

**THE PITTSBURGH
FOUNDATION**
QUARTERLY
July 2018

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to all communities
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FORUM



**FEATURE
STORY**

PHILANTHROPY AND THE FIRST AMENDMENT

*A regional conference shows
how basic freedoms can be the
unifier in divisive times*

SEE PAGE 4

**1789
2018**
**THE FIRST
AMENDMENT
FOR THE
TWENTY-FIRST
CENTURY**



ON THE COVER

Jameel Jaffer, executive director of the Knight First Amendment Institute at Columbia University, addresses digital journalism at the region's first public conference on the First Amendment. He says journalists should be allowed to investigate the functions of social media platforms, which represent the new public square, without fear of legal ramifications.

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PRESIDENT'S MESSAGE

IN MAY, I HAD THE HONOR OF SPEAKING TO 384 GRADUATES at the 172nd Commencement of St. Vincent College in Latrobe. I was to deliver the traditional address, supposedly to dispense advice and counsel, but I didn't have much of either to offer.

The working world these young people are entering is so much more complex and intense than when I graduated from college 50 years ago. RAND Corp. researchers have labeled the past 20 years as the age of acceleration. They cite technology advances in areas such as communications, and an exponential broadening of the areas in which we work and play.

Much of this is exciting: I can only imagine the adventures and accomplishments these graduates will have. But there is a dark side. The added complexity and faster pace may push some into a transactional mode of life rather than one built around relationships. After all, the transactional person is not tied to a set of values that might limit personal freedom. That includes the one value that I told St. Vincent graduates is essential in leading a truly successful life—kindness.

Those who aspire to be kind are almost always ahead in life situations. They have empathy for others. The relational person acts on values that maximize the collective power of the group to achieve the greatest gains: “How can I help?” instead of “What can you do for me?” “We win or lose together,” instead of “I win. You lose.”

My speech had anecdotes from the life of children's educational television icon Fred Rogers, but I could have referred to stories in this FORUM issue about acts of kindness performed every day by Pittsburgh Foundation donors, grantees and community partners.

Behind all these efforts are people who recognize the importance of relational values to the family unit, the workplace and societal institutions—especially to our democratic system of government. That's backed up by the lead story in this issue reporting on our regional conference on the First Amendment, co-hosted last month with The Heinz Endowments. The goal: reassert the value of the First Amendment in community life as basic freedoms are devalued and under threat.

One example applies to the graduates I addressed: a recent survey of college students by the Gallup polling organization and the Knight Foundation found that while 70 percent show strong support for the First Amendment, that's an eight-point drop from the last poll two years ago. And when asked which was more important, free speech or respect for diversity and inclusion, students chose diversity and inclusion 53 percent to 46 percent.

For that reason and many more, a second event is being planned, “The National Conference on the First Amendment: Bedrock for American Freedoms,” co-hosted with Duquesne University on its campus Oct. 21–22.

As to why a community foundation is so focused on one plank of the U.S. Constitution, I go back to my kindness message and a quote from John Adams, one of the Founding Fathers: “Our Constitution was made only for a moral and religious people—with goodwill, tolerance and kindness. It is wholly inadequate to the government of any other.”

Maxwell King | president & CEO



This detail of Dianne Gall's 2017 oil-on-linen painting, *Everybody Knows*, which is in the Bennetts' art collection, is an extraordinary example of figurative realism.



WOMEN ARTISTS HEED THE CALL

April 13 was an auspicious day for women artists. The call for entries for the recently created Bennett Prize opened, heralding what art collectors Steven Alan Bennett and Dr. Elaine Melotti Schmidt believe will be a new era of respect, recognition and financial reward for women whose paintings realistically depict the human figure.

Last year, Bennett and Melotti Schmidt, of San Antonio, Texas, who are among the top collectors of figurative realism in the United States, endowed a \$3 million fund at The Pittsburgh Foundation to ensure that The Prize will be awarded every two years in perpetuity.

"Figurative realist painters portray the diverse human form, and have much to say in a society struggling to understand human differences, including race, gender and social status," says Bennett.

The Bennett Prize is also the largest ever offered solely to women painters. One winner will be awarded \$50,000 and a solo exhibition of her paintings at Muskegon Museum of Art in Michigan. Also, 10 finalists will receive \$1,000 and will have their work included in a group exhibition and catalog at the museum. The solo and group exhibitions are slated to tour the country.

It's all part of the couple's grand vision to elevate the increasingly popular genre of figurative realism while also addressing unequal treatment of women by museums and galleries, which are notorious for paying far less for artworks by women and for collecting works by women artists at a much slower pace than works by men.

"Our intent is to showcase the work of talented women figurative painters and enable them to take their rightful place among the most celebrated painters working today," says Melotti Schmidt. "We'll know we have succeeded when there are as many paintings by women as men in museums, commanding the same prices and critical esteem."

The call for entries remains open until Sept. 28. A jury will select the finalists and winner. More information is at www.thebennettprize.org.

Critical Needs Alert raises \$1.1 million to curb food insecurity in Pittsburgh

Small food pantries on the front lines of addressing food insecurity in the Pittsburgh region got a major boost from southwestern Pennsylvania residents who helped raise a total of \$1.1 million in The Pittsburgh Foundation's Critical Needs Alert online fundraising event on May 1.

Critical Needs Alerts raise funds for a significant need facing the region. These alerts relate directly to the Foundation's 100 Percent Pittsburgh organizing principle, which ensures that Foundation resources provide opportunities for the one-third of residents who live at or near the federal poverty line to get access to the revitalized regional economy. The U.S. Department of Agriculture defines food insecurity as the condition in which daily access to nutritious food is limited or uncertain.

Why were food pantries selected this year?

"We heard from small, community-based food pantries that they were experiencing increasing demand from people who are employed, often in more than one job, but are still unable to make ends meet," says Pittsburgh Foundation President and CEO Maxwell King. "Particularly alarming is the food providers' finding that one in seven Allegheny County residents, and one in six children, are uncertain where they'll find their next meal."

The \$1.1 million total includes \$522,500 from 2,480 donations made by the public during the 16-hour event run by The Pittsburgh Foundation and The Community Foundation of Westmoreland County. Another \$600,000 was provided by the Foundation and its donors. This team approach works: to date, the Foundation's five Critical Needs Alerts have raised nearly \$5 million for food, housing, transportation, mental-physical health care and child care.

