

THE PITTSBURGH FOUNDATION **community**
FORUM WINTER 2012



**A JOYFUL
NOISE**

DePaul School for Hearing
and Speech

SEE PAGE 14

WELCOME

In this edition of *Forum*, I am delighted to include an article by a member of our staff, Leigh Halverson who, as a member of the vibrant One Young World organization (OYW), helped with planning for events that formed part of its annual conference in Pittsburgh last October (see pages 10 & 11).

Twelve hundred young people from all over the globe descended on Pittsburgh to participate in the event. OYW's success and growing international stature can be measured partly by its all-star line-up of presenters at the conference—from Bill Clinton to Jamie Oliver to Kofi Annan — and a wonderfully, wildly diverse group of forward-thinking twenty-somethings.

Leigh, who works as my special assistant, attended the conference last year, and talked my wife Aradhna, who is President of Leadership Pittsburgh, and me into co-hosting a breakout session for fifty of the participants and then a smaller dinner in our home to introduce them to the community. (How Leigh, who masterminded the logistics for all the breakout sessions and home dinners around Pittsburgh, successfully pulled it off is another story, but the bottom line is, she did us — Pittsburgh and The Pittsburgh Foundation — proud.)

My favorite moment in the whole event came when a young woman from India who was attending our breakout session reflected on how much she appreciated learning from all us “old people.” The room roared with laughter, even us “oldsters,” who also included Heinz Endowments President Bobby Vagt, Riverlife President Lisa Schroeder, Center of Life Executive Director Tim Smith, and UPMC's Chief Inclusion and Diversity Officer Candi Castleberry Singleton.

The young woman hastened to clarify her real intention but she needn't have worried — her gratitude for the bridges we had built across age and geography was genuine and unmistakable. It was a moment of real connection that touched all of us so-called “experts.” We walked away from our interactions with the OYW-ers feeling we had gained as much from our time with them as we had given.

Congratulations to everyone involved in making this conference a success, particularly Steve Sokol at the World Affairs Council of Pittsburgh, but especially Pittsburgh itself. Your willingness to open your hearts, minds and even your homes to a group of young people from around the world was a gift to them, but even more a gift to ourselves.

I cannot let this opportunity pass to also offer congratulations on behalf of The Pittsburgh Foundation's Board and staff to all who participated and gave generously during our fourth annual Day of Giving in October. Despite continuing economic uncertainty, donors dug deep to contribute over \$8.4 million during the 24-hour event, compared with the \$6.4 million raised last year.

The result was truly stunning and far beyond our hopes and expectations. The number of individual donations topped 17,700, up from the 13,600 last year. Gifts ranged from the \$25 minimum to \$25,000 and we received 105 separate gifts of \$10,000 or more. And it all went into the much-needed resources of 665 nonprofit organizations in Allegheny and Westmoreland counties to support the critical work they do on behalf of us all.

To all those who made contributions, a heartfelt thank-you from all of us at the Foundation. To all the nonprofits that took part and especially excelled at engaging donors and supporters with an array of on-line marketing and awareness-building tools, thank you for a magnificent job, well done.

Grant Oliphant
President and CEO
The Pittsburgh Foundation



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RECORD OUTPOURING FOR DAY OF GIVING

Final Numbers Show Big Increases in Donors and Contributions



THE PITTSBURGH FOUNDATION'S DAY OF GIVING October 3 generated funding for local nonprofits at the rate of more than \$98 per second over the 24-hour giving period. The total raised for charitable organizations in Allegheny and Westmoreland counties was \$8,540,345, an increase of over 31 percent on the \$6.4 million raised by the event last year.

All of the 665 local nonprofits that participated in the event—having completed or updated profiles on the Foundation's PittsburghGives on-line site—received credit card contributions from a total of 17,719 individual donations, up from the 13,643 contributions in 2011.

Following the financial reconciliations by Foundation staff, the amount of matching funds for nonprofits in Allegheny County was confirmed at 10.5 cents for every dollar they received. In Westmoreland, which had a separate match pool, the match was 14 cents on the dollar.

Nonprofits received a record outpouring of support from the community, the majority reporting significant increases in the number of contributions and the amounts of money raised during the event. For most of them, social media tools were central to their successful community outreach, engaging new and existing donors and increasing public awareness. The Pittsburgh Foundation had again hosted a series of free social media classes for local nonprofits, teaching the cost-effective uses of technology platforms such as Facebook, Twitter and blogs.

“This was an outstanding result which went far beyond our hopes and expectations,” said Grant Oliphant, the Foundation's President and CEO. “To all those who made contributions, a heartfelt thank you from all of us at the Foundation. To all nonprofits that took part and excelled especially at engaging donors and supporters with an array of on-line marketing and awareness-building tools, our congratulations for a magnificent job, well done.”

“We will soon begin a detailed evaluation process, including consultations with donors and charitable organizations, to determine how we might further improve the event for 2013.”

“Around 50 percent of our support comes from individuals so Day of Giving is really important to us. We encouraged our donors, staff and Board to give and to also ask a friend, family member or neighbor to give as well. That effort reached 321 people for Day of Giving, including 34 new donors.”

Fay Morgan,
Executive Director
North Hills Community Outreach

DAY OF GIVING 2012

The following are the top ten nonprofits in Allegheny and Westmoreland in terms of the number of donations received:

ALLEGHENY NUMBER OF DONATIONS

Greater Pittsburgh Community Food Bank	1,050
Carnegie Library of Pittsburgh	1,029
Pittsburgh Symphony Orchestra	645
Animal Friends Inc.	638
WQED Multimedia	597
Animal Rescue League of Western PA	557
WESA – Essential Public Radio	554
Bike Pittsburgh	467
WYEP Pittsburgh Community Broadcast Center	416
Western Pennsylvania Humane Society	392

WESTMORELAND NUMBER OF DONATIONS

Westmoreland County Food Bank	235
Seton Hill University	167
Murrysville Community Library	126
Greensburg Hempfield Library	121
Ligonier Camp and Conference Center	94
Westmoreland Cultural Trust	90
Blackburn Center Against Domestic and Sexual Violence	77
Faith in Action Laurel Area	73
Action for Animals	71
Tri-City Life Center, Inc	66

Since the launch of PittsburghGives in 2009, the on-line site's giving events have so far raised more than \$21 million for the region's nonprofit organizations.

