakest, but time and again, you showed up. And when we wrote about the political scoundrels who too often dot our landscape, you weighed in, just as you did when we shined a light on community change agents like intergenerational poverty buster **Chekemma Fulmore-Townsend** and civic-minded tech entrepreneur **Chris Cera**.

That’s part of the miracle of a city. The suburbs are full of strangers. Cities have neighbors, engaged in countless and often subtle ways in an ongoing conversation about a shared future.

“Lively, diverse, intense cities contain the seeds of their own regeneration,” wrote Jane Jacobs, “with energy enough to carry over for problems and needs outside themselves.” Is there a more “lively, diverse, intense” city than our own? Greased poles don’t even stop us from climbing them, after all.

You give us the energy to keep the conversation of Philadelphia going, to chronicle what needs fixing while at the same time shining a light on the people and ideas working to regenerate the city every day into the “shining city on a hill” none other than Ronald Reagan spoke of so poetically, a sign of just how wayward the Republican party has gone:

In my mind it was a tall, proud city built on rocks stronger than oceans, wind-swept, God-blessed, and teeming with people of all kinds living in harmony and peace; a city with free ports that hummed with commerce and creativity. And if there had to be city walls, the walls had doors and the doors were open to anyone with the will and the heart to get here.

Here’s to defiantly committing to the common project Reagan spoke of: Building a diverse, prosperous metropolis that leaves no fellow citizen behind. It’s a tall order, but you do it...by first showing up.

*Yours in citizenship,
Larry Platt
Co-Founder, The Philadelphia Citizen*

BOARD OF DIRECTORS

Ajay Raju	Chairman, Raju LLP
Robert E. Keith	Co-Founder, TL Ventures
David Adelman	CEO Campus Apartments
Mia Fioravanti	Vice President of Corporate Affairs, Hilco Redevelopment Partners
Diana Lind	Executive Director, Arts & Business Council of Philadelphia
Karen Keating Mara	Managing Member, Keating Mara & Associates, LLC
Bret Perkins	Senior Vice President External & Government Affairs, Comcast Corporation
Richard G. Phillips, Jr.	Businessman/philanthropist
Ali Velshi	MSNBC host
Larry Platt	Citizen Co-Founder

CITIZEN STAFF

Larry Platt	Co-Founder and Co-Executive Director
Roxanne Patel Shepelavy	Co-Executive Director and Executive Editor
Rachael (Ralph) Thorn	Operations Manager
Jessica Blatt Press	Director of Special Projects
Lauren McCutcheon	Deputy Editor
Josh Middleton	Audience Engagement Manager
Corie Moskow	Director of Events and Partnerships
Ari Roitman	Revenue Specialist
JP Romney	Director of Audio & CitizenCast
Christina Griffith	Contributing Editor

CONTRIBUTING WRITERS

Malcolm Burnley
Lisa Bryant
Courtney DuChene
Jemille Q. Duncan
Julie Hancher
Sarah Jordan
James Peterson
Elaine Maimon
Ronnie Polaneczky
Natalie Pompilio
Nicholas Russo
Grace Shallow
Charity Tooze

EDITORIAL INTERNS

Kai Englisch
Alexandra Kerrigan
Anna Patchefsky
Theo Wyss-Flam
Ethan Young

DESIGN & MEDIA

Bold Type Creative
Creative Outfit
Green District Media
Jarvus Innovations
Sabina Louise Pierce
Universal Exports of North America

FOUNDING DONORS

Anonymous
Pat Croce
The Governor’s Woods Foundation
Robert E. Keith
Wayne Kimmel
John S. & James L. Knight Foundation
The Lenfest Foundation
Larry Magid
Jeremy Nowak
Russell Palmer
The Philadelphia Foundation
The Pamela + Ajay Raju Foundation
Bruce Schimmel

AUDIENCE & IMPACT



1,055,646
TOTAL AUDIENCE



82,200
AVERAGE MONTHLY
PAGE VIEWS



18,800
NEWSLETTER
SIGNUPS



63,379
PODCAST LISTENS



29,678
SOCIAL MEDIA
FOLLOWERS

Citizens Take Action!

