

**THE PITTSBURGH
FOUNDATION**
QUARTERLY
Summer 2019

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CROWD(FUNDING)**

*Latest Critical Needs event
raises record \$1.67 million
for life essentials.*

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FORUM



**FEATURE
STORY**

POTENTIAL DEVELOPMENT

*Visual artist Aldwyth, 83,
is in the foreground of
Pittsburgh Foundation efforts
to help others reach higher.*

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**ON THE COVER**

Aldwyth pictured with her work "Casablanca (classic version)," 2010, at the Jepson Center/Telfair Museums. Photo by Jerry Stegel.

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I had been in my office at The Pittsburgh Foundation only a few days, and while the walls were bare and the bookshelves empty, my desk already was covered with thick briefing materials from every department. There were updates on issues important to the Foundation's work in the community and requests for meetings that could fill my calendar for the rest of the summer.

All of these speak to the wide-ranging responsibilities of the position I feel privileged to take on. And then one folder with the label "Helping people/organizations reach full potential" caught my eye. Inside, were summaries of the stories featured in this issue: grantees, donors and community partners who have been reaching higher and achieving more by working with us and our affiliate, The Community Foundation of Westmoreland County.

Some highlights from that list: Black girls in Pittsburgh learn how to resist forces that would diminish their life prospects; an accomplished artist, who at 83 is chosen for a prestigious award on the assumption that her best work is yet to come; a successful financial advisor who works with families that are as committed to growing their giving as much as their investments; the adult children of a couple dedicated to achieving positive social change start a donor-advised fund to honor their parents' causes, including supporting immigrants.

These stories and others in this issue offer more evidence that the job of leading this Foundation is a big one, but they also show that I have more help to do it successfully than I ever imagined. There are leaders in all corners of our region seizing opportunities to improve quality of life, especially for those most in need.

As a former Board member of the Foundation — and a grantee when I led Riverlife, the public-private partnership that has been redeveloping Pittsburgh's riverfronts — I knew I was coming to an institution with a nearly 75-year history of remarkable generosity. Yet, the stories on the following pages point to a depth of community involvement that I am now positioned to fully appreciate — and I believe you will be inspired, too, by the innovative ways in which donors, grantees, businesses and civic partners are coming together to make our efforts more effective than any one group would be on its own.

With respect to our donors, I am amazed at the range of ways in which they partner with the Foundation to accomplish their personal philanthropy. Many follow the Foundation's guidance on pressing community needs, acting generously in response to crowd-funding efforts such as our annual Critical Needs event to benefit the most vulnerable, or Giving Circles at our Center for Philanthropy, in which donors band together to do informed giving by immersing themselves in a community issue.

Others are more proactive, bequeathing financial support to various causes for the long term, or co-creating — I love that term — with Foundation staff and outside experts through the Center to address an opportunity that is personally or professionally important to them.



They depend on our Foundation's staff and Board to be thoughtful and responsible stewards of their philanthropy, always respecting their intentions.

It is an honor to be here, and I am working to understand all the Foundation portals that donors choose to improve the lives of residents across our region. The package of stories in this issue only hints at the breathtaking variety: scholarships that promote the best attributes of a loved one or of a profession in the future development of others; field-of-interest grants designated for specific areas of philanthropy such as science, technology, engineering and mathematics (STEM) education; awards programs providing individual support for artists.

None of this breadth and depth would be possible without the exceptional people in every section of the Foundation who commit to best-practice standards, listen to the people we serve and care deeply about results. As an example, I invite you to read about the efforts of our Investment Management team, opposite, to achieve the Chartered Alternative Investment Analyst Association (CAIA) certification to gain expertise in investments that fall outside the traditional modes.

It is hardly surprising that such a competent and dedicated staff was in place when I arrived. It is one of the many legacies that Max King leaves to this Foundation from his five years as president.

In my remarks at the May 22 reception marking Max's inspiring leadership and my arrival, I referred to some wise advice he gave me in my time at Riverlife: "to be successful, act boldly and invest accordingly." I pledge to follow that in my work. As to the where and how, I will be grateful for advice, and I hope to hear from you. I am sure that in working together, we will follow Pittsburgh history. We will invent and create things that we cannot yet imagine.

Lisa Schroeder
president & CEO

Investing in Extra Expertise

The Pittsburgh Foundation's Senior Vice President of Finance and Investments Jonathan Brelsford, Investment Manager Jay Donato and Senior Investment Analyst Bradley Jones have been certified as Chartered Alternative Investment Analysts by the national association. Brelsford says it's important to stay up to date and be in tune with alternative investments, meaning assets that don't fall into conventional categories such as stocks and bonds. Jones, a board member of the local chapter of the Chartered Financial Analyst Society, suggested certification after learning there was a new program allowing CFA charter holders to take an accelerated path.