The PittsburghGives platform serves year-round as a unique on-line giving and research program for nonprofits to showcase their work in the community, detailing information about their charitable programs, missions, management and finances. PittsburghGives can be accessed at www.pittsburghgives.org.

In terms of funds raised during the event, the leading organization in Allegheny County was Pittsburgh Symphony Orchestra which received donations amounting to \$229,955, earning matching funds totaling \$24,145. Next was Jewish Federation of Greater Pittsburgh which received \$201,600 (plus match of \$21,168); followed by Pittsburgh Cultural Trust, \$179,170 (\$18,812); Greater Pittsburgh Community Food Bank, \$165,618 (\$17,389); Pittsburgh Opera, Inc., \$142,129 (\$14,923); Community Day School, \$140,634 (\$14,766); Rodef Shalom Congregation, \$134,991 (\$14,174); Reformed Presbyterian Theological Seminary, \$129,730 (\$13,621); Pittsburgh Public Theater, \$125,152 (\$13,140); and Central Catholic High School, \$124,633 (\$13,086).

For Westmoreland, the top ten nonprofits for funds received were: Ligonier Camp and Conference Center, \$44,180 (plus match of \$6,185); Seton Hill University, \$34,130 (\$4,778); Saint Vincent College, \$33,705 (\$4,718); Murrysville Community Library, \$29,426 (\$4,119); Westmoreland Cultural Trust, \$28,525 (\$3,993); Valley Points Family YMCA, \$25,533 (\$3,574); Westmoreland County Food Bank, \$24,101 (\$3,374); Ligonier Valley YMCA, \$20,345 (\$2,848); Tri-City Life Center, Inc., \$17,910 (\$2,507); and Valley School of Ligonier, \$16,435 (\$2,300).

Public donations within Allegheny County during the Day of Giving amounted to \$7,108,133 which combined with the match pool of \$750,000 created a total of \$7,858,133. In Westmoreland, public contributions totaled \$597,212 which receive matching funds of \$85,000, together totaling \$682,212. All donations receive an equal pro-rated share of the match pools.

“THIS WAS AN OUTSTANDING RESULT WHICH WENT FAR BEYOND OUR HOPES AND EXPECTATIONS. TO ALL THOSE WHO MADE CONTRIBUTIONS, A HEARTFELT THANK YOU FROM ALL OF US AT THE FOUNDATION.”

Grant Oliphant
President and CEO
The Pittsburgh Foundation



4 Rainbow Kitchen

IN AN UNCERTAIN ECONOMIC ENVIRONMENT, 2012 DAY OF GIVING MAKES HUGE IMPACT ON PARTICIPATING NONPROFITS

IN THE FACE OF FEDERAL AND STATE BUDGET CUTS and pre-election uncertainty, the Foundation's fourth Day of Giving proved yet again that Pittsburgh is the City of Champions for its unprecedented levels of generosity. The donations received in the 24-hour period on October 3 will have a major impact on the nonprofit organizations that serve our community.

Community Forum spoke with a variety of organizations about their experiences.



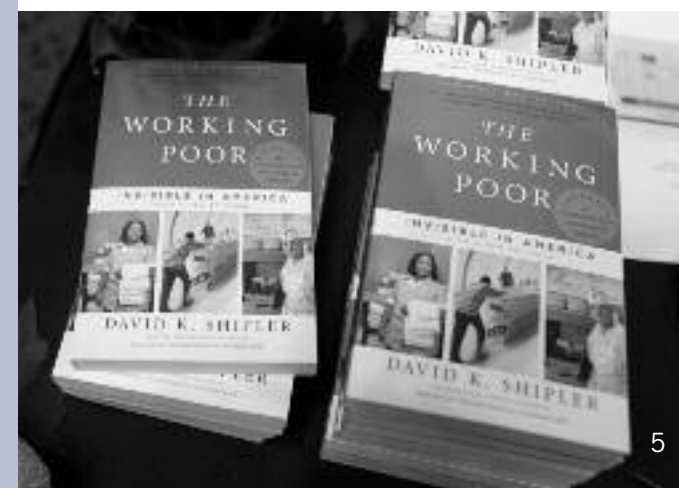
Ken Regal, Just Harvest

JUST HARVEST

Just Harvest has witnessed a huge increase in call volume in the past several months for its food stamp application process case work. Their clients have often attempted to contact the Department of Public Welfare (DPW) repeatedly to report a change in status or to submit paperwork and have had issues with communications.

“Just Harvest's specialists are spending a huge amount of time with DPW caseworkers to resolve these issues and improve the process,” said Ken Regal, the organization's Executive Director. This was not anticipated six or nine months ago. “The support we received on Day of Giving allows us to be flexible when things like this crop up, allowing us to devote staff and resources to support our clients.”

Just Harvest was focused on broadening their grassroots base this year as part of their new strategic plan, the first in the organization's 25 year history and available on their PittsburghGives profile at pittsburghgives.org/2011/09/18/just-harvest-education-fund/. That effort built bridges with their clients to become more involved with the organization as well as attracted more volunteers and resulted in over \$5,000 for the organization on Day of Giving.



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“A greater sense of involvement leads to growing generosity,” said Mr. Regal. “Whether you work here, volunteer, donate or receive services, we want you to feel a part of our mission to shape the perspective of poverty, hunger and welfare.”

Just Harvest is gearing up for tax season and is currently recruiting and training volunteers to prepare tax returns on behalf of low income individuals and families. The organization will also release a new program in 2013 to help clients purchase good, in-season, nutritious food from local farmer’s markets.

NORTH HILLS COMMUNITY OUTREACH

How did North Hills Community Outreach (NHCO) do after doubling the amount raised in 2011? They doubled it again to \$72,350.00 in 2012.