The Philadelphia Citizen audience is highly engaged. We consistently see a **40% open rate** of our weekly Friday newsletters, compared to the 29% average open rate seen in peer organizations.

The Citizen's goal is to inspire readers to take action. Based on a recent audience survey, **97% of Citizen readers** are involved in their community, and **85% of respondents** were inspired to do something as a result of content from The Citizen. Of those, **15% decided to vote** because of information they learned on The Citizen website. That is what our brand of solutions journalism is all about.

Every Vote Matters

The Citizen audience cares about voting and knows that our resources are the most robust in Philadelphia. Among our most trafficked webpages was the 2022 PA Primary Voter Guide, which saw **79,726 unique views**. Citizens got informed about candidates and voting for the 2022 primary and general midterm election. We also **helped over 4,000** of those people understand the 2022 ballot questions.

And they were ready to get informed about the 2023 election where Philadelphians will elect our 100th mayor. In 2022, readers visited The Citizen **26,300 times** to get ready for the 2023 City Council and mayoral election – and our coverage of this historic election had just begun.

Where The Smart Conversation Happens

Meeting other changemakers, talking about ideas, and forging connections will activate change in our city. We convened **1,100 citizen at 12 thought leader events** throughout the year. Our events encouraged young people to run for elected office, discussed how to battle misinformation, and explored concrete ways to save democracy. We also elevated the good work already being done in the city. As of April 2022, **10 city workers** who go above and beyond in their service to the city of Philadelphia have been named and famed as Integrity Icons, with five more set to be named in September 2023.

Whether we are cleaning up our neighborhoods, voting, or showing up to share ideas, we are stronger together. One issue our audience took on together was medical debt. Through a Citizen-led campaign, funds raised for RIP Medical Debt have **abolished \$6,104,787 in medical debt for 3,573 Philadelphians** over the past two years.

SOLUTIONS JOURNALISM LEADS TO CIVIC ACTION

Meet Community Advocate Meeka Outlaw

Meet Meeka Outlaw, a teacher and community organizer in the Grays Ferry neighborhood of Philadelphia. She read *Reality Check: Why The Philadelphia Tire Fire Should Scare You* by Charles D. Ellison, published by The Citizen at the end of 2021. It inspired her to take action: She launched Residents Organized Advocacy Direction, and became an environmental justice organizer, working with the Academy of Natural Sciences and presenting at the University of Pennsylvania.

Penn Designs a Course for Substitute Teachers

The University of Pennsylvania's Graduate School of Education read Elaine Maimon's piece, *How to Put More Teachers in Philly Schools*, which offered an actionable solution to the teacher shortage in Philadelphia: a Substitute Teacher's Academy, which had proven successful at Arizona State University. A Penn administrator read the article and has since worked with Maimon to design a training course for substitute teachers, set to launch in Spring 2023.

Civic Coalition to Save Lives to Launch New Program

Inspired by hearing from gun violence prevention expert David Muhammad at The Citizen's 2019 Ideas We Should Steal Festival, the newly-formed Civic Coalition to Save Lives — made up of 70 local patriots — engaged Muhammad, executive director of the *National Institute for Criminal Justice Reform*, to help them develop a plan to reduce gun violence in Philadelphia. The program is launching in 2023.



WHAT READERS ARE SAYING

Thought provoking and action-oriented conversation. Love it! Not skipping the hard convos, real truth, and yet driving learning and can-do optimism.

— Laura K.

The Philadelphia Citizen is such an important institution in our city. I love reading it. It does what good journalism is supposed to do — it informs, challenges, fills gaps, takes on hard issues, holds people accountable, and it inspires us to rise.

— Jane G.

Reading The Citizen and sharing information about The Citizen makes me proud of Philadelphia and my deep Philadelphia roots.

— Matt C.

2022 HIGHLIGHTS

A Tribute to a Legal Giant, Judge A. Leon Higginbotham, Jr.

