

THE PITTSBURGH FOUNDATION **community**
FORUM

SPRING 2011

ADVANCING BLACK ARTS
IN PITTSBURGH, see page 3.

WELCOME

All the news that's fit to post

Many of you may wonder why our organization, as our region's community foundation, has embarked on an ambitious program to develop an on-line platform designed to safeguard and strengthen independent local journalism (see pages 20 and 21).

Our thinking—and that of many of our United States counterparts, including the John S. and James L. Knight Foundation which has helped to fund our initiative—lies in the dramatic changes to our national media landscape that continue apace, aided by ever-advancing technology.

In Pittsburgh we are fortunate to still have a strong newspaper presence, although even here the resources to undertake deep investigative journalism are increasingly scarce. Many other parts of the U.S. are less fortunate. Newspapers have ceased operating altogether or limp along with drastically reduced editorial staffs and resources, bearing little resemblance to the bold journalistic traditions that historically have contributed so significantly to the health and vitality of our communities.

“Knowledge is power,” as activist Robin Morgan famously remarked many years ago. And it is just as important today that our citizens have access to trusted, reliable and unbiased information that enables them to make better-informed decisions and choices which in turn contribute to our community's well-being.

Working with our partner in this initiative, Pittsburgh Filmmakers, it is our hope that our on-line news initiative will follow the successes of similar web-based ventures that have been and are being developed across the U.S. We hope also that as an independent resource, it will work collaboratively with local broadcasting and print media and help to strengthen overall the delivery of local news while cultivating broad citizen engagement and participation.

It remains to be seen whether nationally the newspaper business model manages to adapt and evolve to the challenges of the digital age. In the meantime, our role is to help ensure that our community continues to be served with the information and transparency on which it depends to support a vibrant democracy.



Grant Oliphant
President and CEO
The Pittsburgh Foundation

IN THIS ISSUE:

3
NEW STRATEGIES
CONTRIBUTE TO FOUNDATION'S
FUNDRAISING SUCCESS

4
ADVANCING
BLACK ARTS
IN PITTSBURGH

6
GET IN THE
DRIVER'S SEAT

9
DR. LINDA LANE
NAMED SUPERINTENDENT
OF PITTSBURGH PUBLIC
SCHOOLS

11
CHARLES KAUFMAN'S
GIFT TO CREATE
MAJOR FUNDING
RESOURCE FOR
SCIENTIFIC RESEARCH

12
DONOR PROFILE:
CARLETON AND
EMMA CAMPBELL

15
JOINT VENTURE BETWEEN WYEP
AND PUBLIC MEDIA COMPANY
ACQUIRES WDUQ RADIO STATION

16
PITTSBURGH
IS ART
DAY OF GIVING

18
FOCUS ON
WESTMORELAND:
YOUNG LEADERS
MAKE BIG IMPACT

20
ON-LINE
REGIONAL
NEWS
INITIATIVE

22
\$2.6 MILLION IN STUDENT
SCHOLARSHIPS AVAILABLE
AT THE PITTSBURGH FOUNDATION



NEW STRATEGIES CONTRIBUTE TO FOUNDATION'S FUNDRAISING SUCCESS

A NEW STRATEGY TO ATTRACT PRIVATE FOUNDATIONS to The Pittsburgh Foundation's donor family contributed significantly to the organization achieving one of its biggest fundraising years in 2010.

Overall, the Foundation raised \$52.1 million last year, compared with \$27.4 million in 2009. And despite the continuing fall-out from the economic downturn, more than \$10 million was received in gifts from living donors, a three-fold increase against the previous year.

As well as the private family foundations initiative, which generated more than \$6 million in new funds in its first year, the Foundation added nearly \$16 million as the result of its merger with the Community Foundation of Westmoreland County. Additionally, \$10 million was received as the first installment of the record approximate \$50 million bequest from the estate of Charles Kaufman (see page 11).

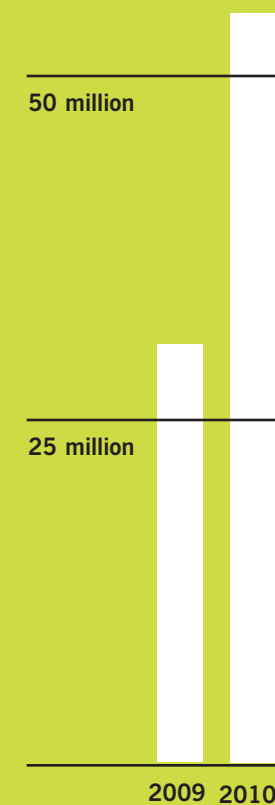
“Our results are very encouraging, especially when considering that we remain in the aftermath of what has been such a difficult economy,” said Grant Oliphant, the Foundation's President and CEO. “We have worked to diversify the Foundation's fundraising strategy and effective outreach in order to continue to build a pipeline of charitable giving that will benefit our community now and for future generations.”

The Foundation last year reached out to private or family foundations of \$5 million or less, offering significant administrative and operational cost-efficiencies and charitable grantmaking expertise.