“Around 50 percent of our support comes from individuals so Day of Giving is really important to us,” said Fay Morgan, NCHO’s Executive Director. “We encouraged our donors, staff and Board to give and to also ask a friend, family member or neighbor to give as well.” That effort reached 321 people for Day of Giving, including 34 new donors.

The organization received an additional \$5,000 from donors that forgot to give on Day of Giving, but wanted to make an additional donation. The weather is turning colder and many families face a burden with their utility bills. NCHO is attempting to give a \$50 credit to low income families on their utility bills and is working to raise another \$15,000 to fully fund this program.

NCHO’s Community Auto Program is also helping 80 families get to work. “Car donations can help a family member achieve consistent employment or even receive a promotion, especially if they are not on a bus line,” said Ms. Morgan. More information on car donations is available at CommunityAuto.org.

The organization also just wrapped up the second season of their community garden project. The organic garden yielded 8,000 pounds of food that was distributed with the help of donated land and volunteers.



CHILDREN’S MUSEUM OF PITTSBURGH

The Children’s Museum will celebrate its 30th Anniversary in 2013. With record attendance for the past 2 years, the museum serves 250,000 visitors annually and they also saw a huge increase in participation for Day of Giving.

The museum raised \$24,080, an increase from \$12,290 in the previous year from 36 new donors, 11 lapsed donors, as well as significant increase in staff and Board participation. “Individual giving is a real growth area for us,” said Gina Evans, Director of Development at Children’s Museum of Pittsburgh. “Day of Giving gives us a jumping off point to rally around this effort.”

The museum targeted its messaging and used all available channels to get the word out including signage, emails, and social media. The museum plans to upgrade its water play exhibit, which is one of the few areas that did not undergo a renovation in the last few years.

In June, the organization celebrated the opening of the Buhl Community Park creating a campus for families. Next year, it will play host to the Association of Children’s Museums Conference. “We are excited to show off Pittsburgh and share the work we have been doing,” said Ms. Evans.

Adults are welcomed to be kids again on Adult Make Nights as well. The museum is expanding on its popular MakeShop program that seeks to change the education conversation with the integration of digital technology. More information is available at PittsburghKids.org.



“INDIVIDUAL GIVING IS A REAL GROWTH AREA FOR US. PITTSBURGH GIVES DAY OF GIVING GIVES US A JUMPING OFF POINT TO RALLY AROUND THIS EFFORT.”

Gina Evans
Director of Development
Children’s Museum
of Pittsburgh

RAINBOW KITCHEN

“It is a great day to give and good opportunity to reach out to people.” That is how Donna Little, Executive Director of Rainbow Kitchen Community Services described the 2012 Day of Giving.

The organization was founded in 1984, in response to the devastating community impact of the closing of the area’s steel mills, which displaced thousands of workers living in the Steel Valley. Since its inception, Rainbow Kitchen has focused on helping individuals and families cope with inadequate incomes by addressing immediate needs and providing guidance for future independence.

The organization raised \$8,322 on Day of Giving. To put that in perspective, a \$50 donation provides four weeks of hot meals for a low-income elderly, disabled or homeless individual. “Many of our donors give once a year around the holidays,” said Ms. Little. “Day of Giving motivates people to participate and to give as much as they can.” About one-third were new donors to the organization as well.

Rainbow Kitchen just wrapped up a winter clothing drive and distributed coats, hats, scarves and gloves to 823 adults and 707 children, turning not one person away. The organization is currently conducting a holiday food and toiletries drive and inviting donors to adopt a family for the holidays. More information is available at RainbowKitchen.org.

Approximately 500 families utilize Rainbow Kitchen’s food pantry and last year nearly 20,000 Kids Café Dinner

meals were served to supplement school breakfast and lunch programs for low income children. “Demand continues to rise while funding has been declining due to the current economy,” said Ms. Little. “Rainbow Kitchen remains responsive to the needs of our community and Day of Giving has a big impact on our organization which I believe is true of many of the participating organizations.”





DONOR PROFILE:

ATHENA SARRIS

LOVE FOR COMMUNITY LEADS
TO CREATION OF TWO FUNDS TO
SUPPORT SPECIAL PROJECTS

THE STORY OF HOW CHOCOLATE came to Canonsburg is told through a wall of timeworn photographs in the Sarris Candies store, around the corner from the ice cream parlour and magnificent chocolate castle.

It's the story of Athena and Frank Sarris, two highly determined people with Old World values, who grew up barely four blocks from one another in a small town of steel and coal workers. There are autographs of famous politicians. Celebrities like native sons Bobby Vinton, who played at their wedding, and Perry Como. And, of course, the Steelers.

In the photos, a smiling Athena, the family matriarch, small, youthful and stylish to this day, resists being dwarfed by the large luminaries around her.

Frank always told the stories the best, she says. "He was the storyteller. He had the gift of gab. He could talk anyone into anything. Whenever a customer called up with a complaint, they always ended up in the end apologizing to him. That's just the way he was."

Sarris Candies has been churning out confections for more than 50 years, especially known for the popular favorites: dark chocolate pretzels, Easter bunnies and peanut butter meltaway eggs. But the story really began earlier, more than 58 years ago, when the couple was in their late teens.

Raised by traditional Greek parents, Frank and Athena had ample opportunity to meet one another in the small town, especially through their church. Yet Athena says she never laid eyes on Frank until Greek School when she was 17-years-old.

Frank had dropped out of high school as a junior to support his family, she explains. Her parents forbade her from dating him because his parents were from a different town in Greece.

"We had to sneak around," she says with a giggle. "I always had to use somebody, my friends, as a decoy."

After they wed, Frank set his heart on opening a chocolate business and began experimenting with boiling kettles of sugar in the basement of their first home. The year was 1960. The authorities thought he was making moonshine, a popular practice at the time.

Athena went to work as a full-time secretary at a nearby salvage yard to provide the family with a steady paycheck. Her mother cooked and cleaned and helped to raise their two children, Bill and Sophia.

Athena recalls the first candy show Frank attended as a novice confectioner. He always had a knack for meeting the right people, she says.

