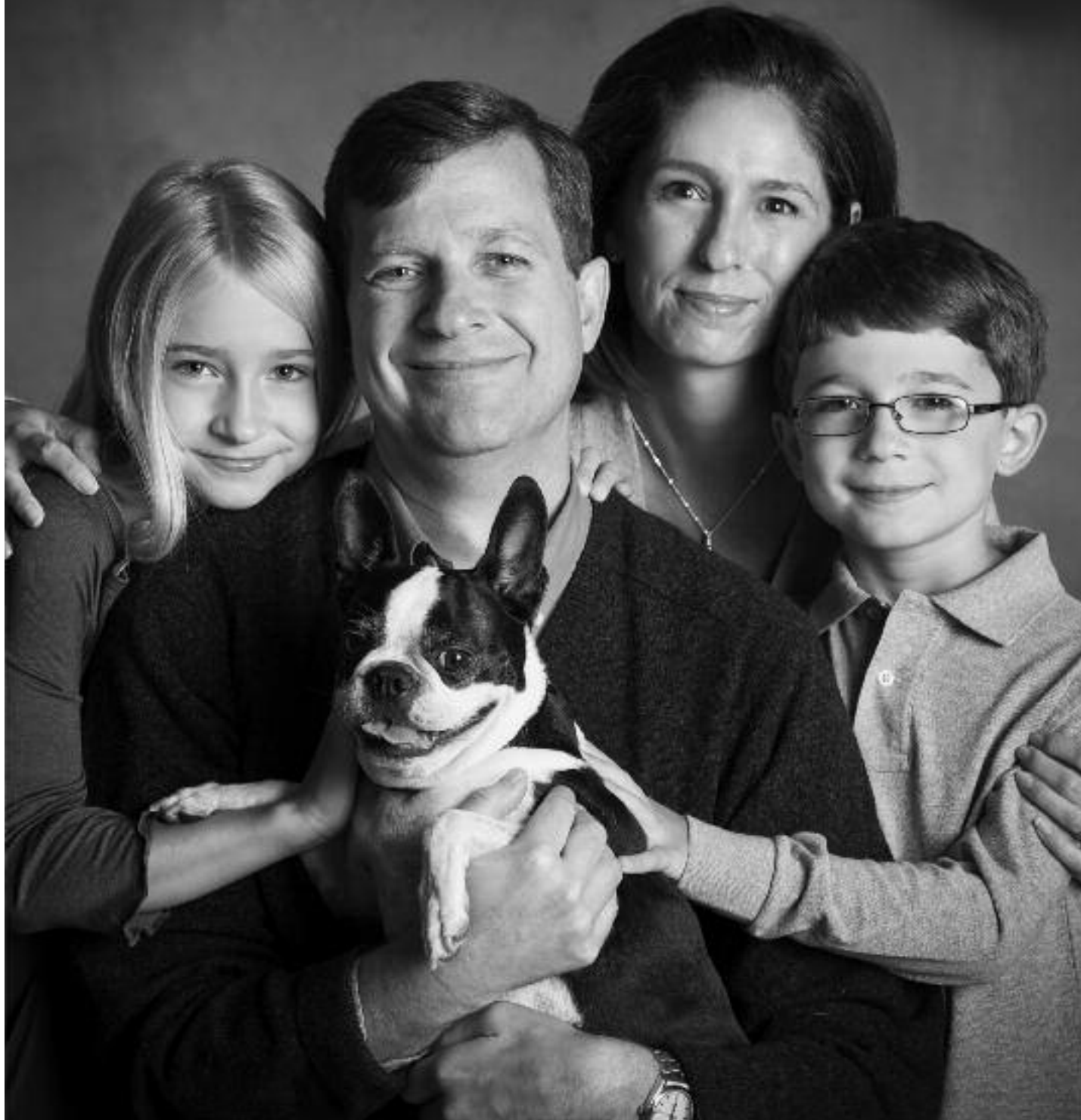


THE PITTSBURGH FOUNDATION *community*  
**FORUM** SPRING 2012

**NEIL ALEXANDER:  
A STORY OF  
STRENGTH  
IN THE FACE OF  
TRAGEDY**

SEE PAGE 4



# WELCOME

Diagnosed last summer with the incurable condition, Amyotrophic Lateral Sclerosis (ALS)—commonly known as Lou Gehrig’s disease—Neil Alexander was suddenly and cruelly denied the future he had dreamed of with his wife, Suzanne and their young family.

But his courageous and selfless response has been to focus on fellow sufferers of this devastating illness. He and Suzanne have established a fund at the Foundation, [LiveLikeLou.org](http://LiveLikeLou.org), to raise awareness of ALS, to help finance medical research and to provide critical support for victims and their families in Southwestern Pennsylvania.

Their deeply moving story is told comprehensively in this edition of *Forum*. It is a story that is captivating our local media and one that I expect will be told far beyond our region.

For most of the time, Neil is cheerfully upbeat, sometimes darkly funny about his progressively debilitating symptoms. There are quiet, private times when the shadows give voice to the apparent hopelessness of his disease. But Neil remains philosophical and resolute in his mission. “I believe everything I say, 95 percent of the time,” he says with a smile. “And I’m learning not to be undone by that other five percent.”

Neil and Suzanne are truly extraordinary and deserving of our community’s respect, admiration and support in their endeavors to ease the suffering of fellow patients of ALS and to kick-start renewed and meaningful scientific research into this dreadful disease. The Foundation is proud and humbled to partner with them on their journey.

Above all, I thank the Alexander family for the hope they represent for all of us, for the examples they set for our community and for their passionate commitment to others. In the face of their personal tragedy, we return that hope in abundance for their future and for all that they stand for so bravely.

I’ll end here with a quote from Neil at the recent announcement of the launch of his fund at the Foundation: “I have had an amazing life. I have never been hungry. I have never lived in fear. I have never been lonely. I met the woman of my dreams. I have two amazing kids. I wish it could go on and on, but I am not going to start complaining. This is a legacy that I want to go past my lifetime.”