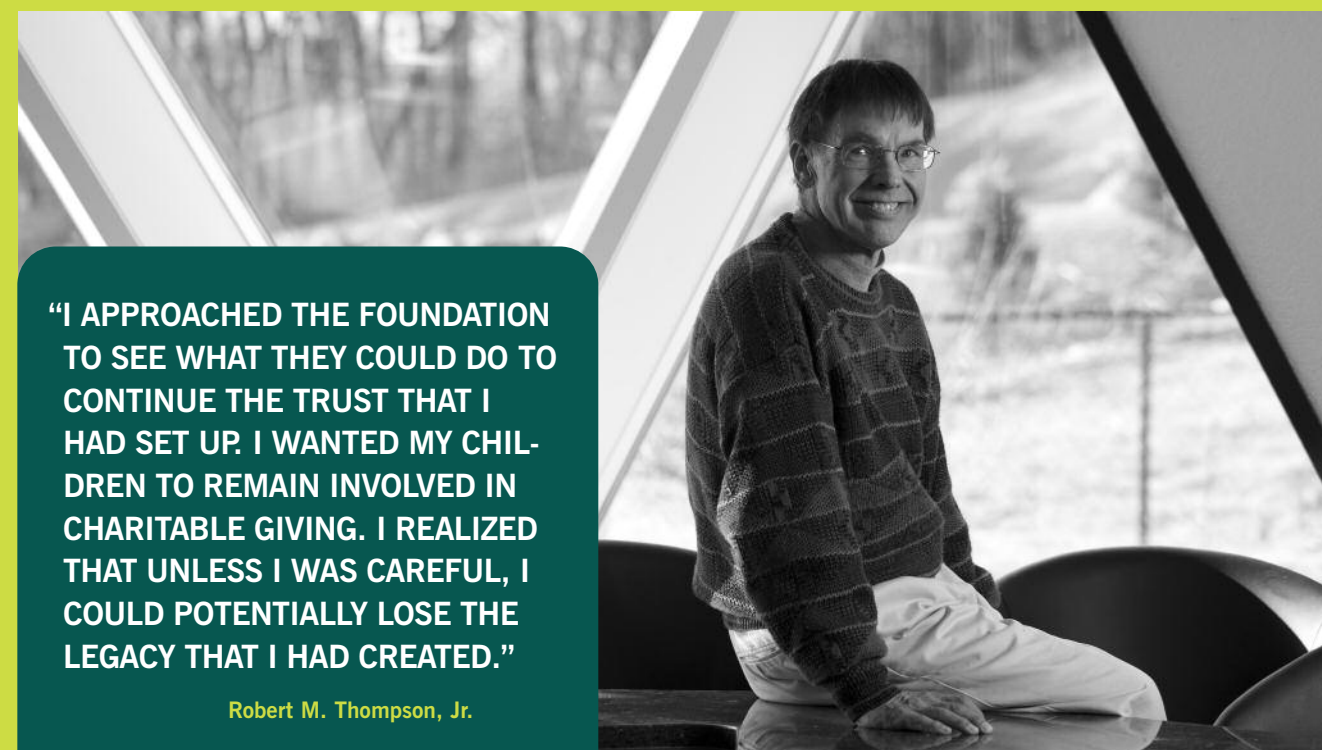
“With the downturn in the economy, these types of foundations were adversely affected and we recognized the opportunity to help them ease their administrative burden yet enable them to continue their close relationships with their investment managers and advisors,” said Yvonne Maher, the Foundation's Vice President for Development and Donor Services.

“This resonated incredibly well with them, and it is an initiative that we will continue to build in 2011.”

The Foundation also experienced an increase in 2010 in gifts of stock, building confidence in a sustained economic recovery. “There was a sense of improved confidence,” said Grant Oliphant. “We certainly felt a little better at the end of 2010 than in 2009.”



FOUNDATION DONOR CONTRIBUTIONS
2009: \$27.4 MILLION
2010: \$52.1 MILLION



“I APPROACHED THE FOUNDATION TO SEE WHAT THEY COULD DO TO CONTINUE THE TRUST THAT I HAD SET UP. I WANTED MY CHILDREN TO REMAIN INVOLVED IN CHARITABLE GIVING. I REALIZED THAT UNLESS I WAS CAREFUL, I COULD POTENTIALLY LOSE THE LEGACY THAT I HAD CREATED.”

Robert M. Thompson, Jr.

ADVANCING BLACK ARTS IN PITTSBURGH

ADVANCING BLACK ARTS IN PITTSBURGH, an initiative founded jointly by The Heinz Endowments and The Pittsburgh Foundation, has announced its 2011 grant cycle and application guidelines.

The venture, unveiled last year, is designed to strengthen funding resources to support local Black arts—the work of organizations and individual artists whose work focuses primarily on the art of African Americans. Each foundation awarded an initial \$325,000 towards the initiative.

Advancing Black Arts in Pittsburgh will award grants in the following areas:


- **Individual Artist Support/ Artist Residences**—Artists and organizations may apply for a maximum of \$15,000 in support for the creation of new work or to host artist residencies.
- **Special Project Grants**—Organizations may apply for up to \$20,000 to present or produce work.
- **Advancing the Field**—Organizations, researchers and arts advocates may apply for grants for collaborative projects, research, or marketing/advocacy campaigns that increase the health and visibility of the Black Arts sector in the region.

In addition to the above, a select group of nonprofit cultural organizations will be invited to apply for general operating support.

“Confronting racial disparities is absolutely necessary if our region is to serve as a welcoming, tolerant, livable place for everyone,” said Germaine Williams, Program Officer with The Pittsburgh Foundation and Co-Chair of the fund’s review panel. “The arts sector is a barometer for the region’s diversity. Artists and arts organizations working in African-based art forms have fewer funding pools to draw from for their work, and our new venture seeks to address this disparity for the benefit of the sector as a whole.”

The fund is held at The Pittsburgh Foundation, and any organizations engaged in programs relating to Black Arts may apply there for grant support. Applications will be considered by a review panel comprising artists, curators, community representatives and staff from both foundations.

The deadline for the first phase of grant applications was mid-February and decisions will be announced in early April. Applications for the second round of grantmaking must be received by August 15, 2011 and funding decisions will be announced in early October. More information and complete guidelines and application procedures are available www.pittsburghfoundation.org/advancing_black_arts.



Possession of a valid driver's license is one of the biggest barriers to employment faced by jobseekers in our region, especially the young.

GET IN THE DRIVER'S SEAT

By Debra Diamond Smit

A DRIVER'S LICENSE IS A PRIVILEGE many of us often take for granted, giving us the independence and self-determination we need to live our lives. When the freedom to drive is taken away—as a result of a criminal conviction, traffic violations, or from the accumulation of too many points—it can create a serious obstacle, especially for those who suddenly find themselves with no easy way to get to a job or provide and care for a family.

Possession of a valid driver's license is one of the biggest barriers to employment faced by jobseekers in our region, especially the young. Some lose their licenses for reasons that have nothing to do with the ability to drive safely. Others continue to drive illegally, without a license, only to be caught and subsequently caught up in an endless cycle of suspensions that may spiral into a legal nightmare.

