

THE PITTSBURGH FOUNDATION

community

FORUM

FALL 2012

DAY OF GIVING: KEY FOR NONPROFIT FUNDRAISING

More Nonprofits Register
for October 3 Event

SEE PAGE 3

WELCOME

Partnerships with our donors play a critical role in many of the successful initiatives undertaken by The Pittsburgh Foundation. In this edition of Forum, we highlight several examples of the transformative impact that we achieve working together, benefiting the lives of many.

First, we were delighted to announce the strengthening of the Foundation's funding of medical research through its long-standing partnership with the University of Pittsburgh by awarding two \$1 million gifts to establish two endowed medical chairs supporting groundbreaking cancer research and personalized medicine (see story on page 15).

These gifts were made possible by 21 separate donor funds, established at the Foundation over past years by individuals and families to support medical research programs. A compelling reason for donors to join with our community foundation is recognition of the opportunity for their gifts to combine with others to maximize impact. Our initiative with Pitt is an example of that, and I am confident it will yield strong and positive results for many years to come.

We also feature a deeply touching story on pages 10 and 11 about two bequests to the Foundation, which together amount to more than \$20 million. Following their passing, identical twins, Jean Hartley Davis and Nancy Lane Davis left the Foundation over \$9 million, the major share of which will support our discretionary grantmaking.

And even though they moved away from Pittsburgh in 1973, the late Junius F. Allen and his wife Zella bequeathed \$11.7 million to the Foundation, also to be used for our organization's unrestricted grantmaking. These gifts are among the biggest ever individual bequests to the Foundation and we are especially grateful and honored that they chose to support the Foundation's work in our community, now and for many generations to come.

Finally, a reminder to all that the Foundation's annual Day of Giving takes place on Wednesday, October 3, 2012 (see story on page 3). The success of this event over the past three years has been due in major part to the enthusiastic participation of donors and growing members of the public — many of them newcomers to philanthropy — who have given generously to a vast array of nonprofit programs serving our community.

This year's 24-hour on-line Day of Giving using the Foundation's PittsburghGives portal will again offer matching funds for all contributions to more than 700 nonprofit organizations registered to take part in Allegheny and Westmoreland counties.

Thank you for using this event to make a huge difference for charitable organizations serving our community, and we look forward to you joining us on-line on October 3.

Grant Oliphant
President and CEO
The Pittsburgh Foundation

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Day of Giving Becomes Key for Nonprofit Fundraising

More Nonprofits Register for October 3 Event

THE PITTSBURGH FOUNDATION'S DAY OF GIVING has become a key centerpiece for the fundraising efforts of increasing numbers of local nonprofit organizations as they strive to expand funding sources and broaden their bases of donor support.

Many nonprofits had distributed 'save the date' reminders to their board members and supporters by early August — two months ahead of the fourth annual 24-hour Day of Giving to be hosted by the Foundation on Wednesday, October 3, 2012.

More than 700 nonprofits based in Allegheny and Westmoreland counties are registered to take part in this year's event, up from the 654 charities that participated in 2011.

The Foundation aims that its PittsburghGives on-line program will raise over \$7 million for the region's nonprofits this year, topping the \$6.4 million in total contributions received in 2011.

"The Day of Giving has become a firm fixture in the fundraising calendar for many of our nonprofit organizations, and has become especially important during a period when other funding sources have diminished or disappeared altogether," said Grant Oliphant, the Foundation's President and CEO.

"Our PittsburghGives program has provided much-needed help at a most critical time, and it's not just about the money raised from the event. Nonprofits have been able to use this platform to attract new donors, creating broader and more sustainable on-going support. From the outset, this has been our primary goal for the Day of Giving."

Participating local charities have completed and updated their profiles on the PittsburghGives site to be eligible to receive contributions from donors that will qualify for equal pro-rated shares of matching funds. The total match pool for The Pittsburgh Foundation will be \$750,000 and for the Community Foundation of Westmoreland approximately \$80,000.

Last year's Day of Giving almost doubled the amount raised in 2010 (\$3.3 million) and the number of individual contributions — 13,643 in 2011 compared with 7,778 the previous year. It took the total raised from the Foundation's on-line giving events hosted by PittsburghGives to \$13 million in two years.

Gifts were received from donors in all 50 U.S. states in last year's Day of Giving, and of the 654 charities that participated 97 percent received credit card contributions.

For one of them, Three Rivers Rowing, the Day of Giving comes just three days before the organization's Head of the Ohio signature annual event. The competitive rowing competition attracts over 2,000 participants and is well known in the rowing community.

"With nearly 90% of our annual campaign donations coming on that one day, Day of Giving has become the focus of our annual campaign," explains Rick Brown, Three Rivers Rowing Executive Director. "We are able to promote the giving event throughout the rowing community along with our race communications."

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Rick Brown,
Executive Director
Three Rivers Rowing

Three Rivers Rowing is attracting new people to the sport from beginner level through elite competitor. “More and more individuals are interested in recreational opportunities on our rivers and we are so close to Downtown with programs and activities for anyone,” he said.

The organization continues to grow, hosting a program for girls from Pittsburgh Public Schools and local charter schools which has been fully funded for the past four years. “It is designed to bring rowing to those who might not have the opportunity,” said Rick. “All transportation, coaching and equipment are provided at no cost to the participants and the teams were able to compete at an away race in Ithaca, NY this past year.”

For Rick, it is fun to be around the excitement when new people take up the sport, whether they are a junior high student or a senior citizen. “Day of Giving is part of that excitement at Three Rivers Rowing,” he said.

MORE NONPROFITS PLAN TO PARTICIPATE

Among the new nonprofit organizations taking part in the Day of Giving is the Steel Valley Trails Council. It hopes to use PittsburghGives to attract new members and funds to continue the work of maintaining the Mon-Valley section of the Great Allegheny Passage, a series of trails from Pittsburgh to Washington, D.C., as well as building new connecting trails.