I encourage you to learn more about Neil and Suzanne and their LiveLikeLou.org Fund at the Foundation by visiting: [www.LiveLikeLou.org](http://www.LiveLikeLou.org).



**Grant Oliphant**  
President and CEO  
The Pittsburgh Foundation

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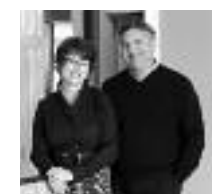
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## FOUNDATION ACHIEVES RECORD FUNDRAISING IN 2011

### PARTNERSHIPS WITH LOCAL ADVISORS A KEY STRATEGY

**A STRATEGY TO STRENGTHEN** The Pittsburgh Foundation’s partnerships with local financial advisors combined with a significant upturn in charitable giving and bequests were major factors that helped the organization achieve its biggest-ever fundraising year in 2011.

Overall, the Foundation raised almost \$60.4 million last year, compared with \$52.1 million in 2010. This represents an increase of 16 percent—more than double the 7.5 percent growth in charitable giving across the United States in 2011, according to Atlas of Giving, the national agency that measures and forecasts philanthropic giving in the U.S.

The Foundation’s record fundraising year followed its achievement in 2010 when the organization received almost twice the level of contributions compared with 2009 (\$27.4 million), far exceeding its expectations in an otherwise slow economic climate impacted by the effects of the global recession.

“This is a remarkable feat in what has proven to be the worst economic environment we have experienced,” said Grant Oliphant, the Foundation’s President and CEO. “We have achieved consistent growth in recent years, culminating in the most successful fundraising year in the Foundation’s 67-year history. We applaud and congratulate the work of our Development and Donor Services team.”

The Foundation launched an initiative in 2008 to open up its fund investment platform, allowing additional local financial advisors to continue to manage the charitable investments of clients they referred to the organization as new donors, subject to approvals.

In three years, the number of independent managers partnering with the Foundation has increased more than four-fold, and currently there are 13 leading local financial advisors managing pools of donor funds. Since the start of the initiative, affiliated third-party managers have referred clients to the Foundation who have created a total of 46 new funds, together valued at nearly \$7 million.

“This has become an important tool for the Foundation to enable donors to maintain established and trusted investment relationships with their professional advisors,” explained John Harmon, the Foundation’s Vice Chairman and Chairman of its Development and Donor Services Committee. “We recognize the importance of this for donors not only for managing their personal affairs, but also in fulfilling their charitable missions.”

“We have found that the Foundation is ideally positioned to provide an alternative for donors who were considering options of establishing or winding down a private or family foundation. Already, our initiative has become a national model for other community foundations across the U.S. and we are delighted with the success of the program. We expect this to expand significantly in the years ahead.”

Financial management firms partnering with the Foundation are required to complete a due diligence and approval process, and to oversee an investment portfolio of a minimum of \$250,000 comprising one or more funds at the Foundation.

Despite the continuing fall-out from the economic downturn, \$21.2 million was received in gifts from living donors in 2011, significantly up from the \$16.3 million received the previous year. Bequests last year amounted to \$36.1 million, compared with \$19.8 million in 2010. This included \$22.5 million as a further installment of the record approximate \$50 million bequest from the estate of Charles Kaufman (approximately \$10 million was received from his estate in 2010).

The number of new funds established at the Foundation in 2011 totaled 68, second only to the highest recorded of 75 in 2007. The Foundation, including its affiliate, the Community Foundation of Westmoreland County (CFWC), currently has more than 1,600 individual donor funds, with total assets of over \$820 million.

Included in the record \$60.4 million fundraising total for 2011 was CFWC, which raised \$1.8 million last year with eight new donor funds.

**“We have found that the Foundation is ideally positioned to provide a preferred alternative for donors who were considering options of establishing or winding down a private or family foundation. Already, our initiative has become a national model for other community foundations across the U.S. and we are delighted with the success of the program. We expect this to expand significantly in the years ahead.”**