Pictured left to right: Attorneys Elizabeth Tuccillo and Megan Quattlebaum

Recognizing the need to address this frustrating and long-standing problem, The Pittsburgh Foundation provided \$15,000 to Neighborhood Legal Services Association (NLSA) to develop a manual to help service agencies navigate the laws. “Get in the Driver’s Seat: A Guide on How to Obtain, Maintain & Restore Driving Privileges in Pennsylvania” and three brochures were completed by NLSA last year, tools that are helping workforce development professionals, educators, case workers and counselors to turn this serious problem around.

“Getting a license and understanding the license status is an important first step in getting one’s life back on track,” explains Christine Kirby who has witnessed the problem firsthand as both Coordinator for NLSA and the Pennsylvania Legal Aid Network. Ms. Kirby suggested the idea to Jane Downing, Senior Program Officer at The Pittsburgh Foundation, and together they agreed on the need for a guide to help the public address the problem at an earlier stage, before it escalates into an insurmountable legal issue.

“We realized there was a mutual interest in this community problem and, if we put our resources together, we could address and overcome it,” Ms. Kirby says.

NLSA took the lead in development of the manual. The 45-year-old non-profit, located on six floors at 928 Penn Avenue, provides high-quality, free legal assistance to low-income individuals, the elderly and the abused in Allegheny, Beaver, Butler and Lawrence counties. NLSA assists more than 26,000 people each year who are dealing with serious legal problems, issues that range from protection from abuse to wrongful eviction, wage claims, child custody disputes and denial of public benefits.

By the time someone walks through the door at NLSA and requests an attorney for a driver’s license issue, the situation has often reached a crisis stage, explains Pam Dalton-Arlotti, Director of Performance and Compliance.

“Part of this project entails outreach to the community and to social service agencies, educating them about legal issues related to employment,” she explains. “Our mission has increased in the area of education and involves an educational component geared toward getting the word out to prevent problems from arising in the first place.”

Ms. Kirby was responsible for gathering service agencies together to discuss the problem and generate ideas for the manual. Focus groups were conducted and NLSA assigned several attorneys to assist with research. It didn’t take long to discover that no one else in the state had ever attempted an educational guide to navigate PennDOT.

“It’s a tricky complex of rules, but there is a path,” says Megan Quattlebaum, an attorney who assisted with the guide. “The more you understand how PennDOT works and PennDOT rules, the better you can help others to find a way through this. There is no quick fix.”

“ONE OF THE GOOD THINGS ABOUT THIS MANUAL IS IT LETS COMMUNITY GROUPS KNOW THAT THE ONLY WAY TO DEAL WITH YOUR INITIAL LICENSE SUSPENSION IS TO SERVE THE TIME AND NOT ENTER THAT VICIOUS CYCLE.”

Liz Tuccillo, Attorney and Employment Law Project Coordinator, NLSA



The issue of license suspension demanded an expanded treatment. The problem is particularly serious for those who lose privileges for one reason or another yet continue to drive illegally, often because they have no choice due to a job or family. The situation is frequently exacerbated by the complicated regulations involved in getting a license reinstated.

“License suspension is a vicious cycle,” explains Ms. Quattlebaum. “Every time you get pulled over for driving on a suspended license, you automatically get another year of suspension. By the time people contact us, they’ve been pulled over again and again and they’ve racked up a really substantial suspension.”

“One of the good things about this manual is it lets community groups know that the only way to deal with your initial license suspension is to serve the time and not enter that vicious cycle,” adds Liz Tuccillo, attorney and Employment Law Project Coordinator with NLSA.

The manual, published both in paperback and online on the NLSA and PA Legal Aid Network websites, offers details on a driver’s legal responsibilities far beyond the Pennsylvania Driver’s License Manual, the book many drivers are given the first time they go for their driving test. Unlike the initial driver’s manual, the NLSA guide goes into details on the letter of the Pennsylvania driving laws and regulations, including chapters on the reasons for license suspension and the restoration process, links to forms, frequently asked questions and alternative options to consider when driving privileges are suspended.

For example, some drivers may qualify for one or two types of limited licenses, often referred to as “bread and butter licenses,” which stipulate limited circumstances under which someone might be permitted to drive. “The more community agencies know, the more information they can pass on to clients,” says Ms. Tuccillo. “I would love to personally see fewer client calls about these issues because people have the information they need.”

Workforce development agencies have praised the manual for assisting them in their work. The Labor-Management Clearinghouse (L-MC), for example, works with community partners to identify individuals who are interested in careers in construction, utilities and other industries, many of whom need a valid driver’s license for employment.

“The Driver’s Manual has been a great tool to help the L-MC, its community partners and the individuals we serve get accurate information on their options for what to do next,” says Emily Caldwell Adair, Director of Workforce Innovation Practice, World-Class Industrial Network. “The information is organized in a logical manner making it very practical and easy to use.”

“This is a great tool for educating high school students so they don’t get caught with a suspended license,” adds Ms. Dalton-Arlotti. “We’re hoping it (the guide) takes on a life beyond just distributing the manual to social service agencies. Getting it into the schools would be a good next step.”

Website links for manual:

www.nlsa.us/resources/employment/employment_links.htm

www.palawhelp.org under the employment tab

DR. LINDA LANE NAMED SUPERINTENDENT OF PITTSBURGH PUBLIC SCHOOLS



DR. LINDA LANE has been appointed new Superintendent of Pittsburgh Public Schools, succeeding Mark Roosevelt who resigned in December to take up a position as head of Antioch College in Yellow Springs, Ohio.

Previously Deputy Superintendent of the school district—a post she has held for four years—Dr. Lane becomes the first African American woman to be named Superintendent on a permanent basis.

“I love this city and district and remain committed to the successful execution of the work we have begun,” she said. “We are going to continue the work of our Empowering Effective Teachers plan, deepen our work in underperforming high schools and expedite our work to eliminate racial achievement disparities.”

