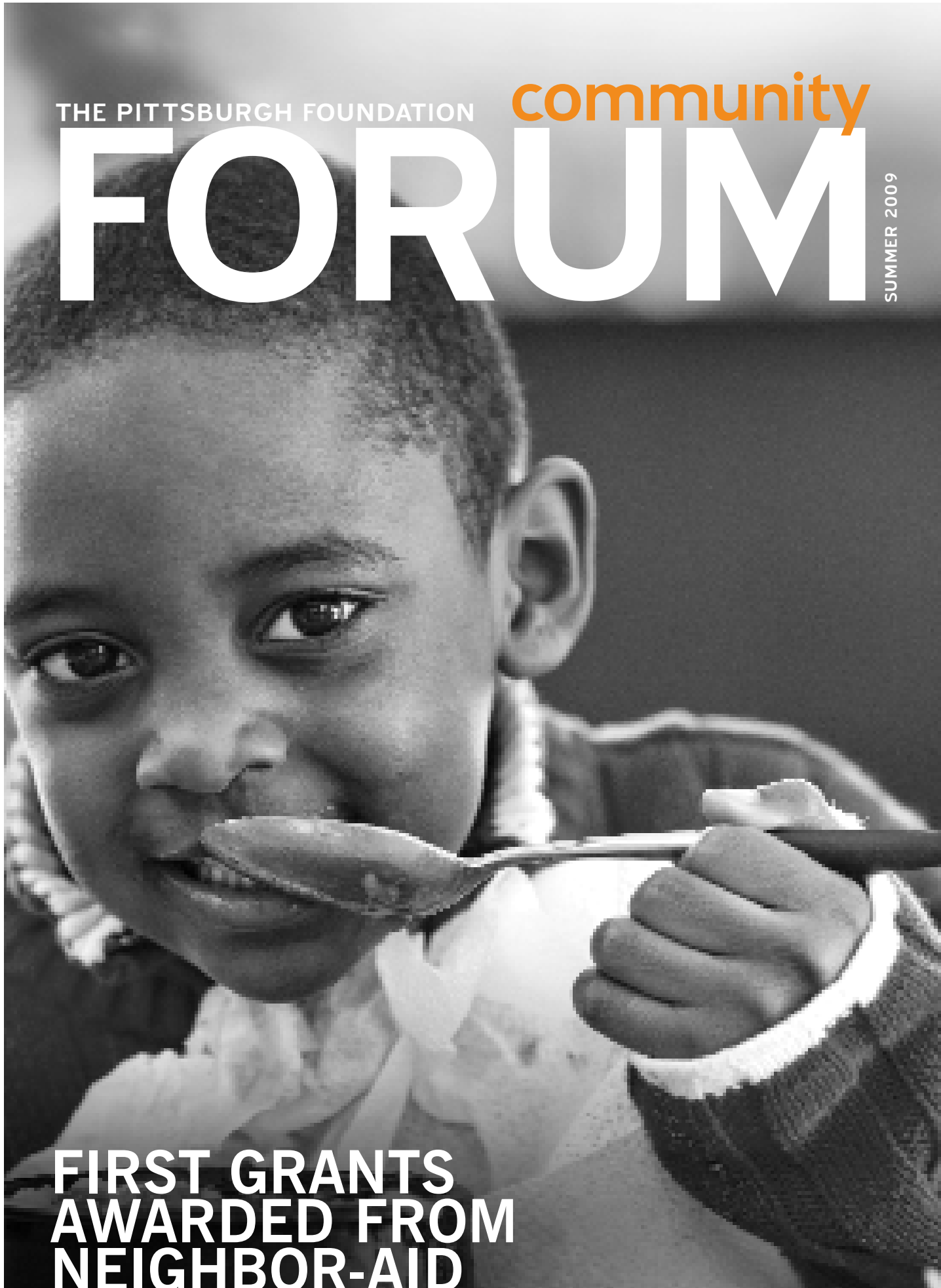


THE PITTSBURGH FOUNDATION **community**

FORUM

SUMMER 2009



FIRST GRANTS AWARDED FROM NEIGHBOR-AID

THE FIRST PHASE OF GRANTS totaling nearly \$800,000 has been awarded to nonprofit organizations from Neighbor-Aid, the emergency fund launched by The Pittsburgh Foundation to support the region's front line providers of safety net services.

And as charitable agencies struggle to meet unprecedented demand from increasing numbers of families and individuals facing hardship, community

leaders re-emphasized their call for a united regional effort to support the fund.

"Everyone is feeling the effects of the economic crisis but we are experiencing desperate human need in our community that is urgent and immediate," said Grant Oliphant, President and CEO of The Pittsburgh Foundation. "We urge everyone who can contribute to make a commitment to those who are in real need right now."

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WELCOME

Welcome to *Community Forum*, The Pittsburgh Foundation's new quarterly newsletter.

We want this to be a valuable resource for our donors and our many constituents, providing news about the Foundation's developments together with information about new strategic initiatives we are undertaking to advance our mission in our community.

From time to time, *Community Forum* will also highlight critical issues that have a significant bearing on the well-being of our community. They may be issues around which the Foundation adopts a key convening role; others will be featured in the hope of inspiring broad discussion and the sharing of ideas.

Community is about all of us, and we can all play a part in the continued transformation of our Pittsburgh region. Please let us know what you think. We welcome your ideas about what you would like to see in your community foundation, and about issues affecting our community.

We will be pleased to publish your letters, and you can also visit and comment via the Foundation's new blog, *Community E-Forum*.

Thank you for your support and your generous commitment to make our Pittsburgh community a better place for us all.



Grant Oliphant
President and CEO
The Pittsburgh Foundation



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

At The Pittsburgh Foundation, we plan to develop a more interactive, transparent, and collaborative relationship with our donors and the community at large. We will offer up the Foundation as the 'go-to' resource for philanthropy in our region. We will strengthen partnerships with funding organizations and community leaders around issues that are pivotal to Pittsburgh's future. We look forward to hearing from you.