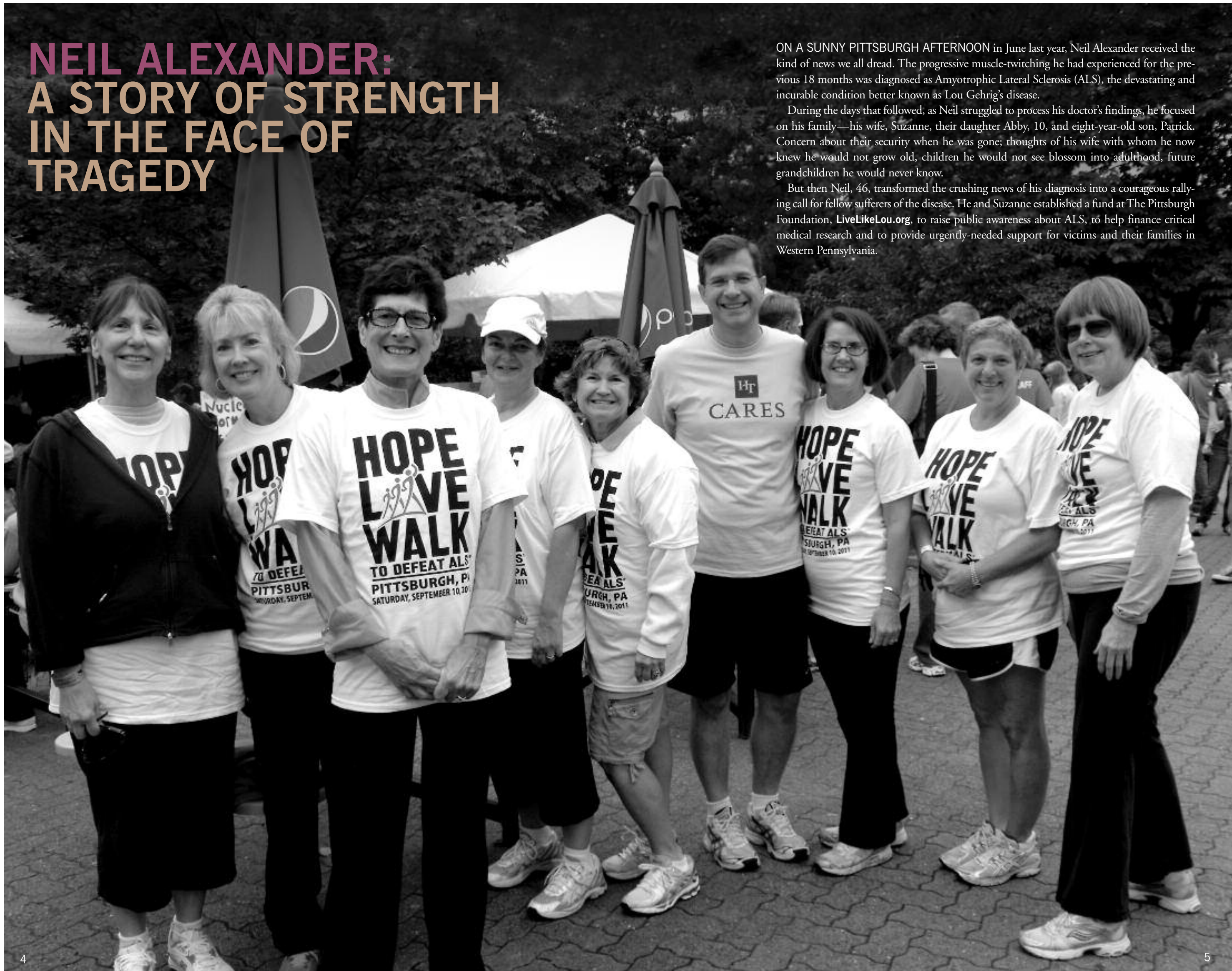
John Harmon,  
Vice Chairman of  
The Pittsburgh Foundation  
and Chairman of its  
Development and Donor  
Services Committee

# NEIL ALEXANDER: A STORY OF STRENGTH IN THE FACE OF TRAGEDY

ON A SUNNY PITTSBURGH AFTERNOON in June last year, Neil Alexander received the kind of news we all dread. The progressive muscle-twitching he had experienced for the previous 18 months was diagnosed as Amyotrophic Lateral Sclerosis (ALS), the devastating and incurable condition better known as Lou Gehrig's disease.

During the days that followed, as Neil struggled to process his doctor's findings, he focused on his family—his wife, Suzanne, their daughter Abby, 10, and eight-year-old son, Patrick. Concern about their security when he was gone; thoughts of his wife with whom he now knew he would not grow old, children he would not see blossom into adulthood, future grandchildren he would never know.

But then Neil, 46, transformed the crushing news of his diagnosis into a courageous rallying call for fellow sufferers of the disease. He and Suzanne established a fund at The Pittsburgh Foundation, [LiveLikeLou.org](http://LiveLikeLou.org), to raise public awareness about ALS, to help finance critical medical research and to provide urgently-needed support for victims and their families in Western Pennsylvania.



The fund is named for baseball legend, Lou Gehrig, to honor the example he set for all people living with ALS.

“There are still moments every day when I think I’ve been cheated, that Suzanne and I have been robbed of our future together, how the disease has taken away our plans and our hopes for our family,” said Neil.

“But I have decided not to spend my time being angry. We are all living with limited time on this earth and I am on the same journey that everyone is going to take at some point. Unlike most people, I am able to personalize my journey, and hopefully in the time I have left there is a lot we can do to help others.”

Neil and Suzanne are not alone. The support that has gathered around them from family, friends, neighbors, co-workers and volunteers resembles a small, devoted army, all committed to helping them personally and raise money for the fund. Neil’s work colleagues—he is Director of Corporate Services with leading financial management firm, Hefren-Tillotson, Inc.—have already hosted fundraising events and more are planned.

Neil will use a special website—bearing the same name as his family’s fund, **LiveLikeLou.org**—to provide fundraising updates and to receive contributions. He plans to document the relentless progress of his disease with photographic and narrative journals on the site, and in March, Neil and Suzanne hosted their 20th wedding anniversary party where they renewed their marriage vows. Instead of gifts, donations were requested for their fund.

“For many ALS patients and their families, this diagnosis means financial ruin,” said Neil. “The equipment, medication, home modifications, communication and transportation devices are all extremely expensive and urgently needed soon after diagnosis. Suzanne and I are fortunate because we are financially secure, and we have a strong network of family and friends willing to help us. We are grateful and want to spend this next chapter helping other ALS families who are less fortunate.”

Neil and Suzanne are very much aware of what lies before them. Most ALS patients pass away within two to five years of their diagnoses. Approximately 10 percent benefit from a remission or slow progress of the disease, extending their life expectancy to 10 years or more.

Muscle weakness and atrophy has already begun to set in with Neil’s hands—one of the defining symptoms for his neurologist, Dr. David Lacomis when he delivered his diagnosis at UPMC’s Presbyterian Hospital on that beautiful summer afternoon on June 29 last year.

There is no medical treatment that can halt the slow march of the disease, and none that will offer a cure. “When I received the news, it was like the air being sucked out of the room,” said Neil. “I asked Dr. Lacomis: ‘What do people do now?’ He told me: ‘Do what you love.’ It was a pretty damning response.”

Currently, Neil continues to work and to live the life he always has. This summer he and Suzanne are having an addition built on to their home in O’Hara Township, designed to meet his future needs and those of his family and friends who will be helping him. The time will come when he needs assistance to eat and dress, when his speech will be affected, and when he will need a wheelchair.