“Any size donation will help us,” said Hannah Hardy, Past-President of the organization. “Small donations can get us a new shovel and a larger donation can purchase a tractor. We need both as well as volunteers to keep the trails in great condition, and we always welcome more help.”

Hannah has participated as a donor in previous Day of Giving events. “PittsburghGives is a real easy way to make a donation and support an organization,” she said. Steel Valley Trails Council will use its popular e-newsletter and social media to tell the story of the trails along the Monongahela and how their members devote their time and talent to maintain them as a resource for the community.

Another organization participating for the first time is The Hollywood Theater which has served as an anchor in the Dormont community since the 1930s. It fell into hard times starting in the 1980s, passing from owner to owner and eventually closing its doors. That is until a concerned group of citizens fired the projector back up in June of 2011 as a nonprofit.

Margaret Jackson, Board Member of The Hollywood Theater, grew up going to the Hollywood as well as the South Hills Theater which was on Liberty Avenue in Dormont. “I remember watching the wrecking ball tear down the South Hills Theater with tears in my eyes,” she said. The Hollywood though has been saved from that fate and is part of a blossoming business district on Potomac Avenue that includes new shops and restaurants.

“As a small nonprofit and single screen theater, admissions alone will not keep us open,” she explained. “We are new to Day of Giving, but it can help us build a nest egg

so that we can prepare for the inevitable like a projector bulb blowing out as well as expand our programming.” The organization hopes to add a film education program for students.

The Hollywood has reached out to local filmmakers as well, hosting their film premieres. “We give them an opportunity that they may not necessarily have — to show their film on a big screen,” said Margaret. The Hollywood hosted the recent 48 hour film contest which challenges filmmakers to produce a film in just two days.

The theater is producing a special Day of Giving short film, the project of a local high school student, detailing the history and potential of the Hollywood in the hope of attracting support. “Movies are meant to be shared and you just don’t get the same feeling when you watch a film at a multiplex or at home as you do at a grand theater like the Hollywood,” said Margaret.

FACTFILE DAY OF GIVING 2011

- \$6.4 million raised in 24 hours—equivalent to \$75 per second
- Public donations topped \$5.1 million, which received matching funds of \$750,000. In Westmoreland County, public contributions were \$435,599 which received matching funds of \$100,000
- Each donation received a pro-rated share of the match —14.5 cents on the dollar, or 14.5 percent
- 13,643 individual contributions received in 24 hours, up from the 7,788 donations in the Foundation’s Match Day in 2009
- 633 nonprofits received donations — 97 percent of those profiled on PittsburghGives
- The average gift size was \$472
- Local funding partners providing matching dollars included the Foundation’s Jack G. Buncher Charitable Fund, The Heinz Endowments, The Buhl Foundation and the Leonard C. Grasso Charitable Foundation
- The PittsburghGives site received over 30,000 “hits” during the Day of Giving
- Gifts were received from donors in all 50 U.S. states
- 27 percent of contributors were new donors and an additional five percent were returning donors who had not contributed in several years
- The amount raised in Allegheny County alone was the equivalent to \$4.22 for every individual living in the county
- Special social media training classes were organized to help nonprofits promote the Day of Giving using Facebook, Twitter and other on-line tools



Above: Three Rivers Rowing



NEIL AND SUZANNE ALEXANDER ANNOUNCE IRON HORSE AWARDS FOR CHILDREN AFFECTED BY ALS

WHEN NEIL AND SUZANNE ALEXANDER created the LiveLikeLou.org Fund at The Pittsburgh Foundation after Neil was diagnosed with Amyotrophic Lateral Sclerosis (ALS) (known as Lou Gehrig's Disease) they set a goal of helping other victims and their families deal with the impact of the disease.

LiveLikeLou.org announced The Iron Horse Awards, named for Lou Gehrig's nickname, providing financial grants to pay for an activity or program for a dependent child (under 18 years of age) whose parent, or legal guardian, has been diagnosed with ALS. Examples of childhood activities include music lessons, sports, camps, or any activity that supports a child's physical, social or mental well-being. Counseling for children to cope with ALS is also an eligible activity for an Iron Horse Award.

"Having a loved one with ALS can take an emotional, physical, social and financial toll on a family," said Neil. "Parents with ALS try hard to maintain the normalcy of their children's lives, but the realities of ALS can make it difficult for some children to participate in activities they would normally enjoy."

The Alexanders held several successful fundraisers over the summer to benefit their fund in continuing their fight against Amyotrophic Lateral Sclerosis (ALS), including a Taekwondo "Break-athon" and a VIP event at the recent

Constellation Senior Player's Golf Championship at Fox Chapel Golf Club.

The family recently took a trip to Washington, D.C. as well where Neil was invited to speak at the Phi Delta Theta national convention. This was the same fraternity of which Lou Gehrig was a member at Columbia University and it is active in supporting ALS causes. During the convention Phi Delta Theta inducted Neil as a new member. Neil had previously traveled to Harrisburg to advocate for funding in the state budget for ALS patient care. Equipment such as assistive and communication devices that are vital for those suffering from the disease are often not covered by insurance. In early July, the ALS Association of Western PA announced that \$300,000 was earmarked in the coming year to support care which will be administered by association offices in Pittsburgh and Philadelphia.

Patrick, Neil's son, played little league for the Yankees over the summer. His number was of course #4 in honor of Lou Gehrig. He also got to watch his father throw out the first pitch at the September 8th Pittsburgh Pirates game for LiveLikeLou.org night at PNC Park.

Neil and Suzanne's fund at The Pittsburgh Foundation has so far raised more than \$340,000. For more information, please visit www.livelikelou.org.

