

THE PITTSBURGH FOUNDATION

community

FORUM

FALL 2009

'MATCH DAY' TO CELEBRATE PITTSBURGH'S DAY OF GIVING

SPECIAL EDITION: **PITTSBURGHGIVES**

PittsburghGives — a new online program designed to boost philanthropy in the Pittsburgh region—will launch next month with a “Match Day” to celebrate a Day of Giving.

The initiative, offering a comprehensive directory of nonprofit organizations together with online giving tools, has been developed by The Pittsburgh Foundation as an easy-to-use web database to help donors research information about local charitable organizations.

PittsburghGives enables individuals and organizations to give online to nonprofits using their credit cards and the Foundation's donors may also make grants directly from their funds to their chosen charities.

PittsburghGives will be publicly unveiled with a **Match Day on Wednesday, October 28** and the Foundation will mark the event by offering matching grants totaling \$200,000 for the first donations received through the program.

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WELCOME

Pittsburgh has received extensive national—and international—media attention in recent months as the host city for the G-20 Summit. But I was especially pleased to see an Associated Press article crediting much of Pittsburgh's post-steel era recovery to the investment and creative entrepreneurship of our region's foundation community.

Our community is exceptionally fortunate to have the breadth and depth of charitable funding, visionary leadership and ingenuity that has been consistently demonstrated over the years by our foundation and nonprofit sectors. Indeed, as the article points out, Pittsburgh has more philanthropic resources than some U.S. states.

It is a proud legacy, and one that we need to continue to work together to uphold and advance. As your local community foundation, and the largest in our southwestern Pennsylvania region, The Pittsburgh Foundation has been examining ways that we can achieve this, and in our latest edition of *Community Forum* we report on the outcomes of our strategic planning process.

We have also been actively developing more interactive and collaborative relationships with our many constituents and creating initiatives that promote and support charitable giving in our community. One of these is PittsburghGives, which weds philanthropy and technology to connect donors with comprehensive information about the organizations they support and connect nonprofits with a prominent new forum to tell their stories. I believe it has enormous potential to transform the way that all of us, young and not-so-young, engage in the act of giving and how we support the vital work of our community's nonprofit organizations.

Details about PittsburghGives and the Foundation's recently introduced new gift card, are featured in this edition of *Community Forum*. Please consider joining us to launch PittsburghGives with a celebrated Match Day on October 28.



Grant Oliphant
President and CEO
The Pittsburgh Foundation

Visit Our Blog. Community E-Forum, is for everyone who shares our mission to make this community a better place for us all.

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fundraising goal in
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Match Day will center on a community event hosted by the Foundation at the **PPG Place Wintergarden, Downtown**. A bank of computers will be available to receive donations, and refreshments will be served between 10:00 a.m. and 2:00 p.m. Individuals will also be able to access PittsburghGives through their personal computers by logging on at www.PittsburghGives.org.

Prior to the Day of Giving, the Foundation's donors will have the opportunity to preview PittsburghGives as part of a special event on **Tuesday, October 27, 6:00 p.m. to 8:00 p.m. at The Science Center**.

Computers will also be available at The Science Center, allowing donors to make contributions to their chosen charities that will qualify for matching grants from the Foundation. The PittsburghGives web site will also be open to receive contributions from donors who do not attend the event.

"PittsburghGives provides a new, easy and exciting way for people to support their community in giving to the charities about which they care passionately," said Grant Oliphant, the Foundation's President and CEO. "The Foundation is providing our region with an invaluable database of nonprofit organizations combined with the technological ability to select and donate online in a way that has not been possible before now."

PITTSBURGH
a resource of The Pittsburgh Foundation
Gives

"During this harsh economic climate, nonprofits are under even greater strain to meet demand for the vital services and programs they provide, and we hope that our Day of Giving will inspire and encourage philanthropists young and not-so-young to join in supporting our community."

PittsburghGives will be launched with the profiles of more than 200 local charitable organizations and the Foundation will continue to develop the program, eventually to include as many as possible of the more than 2,500 nonprofits in the Pittsburgh region.

The program is designed to serve as a unique vehicle for nonprofits to showcase their work in the community, detailing information about their charitable programs, missions, management and finances.



Grant Oliphant emphasized that PittsburghGives is freely available—there are no subscriptions or other charges. “This is a resource for our community,” he said. “After our Day of Giving, we want people to visit PittsburghGives whether they are curious, undertaking research or wish to make a donation. This new program has transformative qualities about the way that giving is done in our community, and the way that nonprofits are able to share information about their work.”

For the Day of Giving, gifts to eligible nonprofits in Allegheny County of \$50 or more received by PittsburghGives (up to \$2,500 per individual) will be matched 50 percent by the Foundation (to a maximum total of \$200,000). For example, a gift of \$2,500 will receive a match of \$1,250 from the Foundation for a total charitable gift of \$3,750.



HOW TO LOG ON AND GIVE TO AN ORGANIZATION USING PITTSBURGHGIVES

- 1➔ Go to: www.PittsburghGives.org
- 2➔ On the top right hand side, click the button “Login”
- 3➔ On the right lower side, click “Create Login”
NOTE: We encourage you to do this part well ahead of October 28 so that you can login immediately on that day and give. We anticipate the Match monies will be exhausted quickly.
- 4➔ Fill in information and click “Register”
A confirmation will appear, press “Continue” to go to the login page.
- 5➔ Login using your email and your new password.
- 6➔ On the top right hand side, there is a “Find Nonprofits” tab in white, enter the nonprofit name. You will see the nonprofit portrait; if you’d like to donate immediately, click the blue “Donate Now” button next to the nonprofit name.
Click the “Donate to Nonprofit” underneath that button. You are free, at any time, to click on the nonprofit name, read the portrait and then click “Donate Now.”
- 7➔ Put in the contribution amount. There is a minimum contribution of \$50.00
- 8➔ Click “Add to Giving Cart”
You may give to multiple organizations by finding their individual portraits, clicking “Donate Now,” and adding them to your giving cart.
- 9➔ When you are ready to check out, click “Checkout”
You will receive a confirmation email that will be your tax receipt. Please print it out for your tax records.



Holiday Charitable Gift Card

PROCEDURES FOR PITTSBURGHGIVES MATCH DAY

October 28, 10:00 a.m.—October 29, 12:00 p.m.
or until the match funds exhaust

\$200,000 in matching dollars

The following stipulations apply:

- ➔ Public user credit card contributions are eligible to be matched .50 cents to the dollar up to a maximum of \$2,500 per individual. (Only \$1,250 in match money)
- ➔ Minimum contribution is \$50.00
- ➔ The challenge match will be in effect beginning at 10:00 a.m. on October 28, 2009 for public users until matching funds are exhausted or 12:00 p.m. on October 29, 2009.
- ➔ All qualifying contributions must be designated to a nonprofit organization with a PittsburghGives portrait for operating support. Each participating organization is eligible to receive matching funds with no maximum.
- ➔ No contributions will be accepted via fax, phone or pittsburghfoundation.org site—only contributions to the PittsburghGives.org site will be matched.
- ➔ Credit card gifts will be matched to the value of actual donations, minus the processing fee collected by Network for Good.
- ➔ Per the policy regarding unrestricted monies, no independent schools, churches/synagogues/mosques/temples or organizations located outside of Allegheny County are eligible for matching funds; they may receive contributions through PittsburghGives that day but they will not be matched.
- ➔ Pittsburgh Foundation staff and immediate family are not eligible to participate.

THE FOUNDATION HAS INTRODUCED A CHARITABLE GIFT CARD that may be purchased in increments of \$25, \$50 or \$100 for sharing with families, friends and business associates. The program works like any gift card and is available for purchase from the Foundation.

