

AMID THE BUZZ OF TECH INNOVATION, SOCIAL INNOVATION

National impact for social services is born in Pittsburgh

Pittsburgh, Pennsylvania: At the height of its Renaissance, the Steel City is making headlines as a capital for tech breakthroughs, business vitality, and livability. Following the *Google/Uber effect*, meeting a tech entrepreneur or startup sensation has become a common occurrence. But as Pittsburgh's reputation for ingenuity spreads, the City is poised to take the national stage as an epicenter of new types of innovation.

Just outside Bakery Square, tucked in a glass office covered in post-it notes and taped-up ideas, *Darwin* is a center for social impact that engages in what they call “un-product innovation.” Instead of evolutionary artificial intelligence inventions and gadgets for the open market, *Darwin* innovates by changing the way social good professionals think and work to move *society forward*™.

Drawn by Pittsburgh's magnetic culture of innovation, *Darwin* transplanted from Washington D.C. in 2016. “We're energized by all the developments and innovation Pittsburgh is offering the world,” says Laura Kisailus, the founder of *Darwin*.

Working at the intersection of policymaker and changemaker, *Darwin* translates research into concepts and initiates their practical application across the nation. Their latest innovation, a dual-phase, scalable, systems solution, began with a [groundbreaking report](#) on America's anti-poverty infrastructure alongside a suite of actionable strategy, brand, and tech models—*unpack*™.

First in line for the innovation was *action pact*, a courageous, outcome-oriented community action agency in Southeastern Georgia. After a revolutionary and insight-rich [strategic branding engagement](#), *Darwin* decided to invest \$45,000 of in-kind services to take the project to the next level. Introducing, phase two: *Independence Design*.

Darwin will employ the principles of interdisciplinary collaboration to close the gap between individuals in poverty and the human service system built around them. By conducting inclusive and interactive research with individuals accessing services, the pilot initiative will give low-income community members not only a voice in the systems that serve them, but a role as well. The project will result in an empathetic strategic blueprint to reshape the experience of climbing out of poverty—informed by the people, for the people.

As the leader of a company brimming with new ideas, grand vision, and impact potential, Kisailus feels that *Darwin* is right at home in the 'burgh. “We're humbled to be contributing a

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new innovation lens to the city. It's impressive to see the level of grassroots participation fueled by the desire to improve our backyard and the world.”

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About Darwin

As a [center for social impact](#), *Darwin* partners with changemakers locally, nationally, and globally to solve complex issues. In addition to a focus on poverty, *Darwin* has an [extensive portfolio](#) including transformations in public health, aging, economic development, and conservation.

[Founded by a trailblazer](#) convinced the pace of progress can be accelerated, *Darwin* assembles the sharpest minds and introduces new methods to bridge the gap between intent and outcome.

Darwin's management and design experts inform solutions that reframe narratives, rethink systems, maximize capacity, and modernize policy. Since 2014, the team has worked at the intersection of changemaker and policymaker to provide impact services: strategy, design, media, transformation. To date, *Darwin* has kept their promise to move society forward™ by aligning over 87,000 people, accelerating 30 missions, and impacting 9 issue areas.

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