

THE PITTSBURGH FOUNDATION **community**  
**FORUM**

SPRING 2014

**HUNGER:**

Mobilizing our community  
to address crisis

SEE PAGE 3



# WELCOME

## THANK YOU PITTSBURGH FOR HELPING OUR HUNGRY NEIGHBORS

Just as the severity of the hunger crisis that gripped the Pittsburgh region in December was unmistakable, so the generous response by our community was overwhelming.

In a tremendous outpouring of support over a four-week period spanning the holiday season, almost 1,400 individual donations raised a total of \$617,804 to help food banks in Allegheny and Westmoreland counties meet an unprecedented rise in demand (story on facing page).

According to the Greater Pittsburgh Community Food Bank and the Westmoreland County Food Bank, need in some local neighborhoods increased by up to 40 percent compared to the previous year and the number of new households seeking assistance was averaging 3,200 per month.

Those who were suffering most were our community's most vulnerable—children, senior citizens, veterans, people with disabilities, and those struggling to make ends meet even though they had jobs—individuals we have come to know as “the working poor.”

The Pittsburgh Foundation took the unusual step of opening up its on-line charitable giving platform, PittsburghGives—normally used to host our community's annual Day of Giving events—to receive on-line credit card donations. The Foundation paid credit card transaction fees of approximately three percent to ensure that all contributions went towards helping to put food on the tables of those who needed our support.

We also matched all donations dollar-for-dollar. It was especially distressing that such a growing and critical need for food assistance should emerge during the holiday season, and we were sensitive to launching a major appeal at a time of year when traditionally there are many additional demands on family finances.

But we could never have envisioned the extent of the outstanding response from our Pittsburgh community. Following the start of the Foundation's appeal on December 10, the first \$100,000 in donations was received within 48 hours, and we increased our match pool to \$250,000. This was further increased after we hit that goal and again after our appeal was chosen by Mayor Bill Peduto as the charitable beneficiary of events to celebrate his inauguration on January 6.

I send my heartfelt thanks and appreciation to everyone who did what they could to help us address this most essential of human needs. I especially thank the Foundation's donors who contributed almost \$120,000 from their funds with the organization

Thank you Pittsburgh.



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

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# MOBILIZING OUR COMMUNITY TO ADDRESS HUNGER CRISIS

By Jeff Fraser



ROBERTA PATE WORKS FULL-TIME as a radio station sales assistant. Yet, she struggles each month to cover the mortgage, gas for the car, utilities and food for the three children and husband with Sickle Cell Disease, and too often comes up short.

Tina Smorey relies on a meal schedule of her own design that allows her, her two daughters and husband to eat “just enough to take the edge off the hunger” so the family is able to stretch their barely adequate food supply to the end of each month.

They are among the growing number of southwestern Pennsylvanian residents who've turned to food banks and pantries across the region for a few bags of groceries to help stave off hunger.

Local food banks and pantries experienced a sudden spike in demand last November that pushed the number of people showing up for food to levels rivaling those seen five years earlier when recession gripped the nation.

At the 16 Greater Pittsburgh Community Food Bank Produce To People locations, for example, demand jumped 40 percent. And the number of new households served across the food bank's 11-county district rose to 3,859—an increase of 33 percent over the number of new households seen in November 2012.

The Westmoreland County Food Bank also saw a significant increase in the number of people served at pantries and mobile distribution locations last November and December. And in 2013, the food bank distributed 7.4 million pounds of food—54 percent more than what it distributed during the recession year of 2008.

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In December, The Pittsburgh Foundation launched an emergency appeal for donations to help food banks deal with the surge in demand, which comes at a time when government support is the lowest it's been in years. Nearly \$309,000 in donations was raised within four weeks and matched dollar-for-dollar by the Foundation.

Donations and matching funds totaling \$617,804 are earmarked for food. The Westmoreland County Food Bank, which served 7,140 households a month in 2013, received \$53,000. The rest went to Greater Pittsburgh Community Food Bank, whose network of 400 assistance programs serve 34,000 households a month and distribute more than 27 million pounds of food each year, together with 15 local food pantries.

And the purchasing power of the emergency fund far exceeds the face value of the donations. "For every dollar we get, we can generally buy \$5 worth of retail-value food. That's essentially a quarter-million dollars in retail value food that we can buy with our share. That's wonderful," says Westmoreland County Food Bank CEO Kris Douglas.

The surge in demand coincided with the \$5 billion cut in the federal Supplemental Nutrition Assistance Program that took effect November 1 with the expiration of additional food stamp funding provided under the American Recovery and Reinvestment Act, better known as the economic stimulus package.

For a family of four, the cut means \$36 less in food stamps per month at a time when even their full allocation fails to get many families through to the end of the month. Collectively, eligible families living in the 11-county area served by Greater Pittsburgh Community Food Bank have \$3 million less to spend on food as a result of the cuts.

"It was felt almost immediately," says Greater Pittsburgh Community Food Bank Executive Director Lisa Scales. "For many of the families we serve, the economy hasn't recovered. Now they have less in their pocket for food."

Food banks and pantries typically require people to show they are income-eligible to get food. The Produce To People mobile distribution program, for example, requires household incomes fall below 150 percent of the federal poverty level. Most people who rely on food banks fall into three groups: senior citizens, people with disabilities and families with children.