"He met a lady who asked if we were new in the business," she says. "We were nobodies. She told Frank that with desire, dedication and a love for what he was doing he would make it. We found out later she was Mrs. Russell Stover."

Frank worked his magic and the candy business grew. Sarris Candies continues as a labor of love involving the extended Sarris family, many of whom work or have

worked at Sarris Candies. Today it is a \$19 million-a-year company, employing more than 200 people, and a local tourist attraction along with the Perry Como statue in town.

In March of 2010, the couple's lifelong collaboration drew to a close with the passing of Frank. He had suffered from both a heart condition and kidney problems and had received a kidney transplant from his godson several years before. It was during that time that the family met Dr. Thomas Starzl, who became a close family friend, and spent time at the Thomas E. Starzl Transplantation Institute of UPMC, a place to which Athena feels particularly indebted to this day.

Although the Sarris family has had a long history of philanthropic giving to the Pittsburgh region and beyond, Athena expressed a wish to undertake several specific projects that might continue to flourish beyond both their lifetimes.

She sought advice from her attorney, Angela Kusturiss of Kusturiss Wolf & Kusturiss in Canonsburg, a family relative. Kusturiss's father and Athena are first cousins.

Her goal was to provide a consistent and annual donation to several projects that she had begun with large grants of seed money, explains Kusturiss.

"I knew The Pittsburgh Foundation had a broad reach and was well respected," Kusturiss says. "She was pleased (to learn) that upon her passing, The Foundation would continue to direct funds to those projects dear to her."

With \$1 million, Athena created two funds for \$500,000 each: the Frank and Athena Sarris Public Library Endowment Fund and the Athena Sarris UPMC Café Endowment.

The Library Endowment supports the new Frank Sarris Library, a 33,000 square-foot community resource center that opened at Jefferson Avenue and Murdock Street this year with the help of a \$3 million donation from the Sarris family. The much-needed center replaced the aging, 3,800 square foot library in town. The fund supports general operating costs, programming, books and materials and special projects.

The Athena Sarris UPMC Café Endowment is an endowment for the café, providing complimentary refreshment to families, patients and the guests of The Thomas E. Starzl Transplantation Institute in Pittsburgh, near the waiting room where many families spend long hours during a loved one's treatment.

Athena had been supporting the café through personal purchases and donations. Through the fund, the café offers coffee, treats and Greek cookies. The funds are a way to serve the community, things that always mattered to both Frank and me, says Athena.

"Frank was a giver." She says. "He loved people and they loved him back. He just had that knack with everyone. It is important to do something that reflects that love in some way."



By Leigh Halverson,
Special Assistant to the President
The Pittsburgh Foundation

IN OCTOBER, Pittsburgh welcomed more than 1,200 international delegates from 183 countries as part of the third annual **One Young World Conference**.

Delegates descended on our city to discuss, debate and influence items of global importance and positively change the world. Although the three days seemed to come and go quickly, the resounding success of the conference was thanks in large part to the hard work and planning of hundreds of committed Pittsburghers.

Last year I had the opportunity to join thirty of my colleagues as part of the official Pittsburgh delegation to Zurich, Switzerland where the One Young World conference was hosted in 2011. At the closing ceremony when the founders of One Young World, David Jones and Kate Robertson, announced

that Pittsburgh had won the bid to host in 2012, all thirty Pittsburgh delegates were up on our feet, waving our terrible towels and celebrating under a shower of balloons and confetti. It was an exhilarating moment, but just the first step on a long road to bringing the conference to Pittsburgh.

In Zurich we were in awe of how many impressive young people from across the world were in one place. As our delegation returned home and started planning for the following year we were determined to ensure the experience in Pittsburgh was more interactive. We wanted to create opportunities for delegates to get outside of the giant auditorium at the David L. Lawrence Convention Center and make connections with each other and with Pittsburghers.

We set to work designing breakout sessions across the city by reaching out to our respective networks and inviting others to become involved. We thought deeply about the best way to create an active learning experience for delegates as we worked side by side with organizations like Google, Hip Hop On L.O.C.K., Phipps and The Pirates to name a few with the goal of designing engaging experiences that highlighted our region. We asked session hosts to turn the traditional dynamic on its head and focus on what they could learn from the delegates rather than vice versa.

When the big day finally arrived the logistical task before us was immense. We had to move 1,200 delegates from the Convention Center to 48 different breakout sites across the city, ensure that when they arrived they had an active, engaging experience and then



load them back onto buses and off to over 100 home dinners. Thanks to the flexibility and commitment of everyone involved, from the bus drivers to the session hosts to the volunteers to the delegates themselves, we were able to pull it off.

Grant Oliphant, President and CEO of The Pittsburgh Foundation, hosted a breakout session titled CEO Roundtable on Civic Leadership. The intent was to provide the delegates with more personal, in-depth conversations, discussions, and debates based on a number of pressing issues in the community. This session also served as an opportunity for the delegates to meet and learn from civic leaders in Pittsburgh.

Over fifty delegates gathered in our boardroom to engage in tabletop discussions with leaders from some of the major foundations and civic institutions in Pittsburgh including Bobby Vagt of the Heinz Endowments, Lisa Schroeder of Riverlife and Aradhna Malhotra Oliphant of Leadership Pittsburgh. Later that evening, Grant and Aradhna also hosted seven delegates at their home for a private dinner.

The breakout sessions and home dinners were a huge success and the feedback from the delegates via email, text, Twitter and Facebook was overwhelming. One Young World is well known for attracting internationally renowned speakers like Bill Clinton, Muhammad Yunus, Jamie Oliver and Kofi Annan. However, when the highlight reel was played at the closing ceremony it was the mention of the breakout sessions and home dinners that got the loudest roar of applause.

All weekend the delegates were in awe of the kindness, generosity and openness of this city. During dinner at Grant's home later that evening a delegate from Mexico asked me, "Why do these people do this, why do they open up their homes to us? I don't think people would do this where I come from in Mexico." My only response was, "They are Pittsburghers. It's just how we do things here."