“I hope my ALS has a slow progression,” he said. “But we are not going to hide from it. I will still go to my children’s school events in a wheelchair, and when I’m not using it I want the kids to have fun riding it down the street. I want them to look back and laugh with their children about how their grandfather dealt with such a tough diagnosis. It helps to take away the negative power of our situation.”

The mission that Neil and Suzanne have set for themselves—to raise money for research into ALS and to find a cure—at times seems daunting. The disease was first identified in 1874, and since then, little scientific progress has been achieved, even though approximately 5,000 individuals are diagnosed with ALS each year in the United States alone. A similar number die of the disease in the U.S. every year, and at any one time there are approximately 30,000 ALS sufferers.

“We want to raise awareness to push this into the foreground of attention for medical research,” said Neil. We are getting positive energy from what we are doing. This is a tough diagnosis and everyone deals with it differently. If there is any positive benefit that can come from this, then I believe **LiveLikeLou.org** represents that.

“We are doing it for the benefits we can create for other sufferers of ALS and their families, for the hope that renewed research may bring, but also as a vehicle for personal growth for our kids so they will know that we didn’t let this happen without a fight.”

“Neil’s is a deeply moving, tragic and courageous story,” said Grant Oliphant, The Pittsburgh Foundation’s President and CEO. “Despite the devastating news of his diagnosis, Neil and his family are resolute in their efforts to use this to help others and to advance knowledge and treatment of this dreadful disease.

“They have set a compelling example of selflessness that few of us will ever attain and I am humbled that The Pittsburgh Foundation is able to play its part as partner, friend and helper on their journey.”

For more information about Neil and Suzanne and their **LiveLikeLou.org** Fund at The Pittsburgh Foundation, please visit: [www.LiveLikeLou.org](http://www.LiveLikeLou.org).



## FROM LAPD POLICE OFFICER TO HUSBAND, FATHER AND LEADING FINANCIAL MANAGEMENT ADVISOR

Neil Alexander’s childhood dream was to follow in the footsteps of his Irish grandfather, Leo McGeary, who served as a Pittsburgh police officer for 40 years.

He achieved his ambition after completing his BA in history at Fordham University in New York when he moved to Los Angeles to embark on a distinguished career with the Los Angeles Police Department (LAPD).

After graduating third in his class from the LAPD Academy, he requested and was assigned to patrol one of the most

Left: With the help of a grant from The Pittsburgh Foundation, Neil Alexander plans to document the relentless progress of his disease with photographic and narrative journals on [LiveLikeLou.org](http://LiveLikeLou.org).



dangerous sections of the city, and was quickly appointed to the Gang Task Force, an elite unit responsible for monitoring and responding to gang activities in South Central Los Angeles.

During the following five years, Neil rose through the ranks and was the first in his Academy class to be promoted to the senior position of Police Officer III. He was assigned to the office of the Chief of Police, which included responsibility for working closely with city-wide law enforcement agencies and LAPD leadership. Neil served as an emergency operations coordinator during major events, including two civil riots, and several earthquakes, floods and major sporting events.

Following a three-year courtship, Neil married California girl, Suzanne in 1992, who at the time was working as a management consultant to the former accountancy group, Arthur Anderson. The couple then conducted a two-year study of the best place in the United States to raise a family—and chose Pittsburgh.

For Neil it was a return to his roots. His mother, Lora Lee McGeary and father, Richard Owen Alexander, were both born and raised in Pittsburgh, but moved to Columbus, Ohio when Neil—the youngest of four children—was just one year old.

Both Neil and Suzanne returned to graduate school in Pittsburgh, Neil completing his law degree at the University of Pittsburgh School of Law in 1997 and Suzanne her MBA, also at the University of Pittsburgh.

In 1999 Neil joined Hefren-Tillotson, Inc., one of Pittsburgh’s oldest and largest financial planning and investment management firms. He served as Director of Financial Planning and Chief Operating Officer, and in 2004 he launched a specialized corporate consulting division, HT Corporate Services. Neil is recognized as one of the leading 401(k) experts in Western Pennsylvania.

Neil—a life-long Pittsburgh Pirates fan, devotee of Neil Diamond, competitive swimmer and American history buff—and Suzanne have two children, Abby (10) and Patrick (8) and two Boston Terriers, Libby and Ben.

## WHAT IS AMYOTROPHIC LATERAL SCLEROSIS (ALS)?



THE DISEASE WAS IDENTIFIED and named in 1874 by a French physician, Jean Martin Charcot. The term “amyotrophic” refers to the muscle atrophy or muscle loss that occurs with ALS. “Lateral” refers to the location of affected nerves along each side of the spinal cord. “Sclerosis” refers to the hardened scar tissue that develops when nerve cells die.

In the United States, the disease is commonly known as Lou Gehrig’s disease after the baseball legend Lou Gehrig (above) who died from ALS in 1941. “Lou Gehrig set an example for all people living with ALS with the graceful and quiet strength and dignity he exhibited,” said Neil Alexander.

ALS is a neurological disorder characterized by progressive degeneration of motor neuron cells in the spinal cord and brain, which ultimately results in paralysis and death. Motor neurons, among the largest of all nerve cells, reach from the brain to the spinal cord and from the spinal cord to the muscles throughout the body.

When motor neurons die, the ability of the brain to start and control muscle movement dies with them. Both voluntary (e.g., arm and leg movement) and involuntary (e.g., swallowing and breathing) muscle action becomes affected. Patients in the later stages of ALS are paralyzed yet, through it all, their minds remain unaffected.

There is no treatment for ALS that prolongs life-expectancy. There is no cure. Upon diagnosis patients live between 2 and 5 years on average, with approximately 10 percent living 10 years or more.

A little over 5,600 people in the U.S. are diagnosed with ALS each year (that’s 15 new cases a day). It is estimated that as many as 30,000 Americans have the disease at any one time.

According to the ALS CARE database, 60 percent of people with ALS are men and 93 percent are Caucasian. Most individuals who develop ALS are between the ages of 40 and 70, with an average age of 55 at the time of diagnosis.