And it's not uncommon for income-eligible families to have at least one full-time or part-time wage earner. About 1 in 3 people who rely on food pantries in the Greater Pittsburgh Community Food Bank network hold a full-time job, yet often find themselves on the brink of financial crisis and in need of extra groceries to round out a month's worth of meals.

Even with food stamps, Mika Marcic relies on groceries from the Community Cupboard food pantry

in Duquesne and Produce To People each month to feed herself and two daughters aged 12 and 16. That won't likely change now that she's getting \$29 a month less in food stamps.

"It's not life-changing," says Ms. Marcic, who has a part-time job cleaning houses. "It's just a little more out of my pocket. It's just a little harder."

Roberta Pate, who lives in Penn Hills, went to the Lincoln Park Community Center food pantry for the first time in December. She's struggled to stretch her paycheck as a full-time sales assistant at CBS Radio in Greentree far enough to cover basic necessities for the family of five after her husband's illness left him unable to work. "We need some kind of help to get us through until we're in a better position," she says. "If [the food pantry] wasn't there, I'd be borrowing or maxing out cards I shouldn't be maxing out."

The Our Lady of Grace food pantry in Greensburg and the Westmoreland County Food Bank's Fresh Express mobile distribution program are essential monthly stops for Tina and Eugene Smorey of Jeannette. He works full-time as a janitor. But their household income is such that they live on a budget so tight that an unexpected car repair is likely to trigger a family crisis.

"Between the utilities and gas for the car going up every time you turn around we couldn't do it without the food bank," says Tina Smorey. "We eat just enough

to take the edge off the hunger. You won't be stuffed, I'll tell you that right now. But you won't go hungry."

Food officials say the surge in demand that began last November may well be a sign of more troubling days ahead. Shortly into the New Year, a new federal farm bill was passed with additional cuts to the food stamp program that was expected to trigger even greater demand at food banks. Funding for Pennsylvania's State Food Purchase Program, a key source of support for food banks, is also uncertain.

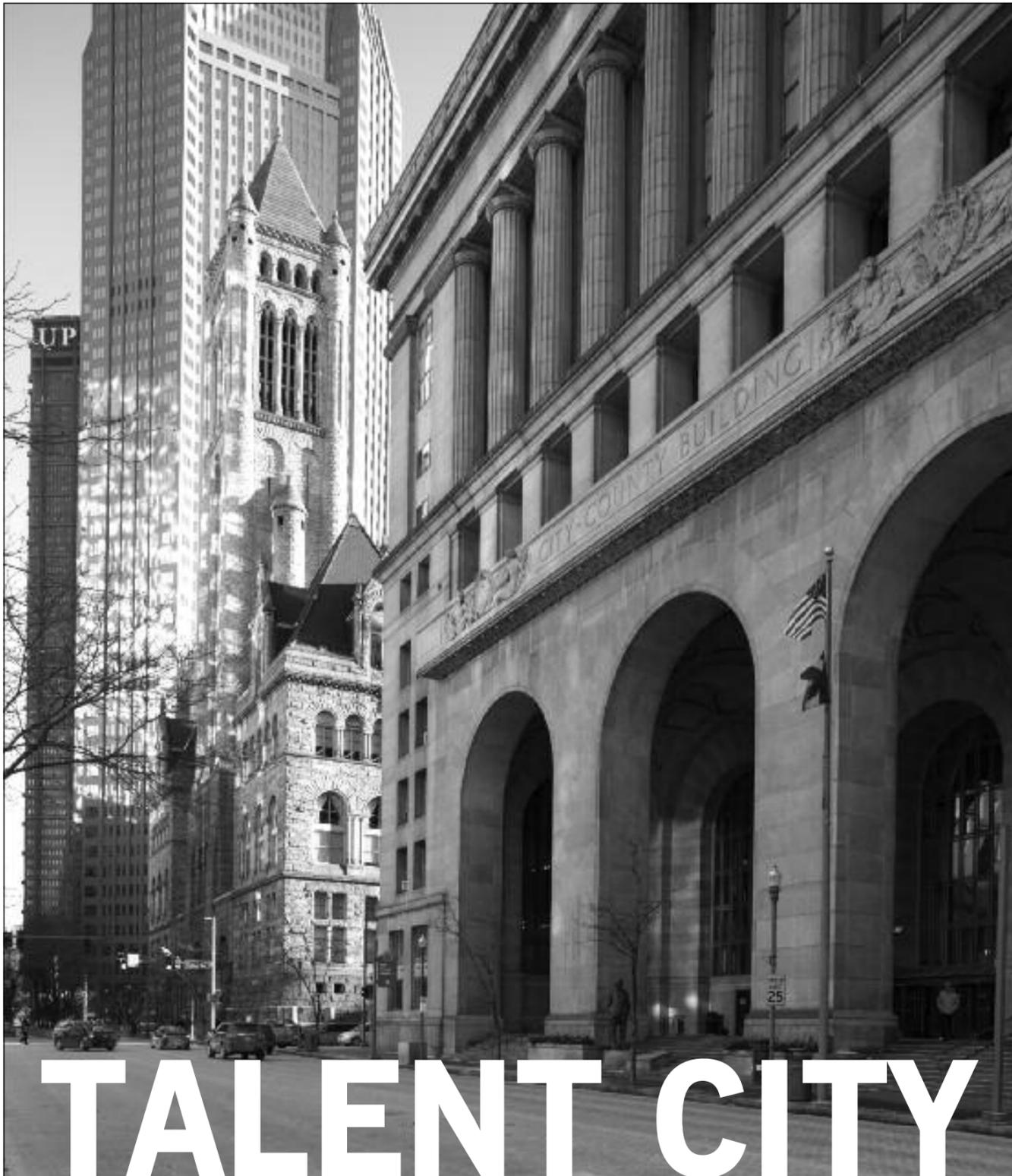
In fact, the trend in government support for food banks has been one of steady decline in recent years. More and more, food banks have had to rely on private donors to fill the gap and feed the growing number of their neighbors in need—as they did in response to the recent appeal for donations to meet the sharp increase in demand at food pantries across the region.