It was truly a pleasure to be involved with One Young World as a delegate and also as an organizer, if only to be reminded why I love this city so much.



Connecting Donors to
Special Community Needs

GRANT A WISH 2012

HOLIDAY CHARITABLE GIFT GIVING OPTIONS FROM THE PITTSBURGH FOUNDATION

WITH THE SEASON for charitable giving under way, The Pittsburgh Foundation is offering a new and special way for families and individuals to make a difference in our community.

The Foundation has published its latest Wish Book in time for the holiday season, now available to the public and on-line, featuring requests for help from more than 60 nonprofit organizations in the Pittsburgh region.

The Wish Book features requests for tangible items to support nonprofits in their charitable work, and the only condition is that individual "wishes" not exceed \$2,500 in value. The new holiday edition of the Wish Book contains requests ranging from bedsheets to an iPad.

Items may include electronics, appliances, equipment, arts supplies, books, furniture, clothing or any other materials needed to help organizations serve community needs. Launched by the Foundation in 2004, the program was originally available only to the organization's donor family, but was expanded last year to include the public with the added ease and flexibility of making gifts on-line.

"Traditionally Foundations do not fund capital needs such as computers, refrigerators, digital cameras, or other such items," said Grant Oliphant, The Pittsburgh Foundation's President and CEO. "The Wish Book gives the opportunity for an organization to obtain the equipment they need while also showing the public exactly how their donation will be used and the impact it will have in supporting much-needed charitable programs in our community."

Wishes can be fulfilled on-line with a credit card donation via the secure PittsburghGives platform at pittsburghfoundation.org/Wish_Book. The minimum credit card donation is \$25. Wishes can be partially fulfilled with the organization receiving the amount towards the purchase of their capital need. In previous editions, nearly 85 percent of wishes have been fully or partially fulfilled.

The Wish Book is easily searchable by categories, including education, the environment, the arts, community development and health and human services. Examples from the holiday edition of the Wish Book include:

Shepherd's Heart Fellowship wished for a commercial grade washer and dryer for their Drop-In Center that serves 45–105 people each day, including homeless veterans.

Boys and Girls Club of Western PA wished for art supplies to teach art skills at after school programs in McKess Rocks, Wilkinsburg and McKeesport.

The Greater Pittsburgh Literacy Council wished for GED or high school equivalency test registration for as many as 33 students.

Friends of the Riverfront wished for pruners and other tools to equip volunteers that maintain Pittsburgh's Three Rivers Heritage Trail.

The ALS Association of Western PA wished for the Apple iPad with the Proloquo2Go application to provide alternative communications solutions to adults that either cannot speak or have difficulty speaking due to ALS.

Urban Impact Foundation wished for young women to fulfill their dream of becoming a ballerina by obtaining glassless mirrors, ballet barres, leotards and ballet slippers.

Reading is FUNDamental Pittsburgh wished for 150 books to create classroom libraries in ten of their neediest sites.

Center for Victims wished for bed sheets, blankets, pillows, towels and wash cloths for their bedrooms in their emergency shelter for victims of domestic violence and their children.

Genre's Kids with Cancer Fund wished for Nintendo DSi XL gaming systems to help children dealing with cancer "stop thinking about their disease for a minute."

"Traditionally Foundations do not fund capital needs such as computers, refrigerators, digital cameras, or other such items. The Wish Book gives the opportunity for an organization to obtain the equipment they need while also showing the public exactly how their donation will be used and the impact it will have in supporting much-needed charitable programs in our community."

Grant Oliphant
President and CEO
The Pittsburgh Foundation

Any public nonprofit organization in Western Pennsylvania can submit a wish for consideration. A committee, comprised of The Pittsburgh Foundation's donors, reviews the applications and selects the wishes to be included based on criteria that include the impact on population served and innovation in program.

"With the recent success of the Day of Giving, Pittsburghers demonstrated their unparalleled giving spirit," said Oliphant. "We looked at the Wish Book and saw another unique giving tool to give the public the opportunity to see a small gift make a difference for a nonprofit, especially at year-end."

The Pittsburgh Foundation's Charitable Gift Card also offers an inspiring and convenient way to give while helping to support the invaluable work of nonprofit organizations in our community. The cards are available in increments of \$25, \$50 or \$100 to share with family, friends and business associates and may be purchased using a valid credit card.

The program works like any gift card: recipients of the cards may redeem them with the Foundation, directing the charity or charities to benefit or the cards may be presented to any nonprofit organization in western Pennsylvania for them to redeem with the Foundation. The card has a one-year expiration, after which the money received for unredeemed cards is used as part of the Foundation's community grantmaking initiatives.

As a purchaser of a gift card, you receive a tax deduction and you will receive an automatic acknowledgement for your tax purposes. To purchase Charitable Gift Cards, please visit <http://givingcard.pittsburghgives.org>.

CHANGES IN THE FOUNDATION'S DEVELOPMENT AND DONOR SERVICES

THE PITTSBURGH FOUNDATION has announced the appointment of Jennie Zioncheck as Development



Officer as part of a reorganization of the Development and Donor Services Department.

Jennie joined the Foundation from Family Services of Western Pennsylvania where she worked as a marriage and family therapist, a role that she formerly held with Life's Journey Counseling Center in Natrona Heights, Pennsylvania, and Seton Hill University Counseling Center. Jennie also previously worked as Senior Sales Consultant with Pittsburgh's Novartis Pharmaceuticals.

Jennie holds an MA from Seton Hill University and a BA from Westminster College, Wilmington, Pennsylvania. "I am excited to combine my skills in my new philanthropic advisory role which enables me to serve as a conduit between individuals and the realization of their charitable intentions," she said.

Under the leadership of Yvonne Maher, Vice President of Development and Donor Services, the department's reorganization also includes the promotions of Gwyneth Gaul to Director of Development and Lindsay Aroesty to Assistant Director of Donor Services and Planned Giving.

