

THE PITTSBURGH FOUNDATION **community**
FORUM

WINTER 2010



NONPROFITS KEY TO SUCCESS
OF 2010 DAY OF GIVING, see page 6.

WELCOME

\$38 per second...

... that is the astonishing rate of giving that flowed into PittsburghGives during The Pittsburgh Foundation's 24-hour Day of Giving in October to benefit hundreds of local nonprofits and the many thousands of families and individuals they serve.

Together with matching funds, more than \$3.3 million was raised, and we are delighted to provide a full report in this edition of *Forum* about the donors who gave and the charitable organizations that benefited from our community's outpouring of support.

But I'd like to highlight here more of the remarkable outcomes. A total of 7,788 contributions were received—an eight-fold increase compared with our Match Day initiative last year. A total of 416 nonprofits received contributions—96 percent of those profiled on our PittsburghGives site.

And perhaps most of all, our community enthusiastically embraced this as a new, easy and convenient way to give. Thank you all who participated and congratulations for helping us to make this Pittsburgh's own outstanding Day of Philanthropy.

We replicated the Day of Giving for Westmoreland County on December 1—we will complete the Community Foundation of Westmoreland County's merger with The Pittsburgh Foundation by the end of this year—and we will report on the event in our next edition of *Forum*.

On the subject of giving, I cannot let this moment pass without mentioning the touching and truly extraordinary story of Charles Kaufman, who sadly died in September only days after his 97th birthday (see page 3). Mr. Kaufman first joined our donor family in 1984, and he leaves his estate of approximately \$50 million to the Foundation, one of the biggest bequests in our history.

In a society that celebrates the charitable work of billionaires, like Messers Gates and Buffet, Mr. Kaufman's selfless philanthropy exemplifies what ordinary citizens can do to make a difference. He epitomizes the goodness of Pittsburgh and as we enjoy the holiday season, with traditional year-end giving under way, let us heed his wonderful example of reaching out to those disadvantaged and less fortunate.

Thank you for your support and your generosity and on behalf of the Board and staff at The Pittsburgh Foundation, very best wishes for the holiday season.



Grant Oliphant
President and CEO
The Pittsburgh Foundation

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CHARLES KAUFMAN LEAVES \$50-PLUS MILLION GIFT TO FOUNDATION

"I CAN ACCOMPLISH MORE THROUGH OTHERS than I ever could myself," was how the late Charles Kaufman once modestly described his passion for philanthropy, inspired by his love of Pittsburgh and his deep commitment to promote a better and fairer world.

But it is his name that will be etched forever into The Pittsburgh Foundation's history, and the impact of his generous legacy will live on in our community for countless generations. Mr. Kaufman died in September, shortly after his 97th birthday, leaving his estate of approximately \$50-plus million to two separate funds he previously established at the Foundation. His gift—amassed largely during his retirement through investment and entrepreneurial ventures—is one of the biggest-ever bequests to the Foundation.

"The benefits this gift represents now and in the future for local charitable organizations, and the families, individuals and communities they serve, are immeasurable," said Grant Oliphant, the Foundation's President and CEO. "Charles Kaufman's selfless philanthropy will reach out to people he never knew, in support of charitable causes about which he cared so much."

The size of Mr. Kaufman's gift is all the more remarkable because, as his late sister Virginia once described him, he was "an ordinary man." He was not born into wealth, he worked as a chemical engineer, and after his retirement in the 1970s he turned to his self-developed talents for investment and entrepreneurship to help support his charitable initiatives.

Mr. Kaufman was especially passionate about public education, land conservation and Jewish healthcare, including programs for the elderly, and in 1984 he and his sister established a Donor Advised Fund at The Pittsburgh Foundation with \$100,000. Since then, the fund has grown to \$3.4 million, and has made grants of nearly \$400,000 to local nonprofits, including The Pittsburgh Promise.

Then in 2005, Mr. Kaufman provided an additional \$1.5 million to create the Charles E. Kaufman Foundation at The Pittsburgh Foundation, with managerial oversight provided by a seven-member Board of Directors. His goal was to create an award recognizing "substantial contributions to science for both the betterment and understanding of human life."

In 2008, when he presented the Fund's first award of \$50,000 to Terry Collins, Thomas Lord Professor of Chemistry at Carnegie Mellon University, for his pioneering research in green chemistry, Mr. Kaufman said: "This is my way to give back. I believe this research is going to make a big difference to our world."

Following Mr. Kaufman's passing, his award Fund will receive between \$35 million and \$40 million from his estate over the next 12 months. The balance of his bequest to the Foundation will be received by his advised Fund, which now converts to a Field of Interest fund for grantmaking.

"Charles Kaufman's is an extraordinary story," said Grant Oliphant. "He had a deep sense of caring and responsibility for his community. He truly wanted to make a difference and the Foundation is honored and proud that he chose to partner with us to make this possible. Our community will be forever grateful."

Born in Clarion, Pa., in 1913, Mr. Kaufman never married and for most of his life, he lived in the South Hills. His sister, Virginia Kaufman died in April 2008.

Their grandparents, Charles and Rosa Kaufman were among the original settlers in Clarion, where Mr. Kaufman graduated from Clarion High School, before earning a B.S. in chemical engineering at the University of Cincinnati in 1936. After beginning his working career with the Hagan Corporation in Pittsburgh—which later became the Calgon Corporation—he earned a Masters Degree in chemistry at Carnegie Mellon University in 1942.

He remained with the company for over 34 years, working as a chemical engineer, and following his retirement he remained active in his community and participated in a number of business ventures and partnerships, including those involved in the development of natural resources. He participated in regional and national organizations related to land conservation and was a long time member of the Western Pennsylvania Conservancy.



"Charles was a man blessed with a keen intellect and talent for making good business decisions. But he also had a heart of gold and leaves behind him a benevolent legacy that will benefit our community for generations. In recent years he took great satisfaction in planning this gift and thinking about the good that would come from his life's work and he died a contented man."

Wendy Heleen, Partner
Goehring, Rutter & Boehm
Executrix of the Estate
of Charles Kaufman

The Charles E. Kaufman Award Fund recently announced its third annual \$50,000 award—see story on page 14.

DAY OF GIVING RAISES \$3.3 MILLION FOR LOCAL NONPROFITS

IN AN UNPRECEDENTED OUTPOURING OF SUPPORT for the region's charities, The Pittsburgh Foundation's Day of Giving generated more than \$3.3 million for local nonprofit organizations.

An astounding 7,788 individual contributions were received over a 24-hour period—midnight to midnight on October 13—on the Foundation's PittsburghGives on-line giving and research portal. More than 400 nonprofits received gifts ranging from the \$25 minimum to \$10,000 and more, the biggest being a donation of \$49,000.

Public contributions at midnight on the Day of Giving had reached more than \$2.8 million, which received an equal share of the matching funds of \$500,000 provided by The Pittsburgh Foundation, the Foundation's Jack Buncher Charitable Trust and an anonymous donor, together with other local funding partners, including The Heinz Endowments, and the Buhl, Benedum and Grable foundations.

With the unexpectedly high volume of gifts, the match worked out at nearly 18 cents on the dollar, so The Pittsburgh Foundation added an extra \$60,000 to round this up to 20 cents—creating a 20 percent match for all contributions.

"We congratulate everyone who participated and who benefited on what is truly a magnificent achievement," said Grant Oliphant, The Pittsburgh Foundation's President and CEO. "This is an outstanding success, way beyond our hopes and expectations, and I am staggered not only by the amount of money raised, but by the number of individuals who stepped up to support our nonprofit community."