Donato says the process filled gaps in the team's knowledge base and it reinforced what they already know. "And, the designation demonstrates to our donors that we have a higher level of expertise."

Art Prize battles gender — and genre — discrimination

Three years after The Bennett Fund was endowed at The Pittsburgh Foundation by Steven Bennett and Elaine Melotti Schmidt, the inaugural Bennett Prize® for Women Figurative Realist Painters was awarded May 2 to Tampa-based artist Aneka Ingold. The awards ceremony took place at Muskegon Museum of Art, where an exhibition of the work of The Bennett Prize finalists and awardee opened to a packed house of people who had traveled from across the country to witness the announcement.

The Prize, which will be awarded every two years in perpetuity to a woman painter, was co-created by the Bennetts through the Foundation's Center for Philanthropy. The Prize gives women artists the recognition they deserve while raising the profile of figurative realism.

Ingold was selected by a jury who reviewed an astounding 647 entries and then narrowed the field to 10 finalists, all of whom were there when Ingold was announced as the winner.

An adjunct professor of drawing, design instructor and mother of two, Ingold incorporates symbolic and scientific imagery into her paintings, which explore women's experiences across history and culture. Speaking at the opening ceremony, Ingold says that winning The Bennett Prize was a surreal and extraordinary experience. "Just like many of my paintings, this feels like a dream."

The Prize, the largest of its kind exclusively for women figurative realist painters, awards \$50,000 over two years so that the winner can dedicate herself to her art. The Prize also includes a solo exhibition that, like the exhibition now on view at Muskegon Museum of Art, will travel the country.

Speaking just moments after being named the winner, Ingold expressed her appreciation for the Bennetts and the precedent the award sets for supporting and appreciating women artists.

"Women in general and women artists have really important stories to tell. I am so honored to receive this award and be among so many talented... and amazing women. This is going to change my life."



MA's Pantry (pictured) was one of the 190 organizations benefiting from the Critical Needs Alert. Jannah Witcher helps shoppers, who have their choice of items.

CRITICAL CONDITIONS

ANNUAL ONLINE
GIVING EVENT
INVIGORATES
ESSENTIAL
ORGANIZATIONS.

THE NUMBERS TELL THE STORY of a community steeped in a culture of generosity.

Since 2009, The Pittsburgh Foundation has sponsored seven Days of Giving and Critical Needs Alert events, raising more than \$46.4 million for nonprofit organizations across the Pittsburgh region. The latest crowdfunding event, the #ONEDAY Critical Needs Alert on May 7, generated record-breaking numbers — \$1.67 million for basic needs services provided by 190 organizations. That total includes an incentive pool of \$800,000 from the Foundation and its affiliate, The Community Foundation of Westmoreland County. Nearly half the donations came directly from donors.

#ONEDAY helped nonprofits that provide child care, food, housing, mental and physical health care, and transportation for the region's most vulnerable neighbors. Light of Life Ministries collected the most donations (354) and the highest dollar amount (\$190,000 with matching funds included).

But smaller nonprofits often realize the greatest benefit from the Foundation's online giving events.

"We were living hand-to-mouth, just like our recipients," says MA's (Ministerial Association's) Pantry President Dr. Edward Sites, reflecting on his organization's situation before last year's Critical Needs Alert. "Just enough [food and funds] were coming in to feed them, and we could not meet increasing demand."

Then, in Nov. 2017, two large freezers broke, and the pantry was unable to accept donations of frozen foods or afford freezer repairs.

"We were on the verge of going out of business."

But by participating in last year's Critical Needs event, the pantry used \$9,300 of funds raised to replace the freezers. "That put us back in business big time," Sites says. "These events have been a godsend to us."

MA's Pantry, which is a branch of the Greater Pittsburgh Community Food Bank, provides meals twice a month to

North Versailles and East McKeesport residents. It relies on support from the community it serves. More than half of the pantry's volunteers are also clients.

This year, the pantry was able to raise more than \$10,000. Add the matching funds from the Foundation's incentive pool and the pantry collected nearly \$20,000, two-thirds of its annual budget, which allowed Sites, a retired professor in the University of Pittsburgh's school of social work, to set a new objective: increase awareness.