A lifelong educator, Dr. Lane came to Pittsburgh from Des Moines, Iowa where she served as Deputy Superintendent for the Des Moines Public Schools. Previously, she served as the Executive Director of Human Resources, spearheading efforts to improve services to staff and increase organizational efficiency.

Dr. Lane also is a graduate of the Broad Superintendents Academy, an intensive executive management program designed to prepare traditional and non-traditional professionals to lead urban public school systems. Throughout her career, she has been the recipient of numerous honors and awards.

Thanking the School Board, the district’s leadership team and the outgoing Mark Roosevelt, Dr. Lane said: “We have many accomplishments to be proud of and I ask that everyone recommit themselves to this work and the students of our District. Every decision we make is guided by the goal of ensuring that all students are ready to take advantage of a scholarship from the Pittsburgh Promise. The Promise is an enormous community gift, and Mark was the driving force behind making the Promise a reality for our community.

“Now we need to deepen the work we have begun. There will be challenges ahead and we will need to continue to make the difficult decisions necessary to ensure that our students continue to improve academically at all levels.”

TROY AND THEODORA POLAMALU RAISE \$135,000 TO BENEFIT SOLDIERS AND THEIR FAMILIES VIA TWITTER



TROY AND THEODORA POLAMALU have put a new twist on celebrity auctions, going entirely on-line, and in the process raising \$135,000 to benefit soldiers and their families through their Harry J. Panos Fund at The Pittsburgh Foundation.

The Polamalu's worked with TwitChange, a charity that has developed on-line auctions via the social network Twitter. The campaign titled, *The Fan Takeover*, was unique for a celebrity auction. Instead of bidding for an autograph, fans of Troy bid to have him follow them on Twitter.

Shaun King, the founder of TwitChange, likens a celebrity following a fan on Twitter to a modern day autograph. He and Troy recruited other celebrities including other Pittsburgh Steelers players, actors and actresses such as Alyssa Milano and Eva Longoria, and additional sports figures, including Clay Matthews Jr. of the Green Bay Packers.

The auction will benefit Operation Once in a Lifetime which provides linens and toiletries for military personnel returning from Iraq or Afghanistan, toys for their children, and airfare for military members to see their family or send their sick children to a hospital.

"It's the No. 1 thing that has ever happened to us," said Patrick M. Sowers, founder and president of Operation Once in a Lifetime. "Imagine how many soldiers and kids we're going to be able to help and change their lives."

Twitter has grown to over 200 million users and many celebrities have more than 100,000 followers. However, fundraising on social media sites is in its infancy. "Most successful fundraising via social media has been in response to a crisis such as the earthquake in Haiti," explained Christopher Whitlatch, Manager of Marketing and Communications at The Pittsburgh Foundation. "Troy's TwitChange auction is unique in that participants were bidding on on-line activity and nonprofits can learn from this success to develop creative digital fundraising tools of their own."

The Harry J. Panos Fund was named in honor of Theodora's grandfather, a World War II veteran, and focuses on veteran's causes. The couple also has the Troy and Theodora Polamalu Foundation, as a fund of The Pittsburgh Foundation which has undertaken youth projects in American Samoa.

CHARLES KAUFMAN'S GIFT TO CREATE MAJOR FUNDING RESOURCE FOR SCIENTIFIC RESEARCH

CHARLES KAUFMAN'S DEEPEST WISH was to leave a legacy that would one day help to fund a Nobel Prize-winner whose scientific accomplishments would contribute significantly to the betterment and understanding of human life.

And the major share of his approximate \$50 million bequest to The Pittsburgh Foundation will expand one of his funds at the Foundation, the Charles E. Kaufman Foundation to provide one of the biggest grantmaking resources for scientific research in the state of Pennsylvania.

The fund will receive between \$35 million and \$40 million from his estate over the next 12 months and will support scientific research activities in chemistry, biology and physics, which may include endowed chairs, fellowships, and awards "for achievement in and contribution to the field and humanity."

Mr. Kaufman was inspired in his philanthropic mission by Texas oilman, Robert Welch who, following his death in 1954, left \$25 million to start The Welch Foundation to support chemistry research in Texas.

More than 50 years later, his gift has grown into a Foundation that has awarded a total of \$660 million in grants, including support for two Nobel laureates, and is recognized as a national leader in chemical research.

Mr. Kaufman learned about the Welch Foundation's benefactor and its accomplishments while surfing the internet five years ago—at the age of 92—and instructed the administrators of his estate that this was the model he wished to emulate with his fund at The Pittsburgh Foundation.

"Of course, it will take time to influence institutions here in the way that the Welch Foundation has over the course of half a century in Texas," said Greg Curtis, Chairman of The Pittsburgh Foundation's Board of Directors and a member of the Advisory Board of the Charles E. Kaufman Foundation. "But through this fund we will be supporting research that is excellent, meaningful and relevant. If we do that consistently, eventually we will support somebody whose work is groundbreaking and who, hopefully, wins an honor like the Nobel Prize."

The transfer to the Foundation of proceeds from Mr. Kaufman's estate will continue to be administered in 2011 by his attorneys. It is anticipated that the Foundation will begin awarding grants from Mr. Kaufman's fund in 2012.

The Foundation cannot accept proposals or requests for funding at this time.

The Foundation will this year develop processes and systems to administer what it expects to be a significant grant-making program, and will post information on its website as it becomes available. Detailed guidelines will be provided for grant applications at the appropriate time.

For more information about Charles Kaufman's bequest, please see the Winter 2010 edition of *Forum*, or the Foundation's website, www.pittsburghfoundation.org.

"THROUGH THIS FUND WE WILL BE SUPPORTING RESEARCH THAT IS EXCELLENT, MEANINGFUL AND RELEVANT. IF WE DO THAT CONSISTENTLY, EVENTUALLY WE WILL SUPPORT SOMEBODY WHOSE WORK IS GROUNDBREAKING AND WHO, HOPEFULLY, WINS AN HONOR LIKE THE NOBEL PRIZE."