A. Leon Higginbotham was a judge, scholar, civil rights pioneer, Philadelphian, and now, mural subject. In partnership with Mural Arts Philadelphia and Penn Carey Law School, The Citizen honored the late judge with a long overdue tribute which included a mural, a breakfast featuring moving conversation with Sherrilyn Ifill and Merck Chairman Ken Frazier, and an editorial series called The Color of Law. View the mural, *Famous Warrior* by artist Shawn Theodore, at 4508 Chestnut Street in Philadelphia along the newly designated Social Justice Mural Corridor.

How to Really Run a City

Former Atlanta Mayor Kasim Reed, former Philadelphia Mayor Michael Nutter, and Philadelphia Citizen co-founder Larry Platt talk about what it really takes to get sh*t done in cities on The Citizen's newest podcast, *How to Really Run a City*, with a special guest joining each episode. With new episodes monthly, listeners get a window into how politics really works, and they'll hear some banter between two veteran pols with deep connections.

I really look forward to eavesdropping on these conversations, especially after time in public service. It's so real. Mayors truly are our nation's problem-solvers.

— Anne G



5th Annual Ideas We Should Steal Festival, presented by Comcast NBCUniversal

For our 5th year, we brought together changemakers from across the country to share solutions from all corners: Black Thought of The Roots, for whom finding his voice meant changing his (and our) world; the architects of Chester's gun violence reduction; freedom warriors Andrew Yang, Jennifer Rubin and Michael Steele; criminal justice pioneers Marc Howard of the Frederick Douglass Project and Father Greg Boyle of Homeboy Industries; and restaurateur Will Guidara.

This festival inspired me to be more engaged in my community!

— Kelly C

Real Estate Development... For Good!

In partnership with Drexel University's Lindy Institute for Urban Innovation, The Philadelphia Citizen presented a year-long speaker series, Development ... For Good, that smartly delved into the economic and cultural difference that enlightened and intentional real estate development can make in our city. Over three events, we discussed new approaches to public space development, the history of placemaking, and the future of the office post-pandemic.



Photo by Steve Weinik, Mural Arts Philadelphia



Photos by Sabina Pierce

OUR DONORS

We are grateful to the following donors for their generosity and support of The Philadelphia Citizen during Calendar Year 2022 (January 1, 2022-December 31, 2022). We greatly appreciate each gift given in support of The Philadelphia Citizen and have made every effort to ensure the accuracy of the listing. Please notify us of any inaccuracies or omissions at ops@thephiladelphiacitizen.org.

\$25,000-\$49,999

Brandywine Realty Trust
FS Foundation
The Lenfest Institute for Journalism
Osagie and Losenge Imasogie
The Pamela + Ajay Raju Foundation
Richard G. Phillips Jr.
The United Way of Greater Philadelphia
and Southern New Jersey
Mr. and Mrs. William Brown III

\$10,000-\$24,999

Charisse Lillie
Cobbs Creek Healthcare
The Dennis Family
Diversified Search Partners
Duane Morris LLP
Henry L. Kimelman Family Foundation
Independence Blue Cross
Morgan Lewis
Paul Weiss Rifkind Wharton & Garrison LLP
The Philadelphia Foundation
Reform Alliance
Thomas Skelton Harrison Foundation

\$100,000+

SPRING
POINT
PARTNERS

\$50,000-\$99,999

Andrea and Kenneth Frazier
Comcast NBCUniversal
Darco Capital
Robert Keith

Gifts In Kind

Comcast NBCUniversal
Fidler Club
Head House Books
Home Appétit
Reel Food From The Ground Up
Rind
Root Quarterly
University City Science Center

OUR PARNTERS

A Novel Idea on Passyunk
Accountability Lab
Asociación Puertorriqueños en Marcha
Better Civics
Changing The Conversation for Progress
Committee of Seventy
Fidler Club
Head House Books
Mural Arts Philadelphia
New Leaders Council, Philadelphia Chapter
PA Youth Vote
Philadelphia 3.0
University of Pennsylvania Penn Carey Law School
Young Involved Philadelphia
WURD Radio