"This infusion of cash is enabling us to help new families we have not been able to find, with more colorful, elaborate outreach, especially for the homebound. And we've started to do deliveries. In two years, we've made giant strides, and it would be impossible without the efforts of The Pittsburgh Foundation."

Maxwell King, who was president and CEO of The Pittsburgh Foundation at the time of the fundraising event, says the outpouring of support demonstrates the community's commitment to 100 Percent Pittsburgh, the Foundation's organizing principle that is dedicated to providing new opportunities for the 30% of residents left out of the region's resurgent economy to become full participants.

"The generosity of the community is what drove the whole thing," says King. "There is an instinctive understanding that people can't get ahead and be able to do for themselves without a baseline of essentials in life. What we've found is agencies such as Light of Life help them with these basic needs and make all the difference. They give people a platform on which to come out of poverty and build their lives."

For a complete list of organizations and donation totals, visit pittsburghgives.org/leaderboard.

by **Christian Pelusi** | senior communications officer



CIRCLING TO UPLIFT

IN WESTMORELAND COUNTY, THE COMMUNITY FOUNDATION IS LEADING GIVING CIRCLES THAT REALIZE THE PHILANTHROPIC POTENTIAL OF DONORS AND THE SELF-SUFFICIENCY POTENTIAL OF THOSE IN NEED.

FOR JODI FOWLER, A SCIENTIST, the principles of philanthropy are now elementary. “Philanthropy is strategic—an investment with a social return,” she says, summing up her experience as one of 15 donors in the 2018/19 Giving Circle organized by The Community Foundation of Westmoreland County. “Rather than just mailing a check, the sessions with experts and organizations seeking grants let us engage in the process of determining who receives funding and how much funding to give.”

This is music to the ears of CFWC Executive Director Philip Koch. While Giving Circles are about leveraging money—the donors raised \$16,000 among themselves, supplemented by \$300,000 from a Richard King Mellon Foundation grant—they are equally about “educating donors to reach their full philanthropic potential,” says Koch. “We want our community donors to have the same experience as a foundation program officer. This is not a one-and-done donation, like

a Facebook click for someone’s birthday. We want donors to become involved in the organizations.”

CFWC’s first Giving Circle, in 2017, addressed the opioid epidemic. This one, which ran from Nov. 2018 through March 2019, was focused on supporting vulnerable populations. The donors split into subgroups that evaluated organizations in four categories: Economic Opportunity & Workforce Development, Children Living in Poverty, Mental Health & Well-Being Services, and Food Insecurity. They interviewed executive directors and staff, heard from subject matter experts and conducted site visits. Diana Neiderhiser, who like Jodi Fowler was part of the 2017 Giving Circle, appreciated the extensive involvement. “I personally felt like I grew with this Giving Circle,” says Neiderhiser, a pharmacist. “We learned to ask better questions and get better answers.”

The Giving Circles embrace the goals of 100 Percent Pittsburgh, the organizing principle

← Karla Ball was a stay-at-home mom when her marriage ended. With no support, she moved into her mother's house and worked three jobs. She, with her two children, has attended nearly every meeting of Mothers Making More for the last two years for support, education and socializing. Meeting topics include budgeting, cooking and banking. She is now an accounting major at Seton Hill University.

that guides about 60% of Pittsburgh Foundation grantmaking. In force since 2014, it prioritizes funding programs and services to provide new opportunities for the 30% of the Pittsburgh region's population that has been left out of a revitalized economy to become full participants. The 14 organizations that received funding through the Giving Circle fit that bill.

The Mon Valley Alliance successfully pitched its Job Readiness and Professional Licensing Project; 724 Food Rescue and the Westmoreland County Food Bank won support for their plans to address basic food security; and the Union Mission's Men's Shelter Program received funding to expand from 14 to 24 beds.

Mothers Making More (M3), a program of Westmoreland Community Action, is dedicated to helping single mothers, primarily through supporting their education. "I am very proud to be able to give a hand up, not a hand out," says Carlotta Paige, program manager of M3. "This is not an entitlement program and it's not crisis intervention. These are women who are making a commitment to change their lives, and we are helping them do it."

M3 has served nearly 150 women since its 2010 launch; 23 are currently enrolled. The Giving Circle funding will increase the program capacity by 10. "I know each and every one," says Paige. "These are efficient women. They manage their lives without the support that people in a two-parent family may take for granted." By stepping in with concrete help—from scholarships for tuition to transportation at key moments—"we help women who are working to take it to the next level." The January 2019 Pittsburgh Foundation study on single mothers in the Pittsburgh region bolsters the aims of M3. Among the report's key findings: "Outside support is crucial. There are systemic barriers preventing single mothers from getting ahead. Child care is unaffordable. And overall there is a stigma attached to utilizing

services." Paige believes that M3 succeeds because it treats the women "as their friends. We are there to give direct support."