INVESTING IN LOCAL PROFESSIONAL ARTISTS



INVESTING IN PROFESSIONAL ARTISTS, a program jointly sponsored by The Heinz Endowments and The Pittsburgh Foundation, has awarded grants to sixteen artists and organizations totaling \$216,206 during its recent, first funding cycle.

Applications to the new program were received from 137 individuals and organizations from twenty-three cities and towns throughout the region. A peer panel comprising regional and national experts from a variety of artistic disciplines reviewed applications and made awards to thirteen artists and three organizations based on the quality of the artist's work and the potential of the proposed project to advance the artist's career. Grantees include established and emerging artists working in visual arts, multimedia, dance, music, theater and literature.

Investing in Professional Artists is a multi-year program designed to support creative development of professional artists in the region; create career advancement and recognition opportunities for artists; encourage creative partnerships between artists and local organizations, and increase the visibility of working artists in the region's cultural life.

National Panelists included Lee Gutkind (Founding Editor of Creative Nonfiction Journal), Bill Horrigan (Curator-at-Large at the Wexner Center), Valerie Cassel Oliver (Senior Curator at the Contemporary Arts Museum Houston), Steven Stucky (Pulitzer Prize-winning composer), Laurie Uprichard (former Executive Director of Danspace Project and the Dublin Dance Festival), Meiyin Wang (Associate Producer of Under The Radar Festival and Symposium in New York).

Regional Panelists included Wendy Arons (Associate Professor of Dramatic Literature at Carnegie Mellon University), Vicky A. Clark (Independent visual arts curator), Ben Harrison Associate Curator for Performance at The Andy Warhol Museum), Ayanah Moor (Associate Professor of Art at Carnegie Mellon University), Peter Oresick (Associate Director of Chatham University's MFA Program in Creative Writing), Natalie Ozeas (Associate Head of Carnegie Mellon University's School of Music), Greer Reed (Artistic Director for Dance Initiatives at The August Wilson Center for African American Culture).

"Our region benefits enormously from having one of the most vibrant and diverse arts communities in the country, enhancing the quality of life in innumerable ways," said Grant Oliphant, The Pittsburgh Foundation's President and CEO. "We are delighted to partner with the Heinz Endowments in this very significant program to support the work and career development of our local artists, furthering Pittsburgh's vitality and growth as a cultural destination."

New applications for grants to be awarded in 2013 will be accepted later this year. For more information and a full list of grantees, please visit the Foundation's website at pittsburghfoundation.org/region_artists_program.



(Above) Artist David Montero

Since 2001, more than 500,000 military service men and women have returned from Iraq and Afghanistan with disabling conditions, many of them severe enough to be life-altering. In the Pittsburgh region, there are more than 60 veterans that due to their injuries are struggling to return to the work force and their former lives. That number is expected to grow over the next several years.

The Pittsburgh Foundation has joined additional funding partners to bring the National Organization on Disability's (NOD) Wounded Warrior Careers Program to Pittsburgh to assist our area's most severely injured veterans with training, education, job placement and accommodation services, helping them re-enter civilian life with dignity, support and, hopefully, success.

Seventy-five percent of Army Wounded Warriors experience PTSD and/or a traumatic brain injury, disabilities with which many employers are unfamiliar. And returning service members and their families often find themselves entangled in a perplexing web of benefits and services.

"Too often, seriously wounded service members lack the training and resources to adapt their military experience and new disabilities to successful civilian careers," said Mr. Lockwood. "The waste of their talents and abilities, and its impact on thousands of military families, is a completely preventable national tragedy."

The Wounded Warriors Career Program is built on three pillars: personal engagement, prolonged involvement and proactive support. The key to the program is the local Career Specialists that offer veterans and their families intensive career counseling, mentoring and support and work closely with other local service providers. NOD is currently finalizing the interview process to hire two Career Specialists to begin the program in Pittsburgh.

"The National Organization on Disability's Wounded Warrior Careers program has helped me to support myself and allowed me to open doors that, due to my injuries, once seemed closed."

Scott Vycital, US Army Specialist (Ret.)

(Below) First Lady, Michelle Obama; Scott Vycital; and President Barack Obama



HELPING WOUNDED WARRIORS GET BACK TO WORK

"Following traumatic brain and associated injuries, I was rated 100% disabled. As a 6 foot 6 inch center, I had turned down a college basketball scholarship to join the army. NOD career specialists got me a job coaching youth basketball at the local community center. Now I'm enrolled in a bachelor's program for school counselors, and I plan to coach in public schools as well."

James Williams



(Above) James and Jennifer Williams

Recognizing the challenges for these returning soldiers, the United States Army partnered with NOD in 2006 to determine the issues and support needs. NOD started a program in three sites centered nearby active duty armed forces bases in Dallas, Colorado Springs and Fayetteville, North Carolina.

The Pittsburgh Foundation has awarded an initial \$45,000 grant to the New York-based NOD to help establish the Wounded Warriors Careers Program in the Pittsburgh region and will consider additional funding support over the next two years.

"This is a tested model, but NOD recognizes that each city is different and veterans have their own unique needs," said Kevin Jenkins, Director of Community Initiatives at The Pittsburgh Foundation. In Western Pennsylvania, that difference is a large concentration of National Guard and Reservist veterans.

"A Reservist may have been deployed more often and for longer periods than an active-duty soldier," said Bill Lockwood, NOD's Director of the Wounded Warriors Career Program. "It is our goal to learn how best to serve this veteran from our work in Pittsburgh and translate that to other areas of the country."

A Reserve soldier may return more isolated than active-duty personnel, with no connection to the support system of the VA Hospital and may have undiagnosed Post Traumatic Stress Disorder or PTSD. They also may have lost their job or be unable to perform its duties because of physical and mental injuries suffered in combat.