Greg Curtis, Chairman of The Pittsburgh Foundation's Board of Directors

DONOR PROFILE:

BUILDING PARTNERSHIPS THROUGH TRUST:

CARLETON AND EMMA CAMPBELL

By Debra Diamond Smit

CARLETON AND EMMA CAMPBELL raised three children. Now in their later years, and grandparents of five, the Seville, Ross Township couple wanted to give back in a different way, perhaps by establishing a fund through which they could make regular contributions to some of their favorite charities.

About five years ago, they opened a donor advised fund through a charitable agency in Indianapolis. It was a modest fund, explains Carleton, a retired public school science teacher. “We are not wealthy,” he explains good-naturedly. It was important to them to put money away for their favorite charitable concerns. Unfortunately, the fund they had established wasn’t working for them; the organization wasn’t forthcoming about the work it was doing with their money.

“We never received any kind of information from them,” Carleton explains who strongly feels that writing a check should be the beginning of an ongoing relationship. “You should see a continuum of charitable work going on. We didn’t know what they did. It was totally mysterious. We had our trust bruised.”

About this time, the Campbells moved from Bradford to Pittsburgh to be closer to family, especially their 11-year-old twin granddaughters. In need of estate advice, they went to see attorney Dave DelFiandra with Leech Tishman Fuscaldo & Lampl (see story on page 14). They mentioned that they had a fund and were uncomfortable with how it was being managed. He suggested The Pittsburgh Foundation.

Mr. DelFiandra set up a meeting with Gwyneth J. Gaul, Development Officer, in his office and they were immediately put at ease. “The Campbell’s are very thoughtful about their philanthropy and their compassion for others permeates all aspects of their lives,” said Gwyneth. “They volunteer their time and they mentor people, of all ages, in need of guidance—they are not only philanthropic with their financial resources, but with their time. We are honored they have chosen to become a part of The Pittsburgh Foundation family and have trusted us to be their philanthropic advisor.”

They began by participating in the foundation’s Day of Giving and then decided to establish the Carleton and Emma Campbell Fund, transferring the monies from their former fund to The Pittsburgh Foundation. They established a donor advised fund so during their lifetime they can designate the local charities of their choice. They have also established a deferred gift to ensure their legacy of supporting urban impact organizations such as Allegheny Center Alliance, Venture Outdoors and Light and Life Ministries, lives on.

From the beginning, we had a very opposite experience says Carleton. “They were very friendly and ingratiating. When you give to the Pittsburgh Foundation, you know exactly where your money is going. We felt appreciated.”

“We never knew there was such a thing as a foundation that would take care of our charitable contributions,” adds Emma. “We wanted to put our money where people are hurting the most. By putting our money with the Foundation, it has a bigger impact.”

“We prefer not to give to those who solicit for funds,” Carleton adds. “We want to help rehabilitate people. To help people be independent, self supporting and get off welfare. This is our way of tipping the scales.”



ADVISOR PROFILE:

DAVE DELFIANDRA

AS A PARTNER in the estate, trusts and employment group for Leech, Tishman, Fuscaldo & Lampl, Dave DelFiandra often finds himself listening to people who are giving thoughtful consideration to helping others through charitable giving.

The Campbells (see previous page) were referred to Mr. DelFiandra to discuss an estate planning matter. During the discussion, it came to light that they had concerns about a charitable fund that they had established with another organization.

“They are super nice people,” he says. “I listened and came to understand that they felt they had been poorly treated by other advisers in the past.”

Being a good listener put him in good stead with Carleton and Emma, who were relatively new to Pittsburgh and unsure of where to turn next. Mr. DelFiandra planted a seed, which is how he sees his role as an advisor. He understood that the Campbells were seeking involvement and communication; they wanted to understand exactly where their money was going and what it was doing.

He suggested that they consider a move to The Pittsburgh Foundation and they agreed to meet with a Foundation development officer.

“The Foundation is a very professional organization. They’re big, but they’re also small enough that when they come in, they know you by name,” says Mr. DelFiandra, who first became familiar with The Foundation through several partners in the firm. “I’ve become a real fan of the good things they are doing for the community and for people like my clients.”

Mr. DelFiandra often finds that it’s personal concerns, and not taxes, that guide estate decisions and charitable giving. Clients often ask about opportunities for giving before he makes the suggestion. Once we get an idea of what a person is looking for, we think about how to best accomplish that, from a tax standpoint or otherwise, he says.

Many of Mr. DelFiandra’s clients choose to establish a scholarship fund for their alma mater. He points out that it’s expensive to set up a self-perpetuating foundation on your own. “Some ask us to handle it,” he says. “For a majority of clients, The Pittsburgh Foundation is the best answer.

“The Foundation knows what they’re doing. They strive to meet the donors’ goals, taking all the maintenance and fees away from clients. It’s definitely a more efficient answer, accomplished by an organization that does it all the time.”

Stories like the Campbell’s are not uncommon, Mr. DelFiandra adds. The Campbells had taken care of their children and now wanted to move on and do something charitable for others. The current economic climate has, likewise, spawned some nervousness among clients in terms of their investments. But Mr. DelFiandra, who also teaches a certified financial planning course at Duquesne University, sees those concerns diminishing.

“I think things have become more stable as the market has come back,” he says. “People are less frightened by the immediate outlook of their financial situation. They are getting back to sticking with their estate plan.”

DUQ

JOINT VENTURE BETWEEN WYEP AND PUBLIC MEDIA COMPANY ACQUIRES WDUQ RADIO STATION

THE EXECUTIVE COMMITTEE of the Board of Directors of Duquesne University voted in January to accept an offer to acquire the University’s radio station WDUQ 90.5 FM from a new local ownership and operating entity, Essential Public Media (EPM), for \$6 million. EPM is a joint venture of WYEP, an independent, public radio station that has been serving Pittsburgh for 37 years, and Public Media Company (PMC), a nonprofit launched by Public Radio Capital—an organization with a mission of helping communities nationwide build public media services since 2001.

“We recognize that WDUQ is a vital community resource as Pittsburgh’s first public radio station, so we are pleased that we’ve reached an agreement that will continue its legacy of more than 60 years of service to the community,” said Dr. Charles J. Dougherty, Duquesne University President, adding that the University desired a buyer with an established track record of independent radio station operation and financial strength. “The sale not only preserves the public character of the station, it also will allow us to make significant investments in key academic initiatives that are aligned with Duquesne’s strategic plan.”