Recipients of the gift 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 will be used as part of the Foundation’s community grantmaking initiatives. Purchasers of gift cards receive an automatic acknowledgment for their tax purpose.

To purchase gift cards, visit www.PittsburghGives.org, or contact Charles Stout at stoutc@pghfdn.org. Cards may be redeemed at www.PittsburghGives.org

Matthew Wagle

DONORS LOOK TO PITTSBURGHGIVES AS A RESEARCH AND AWARENESS TOOL

With more than 2,500 nonprofit organizations in the area, navigating websites for information can be a daunting challenge. PittsburghGives is seen as a “one-stop shop” by members of our donor family—a resource that is standardized and simple.

Several sat down with *Community Forum* to share thoughts, hopes and visions for the impact that PittsburghGives and the upcoming Match Day to celebrate Pittsburgh’s Day of Giving on October 28 can have.

Kim and Matthew Wagle |

Matthew Wagle loves research. “One of the reasons we joined The Pittsburgh Foundation was access to research on nonprofit organizations that we couldn’t gather because of time, resources or other issues,” said Matthew. PittsburghGives is a resource tailor made for the Wagles.

“PittsburghGives can be a clearinghouse of sorts for different organizations with verified and standardized information,” said Matthew. “It will be like comparing apples to apples from one convenient place.”

Kim and Matthew began a fund at the Foundation after Matthew heard a presentation on donor advised funds for his clients. Matthew works at Wells Fargo Financial Advisors and Kim works for the West Penn Allegheny Health System.

Matthew grew up in Mars and graduated from The United States Naval Academy in Annapolis, Maryland. He spent six years as a Naval Officer. He met and married Kim and they returned to Pittsburgh in 1999. They currently reside in Penn Hills.

The couple has diverse philanthropic interests. Kim supports human services and women’s causes. Matthew is interested in the intersection of environment and community development. “We are always looking to get involved in our local community,” said Matthew. He serves on the board of the American Red Cross of SWPA and the South Side Local Development Company.

Matthew highlights the sense of community he gets at The Pittsburgh Foundation as one of the biggest benefits. “I enjoy speaking with other donors about what they are doing to make Pittsburgh a better place to live,” he added.

“PittsburghGives can help organizations educate donors and help them gain greater awareness,” said Matthew. “For donors, the site can give you more confidence that gifts are going where they can best be used.”

Matthew is pretty excited for Pittsburgh’s Day of Giving on October 28 as well. “Donors struggle with efficient giving. Through the match program from the Foundation on that day, we can leverage other dollars for what we care about.”

Vonnie and Ken Marshall |

To Vonnie Marshall, an online resource like PittsburghGives was long overdue. “That’s the way people do business today,” she said. “I think it is fabulous.”

Vonnie and Ken are both now retired. The couple heard about the Foundation from a friend and searched for information online. They began their designated fund over five years ago as part of their estate planning.

“We wanted to support our favorite charities, but we did not know how much money we could designate in our will or even if the charity would still be around,” said Vonnie. “The Pittsburgh Foundation made it easy and we know our money will be available to support organizations forever.”

The couple is interested in the survival of Pittsburgh’s cultural institutions and organizations. Vonnie and Ken also support environmentally conscious projects in western Pennsylvania as well as organizations dedicated to providing shelter and new homes to animals.

“I think PittsburghGives will increase awareness and will be used greatly,” said Vonnie. She plans to use it to keep tabs on what organizations are doing and check on the current needs.

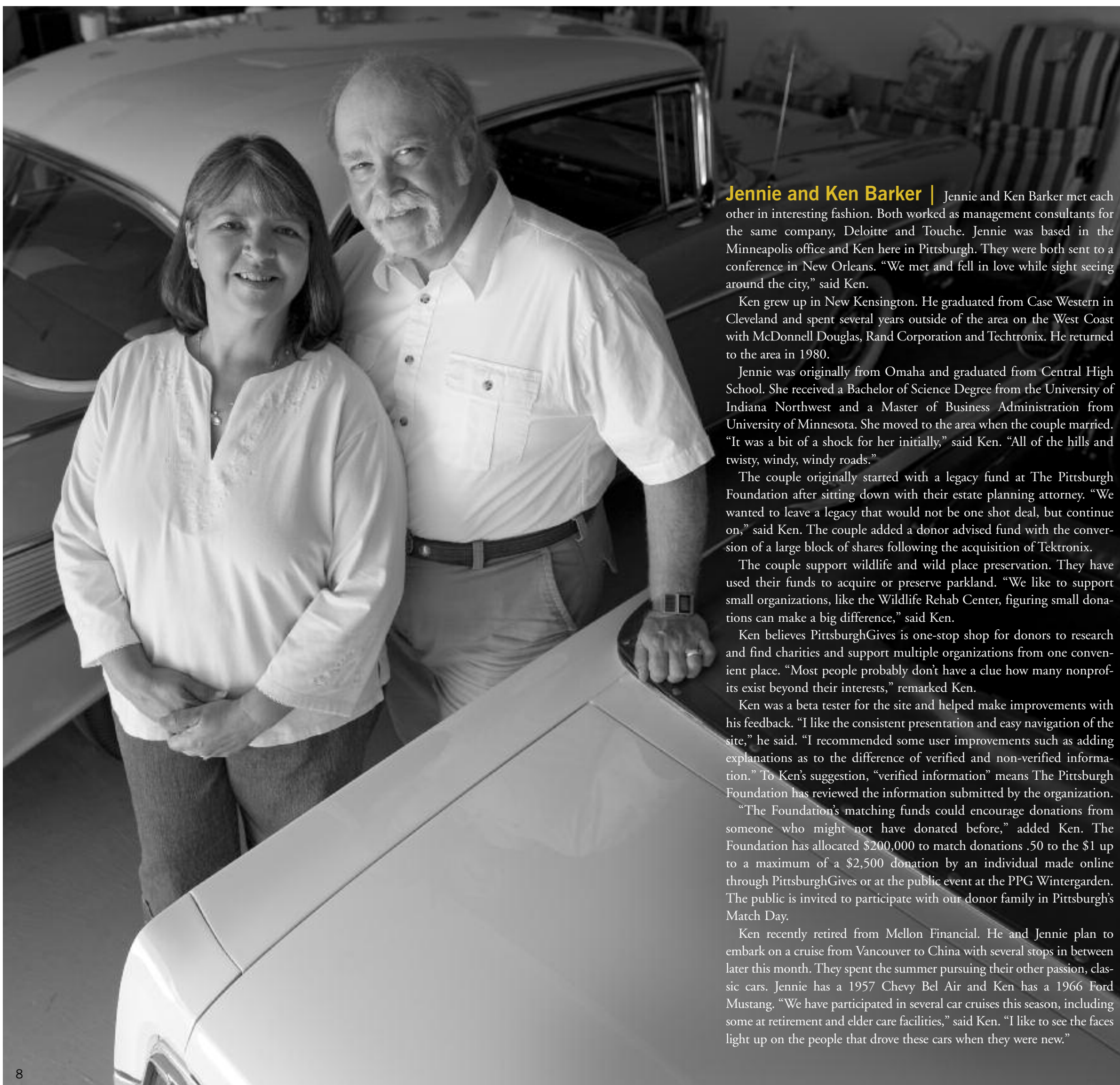
Vonnie also hopes nonprofits will embrace the technology, especially those that utilize telemarketing for fundraising. “With PittsburghGives, you can see financial information and make more informed decisions,” she said. “You feel more comfortable making donations, knowing that it goes exactly where you want it to.”

The couple recently returned from a trip that included Nova Scotia—travel is one of their favorite pastimes, as well as bridge. Vonnie and Ken also enjoy spending time with their friends and family, including seven grandchildren. Vonnie had just heard about Pittsburgh’s Match Day. She was pleasantly surprised to hear about the Foundation’s plan to match donations. “That is a really good incentive to donate,” she remarked.