"Once again, southwestern Pennsylvanians have shown that they believe in investing their charitable dollars in helping their neighbors meet basic needs," said King.



PHILANTHROPY AND THE FIRST AMENDMENT

A White House radio news correspondent who has covered the administrations of four presidents. A former Republican Congressman who represented Oklahoma for 16 years. The executive director of the Islamic Center of Pittsburgh. The executive director of the Tony Blair Institute for Global Change. An award-winning freelance journalist who writes about Native Americans and indigenous rights.

This is just a sampling from the roster of 24 speakers and panelists contributing to “The First Amendment for the Twenty-First Century: Current Threats and Community Responses,” a regional conference co-hosted by The Pittsburgh Foundation and The Heinz Endowments, June 21–22.

The foundations’ two presidents cited the conference as a public response to alarming signs that First Amendment basic freedoms — of religion, expression, the press, public assembly and government petition — are being eroded, and that the country’s democratic institutions could be threatened.

“To be strong, our democratic system must be anchored by citizens who understand their rights and recognize that those rights also apply to others who do not share their views,” Maxwell King of The Pittsburgh Foundation and Grant Oliphant of The Endowments wrote

→ Venues for the two-day conference fit the agenda themes. August Wilson Center (right) with discussions of artistic expression and freedom of speech, and CAPA Pittsburgh, highlighting the need for student awareness and appreciation of First Amendment freedoms.



← Jenni Monet, an award-winning indigenous rights journalist, was arrested in 2017 while covering the protest over the Dakota Access Pipeline in North Dakota. On day two of the conference, she speaks about violations of the freedoms of speech, assembly and treaty rights, which she says were rampant at the protests at Standing Rock.



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FOR TIMES SUCH AS THIS, I THINK ABOUT THE FIRST AMENDMENT. BUT YOU DON'T REALIZE WHAT IT MEANS TO YOU UNTIL IT'S CHALLENGED OR IT'S GONE.

April Ryan

in the preamble to the Conference program. “To endure, our democratic institutions must be validated by citizens who use their basic freedoms and have respect for others who do the same.”

About 250 community leaders, residents, educators, students, legal professionals, elected officials, artists and members of the media heard directly from national and regional experts about the First Amendment’s vital role in ensuring thriving communities.

Among the covered topics: how college students view basic freedoms; whether right-to-know laws enhance First Amendment powers; the role of artists in elevating free expression; how technology can advance or inhibit exercise of basic freedoms; and how communities can support press freedom in a period of unprecedented attacks against journalists and fact-based reporting.

In addition to sponsorship by the two foundations, the conference was presented in affiliation with Media Impact Funders, a national member-supported network of philanthropies that seeks to improve society through best-practice use of media and technology.

Jeanne Pearlman, The Pittsburgh Foundation’s senior vice president for Program and Policy, says the conference is the launch pad for a year-long series of activities developed to generate civic dialogue on how people can respond affirmatively to threats to First Amendment freedoms.

The Foundation and The Endowments will be working with grantees and donors, as well as local and national collaborators, to design programs that assure that southwestern Pennsylvanians know about, and are prepared to assert, their First Amendment rights.

↑ April Ryan opens the conference with a discussion of threats to freedom of the press. She has covered four presidents’ administrations as a White House correspondent for American Urban Radio Networks.

→ Executive Director of the Islamic Center of Pittsburgh Wasiullah “Wasi” Mohamed tells conference attendees that, historically, the First Amendment has not covered all Americans. His work aims to empower, educate and unite divided communities in southwestern Pennsylvania.

“We expect to work with local artists to create works that celebrate and comment on the five freedoms,” says Pearlman. “There are plans for new partnerships with local school districts to explore how the First Amendment is taught to young people. We intend to work with faith communities, cultural organizations, libraries and community centers.

“We want to be in the places where people gather to engage in respectful civic dialogue,” says Pearlman. “We see this as the best way for place-based philanthropy to bring people with diverse perspectives together to use First Amendment freedoms to work for the common good.”

In addition to the community programming, The Pittsburgh Foundation will extend its awareness-building effort by co-hosting a second conference with Duquesne University on its campus Oct. 21–22. “A National Conference on the First Amendment: The Bedrock for American Freedoms” is intended to provide legal, academic and journalistic validation of the First Amendment as a foundational value that all Americans share and support regardless of political or ideological views.