\$1,000-\$9,999

Abbi Cohen
and Thomas O’Connell
Ann Marie Horner
Ari Roitman
The Brind Foundation
Cassandra Havard
Chamber of Commerce
Clarke & Cohen
Cozen O’Connor
David and Jennifer Forti

Dechert LLP
DeWyngaert Family Fund
Drexel’s Lindy Institute
for Urban Innovation
Drumcliff Foundation
Eric and Kristen Siegel
Firsttrust Bank
Firsttrust Bank
Frank McClellan
Henry and Cathy Nassau

JLL Americas
Joseph M Torsella
Judy Leone
Keating Mara and Associates LLC
Larry Magid
Larry Platt
Michael Fitts
Pareez Golub
Paulette Singleton
Performing Arts Foundation Inc

Pete and Jan Albert Family Foundation
Remer Green Family Fund
Resolve Philadelphia Inc
Santander Bank
Schnader Harrison Segal & Lewis LLP
Scott MacDonald
Seth Berger
Stephanie Naidoff
Susan Jacobson
Vernon Francis
WSFS

\$100-\$999

Aaron Krauss
Adam Marwiano
Adam Shapiro
Amy Korman
Anne Cook
Anne McGuirk-Molina
Anurag Sagar
Barbara Bloomfield
Barbara Parker
Benjamin Barnett
and Barbara Shaffer
Beth Burrell
and David Sorensen
Beth Cohen
Beverly Hahn
Brett Altman
Bruce Buschel
Carol Fern Culhane
Carol Saline

Chrissy Kind
Christina Stasiuk
Christopher McLoon
Claudia Becker
Cornell Wright
Dana Lansing
David Jones
David Schlessinger
David Seltzer
David Williams
Deena Gerson
Diane Danoff
and Theodore Danoff
Dorothy Kaplan
Eileen Heisman
Elaine Maimon
Elizabeth Dale
Ellen Sleeter
Erin Grinshteyn

Fatima and Erach Patel
Feather Houstoun
Francis Pontillo
Frank Costello
Frank Diccico
Franklyn Rodgers
Gloria Esposito
Hana Shepherd
Harry Hannigan
Heidi Ramirez
Helen Holmes
Hope Friewald
Irene Connolly
JJ Balaban
Jacqueline Lewis
James Lebovitz
and Margot Lebovitz
Jane Isaacs Lowe
Jazon Rusk

Jean Chatzky
Jeffrey Cooper
Jeffrey Friedman
Jessica Hilburn-Holmes
Joanne Calabria
John Moore
Jonathan Ketzner
Joseph McLaughlin
Joseph Ujobai
Kenneth Young
and Jami Young
Kerri Park
Kevin Burke
Laura Webb
Lea Yeager
Linda Lee Alter
Lindsay Johnston
Martin Feigenbaum

Megan Killian
Michael Clemmons
Mickey Magid
Mitchell Fishbach
Nancy Pasquier
Nathan Gorenstein
Neil Fishman
Nick Hand
Pamela Rainey Lawler
Patricia Petty Morse
Patrick Baeringer
Patrick Sanaghan
Penny Pleasance
Peter Gould
Rabbi Rosenbloom
Rachel Zimmerman
Rafael Cruz
Renee Hughes
Renee Yeslow

Richard Maimon
Rob Wasserman
Robert Cheetham
Robert Ewers
Samuel Katz
Sharmain Matlock Turner
Sharon Wasserstrom
Sherley Young
Sondra Platt
Stephen St.Vincent
Steven and Mari Fierson
Steven Bizar and Lisa Brody
USA 260 Inc
Will Sachse
William Marimow
William Penn Foundation
Matching Gifts Program
Winnie Branton