"The Career Specialist works closely with the veteran to determine what work would match their interests and abilities and develops a comprehensive career plan that is veteran-centric with clear goals," explained Mr. Lockwood. "Frustration is a big part of PTSD and it is important to match the individual with something they will like to prevent the downward spiral that can result from veterans leaving new jobs prematurely."

When a soldier leaves the service, there is often a delay in benefits, reduced income and often higher costs, including relocation expenses. This can force a veteran into financial hardships, which in many cases has led to homelessness. "A meaningful career is critical to prevent these larger problems," said Mr. Lockwood.

Dexter Durante served with the US Army 20th Engineer Brigade in Iraq until he was medically retired in 2009 following an explosion during a training exercise that left him visually impaired. With assistance from the Wounded Warriors Careers Program, he was able to complete a Bachelor's Degree in Management in 2011.

"The NOD Career Specialist provided mentoring and job coaching, as well as worked with my employer to accommodate my needs as much as possible," said Mr. Durante. This included using a voice recorder to capture phone conversations and a reading application that integrated with his employer's software, allowing him to perform job duties.

"It could take three to four years for the Wounded Warriors Career Program to be fully functional in Pittsburgh," said Mr. Jenkins. "However, the NOD is committed to working with local organizations to make it a success." In previous programs, NOD reports 70 percent of Wounded Warrior Careers participants are employed or in education or job training. That is twice the rate of returning wounded veterans not enrolled in the program.

NOD is working locally with the Veterans Leadership Program, the VA Hospital, National Guard support program and the US Army Strong Center in Coraopolis. A special public kick-off event is scheduled for Veteran's Day on Monday, November 12, 2012.

The Pittsburgh Foundation also plans to work with these and other local organizations to determine additional issues and needs for our area veterans and their families. "This is just a beginning, but it is an important one for the veteran community," said Mr. Jenkins.

FOUNDATION RECEIVES TWO GIFTS AMOUNTING TO MORE THAN \$20 MILLION

A LOVE OF PITTSBURGH and a commitment to provide lasting support for charitable causes in the community inspired donors to leave two major new gifts to The Pittsburgh Foundation, which together are expected to total more than \$20 million.

The late Junius Allen, a former senior executive with Pittsburgh's H.J. Heinz Company, and his wife Zella, bequeathed \$11.7 million to establish an unrestricted fund at the Foundation, strengthening the organization's grantmaking to address critical local needs. And following their passing, twin sisters Jean and Nancy Davis left the Foundation over \$9 million, the major share of which will form a fund also to support the organization's discretionary grantmaking.

Proceeds from both estates are still being administered by their attorneys. The gifts are among the biggest individual bequests received by the Foundation.

"In themselves, these are extremely generous gifts that will support charitable programs in our Pittsburgh community, benefiting a great many individuals and families now and in the future," said Grant Oliphant, the Foundation's President and CEO. "But when we look behind these bequests we see touching stories of deep affection for Pittsburgh and its people and a big-hearted dedication to help safeguard the well-being of a place that was home for Junius and Zella Allen and Jean and Nancy Davis.

"We are especially grateful and honored to have been chosen to help fulfill their charitable goals, creating legacies that will support the Foundation's work in our community now and for many generations to come."

Since they were born in 1914, identical twins, **Jean Hartley Davis** and **Nancy Lane Davis** resided all their lives in the red brick house built by their father in South

Braddock Avenue in Pittsburgh's East End. Jean died in October last year. Her sister, Nancy, passed away four months later in February this year. They were 97.

Their wealth was largely inherited, and accumulated over time through their modest lifestyles, based upon the ethics instilled in them by their parents, mother, Blanche and father, Frank who held the distribution franchise for a laundry whitening detergent, LaFrance, which he later sold and invested in other entrepreneurial interests.

"They were very careful with their money and invested wisely," said Bonnie Titus, Executor of their estates. "But they were not overly concerned about their wealth.

"Above all, they were distinctly different individuals and wonderful characters who were very 'old school' and loved life. They liked to travel, and throughout their lives remained intellectually curious."

Both attended Pittsburgh's Winchester Thurston School, and from there Jean went on to graduate from the prestigious Mount Holyoke College in Massachusetts, one

of the first of the Seven Sisters colleges and also received a degree in music from the University of Michigan. Nancy, who started at Mount Holyoke, graduated from Pennsylvania School for Women, now Chatham College.

Both served in the armed services, Jean with USO in Germany and Nancy serving with WAVE, a division of the U.S. Navy. In their working lives, Jean, who played the piano and organ, taught at the Hindman School of Music in Kentucky for a year before returning to Pittsburgh to head the music department at Tarentum Schools. Nancy worked for Westinghouse at the Bettis Facility as a company secretary.

Both were avid horticulturalists and proud members of the Rockledge Garden Club as well as keen golfers as members of the Edgewood Club in Churchill. Neither of the twins ever married.

Of their total gift to the Foundation, the major share, 65 percent, establishes a fund to support the organization's discretionary grantmaking "for such charitable organizations whose educational or cultural activities and programs improve the general quality of life in Allegheny County." A further 25 percent creates a fund to benefit Pittsburgh Theological Seminary, and 10 percent establishes on-going support for The Pittsburgh Symphony.

Separately, Jean and Nancy also established a fund at the Foundation to benefit their church, Second United Presbyterian Church in Wilkensburg, and made individual bequests to their nieces and nephews, the children of their late older sister and two younger brothers.

"Nancy's and Jean's kindness and concern for our Pittsburgh community inspired them to make plans to create meaningful benefits that would last long after their passing," said Yvonne Maher, the Foundation's Vice President for Development and Donor Services. "It was their way of paying it forward for the next generation of Pittsburghers."