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**TODAY, THE
GREATEST
ENEMY TO
THE FIRST
AMENDMENT
IS FEAR.**

Wasi Mohamed

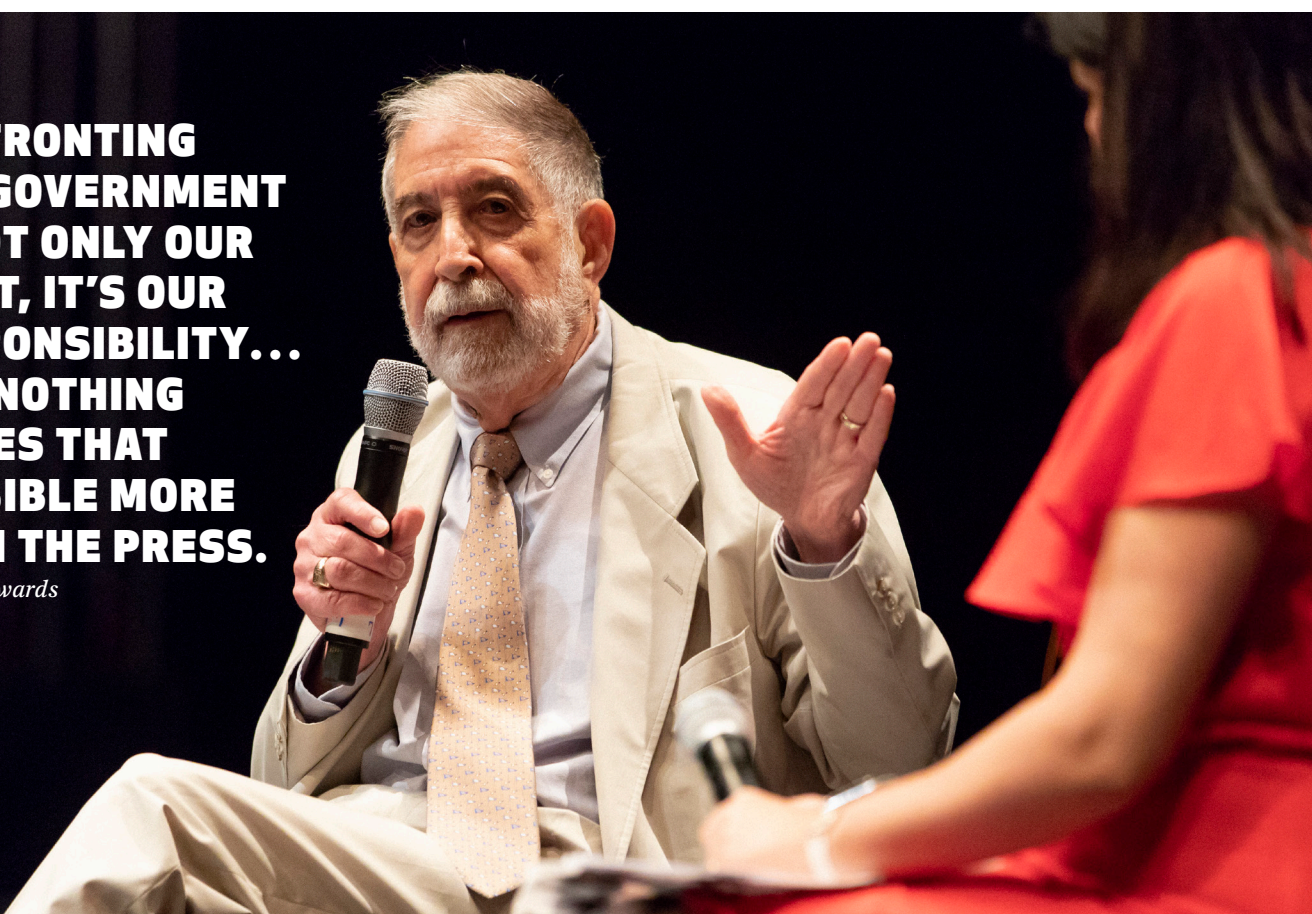
Nationally known participants from the fields of journalism, law, higher education and civic advocacy include Dean P. Baquet, executive editor of The New York Times; Martin Baron, executive editor of The Washington Post; Noel Francisco, U.S. Solicitor General; Floyd Abrams, a leading authority on First Amendment law; Ohio Gov. John Kasich; and conservative commentator Hugh Hewitt. There is no charge to attend the conference. For more information on the fall program, go to www.1apittsburgh.org.

By **Doug Root** | vice president of communications

↓ Republican Mickey Edwards, a vice president of the Aspen Institute, speaks with Indira Lakshmanan, Newark Chair in Journalism Ethics at the Poynter Institute and columnist for The Boston Globe. She asks the former U.S. Congressman about the media’s role and Edwards says it’s the job of journalists to hold the president and Congress accountable.

“
**CONFRONTING
THE GOVERNMENT
IS NOT ONLY OUR
RIGHT, IT’S OUR
RESPONSIBILITY...
AND NOTHING
MAKES THAT
POSSIBLE MORE
THAN THE PRESS.**

Mickey Edwards



→ Communications Officer Deanna Garcia joined the Foundation's staff last fall.

STAFF
PROFILE



A PASSION FOR STORYTELLING

SINCE HER EARLIEST DAYS IN PUBLIC MEDIA, in 2001 when she was a student news reporter at KRWG-FM in Las Cruces, New Mexico, to 2017, when she reported the news for WESA-FM, Deanna Garcia's reporting has given voice to marginalized people.

Her first feature, about a rash of unsolved murders of women who worked at maquiladoras, or border factories, in Juarez, Mexico, won a 2001 New Mexico Associated Press award, and transformed her perspective. "I realized that there are populations of people who are invisible and feel left out of the human experience because people look right through them," Garcia says. "Telling their stories is a way to change that."

Garcia's career in public media took her first to an internship with Morning Edition at NPR's national headquarters in Washington, DC, and later to WXXI-FM in Rochester, New York, where she was the local host for NPR's All Things Considered. She later moved west to Greeley, Colorado, where she worked for KUNC-FM and increasingly found herself reporting about racial tensions, immigration and inequality related to economic and demographic changes in that community.

She discovered those same issues in Pittsburgh in 2011 when she joined the newsroom at WESA-FM, serving first as a general assignment reporter, then assistant news director, interim news director and senior reporter covering arts and culture. There, she sought out stories of communities of color such as Homewood and Braddock, which, Garcia says, "were afterthoughts" a decade ago, but are now often at the center of the station's reporting on gentrification and equity.

By last fall, Garcia found herself wanting to be more vocal about injustice. The Foundation's Communications department, with its focus on storytelling to amplify the work of donors, grantees and the people they serve, offered that opportunity.

"Working here is a way to focus on those issues I feel really passionate about: racial tensions, income inequality and attacks on transgender and LGBTQ communities," Garcia says. "And I'm learning so much. The scope of what the Foundation does is so much larger than I realized."

By **Kitty Julian** | senior communications officer

FOCUS ON
WESTMORELAND

FROM BLIGHT TO BEAUTIFUL

Revitalizing Westmoreland
grants program widens its reach

IN 2013, THERE WERE FEW REGRETS

from Latrobe residents when a notorious nuisance bar at the corner of Ligonier and Main streets in the heart of the downtown was destroyed by a fire that officials determined was caused by arson. The dirt-covered lot that lingered for several years afterward served as a constant marker of deterioration in a town struggling to recover from a decades-long recession.

“Our vision for downtown was never going to happen with that blighted lot sitting there,” says Jarod Trunzo, executive director of the Latrobe Community Revitalization Program.

He describes the end-point of that brighter vision for the community he’s worked in for the past three-and-a-half years: a walkable, safe downtown where shops, restaurants and other businesses are thriving.