The Day of Giving follows the Foundation's Match Day last year when nearly \$1.5 million was raised for local charities by approximately 900 individual contributions, of which \$1 million was received within 23 minutes of the start of the event in a 'race' to qualify for matching funds.

The Foundation undertook a major restructuring of the event for this year's Day of Giving. Modifications included an increase in the amount of matching funds from last year's \$300,000, extending to 24 hours the opportunity for donors to qualify for matching dollars, improving technology on the PittsburghGives site and by lowering credit card fees.

"Our main objectives were to encourage engagement and support for our region's nonprofit organizations and to promote individual charitable giving in our community," said Grant Oliphant. "The results speak for themselves, and once again Pittsburghers have demonstrated what they are best at: caring for others and supporting the many causes that make our city great."

The Foundation also undertook careful studies of similar programs operated in other parts of the United States, including Minnesota where a group of major foundations made available matching funds totaling \$500,000, yet managed to raise \$14 million in donations to nonprofits state-wide.

"We learned from our experiences last year, and from the valuable feedback and follow-up discussions we had with donors, nonprofits and community leaders," said Grant Oliphant. "This inspired us to try again, but in doing so we reinvented the way that we do it."

This year's Day of Giving saw an eight-fold increase in the number of individual contributions. And by early afternoon on October 13, the amount of money raised had already surpassed the Foundation's goal of raising a total of \$2 million.

The PittsburghGives platform serves as a unique vehicle for nonprofits to showcase their work in the community, detailing information about their charitable programs, missions, management and finances. More than 400 of the 434 local nonprofits with completed profiles on the site received contributions during the Day of Giving. The PittsburghGives site received more than 20,000 'hits' during the Day of Giving.

PittsburghGives is a resource for year-round charitable giving and can be accessed at www.pittsburghgives.org.

"WE CONGRATULATE EVERYONE WHO PARTICIPATED AND WHO BENEFITED ON WHAT IS TRULY A MAGNIFICENT ACHIEVEMENT. THIS IS AN OUTSTANDING SUCCESS, WAY BEYOND OUR HOPES AND EXPECTATIONS, AND I AM STAGGERED NOT ONLY BY THE AMOUNT OF MONEY RAISED, BUT BY THE NUMBER OF INDIVIDUALS WHO STEPPED UP TO SUPPORT OUR NONPROFIT COMMUNITY."

Grant Oliphant, President and CEO of The Pittsburgh Foundation

DAY OF GIVING STATISTICS

Number of individual contributors: 7,788

Total net donations (After credit card fees): \$2,750,648.08

Total with match: \$3,311,146.92

Top Ten by Total Amount:

Community Day School	\$79,231.59
Greater Pittsburgh Community Food Bank	\$72,334.97
Carnegie Library of Pittsburgh	\$70,361.26
Urban Impact Foundation	\$63,969.26
Western Pennsylvania Conservancy	\$61,909.93
Pittsburgh Public Theater	\$60,826.50
Central Catholic High School	\$53,519.72
Hekima Place	\$53,262.95
Three Rivers Rowing Association	\$51,042.91
Coalition for Christian Outreach	\$40,884.38

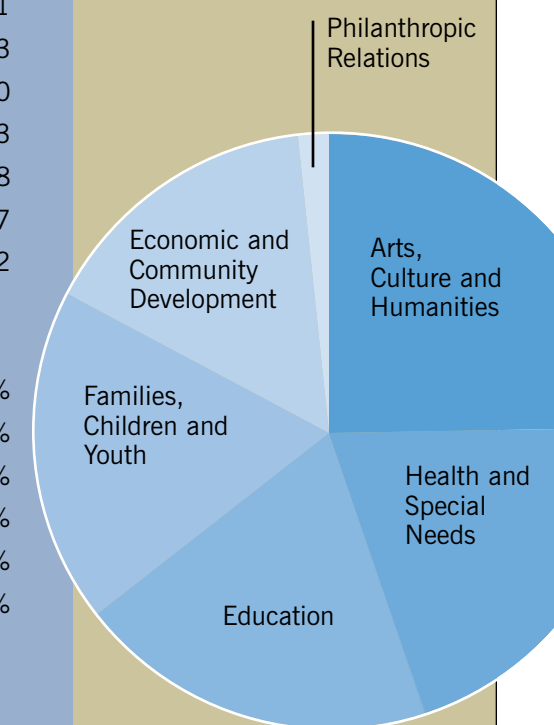
Top Ten by Number of Gifts:

Carnegie Library of Pittsburgh	761	\$70,361
Greater Pittsburgh Community Food Bank	493	\$72,335
Animal Friends, Inc.	258	\$14,459
Animal Rescue League of Western Pennsylvania	225	\$12,471
WYEP Pittsburgh Community Broadcast Center	183	\$12,873
WQED Multimedia	168	\$13,170
Western Pennsylvania Humane Society	144	\$14,913
Bike Pittsburgh	134	\$7,528
Pittsburgh Public Theater	130	\$60,827
Light of Life Rescue Mission	114	\$25,112

Grants by Category:

Arts, Culture and Humanities	824,495	25%
Economic and Community Development	518,475	16%
Education	657,493	20%
Families, Children and Youth	601,514	18%
Health and Special Needs	660,073	20%
Philanthropic Relations	49,097	1%

For full list of nonprofits that received gifts, please visit www.PittsburghGives.org.



URBAN IMPACT FOUNDATION

Urban Impact Foundation reaches out to children and parents in the Northside communities to prepare them for life after school, whether it is higher education, trade training, jobs or military service. The organization has a wealth of programs for kids from kindergarten to 12th grade to keep them on the right track.

Anywhere from 400 to 800 students participate in academic and tutoring programs, summer camps, athletic teams, and performing arts programs. The highlight is a yearly clinic with the Pittsburgh Steelers that teaches healthy living and shares the players' life experiences with the kids.

Urban Impact joined PittsburghGives this year. "Our organization is growing and we are currently working on getting to the next level with the help of The Forbes Funds," said Bob Scheidemantel, Assistant to the President. "We learned a lot from our first experience with the Day of Giving."

In fact, Bob has ideas already for next year, including reaching out to additional potential supporters in Pittsburgh as well as outside of Pittsburgh. "We were amazed that there were over 400 organizations participating, and we see potential for our organization to promote the Day of Giving through our network of supporters," said Bob.

"When you see what The Pittsburgh Foundation gives direct and then through PittsburghGives as a match, you can't help but be grateful you are in Pittsburgh as a nonprofit organization."

Wherever you looked, from the web to your email inbox to your Facebook page, you saw Day of Giving was October 13. PittsburghGives is a community of more than 400 wonderful and diverse nonprofit organizations who worked hard to help The Pittsburgh Foundation get the word out about Day of Giving.

Many of the organizations *Community Forum* spoke to were overwhelmed by the generosity the Pittsburgh community demonstrated and wanted to extend their appreciation for the enormous support they received through contributions made during the 24-hour period.

NONPROFITS KEY TO SUCCESS OF 2010 DAY OF GIVING

COMMUNITY DAY SCHOOL

Community Day School, located in the heart of Pittsburgh's Squirrel Hill neighborhood, has provided academic, culture and religious education for the area's Jewish children for the past 38 years. Students from kindergarten to eighth grade are encouraged to be confident, active and skilled learners, and are prepared to become leaders as they enter high schools across the city and region.

2010 was the first year the school participated in PittsburghGives with a goal to raise awareness to a larger population that might not know about the school. "Community Day School makes a difference in the city of Pittsburgh," said Avi Munro, Executive Director. "New residents often cite the school as a key reason for relocation into the city."

The organization reached out to potential donors through email and on Facebook. "Word of mouth was key to our success," added Tim Richart, Assistant Director of Institutional Giving. "We encouraged Board Members and parents to forward and repost the Day of Giving information."