No time to unpack from their trip. The couple was in preparations to move to Providence Point, a new community in Scott Township at the time of this interview, and is hopefully settled into their new home as they read this edition of *Community Forum*.

“WITH PITTSBURGHGIVES, YOU CAN SEE FINANCIAL INFORMATION AND MAKE MORE INFORMED DECISIONS. YOU FEEL MORE COMFORTABLE MAKING DONATIONS, KNOWING THAT IT GOES EXACTLY WHERE YOU WANT IT TO.” Vonnie Marshall





Jennie and Ken Barker | Jennie and Ken Barker met each other in interesting fashion. Both worked as management consultants for the same company, Deloitte and Touche. Jennie was based in the Minneapolis office and Ken here in Pittsburgh. They were both sent to a conference in New Orleans. “We met and fell in love while sight seeing around the city,” said Ken.

Ken grew up in New Kensington. He graduated from Case Western in Cleveland and spent several years outside of the area on the West Coast with McDonnell Douglas, Rand Corporation and Techtronix. He returned to the area in 1980.

Jennie was originally from Omaha and graduated from Central High School. She received a Bachelor of Science Degree from the University of Indiana Northwest and a Master of Business Administration from University of Minnesota. She moved to the area when the couple married. “It was a bit of a shock for her initially,” said Ken. “All of the hills and twisty, windy, windy roads.”

The couple originally started with a legacy fund at The Pittsburgh Foundation after sitting down with their estate planning attorney. “We wanted to leave a legacy that would not be one shot deal, but continue on,” said Ken. The couple added a donor advised fund with the conversion of a large block of shares following the acquisition of Tektronix.

The couple support wildlife and wild place preservation. They have used their funds to acquire or preserve parkland. “We like to support small organizations, like the Wildlife Rehab Center, figuring small donations can make a big difference,” said Ken.

Ken believes PittsburghGives is one-stop shop for donors to research and find charities and support multiple organizations from one convenient place. “Most people probably don’t have a clue how many nonprofits exist beyond their interests,” remarked Ken.

Ken was a beta tester for the site and helped make improvements with his feedback. “I like the consistent presentation and easy navigation of the site,” he said. “I recommended some user improvements such as adding explanations as to the difference of verified and non-verified information.” To Ken’s suggestion, “verified information” means The Pittsburgh Foundation has reviewed the information submitted by the organization.

“The Foundation’s matching funds could encourage donations from someone who might not have donated before,” added Ken. The Foundation has allocated \$200,000 to match donations .50 to the \$1 up to a maximum of a \$2,500 donation by an individual made online through PittsburghGives or at the public event at the PPG Wintergarden. The public is invited to participate with our donor family in Pittsburgh’s Match Day.

Ken recently retired from Mellon Financial. He and Jennie plan to embark on a cruise from Vancouver to China with several stops in between later this month. They spent the summer pursuing their other passion, classic cars. Jennie has a 1957 Chevy Bel Air and Ken has a 1966 Ford Mustang. “We have participated in several car cruises this season, including some at retirement and elder care facilities,” said Ken. “I like to see the faces light up on the people that drove these cars when they were new.”

PLANNED GIVING OPPORTUNITIES

Individuals, families and organizations that have established an endowed fund at The Pittsburgh Foundation share a passion for Pittsburgh and a deep and generous commitment to the community, helping to sustain our region’s rich philanthropic traditions.

The Foundation provides a broad array of opportunities for giving and through its Planned Giving initiative offers specialized services and guidance for our donors in creating individual programs designed to meet their charitable goals now and in the future.

A bequest is the most common form of a planned gift. A bequest is a gift that you can make to establish a new or support an existing named fund at The Pittsburgh Foundation in your will. The following language is provided for your help and guidance:

Sample Language

I give (*bequeath*) to The Pittsburgh Foundation, a community foundation, the following [*description of asset to be transferred*]. This bequest shall be known as the [*the name selected by donor*] Fund. All grants made from this fund shall be recognized as gifts from the [*fund name*], a component fund of The Pittsburgh Foundation. Administration of [*fund name*] shall be subject to all policies and guidelines of The Pittsburgh Foundation.

This Fund may be increased by gifts, bequests, or devises of property acceptable to The Pittsburgh Foundation from the Donor or any other persons.

This Fund shall be devoted to the support of [*insert charitable purpose*].

FOR MORE INFORMATION about planned giving contact **Yvonne Maher**, Vice President of Development and Donor Services at The Pittsburgh Foundation, (412) 394-2644, mahery@pghfdn.org

THE PITTSBURGH AREA is home to more than 2,500 nonprofit organizations serving a variety of interests, and The Pittsburgh Foundation sees PittsburghGives as a resource to all of them. In October, the online directory will launch with over 200 organizations with detailed profile information, including management, financial and even multimedia stories.

Several of our early adopter organizations shared their views on PittsburghGives and the upcoming Match Day to celebrate Pittsburgh's Day of Giving on October 28.

AREA NONPROFITS EMBRACE PITTSBURGHGIVES AS A WAY TO BRING MORE PEOPLE INTO PHILANTHROPY

MON VALLEY INITIATIVE

Driving along the Monongahela River, you will encounter towns with their own uniqueness and character, but united in the fact that they are former steel towns. The valley stretches from Homestead to Charleroi, and are faced with the similar challenge of economic development in the wake of steel mill closures that saw their populations decline as much as 60 percent.

The Mon Valley Initiative (MVI) was organized in 1988 to bring these communities together in four key areas of community outreach, redevelopment, housing counseling, and workforce development. "Our organization looks at how each piece fits into the larger

puzzle," said Laura Zinski, the organization's Chief Executive Officer. "Each community has a position on the MVI Board."

Laura's own community of Braddock has seen population drop from 20,000 to 2,900. "PittsburghGives is an opportunity for us to reach out to the people that grew up in these communities, but may live outside of the area now," she said. "It is an online resource for them to reconnect."

MVI is looking forward to October 28. "Our smaller donors will be thrilled to have their gifts go further," said Laura. "We are super excited to tell our story. Every little bit matters."



WOMEN'S CENTER & SHELTER OF GREATER PITTSBURGH

In 1974, the Women's Center & Shelter of Greater Pittsburgh began as an informal meeting and gathering place for women in a home. Cots were thrown up in the basement to accommodate the needs of those gathered.

Thirty years later, the organization operates a comprehensive program that includes a 24-hour hotline and shelter as well as legal advocacy for women dealing with domestic abuse. The Center also works to educate and train the community, law enforcement officials and medical providers in an effort to improve awareness and work to end intimate partner abuse in the lives of women and their children.

"PittsburghGives provides technology to many organizations that would not be able to afford to develop a program like this for themselves," said Barbara Nicholas, Development Director. "We couldn't be more thrilled to be involved and have the opportunity to reach the Foundation's donors as well as have current information available to the community."

Barbara believes the PittsburghGives site will offer comfort and assistance for those that might be new to philanthropy. "This site is on the cutting edge of interactivity when it comes to connecting with the community."

The Women's Center and Shelter is encouraging everyone to participate in *Pittsburgh's Match Day*. "We are optimistic for the success of that day," said Barbara. "Knowing that your gift will be matched is an incredible incentive to give in these challenging economic times."



FRIENDS OF THE RIVERFRONT

Pittsburgh is known for its three rivers and Friends of the Riverfront wants to reconnect the community with these prized possessions. For the past fifteen years, the organization has worked to develop, expand and sustain the Three Rivers Heritage Trail System.

Over one thousand unique users utilize the trail systems that often run on both sides of the river, which combined with facilities on the river, provide for hiking, biking and kayaking. “Many of the visitors to the trails are not aware how they can participate in the stewardship of the system,” said Thomas Baxter, Chief Executive Officer.