The journey to make it real began at the front door of The Community Foundation of Westmoreland County, an affiliate of The Pittsburgh Foundation, and Revitalizing Westmoreland, a community grants program devised by the staff and advisory board to assist economically struggling communities in funding projects designed to spur development. Trunzo, recognizing the symbolic as well as the practical advantages of improving Latrobe’s blighted downtown lot, applied to the grants program in 2015, the first year of the program’s pilot. The \$25,000 awarded was used to turn the lot into a parklet with grass, a walkway, benches and a table.

“Now, you see people of all different ages there when the weather is nice, eating lunch or just walking,” Trunzo says. “And the



Oliver Barnes Parklet in Latrobe is now a cozy space where people can gather, eat or, like Cindy Smithhammer who works nearby, relax before work. The site was previously a gravel lot, left empty by a fire that burned down a bar.



GRANTEES FOR YEAR FOUR

2018

BOLIVAR BOROUGH

\$25,000

To improve river access and recreation amenities.

MONESSEN'S NATIONAL ROAD HERITAGE CORRIDOR

\$25,000

For phase one of the Monessen 6th Street Beautification Project.

DELMONT BOROUGH

\$15,000

For upgrades at Shield's Farm community gathering place.

IRWIN

\$15,000

To The Lamp Theater for development of a vacant lot and other renovations.

NORTH BELLE VERNON

\$15,000

For upgrades at the North Belle Vernon Community Park Bank, including a handicap accessible swing park.

SMITHTON BOROUGH

\$8,065

For beautification efforts in downtown Smithton, including planters and landscaping.

NEW ALEXANDRIA

\$5,325

To the New Alexandria Lions Club's Connecting Our Community project to complete a new pavilion at the community park.

WEST NEWTON BOROUGH

\$5,000

To renovate the West Newton Public Library's façade.

construction of the parklet showed the community that this revitalization of downtown is being taken seriously.”

The project helped spur other improvements in downtown Latrobe, including façade upgrades for neighboring businesses and preservation work on historic buildings.

In its pilot phase, Revitalizing Westmoreland focused on seven cities: Arnold, Greensburg, Jeanette, Latrobe, Lower Burrell, Monessen and New Kensington. To provide for three years of small grants, a \$450,000 funding pool was established: Pittsburgh's McCune Foundation, CFWC and The Pittsburgh Foundation each donated \$150,000. Applicant cities were required to provide some funding of their own; at least \$1 for every \$3 in grant funding. As an example, for the parklet project, Latrobe added \$8,375 to the Revitalizing grant.

Grants in the first three years went to such projects as the community garden in New Kensington, façade repairs to buildings in Greensburg and Arnold, and replacement of unsafe playground equipment in Jeanette.

“During the pilot phase, we learned what works best and that helped us shape the next three years,” says CFWC Executive Director Phil Koch. “Latrobe and New Kensington were the most successful because they consistently collaborated with community members and nonprofits, brought significant additional dollars to their projects and designed initiatives that spurred further development nearby.”

As an example, the parklet in Latrobe was designed with the input of nearby business owners. They agree with Trunzo that additional development would not have happened without the building of the parklet. Foundation officials say that the catalyst effect is now what Revitalizing Westmoreland grantmakers look for in applicant projects. Other objectives for the second phase include creating partnerships among municipalities, community organizations and residents; encouraging communities to pursue additional funds for their projects; and supporting development of community plans.

Funders for the next three-year Revitalization Program are The Allegheny Foundation, CFWC, The Pittsburgh Foundation and the McCune Foundation. Each is investing \$150,000 for a total of \$600,000, or \$200,000 annually for grants.

In this phase, any Westmoreland County municipality can apply for funding. Average grants are expected to be about \$20,000. To qualify, a project must align with Revitalization Program goals, and applicants must raise funds equal to 50 percent of their Revitalizing Westmoreland grant.

The service purpose of eligible projects also has changed for the next round. In the first two years, programs that focused on human-centered activities such as job training were allowed. Now, only those projects that improve physical assets in communities will be considered.

“After looking back at the first two years, it became clear that projects dealing with infrastructure and other community assets, especially in removing blight—these had a higher success rate and have led to more development,” says Koch. “The result is real quality-of-life improvement for communities that need it most.”

By **Deanna Garcia**

PRIMING THE PUMP FOR SOCIAL CHANGE

THE FOUNDATION'S NEW
SOCIAL JUSTICE FUND
BRINGS COMMUNITY VOICE
TO THE FOREFRONT

THE FIRST THING TO KNOW about Monica Ruiz and her career as a public policy advocate for Pittsburgh's Latino community is that her workday to-do list can change in an instant. "I might be meeting with families on a school lunch issue, then I'll get a phone call and I am running to the ICE [Immigration and Customs Enforcement] office because they've detained 10 people," says Ruiz, the community organizer for Casa San Jose. "Every day is different."

In this period of tense political and social divisiveness over immigration, she's busier than ever. Amid the uncertainty (and at times, outright hostility) experienced by the people she serves, there's critical work to do. Whether it's finding food for hungry children or mobilizing young people to push for a policy change, it's part of Ruiz's mission to make Pittsburgh a more livable, welcoming place for Latinos.

But improving life circumstances requires hands-on attention and money. Both are in short supply in the current climate — especially for social justice advocates, who often work at society's margins. "I always say, you can find money for little Chihuahuas left on the street corner," says Ruiz, "because everyone loves Chihuahuas. But when it comes to undocumented people, it's a lot more difficult to find help."

She knows she's not alone: "Pittsburgh has some great organizers working directly with communities," she says, "but they often have a hard time securing funding."

➔ Monica Ruiz is a community organizer with Casa San Jose in Pittsburgh's Beechview neighborhood, which is home to most of the city's Latino population. Ruiz helps residents access services and empowers them to push for social change.





Alex Castaño of Casa San Jose and Alicia Quebral of the Pennsylvania Immigration and Citizenship Coalition walk the hallways of the state capitol in Harrisburg on May 21, advocating for immigrants' rights with legislative staff.

A new fund at The Pittsburgh Foundation aims to change that. Seeded in November 2017 with a \$250,000 pool for grantmaking, the Social Justice Fund will support organizing and advocacy efforts addressing critical issues such as affordable housing, criminal justice reform and the impact of racism on people of color. Developed over several months in partnership with local activists and organizers, “the Social Justice Fund acts on what we’ve learned — that when you give those who are closest to the issues the ability to organize, advocate and build awareness, the community is more focused on the root causes of inequality in systems and institutions,” says Maxwell King, the Foundation’s president and CEO.