"I feel fortunate to be a nonprofit located in Pittsburgh," says Lisa Scales. "Pittsburgh is a generous community. Pittsburghers are generous people. It didn't surprise me that they came through and donated the significant amount of money they donated."

**"FOR EVERY DOLLAR WE GET, WE CAN GENERALLY BUY \$5 WORTH OF RETAIL-VALUE FOOD. THAT'S ESSENTIALLY A QUARTER-MILLION DOLLARS IN RETAIL VALUE FOOD THAT WE CAN BUY WITH OUR SHARE. THAT'S WONDERFUL."**

Kris Douglas  
CEO, Westmoreland County  
Food Bank





# TALENT CITY



## TALENT CITY SCREENS CANDIDATES FOR NEW MAYORAL ADMINISTRATION MERIT, NOT CONNECTIONS DRIVES HIRING

THE HIRING PROCESS HAS BEGUN for new Pittsburgh Mayor Bill Peduto's administration with the first phase in a comprehensive pool of candidates provided for his review under the Talent City initiative launched by The Pittsburgh Foundation in October last year.

Over 1,800 applications were received for senior management positions in Mayor Peduto's organization on The Pittsburgh Foundation's specially-created website, **Talent-City.com**. This followed the posting of a total of 32 job descriptions, covering up to 43 positions in the areas of the Mayor's Office, Finance and Administration, Public Safety and Urban Affairs, and Planning and Innovation, each offering annual salaries of between \$60,000 and \$106,000.

The deadline for applications was December 17, however searches were extended for a small number of positions including Public Safety Director. In addition, Talent City is providing candidate selections for Mayoral-appointed memberships of boards, authorities and commissions.

National and regional searches were conducted to find the most qualified candidates for key positions in the administration. Approximately 44 percent of the applicants were local with 56 percent of the resumes coming from regions across the U.S. including California, Oregon, New York, Georgia and Florida.

Human resource consultants evaluated all applications as they were received and undertook initial interviews and all final candidates also completed background checks.

Under the Talent City program, launched by the Foundation in partnership with the University of Pittsburgh's Institute of Politics, all finalists for the posted positions are screened by one of three specialized bi-partisan selection committees which then held further interviews.

A final slate of between three and five recommended candidates for 12 high priority positions as determined by Mayor-elect Peduto and his team was delivered in early January followed by candidates for the remaining 20 positions later the same month. The program enables the Mayor to choose from these short-lists or to request additional candidates for his consideration.

"We are surprised and delighted by the response," said Grant Oliphant, the Foundation's President and CEO. "Our priority has been to help fill positions for Mayor Peduto's administration with the best possible candidates we can find, but we did not expect such a large number of applications from outside the Pittsburgh region.

"There is a sense of a big shift in our city just now. Talent City shines a positive spotlight on Pittsburgh conveying a message that we aspire to excellence and people inside and outside our region want to be part of that."

A second phase of recruitment will begin shortly when additional positions for the Mayoral administration—comprising new and existing jobs—will be posted on the Talent-City.com site. The recruitment process is scheduled to continue for approximately six months and the Oversight Committee will provide on-going advice and evaluations through the fall 2014.

The \$275,000 Talent City initiative is designed to provide comprehensive support for the new Mayoral administration in assembling an experienced and qualified team who will help lead Pittsburgh into a new era of development.

The Talent-City.com website has also received over 80 responses from the public on its 'idea portal' where suggestions and recommendations can be submitted to help the new Mayoral administration to shape policy and prioritize initiatives. The public has offered ideas on improving neighborhood development, public safety, and city services.

More information is available at <http://talent-city.com>.

Left: Mayor Peduto holds a senior management meeting shortly after taking office.

FOR SUSAN EVANS, a persistently swollen ankle that defied explanation was the only symptom that would ultimately lead a year later to a much more serious diagnosis. The retired high school English teacher from Bradford, Pa. went was given shoe inserts and elastic socks to no avail. Finally, a doctor suspected something else was happening, and, after a scan, in June 2012, Susan was told she had ovarian cancer.

“They said, ‘You have a 25-pound tumor,’” Susan said. “That’s as big as a Thanksgiving turkey!” A family doctor then told her she had six months to live. Much of the information was incorrect. The tumor was 2.5 pounds—someone had misread the chart, and Susan has long outlived the early prognosis and is in remission. But after those early predictions, she said, “I’m going to Pittsburgh,” where she and her husband George, the retired Chair of the Mass Communications Department at St. Bonaventure University, keep a home in Cranberry.