That is where the Internet comes into play for the organization. “We have begun an ENewsletter, a Yahoo group, and updates via Twitter,” said Baxter. “We are really excited to add PittsburghGives as another online tool to increase awareness, participation, advocacy and volunteerism.”

“This is the first time we have participated in anything like *Pittsburgh’s Match Day*,” added Thomas. “It is ahead of the curve.”

NORTH HILLS COMMUNITY OUTREACH

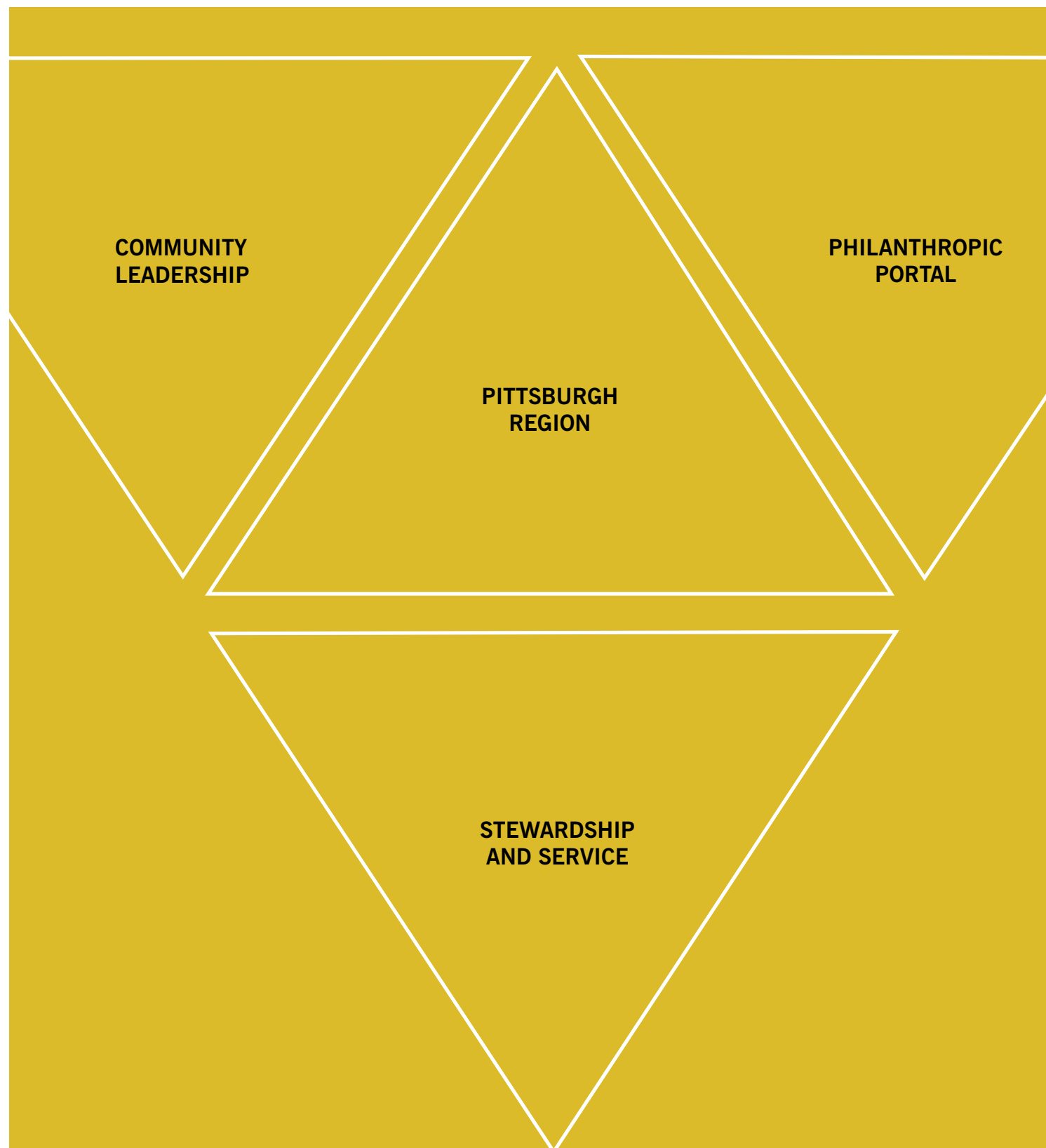
In 1987, devastating floods hit northern Allegheny County. Out of this disaster, a unique combination of faith and community-based organizations was formed as the North Hills Community Outreach (NHCO).

The organization was able to develop leaders to make sure talents and resources were appropriately used. “During the year it took to complete our flood recovery, we received calls to help others in the community,” said Fay Morgan, Chief Executive Officer. “We found that helping was fun and meaningful and our organization was directly born from that.”

NHCO has nearly 1,200 active and dedicated volunteers and has helped 4,399 families last year. “PittsburghGives is an opportunity for us to share and connect with everyone in the community,” said Morgan. “The directory is well designed and clear.”

The organization has already notified their volunteers and supporters about October 28. “This is a tremendous idea and an additional way to benefit the community,” added Fay. “Our supporters have marked their calendars, and are enthused to give and give more that day to enable their gifts to make a larger impact.”





THE FOUNDATION'S NEW STRATEGIC PLAN DESIGNED TO STRENGTHEN FOCUS ON COMMUNITY

“As this region’s leading community foundation we occupy a unique, privileged and responsible position and we must be judged on the impact we are able to have in making a positive and sustainable difference to the well-being of our community.” Grant Oliphant

A NEW STRATEGIC PLAN setting out an ambitious blueprint for The Pittsburgh Foundation’s role in the broad regional community has been approved by its Board of Directors and endorsed with enthusiastic support by its many constituents, including donors and non-profit organizations.

The plan strengthens the Foundation’s focus on community and the positive impact it strives to achieve through its grantmaking, the engagement of its donors in critical regional issues and its activities around convening and leadership, in collaboration with funding and civic partners.

Central to the new plan is a major revision of the Foundation’s policy governing its unrestricted grantmaking to create three funding categories designed to capture all of the community’s charitable programming needs. Additionally, the Foundation is developing key initiatives as part of its mission to offer ‘go-to’ resources for philanthropy in the region.

“As this region’s leading community foundation we occupy a unique, privileged and responsible position and we must be judged on the impact we are able to have in making a positive and sustainable difference to the well-being of our community,” said Grant Oliphant, the Foundation’s President and CEO.

“I believe that our new plan will help us to continue to do that, to the benefit of everyone. My deepest hope is that the Foundation can play a pivotal role in serving as a source of transformative qualities helping our community to push past its lingering resistance to change and to move forward into a new era of possibility.”

The Foundation’s new strategic plan was finalized following a 15-month process which included special forums with nonprofit organizations, funding partners, community and civic leaders and the Foundation’s donors. “The feedback we received was enthusiastic and constructive, and we are grateful for the time, engagement and valuable insights provided by our many constituents,” said Greg Curtis, Chairman of the Foundation’s Board of Directors.

The overarching objectives of the new plan are: to function as a community leader in building and supporting sustainable communities, to position the Foundation as the community’s portal for philanthropic activity and to continue to serve as an effective and respected steward of the Foundation’s assets.

The Foundation’s new grantmaking policy, replacing its five Target Areas of Impact introduced nearly seven years ago, seeks to integrate the key issues of environment, economics and social equity into its three new funding guideline categories: Self Sufficient Individuals and Families, Healthy Communities and A Vibrant Democracy.

The first includes education, affordable housing, public transportation, healthy children and adults and job development. Healthy Communities covers ecological issues, the creation of safe communities, cultural and racial diversity, creative arts and the encouragement of excellence in civic design. A Vibrant Democracy includes civic engagement and the research and dissemination of information around critical community issues, designed to inform and shape public policy.

