

### **WELCOME**

#### 90.5 FM a Blessing to Our Community

The recent announcement by Essential Public Media regarding the future format of 90.5, the former WDUQ, has reignited the community debate on what the station could and should be. I think it is important to take a broader view of this debate and count our blessings.

It is important to celebrate that 90.5 has been saved as a public asset that will benefit our broad region. When Duquesne University announced the pending sale of WDUQ, there was a real danger that the station would be sold to a private buyer and that news and jazz programming would disappear from the dial in favor of secular programming interests.

University officials should be commended for exercising patience and working with a variety of interested parties to obtain an arrangement that has the best interests at heart for our community, the University and the students.

Pittsburgh's jazz community should also be proud. They have taken an active role in shaping the future of 90.5 and ensuring that Pittsburgh has a diverse art and cultural scene. I can say that the new management has heard them and that is represented in their initiative to deliver and expand jazz programming utilizing new technology, further benefitting our community, and perhaps pioneering new models for public broadcasting.

At the same time, we can't ignore the drastic changes to our national media landscape and the importance of our citizens having access to reliable, trusted and unbiased information. The new 90.5 will rise to meet this challenge in our community by becoming a source for national, regional and local news. Pittsburgh is one of only two markets in the top 35 that does not have an all news public radio station.

From a financial perspective, the switch to an all-news format also makes sense. The news–jazz format was heavily subsidized by Duquesne University, a luxury unavailable to the new 90.5. Around the country, the all-news format has proven to increase both listenership and financial sustainability which should be important to anyone who genuinely cares about 90.5's future.

With any change there will always be discontent, bumps in the road, and uncertainty. I urge us all to give the new management a chance as they are trying to do the right thing for the future of 90.5

FM while honoring its unique heritage.

Providing a non-partisan, expanded

source of local news and information

while developing digital tools for jazz

programming, the new 90.5 will grow

into an even stronger and sustainable



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

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For Air Quality Impact
From Gas Drilling



FOUNDATION'S NEW TECHNOLOGY

Enhances Donors and Grantees Services



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Leaves a Legacy
for Injured and
Sick Animals



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ADVOCACY CAMPAIGN URGES NONPROFITS TO CAMPAIGN AGAINST FUNDING CUTS "BEING BROKE IS A TEMPORARY STATE. IF WE CHOOSE WISELY, WE CAN EMERGE FROM THIS PERIOD STRONGER AS A COMMONWEALTH THAN EVER BEFORE. BUT IF WE ARE SHORT-SIGHTED IN OUR CHOICES, WE MAY FIND OURSELVES NOT JUST BROKE, BUT BROKEN."

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

A STATEWIDE ADVOCACY CAMPAIGN has been developed to help mobilize nonprofits in the Pittsburgh region and the families and individuals they serve to protest at expected cuts in government funding and to underscore the critical importance of human service charitable programs.

The campaign—called *Why Cut What Works?*—was launched jointly by The Pittsburgh Foundation in partnership with the United Way of Allegheny County, and has become a broad coalition comprising nonprofit organizations, community foundations and branches of United Way.

A center-piece of the initiative is a special website, at **www.whycutwhatworks.org** and nonprofits, users of their services and their constituents, including board members, supporters, staff and volunteers are urged to participate in the campaign by:

- Telling stories emphasizing the essential work and value of our region's nonprofit services, using video and written formats, and
- Contacting elected officials with a printed and electronic postcard campaign
  carrying prepared key messages about the consequences of cuts in nonprofit services.
  The postcards are being used as part of a major social media initiative, also including
  Twitter, Facebook and Blogs.

Almost 300 people attended a lunchtime public rally in a rain-swept Market Square, Downtown Pittsburgh on May 18, mostly representing key human service nonprofits and users of their programs.

"Nonprofits and those who depend on the services they provide have not had a voice," said Grant Oliphant, The Pittsburgh Foundation's President and CEO. "Until now. We are asking them to use this new campaign website to tell their stories and to ask our elected officials: 'why are you willing to cut services that work, serving those who need them most.'

"Theirs are voices that represent people, real people, not line items."

The goals of the campaign are to safeguard the region's human services safety net and to raise awareness and understanding of the vital roles played by the nonprofit sector in southwestern Pennsylvania, especially those working to provide essential human services.

"It is not just about the voices of the vulnerable being heard by Harrisburg over the next few weeks as elected officials finalize the current state budget," said Grant Oliphant. "It is about being heard in readiness for the next budget cycle. And it is about the long term: underscoring the value of our nonprofit organizations and the critical work that they do.