Marco Cardamone, Chair of the WYEP Board, said: “Through WDUQ, Essential Public Media has an amazing opportunity to transform local journalism, offer reliable news and information, spark civic conversation and shed light on important issues. In partnership with PMC, we have access to relationships and public media organizations that will allow us to draw upon the best resources and practices in the public media space.”

“Essential Public Media is planning to develop and sustain a vibrant media service that brings NPR, global and national news to the region, building on today’s media technologies and a deeper emphasis on local journalism,”

said Susan Harmon, Public Radio Capital’s Managing Director and PMC director. “The University deserves credit for choosing to make this transaction one that will continue to benefit the University community as well as the regional community. We are confident that this deeply valued asset will gain in significance and service going forward.”

“While local journalism, reflecting the diversity of voices and issues in our community, is a high priority for EPM, we look forward to working with the community of jazz lovers in Pittsburgh as well,” said Lee Ferraro, General Manager of WYEP.

In addition, EPM has committed to a program that will enhance student engagement. “Another important component of our plan is to recognize the history and importance of Duquesne University students to WDUQ,” said Marc Hand, Managing Director of Public Radio Capital and PMC. “Because of this, EPM has committed to including student employment and internships in its plan to acquire the station.”

Proceeds of the sale will support several new academic initiatives at the University, including the establishment of endowed chairs in African Studies and Mission Studies as well as endowment funding for scholarships designed to increase diversity in the student body.

PMC was launched by Public Radio Capital (PRC) whose mission is to strengthen and expand public media to provide local communities nationwide with more in-depth information, unbiased news, diverse music and cultural programming. Since its founding in 2001, PRC has secured access to public radio services for approximately 51 million people nationwide and worked with more than 200 public media organizations. More information about Public Radio Capital is available at publicradiocapital.org and Public Media Company at publicmediacompany.org.

PITTSBURGH IS ART

PITTSBURGH IS ART DAY OF GIVING A DAY LONG GIVING EVENT FOR LOCAL ARTS ORGANIZATIONS

A 24-HOUR DONATION MATCH CAMPAIGN for the region's arts and culture organizations—*Pittsburgh Is Art Day of Giving*—is scheduled for Wednesday, May 11, 2011.

The Pittsburgh Foundation is hosting the unique arts giving event based on its successful PittsburghGives model, which raised \$3.3 million through more than 7,000 individual contributions to Allegheny County nonprofit organizations on October 13, 2010.

The *Pittsburgh Is Art Day of Giving* event was initiated by the Greater Pittsburgh Arts Council (GPAC) to create awareness and support for the community's thriving arts and culture sector. The Heinz Endowments and other local foundations are funding a match pool of up to \$500,000 for the May 11 campaign.

"PittsburghGives was designed as an on-line giving resource for the community," said Grant Oliphant, President and CEO of The Pittsburgh Foundation. "We are delighted that the arts community has embraced this resource and excited to work with GPAC to celebrate this region's arts and culture organizations."

"The *Pittsburgh is Art Day of Giving* is an unprecedented opportunity for arts organizations to increase individual giving and attract new donors," said Mitch Swain, CEO of GPAC, which will coordinate the campaign. "Our goal is to have more than 150 organizations representing our region's vibrant arts and culture sector participate in the May 11 campaign. We're delighted that groups throughout our 10-county region will have the opportunity to benefit from *Pittsburgh is Art Day of Giving*."

The *Pittsburgh is Art Day of Giving* is open to all eligible arts and culture organizations in the 10-county region, including Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland counties. In previous Days of Giving, only Allegheny or Westmoreland county non-profit organizations were eligible to participate.

To be eligible, an arts organization must have a published portrait containing descriptive, operational, and financial information on PittsburghGives.org on or before March 25, 2011. Visit pittsburghgives.org for more information. Membership in the Greater Pittsburgh Arts Council is not required for an organization to participate in *Pittsburgh is Art Day of Giving*.



FOCUS ON WESTMORELAND:

A FRESH APPROACH TO PHILANTHROPY—YOUNG LEADERS MAKING A BIG IMPACT

THE VISIONARIES—an initiative developed by the Community Foundation of Westmoreland County (CFCW)—offers a fresh approach to local philanthropy by bringing together young leaders who not only care about Westmoreland County but who are committed to making our community a better place.

With a lack of existing forums for bringing together young leaders from various industries and backgrounds with a common mission of improving our region through education and grant-making, the Visionaries initiative is spearheaded by two board members of CFCW, Brian Lenart and Jordan Pallitto, together with community representatives, including Lori Trautwine, an independent medical sales representative, Bruce Corna, Jr., Principle at Bruce Construction, Amy Baldonieri Assistant Director for Advancement at the Westmoreland Museum of America and Michael Quatrini, Attorney at Quatrini Rafferty.

The Visionaries coordinate gatherings around existing events and Kirk Utzinger, CFCW's Executive Director is confident that this is the way to attract participation while benefiting the nonprofit community as a whole. "The concept of the Visionaries is unique," he said. "Not only do they seek to increase the visibility of existing events and the vital work of nonprofit organizations, but they use this platform to initiate a broader discussion of how the next generation can be engaged in improving our region by learning about and supporting the nonprofit community."

The Visionaries comprise young leaders from local commerce and industry, and membership is expected to grow to over 100 by the end of 2011. Last year they participated at the annual Westmoreland Croquet event held at The University of Pittsburgh Greensburg, and they plan to return to the event in June this year with more than 50 members planning to take part.

Additionally members of the Visionaries took part in March this year at *Art on Tap 5.2.7* at the Westmoreland Museum of American Art. Judy O'Toole, Director and CEO of the Museum said: "Initially, our goal was to encourage individuals to visit the Museum by creating a social atmosphere. The idea behind the Visionaries is to engage young professionals in the same way. We see this not only as a great opportunity to increase the visibility of the Museum, but more importantly to share the value of the museum with the next generation of leaders within our community."