For **Junius F. Allen** and his wife, **Zella Irwin Allen**, their ties with Pittsburgh remained strong as they traveled the world and even after they moved away from the region. Both were born and raised in Coraopolis and were married in 1936. After earning a B.A. at Ohio Wesleyan University majoring in business administration, and attending an advanced management course at Harvard Business School, Junius worked for 38 years with Pittsburgh's H.J. Heinz Co., where he retired as Senior Vice President responsible for the organization's European companies.

Accompanied by Zella, he travelled extensively on business covering six continents, including Australia where they attended the 1956 Olympic Games, and most recently Europe where Junius was based at one time for H.J. Heinz Co.

Cycling and swimming enthusiasts, Junius and Zella were active in the Pittsburgh region before moving to Florida in 1973, with a special interest in the arts and a deep commitment to community service.

Zella, who was involved in business courses at Robert Morris College and also worked as a secretary with a Pittsburgh law firm, was a member of the Women's Board of Presbyterian Hospital. Junius' community commitments were many and while in Pittsburgh included his service as President of the Sarah Heinz House and as President of the Pittsburgh Council for International Visitors. He also served on the boards of many organizations in Florida after leaving Pittsburgh.

The couple established a fund at The Pittsburgh Foundation in 1988 to support the organization's discretionary grantmaking initiatives which, through additional gifts and investment growth over time, has grown to \$500,000. Junius died in 2004 and following Zella's passing last year, the proceeds from their estate are currently in the process of being added to their fund at the Foundation.

"WE ARE ESPECIALLY GRATEFUL AND HONORED TO HAVE BEEN CHOSEN TO HELP FULFILL THEIR CHARITABLE GOALS, CREATING LEGACIES THAT WILL SUPPORT THE FOUNDATION'S WORK IN OUR COMMUNITY NOW AND FOR MANY GENERATIONS TO COME."

Grant Oliphant,
President and CEO
The Pittsburgh Foundation



(Left to right) Jean Hartley Davis and Nancy Lane Davis; the Davis family. (Far right) Junius Allen

ADVISOR PROFILE:

DEBORAH SULLIVAN

THE BENEFITS OF SUPPORTING PHILANTHROPIES THROUGH ESTATE PLANNING

“When someone is giving because they want to give, they get way more out of it than what the charity is getting. As the client of my first fund said, ‘I never knew it would be this much fun to give money away.’”

Deborah Sullivan,
Senior Vice President
and Financial Advisor,
The Sullivan Group at
Morgan Stanley
Smith Barney



Above: Christine Saitta and Deborah Sullivan

WHEN IT COMES CHARITABLE GIVING, Deborah Sullivan brings it all to the table.

As a financial advisor, she counsels her clients on the benefits of supporting philanthropies through estate planning. But she also has had firsthand experience of the satisfaction that comes with giving money away.

Deborah began her career as a financial advisor in 1985 at Hefren-Tillotson where she served as Executive Vice President and Director of the Financial Planning Department. In the beginning, her focus was on helping clients realize the financial benefits of comprehensive financial planning.

That changed with the first trust she put together, she says. Her clients, a German couple of modest means, were very religious and charitably inclined. They were quiet and staunch in their commitment.

“After we signed the trust, the wife started giggling and said, ‘I never realized how much fun it would be to give money away. That has always stayed with me,’” says Deborah.

Christine Saitta, a colleague from Hefren-Tillotson, worked with her initially as her assistant. It proved to be a dynamic collaboration and, in 2007, the two moved together to Smith Barney in the South Hills of Pittsburgh as The Sullivan Group at Morgan Stanley Smith Barney.

Deborah is a Senior Vice President and Financial Advisor with the accreditation as a Certified Financial Planner® professional. Christine is Vice President and Client Relationship Manager. Their friendship has transcended their business relationship as they’ve evolved together in both their outlook on financial planning and the importance of charitable giving.

As always, Deborah’s goal is to work closely with individual clients while providing comprehensive planning services to high-net-worth individuals. She believes Christine was meant to walk that road with her.

Since they began collaborating, their production has tripled, a blessing that has inspired them to give back in more ways. With success comes a great responsibility to give, they say.

In 2007 Deborah established her own fund with The Pittsburgh Foundation, The Deborah A. Sullivan Family Fund, a donor-advised fund that has supported the Greater Pittsburgh Women’s Shelter, Western Pennsylvania Conservancy and United Way.

More recently, they’ve taken on a personal project, assisting an organization that has significance to them both. They raised money for an urgently needed surveillance system for Sisters Place.

Founded in 1993, Sisters Place in Clairton provides housing and supportive services to struggling single parents and their children, a safe haven and community to

families offering of rent assistance, educational opportunities and job training.

Programming helps instill life skills to parents and their children as they navigate the road back to independent living. They provide structure to the family where and when its needed most, explains Christine. Many are not only struggling with addiction, but mental health issues.

The two became aware of serious security concerns at Sisters Place when The Foundation’s Gwyneth Gaul, Director of Development, related a growing concern that the families there were living at risk.

Since the program had started, two mothers had been murdered, deaths caused by significant others who were longtime abusers. A network of surveillance cameras, tied into the local police station, was urgently needed.

Christine knew about Sisters Place through her active involvement with her church, St. Sylvester Parish community in Brentwood. Her priest serves on Sisters Place’s board.

Deborah’s interest stemmed from her own personal experience of growing up as a child of a single parent living at one time in similar housing, as well as a personal understanding of the pain and challenges associated with divorce.

“I know what these women are going through from a child’s perspective and now a mother’s perspective,” Deborah says. “I’ve been where these families are.”

Deborah and Christine sprang into action. Together they raised \$10,000 through individual and corporate sponsors.

Donations from several parties helped them to meet their financial goal. Generous donations were received from Ed Koontz, Federated Investors, Morgan Stanley Smith Barney, Lynn and Bob Pusateri, who also have a fund at The Pittsburgh Foundation, The Deborah Sullivan Donor-Advised Fund and Pittsburgh District Attorney, Stephen Zappala.