My New Leaf is a Recovery Community Organization in the rural community of Bolivar. "Everyone is welcome here, no matter what kind of treatment program they are in," says Kim Botteicher. She volunteers at the center, while running K&K Flowers and Coffee in the same building. Its Giving Circle grant will fund the Assertive Community Engagement project, which helps adults in rural areas address addiction-related physical and mental health needs.

Ray Brannon is the COO of My New Leaf, founded in 2015 by his son, Ryan, while Ryan was a student at Indiana University of Pennsylvania. The idea came out of the many addiction deaths he witnessed. "Our approach is to address the weakest points in the addiction-through-recovery cycle by providing an open-door approach" says Ray. "We have weekly peer-based meetings that address the needs of individuals and families. We have done this with a totally volunteer staff that includes recovery coaches and certified recovery specialists."

CFWC will lead another Giving Circle in 2020, also dedicated to supporting vulnerable populations, but with a tighter scope. "We may just focus on children living in poverty or families involved in the criminal justice system," says Executive Director Koch. The overall goal remains the same: "We want our donors to dive deep into the subject matter. And we want them to realize that you don't have to be a powerful industrialist to have an impact."

By **John Allison** | Pittsburgh-based editor and writer

↓ My New Leaf hosts Connection Cafe every Thursday, a space where people socialize and open up about their recovery journeys. Since the Fourth of July landed on a Thursday this year, the Cafe held a celebration. Dana Findley is a Family Recovery Coach and will soon be a Certified Recovery Specialist. She says the cafe is an integral part of the outreach mission.





ADVISOR
PROFILE

SIGNATURE SHIFT

WHEN A CLIENT FAMILY ASKED FOR HELP GIVING AWAY WEALTH INSTEAD OF BUILDING MORE, A FINANCIAL ADVISOR CHANGED THE CULTURE OF HIS FIRM TO EMBRACE COMMUNITY FOUNDATION PHILANTHROPY.

MARC L. TANNENBAUM is an accomplished financial advisor who has Chartered Financial Consultant, Chartered Life Underwriter and Accredited Investment Fiduciary certifications. In fact, he has been so successful that he is now principal and president of Signature Financial Planning, the firm he was hired into as marketing director back in 2000.

But if you had tapped Tannenbaum on the shoulder a few years before that as he worked the sales desk of his father's janitorial maintenance company and told him his path to career fulfillment would be financial advising



“It might sound cliché to say ‘I enjoy helping people,’ but I do, I’m a relationships person. There is no other career where you get to know people, know every aspect of their lives and have such a deep understanding of their goals.”

MARC TANNENBAUM

and helping his clients be more charitable, you would have gotten a blank stare.

He was trying to figure out how to make use of a psychology degree from Duquesne University when he landed the job at Signature. “I just fell in love with working there,” says Tannenbaum. “I loved what the firm was doing—the degree to which we were able to help people realize their financial goals—so I decided to get the credentials to become a financial advisor.”

In his nearly 20 years with the firm—training first as a junior advisor under the guidance of founder Stephen Tobe, then teaming with Tobe’s son, Scott, to manage clients, and then moving up to partner and president by last year—the focus has always been on working with clients to build their personal wealth.

But a new dimension of the firm’s mission opened when Tannenbaum began working with Marty and Molly Price and their three adult children in 2007. Suddenly, Signature Financial Planning was being asked for expert advice on spending personal wealth for social good, rather than amassing more for the sake of it. (Read more about the Price family on the next page.)

And one of the first places they visited to learn more about how to achieve their clients’ philanthropic goals was The Pittsburgh Foundation.

“The Prices were really the first clients we worked with who were so engaged philanthropically,” he says. “It was a big shift for us. We didn’t really know what that would look like, but we wanted to ensure everything was done right.” The Prices’ determination to engage directly in

philanthropy to achieve social change pushed Signature to “pivot toward more philanthropic and charitable endeavors,” says Tannenbaum.

Among Signature’s recommendations was to meet with Development and Donor Services staff at The Pittsburgh Foundation to learn about the donor-advised fund program and how that might be the efficient and effective method they were looking for to manage their charitable giving. After several meetings, the family was sold on the idea, and in 2012, the Price children established The Mollie S. and Martin B. Price Family Fund.

