



## **POLICE ATHLETIC LEAGUE TAPS NON-PROFIT LEADER ERICA VANSTONE FOR EXECUTIVE DIRECTOR ROLE**

PHILADELPHIA – Erica Vanstone – a veteran of local, regional, and international non-profit organizations – has been named Executive Director for the Police Athletic League of Philadelphia (PAL), a public/private partnership mentoring youth since 1947.

The announcement was made November 25 by PAL Board Chair Patrick J. Ward, Pennsylvania Market President of WSFS Bank.



“Erica brings a wealth of experience to PAL – experience in sports administration, non-profit leadership, membership cultivation, athletic development, and community engagement. We are fortunate to have her join PAL,” said Ward.

“Over the past 18 years, Erica has worked in a variety of professional and board roles with some of the area’s premier non-profit organizations, and she has worked with some of the same funders who support PAL.”

Since 2021, Vanstone has served as Chief Executive Officer of a sports insurance corporation insuring adult and children athletes involved in flat-track roller derby. In this role with Women’s Flat Track Derby Inc., she revamped risk management guidelines for athletes and events, and restored the pre-COVID customer base of 15,000 (from 8,000 during COVID) in just three years.

From 2017 to 2021, as Executive Director of the Women’s Flat Track Derby Association, Vanstone led a staff of nine and a network of more than 100 volunteers worldwide to oversee the 40,000-athlete non-profit international women’s sports federation.

“As a working mother in the City of Philadelphia, I know firsthand the importance of free, safe, and meaningful activities for our children,” Vanstone said.

“The dedicated PAL staff and officers reach thousands of young people through sports, educational, and cultural programs. I’m honored to be able to put my two decades of sports leadership, community development, and nonprofit advocacy to work alongside to serve families and neighborhoods in this city.”

A Philadelphia resident since 1997, Vanstone worked in film and television in the region, and was a consultant for five years (2006-2011) with both WHYY and Scribe Video Center, working as a youth program instructor, facilitating video projects with at-risk youth.

She went on to lead communications and marketing efforts for Gift of Life Donor Program – one of the largest organ procurement organizations in the United States, serving more than 11.3 million people across the eastern half of Pennsylvania, southern New Jersey and Delaware. While at Gift of Life, Vanstone received a PRSA of Philadelphia Pepperpot Ladle for newsletter writing and established annual giving campaigns. From 2013 to 2014, Vanstone was senior marketing manager for Philabundance, the largest non-profit food bank serving the Philadelphia region.

Her volunteer efforts in Philadelphia include service as Treasurer of the Board of Directors for the JR Masterman Home and School Association, as Board Secretary for the New Kensington Community Development Corporation, and as a Board member for the Philly Roller Derby.

Vanstone earned a Bachelor of Fine Arts in Filmmaking at New York University, and an Executive Master of Science in Sports Business at Temple University. She resides in Philadelphia's Port Richmond neighborhood.

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