Gwyneth's expanded role includes major focus on work with third-party managers to encourage the establishment of new funds with the Foundation, and Lindsay's increased responsibilities include working closely with existing donors to provide help and guidance with their current and future philanthropic plans.

"These changes are designed to maintain the superior support we provide for our donor family, enhance our continued development of new funds and contribute further to the Foundation's success," said Yvonne Maher.

CHARTERED ADVISOR IN PHILANTHROPY

THE PITTSBURGH FOUNDATION has received accreditation to offer study and credentials in Chartered Advisor in Philanthropy to local financial advisors through the American College of Financial Services in Philadelphia.

The course is the first of its kind in Western Pennsylvania and will begin in February 2013. The course is designed to give advisors a body of knowledge and credentials to better serve their client's philanthropic goals in the community.

The course qualifies for 53 hours of continuing education credits. Space is limited to 20 participants. For more information and to register, please visit <http://pittsburghfoundation.org/CAP>.

A JOYFUL NOISE

JARED was sitting to the right of his teacher as she asked him to choose a leg for a spider he was making. He chose a black one, telling her “I want a black one.” This could have been a normal classroom in any preschool where kids make Halloween decorations to adorn their parents’ refrigerators. But Jared is deaf.

The key word in Jared’s sentence was black. He was working on the ‘a’ sound and his spider’s black leg was perfect for helping him sound it out. And you heard him loud and clear ask for what he wanted, just like any young boy of his age.

Jared attends the DePaul School for Hearing and Speech which traces its history to 1908 and for over 104 years it has provided listening and spoken language education to children who are deaf or hard of hearing from birth to age 14. DePaul’s academic programs include Parent-Infant Program, Toddler-Parent Program, Jared’s Preschool Program, Kindergarten, and Elementary and Middle School Programs.

Only 46 schools in the country provide these services to children and DePaul is just one of a handful that has classes beyond kindergarten. Many families have moved to Pittsburgh from as far away as Saudi Arabia and India to enroll their children at the school.

“It is important to identify hearing loss in infants early, determine the appropriate hearing device whether a hearing-aid or implant, and provide early intensive education,” explains Mary Jo Maynard, Principal of the DePaul School.

Enrollment is growing at the school with 69 current students, 34 which are new in the past 14 months. DePaul works to graduate its students into mainstream classrooms by kindergarten or first grade, maintaining a relationship with their ‘alumni’ and the school district that they now attend.

The availability of cochlear implants for infants and toddlers has contributed to a rise in enrollment in DePaul’s Early Childhood programs. “It was originally believed that these implants would not work in children, but



now Pittsburgh is a leader in cochlear implants and programming,” said Debbie Johnston, Audiology Coordinator at the school.

“With approximately 4 years of intensive education, most students can matriculate to mainstream classrooms at the same level as their hearing peers,” said Ms. Johnston. “Our goal is to prepare them to be not just ready, but prepared for success in their new classrooms.”

If an infant of 12 months begins the programs at DePaul, then in four years they are likely to be in a mainstream kindergarten class. The state funds programs like DePaul’s beginning at the age of three for a child. The two year gap in funding must be provided by private sources and individuals at a cost of approximately \$17,000 per toddler.

The Pittsburgh Foundation has provided a \$50,000 one-year grant to DePaul to serve 18 children through its Toddler-Parent Program to facilitate the fundamental listening and spoken language development. “Literacy can’t be developed if you don’t have oral language and vocabulary,” said Ms. Maynard.

The Toddler-Parent Program gives children access to sounds and languages so they can develop on the same pace as their peers. It features coaching and education for parents and parent-child activities that can continue the learning at home.

DePaul also hosts monthly support groups that facilitate parents ability to share experiences with other parents. “A parent is not likely to just meet another parent of a deaf child on the playground,” said Mimi Loughead, DePaul’s Early Childhood Coordinator. “About 95 percent of our students do not have a deaf parent, and other parents can provide support and empathy.”

The key to DePaul’s programs is its intensity. The school offers a soup to nuts approach, employing teachers of the deaf, speech therapists and an audiologist. Their classrooms are acoustically enhanced and employ a 2-1 student/teacher ratio as well as group activities with up to 6 children. Students receive individual speech therapy sessions every day.

Down the hall from Jared, Caesar was working on sight words, the 100 words that can be recognized in a sentence that his peers in kindergarten are also learning. Caesar started at DePaul as a toddler with no speech ability whatsoever. Now three-and-a-half years later, Caesar exudes self confidence and awareness, adjusting his hearing aid and exclaiming, “I see a little mouse.”

He will soon join Emily as a DePaul alumnus. Emily was born with profound hearing loss in both ears and received cochlear implants at Children’s Hospital at 12 months. She was enrolled in the Toddler Program at 18 months and moved to the preschool program at the age of three. “The implants allow you to hear sounds, but you are not magically able to hear and understand speech,” said Emily’s mother, Kelly. “The doctors recommended The DePaul School’s intensive training program for Emily.”

Emily’s condition was genetically caused and neither her parents nor her twin sister have hearing loss. “We did not want Emily to be isolated from the rest of the world,” said Kelly. Now at age six and after four years of education at DePaul, she has joined her sister in a mainstream elementary school where she is at the top of her class. “It’s amazing, if you see her you would never know she is deaf,” said Kelly.

“We want all parents to know that if your child is deaf, they can learn how to hear and speak and DePaul might be just the right fit,” said Ms. Maynard. “DePaul will never turn a child away that can benefit from our education.”

Photo: Jared Lopez, Shuba Sriram (support teacher), Nitish Iyengar

FOCUS ON WESTMORELAND:

MIRACLES FROM MAGGIE

MAGGIE ELDER WAS A BEAUTIFUL, ATHLETIC GIRL with brown eyes and long, blond hair. She cherished family and friends, but was especially passionate about animals, a menagerie that included puppies Willow and Guerin, horses Moses and Jonesy and a goat named Elliot.

Sadly, shortly after Maggie turned 11, her life took a devastating turn. In the summer before her fifth grade year at The Valley School of Ligonier, she was diagnosed with Ewing's Sarcoma, a malignant bone tumor that most often affects children and young adults.