"Being broke is a temporary state. If we choose wisely, we can emerge from this period stronger as a commonwealth than ever before. But if we are short-sighted in our choices, we may find ourselves not just broke, but broken.

"We understand the deep fiscal challenges and the efforts to cut deficits and reduce borrowing. It is important that these efforts succeed for our futures, the health of our communities and the futures of our children.

"Because it is so vital, we should be willing to consider every option. And we surely must be willing to defend what is valued most while understanding and recognizing its contribution to the overall health of our community."

Full details about the advocacy initiative are available on the campaign website:

www.whycutwhatworks.org.

2 Cover: Why Cut What Works? Rally, Market Square

asset for our region.



PITTSBURGH IS ART. The community demonstrated why by generating over \$1.8 million for the region's art and culture organizations. More than 3,800 individual contributions were received over the 24-hour period—midnight to midnight on May 11.

The event was an initiative of the Greater Pittsburgh Arts Council (GPAC) and The Heinz Endowments and utilized The Pittsburgh Foundation's PittsburghGives on-line giving platform. Public contributions reached \$1,410,617.00, which receive an equal share of the matching funds of \$475,000 provided by The Heinz Endowments, The Pittsburgh Foundation, Hillman Foundation, Claude Worthington Benedum Foundation, The Buhl Foundation, and The Grable Foundation. All 147 participating organizations received a gift. The match percentage worked out to be 34%.

"The campaign was a great way to help us talk about the importance of the arts and culture community, and tell the story of what the arts do for Pittsburgh. It's clear that the people of the region agree, because they put their money where their hearts are," said Mitch Swain, GPAC President and CEO. "We're thrilled by the response!"

Greater Pittsburgh Arts Council encouraged area arts organizations to reach out to the community in creative ways and set up laptop stations across the area that were hosted by organizations. Arts organizations responded using their own expertise.

Toonseum, Museum of Cartoon Arts, encouraged donations by offering a special print to donors. Manchester Craftsman's Guild set up a donation station in the busy Steel Center Plaza complete with a saxophonist who was taking requests.

WYEP started the Arts Day of Giving with a celebration and donation station at their Community Broadcast center on the South Side. Refreshments were provided and Sadie, a staffer's pet and the unofficial ARTDOG (acronym for the day), greeted guests.

Many organizations were active on social media during and leading up to the day as well. The Arts Day of Giving was a top trending local topic on Twitter the day before and the day of the event. Many organizations posted photos and even some videos made their way onto Facebook throughout the day, encouraging others to donate.

Pittsburgh is Art Day of Giving replicates the Pittsburgh Foundation's successful Pittsburgh Day of Giving, which raised more than \$3.3 million last year for area nonprofits. The Art Day of Giving is the first giving event to focus on a single nonprofit sector. The PittsburghGives platform was built for flexibility to accomplish these special events, allowing the nonprofit community to utilize the technology for their specific needs.



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# GASP DEVELOPS MONITORING SYSTEM FOR AIR QUALITY IMPACT FROM GAS DRILLING

By Debra Diamond Smit

SOUTHWESTERN PENNSYLVANIA'S reputation as one of the worst regions in the country for air quality is one of the unfortunate realities of our industrial legacy. Our reliance on coal-fired power plants, along with coke production and diesel pollution, has taken a toll through the years on our health and the environment.

Two sources recently documented this fact: The Heinz Endowments report, *Fine Particulate Matter and Ozone Air Quality in Western Pennsylvania in the 2000s*, and the *Pittsburgh Post-Gazette's* investigative series, "*Mapping Mortality*." In both studies, red flags were raised on the dangerous levels of dirt and soot we breathe, noting that those who live here are at risk for premature death as a result of exposure to harmful levels of air pollution.

So how does Southwestern Pennsylvania move forward with the explosive growth and environmental pressures posed by the Marcellus Shale drilling industry? While the state and federal government are beginning to address concerns surrounding regional water quality, the effect this industry will have on air quality has received far less attention.

To understand and quantify the air quality risks posed by the gas industry, The Heinz Endowments has created a region-wide initiative to build awareness and develop solutions. This includes the establishment of the Clean Air Fund at The Pittsburgh Foundation with an initial gift of \$960,000. Through this fund, The Pittsburgh Foundation is collaborating with local environmental agencies to lead advocacy and policy change initiatives.



# Foundation's New Technology Enhances Donors and Grantees Services

IN FEBRUARY OF THIS YEAR, The Pittsburgh Foundation embarked upon a 14 month technology upgrade project, choosing the Blackbaud suite of products to replace its current Enterprise Resource Planning (ERP) software.