Tannenbaum says the philanthropic advising experience deepened his relationship with the Prices who were active advisors on the fund for several years—the family lost Marty in 2016, and Mollie died last year. Their trust and confidence in him now extends to the couple’s children and grandchildren.

“Multi-generational planning is the perfect legacy for the Prices,” says Tannenbaum. “They were very interested in their financial means doing something useful for their family, the community and the world.”

Working with the family and partnering with The Pittsburgh Foundation gave Signature more tools to serve their clients, including educating people who want to be philanthropic but don’t know where or how to begin.

“It’s not about one client, it’s about helping entire families,” he says. “We are a professional organization and we strive to have a familial atmosphere both for Signature employees and for all of our clients.”

by **Deanna Garcia** | communications officer

↑ Marc Tannenbaum says that over the last several years, investors have become more philanthropically-minded. He helps build socially responsible portfolios that both benefit the client and fulfill their wishes to do good in their communities.

AHEAD OF THEIR TIME

A 67-YEAR MARRIAGE
AND A LIFETIME OF
GIVING TO OTHERS.



ABOVE: Charles Price, left, and his siblings Rosanne, center, and Fredric, right, circa 1957 in Delaware. The siblings are now advisors to The Pittsburgh Foundation fund established to honor their parents.

RIGHT: Marty and Mollie Price at their 1948 graduation from Syracuse University. He earned an undergraduate degree in chemistry, and she in psychology. Photos courtesy of the Price Family.

FOR MANY AMERICANS, the plight of immigrants and refugees is a newfound concern. Not so for Marty and Mollie Price. Starting in the 1960s, the two were deeply involved in combatting conditions that fed mistreatment—racism, bigotry and attitudes influenced by the Vietnam War. The Prices made it their personal mission to help achieve social change that would allow people of all backgrounds to be accepted in this country.

Their son, Charles Price, a retired physician from Ann Arbor, describes them as unwavering in their moral and ethical principles. Though they were not religious, they were descendants of Russian Jewish immigrants, “and were committed to making sure that all people, particularly those from minority groups, felt welcome and respected.”

The Prices’ commitment to achieving a more inclusive society influenced their entire family and led oldest daughter, Rosanne Stead of Pittsburgh, along with Charles and their brother Fredric, to establish The Mollie S. and Martin B. Price Family Fund at The Pittsburgh Foundation in 2012. By then, Marty and Mollie were in their mid-80s but were enthusiastic participants in grantmaking.

“Our parents were outward-looking people tuned into the problems of the world,” says Dr. Fredric Price, an oncologist and palliative care specialist at Allegheny General Hospital. “They both had a spirit of volunteerism and philanthropy and wanted very much to enable solutions to happen.”

The Pittsburgh Foundation fund was established, the siblings say, as an ongoing, life-affirming expression of that spirit.

The manifestation of it in on-the-ground philanthropy was very personal for the Prices. After a series of site visits to Pittsburgh’s Environmental Charter School organized by Rosanne, Marty, a chemist, was impressed with the science education program and made grants of \$2,500 in 2014 and \$2,600 in 2016 to the school. He remained involved with grantmaking until his death in 2016.

“Rosanne loved my parents so much and wanted to do something to honor them as they got older and it became more difficult for them to do the things they loved to do during their lifetime,” Fredric says.

Specifically, the fund supports organizations that assist immigrants and refugees, nonprofits that serve deaf and hearing-impaired students, and schools that spark a love of science in their students. In addition to the grants to the school, the fund has awarded \$2,500 to the League of Women Voters Education Fund for voter registration for newly immigrated citizens, \$5,200 to immigrant and refugee programs run by Jewish Family & Community Services of Pittsburgh, and \$2,500 to the DePaul School for Hearing and Speech.

Marty, who had a doctorate in physical and organic chemistry from the University of Delaware,

authored many technical papers and held several patents for industrial coating products and processes. The family lived for a time in New Jersey and Delaware, and later in Louisville, Kentucky, where Marty was director of research and development at a materials research laboratory. But following his moral compass, he refused to work on any project with a military purpose.

After retiring, he served as an instructional volunteer in Kentucky public schools, where he helped students experience the wonders of science.

“He loved introducing kids to the world of chemistry and physics, showing them ‘magic tricks’ using color, water, flow and candles,” Fredric says.

Mollie, who had a psychology degree from Syracuse, shared Marty’s dedication to education. While their children were still very young, she took night classes at Seton Hall to become a licensed speech pathologist and began teaching in elementary schools. She gained a reputation as a gifted special education teacher known for her skill in helping children with disabilities beyond hearing impairment, such as cerebral palsy and blindness.