The experience proved immensely rewarding for them both.

“In everything I do, I’ve found that going through the same process as your clients is very rewarding,” says Deborah.

“When someone is giving because they want to give, they get way more out of it than what the charity is getting. As the client of my first fund said, ‘I never knew it would be this much fun to give money away.’”

THE PITTSBURGH FOUNDATION FUNDS ENDOWED CHAIRS FOR CANCER RESEARCH AND PERSONALIZED MEDICINE

“Endowed chairs are a hallmark of leading universities. The Pittsburgh Foundation Chairs will create a competitive advantage in the University’s efforts to attract and retain the best and brightest scientists to Pittsburgh.”

Mark Nordenberg,
Chancellor
University of Pittsburgh

THE PITTSBURGH FOUNDATION has awarded two \$1 million gifts to the University of Pittsburgh to establish two endowed chairs supporting groundbreaking cancer research and personalized medicine.

The Pittsburgh Foundation Endowed Chair in Innovative Cancer Research and The Pittsburgh Foundation Endowed Chair in Personalized Medicine are significant gifts that reflect an important, long-standing partnership between the Foundation and the University of Pittsburgh. The chairs will serve as cornerstones in high-profile, priority areas of research.

“The Board of The Pittsburgh Foundation determined that the University of Pittsburgh is uniquely positioned to nurture research excellence in a highly collaborative environment. In partnership with UPMC, the University is poised to advance discoveries in cancer and personalized medicine, making a strong impact on our community,” said Grant Oliphant, President and CEO of The Pittsburgh Foundation. “The establishment of the endowed chairs will enhance health care delivery for patients throughout our region and beyond.”

The Pittsburgh Foundation Chair in Innovative Cancer Research will support advances at the University of Pittsburgh Cancer Institute (UPCI). UPCI’s pioneering research has led to a deeper understanding of the basic biology of cancer and to remarkable progress in the diagnosis, treatment, and prevention of the disease.

“Thoughtful investments in priority programs like cancer prevention and control, cancer and aging, women’s cancer, and translational research are the underpinnings of this plan. Investments in good science like this one are investments in good medicine, helping us attract and retain the best investigators and accelerate our agenda for cancer research in Pittsburgh,” said Nancy Davidson, M.D., Director of UPCI and UPMC Cancer Center.

The Pittsburgh Foundation Chair in Personalized Medicine builds on the scientific belief that the variations in our genetic blueprint help to answer important questions about susceptibility to disease and an individual’s projected response to specific therapy.

“With personalized medicine, we aim to move the ‘one-size-fits-all’ model of medicine to a tailored, ‘right-sized’ model — delivering the right therapy to the right person at the right time,” said Steven Shapiro, M.D., Vice President and Chief Medical and Scientific Officer of UPMC.

“Seventy five percent of health care costs today are associated with chronic diseases like cancer and diabetes. If advances in personalized medicine allow physicians to prevent or better treat these diseases based on a patient’s genomic profile, the potential savings in financial and human terms could be very significant.”

UPCI has launched a broad-based community effort to match the \$1 million gift given by The Pittsburgh Foundation for the Endowed Chair in Innovative Cancer Research as soon as possible through additional funds from individuals.

UPMC will match the \$1 million gift for The Pittsburgh Foundation Chair in Personalized Medicine through funds that were designated for building organizational capacity in the area of personalized medicine.

“Endowed chairs are a hallmark of leading universities. The Pittsburgh Foundation Chairs will create a competitive advantage in the University’s efforts to attract and retain the best and brightest scientists to Pittsburgh,” said Mark Nordenberg, Chancellor of the University of Pittsburgh.

“These two endowed chairs will enable the university to forge new frontiers in science — and The Pittsburgh Foundation name will be woven into the fabric of this impact for many generations to come.”

UPMC CancerCenter connects patients to the integrated expertise of leading clinicians, academic researchers, specialty programs and treatment centers. In partnership with the University of Pittsburgh Cancer Institute (UPCI), the only National Cancer Institute-designated comprehensive cancer center in Western Pennsylvania, it is accelerating the breakthroughs in its labs into clinical practice around the world.

As one of the nation’s leading academic centers for biomedical research, the University of Pittsburgh School of Medicine integrates advanced technology with basic science across a broad range of disciplines in a continuous quest to harness the power of new knowledge and improve the human condition. Driven mainly by the School of Medicine and its affiliates, Pitt has ranked among the top 10 recipients of funding from the National Institutes of Health since 1997.

Likewise, the School of Medicine is equally committed to advancing the quality and strength of its medical and graduate education programs, for which it is recognized as an innovative leader, and to training highly skilled, compassionate clinicians and creative scientists well-equipped to engage in world-class research.

The School of Medicine is the academic partner of UPMC, which has collaborated with the University to raise the standard of medical excellence in Pittsburgh and to position health care as a driving force behind the region’s economy.

RIVERLIFE WORKS TO RESTORE PITTSBURGH'S ICONIC SYMBOL: THE FOUNTAIN AT THE POINT



THERE'S A MASSIVE HISTORIC RENOVATION underway Downtown, and soon Pittsburghers will see a familiar icon return to the city skyline. For the past five years, Point State Park has been undergoing a top-to-bottom reconstruction overseen by the Department of Conservation and Natural Resources, Riverlife, and the Allegheny Conference on Community Development.

It's the largest such park project in Pennsylvania history and was launched as part of the city's 250th anniversary in 2008. The final phase of this huge undertaking is the renovation of the Point State Park fountain which sits at the very tip of the park peninsula and celebrates the beauty of the three rivers. The Friends of the Fountain Fund was established at The Pittsburgh Foundation in January 2009 to assist the fundraising efforts.