Additional information about the Foundation’s grantmaking guidelines is available on its web site at www.pittsburghfoundation.org

In pursuit of its goals, the Foundation is offering ‘go-to’ resources for philanthropy in our region and initiatives are already underway to develop more interactive, collaborative and transparent relationships with our donors, our partners and the community at large.

Among them is PittsburghGives, a new online database offering comprehensive profiles of the region’s nonprofit organizations. PittsburghGives will launch in October 2009 with a celebrated Match Day, providing an invaluable research tool as well as online giving capabilities. It also enables donors to give directly from their funds to their chosen charities. The Foundation has also introduced a charitable gift card and full details about this and PittsburghGives are in this edition of *Community Forum*.

Additionally, the Foundation is refining its leadership role, exemplified by its convening activities around Pittsburgh’s local government efficiency dialogue, its work with The Pittsburgh Promise scholarship program and its bold response to the economic crisis with the creation of an emergency fund, Neighbor Aid.

“We can only aspire to the magnificent dreams we hold on to for Pittsburgh’s continued revival by meeting head-on those challenges that confront us,” said Mr. Oliphant. “We have framed our strategic plan with the aim of playing a tangible role in contributing to sustainable change in our community where people are not disposable, where everyone is valued and where opportunities are developed and shared by all.”

The Heinz Endowments Youth Philanthropy program is an internship designed to teach high school graduates about nonprofits and the grant making process. Seven teams of interns, hosted at various Pittsburgh nonprofits, were given \$25,000 each to award in grants. This year's theme was environmentalism, and each team of interns created a request for proposals that addressed an environmental topic. In addition, the interns created a radio segment with the Saturday Light Brigade and a video project with Pittsburgh Filmmakers. Each media project had to relate to the original request for proposal or an environmental issue.

THE PITTSBURGH FOUNDATION hosted us budding philanthropists as part of the Heinz Endowment Summer Internship program. We chose as our mission to fund programs that provide opportunities for youth to learn about environmental issues, foster leadership and utilize visual/audio media for communications. We believe that it is essential that youth learn about environmental issues that face their communities. As future stewards of the earth, youth will benefit from knowledge and can share what they have learned with family, friends and others throughout their lives. The media component of the project would positively impact other young people in the community, and spread environmental awareness beyond the original participants.

"I've had a little difficulty explaining this internship to other people—well, we develop a request for proposal dealing with an environmental topic, but we also do site visits and talk to different people about a variety of topics, and we also did a radio piece and a short film," said Elizabeth Moody, entering Ohio State University in the fall. "I think my grandmother is still under the impression that I've been working for the ketchup company, but I have been telling anyone who will listen about all I've learned and how much I've enjoyed myself."

BUDDING PHILANTHROPISTS

Heinz Endowment Interns Fund
Two Programs to Educate Youth
on Environmental Issues

By Kara Drabick, Elizabeth Moody, Felicia Brown, Benjamin Rubino

In addition to the grantmaking project, we also undertook two media projects. The first, a radio project with Saturday Light Brigade, consisted of a crash course in voice editing software, constructing narration and scheduling interviews. Obtaining interviews with Nancy Gift of Chatham University and the Rachel Carson Institute, as well as youth workers and crew leaders from the Student Conservation Association, the theme of the short radio piece was how experts and regular citizens perceive current environmental issues in the City of Pittsburgh. The program compared and contrasted the views of Dr. Gift and the SCA youth, and we concluded that the views were very similar. The finished radio piece aired August 22 at 10:30 a.m. and can be heard at:

<http://www.slbradio.org/storybox/heinz.shtml>.

The second media project was organized by Pittsburgh Filmmakers, located in North Oakland on Melwood Avenue. We produced a film that was part narrative and part documentary, conveying the final message that media projects can inspire youth to become active in their environment. We chose to illustrate the viral implications of media by telling the story of a student who, inspired by videos on environmental topics and the power of media, creates his own environmental video project which then inspires others to incorporate more environmentally friendly practices in their daily lives. All seven of The Heinz Endowment Interns' films debuted at a special viewing in the Melwood Screening Room on August 6 and can now be viewed at:

<http://pghfilmmakers.org/about/heinzintern.html>.

Interspersed among the media projects and the grant-making process, we had the opportunity to broaden our knowledge of Pittsburgh's nonprofit and foundation world with site visits. Throughout the summer, we visited different types of organizations ranging from the Warhol Museum to the Sojourner House and even the McGowan

Institute for Regenerative Medicine. Each site visit highlighted a different aspect of the very unique nonprofit atmosphere of Pittsburgh. "Throughout the nine week summer internship with The Heinz Endowments and The Pittsburgh Foundation, I have learned, above all, that Pittsburgh's nonprofit world is unique because nonprofits and foundations have such close relationships and truly work together to make the city a better place," said Benjamin Rubino, who will enter DePaul University in Chicago this fall.

With proposals in hand, we finally were able to finish the grantmaking project. GTECH, Gwen's Girls, Earth Force, Project Destiny, University of Pittsburgh Office of Child Development, and Braddock Redux were some of the nonprofits that submitted project proposals. Tough decisions were made when we finalized our selections to two of the seven applications. Gwen's Girls "Hip-Hop on L.O.C.K. Environmental Education Program" and Braddock Redux's "Braddock Environmental Media Project" were chosen as the two programs to fund, each were granted the full requested amount.

Gwen's Girls works with at-risk girls between the ages 8 through 18 in hopes of making them self-sufficient adults and their proposed program matched the goals of

"Throughout the nine week summer internship with The Heinz Endowments and The Pittsburgh Foundation, I have learned, above all, that Pittsburgh's nonprofit world is unique because nonprofits and foundations have such close relationships and truly work together to make the city a better place"

Benjamin Rubino

the interns' RFP. They plan to educate girls on the environment through field trips and then allow them to put forward what they learn in the form of a CD and music video in collaboration with Hip Hop on L.O.C.K.

Braddock Redux mobilizes teens from the Braddock area, teaching them basic job skills. Their program will expand their current media program and allow youth the opportunity to make environmental films that they can debut at public viewings.

Both programs were selected because they matched or surpassed our project expectations and target groups of youth that are not commonly reached. We have high hopes for these programs, both in terms of the students' environmental education and leadership development as well as the mass audiences that can be reached as a result of the projects.

"This internship was not about this summer, and not even about our recommendations, it's about the people who work hard in the community to help youth become leaders, to rise above all adversity, despite economic downturn and poverty," said Felicia Brown, who will enter Penn State Beaver in the fall to study graphic design and play basketball.

"I truly hope that the programs our group granted funds are successful and have a positive impact on the lives of the youth participants," said Kara Drabick, senior intern, entering second year at Roanoke College in Virginia. "At the beginning of the summer we were all thinking, 'wow we get \$25,000 dollars to make a difference, that's a lot of money,' however, when we start hearing about how much money it actually can take to accomplish a task, \$25,000 started to look smaller and smaller. I think that overcoming that mentality enabled us to see that while we may not have had huge amounts of money to give away, every dollar would make a difference."

PA SECRETARY JAMES CREEDON LEADS COMMUNITY DISCUSSION ON STIMULUS PACKAGE

Three Hundred plus attendees joined The Pittsburgh Foundation for a community discussion to find out more information on the Government Stimulus Package's impact on Pennsylvania. Secretary James Creedon, Chief Implementation Officer of PA's Commission on American Recovery and Reinvestment Act, lead the discussion.