<http://blog.pittsburghfoundation.org>

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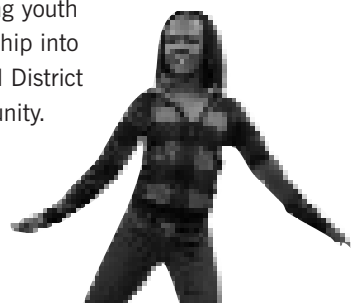
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NEW AT THE FOUNDATION:

INITIATIVES DESIGNED TO BOOST PHILANTHROPY, HELP DONORS, AND SUPPORT COMMUNITY

THE PITTSBURGH FOUNDATION is introducing major new initiatives this year to support its development of more interactive, transparent and collaborative relationships with its donors and the community at large.

As part of its mission to offer 'go-to' resources for philanthropy in the region, the Foundation will this fall launch **PittsburghGives**, a new on-line database offering comprehensive profiles of the region's nonprofit organizations.

The Foundation is also introducing a **charitable gift card** that may be purchased in increments of \$25, \$50 or \$100 for sharing with families, friends and business associates. And a new blog, **Community E-Forum** was created earlier this year to host discussions around critical issues in the Pittsburgh region. The blog can be accessed via the Foundation's web site at www.pittsburghfoundation.org.

In addition, the Foundation is this year partnering with The Grable Foundation in a three-part series of on-line competitions, called **Voices of Youth**, designed to encourage and inspire the involvement of young people in community grantmaking initiatives.



Holiday Charitable Gift Card

PittsburghGives is designed as an easy-to-use database to help donors research and obtain information about charitable organizations, and as a convenient giving tool that will enhance the Foundation's facilities for receiving donations on-line. The resource will also serve as a unique vehicle for nonprofits to tell their stories, detailing information about their charitable programs, missions, management and finances.

PittsburghGives will be launched with profiles of approximately 250 local nonprofit organizations with plans to continue the development of the program eventually to include as many as possible of the more than 2,500 nonprofits in the Pittsburgh region.

For the launch of the initiative this fall, The Pittsburgh Foundation will offer matching grants for the first donations received through PittsburghGives, up to a maximum of \$200,000. Full details of the PittsburghGives "Match Day" will appear in the next edition of *Community Forum* in September.

"We really see this as a way to reinvent the way that giving is done in our community," said Grant Oliphant, the Foundation's President and CEO. "PittsburghGives is a technology that allows us to do that in ways that before now haven't been possible. At the same time it works with our charitable gift card program and special community initiatives to encourage charitable giving across our diverse community, and among all age groups."

The **charitable gift card** works like any gift card, and is already available for purchase. The recipients of the gift cards may redeem them with the Foundation, directing the charity or charities to benefit or the cards may be presented to any nonprofit in western Pennsylvania for them to redeem with the Foundation.

The card has a one-year expiration date, after which the money received for unredeemed cards will be used as part of the Foundation's community grantmaking initiatives. Purchasers of gift cards receive an automatic acknowledgement for their tax purpose.

To purchase gift cards, please contact Charles Stout at stoutc@pghfdn.org and cards may be redeemed at www.PittsburghGives.org

FOUNDATIONS APPLAUDED FOR SUPPORT OF THE PROMISE

Now businesses, individuals and families urged to help program reach its fundraising goal

THE RICHARD KING MELLON FOUNDATION has taken The Pittsburgh Promise closer to its current fundraising target with a grant to the program of \$9 million over the next three years. The grant will be paid in annual installments of \$3 million.

“This is a huge endorsement of this critical program,” said Grant Oliphant, President and CEO of The Pittsburgh Foundation. “All of us who care about The Promise and the future of our region are deeply grateful for the Richard King Mellon Foundation’s generosity, commitment and leadership.”

The grant further strengthens the investment in The Promise by local foundations and takes the fundraising total for the current academic year to approximately \$12 million. The Promise must raise \$15 million by June 30 to receive this year’s full \$10 million challenge element of UPMC’s commitment.

“Our foundation community has been outstanding in its commitment to this vital program, and has played its part magnificently,” said Saleem Ghubril, Executive Director of The Pittsburgh Promise.

“But now we need the support of businesses and corporations, together with families and individual donors to help with a final fundraising push to help us reach our goal. I recognize that we are gripped by the worst economic crisis for a generation, but The Promise represents hope, opportunity and transformation, not only for our children but for our regional community. Within The Promise, lies Pittsburgh’s future.”

Established in 1947, the Richard King Mellon Foundation focuses its grantmaking on regional economic development, conservation, human services and children and youth. “Pittsburgh Public School Superintendent Mark Roosevelt and the School Board have embarked on a bold and ambitious course to improve student performance,” said Scott Izzo, Director of the Richard King Mellon Foundation.

“Under the best of circumstances, this effort will be a huge challenge. The Pittsburgh Promise will provide both momentum for reform and educational opportunities that many students would otherwise never experience.

UPMC and The Pittsburgh Promise will issue a Report Card to the Community on July 1, 2009.



“The implications of not having a well-educated and trained workforce to meet future demand has the potential to create a lasting negative impact on the region. It is inspiring to see our community rally to support this worthwhile program.”

For the 2008/09 school year fundraising for The Promise also includes \$1 million from the Massey Charitable Trust, \$3 million from The Pittsburgh Foundation, \$300,000 from The Buhl Foundation, \$2 million from The Heinz Endowments, \$1 million from The Grable Foundation and \$500,000 from The Claude Worthington Benedum Foundation. The total raised so far also includes approximately \$800,000 that has been contributed by individual donors, small family foundations and organizations.

In addition—and similar to the Richard King Mellon Foundation—The Pittsburgh Foundation, The Buhl Foundation, The Heinz Endowments, The Grable Foundation and the Benedum Foundation have each made ongoing funding commitments for the program.

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

UPMC’s challenge grant will match any proportion of funds raised by The Promise up to the program’s \$15 million goal. “The Promise is about our children and their families, but it also serves as an essential economic stimulus to safeguard the wellbeing and quality of our community now and for the future,” said Saleem Ghubril. “That is why I urge everyone to get behind the final phase of our fundraising campaign in whatever way they are able.”

Families, individuals, organizations and businesses are encouraged to support the fundraising campaign by pledging their support to The Promise. Credit card donations may be made via The Pittsburgh Foundation’s web site at www.pittsburghfoundation.org

More information about The Pittsburgh Promise is available at the program’s web site at: www.pittsburghpromise.org

“I URGE EVERYONE TO GET BEHIND THE FINAL PHASE OF OUR FUNDRAISING CAMPAIGN IN WHATEVER WAY THEY ARE ABLE.”