For the Evans, that was the turning point. At Magee-Womens Hospital, she was under the care of Dr. Tom Krivak, and during his treatment of her, she decided to do two things—write a book about her experience and set up a fund at The Pittsburgh Foundation to help Dr. Krivak further his research of ovarian cancer.

Susan collaborated with Dr. Krivak on the book, “Don’t Write the Obituary Yet,” and while Susan doesn’t expect it to be a big money maker, she wants any proceeds to help Dr. Krivak, now at West Penn Hospital. In order to do that, she researched the best place to set up a fund. After deciding that a few hospital-related foundations weren’t a good fit, Susan contacted The Pittsburgh Foundation. And just before Christmas, she and George started the Evans-Krivak Gynecological Cancer Research & Education Fund with a \$10,000 gift.

“We met with Jennie Zioncheck and Kelly Uranker at the Foundation, and they were able to set it up exactly the way we wanted it,” said Susan. “Those two ladies were absolutely wonderful. Very little was involved in getting started—it was the easiest process ever, because they absolutely know what they’re doing. It’s been wonderful working with the Foundation. I call, and they answer my questions. Nothing seems to be too minute for them to handle.”

The book will be released in late spring or early summer. “I was very fortunate to have this young man as my doctor. He is so caring—the medical profession could learn from this man. Aside from being an excellent physician and surgeon, he’s become a good friend too.”

One main point Susan wanted to make in writing the book is to let other women know they can and should be assertive during the medical process. “Just because you’re in that hospital gown that’s so unattractive, it doesn’t mean you don’t have the right to say what you want. Frequently with the medical profession, we listen to them instead of them listening to us.”

For Susan, increasing research on ovarian cancer is vitally important. “It doesn’t get the money that breast and lung cancer and others do—it’s the orphan cancer. It needs to be brought to the forefront. About 14,000 women a year die from it, and it’s very hard to diagnose. There’s a blood test, and it’s not foolproof, but that’s all there is. Dr. Krivak does research, and he teaches medical research. And I feel in my heart that if someone saves your life, you owe them something.”



Above: Dr. Tom Krivak, Susan and George Evans

DONOR PROFILE:

# EVANS-KRIVAK FUND

DONOR’S BOOK PROCEEDS WILL HELP  
CANCER RESEARCH



“Ovarian cancer doesn’t get the money that breast and lung cancer and others do—it’s the orphan cancer. It needs to be brought to the forefront. About 14,000 women a year die from it, and it’s very hard to diagnose. There’s a blood test, and it’s not foolproof, but that’s all there is. Dr. Krivak does research, and he teaches medical research. And I feel in my heart that if someone saves your life, you owe them something.”

Susan Evans



NONPROFIT  
SECTOR

## NEW DIRECTORS ELECTED TO FOUNDATION'S BOARD

THE PITTSBURGH FOUNDATION has announced the appointments to its Board of Directors of Anne Lewis, Board Chair of Oxford Development Company, and James Roddey, a Principal with the financial services firm of ParenteBeard.

Mr. Roddey was re-elected after retiring from the Foundation's Board in December 2012 following nine years service. Most recently, he served as Vice Chair of the Board and as Chairman of the Foundation's Development and Donor Services Committee.



Anne Lewis

The elections followed the retirement of three Directors at the Board's annual meeting in December 2013, Jui Joshi, Director of Philanthropic Engagement with the Women and Girls Foundation of Western Pennsylvania; Peter Mathieson, President of the Pittsburgh Office of Fairview Capital Investment Management, LLC; and Mark Hornack, U.S. District Judge for the Western District of Pennsylvania.

As Chair of Oxford Development Company, **Anne Lewis** leads one of the region's most prominent privately-held enterprises, family-owned since its inception in 1963. Ms. Lewis has also been active in Pittsburgh's civic leadership for more than two decades, spearheading major development efforts for the Children's Museum of Pittsburgh, Fox Chapel Country Day School and Shady Side Academy.

Ms. Lewis serves as Board Chair of Point Park University, where she leads the University's capital campaign to support its Academic Village Initiative, a multi-block living and learning hub that will transform the University campus and the downtown neighborhood it inhabits. Additionally, she is a Board member of the United Way of Allegheny County, the Pittsburgh Promise, the Jewish Healthcare Foundation, Allies for Children and the Fred Rogers Company.

Ms. Lewis and her family have long been active in supporting the victims of amyotrophic lateral sclerosis (better known as Lou Gehrig's Disease) and in 2010, the ALS Association of Western Pennsylvania established the Anne Lewis Humanitarian Award and Fund in honor of her achievements.

She has been honored as a Trustee Emeritus of Fox Chapel Country Day School, Shady Side Academy and the Children's Museum. Anne is also a supporter of Carnegie Mellon University's Heinz College, as an alumna, past commencement speaker, member of the advisory council and donor of the Anne V. Lewis and Edward J. Lewis Post-Graduate Fellowship in Social Innovation.

During his previous service with the Foundation's Board, **James Roddey** helped to strengthen significantly the organization's fundraising. He also served as Chair of the Foundation's Audit Committee and as a member of the Program and Policy Committee.