But no issue was more important to the Prices than helping immigrants thrive in this country. After they moved to Kentucky, Mollie earned a master’s in education and used her speech training and English-as-a-Second-Language certification to help new immigrants learn English and improve their pronunciation, so they would have better work opportunities. The couple organized dinner parties and teas for families and students from dozens of countries, including Romania, Vietnam and China. In the 1990s, they opened their home to a young Chinese engineering student, providing him a place to live, teaching him English and even giving him driving lessons. This concern for immigrants continued when they moved to Pittsburgh in 2007 to be closer to Rosanne and her children, and to Fredric who was then a gynecological oncologist at West Penn Hospital in Shadyside.

After Mollie died in 2018, the Price children had their mother’s body interred with Marty’s on Dec. 26 of that year, which would have been their 70th wedding anniversary. Friends, neighbors and former students who had benefited from their generosity made gifts to the fund in their memory. As the Price children prepare to make the first round of grants since their parents’ deaths, Rosanne finds her emotions swaying from joyful recollection to overwhelming grief.

“Our parents were just wonderful, kind, thoughtful people. They are such an inspiration to me. We always knew we would start a fund to honor them, and I’m so glad we got to do it while they were still around to enjoy it.”

by **Kitty Julian** | director of communications

HEALTH CARE WITH LOCAL ROOTS

NURSES IN PITTSBURGH BUCK A CONSOLIDATION MOVE TO PRESERVE A LONG-RUNNING SOUTHWESTERN PENNSYLVANIA SCHOLARSHIP.



SOME BIG DECISIONS WERE MADE by members and elected leaders of the Pennsylvania State Nurses Association when they assembled for their annual meeting in October 2017. Among them was to end the 14-district system that had grouped members according to regions since 1917 and move to a digital networking model.

It seemed like an easy decision: only three districts were still active. But in one of those — the group covering southwestern Pennsylvania — five of its most involved members, women with a combined 200 years' experience in the nursing profession and all with advanced degrees, voted against the move.

The deep-seated reason: they feared the cherished regional identity of the profession — local nurses knowing one another and knowing the important health care issues for their area — would be lost. At the top of their priority list was preventing a regional scholarship program from being folded into one covering the entire state.

"District Six members got together in February of last year and decided that we wanted

to keep the scholarship here in the Pittsburgh region," says R. Helen Ference, whose decades-long career includes attaining a doctorate in higher education. "We got legal advice and successfully formed the Professional Nurses of Southwestern Pennsylvania."

The nurses contacted the Development and Donor Services staff at The Pittsburgh Foundation and by July they had endowed and started the Professional Nurses of Southwestern Pennsylvania Scholarship Fund. The goal: to continue awarding scholarships in perpetuity. The award is not need-based. Criteria include enrollment in any level of a nursing program and completing an essay that reflects their passion and service to the nursing field. The first four winners were announced in May.

"To be recognized by such an accomplished group is truly humbling," says one of the winners, Devin Zydel, a registered nurse in Shadyside Hospital's Pulmonary Unit. He also expects to graduate next year from Carlow University's Nurse Practitioner Program.



Members of the scholarship board Mildred Jones, Helen Ference, Carol Ann Coles, and Kay Dieckmann, along with Betty Braxter (not pictured) reviewed 56 scholarship applications. That's an increase from the previous iteration of the scholarship, and they hope the number of applicants will continue to tick upward.



“Nursing is so critical to care,” he says. “Nobody spends as much time with patients as nurses; we see everything.” A strong education, he says, is key to being a good nurse.

“A lot of people ask me why I don’t go to medical school,” says Zydel. “But I love nursing, I enjoy taking care of other people and I enjoy working alongside colleagues who are taking care of people. It’s an exciting role; there’s never a dull moment.”

Ference says that while students like Zydel have more nursing programs to choose from, a shortage in the field has been plaguing the medical profession for the last several years.

“There’s a great need but there aren’t a lot of funds available for nurses,” she says. “Nurses have never made a lot of money; scholarships can help so that nursing students graduate with less debt. The scholarship also helps raise awareness of the field.”

Ference is one of five nurses on the scholarship committee. The others are Carol Ann Coles, who serves as Committee Chair;

Mildred Jones, president; Kay Dieckmann, and Betty Braxter.

Coles is a big believer in passing knowledge on to the next generation and ensuring that students have access to strong nursing programs, in addition to a passion for the profession.