The fountain has been turned off for several years because of broken pumps, failing electrical systems and disrepair caused by flooding. "Like much of Point State Park, the fountain had been in near-continuous use since the historic landmark park opened to the public in 1974," said Lisa Schroeder, President and CEO of Riverlife. "It became clear that renovations were needed for the entire park, from its much-used lawns that host festivals and concerts to its riverfront promenades and bleachers."

The Pittsburgh Foundation joined other funders with a \$250,000 grant to support the restoration of the fountain. "Thanks to great community support, corporate donors and philanthropic support from additional organizations, the campaign raised over \$9.6 million to complete the fountain renovation, ensuring that the revitalized fountain will be a symbol of Pittsburgh strength for generations to come, said Ms. Schroeder.

Much of that needed repair has been completed. Two beautiful new lawns with restored pathways, benches,

lighting and a new Café greet Point State Park's millions of annual visitors. The lush woodland areas, replanted with native trees, bushes and flowers, bring color throughout the seasons and provide habitat for birds and animals. And the restored promenades along the Allegheny and Monongahela rivers offer new bleacher seating, amphitheaters for performance and restored riverfront trail connections.

The grand finale to the renovation is the dedication celebration of the Point State Park fountain in early summer of 2013. "Pittsburghers will see a renewed fountain with new lighting, a restored and raised plaza, a new 'waterfall shelf' inside the original granite basin, and new restroom and pump house facilities," said Ms. Schroeder. The fountain will return with its majestic 150-foot column of water, a welcome symbol of Pittsburgh's past and present renaissances.



Above: Visiting the fountain's construction site: Lisa Schroeder, President and CEO of Riverlife; Grant Oliphant, President and CEO of The Pittsburgh Foundation and chair of Riverlife's Board; and Jim Rohr, Chairman and CEO of PNC, a partner on the Three Rivers Park development project.

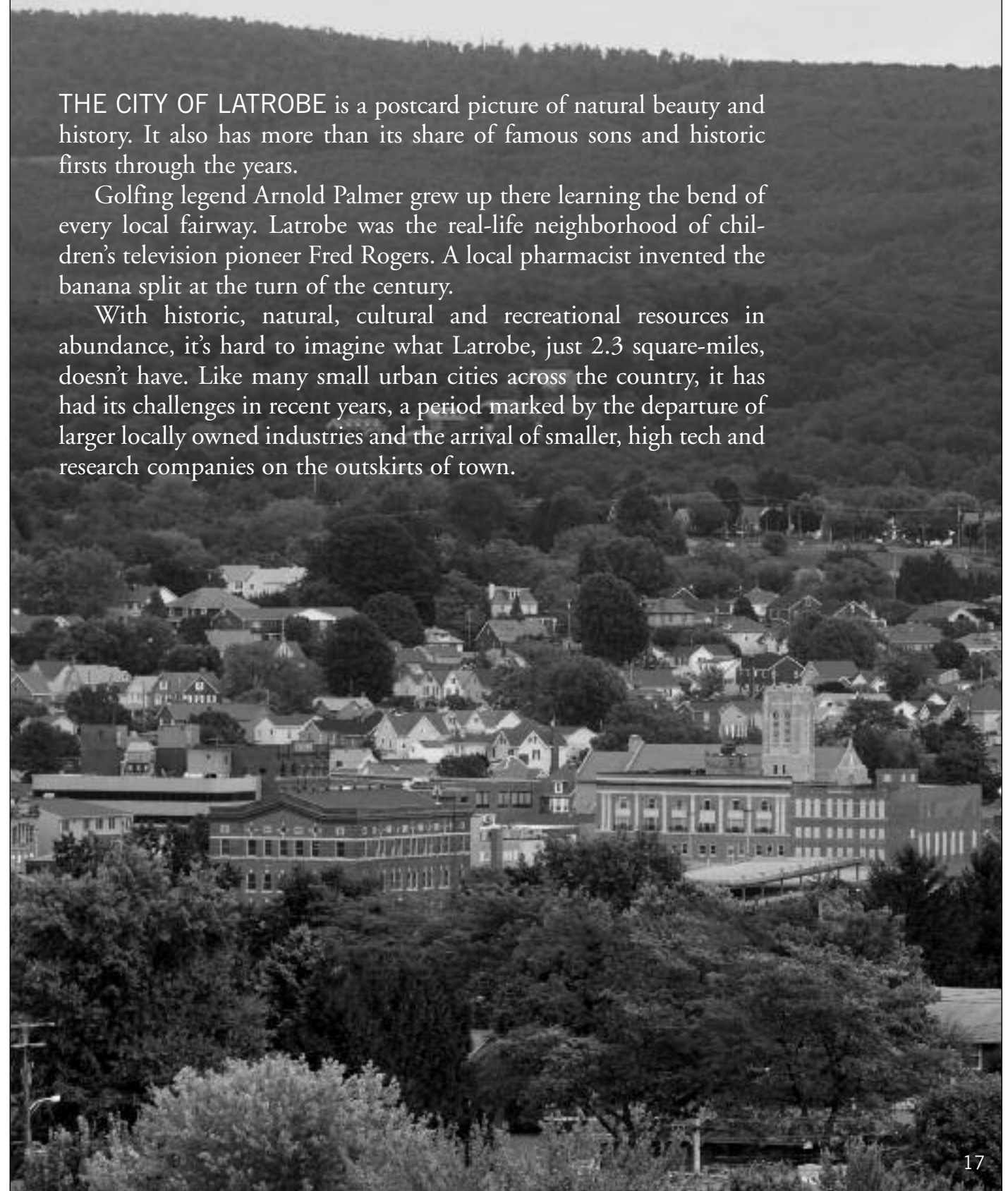
FOCUS ON WESTMORELAND:

2.3 MILES OF REVITALIZATION IN LATROBE

THE CITY OF LATROBE is a postcard picture of natural beauty and history. It also has more than its share of famous sons and historic firsts through the years.