James Roddey

Mr. Roddey was the first Chief Executive of Allegheny County from 2000 to 2004 and previously he served as Chairman of the Port Authority Transit and Chairman of the Pittsburgh Water and Sewer Authority.

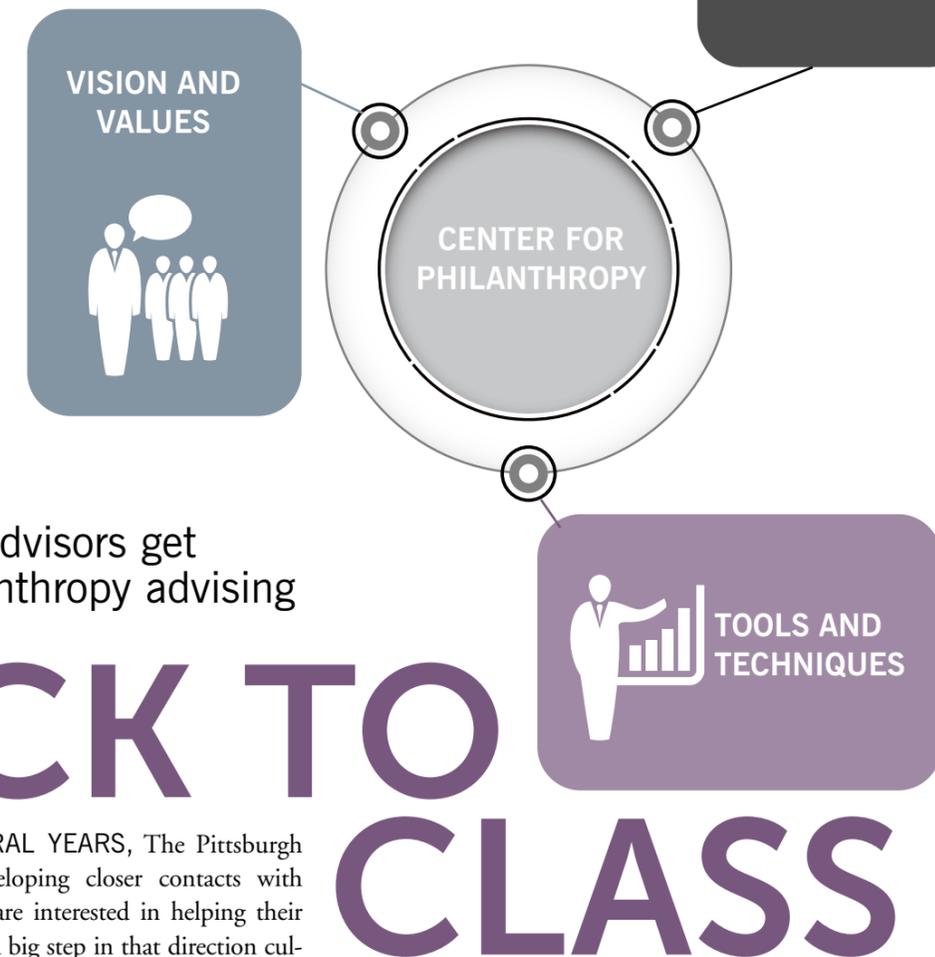
In private industry, he was President or Chairman of seven companies including Turner Communications Corporation and Rollins Communications Corporation. Mr. Roddey has held key leadership positions with many nonprofit organizations, including President or Chairman of Three Rivers Arts Festival, Pittsburgh Public Theater, United Way of Allegheny County, Pittsburgh Three Rivers Regatta, and WQED

Multimedia. He serves on the Board of the Sarah Scaife Foundation and the Distribution Committee of the McCune Foundation.

Chair of the Foundation's 18-member Board is Edith L. Shapira, M.D. Kim Fleming was elected Treasurer; John C. Harmon was re-elected Vice Chair; and Nancy Rackoff was re-elected Secretary.

Greg Curtis, who retired from the Foundation's Board in December 2012, was elected Director Emeritus. Mr. Curtis, Chairman of Greycourt & Co. Inc., joined the Board in 2003 and served as the Foundation's Board Chair from 2008 to 2012.

Biographies of all Board members and Directors Emeriti are available on the Foundation's website at: [http://pittsburghfoundation.org/board\\_aboutUs](http://pittsburghfoundation.org/board_aboutUs).



First group of advisors get  
degree in philanthropy advising

# BACK TO CLASS

OVER THE PAST SEVERAL YEARS, The Pittsburgh Foundation has been developing closer contacts with regional professionals who are interested in helping their charitably-inclined clients. A big step in that direction culminated in the November, 2013 graduation of the first class in the Chartered Advisor in Philanthropy (CAP) program.

"We've been trying to provide more meaningful resources to the financial advisor community," said Yvonne Maher, The Pittsburgh Foundation's Vice President for Development and Donor Services. "Our research identified this strategy to provide the tools and resources to our professional advisors to help them continue conversations with their clients about their philanthropic options."

Ms. Maher and Foundation officials decided to offer a variation of the on-line degree offered through The American College of Financial Services. In the Foundation's version, the professionals enroll in the on-line course, but the class of 10 meets regularly at the Foundation to exchange thoughts and ideas, to hear from charitable experts and to embark on nonprofit site visits.