“We felt that the winners’ achievements in nursing and contributions to nursing and the community were outstanding,” says Coles. Zydel, for instance, holds his full-time hospital job and also volunteers as a school nurse at Community Academy in Squirrel Hill. “He exemplifies the criteria of promoting the field and being passionate about nursing,” she says.

Over the years, many nursing programs have been shortened. But that hasn’t led to a skills gap.

“The programs are tremendously valuable—to ensure that students have the knowledge they need when they begin to work with patients,” says Coles. “That means that there isn’t time to experience bedside nursing in multiple departments of a hospital, so simulation techniques are often used, and nurses just starting out are up for the challenges and learning experience they bring.”

The other three winners in the scholarship’s first round are Carolyn King, who is pursuing a doctorate in Nursing Practice at Duquesne University; and two University of Pittsburgh students—Olivia Greer, who is in the undergraduate nursing program, and Karen Faulk, who is in her first term of an accelerated second-degree nursing program, a shortened track for students who have a degree in another field. Each received a \$2,000 scholarship.

The women on the committee are excited about the future of the fund. When a member steps down, that person and the others will recommend a replacement. They believe this will ensure that all caretakers of the scholarship program will remain connected to its original purpose: to encourage southwestern Pennsylvania students to choose nursing as a career and remain in the region.

Ference says she wants the scholarship program to help local nurses be as proud of what they do as she is of her career. “Some people say ‘I’m just a nurse,’ but nurses are on the front lines of medical care. Nurses spend the most amount of time with a patient; they interpret doctors’ orders and answer questions, plus they provide emotional support to patients and their families. Nursing is one of the most important positions in any medical setting.”

By **Deanna Garcia**



EVERY PENNY COUNTS

A BENEFICIARY OF THE COMMUNITY FOUNDATION OF WESTMORELAND COUNTY'S SCHOLARSHIP PROGRAM DESCRIBES HOW AWARDS HELP DONORS HONOR LOVED ONES WHILE MAKING COLLEGE MORE AFFORDABLE.

AS A LITTLE GIRL IN THE EARLY 2000s, I collected change in an old mason jar. I checked our couch cushions weekly, raided the center console in my mom's car every chance I got, and frequently scanned every countertop and table in the house for orphaned coins. The only denomination safe from my eager-to-get-rich hands were pennies.

When my mom saw my jar full of silver, she asked me two questions: "Why don't you collect pennies?" and "So, you're the one taking the change out of my car?"

A penny seemed like nothing back then. However, in my life now as a college student, it's clear that I've needed every penny of every scholarship I have received. One is from the Melville Alexander Eberhardt Memorial Fund, which provides aid to graduating Pennsylvania high school seniors in financial need who are headed to two- or four-year colleges. The fund is among those that have been established at The Community Foundation of Westmoreland County (CFWC) and The Pittsburgh Foundation to make grants every year in perpetuity.

The two organizations oversee one of the largest community foundation-led scholarship programs in the



nation, awarding about \$2.3 million annually. Of the 320 active scholarship funds, 64 are dedicated exclusively for the benefit of Westmoreland County students like me, while honoring the wishes of donors who established scholarships.

An example is the Anita Doyle Memorial Scholarship Fund. Wayne Doyle, former superintendent of Hempfield Schools, established the scholarship in 2013 in memory of his wife, Anita, who died in June 2010. The scholarship dedication describes Anita as an extremely bright and supportive woman who, despite not having gone to college, advocated for everyone having an opportunity to achieve higher education.

“I created the fund because I wanted to support Anita’s vision and recognize her for the encouragement she gave to young people,” says Doyle. “She would have wanted to give them the financial assistance they need to follow their dreams.”

Anita supported her husband as he completed master’s and doctoral degrees, and then assisted their daughters as they went through college. In the six years since the fund was established, graduating seniors from Hempfield Area

← Rhiannon Kelly hugs her grandfather, Wayne Doyle, in his home in Irwin, Westmoreland County. He established a memorial scholarship to honor his wife, Anita Doyle, who enabled others to achieve higher education.

High School with GPAs of 3.5 and above have been awarded scholarships from the fund. That experience is as exciting for the Doyle family as it is for the students.

“Seeing the students’ faces when they receive the scholarship is so rewarding,” says Doyle. “Anita would have loved being at the awards ceremony.”

As an Eberhardt scholarship recipient, I can attest that the feeling that comes from receiving a scholarship after a competitive application process is incredible, thrilling, relieving and unbelievable. All those feelings are wrapped up into one emotional moment. Each year, hundreds of moments like this result from the Foundations’ program, which awarded more than 700 scholarships last year.