Secretary Creedon reported details on what projects and expenditures were ongoing in Pennsylvania as a result of Federal Stimulus Package direction. Joining the secretary as part of a roundtable, were Bob Nelkin, President and CPO United Way of Allegheny County; Audrey Russo, President and CEO Pittsburgh Technology Council; and Dr. Walter Smith, Executive Director Family Resources. Kevin Jenkins, Director of Community Initiatives The Pittsburgh Foundation, moderated the forum.

Highlights of the forum include a focus on green energy initiatives throughout the state as well as one billion dollars in allocations for upgrades to infrastructure. A large portion of the stimulus was also used to fund a Medicare/Medicaid shortfall in the state budget. You can track the states progress at:

www.recovery.pa.gov.



(above left to right) Secretary James Creedon, Audrey Russo, Bob Nelkin, and Dr. Walter Smith. (left) Kevin Jenkins

(left to right) Elizabeth Moody, Felicia Brown, Benjamin Rubino, Kara Drabick



JEFFERSON AWARDS

Rewarding Pittsburgh's community service volunteers



Community Forum continues its profiles of Pittsburgh's 2008 Jefferson Award winners, recognized at a presentation ceremony earlier this year. Featured in the summer edition of the newsletter were Nancy Heil and Epryl King, and in this edition we profile George O'Donnell and Kate Rosenthal.

Seven Jefferson Award winners were chosen from 50 Community Champions, who were nominated throughout 2008 by Pittsburgh's public and the nonprofit sector. Each Jefferson Award recipient received a medalion and \$1,000 for the nonprofit organization of his or her choice.

The remaining three 2008 Jefferson Award winners—Dick Jevon, Cheryl Kubitz and the staff of Lauren's Work—will be featured in the winter edition of *Community Forum*.

The national Jefferson Awards program was launched in 1972 by the American Institute for Public Service to recognize those who perform remarkable deeds in community service without expectation of reward or recognition. Six years later, in 1978, the program was started in Pittsburgh, where it is co-sponsored by The Pittsburgh Foundation, the *Pittsburgh Post-Gazette*, The Heinz Endowments and Highmark.

KATE ROSENTHAL

Amy's Army

Five years ago, Kate Rosenthal learned that her close friends' daughter, Amy, needed a bone marrow transplant but could not find a matching donor. In an effort to help, she co-founded Amy's Army in 2003.

Kate spent up to 40 hours a month contacting national organizations, establishing the local agency and implementing fund-raisers to reduce the expenses associated with testing. Kate is the treasurer of Amy's Army and helps at nearly every donor drive and still finds time to serve on the board of her temple and volunteer with the United Jewish Federation.

Although no donor match for Amy has been found yet, Amy's Army has held drives in 12 states and registered more than 8,000 people in the National Bone Marrow Registry — matching 22 lifesaving donors with recipients. Kate's efforts have the potential to help thousands of Americans in need of bone marrow transplants.



thousands of Americans in need of bone marrow transplants.

Amy's Army exists to find a donor for Amy Katz, a 15-year-old Pittsburgh resident who is fighting leukemia, and in the process it helps others to find their matches.

For more information, visit amysarmy.org or call 877-Aid-4-Amy 877-243-4269.

HOW TO NOMINATE AN UNSUNG HERO

It might be a neighbor, a friend or a family member who dedicates his or her time and never seeks recognition.

To nominate a volunteer for the Jefferson Award, visit post-gazette.com/Jefferson and submit your nomination online.

GEORGE O'DONNELL

Friends-to-Friends

George O'Donnell, a disabled veteran, is the founder of Friends-to-Friends, an organization that helps special and non-special needs children engage in fun activities together.

His goal is to bring down barriers and eliminate negative stereotypes about kids with disabilities, which he experienced first-hand with his son, George Jr., who has cerebral palsy. Friends-to-Friends began with a bowling league with six special needs children and volunteers in 1995.

Today it has grown to 185 children with a full bowling schedule, fishing days and summer basketball league. George pours his heart and soul into ensuring smiles on the faces of children who otherwise may not have been given the chance to have team-building friendships with kids their own age.

For more information about Friends-to-Friends, please visit friendstofriends.org or call 724-733-4439.



THE PITTSBURGH PROMISE EXCEEDS ANNUAL \$15 MILLION FUNDRAISING GOAL IN ITS FIRST YEAR



(above) Saleem Ghubril,
Executive Director,
The Pittsburgh Promise

Foundations, businesses, families and individuals rally to support scholarship program in “worst fundraising environment in a generation”

THE PITTSBURGH PROMISE announced that it has exceeded its annual \$15 million fundraising goal in its first year. For the 12-month period ending June 30, 2009, the scholarship program received contributions totaling \$15,168,226.

Saleem Ghubril, Executive Director of The Pittsburgh Promise, heralded the completion of the Promise’s first fundraising year as “an historic milestone for this vital program.” He added, “It is cause for great celebration. I am honored, thankful and deeply moved that our fundraising effort has inspired our broad community to unite in support of the Promise, especially in such difficult economic times.”

The success of the Promise’s first year was especially significant since it was achieved “during the worst fundraising environment for a generation,” said Grant Oliphant, President and CEO of The Pittsburgh Foundation, which oversees The Pittsburgh Promise.

“This is an outstanding achievement,” he said. “I am delighted that our community has rallied to help the Promise surpass its first \$15 million goal. In this depressed funding and economic climate the Promise has received unparalleled levels of support from local foundations. Individuals, families, and most recently corporations and businesses are also pledging their commitment to the program. With the help of so many active participants, Pittsburgh’s promise to its young people is being fulfilled.”

The \$15 million raised by June 30 enables the Promise to receive the first full \$10 million matching grant from UPMC, the program’s key funding partner, adding a total of \$25 million to the program.

“The Pittsburgh Promise is a perfect extension of UPMC’s vision to create a brighter future for western Pennsylvania,” said Robert J. Cindrich, Senior Vice President, UPMC, and Chief Legal Officer. “So many other organizations in the community have stepped up to help make a collective difference, and we are thrilled to provide the next \$10 million as part of UPMC’s commitment to the city and to the region.”

Two significant corporate gifts were made to the Promise, helping it to achieve its first-year goal. Highmark Blue Cross and Blue Shield gave a \$1.5 million gift and PNC Corporation has made a \$400,000 gift. In addition, recent gifts were received from the Hillman Foundation, Massey Charitable Trust, The Pittsburgh Foundation, Eden Hall Foundation and the Roy A. Hunt Foundation.

For the 2008/09 school year, the Promise has received a total of \$13,053,958 from local foundations, most of which have made on-going annual funding commitments to the program; \$2,004,517 from corporations and businesses; and \$109,571 from families and individuals.

Contributions included nearly \$800,000 from a total of 40 funds of individual donors at The Pittsburgh Foundation, and special recognition is also given to local media organizations which donated significant public service space, time and programming to promote the social and economic benefits of the Promise to the regional community.

“In addition we have received donations ranging from \$5 to \$500 from families whose children were among the first Pittsburgh Public Schools graduates to be awarded Promise scholarships,” said Saleem Ghubril. “This has been a truly widespread and inclusive community effort.”

The Promise also announced that it is expanding its development infrastructure to strengthen its fundraising reach across the regional community with the formation of a ‘Committee of 100,’ a leadership group that will provide the stewardship for raising \$50 million over the next nine years from Pittsburgh’s corporate community and general public.

David Shapira, Chairman, President and CEO of Giant Eagle, Inc., has been named co-Chair of the Committee, which will comprise the region’s top influencers, including community and corporate leaders, who will play a key role in engaging broad-based support for the Promise as a developmental initiative for the region’s future workforce. The other co-Chair has yet to be named.

Additionally, The Promise has appointed Kim Hammer to the new position of Director of Development. Ms. Hammer, formerly Executive Vice President with the Children’s Hospital of Pittsburgh Foundation, was previously Vice President of Development and Donor Services with The Pittsburgh Foundation where she served for 14 years.