The graduate-level course has three parts, each of which culminates in a test. The first focuses on vision and values, and how to have meaningful conversations about charitable giving. The second looks at tools and techniques, including tax benefits and the various vehicles for charitable giving, such as trusts and annuities. And the third part examines the nonprofit sector, including nonprofit boards and the qualities of an effective nonprofit.

"The reaction was really positive overall," said Gwyneth Gaul, the Foundation's Director of Development

and one of the first CAP graduates. "It certainly involved a time commitment. Many in our first class have had conversations with clients that they may not have been comfortable with previously. They want to be experts in what they do, and giving them that confidence and the tools they need is hugely valuable."

Also among the first graduates was Scott Oehrle, who founded Marbury Wealth Management in 2000. He's become increasingly involved with The Pittsburgh Foundation, joining the Professional Advisory Committee and committing to the CAP program.

"The upshot is that it helps you work with your clients more on a "why" instead of a "how" basis," Mr. Oehrle said. "It's more qualitative than quantitative. What legacy do you want to leave? Are there certain charitable areas that interest you? Do you want to start during your lifetime? Do you want family to work together? For my clients who have gotten involved with the Foundation, it's been all positive."

The CAP program is part of a comprehensive array of resources and services provided by the Foundation's new Center for Philanthropy.

A list of all CAP graduates is available on the Foundation's website at: [pittsburghfoundation.org/CAP](http://pittsburghfoundation.org/CAP).

## FOUNDATION ASSETS EXCEED \$1 BILLION FOR FIRST TIME

**Aided by strong fundraising and robust investment strategy**

THE PITTSBURGH FOUNDATION last year exceeded \$1 billion in total assets for the first time in its 69-year history, helped by continued strong growth in its annual fundraising, the creation of new charitable funds by families and individuals, and the results of its robust investment strategy.

The Foundation, including its affiliate organizations, ended 2013 with assets of approximately \$1.05 billion, up from its 2012 total assets of \$905 million. This is a growth of 33 percent compared with the Foundation's total assets of \$785 million at the end of 2007 when markets were at their peak prior to the onset of the economic recession.

A major record was set by the Foundation in 2013 when a total of 105 new funds were established with the organization, together valued at over \$20 million. This represents a 38 percent increase on the previous record achieved in 2012 when 76 new funds were created. An additional nine new funds were established by the Community Foundation for Westmoreland County (CFCW).

Overall, the Foundation raised \$59.6 million in 2013, the third highest in its history and continuing a trend that has seen the organization significantly strengthen its annual fundraising, including successive records set over the previous three years: 2012, \$67.7 million; 2011, \$60.5 million; and 2010, \$53.2 million. For 2009, annual fundraising totaled \$26.3 million.

In recent years the Foundation has also developed a new and diversified investment strategy focusing on a portfolio of stocks, bonds and alternative investments that favor equity risk. In 2013, investment returns averaged more than 12 percent, helping to drive the Foundation's asset growth.

"I am delighted with our performance in what proved to be another extraordinary year for the Foundation," said Grant Oliphant, the Foundation's President and CEO. "In becoming Pittsburgh's third billion dollar-plus foundation, we reinforce our position as a leading philanthropic resource for our region and nationally. It is an historic milestone, but most important, it further strengthens our ability to tackle big and important issues that are critical to the well-being of our regional community."

The Foundation continued to develop its successful partnerships with finance sector professionals, and of the new funds established in 2013, 45 were referred by local financial advisors. Under an initiative launched by the Foundation in 2008, financial advisors are able to continue to manage the charitable investments of clients they introduce to the Foundation, subject to approvals.

Currently, local financial advisors manage 25 portfolios of donor funds (up from 17 in 2012) which in 2013 increased to a total of 382 funds, together valued at over \$107 million. Five new local financial advisors joined the Foundation's program in 2013 and more are approved to partner with the organization this year.

To qualify, financial management firms 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.

A strategy launched in 2010 to enable the conversions of private family foundations to Family Foundation Funds at The Pittsburgh Foundation continued to develop, offering a comprehensive range of personalized options and professional expertise as an alternative to the administrative and investment issues of independent management.

In 2013, five private family foundations converted to funds at the Foundation, together valued at \$2.4 million. Since the start of this initiative, 16 private family foundations have converted to funds at The Pittsburgh Foundation, valued at \$13.5 million.

In total, The Pittsburgh Foundation received \$12.2 million in gifts from individual donors in 2013 and \$22.4 million in bequests. Included in the 2013 results is \$1.6 million raised by The Pittsburgh Foundation's affiliate, the Community Foundation for Westmoreland County.

The big increase in the number of new funds established at The Pittsburgh Foundation last year is attributed partly to its vigorous new approach in enhancing donor engagement through the organization's new Center for Philanthropy, introduced in early 2013. The Center offers a comprehensive range of personal services to support donors with their charitable outreach, including grantmaking, advice and guidance around multi-generational philanthropic issues.

"We have raised the bar very significantly in the way that we are able to help and partner with donors with their charitable missions and in providing the highest levels of service and expertise," said Yvonne Maher, the Foundation's Vice President for Development and Donor Services. "The Center for Philanthropy was started in direct response to needs expressed by our donors, and it is an integral resource that we will continue to develop this year."

The Pittsburgh Foundation including its affiliate organizations ended 2013 with a total of 1,934 individual funds. Last year, the organization awarded total grants of \$40.5 million, compared with \$43.5 million in 2012.