The Day of Giving aligns with the school's teaching of Tikun olam, encouraging social action to repair the world. "Many people believe it takes a large gift to make an impact, but PittsburghGives demonstrates how small gifts can have just as much if not more impact," said Avi.

Community Day School graduates often display their charitable instincts and teachings by leading philanthropic groups in high school. "Programs like the Day of Giving create a ripple effect, influencing a sense of giving and providing a lift to the entire community," said Avi.

"WE LOOKED AT PITTSBURGH-GIVES AS AN OPPORTUNITY TO REACH MORE PEOPLE AND ALSO TO REACH OUT TO PAST MEMBERS, ENCOURAGING THEM TO RENEW. WE WERE BLOWN AWAY BY THE WIDE SUPPORT WE RECEIVED."

Scott Bricker, Executive Director, Bike Pittsburgh

BIKE PITTSBURGH

Scott Bricker, Executive Director of Bike Pittsburgh, was on his way out the door to deliver 2,000 more maps, designed by riders as a resource to the best routes to cycle in Pittsburgh. The organization works to make the city more bike friendly, and in-turn creates a more livable city with safer streets in the process.

Bike Pittsburgh joined PittsburghGives in 2009. It is a small, one-person organization that accomplishes a lot with a little by partnering with other organizations and the city of Pittsburgh. "We recently worked with the mayor's office to develop a plan to install 200 bike racks throughout the city," said Scott.

Bike Pittsburgh is supported primarily through memberships. "We looked at PittsburghGives as an opportunity to reach more people and also to reach out to past members, encouraging them to renew," said Scott. "We were blown away by the wide support we received."

Social media was huge success for Bike Pittsburgh. The organization utilized Twitter and Facebook extensively. They also got a huge boost from the popular I Heart Pittsburgh blog. I Heart asked their readers to vote which organization they should support on the Day of Giving and the request was sent over Twitter by many followers. Bike Pittsburgh won the voting, but more importantly, got tremendous exposure to new people during the campaign.

"I was honored to have support from I Heart Pittsburgh and their community of followers," said Scott. "I was also really surprised and thankful at how many people turned out to support Pittsburgh's nonprofits and donate their hard earned money."



CARNEGIE LIBRARY OF PITTSBURGH

The Carnegie Library of Pittsburgh is a veteran of PittsburghGives and the Day of Giving. In 2009, several donors at the Pittsburgh Foundation created a special match pool for the Library, and a 24 hour period for a special match event.

The Foundation analyzed the Carnegie Library's 2009 results and used the information in part to redesign this year's Day of Giving. "PittsburghGives is a great program to increase individual giving," said Charla Irwin Buncher, Manager of Annual Giving.

The Library's website is primarily a functional website for the public to search and find books and not necessarily for organizational information. "When the opportunity to create a profile presented itself, it was really something we were looking to do," explained Charla. "It gave us a public place for a comprehensive profile of the Library's financial and programmatic information."

The Library used the 2010 Day of Giving as part of its year end campaign and plans to use the funds to help support keeping branches open, avoid cutting hours of operation, and maintaining staffing levels. "This is another critical year for the library, and we were so pleased with the number of gifts received," said Charla.

Often in Pittsburgh with big names like Carnegie, individuals can think that philanthropy is only available to the few. Charla sees a change. "This is the time of the individual and they have the opportunity to display their passion. With the Day of Giving they know that they can be involved and make a difference."



ANIMAL RESCUE LEAGUE OF WESTERN PENNSYLVANIA

The Animal Rescue League is a unique resource for the community, providing help to any animal in need regardless of species or breed. The organization operates a wildlife center that rehabs and releases wild animals as well as a shelter that offers adoption, spay/neuter, and vet nary services to domestic breeds.

The organization joined PittsburghGives in 2009 and participated in the first Match Day. They were pleased with their results for the 2010 Day of Giving as well. "We were absolutely floored by the results and pleased with the 24-hour event," said Cathy Oskin, Development Director.

The primary method of promotion for the Day of Giving was email. Animal Rescue League sent information to 8,000 people, encouraging them to give and also forward the information to friends and family. "We let them know that they could maximize their dollars by giving on that day," said Cathy.

The funds raised will primarily go to the shelter operation for holding and adoption. "We keep our adoption costs low, and are never truly able to recoup the costs for feeding, training, and vet care for the animals," explained Cathy.

"Programs like PittsburghGives bring the community closer together and allow you to feel more philanthropic, knowing that your donation will go further," she said.

THREE RIVERS ROWING ASSOCIATION

With three rivers, rowing has been a sport that has been around a long time in Pittsburgh, but it fell out of favor when the rivers became too polluted. Within the last 20 years, the sport has rebounded again; thanks in part to the Three Rivers Rowing Association.

The organization's mission is simple: get as many people out on the rivers as possible for recreational activities. Three Rivers Rowing accomplishes this by maintaining rowing, kayaking and dragon boat equipment from two boat houses in Washington's Landing and Millvale.

2010 was the first year of participation in PittsburghGives and the organization used the Day of Giving as the start of their year-end campaign. "The Day of Giving has been one of the best things that has happened to our organization in terms of fundraising in many, many years," said Rick Brown, Executive Director. "It brought an excitement and wonderful start to our annual campaign."

The organization is using the annual campaign to decrease the age of its fleet by purchasing new boats and equipment. Three Rivers Rowing is the home to eight schools for their rowing programs and also operates a community outreach adaptive rowing program that serves those with disabilities. "It is pretty neat to see this happening in Pittsburgh, to see people get out and give," said Rick. "We were happy with the amount raised even before the match, but the match really motivated people to give to our organization and the other organizations that are doing good work in our community."

Donors See Positive Impact from the Day of Giving

THE 2010 DAY OF GIVING saw more than 7,700 donors access PittsburghGives to make their charitable contribution. The Pittsburgh Foundation conducted a post Day of Giving survey that confirmed donors were nearly unanimous in rating the site as simple and easy. *Community Forum* spoke to three donors to get their story first hand.

Mary Beth and Tom Hacke

Mary Beth and Tom Hacke started a fund at The Pittsburgh Foundation in memory of their son, Ryan. Tom is an engineer with Turner Construction and Mary Beth serves on the Boards of Cease Fire PA and Ladies Hospital Aid. Their fund supports children's causes and the prevention of gun violence to keep our communities safe.

The couple works with Cease Fire to heighten awareness for gun safety in the home, sensible gun reform, and prevention programs in schools. Mary Beth urged Cease Fire to complete a profile for PittsburghGives after the 2009 Match Day.

"It took me a minute to make a donation," said Mary Beth when asked about her experience on the Day of Giving. "It was easy and straightforward to support and have our donation matched to a cause we care about."

Tom added, "We can make a change, make a difference. We can save lives and improve the safety of children and families in the community."

Carol and David Dalcanton

Carol and David Dalcanton set up a fund at The Pittsburgh Foundation after their retirement, citing that it is a good way to give. Carol retired from Westinghouse, where she was an attorney and David is a retired teacher from Taylor Allderdice.

The couple have many and diverse charitable interests. "We give to a lot of charities, but not very much," said Carol. "I liked that I could give as little as \$25 and have it go further on the Day of Giving."

In fact, she and her husband gave to more than 20 different organizations. Carol is already looking forward to 2011, and gave The Pittsburgh Foundation the suggestion that the site remember credit card information for donors like her.

"I think PittsburghGives is a great thing," she said. "It motivates people to give because the match shows them that even a small gift can make an impact. Why would you pass up this opportunity?"