The Visionaries mission is to nurture philanthropic leadership among young people through engagement, education, grantmaking and the development of a permanent endowment to support initiatives throughout the county. There are three levels of participation for Visionaries:

Engage: While there is no obligation to attend events, these are co-hosted by the Visionaries to provide opportunities for young leaders to socialize, learn about new ideas and initiatives affecting our region, and interact directly with the nonprofit community.

Support: A \$100 annual donation enables an individual to vote for the nonprofit of their choice to receive a grant from the Visionaries. Half of the donation is used for immediate grantmaking and half is invested in the Visionaries permanent endowment.

Lead: At the Founder's level, participants play a major role in building a permanent endowment, with 100 percent of the first annual \$1,000 donation, and \$200 annually in subsequent years, invested in the fund. A company or organization that is vested in the region is encouraged to sponsor one or more individuals at this level. Founder Visionaries also serve as advisors in making strategic decisions relating to the schedule of events and the selection process by which nonprofits are selected to make a grant presentation at a sponsored event.



ON-LINE REGIONAL NEWS INITIATIVE 'LIVE' BY SUMMER 2011

**PROJECT MOVES TO
NEXT PHASE WITH
FULL FUNDING NOW
IN PLACE**

"INDEPENDENCE AND IMPARTIALITY ARE CRITICAL REQUIREMENTS FOR THE SUCCESSFUL AND CREDIBLE OPERATION OF OUR ON-LINE NEWS SERVICE AND PITTSBURGH FILMMAKERS IS AN IDEAL PARTNER, PROVIDING A RESOURCEFUL BASE FROM WHICH THIS INITIATIVE WILL CONTINUE TO DEVELOP AND GROW."

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

"WE CANNOT CONTINUE TO VIEW NEWS AND INFORMATION PRODUCTION IN SILOS WHERE EVERYONE IS RUSHING TO SCOOP EVERYONE ELSE. WE NEED TO LOOK BEYOND THAT COMPETITIVE MODEL AND LOOK FOR WAYS TO STRENGTHEN ALL MEDIA OUTLETS."

**Charlie Humphrey
Executive Director
Pittsburgh Filmmakers**

AN ON-LINE INITIATIVE TO PRESERVE AND STRENGTHEN the delivery of local news and information will be launched by the summer this year, offering in-depth reports on key issues impacting the Pittsburgh region and cultivating broad community involvement.

The initiative forms part of The Pittsburgh Foundation's mission to encourage civic engagement and promote 'vibrant democracy,' and was started by the Foundation with the support of a \$253,000 grant from the Miami-based John S. and James L. Knight Foundation. The project has received additional funding of \$325,000 from The Pittsburgh Foundation.

With its start-up funding requirements now in place, the on-line news initiative will transfer to the management of Pittsburgh Filmmakers group, one of the country's largest and oldest independent media arts centers. "We are part of a bold and innovative movement across the United States to safeguard investigative community-oriented news," said Grant Oliphant, The Pittsburgh Foundation's President and CEO.

"Independence and impartiality are critical requirements for the successful and credible operation of our on-line news service and Pittsburgh Filmmakers is an ideal partner, providing a resourceful base from which this initiative will continue to develop and grow."

The initiative will be located at Filmmakers' offices at Melwood Avenue, Oakland and will be overseen by an Advisory Board, comprising representatives of regional community constituents, including the Foundation. A process will begin shortly to appoint two full-time staff members, an editor and a web content manager.

"Like Filmmakers, this news initiative will be entirely independent, and not beholden to any particular interests, political or otherwise," said Charlie Humphrey, Executive Director of Filmmakers. "While there will be input from the Advisory Board, the editor will have the final decision about content on the site and the issues that are addressed journalistically."

Filmmakers will provide infrastructure and administrative support, and the venture will be modeled on similar on-line news initiatives that have been developed across the U.S. in recent years, including ProPublica, an independent, nonprofit newsroom based in New York that produces investigative journalism in the public interest.

The Pittsburgh on-line news initiative will seek to work closely with regional partners in the mainstream broadcasting and print media, and initially will use a core of independent freelance journalists for news and feature story assignments.

"The media landscape, particularly the newspaper industry, has changed dramatically in the U.S., especially over the past decade," said Grant Oliphant. "Pittsburgh is fortunate to still have a strong newspaper presence, but even here the resources to undertake deep investigative journalism are increasingly scarce."

"Our new on-line initiative is intended as a much-needed resource that I believe can serve as a trusted and reliable source of information for our community to ensure that our citizens continue to be well-informed about important issues."

Charlie Humphrey added: "We cannot continue to view news and information production in silos where everyone is rushing to scoop everyone else. We need to look beyond that competitive model and look for ways to strengthen all media outlets."

The Pittsburgh Foundation developed the on-line news venture as part of its strategic grantmaking mission to support vibrant democracy, including civic engagement and the research and dissemination of information around critical community issues designed to shape and inform public policy. The news initiative will operate as a nonprofit and the Foundation will be discussing its on-going financial support with local funding partners.

The Foundation is also working with organizations locally and nationally to further develop the research of raw data covering various social, economic and cultural aspects of the regional Pittsburgh community and the utilization of this data to help organizations address transformative challenges for the region.

\$2.6 MILLION IN STUDENT SCHOLARSHIPS AVAILABLE AT THE PITTSBURGH FOUNDATION

THE PITTSBURGH FOUNDATION has \$2.6 million in scholarship funds available this year to students seeking to continue their education.

The Foundation manages more than 200 scholarship funds available to graduating high school students, current undergraduates, and those planning to attend or currently attend graduate school. Each scholarship defines its own eligibility criteria and requirements.

In 2010, The Foundation awarded \$1.7 million in scholarships to 542 individuals in Allegheny County from 222 different scholarship funds. Additionally, 102 students in Westmoreland County were awarded \$117,000 last year by the Community Foundation of Westmoreland County (CFWC). The Pittsburgh Foundation and CFWC completed a merger in 2010.