Saleem Ghubril, Executive Director



HONOR A TEACHER BY PURCHASING A SET OF PROMISE CARDS, OR PURCHASE AN "I MADE THE PROMISE" T-SHIRT ONLINE: www.pittsburghpromise.org



HELP US MEET OUR GOAL

GOAL: \$15 MILLION

WE ARE HERE: \$12 MILLION

Join the individuals, foundations and businesses who have given their support to **The Pittsburgh Promise** as we work to meet this ambitious goal. UPMC will give \$1.00 for every \$1.50 that is contributed to The Pittsburgh Promise Fund. **WILL YOU MAKE THE PROMISE?** [DONATE NOW!](#)

Meet the Newest Members of The Pittsburgh Foundation Family, DENIS AND ELIZABETH McCARTHY



WHEN A YOUNG DENIS McCARTHY was asked to meet with Hillman Corporation representatives for an impromptu meeting at LaGuardia airport, he left his construction site still dressed in work boots and corduroys. Little did he and his wife Elizabeth know that 34 years later, he and his family would be ensconced in the philanthropic fiber of Pittsburgh, Pennsylvania.

At the time, Denis had been growing his experience first in the accounting field, and then in the construction industry. It was this unique blend of skills that was attractive to The Hillman Company. Meanwhile, his wife Elizabeth was just as busy as a pediatric nurse and mom to their growing family.

Ten years after that meeting, The Hillman Company sold the import company Denis was president of, and he and Elizabeth had a decision to make: stay in New York and start over with a new company, move to Sydney, Ohio and continue in his position there, or come to Pittsburgh to work at Hillman's headquarters. There was no contest, they said. "The opportunity to work with someone as ethical and 'right' as Henry Hillman is a luxury most people don't have," they said. "Henry and Elsie are an incredible couple and role models for us and for anyone who wants to live their lives in a meaningful way, and make a difference in the lives of others." Mr. Hillman once told Denis, "I used to think making money was hard, but I have learned it's even harder to give it away." "He was absolutely right," said Denis. "But, we believe that our Fund at The Pittsburgh Foundation will enable us to give in perpetuity."

Since their arrival in Pittsburgh, the McCarthys have become pillars of the philanthropic community with an impressive and growing list of causes that they support. "When we were in New York, making a difference was like trying to empty the ocean with a teaspoon," said Elizabeth. "You can make such a difference in this community even with small efforts, and modest contributions, your efforts are appreciated. We never feel like we are giving as much as we want to."

On August 30, 2008, Denis sold his final business for The Hillman Company, which put him out of a job one more time and allowed him to retire. "When we knew that I was retiring, Elizabeth and I talked about philanthropy and how to ensure future giving. We agreed on an endowment at The Pittsburgh Foundation." This was also a birthday present to Elizabeth. "This was a very personal vote of confidence from us to Pittsburgh. It is an investment in the city we have come to love," she said.

The McCarthys will use their fund at The Pittsburgh Foundation to endow their gifts to various charities while also working with their children to give back as a family. "Our family (now six children and seven grandchildren) were thrilled that we chose to do this." The Pittsburgh Foundation is equally thrilled to have the McCarthys as part of our growing donor family.

NEIGHBOR-AID

CONTINUED FROM COVER

Neighbor-Aid is a collaborative emergency relief initiative between The Pittsburgh Foundation, the United Way of Allegheny County, civic leader Elsie Hillman and other local foundations working in liaison with Allegheny County Department of Human Services.

"People are hurting and we are hearing compelling accounts of the dire circumstances in which individuals and families find themselves," said Robert Nelkin, President and Chief Professional Officer of the United Way of Allegheny County. "Our nonprofit agencies are witnessing this struggle first-hand and additional donations are needed if we are to help them meet this upsurge in demand."

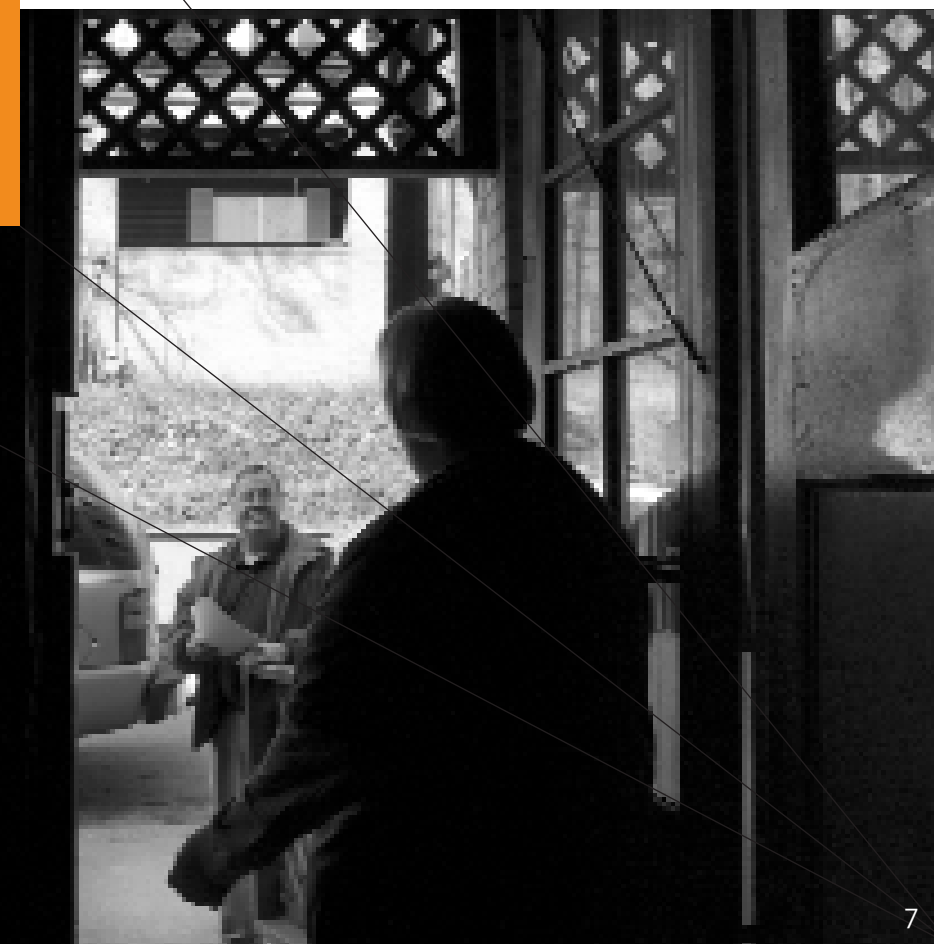
At its first meeting, a special committee, comprising foundation and constituent supporters of Neighbor-Aid, approved grants totaling \$601,000 from the fund to 10 nonprofit organizations serving the region's four key areas of human need: housing, food, utilities and transportation. The funding was awarded from a total of \$895,000 in the fund, contributed by foundations and individuals. At its second meeting in March, the fund's grantmaking committee awarded a further \$185,000 to eight nonprofits, increasing Neighbor-Aid's total funding this year to \$786,000.