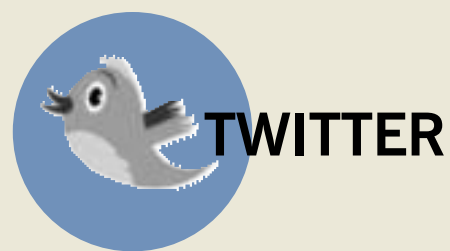
Laura Miller

By day, Laura Miller is an administrative assistant at Duquesne University. By night, she is a secret agent. Laura is the founder of the Secret Agent L project, which encourages anonymous, random acts of kindness.

The Secret Agent L project has garnered national attention lately, and Laura has recruited "affiliated agents" all over the world. Each agent completes missions that involve leaving a small gift or token to brighten a stranger's day.

Her own charitable interests are focused on the mental health community. She heard about Day of Giving this year through the social media site Twitter. "I wanted to participate in a community activity such as this that highlighted not just the city, but also its great people," she said.

"I love Pittsburgh with all my heart and the people are an extraordinary group," she added. "The Day of Giving made a wonderful and positive impact on so many organizations, especially in the current economy. Any amount big or small can make a difference."



Thank you everyone who donated during @PittsburghFdn's Day of Giving. Can't wait to see the impact. #PGDOG

Amazing! RT @PittsburghFdn:Preliminary Day of Giving info: w/ match, more than \$3.3mil to Pgh nonprofits, 7k+ contributions 400+ orgs

Thank you and congratulations @PittsburghFDN + @PittsburghGives as you go into the final 5 minutes for a job well done.

@PittsburghFdn Great job, inspiring & magnifying an impressive amount of giving! Pittsburgh is a city that cares.

@PittsburghFdn Thanks so much for organizing the #pgdog & offering such a generous match! What a fantastic opportunity for #PGH nonprofits.

Congrats to @PittsburghFdn for generating more than \$2.8 million for local npos on PittsburghGives Day yesterday #PGDOG

Wow. We rock. RT @PittsburghFdn With match, more than \$3.3 million pumped into local nonprofits, 7k + contributions 400+ orgs #PGDOG

Congrats to Pittsburgh for \$2.8m raised on their Day of Giving!

INDIVIDUALS AND ORGANIZATIONS EMBRACE SOCIAL MEDIA FOR DAY OF GIVING

On average, we spend an hour a day on Facebook. How do use your hour? Do you catch up with old friends? Are you playing Farmville? Have you ever thought you could be a digital advocate for a cause?

Social media gives the individual the opportunity to rant, rave, speak, discuss, and so much more. Essentially, it has placed content creation in the hands of everyone. For Day of Giving it gave nonprofit organizations and individuals the chance to reach out and connect to the community and encourage individual giving.

Leading up to October 13, many participating organizations developed social media campaigns to promote Day of Giving on social media sites such as Facebook, Twitter and other networks. The Pittsburgh Foundation helped nonprofits that were new to social media get started by hosting four sold out workshops as well as posting webinars on the Foundation's website.

In September, the Foundation launched the "Adopt an Organization" program, which encouraged individuals to assist nonprofits in getting the word out about Day of Giving. "Adopters" posted nonprofit messages on Facebook and Twitter to encourage others to give to a particular organization.

As Day of Giving went on, both Twitter and Facebook was abuzz with comments, compliments, thank yous and regular updates on the latest Day of Giving total. Congratulations came from organizations across the country as well as they monitored the progress through social media. Even Twitter, itself, got in on the act by promoting The Pittsburgh Foundation on its main page of featured tweets.

The activity was so strong, that a local monitoring organization reported to the Foundation that Day of Giving was the top local trend on Twitter for several days. The Pittsburgh Foundation was pleased with the outcome of Day of Giving and can definitely report that social media played an important role in making Day of Giving a success.



I am of the bowled over contingent. I can't tell you how amazed and inspired I am, not only at your generosity, which is long known, but for the way you figured this out and executed this amazing venture. Last year I was critical, I thought the donors weren't well-served in some important ways—to say you solved problems is an enormous understatement, your thoughtfulness in every aspect of the design was extraordinary and the result is EVERYONE was well-served. It will be written about and discussed all over the country, I have no doubt. Thank you! We're a small company and we had 68 donors, many new ones, and you're giving us almost \$2,000 extra and it's huge to us!

KARLA

Thank you SO much—we are delighted with the results of this year's Day of Giving—not just for SBAWP but for all the organizations who benefited! I so appreciate all the work of The Pittsburgh Foundation to improve upon last year's event. You really did a spectacular job of enabling individuals to give to all the organizations they may support, and to distributing the available matching funds in an equitable manner. Finally, the site was particularly easy to use, and the fast turnaround of providing the results to us is very helpful.

SHARON

I had a gentleman named Cletus Fahrion call me that day for help processing his gift. He was older and had no computer, so I offered to process the gift for him on my computer while he was on the phone. It also became clear that he did not have an email address, so Mr. Fahrion sat patiently while I created a Yahoo account for him. We then processed his gift, and he noted that he would try using his new email account the next time he went to the library. I thought you might find this story charming, showing how much people want to participate in the Day of Giving, and perhaps informative when considering future marketing for potential Days of Giving.

LIZ

Congratulations on an incredible Day of Giving. The Foundation's leadership did a spectacular job in mobilizing people to support regional nonprofits. The technology seemed to work seamlessly. I made my donations in under two minutes. Fantastic. To mix cyber metaphors, Facebook was all a twitter with activity about Day of Giving.

CHRIS

I just wanted to write a brief note of appreciation for all your hard work in setting up and organizing yesterday's Day of Giving. What a blessing this is to our nonprofit community! I, for one, had a wonderful experience in making an online donation through the system, and I've heard from a few other people who shared that view. There were absolutely no glitches and the website seemed to work perfectly. Good job! Please share our gratitude with everyone there at The Pittsburgh Foundation.

MICHELLE

Golden Tornado Scholarship Fund Provides Butler Area Students with Expanded Opportunities

By Debra Diamond Smit

IT WAS NEARLY 20 YEARS AGO that WTAE's John Fedko circled over the football game at Butler Senior High School in Chopper 11, creating such a clamor in the stands that the students broke through the railing.

While the stadium was subsequently condemned, the unfortunate incident subsequently brought the school district and community together in a generous display of support and fundraising. The result was The Golden Tornado Scholarship Foundation, a fund that not only succeeded in covering the cost of repairs, new seating and lights at the High School Stadium that year, but raised enough to establish annual scholarships for students and money for educational perks in the classroom.

In 2003 the Butler Area School District's Golden Tornado Scholarship Foundation was invested with The Pittsburgh Foundation, a fund that continues to grow from an initial \$170,000 to \$286,505 today.

Behind The Tornado Foundation's success is the creative energy and year-long fundraising activity of the entire student body, district employees and the community-at-large. Butler Area School District is humming with charitable giving during the year, with events both large and small, that helps in funding the endowments.

The largest event each year is Butler's FAB Showcase, a district-wide arts extravaganza that began in 2004 and is one of the most popular nights of the year each April. Students begin working after the holidays to create works of art, explains Dr. Michael A. Strutt, Assistant Superintendent. District parents and the community pitch in as well, soliciting for donations that make up the Chinese Auction, Silent Auction and popular basket raffles. In its first year, FAB raised \$18,128. Last year the event drew record attendance and brought in a whopping \$47,000.

"It's really turned into a community social event, something you have to experience to believe," says Dr. Edward E. Fink, superintendent. "Everyone wants to be a part of the evening, there's such a good feeling around what occurs."

"In the back of my mind, I'm always pleased that people in our community hold Butler Area School District in such high regard," he adds. "Otherwise they wouldn't give their time and effort, or make the donation of an auction item if they didn't feel we were serving the children of this community in the best way that we are able."