OUR MEMBERS

Adam Mariano
Dana Lansing
Alan Jacobson
Alex Feldman
Alexa Ragsdale
Ali Caccavella
Alison Corter
Amanda Arroyo
Amanda Steinberg
Amy Michael
Andrea Lopez
Andrea Smith
Anne Gemmell
Anusha Rao
Ashlei Milligan
Ashley Rossi
Barbara Klock
Barbara Nodine
Ben Fileccia
Ben Willis
Beth Boggs
Beth Cohen
Beth Wildstein
Beverly Rubin
Brenda Nguyen
Brian Gordon
Carol Saline
Catherine Burke
Charlene Vickers
Chris Alfano
Chris Fralic
Chris Rosenbaum
Christopher Plant
Craig Snyder

Dan Krause
Dana Lansing
Danielle DiLeo Kim
David Casale
Dean Miller
Debbie Buchwald
Debra Weiner
Denise Jones
Diana Lind
Dianne Pelullo
Dorothy Kaplan
Dorothy Wong
Edward Tettemer
Elaine Maimon
Elliott Curson Curson
Eric Diaz
Feather Houstoun
Felicia Caviezel
Fernando Trevino
Frances Bendheim
Fred Wilf
Gregory Heller
Hadley Palmer Yates
Hal Real
Heidi Ramirez
Helen Holmes
Holly Tyson
Huriyrah Amatullah-Bey
Indah Nuritasari
Jacquie Lewis
Jan Shaeffer
Jane Isaacs Lowe
Jasper LiCalzi
Javier Suarez

Jazon Rusk
Jean Friedman-Rudovsky
Jen Devor
Jenny Hourihan
Jessica Herring
Jessica Hilburn-Holmes
Jimmy Duran
Joanna Bernstein
John Bare
John Myers
John Salvucci
John Solomon
John Walter
Jolene Byzon
Jolley Christman
Jon Burk
Joseph Ruggieri
Joshua Rosenthal
Judith Kurnick
Julie Curson
Justin Moore
Karen Keating Mara
Karen Melton
Karen Spencer Kelly
Kat Jost
Ken Scott
Kenneth Myers
Kenny Holdsmen
Kevin Baumlín
Kevin Burke
Kim Landry
Kristen Lynch
Kristin Long
Laine Whitaker

Larry Magid
Larry Spector
Laura Baldwin
Leigh Ann Buziak
Linda Bauer
Lisa Miller
Lisa Simon
Loree Jones Brown
Lori Ginzberg
Lyn Kremer
Lynn Ricot
Madeline Sherry
Manail Anis
Margot Kotler
Mark Gleason
Marsha Moss
Martha Morgan
Marty Feigenbaum
Mary FitzGerald
Matthew Cabrey
Matthew Riggan
Maurice Goodman
Michael Clark
Michael Connery
Michael Devine
Michael Greene
Michael Heaney
Michael Scott
Michael Shipp
Michele Gorham
Michelle Sahl
Michelle Sanchez
Mickey Magid
Mohan Anand

Mort Maimon
Nancy Pasquier
Nancy Smoler
Nick Hand
Nickisha Cox
Pamela Rudman
Peggy Wonder
Peter Gould
Peter Russell
Philip Korb
Rachael Choplick
Rachel Lippoff
Raymond Jordan
Reginald Reed
Richard Binswanger
Richard Pasquier
Rick Young
Robbin McCarthy
Robert Lansing
Sandra Shea
Sandy Derr
Sara DeNault
Sara Schwalm
Scott Peterman
Shalimar Thomas
Sharon Gallagher
Shaun Connolly
Sheila Ireland
Sheri Cozen Resnik
Shimon Waldfogel
Simone Partridge
Stacey Mann
Stef Arck-Baynes
Stephen Burgoyne

Stuart Andrews
Susan Davis
Teri Leavens
Tiara Durham
Tom Ginsberg
Wayne Wormley
Wendy Verna
Wes Maughan
Wes Somerville
William Collins
Winnie Branton
Woo Kim
Zabeth Teelucksingh

Less than \$100

Amy Lempert
Andrea Allon
Andy McCormick
Anita Colon
Anita Lager
Ann Rosen Spector
Anne Cecil
Austin Church
Barbara Hauptfuhrer
Barbara Mattleman
Barbara Parker
Barbara Chandler Allen
Ben Willis
Bobbi Block
Bonny Hohenberger