East End Cooperative Ministry received \$69,000 to help meet rising costs resulting from increased demand at its Food Pantry and Men's Emergency Shelter. The Ministry's shelter is operating at over 133 percent of capacity with increased 'first time users.' Its has experienced a 20 percent increase in demand with a 300 percent spike in the number of clients from neighborhoods who are not traditional pantry clients.



University of Pittsburgh Office of Child Development received \$50,000 to provide emergency assistance to help keep family members in employment through its GAPS2 program, predominantly serving transportation, utility and housing needs. In its request for support, the organization stated: "The working poor, often described as one paycheck away from homelessness, have been forgotten by many safety net programs."

Catholic Charities of the Diocese of Pittsburgh received \$80,000 to provide direct assistance to families and individuals in need. The organization, which is experiencing an unprecedented volume of calls, provides basic needs programs for utility bills, emergency food, clothing, medication, furniture needs, disaster relief services for seniors and transportation assistance.



Crisis Center North, Inc. received \$10,000 to help provide emergency transportation expenses, relocation/security expenses, utility stipends, and emergency food assistance. As one of four centers in Allegheny County providing counseling and educational resources to victims of domestic violence, Crisis Center North has seen an increase in need and usage of services.

The Dollar Energy Fund received \$100,000 to provide utility assistance grants to low-income families in Southwestern Pennsylvania. The grant will be used to leverage available 1:1 matching grants from utility suppliers. The Dollar Energy Fund has grown to become the largest hardship fund in Pennsylvania, and the fourth largest in the United States.

Family Resources received \$20,000 to support short-term emergencies and to help families manage basic needs (food, housing, transportation, and utility assistance).

Family Resources serves approximately 20,000 children, teenagers and parents annually with services focused on preventing child abuse and providing therapy to children who have experienced abuse or neglect. Agency supervisors report an increase in requests for emergency assistance from families that are not actively engaged with the Office of Children, Youth and Families at the Allegheny County Department for Human Services.

Goodwill of Southwestern Pennsylvania received \$10,000 to provide additional vouchers for clothing, furniture and household goods to families and individuals affected by the economic downturn. Goodwill currently provides a maximum of ten \$75 vouchers per month through their community emergency needs fund. Grant funds will be used to address the current wait list of over 100 applications which otherwise would have taken nine months to address.

Hosanna House, Inc. received \$20,000 to help its clients affected by the economic crisis move toward independence. Through the New Foundations Permanent Housing Program, Hosanna House provides housing and supportive services to assist families in their transition from shelters and the streets to permanent housing.

Jewish Family and Children's Service received \$20,000. Jewish Family and Children's Service provides families with case management and funding needed to overcome underlying hardships through their emergency aid program, SOS Pittsburgh.

North Hills Community Outreach (NHCO) received \$40,000 to provide food, utility assistance and emergency financial aid for other essential needs including housing and transportation. NHCO addresses the basic needs of individuals and families in crisis, hardship and poverty, serving 50 of the 130 municipalities in Allegheny County, and in the past five months saw 2,393 clients of whom 586 sought charitable help for the first time.

Pittsburgh Mercy Health System, Inc. received \$50,000 to provide housing rental assistance through Operation Safety Net. Since 1992, Operation Safety Net has served as a medical outreach for the unsheltered and transitional homeless community in Allegheny County.

Travelers Aid Society of Pittsburgh received \$30,000 to provide transportation assistance to people in need. Through the New Employment Transportation Program, Travelers Aid provides bus tickets to and from verified job searches as well as newly obtained employment for two weeks or until the first paycheck. Access to reliable and affordable transportation is critical for individuals in obtaining and retaining employment.

Women's Center and Shelter of Greater Pittsburgh received \$25,000 to provide security deposits and first month's rent to secure affordable housing and enable clients to be self-sufficient while in transition. The emergency shelter serves approximately 260 women and 240 children.

The Brashear Association received \$15,000 to provide direct aid to families and individuals seeking help with housing, utilities and transportation services at its Family Assistance Program. The Association provides human and community services to low-income families and individuals who reside in South Pittsburgh neighborhoods.

Focus on Renewal received \$10,000 to help meet its "desperate need" for additional funding to serve increasing numbers of people seeking assistance from its Community Center and Emergency Food Pantry, where demand has spiked from 209 individuals in 2008 to 533 individuals in November, of whom 207 were children.



The Greater Pittsburgh Community Food Bank received \$200,000 to sustain its inventory of food, providing an essential resource for its network of 380 charitable member agencies to which it distributes an average of 1.8 million pounds of food monthly. Overall demand has increased 300 percent between 2006 and 2008.

Community Auto received \$22,000 to provide assistance for low-income individuals to purchase vehicles and to establish an emergency repair fund for buyers. Community Auto accepts donated vehicles, provides repair and inspection services and offers them to low-income buyers at below market value. Access to reliable and affordable transportation is critical for individuals in obtaining and retaining employment.

Society of St. Vincent de Paul received \$15,000 to purchase mattresses and bed frames for increasing numbers of first-time clients. The organization serves mostly low-income and at-risk families, and has experienced a 30 percent rise in demand since October 2008, with more people having immediate and extended family members move in with them.