The Tornado Foundation is comprised of endowments from several sources, including booster organizations and individuals. Endowments for Scholarships are accepted from anyone who wishes to contribute, beginning at \$5,000, explains Cathy Rogers, Director of Business Services and Treasurer for The Tornado Foundation.

Additional projects, such as the "Buck Starts Here Campaign," give district employees the option of contributing at least \$1 per paycheck. The campaign, in its fourth year, raises about \$13,000 annually; 60% of the employees at the School District participated this year.

The biggest chunk of money is allocated each year to scholarships. The Tornado Foundation gives at least 35 \$1,000 scholarships to deserving seniors at commencement. Additional endowed donations provide another 10 to 15 scholarships ranging from \$500 to \$1,000.

Teachers benefit as well. About \$7,500 is allocated annually from The Tornado Foundation to the teaching staff for "Creative Teaching Grants," which gives teachers an opportunity to offer students an educational extra that wouldn't be otherwise available, an owl pellet dissection project or orienteering activity at a nature reserve. Another \$2,000 is funded through the Endowments for Creative Teaching Grants.

A special project, made possible last year, was the publication of a book produced by a senior class, "Silent Heroes Among Us." The book shares the stories of local World War II veterans and was compiled from interviews that were conducted and written by the students. It also received a Valley Forge Freedom Foundation Award.

"I've never seen students more proud of an accomplishment," says Strutt. "They (veterans) were so appreciative of the students' work. It was an incredible lesson for our students, made possible by the Foundation."

"It was a very smart move on the part of The Tornado Foundation to go with The Pittsburgh Foundation," says Fink. "Through these difficult financial times, we haven't had a staggering drop in our ability to fund the programs and scholarships in the district. It has been very fruitful for Butler area teachers, students and the district."

SUCCESSOR ANNOUNCEMENT IMMINENT FOLLOWING ROOSEVELT'S RESIGNATION

AS THE PITTSBURGH COMMUNITY prepared to bid farewell to Pittsburgh Public Schools Superintendent Mark Roosevelt at the end of this month, an announcement was expected imminently on the appointment of his successor by the school district's Board of Directors.

Community leaders responded with surprise and concern following his decision to resign to take up the position of President of Antioch College in Yellow Springs, Ohio, but they also saw the opportunity for Pittsburgh to demonstrate on-going commitment to the sweeping reform effort he launched.

"Mark Roosevelt has been a great leader and we will miss him," said Grant Oliphant, President and CEO of The Pittsburgh Foundation. "The critical issue now, however, is how all of us in our community rally around the cause of continuing the reform effort."

"Our focus must be on the students of the Pittsburgh Public Schools and continuing to provide them with a good and safe education. We stand ready to help the school Board, teachers and administrators as they unite around this most important cause."

Former Chair of the Massachusetts State Legislature's Education Committee, Mr. Roosevelt moved to Pittsburgh in August 2005 and said that his tenure here had been "exceptionally rewarding," but that he was now ready for a new challenge, "this time in higher education."

Mr. Roosevelt paid tribute to the Pittsburgh community for its support in implementing key changes to advance student achievement, and cited The Pittsburgh Promise and the school district's ambitious Excellence for All initiatives as cornerstones of a legacy he leaves for his successor.

Additional recent achievements have included the \$40 million grant awarded by the Bill & Melinda Gates Foundation for the district's Empowering Effective Teachers plan, which this fall received a further \$37.4 million grant from the U.S. Department of Education's 2010 Teacher Incentive Fund.

"WE ARE DISAPPOINTED THAT THE SUPERINTENDENT IS NOT STAYING, BUT WE ACKNOWLEDGE HIS PERSONAL DECISION TO PURSUE HIS DREAM. WHILE WE WILL MISS HIS PASSION FOR CHANGING THE LIVES OF OUR CHILDREN, WE DO NOT EXPECT HIS DEPARTURE TO HAVE A MATERIAL IMPACT ON THE REFORM INITIATIVES ALREADY UNDERWAY."

Theresa Colaizzi,
Pittsburgh Public Schools Board President

Commenting on Mr. Roosevelt's resignation, School Board President, Theresa Colaizzi said: "We are disappointed that the Superintendent is not staying, but we acknowledge his personal decision to pursue his dream. While we will miss his passion for changing the lives of our children, we do not expect his departure to have a material impact on the reform initiatives already underway."

Grant Oliphant added: "Today, we have a reform effort that is well underway. We have a teachers union, led by the courageous John Tarka, that has signed onto an exciting new contract. We have attracted major funding from the Gates Foundation—and now matching money from the federal government—to help our teachers improve even more. We have a Promise program that is emerging as a national model and changing how our kids view their own education and the possibility of a brighter future."

Saleem Ghubril, Executive Director of The Pittsburgh Promise, said: "Among his great and, we trust, enduring contributions is the gift of helping us in Pittsburgh see ourselves a little differently; see the possibilities that lie before us, the potential that exists among us, and the promise that lives within us."

THIRD ANNUAL CHARLES E. KAUFMAN AWARD PRESENTED TO CARNEGIE MELLON'S STEPHANIE TRISTRAM-NAGLE

By Debra Diamond Smit

Carnegie Mellon University research professor Stephanie Tristram-Nagle was awarded the third annual Charles E. Kaufman Award of \$50,000 for her ground-breaking research in lipid membranes, the underlying structure of all living cell membranes, which may one day lead to a breakthrough in the treatment of AIDS.

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

Dr. Tristram-Nagle is a research professor with the Biological Physics Initiative in the Department of Physics at Carnegie Mellon University. Her research, conducted alongside her colleague and husband Dr. John F. Nagle, professor of physics and biological sciences at Carnegie Mellon, focuses

on the physics and properties of lipid membranes primarily using x-ray scattering techniques.

Cell membranes have an underlying structure, called a lipid bilayer, which consists of relatively small molecules that work together to effectively keep certain things in and out of a cell, she explained. Her research was responsible for major discoveries, published in 2007 and 2010, that are helping researchers to understand how HIV enters immune cells with ease, a finding that may one day lead to the creation of a drug that will prevent deadly HIV infections.

The research also has implications in our biological understanding of cholesterol, since removal of cholesterol from the HIV membrane prevents infection. She has donated

her \$50,000 Award to the University to support her team's continued research.

"I'm interested in learning more at the molecular level how the HIV infections occur," explained Dr. Tristram-Nagle whose HIV research has spanned more than five years. "(The key is) to actually modify the lipid environment. What are those lipids doing there? We know that they play a role, and if we could understand the lipid roles better, we could develop a drug to which the virus could not become immune."

The Charles E. Kaufman Award Fund is a supporting organization of The Pittsburgh Foundation, with managerial oversight provided by a seven-member Board of Directors.

Nominations for the award are solicited from selected colleges and universities in Pennsylvania that deliver graduate level programs.

"Research is such challenging work, mentally, physically and emotionally," Tristram-Nagle added. "It's awards like these that motivate all of us. It's wonderful to receive recognition for our scientific research."

COMMUNITY FOUNDATION OF WESTMORELAND COUNTY

NEXT STOP FOR DAY OF GIVING: WESTMORELAND COUNTY

A SEPARATE DAY OF GIVING was hosted by the Community Foundation of Westmoreland County (CFWC) on December 1, designed to strengthen the region's individual charitable giving and support for its nonprofit organizations.

Through its affiliation with The Pittsburgh Foundation, CFWC celebrated the Westmoreland community's first-ever official Day of Giving by offering matching grants totaling \$100,000 for donations received through its new WestmorelandGives on-line giving and research portal.