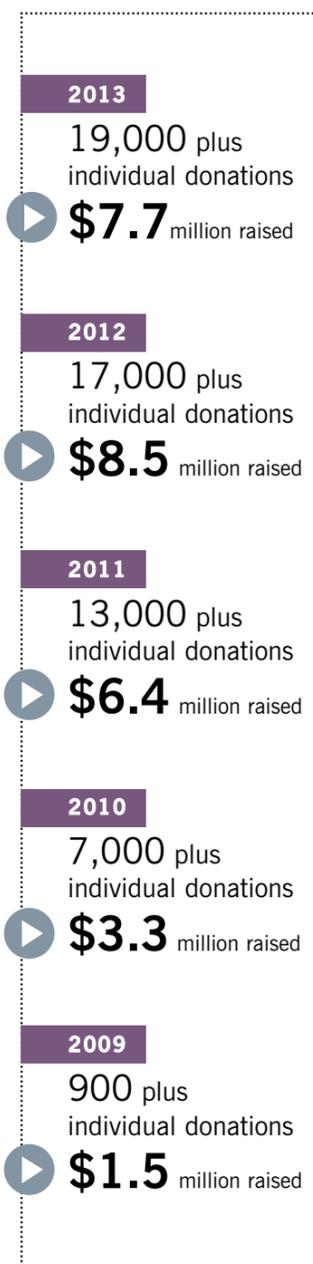
**"We have raised the bar very significantly in the way that we are able to help and partner with donors with their charitable missions and in providing the highest levels of service, guidance and advice**

**Yvonne Maher**  
Vice President for Development and Donor Services  
The Pittsburgh Foundation

# 2014

**"We are delighted to join over 100 community foundations across the country to celebrate the success of community foundations and support the invaluable work of nonprofit organizations on behalf of our community."**

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



## Day of Giving to be Held in May

**Pittsburgh and Westmoreland event to be part of major national initiative**

THE PITTSBURGH FOUNDATION will host its sixth annual Day of Giving on Tuesday May 6, 2014 to coincide with Give Local America, a national event to encourage and inspire local giving with over 100 communities participating across the United States.

Announcements for this year's event have been sent to the region's 700-plus nonprofit organizations registered to participate on the Foundation's PittsburghGives and WestmorelandGives on-line sites that in 2013 attracted a record turnout of over 18,000 individual donations in a 24-hour giving period.

Almost \$8 million was raised last year for the region's nonprofits, and since the launch of the program in 2009, the Day of Giving events have raised over \$30 million for local charitable organizations.

Give Local America will mark the centennial anniversary of community foundations in the United States. In 1914, the first community foundation was founded in Cleveland; now, 100 years later, there are more than 700 community foundations across America and more than 1,400 throughout the world. The Pittsburgh Foundation is the 14th largest and one of the oldest foundations in the country, having been established in 1945.

"When we first launched this event, none of us envisioned the success it would become, not only here in Pittsburgh but also in serving as a model for similar initiatives that have been introduced by a number of our community foundation colleagues across the United States," said Grant Oliphant, The Pittsburgh Foundation's President and CEO.

"We are delighted to join over 100 community foundations across the country to celebrate the success of community foundations and support the invaluable work of nonprofit organizations on behalf of our community."

Due to its unexpectedly high rate of growth, The Pittsburgh Foundation introduced minor modifications to the program for 2013 and 2014 which are likely to result in further changes to the program from 2015 onwards.

For this year's Day of Giving, the match pool for Allegheny County is expected to be approximately \$750,000, and for Westmoreland approximately \$100,000, both similar to 2013. To ensure a robust match percentage for participating nonprofits, the Foundation has determined that only the first \$1,000 per individual per organization will be eligible to receive matching dollars from the match pools as was instituted last year.

In its first-ever Day of Giving, Butler County will have 35 organizations participating in the event and the Endowment for Butler County, a fund of The Pittsburgh Foundation, will match contributions of up to \$1,000 by a pro-rated portion of the match pool of more than \$10,000. The Butler County Day of Giving can be accessed at [www.pittsburghgives.org](http://www.pittsburghgives.org).

For last year's Day of Giving, the match pool awarded 13 cents on every dollar received by nonprofits in Allegheny County. In Westmoreland, which had a separate match pool, the match was 20.8 cents on the dollar.

"Our primary goals in launching this initiative were to help nonprofits increase the number of donors to their organizations, to help them grow individual giving and support using social media tools and to build a database of nonprofits to serve as a research resource for our community," said Mr. Oliphant. "I am delighted that the success of the program has extended well beyond our initial objectives."

PittsburghGives may be accessed at: [www.pittsburghgives.org](http://www.pittsburghgives.org) and WestmorelandGives at: [www.westmorelandgives.org](http://www.westmorelandgives.org).



FOCUS ON WESTMORELAND ADVISOR PROFILE:

# TODD TURIN

TODD TURIN graduated from Greensburg Salem High School and St. Vincent College. He then left the area for law school. But after three years in Ohio, he quickly became nostalgic for Greensburg, Pennsylvania: "I very much wanted to return," he remembers.

"Why? I truly believe it is the people. The sense of community is, and always has been, important to me. As a lifer, I'm reminded of the scene in 'Cheers' when Norm walks into the bar. Everybody knows your name. That's the way Greensburg is, and that makes it special for me and my family."