Brandon Pousley
Bruce Buschel
Cara Levinson
Caren Moskowitz
Carol A Harris
Constance de Uriarte
Cynthia Rudy
Daniel Street
Darryl Bundrige
Deborah Chong
Eliot Kaplan
Eugene Sonn
Farhana Ferdous
Helen Jenkins
Home Scott-Sedley

Howard Spodek
Ida B Malloy
Jan Shaeffer
Jane Green
Jeanmarie McDonald
Jennifer Shryock
Jessica Abel
Jill Durovskik
Jillian Bird
Jonathan Mercer
Jonathan Radice
Judith Benedict
Justin Kegley
Justin Moore
Kat Jost

Keith Forsyth
Larry Gladney
Loree Jones Brown
Lou Huang
Lou Huang
Madelena Rizzo
Marc Pomper
Margaret Sadler
Margaret Turcich
Margherita Larson
Mark Adams
Mark Steinberger
Matthew Cabrey
Michael Denny
Mitchell Black

Nancy Colman
Pamela Nelson
Pamela Zimmerman
Patricia Ma
Patrick Egan
Philip Korb
Phyllis Detwiler
Raymond Carter
Rebecca Flemer
Rich Crossin
Richard Glieniak
Robert Reusche
Sarah Maiellano
Sean Najera
Stephen Blum

Steve O’Neill
Susan Jacobson
Susan Reisbord
Tatiana Bertsch
Teresa Dooley
Terryl A. Decker
Thomas Vernon
Thomas Widing
Toni Goldberg
Walter Tsou
William McCall

Super Citizen Members

Aleister Saunders
Alex Milone
Andrea Missias
Barbara Bloomfield
Barbara Hoffman
Benjamin Goebel
Bradley Flamm
Chrissy Kind
Christina Stasiuk
Christopher McLoon
Claudia Siegel
Dan Filler
Daniel McElhatton
Daphne Hanford
David Prewitt
David Share
Derrick Sawyer
Dr. Myra Forrest
Elise Drake
Ellen Doyle

Franklyn Rodgers
George Gunning
Gwendolyn Binder
Hollie Holt
Hope Hart
Ida B Malloy
Jane Golden
Jeff Jacobs
Jeffrey Cooper
Jeffrey Ross
Jessica Hartley
Joan Gubernick
Ruttenberg
Joanne Bursich
John Morris
Jordan Segall
Karl Brown
Kelly Boyd
Kelsey Guinnup
Kylee Acker

Lauren Cristella
Lorene Cary
marc pomper
Marcia Ruberg
Marcos R. Lopez
Margaret Mund
Margaret Turcich
Marilyn Anthony
Mark Prince
Mary L. Goldman
Mathew Sandler
Megan Killian
Melissa Grimm
Meryle Rothman
Michael Clemmons
Michael Silverman
Nancy Altemus
Natalie Bilansky
Nathan Gorenstein
Patricia Moore

Patrick Baeringer
Peggy Curchack
Phillip Thomas
Rachel Zimmerman
Rajen Parekh
Rick Schwenk
Robert Cheetham
Robert Del Femine
Robert Ewers
Ron Wilson
Sharon Altman
Sondra Platt
Sonia Nelson
Sonja Eveslage
Stacey Butterfield
Suzanne Bakewell
Suzanne Ponsen
Tara Gyorly
Terrill Haigler
Thomas Eveslage



Super Citizen Members are part of a network of like-minded organizations in Philadelphia, all a part of the movement for good citizenship. Partner organizations are Young Involved Philadelphia and Committee of Seventy.

THE PHILADELPHIA

CITIZEN

www.thephiladelphiacitizen.org

The Philadelphia Citizen is a non-profit, non-partisan media organization with a dual mission: To provide deeply reported journalism that emphasizes solutions that can move our region forward, and to actively reignite citizenship in and around Philadelphia. We seek to identify our innovators, call out those who stand in the way of progress and shine a light on the next generation of Philadelphia leadership—all while giving Philadelphians the interactive tools they need to become more involved, engaged citizens.

Founded in 2015.