## ADVANCING BLACK ARTS IN PITTSBURGH FUND ENTERS YEAR TWO

THE PITTSBURGH FOUNDATION AND THE HEINZ ENDOWMENTS awarded more than \$650,000 in grants to over forty individual artists and organizations from the Advancing Black Arts in Pittsburgh Fund in 2011.

Launched as a partnership between the two foundations in November of 2010, the Fund is designed to support artistic risk-taking, outreach programming, career opportunities for individual artists, and strategies to promote organizational growth. The Fund is held at The Pittsburgh Foundation and is supported by annual grants of \$325,000 from each foundation.

For 2012, the Foundations have reconfigured program guidelines to include unrestricted support to small arts organizations as a way of focusing on sustainability. The Fund will continue to provide general operating support for large and mid-sized organizations, grants for individual artist projects and residencies, and investments in collaborative projects aimed at shared challenges, barriers or opportunities.

Spring and fall peer-review panels comprising artists, curators, community representatives with foundation staff reviewed 83 applications for consideration in 2011. A total of 41 artists and organizations received grants amounting to \$658,493.

Grantees for 2011 included: The Andy Warhol Museum for an artist residency; the Words Without Walls literary program presented by Chatham University and the Allegheny County Jail; sculptor and performing artist Vanessa German for the creation of a new series of sculptures; and Balfon West African Dance Ensemble for the development of a new African dance conference.

The Advancing Black Arts in Pittsburgh Fund offers Spring and Fall grant cycles each year. Applications for Spring 2012 closed in February, 2012. Program guidelines are available at [www.PittsburghFoundation.org](http://www.PittsburghFoundation.org) and [www.Heinz.org](http://www.Heinz.org).

For a full list of 2011 Advancing Black Arts grantees, please visit our website at [www.pittsburghfoundation.org/advancing\\_black\\_arts](http://www.pittsburghfoundation.org/advancing_black_arts).



THE PITTSBURGH FOUNDATION announced that Dr. Sanford Asher, Distinguished Professor of Chemistry at The University of Pittsburgh, was awarded the fourth annual Charles E. Kaufman Award of \$50,000 for his developments in chemistry of new materials and spectroscopic techniques for the study of molecules.

The award is presented annually to an honoree that demonstrates “substantial contributions to science for both the betterment and understanding of human life.” The late Mr. Charles Kaufman established the award in 2008 at The Pittsburgh Foundation “to promote a better and fairer world by supporting those that can make a difference with science.” Mr. Kaufman passed away in 2010 at the age of 97.

Professor Asher pioneered the development of Ultra Violet (UV) Raman spectroscopy and the development of photonic crystal technologies. Raman spectroscopy is a technique used to study vibrational modes in a system and Professor Asher played a major role in pioneering Raman instrumentation and extending its reach over a range of wavelengths, especially in the ultraviolet region.

Considered a top Pitt innovator, Professor Asher has secured 24 U.S. patents. He frequently works with commercial partners to develop his technology into applications and has helped launch three start-up companies. He is currently working with

the Department of Homeland Security to develop a scanner that will detect explosive materials at a distance, with the promise of improved security.


Professor Asher also pioneered the use of UV Raman spectroscopy for the study of protein folding, the process by which a protein structure assumes its functional shape or conformation. Protein mis-folding is involved in many neurodegenerative disorders, such as Alzheimer’s, Parkinson’s, Huntington’s and ALS or Lou Gehrig’s disease. Professor Asher’s work holds the promise of future discoveries that may guide the understanding of the disease and treatment.

Professor Asher’s additional discoveries in the creation of three-dimensional photonic crystals has led to the development of a contact lens technology that provides easy and painless glucose testing for people suffering from diabetes. A chemical dot glucose sensor in the contact lenses measures the glucose concentration in the tear fluid. Based on the glucose level, the dot changes color and can be easily monitored

by simply looking in a mirror. A fiber optic catheter technology is also being developed to provide accurate, continuous monitoring of blood glucose levels for critically ill patients.

The Charles E. Kaufman Award Fund is a supporting organization of The Pittsburgh Foundation, with managerial oversight provided by a seven-member Board of Directors. Nominations for the award are solicited from selected colleges and universities in Pennsylvania that deliver graduate level programs.

Mr. Kaufman left his estate of approximately \$50 million to the Foundation. A major portion of this bequest will be used to expand his Award Fund in 2012 to create one of the largest grantmaking resources for scientific research in the state of Pennsylvania. Mr. Kaufman said in creating this award, “This is my way to give back and to help promote a better and a fairer world. I can accomplish more through others than I ever did myself.”



**FOURTH ANNUAL  
CHARLES E. KAUFMAN AWARD  
PRESENTED TO  
UNIVERSITY OF PITTSBURGH'S  
DR. SANFORD ASHER**

## FOUNDATION INITIATIVES INSPIRE ON-LINE GRANTMAKING COMPETITIONS FOR YOUTH

PROGRAMS DEVELOPED BY THE PITTSBURGH FOUNDATION to engage young people to take active participation in the community have now inspired three separate community initiatives.

Voices of Youth, launched in 2009, is a partnership with The Grable Foundation. The on-line grantmaking competition provides a platform to capture the creative and unique ideas that area youth proposed to improve our community.

Now three years later, the success of the initial Voices of Youth competitions has inspired additional organizations to use their own creativity to launch additional on-line opportunities for area youth to share their ideas and the public to participate in bringing these ideas to life.

The Children's Museum of Pittsburgh, with funding from the Grable Foundation and support from The Sprout Fund and The Pittsburgh Foundation, will provide "Maker" micro grants to organizations who work with children and youth.

These grants offer up to \$5,000 to support programs that engage Youth Makers, children aged 7 to 17, in the hands-on design and production of objects that respond to two themes: Wearables and Rideables. "Youth Makers will be encouraged to think broadly about the themes and create items as diverse as a wearable gaming system or cupcakes on wheels," said Adam Nye, MakeShop Manager at The Children's Museum of Pittsburgh.