Each dollar contributed during the 15-hour period from 9:00 a.m. to 6:00 p.m. on December 1 received an equal share of the matching funds, provided by CFWC, from its grantmaking resources and through special fundraising initiatives undertaken by its Advisory Board members.

Gifts received during the Day of Giving were still being confirmed and reconciled as this edition of *Community Forum* went to press.

WestmorelandGives replicates The Pittsburgh Foundation's successful PittsburghGives platform, originally launched in 2009 and significantly upgraded for its Day of Giving in October this year, which raised more than \$3.3 million for nonprofits in Allegheny County from 7,400 individual contributions.

WestmorelandGives benefits from the improvements made to the PittsburghGives program in providing a directory of nonprofit organizations and on-line giving tools, developed as an easy-to-use web database to help donors research information about local charitable organizations.

The program enables individuals and organizations to give on-line year-round to nonprofits using their credit cards. A new vendor appointed this year lowers the credit card fee from 5 percent to 2.9 percent, and this charge will also apply to contributions received during Westmoreland's Day of Giving.

"This represented an historic milestone for philanthropy in Westmoreland," said Kirk Utzinger, Executive Director of CFWC. "Technology enabled us to move the clock forward in the way that our community supports the critical work of our region's nonprofit organizations. WestmorelandGives provides a new, easy and exciting way for people to give to the charities about which they care passionately."

WestmorelandGives launched with the detailed profiles of more than 70 local charitable organizations and CFWC will continue to develop the program. Like PittsburghGives, WestmorelandGives 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.

CFWC began working with nonprofits earlier this year to build profiles for the site, and has provided participating charities with materials and guidance to help them to promote the program among their supporters and constituents in preparation for the Day of Giving, including the effective use of social media.

"Nonprofits have experienced greater strain in recent years as they struggle to cope with depleted resources and increased demand and we hope that our day of giving will inspire and encourage philanthropists young and not-so-young to join in supporting our community," said Utzinger.

WestmorelandGives can be accessed at www.westmorelandgives.org.

MERGER ON SCHEDULE FOR COMPLETION BY END OF 2010

WORK TO ALIGN the operations of the Community Foundation of Westmoreland County (CFWC) with The Pittsburgh Foundation will be completed on schedule by the end of 2010.

The merger of the two organizations became effective last summer following approvals by Orphans Court of Westmoreland County and the Attorney General's Office of the Commonwealth of Pennsylvania. Since then, teams from both foundations have worked on a detailed program to combine the administrative, operational and technological processes of the organizations.

The initiative is designed to strengthen CFWC's grantmaking impact while enhancing services for donors and increasing support for nonprofit organizations. As part of The Pittsburgh Foundation, CFWC continues to operate under its own name with its dedicated staff and with guidance from its own advisory board.

Benefits are already being experienced by CFWC's donors and local nonprofit organizations. CFWC hosted a Day of Giving on December 1, using its new WestmorelandGives portal that was developed from the PittsburghGives on-line giving and research site.

Most CFWC donors will experience a decrease in their administrative fees, from an average of 1.5 percent to an average of one percent. (Scholarship funds will remain at approximately 1.5 percent in line with The Pittsburgh Foundation's fees for scholarship funds). The new fees will become effective at the start of the new calendar year, on January 1, 2011.

For The Pittsburgh Foundation, the merger supports its mission to maximize its regional philanthropic impact while helping to enhance the region's landscape for charitable giving.

CFWC has provided regular updates to donors, nonprofits and community leaders about the merger implementation program. In the immediate term, donors have been advised that the alliance provides a robust new investment platform and they are being contacted by CFWC staff about transitioning their funds to this platform.

NEW! CHARITABLE GIFT CARD

CFWC has also 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 dollars to the charity or charities they wish 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 CFWC's community grantmaking initiatives. To purchase gift cards, visit www.westmorelandgives.org, or contact Susan Acito, Program Associate, at Sacito@cfwestmoreland.org. Cards may be redeemed at www.westmorelandgives.org.



"NONPROFITS HAVE EXPERIENCED GREATER STRAIN IN RECENT YEARS AS THEY STRUGGLE TO COPE WITH DEPLETED RESOURCES AND INCREASED DEMAND AND WE HOPE THAT OUR DAY OF GIVING WILL INSPIRE AND ENCOURAGE PHILANTHROPISTS YOUNG AND NOT-SO-YOUNG TO JOIN IN SUPPORTING OUR COMMUNITY."

Kirk Utzinger, Executive Director of CFWC

CFWC COMPLETES NEW GRANTMAKING GUIDELINES

AS PART OF THE MERGER PROCESS, the Community Foundation of Westmoreland County (CFWC) has completed new grantmaking guidelines, designed to strengthen its focus on local community and the positive impact it strives to achieve through its funding strategies.

The overarching objectives of its new plan, effective from January 1, 2011, center on five target areas for its unrestricted grantmaking:

New Ventures: supporting collaborative efforts between nonprofit organizations to eradicate duplication of services, improve efficiencies and support merger and consolidation efforts.

Community Partners: supporting the missions of sector-leading nonprofits through unrestricted grantmaking.

Capacity Building: Supporting nonprofits that require funding to support their missions through investment in people and/or infrastructure.

Project Support: assisting nonprofits which seek funding for one-time projects that will positively impact Westmoreland County.

Community Response Grants: providing support for nonprofits which have emergent and immediate needs.

CFWC's grantmaking in 2010 exceeded \$1 million, but of this less than \$100,000 was available to the Foundation for discretionary grantmaking.

However, following grants to CFWC from The Pittsburgh Foundation and the Richard King Mellon Foundation, the organization's unrestricted grantmaking in 2011 will increase to approximately \$450,000.

"Our preparations are in place for the advancement of CFWC and our impact and engagement in the Westmoreland community," said Kirk Utzinger, CFWC's Executive Director. "We hope and believe that the completion of our new grantmaking strategies are a key development in CFWC's mission to serve as an agent for positive change in the Westmoreland community."

ROB THOMPSON HAS FOND MEMORIES of his grandparents and their passion for science. Both science teachers, his grandmother would often take him as a child, growing up in Forest Hills, to the Buhl Planetarium in Pittsburgh on the weekends where he would marvel at the scientific universe.

“It was through my grandparents and their encouragement and tutoring that I got my earliest interest in science,” he reflects. “I remember the Hall of the Universe, the fluorescent and ultraviolet display of lights. I was completely mesmerized.”

From those early days, a seed was planted that would grow through the years. Rob started his own computer software and programming company while in high school, Redshaw Inc., a company he continued while attending Carnegie Mellon University where he earned a degree in physics. By the time he sold the company to ITT in 1983, he had grown Redshaw to several hundred employees.

He moved on to other business ventures and began raising a family. But in the back of his mind, he wanted to give back to the world of science in some way through a fund that would provide opportunities for other budding, young scientists. The result was the formation of a private foundation in support of STEM initiatives—science, technology, engineering and math learning.

Robert’s family had already created a \$20,000 field of interest fund through The Pittsburgh Foundation in honor of his mother, the Janet C. Thompson Research Fund, which provides funding for medical research for diseases of aging such as Alzheimer’s, Arthritis and reproductive cancers.

“My mother died 18 years ago of breast cancer, outliving all the predictions,” he explains. “She was always frustrated by what she may have done to cause it. She didn’t want a fancy funeral when she died. So I decided that a more appropriate response would be to set up a research fund to study the diseases of aging.”

It made sense to create his mother’s fund through The Pittsburgh Foundation because it was smaller and he didn’t want to concern himself with the fund’s management. He wasn’t sure the same benefits would apply in the creation of a larger fund, which he hoped to pass on to his son and daughter one day.