Mr. Turin is a partner of Turin & DeMatt in Greenburg. He discovered The Community Foundation of Westmoreland County (CFWC) through his work with the Big Brothers/Big Sisters of the Laurel Region. Mr. Turin helped the organization start an endowment fund with CFWC.

As CFWC has grown, so has Mr. Turin's relationship with the organization. Mr. Turin helps his clients establish scholarship and donor advised funds at CFWC as a way to memorialize a loved one or support a charitable cause.

Part of Mr. Turin's love for Greensburg is the small-town decency of its people. He tells the story of a legal contest involving two heirs of a sizeable estate. "It had become very litigious, with little or no hope of resolution," remembers Mr. Turin. One day, Mr. Turin's client admitted that the money itself wasn't important to her.

"At that point, a light bulb went on in my head. I suggested establishing a scholarship fund at CFWC. Both sides agreed and now there is a scholarship fund established in our community in honor of that decedent. These monies will be used to further the education and vocations of many individuals over many years. What a great way to pay tribute to a loved one!"

While Westmoreland County has radically transformed since Mr. Turin was a child, he believes that CFWC is an essential part of the region's future.

"My vision is to make Westmoreland County a little bit better place to live than when I arrived," he said, "and if each of us acts on our ideas to make our community a better place to live, then I believe future generations will continue talking about the area as a great destination. CFWC can help make sure those ideas become a reality."

# MEALS ON WHEELS

**"MOW allows me to give what I can to help the people in our community, and in return spend time with some very nice people. And I suspect that I receive more than I give."**

Larry Leonard

IN 2002, A FRIEND ASKED LARRY LEONARD to help out with the Tri-City Meals on Wheels (MOW) in Greensburg, a nonprofit that delivers food to those who are too old or sick to cook. "It was kind of spotty at first," Mr. Leonard recalls. "I was a fill-in, someone to call when they needed extra hands."

Twelve years later, Mr. Leonard is an essential part of the Meals on Wheels family. He has worked as a driver, accountant, and Board member. He has helped streamline their records and make the program run "more like a business."

All of Mr. Leonard's eight grandchildren have volunteered for MOW. He has formed strong relationships with MOW customers, and he is intensely proud of his volunteers, who are sometimes older than the people they serve.

While MOW is not a free service, the price (\$3 per delivered dish) hasn't changed since 2001. MOW is a national network, and the Tri-City MOW serves Greensburg, Jeanette, Harrison City, and many points in-between.

"The aged, convalescent and handicapped often suffer from poor nutrition," said Mr. Leonard. "Recipients receive one meal a day, Monday through Friday. The meal is planned by a dietician, Lois Weaver, with an emphasis on low sodium and low-fat food. The meal consists of a hot pack, which contains an entrée, starch and vegetable. The cold pack consists of two slices of bread, butter, a dessert, milk, and, on Friday and in the winter, a small can of soup."

Because MOW receives no government support, The Community Foundation of Westmoreland County (CFWC) has been essential to keeping the 'wheels' rolling. CFWC has provided several small grants over the years to help with building improvements and to purchase special food items during the holidays. A special matching grant was also provided to replace a meal delivery van.

The MOW team recognize the importance of their mission. Volunteers often overcome difficulties of their own to get back to work, like the 80 year old man that broke a hip and returned to deliver meals. When the price of gasoline rose past \$4 a gallon, MOW didn't lose a single volunteer.

"MOW allows me to give what I can to help the people in our community, and in return spend time with some very nice people," said Mr. Leonard. "And I suspect that I receive more than I give."





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## PLEASE SHARE YOUR THOUGHTS AND IDEAS

about issues in which the Foundation is involved and those affecting our community.

## 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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## NEW FUNDS

**November 1, 2013 – January 31, 2014**

Agnes Wynona Breedon Memorial Scholarship Fund  
Catz Family Fund  
James C. Chaplin, IV and Carol C. Chaplin Charitable Fund  
Thomas M. Colella & Florence M. Colella Memorial Foundation  
Constandy Memorial Trust #1 Fund  
Constandy Memorial Trust #2 Fund  
Evans-Krivak Gynecological Cancer Research & Education Fund  
Regan Fetterolf Fund  
Andrew Fisher Memorial Fund  
Russell and Nancy Fuhrer Fund  
Golden Tornado Scholastic Foundation/James Mullner Memorial  
Goodworth Family Legacy Trust  
Gott Family Foundation Fund  
Irvin Family Foundation Fund

Patti A. Kothmann Memorial Fund 1  
Patti A. Kothmann Memorial Fund 2  
Elsie O. MacKenzie Fund  
Celeste and Anthony Massaro Fund  
Mendelow and Rossman Memorial Fund  
Thaddeus Niemiec and Daniel Quinn Fund  
Pittsburgh Symphony Orchestra Musicians Care Fund  
Porter Family Trust Fund  
Rodgers Fleischel Charitable Fund  
Harv and Laurel Saylor Charitable Fund  
TJ Arts Fund  
Alan and Mary Beth Trivilino Family Fund  
Robert and Anne Tumbas Memorial Fund  
I. Keith and Brenda L. Vail Fund  
John and Robin Wagner Family Fund