The idea emerged last year, as the Foundation’s team of program officers sought “to better understand how we could realize our values of racial equity, voice and courage,” says

Michelle McMurray, senior program officer for Health and Human Services. “Community-led activism and organizing was receiving national attention that made us curious about what is happening in Pittsburgh. What types of organizations are doing activism work? And what roles are foundations playing?”

To find out, the program officers held a half-day learning session with 10 local organizers, including Ruiz, and eventually formed the committee that helped the Foundation design the Social Justice Fund. McMurray says the group has helped Foundation staff “understand the ways in which typical grant-making programs are incompatible with the on-the-ground reality of how social justice work happens.”

For instance, because a community’s needs can change so quickly, social justice organizations can’t always afford to wait



When you give those who are closest to the issues the ability to organize, advocate and build awareness, the community is more focused on the root causes of inequality in systems and institutions.

Maxwell King

for foundation grants, many of which are made after a multi-month evaluation process. Moreover, most foundation grants are limited to project support—that is, dollars for a specific project or initiative. Funds for general operating support are less common.

“Operating support grants are hard to come by for any organization,” McMurray says, “but they’re really challenging for organizations doing social justice work. As a result, those organizations tend to have lean infrastructures. If you don’t have money for basic things like paid staff, keeping the lights on and a dedicated space to work and convene, it becomes much more difficult to plan for long-term change.”

Together, Foundation staff and the committee of activists and organizers designed a grant-seeking process that is simpler and more agile than the formal process that governs large grant requests. Recognizing that such work requires both flexibility to respond to emerging issues and longer-term investments in organizational infrastructure, the Social Justice Fund will offer two types of grants when funding begins later this summer.

Rapid response grants of up to \$2,500 will be fast-tracked, allowing decisions to be made and funding to be disbursed within two weeks. Nonprofits with a history of successful organizing and advocacy efforts will be eligible for operating support grants of up to \$20,000. The Foundation will also sponsor quarterly convenings for grant awardees and others, providing space and assistance for social justice advocates and activists to learn together, build relationships and strengthen collaborations. The Fund’s implementation is being informed by a five-person advisory board made up of additional activists, organizers and advocates.

To organizers such as Ruiz, the Social Justice Fund is a welcome development. “I think it’s amazing,” she says. “I especially appreciate that the Foundation designed the fund in tandem with people doing tough, on-the-ground work. It is a hopeful sign for the future.”

To McMurray, it’s an authentic expression of the Foundation’s 100 Percent Pittsburgh values, including voice. “When we say we’re supporting the people most impacted by an issue, that means we should also be accountable to those people,” she says. “That’s what the Social Justice Fund is all about.”

By **Ryan Rydzewski** | freelance writer based in Pittsburgh

ACTIVE LISTENING

NONPROFIT INNOVATORS HELP ASPIRING PHILANTHROPISTS UNDERSTAND HOW TO WORK BEST WITH ORGANIZATIONS

ON A COOL MARCH EVENING, a group gathered at the Millvale Moose, headquarters of the nonprofit New Sun Rising, for the first meeting of the New Philanthropic Leaders. Organized by the Center for Philanthropy, this lively group of 25- to 40-year-olds represents the next wave of philanthropy. Atypically generous, each donated \$1,000 to a single pooled fund, which was matched by the Foundation — that’s more than double the average charitable gift of \$481 that most millennials make in an entire year to all charities combined. Participants will also take part in a 10-month series of intensive sessions with community leaders to explore critical issues facing the region.

In October, the group will use the knowledge they’ve gained of evidence-based philanthropy to decide how best to distribute their grant-making pool of \$26,000. They’ll also host a pitch party, which invites nonprofit leaders to share their best ideas in the hopes of generating excitement and additional financial support from the public.

But on this night, there were no decisions to make: this session was for listening as four nonprofit leaders described innovative philanthropic methods that go beyond writing a check. The panelists’ advice: listen to, learn from and collaborate with the nonprofit professionals who know their communities best.

Jordana Stephens serves on the Grassroots Grantmaking Committee run by Neighborhood Allies. She says she believes that grants to individuals exemplify the best practices of trust-based grantmaking, where donors give to the people and organizations on the ground doing what’s most needed in a community. Unlike most foundations, which give only to certified nonprofits, the Grassroots Grantmaking Committee provides mini-grants to individuals for projects. Last May, Stephens received \$1,700 with Neighborhood Allies as the fiscal sponsor to run a block party to bring her community together.

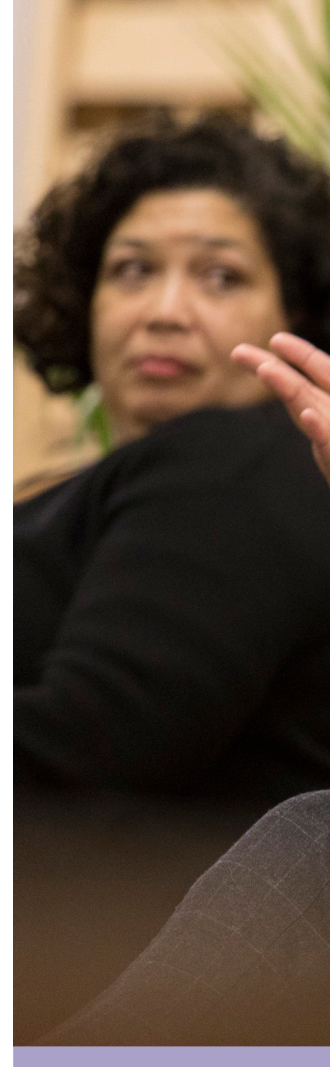
“With grassroots grantmaking, accountability isn’t just to the fiscal sponsor but to my neighbors, the people I have known since I was in pigtails,” Stephens says. “That’s a heavy responsibility, particularly in a place like Pittsburgh where people know your brother, your sister, your grandmother. It has to be successful for all of them, too.”