THE PITTSBURGH FOUNDATION led a delegation of community foundations from Pennsylvania and Ohio in meetings with members of Congress and President Barack Obama's Administration in Washington, D.C. to press for stimulus package support for nonprofit organizations that are struggling to meet a surge in demand as the result of the economic crisis.

Ten separate meetings took place with chiefs of staff and legislative assistants of Members of Congress and the Senate serving Pennsylvania and a meeting was also held with Senator Bob Casey (D-PA) (pictured below with Grant Oliphant).

The visit followed the completion of a detailed report documenting the severe impact of the economic crisis on communities in Pennsylvania and Ohio which determined that the two states will need an additional \$3.3 billion in supplemental funding over the next two years to safeguard their social services safety nets.

Five community foundations — in Pittsburgh, Philadelphia, Cleveland, Columbus and Toledo, collaborated on the report, *The Recession's Impact on the Safety Net in Ohio and Pennsylvania*. The full report is available on the Neighbor-Aid web site at **Neighbor-Aid.org**.



Neighbor-Aid was launched in December 2008 to provide much-needed financial aid for nonprofit organizations struggling to meet the surge in demand from families and individuals for human services as the result of the economic crisis, many of whom are seeking charitable help for the first time.

Donors can contribute to Neighbor-Aid, on-line either through The Pittsburgh Foundation or the United Way of Allegheny County via a specifically designed web site to support the fund at Neighbor-Aid.org.

Contributions may be made by check payable to
 The Pittsburgh Foundation
 Neighbor-Aid Fund:
 The Pittsburgh Foundation
 Five PPG Place, Suite 250
 Pittsburgh, PA 15222
 or to
 United Way-Neighbor-Aid Fund:
 Box 640716
 Pittsburgh, PA 15264-0716.

JEFFERSON AWARDS

Rewarding Pittsburgh's community service volunteers

One of Pittsburgh's biggest gatherings of community service volunteers came together at Carnegie Music Hall in February for the annual Jefferson and Community Champions Awards.

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.

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

The seven 2008 Jefferson Award winners were: Nancy Heil, Dick Jevon, Epryl King, Cheryl Kubitz, the staff of Lauren's Work, George O'Donnell and Kate Rosenthal.

Nancy Heil was chosen to carry Pittsburgh's flag of volunteerism to the national Jefferson Awards that will be judged over two days in Washington, D.C. later this month.

In recognition of the exemplary service of our community service volunteers, Forum will profile each of Pittsburgh's seven Jefferson Award winners, starting in this edition with Nancy Heil and Epryl King.

Kevin Jenkins, the Foundation's Director of Special Initiatives helped to present the Awards. "I am honored to help recognize and reward these special people in our community who have excelled in their selfless consideration of others," he said. "These people epitomize all that is good about our community."



HOW TO NOMINATE AN UNSUNG HERO

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

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

NANCY HEIL

Homeless Ministry

Nancy Heil was reluctant to be recognized as a Community Champion. That's because she wants God to get all of the credit for her ministry, which feeds, clothes and nourishes the homeless in Pittsburgh. Her ministry doesn't have an office. It does no fundraising. It doesn't even have a name. But if you ask the homeless and the needy families who gather on the Boulevard of the Allies every Monday or who she helps during the week, they'll tell you that "Miss Nancy's ministry" is the most important one in the world.

Nancy also takes no credit for the 500+ volunteers who have come into her life to provide all of the food, clothing, blankets and necessities she and her husband distribute. She tells story after story of items appearing "out of nowhere" at the time she needs them. Nancy just reiterates that she is an instrument in God's hands.



Nancy has devoted the past 15 years to this cause, which she runs from her home seven days per week. She is a great example of selfless giving for all of us.

EPRYL KING

Raising Achievement in Monroeville and Pitcairn

Epryl King, a second-grade teacher in the Gateway School District, founded Raising Achievement in Monroeville and Pitcairn (RAMP) to help close the educational gap for disadvantaged students in her community. RAMP runs a volunteer tutoring program and partners with local businesses to provide incentives for kids to improve their grades. Epryl's aim is to raise achievement levels for all students in her community, particularly African American students and those in low socio-economic families.

Epryl, who is married and the mother of 10-year-old Aiyanna, finds time in her busy life to dedicate more than 30 hours a month to RAMP. She tutors volunteers and has assembled educators, parents and school board members in her community to address the academic disparities between students of varying races and economic background. Her efforts and love for children are making an impact on our kids and our community.

RAMP is designed to identify or create resources that are consistent with greater academic achievement and to connect residents with those resources. To learn more, call (412) 443-4556 or visit achievementgap.info and click on the "Community Solutions" link.



TO MERGE OR NOT TO MERGE >

CREATING A FORUM FOR
THE CITY AND COUNTY TO
TALK IT OVER

By George Heidekat

AIMING TO ENERGIZE civic dialog and encourage a conclusive referendum on city-county consolidation, The Pittsburgh Foundation is developing a multifaceted public education campaign.

“The issues are just too important to ignore,” said Grant Oliphant, the Foundation’s President and CEO. “The community needs to confront them, and we’re willing to help facilitate those discussions.”

In April last year, Pittsburgh Mayor Luke Ravenstahl and Allegheny County Chief Executive Dan Onorato announced a plan to merge the city and county governments. The proposal’s roots stretched back to 2006, when Ravenstahl and Onorato asked University of Pittsburgh Chancellor Mark Nordenberg and a blue-ribbon panel of citizens to scrutinize the two governments in the light of similar consolidations in other parts of the country.

After 18 months, the Nordenberg commission published a report recommending that the city and county initiate a referendum to test the electorate’s interest in a merger. Critics quickly found fault with the study. Among other contentious points, it failed to address the county’s 129 other municipalities. By last September, after preliminary discussions by Pittsburgh’s city council, efforts to implement were dead in the water.

Now, at the urging of regional leaders, The Pittsburgh Foundation is reviving the discussion. “As you look at the fiscal health of our community, operating in the economic circumstances that we’re facing, it would be irresponsible not to consider bold, different ways of managing government,” said Grant Oliphant.

“The people are entitled to a conversation about consolidation, and they haven’t been given one yet — let alone a chance to vote on it. The issue has not yet received a hearing in the public arena. Our goal is to make sure that the public gets a chance to hear about the issue, and then vote.”