It marked the beginning of a courageous and painful eight-month battle against the aggressive form of cancer, an ordeal that required chemotherapy and radiation.

Blessings came in the form of the love and support that surrounded her on every step of her path, from her mother and stepfather, Cyndi and Jim McGinnis, to her sister, Mackenzie, step siblings Logan and Rachel, and a platoon of relatives and friends.

Right away the family created wristbands, Miracles for Maggie, in light blue with yellow lettering, the color of Maggie's bedroom. The wristbands led to a community-driven 5K fundraiser that attracted 500 people.

"Everyone was praying for miracles for her," says her mother Cyndi. "In fact, during her journey, we realized how many miracles were actually taking place because of her life. She had a wisdom that stopped everyone in his or her tracks. Her motto was 'faith can crush fear.' She really taught people how to live and how to face adversity."

Maggie began offering encouragement to others who were ill long before she ever became sick, her Aunt Cara recalled on Maggie's CaringBridge blog. The blog, which helped to keep friends apprised of her progress while she was receiving treatment, attracted more than 20,000 hits.

Relatives, cousins and friends assisted the family wherever and whenever they could, with meals, care and support. While they always sought to lift Maggie's spirits during the low times, it often worked the other way around. It was Maggie who was lifting the spirits of everyone, her mother says.

When Maggie had lost much of her hair, she convinced her uncle and several others to join her by forming "the bald team." They shaved their heads, even a moustache. When she was granted a Make-A-Wish trip, she chose to take her extended family skiing to Stowe, Vermont, where she was able to take a few runs in adaptive ski gear.



"She was always befriending someone in need," says Cyndi, recalling the summer when Maggie encouraged the family to host an inner city youth in their Ligonier home through the Fresh Air Fund.

Maggie passed away on Feb. 22, 2012, eight months after her diagnosis. As a way of returning the outpouring of love and financial support that Maggie received during her illness, her family created the Miracles From Maggie Fund with the Community Foundation of Westmoreland County, part of The Pittsburgh Foundation.

"We wanted to take the funds that were raised on her behalf and pay it forward in a way that Maggie would have wanted," says Cyndi. "That includes helping other families faced with life-threatening illnesses."

The donor-advised fund is in its first year. The family is considering gifts to therapeutic horseback riding programs and the nonprofit Alice's Lemonade Stand, a national organization that funds research for pediatric cancers, such as Ewing's Sarcoma, which is very difficult to diagnose in the early stages.

"I feel a real calling and stewardship to create a legacy in her memory that she will not be forgotten," Cyndi says. "She was such an amazing teacher for everyone around her and her work needs to continue."



"EVERYONE WAS PRAYING FOR MIRACLES FOR HER. IN FACT, DURING HER JOURNEY, WE REALIZED HOW MANY MIRACLES WERE ACTUALLY TAKING PLACE BECAUSE OF HER LIFE. SHE HAD A WISDOM THAT STOPPED EVERYONE IN HIS OR HER TRACKS. HER MOTTO WAS 'FAITH CAN CRUSH FEAR.' SHE REALLY TAUGHT PEOPLE HOW TO LIVE AND HOW TO FACE ADVERSITY." Cyndi McGinnis

ERIC SHINER DESCRIBES HIMSELF AS A WACKY KID wearing funky clothes who through perseverance, hard work and support was able to follow his dreams across the world to Japan and back home again to Pittsburgh. The journey began with the help of a scholarship from The Pittsburgh Foundation.

Mr. Shiner grew up in New Castle, Pennsylvania in Lawrence County. "I was driving my grandmother to church when I heard about a scholarship available to local kids. This was my first introduction to The Pittsburgh Foundation." Carolyn Knox established two funds to help children in the county through a bequest.

The Carolyn Knox Memorial Fund provides everything from eye glasses to dental appointments to needy children in the area. The fund also grants scholarships to help students like Mr. Shiner pursue higher education. "It felt good knowing that someone believed in me in making that investment," said Mr. Shiner.

In the summer of 1989, Mr. Shiner was accepted to a statewide honors program for high school students at the University of Pittsburgh that focused on Japan. "I felt an immediate and lasting affinity for the people and culture," said Mr. Shiner.

He devoted his undergraduate studies to Japanese and Art and Architecture with a double major at the University of Pittsburgh. He also got his first introduction to the Andy Warhol Museum. Mr. Shiner joined the organization as an intern the first week the museum opened and also found an appreciation for contemporary art.

The Andy Warhol Museum is one of the four Carnegie Museums of Pittsburgh, and a collaborative project between the Carnegie Institute, the Dia Art Foundation, and the Andy Warhol Foundation for the Visual Arts. Plans to house The Andy Warhol Museum in Pittsburgh, Warhol's birthplace, were announced in 1989, and the Museum opened its doors in May 1994. Originally built in 1911 as a distribution center for products sold to mills and mines, the Warhol Museum was designed by architect Richard Gluckman and features seven floors of gallery and exhibition space.

Shortly after receiving his degree, Mr. Shiner took a position in the Asian Studies Department at the University. He managed a program that taught intensive Japanese language training to U.S. engineers and managers who were transferring to positions overseas.

Mr. Shiner left for Japan in 1998 for graduate school at Osaka University. During his final year at the University, he interned at the National Museum of Modern Art in Kyoto. Upon his graduation he was offered an assistant curator position with the Yokohama Triennial, an international show of contemporary art.