“I approached The Foundation to see what they could do to continue the trust that I had set up,” he says. “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.”

The Robert M. Thompson Jr. Family Fund was created this year, transferring the assets from his private foundation to The Pittsburgh Foundation fund in support of science education (K-12) initiatives.

“There’s a lot of dollars that are moved around that have very little to do with the creation of wealth and raising our standard of living,” explains Robert, who is a board member of the Carnegie Science Center and believes firmly in supporting initiatives that support the development of sustainable technologies. His recently built Murrysville home is a testament to inspired green living, powered by solar and geothermal power.

The walls are filled with two feet of insulation. The heating and electric bills are a fraction of what he once paid on a monthly basis. The home doesn’t require any traditional heating sources to stay warm in the winter, he says.

“If we are going to truly lift our standard of living, we can’t shuffle dollars around,” he says. “We need a more purposeful distribution of our wealth. We complain about jobs being exported overseas, where (science and technology-related jobs) receive more emphasis. Exposing young kids to science at an earlier age will not only bring more students into the science and technology fields, but it’s a way to lift our standard of living.”

The Robert M. Thompson Jr. Family Fund

By Debra Diamond Smit





ALLEGHENY FORUM DELIBERATIVE POLL GATHERS PUBLIC OPINION ON LOCAL GOVERNMENT

AS PART OF THE COMPREHENSIVE ALLEGHENY FORUM INITIATIVE to promote public discussion and feedback about municipal services in Allegheny County, a Deliberative Poll was hosted on September 25 on the campus of Carnegie Mellon University.

The poll involved approximately 183 randomly selected individuals in Allegheny County and was conducted by the Program for Deliberative Democracy (PDD), a joint venture between Carnegie Mellon's Center for the Advancement of Applied Ethics and Political Philosophy and Pittsburgh's Coro Center for Civic Leadership.

Participants in the deliberative poll received balanced information regarding the challenges facing local governments, including declining revenues and rising costs that have affected the public services they are able to provide to citizens. With this information in hand, they came to Carnegie Mellon to spend a day discussing these issues in small, moderated groups. They formulated questions to be asked during a plenary session with experts and ended the day answering a detailed survey.

"We conducted this deliberative poll to create an alternative approach for the citizens of Allegheny County to weigh in on a critical area of public policy change," said Gregory Crowley of Coro and Co-Director of the Program for Deliberative Democracy.

Robert Cavalier, a philosophy professor at Carnegie Mellon and Co-Director of PDD, added, "These kinds of informed, well structured conversations stand in sharp contrast to the often contentious town hall meetings that we have seen. It gives us an idea of what a more thoughtful democratic process might look like." Cavalier reported that 99% of the participants reported that they would definitely or probably would attend a deliberative democracy poll event in the future.

The information gathered in the deliberative poll was to be announced in December, together with an overall compendium of all the public opinions and ideas received by the Allegheny Forum website, at a forum where comment will be invited by state and local elected representatives.

On-line discussion topics have included water and sewer, fire protection, parks and recreation and street maintenance. The website also includes the information received by participants in the deliberative poll and the general public is invited to take a version of the deliberative poll on-line. The website is available at: www.alleghenyforum.org.

FOUNDATION WELCOMES TWO NEW BOARD MEMBERS



Vincent Quatrini



Evan Frazier

TWO NEW MEMBERS have been elected to The Pittsburgh Foundation's Board of Directors, Evan Frazier, Senior Vice President for Community Affairs with Highmark and Vincent Quatrini, former Chair of the Board of the Community Foundation of Westmoreland County (CFWC).

Mr. Quatrini is founding partner at the Greensburg-based law firm, Quatrini Rafferty. He concentrates his practice in the area of workers' compensation and the representation of injured workers, exclusively. He has more than 30 years experience in state and federal courts, serving as counsel in prominent local cases.

Founding Chair of the Board of CFWC, established in 1995, Mr. Quatrini joins the Board of The Pittsburgh Foundation following the merger this year of CFWC with The Pittsburgh Foundation. CFWC's former 17-member Board becomes an Advisory Board reporting to The Pittsburgh Foundation's Board.

A member of the Westmoreland County and Pennsylvania Bar Associations, the Westmoreland County Academy of Trial Lawyers, Mr. Quatrini is past President of the Westmoreland Bar Association (1988-1989). While on the Westmoreland County Bar Association's Board of Directors, Mr. Quatrini played an active part in securing and financing the first permanent headquarters and the first full time Executive Director in the Association's hundred-year history.

Mr. Quatrini served as Westmoreland County Assistant District Attorney from 1974 to 1980 and has served on numerous boards of local non-profit agencies.

Prior to joining Highmark in 2010, Mr. Frazier served as President and CEO of the Hill House Association, where he oversaw one of Southwestern Pennsylvania's most important and comprehensive community service agencies.

Previously, Mr. Frazier served as Vice President of Strategic Planning for PNC Financial Services Group where he contributed to PNC's corporate strategic development, and subsequently as Vice President of Finance Communications. Before joining PNC's leadership team, Mr. Frazier served as Senior Vice President of the Manchester Bidwell Corporation, a nationally recognized entrepreneurial non-profit that incorporates arts, education and training to encourage social change.

An active member of the community, Mr. Frazier has served on nearly 20 boards, and currently is a board member with the Carnegie Museums of Pittsburgh, Carnegie Science Center, Phipps Conservatory, Pittsburgh Central KIZ, Urban League of Greater Pittsburgh, Western Pennsylvania Hospital, and YouthPlaces.

TROY AND THEODORA POLAMALU FOUNDATION A FUND OF THE PITTSBURGH FOUNDATION AND THE HARRY PANOS FUND IN HONOR OF THEODORA'S FATHER AT THE FOUNDATION



ON SUNDAYS during football season, Troy Polamalu brings hard hits to opposing offenses as the strong safety of the Pittsburgh Steelers. Last summer, Troy was a hit when he brought football equipment to high school students in impoverished American Samoa. Troy and his wife Theadora have the Troy and Theodora Polamalu Foundation, a fund of The Pittsburgh Foundation and the Harry Panos Fund, in honor of Theodora's father at the Foundation. Below are pictures from the recent trip and a celebration to honor the coaches and players. Troy is also working with Nike to bring a state of the art sports stadium to Samoa.



FOUNDATIONS ANNOUNCE \$650,000 INITIATIVE TO STRENGTHEN SUPPORT FOR LOCAL BLACK ARTS

“BLACK ARTS ORGANIZATIONS ARE VITAL CONTRIBUTORS TO PITTSBURGH’S VIBRANT CULTURAL DIVERSITY AND OUR NEW FUND, PROVIDING DIRECT GRANTMAKING SUPPORT, IS DESIGNED TO HELP THEM TO CONTINUE TO GROW AND FLOURISH.”

Grant Oliphant, President and CEO of
The Pittsburgh Foundation

A NEW VENTURE DESIGNED TO STRENGTHEN funding resources to support local Black arts—the work of organizations and individuals whose work focuses primarily on the art of African Americans—has been launched jointly by The Heinz Endowments and The Pittsburgh Foundation.

Each foundation has awarded an initial \$325,000 to the initiative, Advancing Black Art in Pittsburgh, and officially unveiled the new fund at an event for local arts organizations hosted at Homewood Library.

The fund is held at The Pittsburgh Foundation, and any organizations engaged in programs relating to local 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. Grants will be awarded twice annually, beginning in the spring 2011.

The foundations’ goal is to build upon their 22-year legacy of support for the Multi-Cultural Arts Initiative (MCAI) by continuing to work to eliminate disparities and provide diverse cultural resources for the broad regional community.