Jane Downing, the Foundation’s Senior Program Officer for Economic and Community Development, is laying the groundwork for a public education campaign that will facilitate unrestricted discussion. Traditional channels as well as social networking and other innovative media, she says, will bring decision-making information to the widest possible audience.

“The general issues have been in front of the public for a long time, but the reasons, the options, the nuances aren’t always clear. Most of the general public doesn’t really know, for instance, what the Nordenberg committee recommended,” Ms. Downing said.

Mr. Oliphant agrees. “This has to employ an extensive array of online tools. But it has to be about community, so we’re going to reach out and pull people together. It could be a series of conferences and town meetings. It could include opportunities for people from the community to engage in informed, guided conversations, where they can thrash out the issues.

“And I see tremendous opportunities for targeted conversations among the constituencies who have a stake in this — from the African-American community to the unions to a host of other subsets of the population.”

Karen Wolk Feinstein, President and CEO of Pittsburgh’s Jewish Healthcare Foundation, is a veteran of voter education efforts, including the Pittsburgh Home Rule Charter campaign. “Any change brings controversy,” she says. “I can’t begin to tell you how challenging it is.

“One issue that voters should understand is what a seriously competitive environment we’re in right now. We’re not only competing nationally but globally for the ultimate prize, which is business location. You want firms to locate here.

“The question is not, ‘Would I like everything to stay the same because I’m not sure that change will be better for me personally?’ You have to start thinking beyond that and ask, ‘Is consolidation better for me as a city dweller? Is it better for me as a suburbanite? Will the region be better able to compete globally with this change?’

“Public education is good per se,” says Ms. Feinstein. “So let’s think and talk about this. Let’s ask ourselves how we position our region for greater economic health. People really need to chew on these issues. And if that’s what a political campaign does, that has merit in itself.

“So maybe consolidation isn’t the best thing! That’s good, we’ve decided. We’ve looked at the facts and we’ve decided, but during that consideration, during that discussion, we, hopefully, will have thought of ways to advance the welfare of the region.”

Mr. Oliphant concluded: “My definition of success? I’d like to see Pittsburgh engage in a robust and energetic debate, and have an informed vote on it at the end. Let the chips fall where they may, but let’s have an opportunity to use our voice and have it be an educated voice.”

- A public forum took place Friday, June 5, at the Heinz History Center, co-hosted by the Foundation and the University of Pittsburgh Institute of Politics. Guest speakers included community leaders from Charlotte, Miami and Louisville; Mayor Luke Ravenstahl and County Chief Executive, Dan Onorato.

GRANTEE PROFILE:

KASSI LEADERSHIP ACADEMY

WEAVES YOUTH LEADERSHIP INTO HILL DISTRICT COMMUNITY

EDUCATION, LEADERSHIP AND PERSONAL DEVELOPMENT are concepts Evan Frazier, President and CEO of the Hill House Association knows well. They are threaded through everything his organization oversees: from preparing a toddler to be Kindergarten-ready to providing enriching activities for seniors in the Hill District, the community the organization serves.

So it's no surprise that Hill House's most recent project, the Kassi Leadership Academy, is founded on these principles. Kassi means "thread" in Swahili, and the Academy's focus will be to unite the entire community around its children, to help youth weave a path to success in school, at home, and in their personal lives.

The Pittsburgh Foundation is the primary funder of the project, granting the organization \$350,000 over two years to establish the Academy.



Amos Levy, a student from CMU works with **Alicia Kelso**, 9th Grade, Schenley High School teaching interviewing skills in University Prep.

"We see it as a mechanism for continuity across age levels that allows us to go deeper into our work with kids and their families," explained Mr. Frazier.

Kassi will do just that — by creating a synergy between programs that already exist at the Hill House, including an early learning program for children ages 6 months to 5 years, as well a Youth Services Program, which provides year-round after-school activities for youth from Kindergarten through 12th grade.

Since the inception of the Academy in late 2008, Director of Youth Services Joyce Tompkins has focused her efforts on high school aged youth, attracting approximately 30 new individuals to the program in only a few months time. The youth have been intimately involved in shaping the program, and Ms. Tompkins has enabled participation by allowing the students to create their own clubs, including a photography club, a birthday club and a creative writing club, where students have weighed in on such community issues as bringing a grocery store to the Hill.

In addition to streamlining and enhancing programs within the academy, Kassi will measure its offerings and impact by creating an innovative merit badge system to celebrate leadership benchmarks for every child. The badge system is still being finalized, but it also involves input from the youth, as well as community service requirements and integrated leadership lessons.

"The idea was to create a recognition system that provides incentives for kids to reach levels of leadership and to maximize their potential to have the greatest impact," said Mr. Frazier. "We'll start with the youngest kids in Kassi and follow them all the way through to college, to prepare them for the next step."

As Kassi expands, even more offerings will be available to students of all age levels, including theatre, karate and yoga. Hill House will also continue to enhance community partnerships with diverse groups such as Mercy Behavioral Health, One Vision One Life, the YMCA, the Carnegie Museums of Pittsburgh and Carnegie Mellon University.

Many of the drivers behind Kassi have been elaborated on in a book recently written and published by Mr. Frazier, entitled *Most Likely to Succeed: The Frazier Formula for Success*. Intended to help individuals develop their leadership potential, within it Mr. Frazier outlines three key concepts he believes are essential to positive development among children and adults alike: vision, a personal and professional plan, and the right attitude. The book encourages individuals to establish a vision for themselves, and then create a plan that is in alignment with that vision, while maintaining a positive attitude.

“It’s simple, but complex enough to be effective,” explained Mr. Frazier. He carried these ideas with him in the establishment of Kassi.

According to Mr. Frazier, not only is Kassi in line with the philosophy of Hill House, it is also a natural next step for the organization, and is correlated with the other services it provides to the community. Hill House has 5 program areas and works with 12 agencies located on its central campus in the Hill District. In addition to early learning and youth development, the organization also offers a family and workforce development program that help individuals to be economically self-sufficient, including GED and other life skills courses. Parenting initiatives are also offered, helping mothers and fathers to be gainfully employed and in

some cases providing guidance with child support and other activities for non-custodial parents.