Panelist Hilary Ferencak, coordinator at the Program to Aid Citizen Enterprise (PACE), encourages the New Philanthropic Leaders to invest in training for nonprofit staff so they have the tools needed to develop strong organizational and governance structures. PACE works with organizations serving economically disadvantaged people, particularly in African American and low-income communities. Nonprofit leaders apply to take part in PACE intensive capacity-building programs focused on improving internal governance, leadership and financial management systems with the goal of growing sustainable organizations.

“It’s so important for donors to go beyond programmatic funding and instead approach their philanthropy as a conversation, where they ask nonprofits what their organizations need to succeed. Investing in capacity building

TIMELINE OF NEW PHILANTHROPIC LEADERS SESSIONS

Left to right: Jordana Stephens, Scott Wolovich, Brian Burley and Hilary Ferencak share their expertise in innovative philanthropy with members of the New Philanthropic Leaders.





<i>March</i> Kickoff meeting at New Sun Rising.	<i>April</i> Deep dive into philanthropic best practices.	<i>May</i> Design nonprofit grant applications and plan pitch party.	<i>August</i> Select nonprofit finalists.	<i>October</i> Pitch Party takes place and grants awarded.	<i>December</i> Recap celebration and planning for next session.
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helps nonprofits take that next step in their organizational evolution,” Ferencak says.

For some nonprofits, that evolution begins at New Sun Rising, where Scott Wolovich is the executive director. Founded in 2005, New Sun Rising is an incubator, funder and advisor rolled into one, serving both for-profit and nonprofit organizations. Its fiscal sponsor model provides administrative support—and pressure—to elevate an organization’s performance.

“We don’t just want to manage the books. We work with organizations that need help making a real change, creating efficiencies and serving as a mediator and broker for nonprofit collaboration, which can lead to funders investing more,” says Wolovich.

Wolovich, like Stephens and Ferencak, advocates for including affected populations in the development of solutions, especially for neighborhood revitalization efforts.

“Putting smaller communities at the center to benefit from the intellectual capital of the larger community creates transformational change not transactional change,” he says.

Entrepreneur and author Brian Burley recommends inspirational and authentic storytelling as a way for nonprofits to bring

their missions to life. Burley’s recently published book, “YNGBLKPGH,” features open letters by 140 young black professionals to the next generation, illustrating diverse pathways to success.

“This book is 290 pages of proof that it is possible to achieve your dreams, that it is possible for young people to get the resources needed to achieve those dreams,” Burley says. “Possibilities lead to ideas. Ideas lead to plans. Plans lead to actions, and actions change lives.”

Center for Philanthropy staff member Emmie Calland hopes the discussion introduced the New Philanthropic Leaders to different giving models that show donors how they might achieve a “more than money” relationship with nonprofits. Stephens agrees.

“You need the people who are doing the day-to-day work, who are experiencing the success and the trauma around an issue, to connect to the people with the money,” Stephens says. “Then there can be a conversation about how to make things better for everybody.”

By **Kitty Julian**

DONOR
PROFILE

MATT'S MAKER S



SPACES

PHILANTHROPY
HELPS GRIEVING
FAMILY HEAL

WHEN MATTHEW CONOVER'S LIFE was cut short by cancer at the age of 12, his parents, Noelle and David, wanted to ensure he would be remembered in a way that also would serve to give back to the community that cared for them and other family members during their son's illness.

Noelle remembers Matt as an active boy. He was involved in sports, played percussion in his school band and loved learning how things worked. She describes him as "everyone's friend," a child who loved to help people. While dressing for basketball practice on a school day in October 2001, Matthew found a lump under his arm as he was putting on his jersey, and told his mother.

By the end of the month, Matt had been diagnosed with non-Hodgkin's Lymphoma. "It was like a plane had fallen out of the sky and hit our house," says Noelle.

Matt stayed at Children's Hospital of Pittsburgh for nine months. During that period, Noelle says, friends and neighbors from the Mt. Lebanon community where they live rallied around her family with fundraisers, meal preparations and care for Matt's three siblings.

"Ultimately you think your child will survive to tell their story," she says, "but on July 5, 2002, Matt passed away in our arms in the ICU. We were devastated."

In the months following, Noelle and David surprised themselves in their determination to channel their grief into action that would improve life prospects for others. By the end of that year, the Matthew Conover Memorial Scholarship Fund had been established at The Pittsburgh Foundation from donations received during Matt's illness. "For the last 15 years, we've been giving back and trying to do for people in the community what they did for us when Matt was sick, and even after he passed," Noelle says. "When you give back, you feel better."

A few years later, the family created the Matthew Conover Memorial Fund, separate from the scholarship. The fund's mission has been to transfer some of Matt's greatest loves into a positive experience for others like him facing serious illness.

◀ Noelle Conover in Matt's Maker Space at Howe Elementary School in Mt. Lebanon. She and her husband, David, founded the nonprofit that provides special learning centers in Mt. Lebanon schools in honor of their son. The spaces allow students to explore science, technology, engineering, arts and math concepts through hands-on learning.

Video games had helped take Matt's mind off the side effects of his chemotherapy treatments, so that fund's initial grants launched Matt's Media Program, ensuring that every bed in the pediatric oncology unit at Children's Hospital of Pittsburgh had either a computer, PlayStation or Xbox. Then, in 2016, when the Conovers' youngest child was graduating from Mt. Lebanon High School, the family decided to give back to the schools that had educated them and their children: the Matt's Maker Space Program was launched.

"Matt was that kid who loved to play with Legos," Noelle says. "He was always tinkering and playing with things. He was the type of kid who would take something apart to see how it worked. These maker spaces encourage that experiential learning. It's about changing the way kids learn, giving them the opportunity to use their hands and figure out the properties of how things work on their own."

A \$175,000 grant from the Matthew Conover Memorial Fund paid for the installation of maker spaces in all seven elementary schools in the Mt. Lebanon District. Each one is different, and programming is based on curriculum.

"Not every child learns the same way; we've known that for a long time," says Michelle Murray, principal of Julia Ward Howe Elementary School and coordinator of the Maker Space program. "These spaces represent a resurgence of a type of learning that allows

children hands-on exploration of science, technology, engineering, art and math concepts."

Some examples: kindergarteners reading "The Lorax," by Dr. Seuss, would make trees based on those in the book; third-graders apply engineering lessons to learn to build bridges with different materials. Some spaces allow students to learn about robotics, computer programming—even sewing.