The Blackbaud suite of products include Raiser's Edge, a fundraising and contact management product; Financial Edge, an accounting product; Granted Edge, a grant making product; the Asset Management product for managing investments as well as other products to enhance our web presence and donation process.

Blackbaud is headquartered in Charleston, South Carolina with offices across the world. The software is in use by a variety of community foundations across the country. In fact, foundations helped to design and continue to enhance the software to serve their constituents philanthropic goals.

This new technology will allow The Pittsburgh Foundation to provide real-time information to donors and grantees through an enhanced on-line portal. Donors can review the latest status of their fund and grantmaking budget as well as make grant recommendations. The new donor portal will include the ability for donors to manage their personal information and receive community and philanthropic information based on their personal interests.

Grantees will soon have the ability to apply for grants on-line as well and information will be retained in the system for use at any time in the future. Grantees will also be able to check the status of their grant requests in real time and receive reminders of milestones in the process such as when follow-up reports are due.

The implementation of this new technology is expected to be completed in early 2012 after intense testing and training is completed. The Foundation will provide regular updates on this project as it nears completion.



#### **DONOR PROFILE:**

## HAZEL MALTER LEAVES A LEGACY FOR INJURED AND SICK ANIMALS



HAZEL MALTER PASSED AWAY in November of 2010 at the age of 92. Her love of animals and legacy of dedication to the community will continue for generations though thanks in part to a bequest in her will that established a Field of Interest Fund at The Pittsburgh Foundation.

A native Pittsburgher, Miss Malter had a career with the Social Security Administration, first in the downtown Pittsburgh office where she worked in public relations and gave radio talks. She moved to the East Liberty office later as a Field Representative. During her career, Miss Malter received several "Outstanding Public Service" awards.

Miss Malter was also active in the East End community. She joined the Shadyside Hospital Auxiliary in 1956 and volunteered as a patient escort. Shadyside Hospital was in the process of adding the

new South Wing to the original building built in 1910. The Auxiliary was one of three women's volunteer organizations that helped support patient care and services.

Miss Malter served as the organization's President from 1986–1991. In 2006, she was awarded the "Above and Beyond" Award—the same year she celebrated fifty years of service to the hospital. Upon receiving this award, Miss Malter remarked, "Through the Auxiliary, I have thoroughly enjoyed a very pleasant association with special, helpful ladies."

Members remember Miss Malter as a wonderfully cheerful and courageous lady who was devoted to the hospital and its auxillary. Miss Malter was recognized for numerous fundraising projects, including the first Pittsburgh doll show. Miss Malter was a doll collector. Her efforts translated into patients receiving free mammograms, dental care and immunizations.

As a member of the Pittsburgh Athletic Association, she served on various committees with dedicated service. Active in her church as well, Emory United Methodist, she was a lifelong member and joined the choir in 1942.

Miss Malter was also devoted to animals during her lifetime. Her fund, established in November of 2010, is dedicated to abandoned, injured or sick pets. Miss Malter will see that these animals receive the care they need today and well into the future.

"Miss Malter's philanthropic goals were as individual as she was," said Yvonne Maher, Vice Preseident of Development and Donor Services at the Foundation. "Because of her thoughtful planning during her lifetime, not only will her charitable interests be served, but her legacy will continue to benefit our community long into the future."

Miss Malter put it best,





THE DUCKWORTH GROUP recently celebrated its induction into the Private Banking and Investment Group at Merrill Lynch as founders of the Private Bank's new office in Pittsburgh. They join an elite group of advisors throughout the Merrill Lynch organization who focus exclusively on very wealthy clients. Among them is The Pittsburgh Foundation, with which the Group has been working for several years

"We have a very nice partnership with The Pittsburgh Foundation. We manage a family's wealth and charitable assets. With the Foundation's help, we can also aid our clients in making a difference in the community," explains Michael Duckworth, Senior Vice President, Investments and lead advisor. "We also get to see how a donor-advised fund can bring a family together and establish legacy. The fund often allows the matriarch and patriarch of a family to teach their children and grandchildren about their value system. In a way, it helps them to imprint and pass on these values to the generations that follow."

"Our approach to the management and protection of wealth is centered on careful, broad-based planning, disciplined risk management and a customized focus on the goals and concerns of each family we serve," says Mr. Duckworth, who was recently ranked as one of the top advisors in Pennsylvania by *Barron's America's Top 1,000 Advisors: State by State.* He offers this analogy: "You can buy a very nice suit off the rack and then make it fit, in terms of size; or you can make a custom suit each and every time.