Micro Grants will be awarded through public selection using the Voices of Youth on-line voting process developed by The Pittsburgh Foundation. The general public will have the chance to vote on their favorite projects and thereby select the final Youth Makers for grants. More information is available at The Children's Museum website at [www.makeshop.pghvoicesofyouth.org](http://www.makeshop.pghvoicesofyouth.org).

Building on a successful initial competition last year, Steeltown Entertainment gives students a chance to "Take a Shot at Changing the World: The Sequel." The competition challenges middle and high school students in Southwestern Pennsylvania to create films that focus on important moments in Pittsburgh's past where individuals changed the world, all the while asking, "How can I help? What can I do to change my world?"

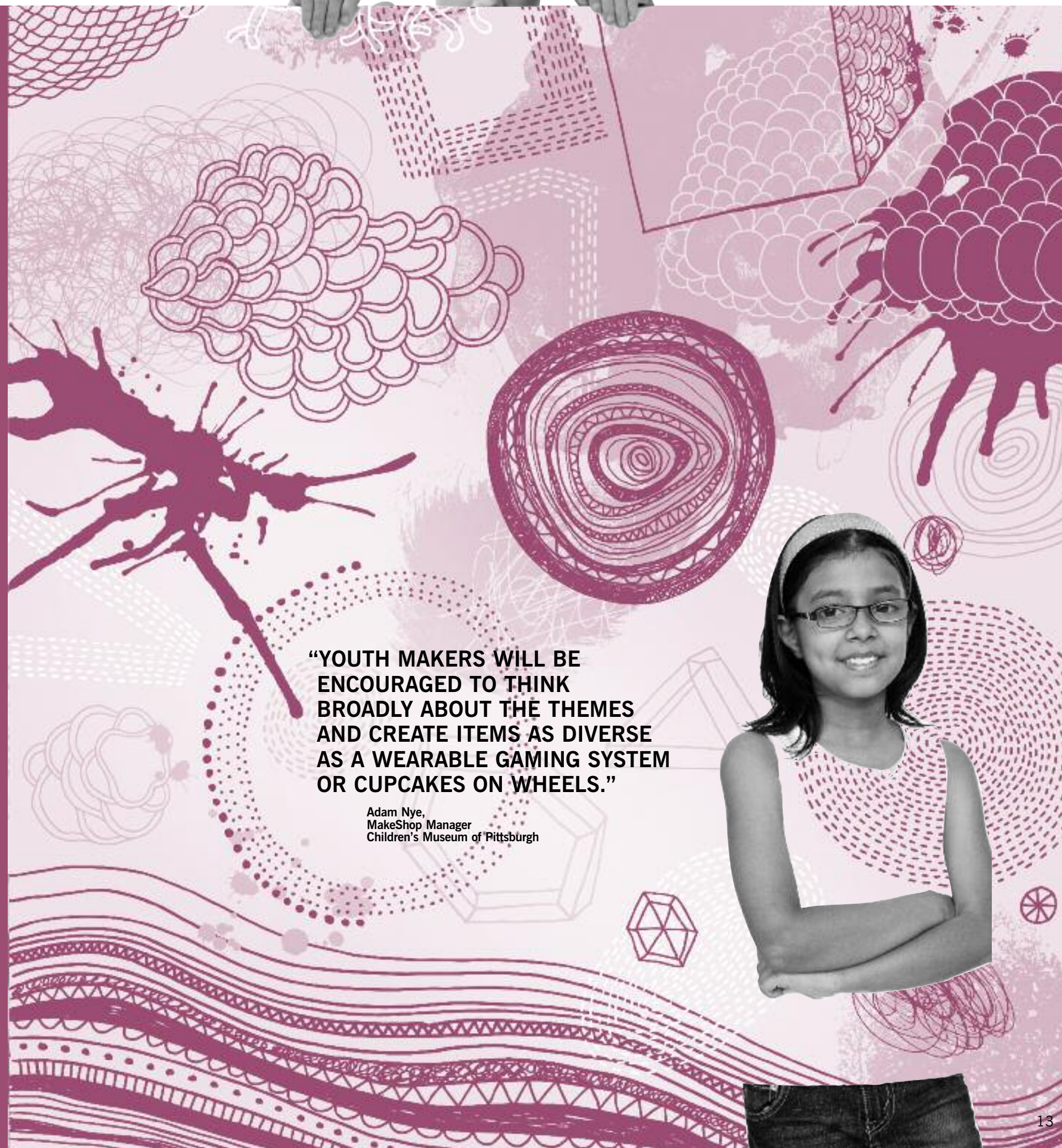
In 2010, middle and high school students throughout Southwestern Pennsylvania produced movies that connected the development of the Salk Polio Vaccine in Pittsburgh to current eradication efforts around the world. More than 265 kids changed the world by raising awareness about a largely forgotten disease, and inspiring a new generation to care and to act.

Steeltown Entertainment modeled their competition on the Voices of Youth technology platform. New features for 2012 include an expanded number of categories and prizes that students can earn this year. Prizes are determined by public voting and judges selection and are split between the student and their school. Details are available at [www.takeashotcontest.org](http://www.takeashotcontest.org).

The Three Rivers Workforce Investment Board's Imagine Your Career Week will return for its second year in 2012. The competition encourages students to imagine what their future will look like and what their dream career will be.

The organization will partner with the Foundation's community video site, Pittsburgh on Video, allowing students to submit a video or essay. The public will then be able to vote for one winner for each grade level. Winners will receive a Job shadow in their dream career and invitation to the Imagine Career Week Kick-Off Breakfast as well as a \$100 gift card. More information is available at [www.imaginecareerweek.org](http://www.imaginecareerweek.org).

The Foundation also plans to launch new Voices of Youth competitions later this year as well, giving youth a wide range of activities to engage and improve their community.