"The students love Matt's Maker Spaces," Murray says. "These are a wonderful legacy in Matt's memory."

Now, the Conovers are expanding the program beyond elementary schools, creating a nonprofit that will fund the opening of at least one new maker space every year. This year, spaces will open at St. Paul's Episcopal Nursery School in Mt. Lebanon, Children's Hospital of Pittsburgh and Our Clubhouse, formerly Gilda's Club, in the Strip District.

Noelle says building the program through her son's name has helped in the family's healing.

"We want people to remember Matt, and this is a way for people to know who he was," she says. "Our fund at The Pittsburgh Foundation has been the most rewarding philanthropy we've done as a family. Being able to give back to the community helped us find our new normal."

By **Deanna Garcia** | communications officer



◀ Second-graders use Matt's Maker Space for the first time at Howe Elementary School. Taking on the assignment to create an environment for an animal, Emma McFarland makes one for a moose.

STAFF
PROFILE

SHARING THE LIMELIGHT

Trista Zajch gravitates to opportunities where she can help others shine

WHETHER SUPPORTING HER COLLEAGUES at a manufacturing company or teaching dance, Administrative Assistant Trista Zajch, who joined the Development and Donor Services team in September, gravitates toward opportunities where she can help others shine.

“People have certainly helped me. Working here is a way to further dedicate my life to helping others,” she says.

Prior to coming to the Foundation, her career path included stints providing support for attorneys and financial advisors. These experiences prepared her well for working with the professional advisors who refer clients to the Foundation to establish charitable funds and provided her with an understanding of how investments and the markets work.

“I understand what advisors and their clients expect and how they communicate, which helps me anticipate their needs,” Zajch says. “My faith is important to me. Thinking back on all the projects I’ve done, the ones that involved helping other people were most

rewarding. The opportunity to help others is what drew me to philanthropy.”

At the Foundation, she manages schedules, assists with event planning and logistics and helps move fund agreements from drafts to final documents. “I take care of the loose ends so that my team can focus on the bigger-picture items of helping donors and their advisors establish funds,” she says.

But Zajch’s career wasn’t always in the professional practices. She was one of the original table games dealers at the Rivers Casino, where she specialized in blackjack and mini-baccarat, and was the second-fastest shuffler in her dealer training class. She also teaches ballroom dancing, an experience she describes as life-changing, utterly joyful and a form of service. “Dancing transforms people, including me,” she says. “It improves their confidence and the way they feel about their dancing partner. It’s a great workout and people have the time of their lives.”

By **Kitty Julian**

↑ Trista Zajch joined the Foundation’s Development and Donor Services staff in September.


**ADVISOR
PROFILE**

NOT JUST A FAMILY AFFAIR

Philanthropy and community are
at the heart of Beaver County firm

AS MUCH AS THEY LOVED THE IDEA, Mark and Jackie DiNuzzo had always assumed that starting a philanthropic fund was out of their financial reach—a life goal that would have to wait until they were older. Given the college costs looming for their three children, “we didn’t think we could fit something like that into our budget,” says Jackie.

But their assumptions changed dramatically at the end of last year, when Mark, a certified financial planner with DiNuzzo Index Advisors, and Jackie, a compliance officer with the firm, realized that they weren’t following the advice that Mark and other DiNuzzo advisors regularly give to clients whom they’ve referred to The Pittsburgh Foundation.

“We thought you had to have hundreds of thousands of dollars to start a fund,” Jackie says. “When we realized this was something we could do and that could have a lasting impact, we were so excited.”

In taking that to heart, the couple realized that starting a donor-advised fund was not only possible at their income level, it would allow them to begin working on causes important to them and their community.



From left to right: Michael, Mark, P.J. and Jackie DiNuzzo at their offices in Beaver County. Though the family runs the firm, 15 other employees are not related, but Mark DiNuzzo says they all share a commitment to helping their clients with their financial goals and improving the community.

Mark has been working for more than 20 years at the firm his brother, P.J., started in 1989. Two of Mark's nephews also work at the firm, but most of the 22 employees are not part of the family.

"It's a very academic-based business," he says. "We have found people with academic prowess who also demonstrate attention to detail and have a passion for helping clients manage their financial planning."

Mark says the firm takes pride in its focus on individuals and the community. While many people go into wealth management expecting to get high commissions, the DiNuzzo firm has been fee-only since its inception, meaning financial planners are paid for their expertise and do not receive compensation based on product sales. The approach has worked: the firm P.J. "built from zero" has

grown to more than \$600 million in managed assets over the past three decades.

"We take the fiduciary standard to heart," Mark says. "We are investing someone else's assets and we want to ensure we can do that in the way that best serves our clients. We want to be involved because each person is unique and has unique goals. Achieving them looks different for every person."

Mark and P.J. learned to relate to people from their father, Ned Nutz, a restaurateur in Beaver County, where they grew up. Their mother, Phyllis Nutz, was a banquet manager there, among other roles. Ned's father had changed the family's name after emigrating from Italy as a young man, but Mark and P.J. legally changed their names in their early 20s to take it back. Seeing how hard their parents worked help shape the brothers' work ethic. Now retired from the restaurant business, Phyllis greets clients a few days a week at the firm.

"Pleasing people and superb customer service are ingrained in us," Mark says.

The DiNuzzos also have an eye on the future, training the next generation of financial advisors.

Two recently hired wealth advisors served as interns and were mentored through college and their early careers by Mark, P.J. and other advisors. The family is also committed to giving back through philanthropy. P.J. has a fund at The Pittsburgh Foundation, and the firm works to empower employees to pursue their own philanthropic interests.

"We have a volunteer day, where we give employees the day off to volunteer with any charitable organization they choose," says Jackie. "We also do an annual employee charity drive. We give each employee \$250 to give to the charity of their choice."

Those funds have gone to support a range of organizations meeting basic needs in southwestern Pennsylvania: from food, clothing and shelter to health care and education assistance.

Mark DiNuzzo says the future is looking bright. Some consolidation is going on in the industry and he says firms are getting larger, while the "little guys" are getting squeezed out. He says that's why offering a full array of services, not just managing money, is essential in today's marketplace. Increasingly, those services include philanthropic endeavors, which he says differentiate their firm from other wealth advisors.