The Hill House also offers senior services, including a senior center, home meal delivery, and case management for individuals over 60. Finally, neighborhood development is an important aspect of the organization’s work, including work with on campus partners to promote arts and culture and the environment as well as assist with addiction and substance abuse.

Both Mr. Frazier and Ms. Tompkins believe the community approach of Hill House will inevitably lead to the success of the Kassi Leadership Academy as it continues to grow.

“The ball is never going to stop rolling in this court,” said Ms. Tompkins.



ADVISOR PROFILE: R. DOUGLAS “DOUG” DENARDO



DOUG DENARDO is the Chairman of the Estates, Trusts and Taxation Department at Rothman Gordon PC and is one of the firm's managing partners. Doug has concentrated his practice in estates and trusts and charitable planning and has worked with The Pittsburgh Foundation for most of his career. Doug lives with his wife, Sharon, son, Joe, daughter, Kelsey, and shee-poops, Gator and Gracie, in Moon Township.

I represent many clients who have philanthropic desires and because giving can be so personal, I like to tailor each client’s approach. Some clients choose to make gifts directly to the charity. For others, the establishment of a private foundation is appealing. Clients who are attracted to the concept of a foundation but want to avoid the expense and administrative burdens of a private foundation or perhaps do not have relatives who could operate a foundation in perpetuity after the client passes away are ideal candidates to introduce to The Pittsburgh Foundation.

Perhaps the best endorsement of the Foundation came from one of my clients. When asked why the client did not want to make a gift directly to a specific charity, my client referred to Aesop’s fable *The Goose that Laid the Golden Egg*. My client’s feeling was that charities would consume the entire gift for an immediate reward, but the short-sighted action would leave the charity looking for sources of support in the coming years. By creating a donor advised fund at TPF, my client believed that she provided a source of ongoing support to her favorite charity in perpetuity — a goose that would lay golden eggs that would benefit a charity for generations.

My clients have been truly, truly satisfied with the Foundation, as the entire staff is extremely knowledgeable and personable. They have the true gift of being able to listen to a donor’s goals and objectives and then craft the appropriate gifting vehicle. Because this is right in line with my own approach to serving my clients, I can always enthusiastically recommend The Pittsburgh Foundation.

When asked to serve on the Professional Advisors Committee at the Foundation, I immediately agreed. The organization has provided many great opportunities for my clients and has provided extraordinary benefits to our region. The opportunity to contribute towards making the Foundation even better was an easy choice.

I believe that community foundations like The Pittsburgh Foundation should take a leadership role in the region to promote an interest in philanthropy in general since it has a ripple effect throughout the community. When potential donors are educated about the myriad of charitable giving options, charities in general benefit from increased gifts. I know from my own practice that clients will come to me after they have learned about a giving opportunity, asking how we can apply it to the charity of their choice. It’s a win-win situation for everyone.

AT HOME:

FOUNDATION BOARD ELECTS SIX MEMBERS

NEW ROLE CREATED FOR LOCAL NONPROFIT LEADERS

THE PITTSBURGH FOUNDATION has broadened membership of its Board of Directors to include community leadership representing key nonprofit organizations serving the southwestern Pennsylvania region.

Two positions have been created under the initiative, and the first directors elected to the Foundation's Board to serve in this role are Lisa Schroeder, Executive Director of Riverlife, and Walter Smith, Ph.D., Executive Director of Family Resources, who will each serve a single three-year term.

The Foundation also elected three new full-term Board members, Maxwell King, Executive Director of the Fred Rogers Center, Claudette Lewis, Special Assistant to the Director of Allegheny County Department of Human Services, and Howard B. Slaughter, Jr., D.Sc., President and Chief Executive Officer of Landmarks Community Capital Corp., who each are eligible to serve up to three, three-year terms.

Additionally, former Foundation Chairman, George A. Davidson, Jr. who retired from the Board in March 2008, was re-elected following a one-year absence and he also may serve up to three, three-year terms. The elections increase the Board's membership to 19 directors.

"As our region's community foundation and a fulcrum for local philanthropy it is vital that we maintain strong and diverse Board membership that is representative of our community," said Greg Curtis, Chairman of the Foundation's Board of Directors. "The Foundation is entering a new era as an agent for transformative change in our community, and I am delighted to welcome our new Board members whose knowledge, insight and passionate commitment will be of invaluable support."

"I am especially pleased that our Board includes representatives of nonprofit organizations, since this sector is central to the Foundation's missions and to our successful engagement with and understanding of the critical needs and issues in our community," said Grant Oliphant, the Foundation's President and CEO.



Under **Lisa Schroeder's** leadership, Riverlife—established in 1999 to create a vision and master plan for Pittsburgh's riverfronts—is creating a metropolitan scale waterfront park along 12 miles in the heart of Pittsburgh, comprised of new parks, water landings, bridge connections and lighting. Ms. Schroeder raises capital funds from public and private sources and manages liaison with elected officials, foundations, non-profit organizations and commercial real estate owners and developers.



Dr. Walter Smith joined Family Resources in 1987 and became Executive Director in 1997. Family Resources serves more than 20,000 children, teens and adults residing in Allegheny County with concerns related to preventing and treating child abuse and neglect. Dr. Smith is a licensed psychologist with a private practice that specializes in treating children, couples, and families. He is the founding member of the Western Pennsylvania Family Center, an education resource center for lay and professional persons interested in family therapy and family studies.



Maxwell King is the Executive Director of the Fred Rogers Center for Early Learning and Children's Media at Saint Vincent College. The Center was established in 2003 to serve as a national and international resource for addressing emerging issues affecting children and families. Mr. King retired as President of The Heinz Endowments in 2007, where he led initiatives to improve the quality of life of this community and presided over the awarding of more than \$500 million in grants.

Mr. King served as Chairman of the national Council on Foundations from 2006 to 2008, and he served as the Editor of *The Philadelphia Inquirer* from 1990 to 1998.



As Special Assistant to the Director, Allegheny County Department of Human Services, **Claudette Lewis** has been responsible for the implementation of Change Management processes during the consolidation of the agency. She has spent the past twenty years spearheading important social causes for several non-profit organizations: the Episcopal Urban Caucus in Washington, D.C.; the Connecticut Interfaith Housing Coalition in Hartford, Connecticut; and the Housing Authority's HOPE VI Project in New Haven, Connecticut. Mrs. Lewis is married to The Reverend Dr. Harold Lewis, the rector of Calvary Episcopal Church in Shadyside.