The Endowments and The Pittsburgh Foundation announced earlier this year that they were moving away from funding MCAI as an intermediary manager and instead offer direct support to arts organizations. Objectives include building the careers of individual artists, helping cultural organizations that focus on Black art become sustainable, building community awareness of the Black arts sector and supporting connections with the larger arts community.

“This initiative represents a fresh, innovative and exciting approach and underscores our commitment to support and safeguard the critical role of Black arts in our community,” said Grant Oliphant, President and CEO of The Pittsburgh Foundation. “Black arts organizations are vital contributors to Pittsburgh’s vibrant cultural diversity and our new fund, providing direct grantmaking support, is designed to help them to continue to grow and flourish.”

“Black artists have been and continue to be enormously important contributors to Pittsburgh’s cultural vitality,” said Endowments President Robert Vagt. “Our two foundations are pleased to continue a long-term commitment with the goal of ensuring that these artists thrive in Pittsburgh and contribute to build our region’s reputation as a place that celebrates diversity.”

Both foundation presidents believe that the success of the initiative will be measured by growth in the organizational stability of groups supported by the fund, in career opportunities for artists and in public participation. They expect the venture will evolve to engage the support of other local funding organizations and individual donors, further increasing grantmaking resources available for Black arts groups.

“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.”

GRANT A WISH 2010

THE FOUNDATION'S
WISH BOOK CONNECTS
PUBLIC TO SPECIAL
COMMUNITY NEEDS

EDITIONS OF THE WISH BOOK have been produced in printed form for the last six years and mailed to the Foundation's donor family twice annually. Nonprofit organizations submit wishes for tangible items that they need. Each request is limited to \$2,500 or less.

"We are delighted to be able to make our popular Wish Book available to the public for the first time," said Grant Oliphant, The Pittsburgh Foundation's President and CEO. "With the recent success of the Day of Giving, Pittsburghers demonstrated their unparalleled giving spirit and the Wish Book is another unique way to give, providing the community with the opportunity to see a small gift make a difference for a nonprofit, especially at year-end."

For the latest edition of the Wish Book, the Foundation created an on-line version that is hosted on The Pittsburgh Foundation website as well a printed version that was mailed to donors. The new on-line version, available at www.pittsburghfoundation.org/WishBook, features 81 wishes which more than doubles the wishes that could be fulfilled, as the printed version was limited to 25-35 wishes.

By moving the Wish Book on-line, the Foundation was able to offer the book to the public for the first time in its history. The public can fulfill a wish with a credit card donation via the secure PittsburghGives.org platform.

"As the holiday season approaches and with so many nonprofit organizations facing severe financial strain, this is a wonderful way for a donor's gift to connect directly with a real and immediate need in our community," said Grant Oliphant. "Most of the requests we feature are very modest, but in fulfilling these wishes, donors make an enormous difference. At the same time, it allows local nonprofits to showcase their work and obtain smaller, much sought-after items that are hard to raise money for."

Any public nonprofit organization in Western Pennsylvania can submit a wish for consideration. Applications for nonprofits to feature in the Wish Book are reviewed by a committee comprising The Pittsburgh Foundation's donors.

Since its inception in 2004, the Wish Book has raised more than \$600,000 for nonprofit organizations and nearly 85 percent of wishes have been fully or partially fulfilled.



QUAKER VALLEY STUDENTS USE WISH BOOK AS CLASSROOM TOOL

The Economics and Entrepreneurship Class at Quaker Valley High School turned their lessons into practice by opening up their own mini-convenience store called "The Hotspot" within the school.

The students were so successful with their business that they had nearly \$600 in proceeds to give to a local charity. To assist the students in making a decision, teachers Susan McCauley and Alexandra Mariano handed them The Pittsburgh Foundation's Wish Book.

The students carefully read descriptions of all the organizations listed and then designed decision-making grids to help them analyze how each organization lined up with their criteria, including urgency of need, scope of impact of their donation, and sustainability.

The students selected Every Child as the beneficiary, citing the organization's Pregnancy and Parenting Support services impact on teens and women. The program provides baby and other items needed for immediate care as well as offering educational programs to help women become independent and confident parents.

SOME EXAMPLES FROM THE LATEST EDITION OF THE WISH BOOK INCLUDE:

ANIMAL FRIENDS wished for stainless steel caging with a mobile platform to house medium and large breed dogs during surgery recovery.

BETHLEHEM HAVEN wished for two kitchen stoves for their emergency shelter and transitional housing shelter.

CRISIS CENTER NORTH wished for 40 zone #2 Port Authority Bus coupon books to assist in transporting domestic violence victims to appointments.

HABITAT FOR HUMANITY of Beaver County wished for tools, including drills and saws, to equip their volunteers as they build and renovate houses in the community.



The minimum credit card donation is \$50 and wishes can be partially fulfilled with the organization receiving the amount towards the purchase of their capital need. The Wish Book is easily searchable by categories, including education, the environment, the arts, community development and health and human services. To view the wishes and make a donation, please visit www.pittsburghfoundation.org/WishBook.

DONOR EVENTS



The Andy Warhol Museum
Marilyn Monroe: Life as a Legend



Homewood Children's Village
"One Square Mile" Screening at the Kelly Strayhorn Theater



To view the documentary, please visit:
<http://www.pittsburghonvideo.org/video/849/homewood-childrens-village>

To view more event photos please visit www.pittsburghfoundation.org under Donors > Events tab

CHARITABLE GIFT CARDS MAKE GREAT HOLIDAY GIFTS

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

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

As a purchaser of a gift card, you receive a tax deduction and you will receive an automatic acknowledgement for your tax purposes.

To purchase gift cards, visit <http://givingcard.pittsburghgives.org> or contact Stephanie Higgins at higgins@pghfdn.org. She is also available to help with any special requests for customizing cards (to include your company logo or specific holiday theme) and high volume purchases.

If you are interested in purchasing a Pittsburgh Foundation Charitable Gift Card please note the following holiday deadlines:

To ensure delivery by Christmas Day:

1. Mail orders must be received no later than NOON on December 14 (per US Postal Service Recommendation)
2. Pick-up orders must be received by NOON on December 21 for pick up at The Pittsburgh Foundation's office through December 22 at NOON.

To ensure year-end delivery (pick-up only):

Card orders must be received by NOON on December 21, for pick up at The Pittsburgh Foundation's office the week of December 27 through 31 (before 3 p.m.).

Please call (412) 391-5122 for additional information.



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PLEASE SHARE YOUR THOUGHTS AND IDEAS

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

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>

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.

IF YOU OR YOUR CLIENT PLANS TO MAKE A STOCK GIFT TO YOUR FUND, please remember to contact your Donor Services staff person prior to making that gift. Please refer to the following dates for year-end giving to your fund:

Checks: Contributions must be dated and postmarked no later than December 31, 2010.

Stock: Gifts must be received in the Foundation's account by December 31, 2010. (Please contact the Foundation no later than December 22 with stock transfer instructions.)

IF YOU ARE INTERESTED IN ESTABLISHING A NEW FUND, The Pittsburgh Foundation's Office will be open through year-end with the following exceptions: closed on December 23 and 24 and at 3:00 p.m. on December 31.

NEW FUNDS

August 1, 2010 – October 31, 2010

Mary C. Burdett Fund
Carleton and Emma Campbell Fund
Jane Dolan Conover and William S. Conover Fund
Houston Family Fund
Joseph "Murph" Irwin Memorial Scholarship Fund
Charles E. Kaufman Supporting Org. Fund
Ligonier Valley Endowment/Victor P. Smith Family Fund
Lawrence T. Minnick Fund No. 1
Robert M. Thompson Jr. Family Fund