**"YOUTH MAKERS WILL BE ENCOURAGED TO THINK BROADLY ABOUT THE THEMES AND CREATE ITEMS AS DIVERSE AS A WEARABLE GAMING SYSTEM OR CUPCAKES ON WHEELS."**

Adam Nye,  
MakeShop Manager  
Children's Museum of Pittsburgh

## FOCUS ON WESTMORELAND: 2011 A RECORD YEAR FOR GRANTMAKING AT THE COMMUNITY FOUNDATION OF WESTMORELAND COUNTY

During 2011, The Community Foundation of Westmoreland County (CFWC) awarded a total of \$372,079 in unrestricted grants to Westmoreland County area nonprofit organizations, which was the largest distribution in the foundation's 17 year history.

**“We can attribute much of the growth in our grantmaking to the successful merger with The Pittsburgh Foundation and the support of the Richard King Mellon Foundation.”**

Kirk Utzinger, Executive Director,  
Community Foundation of  
Westmoreland County

No grants were made in 2010 as CFWC completed its merger with The Pittsburgh Foundation, and in the previous year, the Foundation awarded \$118,725 in grants to local nonprofits. Grantmaking in 2011 represents an almost 200% increase over 2009.

“We can attribute much of the growth in our grantmaking to the successful merger with The Pittsburgh Foundation and the support of the Richard King Mellon Foundation,” said Kirk Utzinger, CFWC's Executive Director.

CFWC targets its unrestricted grantmaking in the areas of neighborhoods and communities; arts and culture; economic development; environment and basic needs. These areas form the strategic grantmaking focus for CFWC following the merger, and for 2011 funding support was received from The Pittsburgh Foundation and the Richard King Mellon Foundation.

Highlights of CFWC's 2011 grantmaking include The Union Mission of Latrobe, which was able to expand their homeless shelter occupancy and cut down on wait time for new residents with \$15,000 in new funding. Union Mission of Latrobe is the only homeless shelter in Westmoreland County that provides safe harbor to homeless men.

The program expanded its occupancy by four beds, also offering an additional 30 days of support and housing for all residents. The new resident wait time was reduced from 14 days to just two days. Union Mission offers a comprehensive approach to improving the lives of homeless men through counseling, case management services, job skills and interview training and transitional housing support.

Mountain Watershed Association will use \$15,000 in grants received from CFWC to provide a series of workshops and seminars to residents across Westmoreland County on Marcellus Shale Citizenship. The workshops focus on the facts, myths and realities of Marcellus drilling for the Westmoreland region.

Residents will be trained and educated on how to monitor plant, water and eco systems in and around drill sites, how to work positively with resource companies, neighbors and local government to ensure that Westmoreland County remains a green and pleasant county.

Later this month, The Greensburg Foundation will announce their 2012 grant awards. The Greensburg Foundation merged with CFWC in 1995, and forms part of the yearly grantmaking for the combined organization.

### FULL LIST OF CFWC GRANTS:

Downtown West Newton Inc.	\$30,000	over 2 years
Westmoreland County Parks & Recreation CAB	\$40,000	over 2 years
Pittsburgh Ballet Theatre	\$20,000	
Ligonier Valley YMCA	\$10,000	
Greensburg Community Development Corp.	\$15,000	
Westmoreland County Food Bank	\$10,000	
St. Vincent College	\$20,000	
Big Brothers Big Sisters of the Laurel Region	\$26,370	
Greater Pittsburgh YMCA	\$25,870	
CANDLE Inc.	\$6,000	
Peoples Library of New Kensington	\$3,839	
Penn Township Ambulance Assoc.	\$5,000	
United Way of Westmoreland County	\$5,000	
WestmorelandGives	\$90,000	



**FOCUS ON WESTMORELAND:  
GLENN AND DARLA MAIN:  
A DEEP PASSION FOR  
PHILANTHROPY AND SHARING**

By Debra Diamond Smit

IT ONLY TAKES A FEW MINUTES in conversation with Darla and Glenn Main to recognize their deep passion for philanthropy and sharing. Both are veterans in the financial services business with a special desire to help their clients integrate giving into their financial plans.

Darla is a Certified Financial Planner, Past President of the Pittsburgh Financial Planning Association and founder of Main Advisory Inc. Glenn is Managing Partner of The Main Point Group LP and former President of Advisors in Philanthropy, an international organization for professional advisors with a commitment to philanthropic giving.

Glenn and Darla share their interest in philanthropy as active members of The Bible Chapel in the South Hills, and supporters of Young Life and InterVarsity, both national ministries to young people.

Glenn was instrumental in the formation of the Community Foundation of Westmoreland County (CFWC), an endeavor that came together through his friendship with Pittsburgh Foundation Board member Vincent J. Quatrini Jr., founding Chair of the Board of CFWC, and Jim Bendel, Legacy Development for CFWC.

The Mains are among the largest fundraisers for the CFWC in Greensburg, Pennsylvania, according to Bendel. "Glenn and Darla literally bring their clients to the Foundation for our help. They feel a responsibility to present giving options to clients so they can create their own charitable vision."

Darla shares an example of how she provided an older couple new thinking for their charitable giving. The couple sought to use their substantial pension assets to make a significant legacy gift. They wanted pension income while living and desired to distribute the funds responsibly to charity after their passing. Darla partnered with CFWC to provide a plan that fulfilled all the charitable goals of the client.

The common thread that runs through both businesses is that Darla and Glenn's clients share deep-rooted family and community values and are attracted to charitable giving. "One who is already inclined to helping others can significantly increase giving once they see the many choices available," says Glenn.

"We think it's important to provide leadership in the charitable area. In giving back we help to show others how to give back," says Darla. "The fact that we're charitable and have a deep desire to give helps us understand what our clients feel. Our giving always returns blessings to us over and above what we could have imagined."

Both Darla and Glenn feel it's unfortunate when advisors look upon charities and community foundations only as a way to sell their services. When clients and charities see advisors as primarily having self-interest, that perception gets in front of the real goal of charity which is to benefit others.