Dr. Howard B. Slaughter, Jr. is President and Chief Executive Officer of Landmarks Community Capital Corporation, a nonprofit and Chief Executive Officer of Landmarks Development Corporation, a for profit, both wholly owned subsidiaries of the Pittsburgh History and Landmarks Foundation. Both companies provide economic development financing to nonprofit and private developers respectively in western Pennsylvania, eastern Ohio and West Virginia. He was formerly Director of Fannie Mae's Pittsburgh Community Business Center; he also served as Vice President of Dollar Bank's Community Development, where he led the bank to its first ever "outstanding" CRA rating and he received a gubernatorial appointment and was unanimously confirmed by the Pennsylvania State Senate to the board of the Pennsylvania Housing Finance Agency.

He is also the Treasurer of the Board of the Urban League of Greater Pittsburgh and has received numerous local, regional, educational and national awards for charitable and community service.



George A. Davidson, Jr., is the retired Chairman of the Board of Dominion Resources. Mr. Davidson previously served for 18 years on the Foundation's Board, most recently as Chairman. He is a Trustee and past Chairman of the Pittsburgh Cultural Trust, Chairman Emeritus of the Civic Light Opera and a member of the Boards of the Carnegie Museum of Natural History and the Sewickley Valley Hospital Foundation. Mr. Davidson is a Trustee of the University of Pittsburgh, Chairs the Board of Visitors of the Katz Graduate School of Business and is Vice Chair of the Board of Visitors of the School of Engineering.

STAFF PROMOTIONS

THE PITTSBURGH FOUNDATION has announced the promotions of staff to key positions in the organization: Yvonne J. Maher becomes Vice President of Development and Donor Services, Kevin L. Jenkins takes on the newly-created role of Director of Community Initiatives and Kelly Uranker has been promoted to the position of Philanthropic Resources Manager.

Additionally, two staff take on expanded responsibilities within their existing roles with Mary Wilson promoted to Vice President of Finance and Administration and Jeanne Pearlman promoted to Senior Vice President of Program and Policy.



Yvonne Maher is responsible for oversight and strategic planning of the Foundation's fundraising efforts, donor stewardship, special events and volunteer activities, as well as the supervision of all aspects of outreach to professional advisors and prospective and current donors.

Yvonne, who joined the Foundation in August 2007 as Director of Development, Gift Planning, succeeds Kimberley J. Hammer, who left the Foundation in 2008. She has more than 14 years experience in the nonprofit sector and joined the Foundation from Pennsylvania State University – Beaver Campus where she held the position of Director of Development.



In his new position, **Kevin Jenkins** is responsible for identifying and developing community projects and partnerships to address critical regional issues. He recently played a leadership role in the creation of Neighbor-Aid, an emergency fund to support nonprofit organizations struggling to meet increased demand for human services assistance from families and individuals.

Kevin has worked in the field of human services within the Pittsburgh region for more than 25 years, with over 15 years in a management capacity. He joined the Foundation in July 2007 as Senior Program Officer, with responsibility for the organization's grantmaking in the areas of health and special needs populations, and families, children and youth. In his new role, he will retain his grantmaking responsibilities.



In her new role, **Kelly Uranker** manages the online resources available for donors and nonprofit organizations including the PittsburghGives non-profit search, website donor education, and the PittsburghGives Charitable Gift Card.

Kelly joined the Foundation in January 1998 and previously served as Donor Services Officer to over 400 Foundation donors. Before joining the Foundation she worked in development with the Pittsburgh Symphony.



Mary Wilson, previously Vice President of Finance, takes on the additional responsibilities of administration, including the Foundation's information technology portfolio. Mary has served for nearly 19 years with the Foundation, distinguishing her as its longest-serving employee, having joined the organization in 1990 as senior accountant.



Jeanne Pearlman, formerly Vice President of Program and Policy, takes on additional responsibilities of Board governance in her new role. Jeanne, who joined the Foundation in 2000, served as Senior Program Officer for nearly seven years and became head of the organization's grantmaking department in 2007.



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STAY CONNECTED

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

The Community EForum Blog

News from the Foundation as well as the community. Subscribe to the RSS feed and never miss a post at:

<http://blog.pittsburghfoundation.org/>



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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

NEW FUNDS

September 1, 2008 – April 30, 2009

Anonymous Fund No. 6	G. Christian Lantzsch and Duquesne Light Fund
City of Pittsburgh Trail Maintenance Fund	Mamie Holman Ligon Memorial Fund
Deems-Boughner Fund No. 1	Donald D. Mateer Scholarship Fund
Deems-Boughner Fund No. 2	Denis and Elizabeth McCarthy Family Fund
Cathy Dickman Mellott and Smudge Fund	Miklos Family Trust Fund #1
Arthur J. and Gladys E. Edmunds Fund	Miklos Family Trust Fund #2
Ruth T. Evans Fund for The Historical and Genealogical Society of Indiana County	Reuben and Marcy Miller Family Fund
First United Church of Christ, Ebensburg Support Ministries Fund	Neighbor-Aid Fund
Fox Chapel Area Education Fund	William L. Petersen/Mark R. Biedrzycki Fund
Fox Chapel Area Fugh Scholarship Fund	Regional Resources, Inc. Fund
Fox Chapel Area Education Scholarship Fund	Shaler Area High School Scholarship Fund
Fox Chapel Education Fund/Nancy Jane Edelman Scholarship Fund	Sherman Evans Fund
Fox Chapel Area Education Fund/Craig Shondeck Memorial Scholarship Fund	Short Family Fund
Alfred B. Friedman Fund	South Fayette School District
Friends of the Pittsburgh Urban Forest-Diana Ames Fund	Foundation for Excellence Fund
Frank and Mary Gorell Memorial Fund	Merritt H. and David S. Spier Fund
Mary Martha Holman Memorial Fund	John Unertl, Jr. and Elsie Unertl Fund
III & Long Foundation, a Fund of The Pittsburgh Foundation	
Jariwala and Quinto Family Fund	
Kelly Family Fund	