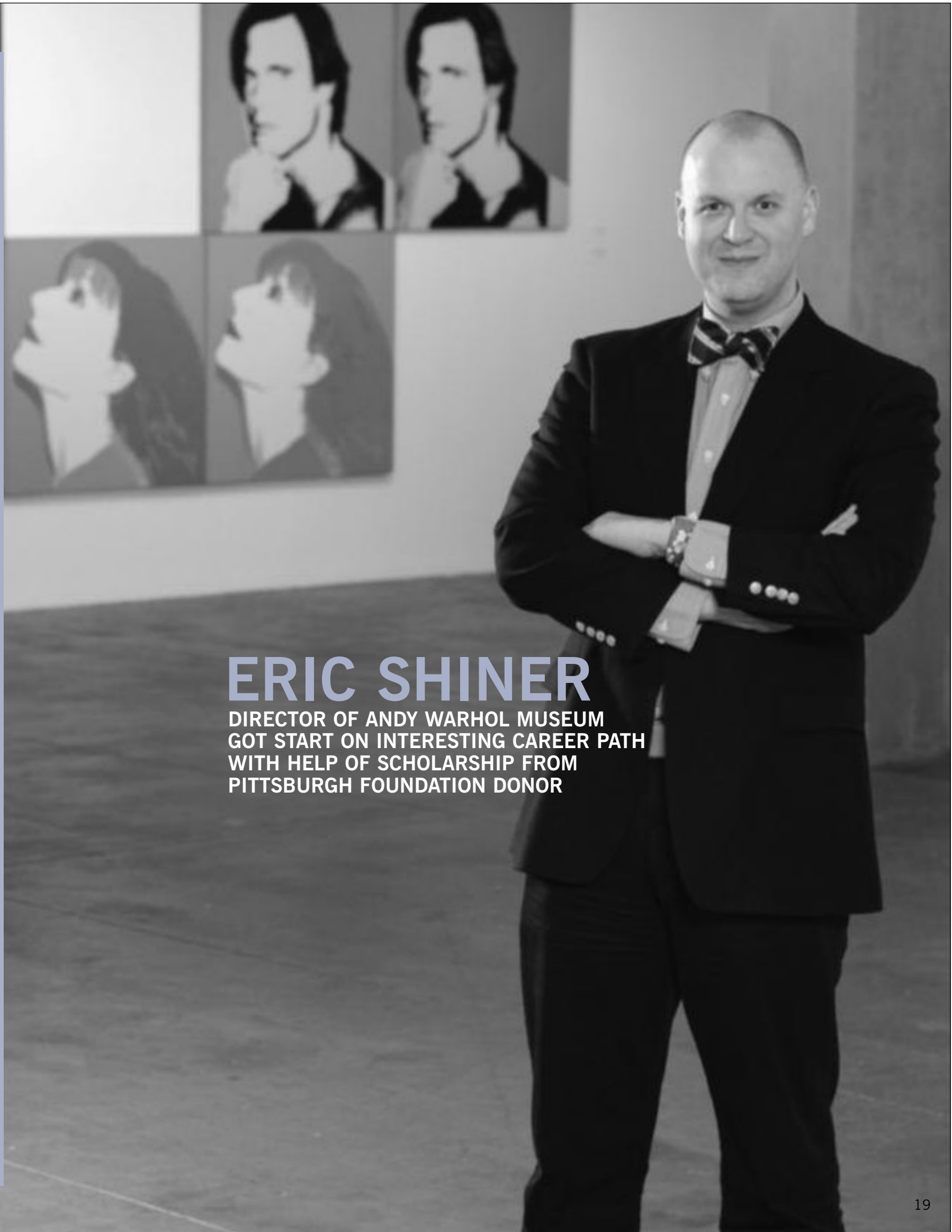
Another academic opportunity brought him back to the States. "I was accepted into the Ph.D. program at Yale," he said. "I spent three semesters there but the allure of curating shows called me to New York City." He would spend four years in New York putting together exhibitions and writing about others.

The Andy Warhol Museum called him back to Pittsburgh in 2008 and Mr. Shiner joined the organization, where he was once an intern, as the Milton Fine Curator of Art. The collection includes 900 paintings; approximately 100 sculptures; nearly 2,000 works on paper; more than 1,000 published and unique prints; and 4,000 photographs. The film and video collection includes 60 feature films, 200 of Warhol's Screen Tests and more than 4,000 videos.

Seventeen years after that fateful internship, Mr. Shiner was named Director of the Andy Warhol Museum. "The museum is constantly changing exhibition and there is something for everyone here," said Mr. Shiner. "I get satisfaction at sharing Any Warhol's practice." The museum allows visitors the experience of screen printing and appearing in an authentic Warhol screen test.

"I am proof that an anomaly, an outsider can become an insider through hard work," he said. "Though I left New York with some trepidation, it is a pleasure to be back home in Pittsburgh."

The Pittsburgh Foundation has over 200 scholarships available that can be easily searched from our website at http://pittsburghfoundation.org/scholarship_search.



ERIC SHINER
 DIRECTOR OF ANDY WARHOL MUSEUM
 GOT START ON INTERESTING CAREER PATH
 WITH HELP OF SCHOLARSHIP FROM
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PLEASE SHARE YOUR THOUGHTS AND IDEAS

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

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PLEASE DO NOT HESITATE TO CONTACT THE PITTSBURGH FOUNDATION

if you are interested in establishing a new fund. The Pittsburgh Foundation's office will be open through year-end with the following exceptions:

Closed December 24–26 and at 3:00 PM on December 31. For current donors, please remember to contact your Donor Services staff person prior to making a gift. Please refer to the following dates for year-end giving to your fund:

Mutual Funds: Contact the Foundation no later than November 30, 2012.

Checks: Contributions must be dated and post-marked no later than December 31, 2012.

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(Contact the Foundation no later than December 21 with stock transfer instructions.)

NEW FUNDS

August 1, 2012 – October 31, 2012

The Pittsburgh Foundation

- Dr. Edward and Lucie Bernstein Charitable Fund
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- Rose and Zachary Caplan Fund
- Friends of Donora Public Library Fund
- Ellen Weiss Kander Award Fund
- Nancy T. Moulton Charitable Fund
- Newbold Winkler Fund
- Permanent Memorial for the Fallen Heroes Fund
- Kermit B. Thomas UCC Fund
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Community Foundation of Westmoreland County

- CFWC Anonymous Fund #2
- Eleanor Steel Legacy Fund
- Eleanor Steel United Way of Westmoreland County
- Legacy Impact Fund

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Pick-up orders must be received by noon on December 21 for pick-up at the Foundation's office through December 22 at noon.

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