"I think philanthropy is a natural expression for a successful person," observes Glenn. "We help clients with thriving businesses and significant wealth to reallocate that abundance in a way that does great things to help people."

"It's so exciting to help clients make a difference in the world in ways they never dreamed possible. Many people, and advisors, think that philanthropy means 'giving something away.' That's just not true. Properly structured philanthropy does not mean a loss of wealth; it typically means a gain of wealth. Clients get excited and motivated when they grasp this concept."

"It's important for donors to understand that charities concentrate on heroic undertakings, not money," says Glenn. "Our clients can help further their missions by aligning their resources to encourage these great works."

"To bring a client to tears because their wealth is doing things they never dreamed imaginable moves me. It's transformational," Glenn says. "There is no greater joy in our work; it is our gift to them."

## UBS FINANCIAL PITTSBURGH: FOCUSING ON WEALTH GROWTH AND FINANCIAL PLANNING

By Debra Diamond Smit

**“The Pittsburgh Foundation has been efficient and effective in helping clients in so many ways. They’re a one-stop shop. Clients want to be philanthropic, but they don’t always know what’s out there. The Foundation’s development staff facilitate conversations to learn firsthand a client’s interests and passions.”**

**Ahmie E. Baum,**  
Managing Director of the Baum Consulting Group,  
a division of UBS



UBS Director Mark Pent came to UBS from Dayton, Ohio, last year. One of the first things he noticed when he arrived was the strong philanthropic legacy and tradition in Pittsburgh that began with the Carnegies and Mellons that continues to this day.

As a result, Pent would like to expand the role that financial advisors play at UBS by offering more educational opportunities in the area of charitable advising, and believes the Foundation is a significant resource to UBS Advisors and their clients.

There’s a changing demographic in our society, an increasing number of baby boomers who are turning 60 and thinking more broadly about the meaning of retirement, explains Pent. It’s important for clients to know that with as little as \$10,000, they can become a part of this established tradition.

“This offers us an opportunity to identify their philanthropic interest while allowing us, as wealth managers, to remain close with the family,” he says. “It’s a joint relationship. We work in unison to develop an investment blend that correlates with the clients’ charitable giving timeline.”

UBS FINANCIAL SERVICES INC. prides itself on its global reach and wealth management investment services of which charitable giving plays an important role.

Based in Switzerland, the global company draws on a 150-year history with offices in more than 50 countries, providing investment banking, asset management and wealth management services to individual, corporate and institutional clients. UBS is considered one of the largest companies in the world in overall wealth management.

The firm established a Pittsburgh presence with the purchase of Paine Webber in 2000. A fully-integrated firm, UBS focuses on wealth growth and financial planning expertise, a conversation that at a carefully discerned point often turns to the topic of charitable giving.

It was Thomas Wentling Jr., Senior Vice President, Investments, who initiated a relationship with The Pittsburgh Foundation. Through a third party investment manager, UBS referred clients who establish funds at the Foundation and who may recommend that their charitable assets remain invested by their advisor using a UBS investment pool.

In addition to being a third party manager, UBS established a donor-advised fund at the Foundation that allows the firm to give money anywhere in the world. The creation of the fund was a touch point that opened the door for conversations revolving around charitable giving, an area that historically hasn’t always been handled effectively by financial advisors, says Ahmie E. Baum, Managing Director of the Baum Consulting Group, a division of UBS.

There is a complexity that comes with wealth, explains Baum. The present economy can especially raise concerns among clients who are uncertain about the overall benefits of charitable giving. Fortunately, many come to realize that they can not only continue their philanthropic giving, but can do so with the assurance that their funds will continue to grow, and have an even greater impact on the non-profits they care about.

“The Pittsburgh Foundation has been efficient and effective in helping clients in so many ways,” says Baum. “They’re a one-stop shop. Clients want to be philanthropic, but they don’t always know what’s out there. The Foundation’s development staff facilitate conversations to learn firsthand a client’s interests and passions.”

At UBS, the estate planning process is the point during which many families begin to identify their personal needs and options for future giving, says Peter M. Strope, Senior Vice Presidents, Investments. He relates the story of a client, a doctor, who currently lives in New York City but grew up in Pittsburgh. The client’s father had a small donor-advised fund, so he was aware of the model.

The client appreciated The Foundation’s due diligence process and that he could give to local and national charities through The Foundation, Strope says.

“I’m drawn to the work The Foundation does to give clients clarity,” adds Baum. “There are not a lot of resources where you can have a client sit down and come up with a mission and value statement that truly captures their charitable intentions. It is a strong point of The Foundation.”



Left to right: UBS Investment Advisors Ahmie Baum, Mark Pent, Thomas Wentling and Peter Strope



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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](mailto:higgins@pghfdn.org)

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**November 1, 2011 – January 31, 2012**

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Brandon J. Boyd Memorial Scholarship Fund  
Fleischner Family Fund  
Golden Tornado Scholastic Foundation/  
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Scholarship Fund  
Hempfield Area School District Charitable  
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Foundation  
Page Jones Foundation Fund  
Kaiser Scholarship Fund  
Joseph Kimutis Memorial Fund  
KLMV Charitable Fund  
LiveLikeLou.org Fund  
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McMurray Family Trust


Millar Family Fund  
Walter F. and Ellen H. Nicoden Fund  
Nimick/Hansen Employee Scholarship Fund  
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Pittsburgh Women in Communications  
Scholarship Fund  
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Power of 32 Fund  
R.K. Mellon Family Scholarship/  
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Stoessel Orchard Fund  
Elsbeth and Kirk Vincent Fund  
Visionaries Fund  
Robert Waters Fund  
Wheeler Family Fund  
Wrenn Family Fund


**IS YOUR PROFESSIONAL OR SOCIAL ORGANIZATION LOOKING FOR PRESENTERS?**

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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