"We try to educate clients in ways that they can leave a legacy," says DiNuzzo. "Through funds such as ours at The Pittsburgh Foundation, we've started something that whole families can participate in together and that will have a lasting impact on our communities."

By **Deanna Garcia**



← The Carnegie-Collier Rotary Scholarship is the brain child of John and Deborah Giffin. The fund has been housed at The Pittsburgh Foundation since 2013.

ACCOUNTING FOR SUCCESS

GROWING UP IN A SINGLE-PARENT HOME, Cheyenne Zawacki knew that money was tight. Though few people in her family had attended college, Zawacki realized at a young age that, to change her life circumstances, she would need a college education.

In 2013, a relative sent her a newspaper clipping about the Carnegie-Collier Rotary Scholarship, which had just been established at The Pittsburgh Foundation to benefit Chartiers Valley and Carlynton School District students. Zawacki applied. That year, she was one of two students awarded \$8,000, spread over four years, toward a college degree or vocational school. Zawacki chose Oral Roberts University in Tulsa, Oklahoma, because she loved its focus on the spiritual, physical and mental aspects of education. Math was her favorite high school subject, so she majored in accounting.

“I had never taken an accounting class. After jumping that hurdle, my sophomore year built onto the previous material, and it started to make sense,” she says.

The Rotary scholarship changed her life. Zawacki earned her bachelor’s in 2017 and lives in Tulsa where she works as an audit associate at HoganTaylor LLP.

Her journey to Tulsa began 25 years ago, with longtime Carnegie resident and then Rotary President Gordon Giffin. “Shortly before my term ended, my wife suggested that I do something that would last beyond that one-year term,” Giffin says.

Their brainstorming session sparked the Rotarians to fund the Carnegie-Collier Rotary Scholarship, which gave its first award in 1999. Since 2005, it has doled out at least one \$4,000 scholarship annually spread over four years.

The club began fundraising to create an endowed fund to award scholarships in perpetuity. In 2013, Giffin met with Lindsay Aroesty, the Foundation’s director of donor services planned giving specialist, and agreed to move the scholarship fund here.

“It has proven to be a perfect match. Of the many benefits in this relationship, the most important to me is that, if anything ever happens to our Rotary Club, The Pittsburgh Foundation will continue providing these scholarships exactly as we intended,” Giffin says.

Today, the endowment exceeds \$400,000 and has awarded nearly \$100,000 to 28 students attending Northwestern University, Chatham University and trade schools such as WyoTech: Mechanic Repair Training, to name a few.

Meanwhile, in Tulsa, Zawacki is studying to become a certified public accountant. She envisions a future volunteering with organizations where she can help others. “Being involved with a community that gives back to others is inspiring,” she says.

Giffin, for his part, is proud and humbled by how much their scholarship has accomplished.

“Most students graduate with huge debt. Every penny that reduces that debt is of incredible value. For me, it is part of giving back to the community. I have been blessed in my career and if I can help a young person launch theirs, it is tremendously rewarding,” he says.

By **Kathryn Klawinski** | freelance writer based in Pittsburgh



STAFF
PROFILE

SPEAKING IN NUMBERS

FOR DANITRA MASON, who joined the Foundation's Accounting department as assistant controller last September, reading a balance sheet is like reading an organization's biography.

"Some people see only numbers and lines on a page. But when accountants look, they see how healthy an organization is," says Mason. "Accounting is almost like a language. My second language is numbers."

For nearly a decade before coming to the Foundation, Mason worked as an auditor for accounting firm KPMG LLP overseeing audit teams for clients in industries ranging from manufacturing to financial services and banking, to high tech. She thrived on the variety of transactions across industries, which gave her a breadth of skills that now serve the Foundation well.

A self-described "math nerd," Mason grew up on the North Side and graduated from Perry Traditional Academy. At the University of Pittsburgh, she majored in accounting and planned to start a nonprofit dedicated to mentoring young people. She saw how accounting reveals how organizations function. She's excited to apply those

skills to the complex financial life of a community foundation.

"There are intricacies in how the Foundation works, especially through all of its funds. Every time I feel like I've learned everything, I come across something new," Mason says.

Her responsibilities include accounting oversight and assistance for The Forbes Funds and The Pittsburgh Promise, both of which are supporting organizations of the Foundation. She also helps her finance colleagues on large projects.

Mason admires the way the Foundation combines the best aspects of for-profit and nonprofit organizations.

"We have the generosity and heart of a nonprofit serving grantees and donors and the greater good, and we have the bones of a corporation, in part because our leaders and board come from business and banking backgrounds," Mason says. "That business acumen helps us understand the markets, predict change and adapt to serve a purpose that goes beyond making profit."

By **Kitty Julian**



Danitra Mason joined the Foundation's staff last fall as assistant controller.



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Second-graders at Howe Elementary School in Mt. Lebanon do hands-on work together as part of the Matt's Maker Space experience. The spaces in all seven Mt. Lebanon Schools and elsewhere are provided through a Pittsburgh Foundation fund.

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NEW FUNDS February 21, 2018 – May 31, 2018

Vehicle Emission Reduction Fund
McSparrin Charitable Fund
Joseph Fagan Family Charitable Fund
Kiski Area Get On Track Scholarship Fund
Musicante Fund
ACAA Charitable Foundation Scholarship Fund
Ronald and Sue Ann Edwards Legacy Fund
Herbert and Anna Jane Nicholas Fund #1
Sarafina Spoltore Raimondi Oakland Catholic Scholarship Fund
Herbert and Anna Jane Nicholas Fund #2
Clara Mae Oehler Family Fund
The August Wilson House Project Fund
Rian and David Sweeney Fund

Elijah Straw Memorial Fund
Robert E. Nigro Education Fund
Edward and Margaret Zemprelli Fund
G. Albert and Mercedes Shoemaker Fund
Ryan McCutcheon Rhythm19 Fund
Dorothy M. Hill Charitable Fund
GTFS — J.V. Ritts Scholarship Fund
Nancy Abraham Suffoletta and Henry Suffoletta Fund
College Club of Pittsburgh Scholarship Fund
Dennis and Irene Condie Scholarship Fund

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