"We feel an obligation to make a custom suit every time. Our business requires it," he says.

This outlook is perfectly suited to working with The Pittsburgh Foundation, says Mr. Duckworth. "The wonderful thing about The Pittsburgh Foundation is that they provide a level of care and service that's a lot like the way we practice. They tailor charitable services to the needs of the family. They do nearly all of the work and due diligence and deliver a custom solution in this space. It's hugely valuable."

The Duckworth Group has three clients who invest with the Foundation, including the Foundation's single largest individual donor. "Many people have wealth and may desire to 'do good,' but they can become paralyzed figuring out how to get it done. Donors don't want to make a mistake," Mr. Duckworth adds, "so good advice and guidance are paramount to making sure their charitable goals are being met."

"Without the resources of an organization like the Foundation for clients to draw on, their charitable giving might not always happen," he adds. "Many clients would rather not be exposed as donors. The Pittsburgh Foundation takes care of this."

"Helping families realize their charitable vision is one of the best parts of my job," says Jennifer Haggerty, who is a partner on the team and First Vice President of Investments. "It's very rewarding to see the joy clients get watching their wealth make a difference in the world around them."

#### **FOCUS ON WESTMORELAND:**

# **Greensburg Foundation Fund Announces 2011 Grant Awards**

THE GREENSBURG FOUNDATION FUND, part of the Community Foundation of Westmoreland County (CFWC), has awarded over \$140,000 in grants to more than 20 organizations.

The Greensburg Foundation Fund with assets of \$4.6 million was established 65 years ago as a legacy of prominent local families who created an endowment that continues to provide for the well-being of the local community. The Greensburg Foundation merged with CFWC in 1995, and forms part of the yearly grantmaking for the combined organization, which last year totaled \$1.2 million.

A seven-member advisory committee of the fund selected this year's projects to be awarded, which provide essential support to the local community, including areas concerning human services, education, families and children. A total of 24 local nonprofits today received grants amounting to \$141,818.00. An additional 35 organizations will receive approximately \$200,000 in funding throughout the remainder of the year.

"We are honored to represent this group of forward thinking families whose philanthropy continues to support the local community now and well into the future," said Kirk Utzinger, Executive Director of CFWC.

CFWC last year completed its merger with The Pittsburgh Foundation.





#### **2011 GRANT AWARD RECIPIENTS**

Big Brothers Big Sisters of LR
CASA of Westmoreland
Christian Layman Corps
Girl Scouts of Western PA
Greensburg Community Development Co.
Greensburg Hempfield Library
Greensburg Salem School District
Greensburg Volunteer Fire Dept.
Humane Society of Westmoreland County
Junior Achievement Western PA
Make A Wish Foundation
PA Association for the Blind, Westmoreland
Parkinson Foundation of Western PA
Salvation Army
Seton Hill University
Smart Growth Partnership
Tickets for Kids Foundation
University of Pittsburgh at Greensburg
Westmoreland Case Management & Support
Westmoreland County Camp Cadet
Westmoreland Intermediate Unit #7
Westmoreland Museum of Art
Westmoreland Symphony Orchestra
YWCA of Westmoreland County

	Grant Award
Annual Report	\$2,500
Increasing Advocacy for Children	\$9,600
Fuel for Trucks	\$5,000
Program Pathways for Greensburg Girls	\$4,000
Gateway District Façade Improvement	\$10,000
Replacement of 2003 Celeron Computers	\$9,801
MARCH to Achieve	\$8,725
Mobile Radios	\$9,860
Veterinary Costs	\$5,000
Program Costs for 15601 Schools	\$1,500
Two Wishes for Greensburg Children	\$6,800
Extreme Cold Weather Clothing System	\$7,500
Living Well with Parkinson's Retreat	\$2,000
Kitchen Rehabilitation Project	\$8,000
Laboratory Expansion/Modernization Initia	tive \$7,500
Technical Assistance to City of Greensburg	\$5,000
Tickets for Kids in 15601 Social Services	\$2,500
Summer Science and Math Experience	\$5,000
Mental Health First Aid Training	\$5,000
Support for Camp Cadet Program	\$3,000
Movement for Improvement Project	\$8,272
Galley lighting for The Westmoreland	\$5,760
Summer Concert at St. Clair Park	\$2,000
YWCA Technology Support Program	\$7,500

THE PITTSBURGH FOUNDATION

Spotlight on Pittsburgh's 2010

## JEFFERSON AWARDS HONOREES



FIFTY HONOREES WERE RECOGNIZED in April at one of Pittsburgh's biggest gatherings of community service volunteers at Carnegie Music Hall for the annual Jefferson Awards presentations.