Students can search for available scholarships, including those offered from CFWC, on The Foundation's website,

available at www.pittsburghfoundation.org. The site was revised last year to improve search capabilities and application procedures to assist students in easily locating scholarship opportunities for which they may qualify.

Students can search by the school they currently attend, the school they plan to attend, as well as field of study they are interested in, such as nursing, to find available scholarship opportunities. Most applications are due in March or April each year. However, some scholarships have fast approaching deadlines in January and February.

"Our donors value education as part of their legacy to our community," said Yvonne Maher, The Pittsburgh Foundation's Vice President of Development and Donor Services. "This is an outstanding resource for students, and I urge all to take advantage of these opportunities for assistance as they continue their educational pursuits."



CHARITABLE IRA ROLLOVER EXTENDED FOR 2011

INCLUDED IN THE TAX RELIEF ACT, signed into law by President Obama on December 17, 2010 was an extension of the Charitable IRA Rollover provision for distributions made before January 1, 2012. Donors of IRA rollover gifts to The Pittsburgh Foundation may use their gift to establish or support the following type of Funds: Scholarship, Field of Interest, Designated and Unrestricted.

There are several important points that charities and donors interested in this provision should be aware:

- Individuals age 70½ and older may once again request direct transfers of funds from Individual Retirement Accounts (IRAs) to qualified public charities like The Pittsburgh Foundation without income tax on gifted funds.
- The funds must be directly transferred from IRA accounts to The Pittsburgh Foundation (donors should ask their IRA custodians or their Donor Services representatives for special forms to make these requests).
- Each individual is entitled to make up to \$100,000 in gifts to charities each year under this provision.
- Contributions do not qualify donors for an additional charitable income tax deduction.
- Only standard IRAs and Roth IRA accounts qualify under this law; other retirement accounts such as 401(k), 403(b), SEP, KEOGH, and SIMPLE IRA plans cannot be used to make an IRA rollover gift.
- Donors of IRA rollover gifts must receive no personal benefits from this gift nor are they available for planned gifts such as charitable remainder trusts or gift annuities.

The provision is a significant opportunity for donors who:

- hold assets in their IRAs that they do not need;
- would like to make a large one-time gift;
- are subject to the 2% rule that reduces itemized deductions;
- do not itemize; or
- plan to leave part or all of their IRA to their charity at death.

Example: Suppose Mary has \$700,000 in an IRA and will be required to withdraw approximately \$35,000 this year, and suppose further that Mary wants to contribute \$10,000 to a particular charity (like The Pittsburgh Foundation). She can authorize the trustee of the IRA to transfer \$10,000 to the charity and \$25,000 to herself. The \$10,000 distributed to charity will NOT be subject to tax.

If you would like to learn more, please contact The Pittsburgh Foundation's development office at (412) 394-2653.

DEVELOPMENT AND DONOR SERVICES



Yvonne Maher
Vice President for Development and Donor Services
mahery@pghfdn.org
(412) 394-2644



Jocelyn Thompson
Director of Donor Services
thompsonj@pghfdn.org
(412) 394-2607



Kelly Uranker
Philanthropic Resources Manager
uranker@pghfdn.org
(412) 394-2604



Lindsay Aroesty
Development Officer
aroestyl@pghfdn.org
(412) 394-2606



Gwyneth Gaul
Development Officer
gaulg@pghfdn.org
(412) 394-2627



Jan Vish
Administrative Support
vishj@pghfdn.org
(412) 394-2653



Willa Dukes
Administrative Support
dukesw@pghfdn.org
(412) 394-2608



Deborah Turner
Scholarship Coordinator
turnerd@pghfdn.org
(412) 394-2649



Arlene Vukas
Administrative Support
vukasa@pghfdn.org
(412) 394-2640



Five PPG Place
Suite 250
Pittsburgh, PA 15222

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

Nonprofit Org
US Postage
PAID
Pittsburgh, PA
Permit #1044

NEW FUNDS

November 1, 2010 – January 31, 2011


Bruce R. Baker Fund
Jack G. Buncher Charitable Fund
William G. Cain Fund
Mr. and Mrs. William Virtue Campbell Fund
Casey Equipment Employees Scholarship Fund
Centinaro Family Fund
Bill and Mary Conner Scholarship Fund
Cookson Family Fund
Cushing Family Fund
Dr. Martin & Madeline Dudas Designated Charitable Fund
Gouge Family Fund
William R. and Audrey J. Graff Fund
Greensburg Volunteer Firefighter's Relief Support Fund
Highmark Local Workforce Initiative (HLWI) Fund
Linda A. Huffington Charitable Fund
Robert S. Kamin Fund
Charles E. Kaufman and Virginia Kaufman Fund #1
Charles E. Kaufman and Virginia Kaufman Fund #2
Charles E. Kaufman and Virginia Kaufman Fund #3
Charles E. Kaufman Medical Fund #1
Charles E. Kaufman Medical Fund #2
Col. Harold E. Kennedy (Ret.) and Ruth H. Kennedy Memorial Fund
Nellie King Fund
Robert F. and Joan Marie Klein Fund
Kuenzig Family Charitable Fund
Ligonier Valley Education Trust Fund
Ligonier Valley Endowment/Helen Shannon Fund
Hazel D. Malter Fund
Vonnie and Ken Marshall Fund
Daniel R. Miller (Fretts) Memorial Scholarship Fund

O'Leary Family Fund
Michele Pappas Scholarship Fund
Angelo and Irene Ravigoni Scholarship Fund
J. Quint and Anne Salmon Fund
Edward J. Scurci Memorial Fund
Shaw Family Trust
Gary and Debbie Truitt Fund
Clara Williams Walker Memorial Scholarship Fund
Zacchaeus Fund

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

STAY CONNECTED

Visit Our Blog. Community E-Forum, is for everyone who shares our mission to make this community a better place for us all. Subscribe to the RSS feed and never miss a post at: <http://blog.pittsburghfoundation.org>

 **Connect with The Pittsburgh Foundation**

on Facebook: <http://www.Facebook.com/PittsburghFdn>



Follow The Pittsburgh Foundation's

updates on Twitter @PittsburghFdn or <http://twitter.com/PittsburghFdn>