“Removing the financial burden of post-high school education, coupled with providing needed support systems, is helping to change the lives of many of our students,” said Saleem Ghubril. “This is a tremendous legacy we are creating for our children and for our community.”

The Pittsburgh Promise program was established at The Pittsburgh Foundation in December 2007 with a \$100 million commitment from UPMC, including an initial \$10 million to support the 2008 graduates from the School District. The remaining \$90 million is a challenge grant (\$10 million a year for nine years), intended to spur support and contributions from all sections of the community to raise an additional \$135 million (\$15 million annually for nine years).

THE FIRST ‘UPMC/PITTSBURGH PROMISE REPORT CARD TO THE COMMUNITY’ HIGHLIGHTS FIRST YEAR ACCOMPLISHMENTS

The first *UPMC/Pittsburgh Promise Report Card to the Community* was published this summer and during a special community briefing Saleem Ghubril, Executive Director of The Pittsburgh Promise presented the first comprehensive update of the program as it enters its second year.

Scholarship program recipients, as well as local public, foundation and corporate officials provided their perspective on the program’s benefits and challenges. Updates from the report were presented on how this unique educational advancement and economic development initiative is affecting city population, high school completion rates, first-year college retention rates and workforce preparedness.

The presentation also highlighted key awareness and community engagement initiatives, as well as a critical fundraising status report.

During its first year, The Pittsburgh Promise provided \$2.5 million in educational scholarships to 757 students who graduated from the Pittsburgh Public School system last year. While scholarship awards for 2009—the program’s second year—have yet to be awarded, the current graduating class from city schools expects to have approximately 900 students eligible for Promise scholarship support. By this fall, the Promise will be supporting more than 1,600 students with scholarship funds.

The primary purpose of The Pittsburgh Promise is to help strengthen the economic future and vitality of the Pittsburgh region, improve the quality of urban public school education and enhance the future workforce for the region.

Saleem Ghubril, the primary author of the program’s first Report Card to the Community, explained in the published report, “Our hypothesis is that healthy regions have vital cities at their core, and vital cities have exceptional public schools at their core. Therefore, as Pittsburgh Public Schools go, so goes Pittsburgh, and as Pittsburgh goes, so goes the region.”

The report outlines the status of three major long-term goals of the program:

GOAL 1:

Mitigate and reverse the population declines in the City of Pittsburgh and the enrollment declines in Pittsburgh Public Schools.

STATUS: There are already positive signs that fewer families with children are leaving the city, that more families are reconsidering Pittsburgh Public Schools for their children and that some are relocating to the city thanks partly to The Pittsburgh Promise. The Promise recognizes, however, that reliable measurement of this key goal is dependent on continued data collection and analysis.

GOAL 2:

Grow high school completion rates, college readiness, and post-high school success of all students in Pittsburgh Public Schools.

STATUS: Proficiency levels are increasing. Students of all ethnicities are enrolling in more advanced coursework. Also, it was identified that better SAT test preparation is needed. The Promise is developing a strategy and set of incentives for more SAT preparatory courses. A goal is to double the current 20 percent to 30 percent college graduation rate of PPS graduates by 2012.

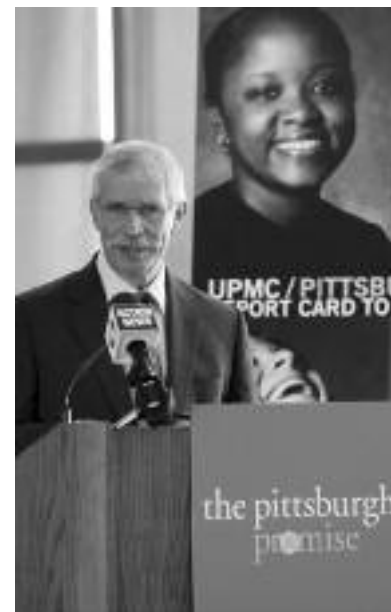
GOAL 3:

Deploy a well-prepared and energized workforce and an eager core of community volunteers.

STATUS: A total of 92 percent of first semester Promise scholars stayed in their academic programs, — well above the national average. Of the graduates in the Class of 2008 who applied for a Promise scholarship, 56.4 percent were eligible and awarded a scholarship; 26.9 percent applied and were eligible, but not awarded a scholarship due to deferment, military enlistment, or out of system school choice; 16.7 percent applied and were not eligible and, therefore, did not receive a scholarship award.



(above) Grant Oliphant, President and CEO, The Pittsburgh Foundation; (below, left to right) Grant Oliphant; Mayor Luke Ravenstahl; David Shapira, Chairman, President and CEO of Giant Eagle, Inc; Sarmed Shareef, 2008 UPMC Scholar of The Pittsburgh Promise; Robert J. Cindrich, Senior Vice President, UPMC, and Chief Legal Officer; Mayor Luke Ravenstahl; David Shapira.



A special guest at the briefing was Sarmed Shareef, a 2008 graduate of Pittsburgh Schenley High School, and member of the first class of the UPMC Scholars of The Pittsburgh Promise. Sarmed, who admits he was not academically motivated for most of his high school years, worked hard in his senior year to make himself eligible for a Promise scholarship. He reported that upon completion of his first year studies majoring in Safety Science at Indiana University of Pennsylvania that he achieved a 4.0 grade point average. Sarmed and other first-year recipients of Promise scholarships are featured in the published Report Card to the Community that is available online at www.pittsburghpromise.org.

"The Pittsburgh Promise represents hope, opportunity and transformation for our city and our region, and UPMC is proud to play a significant role as a founding partner and ongoing supporter of the program," said Robert J. Cindrich, Senior Vice President, UPMC, and Chief Legal Officer. "We extend our heartfelt congratulations to the staff and supporters of the Promise, the School District and most importantly the students who are responding so positively in pursuing their dreams of further education and expanded opportunities."

"I truly believe that what makes Pittsburgh so special compared to every metropolitan area in the United States is our ability to sustain, to improve and to collaborate for an outcome that will be viewed as a model by many," said Mayor Luke Ravenstahl. "The foundation community here is unparalleled in its responsiveness to the Promise, as is the program's co-founding partner UPMC and the corporations that are beginning to step up. We are doing many things right in our city, and the Promise is at the top of the list of what will help us to attract and retain people who seek a great quality of life."

In their letter of introduction to the *UPMC/Pittsburgh Promise Report Card to the Community*, Saleem Ghubril and Franco Harris, Chairman of the Board of the Promise, state: "Pittsburgh was built by people who dared to dream big dreams and who were willing to work extremely hard to reach them."

"Today, with similar doggedness we believe that Pittsburgh's future is still full of promise. Today, with similar devotion we are able to dream big dreams for our region, our city, our neighborhoods, our schools, our families and our children. And today, with similar diligence we roll up our sleeves, we mobilize our resources and we unfurl what we hope will be Pittsburgh's next awakening—its third renaissance."

DR. H. M. KINGSTON AWARDED SECOND \$50,000 CHARLES E. KAUFMAN AWARD



Dr. H. M. Kingston, (above left) Professor of Analytical Chemistry at Duquesne University, was awarded the second annual Charles E. Kaufman Award of \$50,000 for his contributions to the research of chemical influences in autistic children.

The award is presented annually to an honoree that demonstrates "substantial contributions to science for both the betterment and understanding of human life." Mr. Charles Kaufman, 96, established the special award fund at The Pittsburgh Foundation to "promote a better and fairer world by supporting those that can make a difference with science."

Dr. Kingston is the Director of a focused research center at Duquesne that specializes in mass spectrometry and analytical chemistry. "I may not be able to solve a particular scientific issue, but I can help others by solving complex measurement challenges," said Dr. Kingston. "It is an incredible honor to accept this award from Mr. Kaufman."