They were selected by a community judging panel from more than 150 award nominations received during 2010, and each received a bronze Jefferson Award medallion.

Of the 50 honorees, seven were selected as Jefferson Award finalists by a committee of 10 representatives from the local public and private sectors. In addition to a medallion, each received \$1,000 for the nonprofit organization of his or her choice, and one—Barb Sappie of Project Linus—was chosen to carry Pittsburgh's flag of volunteerism to the national Jefferson Awards in Washington, D.C. in June.

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

The seven 2010 Jefferson Award finalists were: Ben Cook of Gay and Lesbian Community Center of Pittsburgh; Elizabeth Dennis of Workforce Development Global Alliance; Pat Gallaway of Mt. Lebanon Village; Roberta Hall of Wallace Avenue Soup Kitchen; Kerry O'Donnel of PA Office of the Victim Advocate; Kelli Priddy of Familylinks; and Ms. Sappie.

In recognition of the exemplary service of our community service volunteers, *Forum* will profile each of Pittsburgh's seven Jefferson Award honorees, starting in this edition with Barb Sappie and Ben Cook.



BARB SAPPIE
Project Linus, Coordinator,
Pittsburgh Chapter

#### PROVIDING COMFORT IN THE FORM OF A BLANKET

This year, an estimated 8,000 children in the Pittsburgh area will receive handmade blankets thanks to Barb Sappie and her team of dedicated volunteers. As coordinator of the Pittsburgh Chapter of Project Linus since 1997, Barb provides comfort in the form of blankets to local children who are seriously ill, traumatized or otherwise in need.

For eight hours a day, Barb oversees every step of the production process—from helping volunteers find fabric to checking each blanket for safety and washing them in case of allergies. She also counts each item, determines its destination and bags it up for delivery. Regular blanket deliveries are made to Magee Women's Hospital, Children's Hospital of Pittsburgh or UPMC and West Penn Hospital each month. Other recipients include The Children's Institute, Ronald McDonald House, Western Pennsylvania School for the Blind and many other institutions.

Although Project Linus' primary goal is to serve children in need, they also strive to provide a rewarding service opportunity to people of all ages. Many of Barb's volunteers say that assisting with Project Linus has changed their lives.

For more information about Project Linus, visit **projectlinus.org** or call (412) 366-0150.

#### HOW TO NOMINATE AN UNSUNG HERO

It might be a neighbor, a friend or a family member who dedicates his or her time and never seeks recognition. To nominate a volunteer or to learn more about the Jefferson Awards program call (412) 263-3534.

#### **BEN COOK**

Volunteer Youth Group Director, Pittsburgh Gay and Lesbian Community Center

#### CREATING A SAFE PLACE FOR GAY TEENS

Over the past 10 years, Ben Cook has sacrificed his Friday evenings and more than 10,000 hours to serve as the volunteer youth group director for the Pittsburgh Gay and Lesbian Community Center. Almost every week, he leads the meetings where gay teens are encouraged to socialize and discuss their struggles and concerns.

He also trains other volunteers and secures funding for the organization by attending fundraisers and board events. Because he genuinely cares about the kids that he works with, Ben goes out of his way to help them. For example, he has stayed for hours with a teen who was waiting for a ride and found places for kids to live when their parents threw them out after learning that they were gay. He has even driven across the state to help students move when they went away to college.

Ben serves without considering his sacrifice. Because of his efforts, hundreds of teens in the Pittsburgh area have received the guidance they needed to overcome difficult circumstances.

For more information about the Pittsburgh Gay and Lesbian Community Center, visit **glccpgh.org** or call (412) 422-0114.





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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: higginss@pghfdn.org

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#### 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.

February 1, 2011 - May 31, 2011

Ayuda Fund Alan and Elaine Bloch Family Fund Bovard Fund Emma Bursick Memorial Fund Clean Air Fund Esther and Morris Glickstein Endowment Fund Bruce E. Haney Charitable Fund Linda A. Huffington Charitable Fund Daniel G. Kamin and Carole L. Kamin Fund Lewis Fund Ronald and Julie McCormick Fund N.E.E.D. Fund Sylvia Joy Reidman Foundation Fund Sylvia J. Reidman Foundation Fund Wojdak Scholarship Fund

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