Golfing legend Arnold Palmer grew up there learning the bend of every local fairway. Latrobe was the real-life neighborhood of children's television pioneer Fred Rogers. A local pharmacist invented the banana split at the turn of the century.

With historic, natural, cultural and recreational resources in abundance, it's hard to imagine what Latrobe, just 2.3 square-miles, doesn't have. Like many small urban cities across the country, it has had its challenges in recent years, a period marked by the departure of larger locally owned industries and the arrival of smaller, high tech and research companies on the outskirts of town.



**FOCUS ON WESTMORELAND:
2.3 MILES OF
REVITALIZATION
IN LATROBE**

“Like so many communities in western Pennsylvania, Latrobe is an endangered species,” explains Alex Graziani, Latrobe City Manager. “The challenges of running a local government in Pennsylvania are high. Little boroughs and communities that are landlocked and built out are unable to grow their tax base and keep up with the increasing costs of maintaining a city.”

The Latrobe City Council hired Mr. Graziani last year specifically for his expertise in helping cities like Latrobe to transform and prosper. As the founding Executive Director of Smart Growth Partnership of Westmoreland County and a certified community planner, Mr. Graziani is perfectly suited to the job.

Since 1999, Smart Growth has promoted forward-thinking principles of community development in the areas of land use and community participation by providing education and technical assistance throughout Westmoreland County.

“The hiring of Alex Graziani was a brilliant move,” reflects Jim Bendel, Executive Director of The Community Foundation of Westmoreland County (CFWC). “He has the skills, passion and dedication to advance the community.”

Today Latrobe boasts three major manufacturers and distributors of high performance steel that have world-wide operations — two of which are in the city.

With the support of local leaders, businesses and foundations in the region, Mr. Graziani believes that Latrobe will become a national model for the economic and environmental sustainability of small towns, a laboratory for smart growth.

“This project is about families and a community that embraces diversity and is walkable and affordable,” he says. “These are projects that will help us to achieve our vision, creating a community that is a model of sustainability with a strong environmental ethic, vibrant economy and thriving families.”

CFWC awarded Latrobe a significant grant to implement the plan and support a unique new position to assist the City Manager by focusing on time plan implementation. Jarred Trunzo was hired as the city’s first Community Outreach and Sustainability Coordinator, a position that is unique in local governments and is fully funded for two years, which will save tax dollars.

In 2010, the city adopted an update to the city’s Comprehensive Plan, which outlines a core development strategy and a blueprint for downtown development.

The plan was a collaboration of city staff and community organizations including the Latrobe Community Revitalization Program (LCRP), the city’s Main Street USA organization, and the Latrobe Planning Commission as well as property and business owners.



Among the highlights of the revitalization program:

- Biking, walking and hiking trails will link the downtown community with the St. Vincent College campus connecting 1,800+ students and faculty to businesses and services downtown.
- Among the most exciting projects is one that will move Westmoreland County Community College with 700 students and faculty to an urban renewal city block near the center of town. The Laurel Education Campus will be a model for sustainability.
- Outdoor electric wires and poles along Lloyd Avenue (State Route 981) will be relocated to the alley behind homes and businesses. The downtown streetscape will be enhanced with trees, public art, banners, hanging baskets and sidewalk dining.
- Parks and recreation will be tied in to the regional trail network and provide river access to Loyalhanna Creek at the city’s 52-acre Legion Keener Park and Cardinal Park.
- Cultural and historic buildings will be preserved. Mozart Hall, a historic building in the heart of downtown, will be restored and its designation on the National Historic Register will be sought.
- A linear recreational park will be developed along the historic, now abandoned 2.5-mile rail line through the city. Urban elements such as skateboarding are being considered.
- A composting facility will be established to both recycle the region’s organic waste and as a potential revenue stream for the city.



“This grant—and this new position—go a long way to turning good community ideas, outlined in the Comprehensive Plan, into reality,” says Vince Quatrini, business and building owner and LCRP Board Member. Mr. Quatrini also serves on The Pittsburgh Foundation Board of Directors.

“With the resources we have, we are positioned to turn Latrobe into a wonderful place to live, work and play,” adds Rosie Wolford, City Councilwoman and LCRP Board Member.



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PLEASE SHARE YOUR THOUGHTS AND IDEAS

about issues in which the Foundation is involved and those affecting our community. To submit a letter for publication in *Community Forum*, send it to the Foundation to the attention of Stephanie Higgins, Communications Associate, The Pittsburgh Foundation, Five PPG Place, Pittsburgh PA 15222 or email: higgins@pghfdn.org

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NEW FUNDS

May 1, 2012 – July 30, 2012

Anonymous Fund No. 11
Albert H. Burki Fund
Joseph D. Castellana Memorial Caring for Cancer Fund
Contact Pittsburgh Fund
Endowment for Pitt Ultimate Fund
Harrison Family Fund
Ellen Weiss Kander Award Fund
Joseph and Martha Lang Fund
John Keith Maitland Fund
Phyllis and Victor Mizel Charitable Fund
Michael and Jill Moore Family Fund
Moraca Family Fund
Nancy T. Moulton Charitable Fund
William and Kristina Mulvaney Family Fund


Charles and Paula Orr Fund
Permanent Memorial for the Fallen Heroes Fund
Mollie S. and Martin B. Price Family Fund
Athena Sarris UPMC Café Endowment
Frank and Athena Sarris Public Library Endowment Fund
Leela Narayan Shetty Memorial Cancer Fund
Slick Family Fund
Ruth A. West Fund
Newbold Winkler Fund

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Members of the Development and Donor Services staff of The Pittsburgh Foundation are available to present on a variety of topics related to charitable giving and the work of the Foundation in our community. Presentations can be tailored to your organization's specific needs. Please call Lindsay Aroesty at (412) 394-2606 for more information.

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