Dr. Kingston has worked closely with Dr. Skip Faber of The Children's Institute to measure and evaluate environmental toxins effect on autistic children. He was also recently appointed to the Air Force Surgeon General's taskforce to study future needs in healthcare to 2045. Dr. Kingston has also worked with the Department of Homeland Security on health measurements.

"Autism is a growing concern worldwide," said Greg Curtis, (above right) Chairman of the Foundations Board of Directors and a member of the Board of the Charles E. Kaufman Fund. "Dr. Kingston's exemplary work in this area of research is to be commended and is representative of the vision of the Kaufman Award to better our community and our world."

Nominations for the award are solicited from selected colleges and universities in Pennsylvania that deliver graduate level programs. Dr. Kingston was nominated by Dean Dave Seybert of Duquesne University. Nominations are assessed for their impact in chemistry, biology or physics by a five-member Scientific Advisory Board. Dr. Kingston was a unanimous choice.

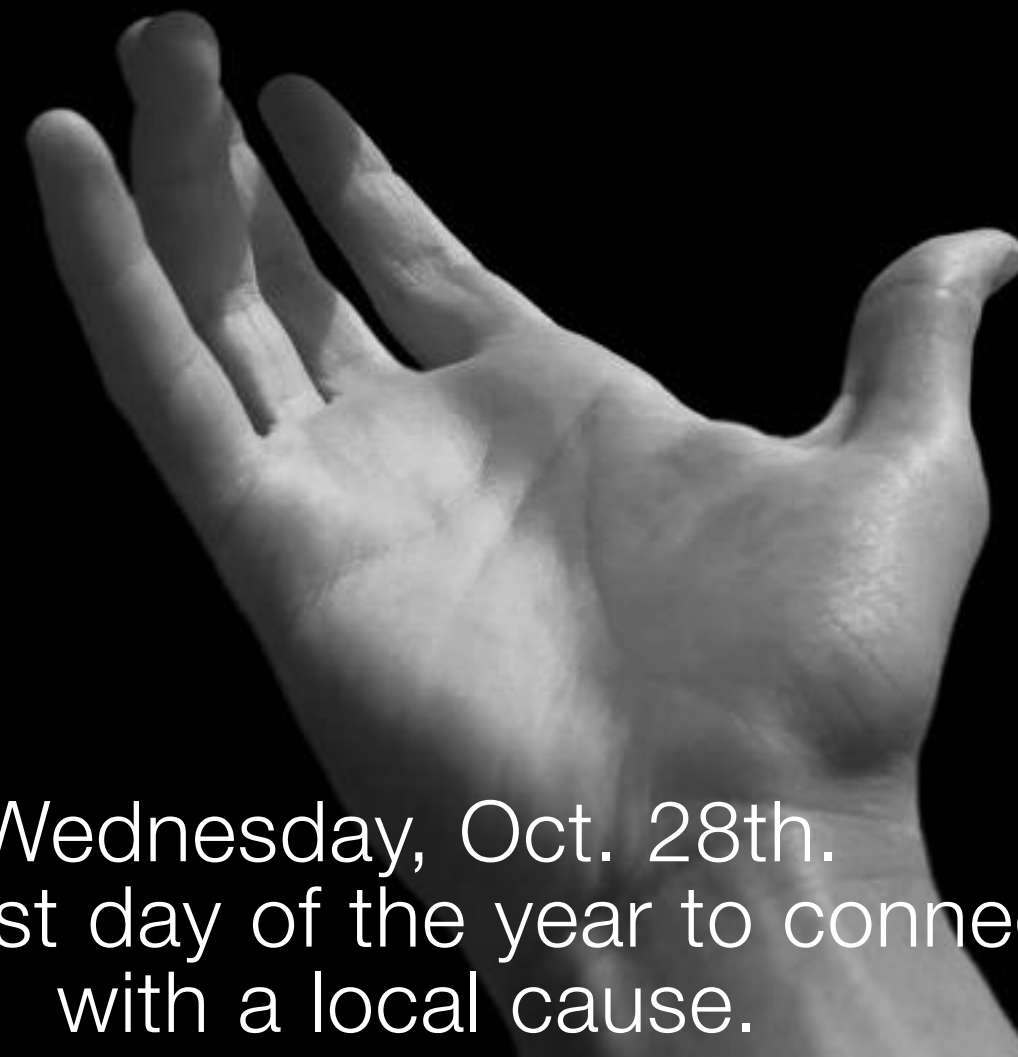
The Charles E. Kaufman Award Fund operates as a Supporting Organization of the Pittsburgh Foundation with managerial oversight provided by a seven-member Board of Directors. Mr. Kaufman (below) worked with the Hagan



Corporation, which later became part of the Calgon Corporation, up to his retirement in 1970. He earned a Masters Degree in chemistry from Carnegie Mellon University and a Bachelor of Science Degree in Chemical Engineering from the University of Cincinnati.

Pittsburghgives.org

a resource of The Pittsburgh Foundation



Wednesday, Oct. 28th. The best day of the year to connect with a local cause.

We've made it easier than ever for you to extend your helping hand to your favorite charity. Just log onto the new pittsburghgives.org. You'll find an online directory of charitable organizations with detailed, searchable profiles and secure donation options. All at the click of your mouse.

And starting at 10 AM on **Wednesday, October 28th**, The Pittsburgh Foundation will host *Pittsburgh's Day of Giving* – a day when your gift of \$50 or more through the site will be matched 50¢ to the \$1, up to a gift of \$2,500 per individual!

So, mark your calendar and connect with PittsburghGives from your computer or during the *Day of Giving* event at the PPG Wintergarden, Downtown, October 28th from 10 AM to 2 PM. Go to PittsburghGives.org for more information. **Pittsburgh's Day of Giving**. It's the fastest way to make your gift go 50% further.

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*Gift of \$2,500 will be matched by \$1,250 for a total charitable gift of \$3,750. You are welcome to give more than \$2,500, but anything above that amount will not be matched. Matching funds of \$200,000 are available.



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STAY CONNECTED

The Pittsburgh Foundation has created several on-line outlets to help you stay in touch with the latest news, updates and events.

VISIT OUR BLOG. Community E-Forum, The Pittsburgh Foundation's blog, is for everyone who shares our mission to make this community a better place for us all.

At The Pittsburgh Foundation, we seek an interactive, transparent and collaborative relationship with our donors and the community at large. We serve as a catalyst and a 'go-to' resource for philanthropy in our region and we partner with funding organizations and community leaders around issues that are pivotal to Pittsburgh's future. We look forward to hearing from you. Subscribe to the RSS feed and never miss a post: <http://blog.pittsburghfoundation.org>

IS YOUR PROFESSIONAL OR SOCIAL ORGANIZATION LOOKING FOR PRESENTERS? 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 Kristin DeAngelis at (412) 394-2606 for more information.

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

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NEW FUNDS

May 1, 2009 – July 31, 2009

Betty H. Bradley Scholarship Fund
Elmore H. Broadhurst Fund
Evelyn T. Cunningham Memorial
Scholarship Fund
Quentin Cunningham Memorial
Scholarship Fund
Quentin and Evelyn T.
Cunningham Fund
Jankowski Family Scholarship Fund
for Carlow College
Jankowski Family Scholarship Fund
for Duquesne University
Jankowski Family Scholarship Fund
for Vincentian Academy
Jankowski/Kaminski Family Scholarship
Fund for St. Edmunds Academy
James T. and Hetty E. Knox Fund
James T. and Hetty E. Knox Fund #2
James T. and Hetty E. Knox Fund #3
Ligonier 250 Anniversary Fund
Henry Semmelrick Fund
Southwinds, Inc. Endowment Fund