The process begins online with the Foundations’ Scholarship Search tool, where students click a variety of boxes about their field of study, hometown or school. The application for many scholarships can also be completed online. Search results include brief descriptions, average awards, deadlines and eligibility requirements. Application guidelines often reflect the preferences of donors like Doyle as they honor the memory of loved ones. Most scholarships are for college and graduate school, but there are also offerings for trade school, pre-K-to-12 tuition, special needs programs, music lessons and other enrichment activities.

“The online search and application process helps us reach a large population of potential applicants and fulfill our donors’ intentions of awarding to students who best fit the funds’ criteria,” says the Foundations’ Scholarship Coordinator Jennifer Marino. “Our search tool provides greater awareness and ease of access for counselors, university administrators, parents and students as they apply for scholarships.”

A thorough search is frequently worthwhile: the average award last academic year was \$3,300, with larger awards ranging from \$15,000 to \$22,000. Regardless of amount, every award makes an impact on a student’s future and community.

“Endowing a scholarship fund to meet the needs of the community is a perfect example of altruistic benevolence,” says the Foundation’s Grants Manager, Ashley Hezel. “These scholarships are often the very thing that tips the scales in favor of the student, making an otherwise unattainable education a reality.”

Explore the Foundations’ program at pittsburgh-foundation.org/scholarshipsearch

by **Keera Frye** | senior at Point Park University

WORK IN PROGRESS



➔ "A Foot, a Fathom, a Furlong"
in progress at Jepson Telfair,
Savannah GA, 2010. Photo by
Jerry Siegel.

**A PRESTIGIOUS ARTS AWARD
MANAGED AT THE PITTSBURGH
FOUNDATION CITES A SOUTH
CAROLINA PAINTER AND SCULPTOR
FOR "PRESENTING SPECIAL PROMISE
OF FUTURE ACHIEVEMENT."
BY THE WAY, SHE'S 83.**

VISUAL ARTIST ALDWYTH has been working with her hands to extraordinary effect for most of her adult life. As the maker of large found-image murals and assemblage sculptures that often take up an entire gallery wall, she possesses intellectual dexterity and wit, as well as physical strength and stamina. But in 2009, just as she wrapped up a solo exhibition of her works, she began experiencing costochondritis, an inflammation of the ribs and back that made using scissors painful. Forced to set her large collage work aside, she began working on smaller pieces that were less physically taxing to create.

Enter the Eben Demarest Award. Thanks to this \$20,000 grant, Aldwyth is hiring workshop assistants to help finish a series of collages that have sat unfinished for nearly a decade.

"[The Demarest Award] is an amazing thing and has enabled me to continue to be a collage artist. I could make smaller work probably, but to do the things that are in my head, there is no way I could have done those without this grant," says Aldwyth.

The award was established in 1939 by Pittsburgh professor Elizabeth B. Demarest in her father's name. It is one of the premier national honors for artists and archaeologists. From 1923 to 2009, the awards were overseen by a committee





↑ "Not So Still Life in Progress," 2018. Work in progress. Artwork and photo by Aldwyth.

at a private foundation. In 2010, the fund came to The Pittsburgh Foundation, where it will be administered in perpetuity.

Artists do not apply for the award, but rather are nominated each year by a rotating pool of nominators from archaeology programs and established nonprofit arts and cultural organizations. Awardees are selected by a Pittsburgh-based committee.

The award has been a crucial source of support to artists who have become masters in their fields, including 1948 winner Jackson Pollock.

Aldwyth more than meets the award's requirement of having produced significant work in her field and demonstrating special promise for future achievement. Her work has been recognized through solo exhibitions and prestigious awards, including the 2015 South

Carolina Elizabeth O'Neill Verner Governor's Award for the Arts.

Her latest collage, "A not so Still Life in a Landscape (minimal) with Figures, sort of" was completed with the help of her newly hired assistant, Torry Lusik, and was included in a juried exhibition at the South Carolina State Museum. The piece won the purchase prize and is now in the museum's permanent collection. Aldwyth has concepts in mind for the other pieces but doesn't like speculating about final products.

"When you talk about it, I find you don't do it," she says. "It's not knowing what's going to happen and what it's going to be exactly, and the exploration, that makes it exciting."

Aldwyth began painting as a young adult. Frustrated by the high cost of frames, she started building her own from stretcher bars, which are pieces of plain wood over which artists wrap



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ALDWYTH

Sloan describes a “brilliance and depth of thinking” hidden in Aldwyth’s work, such as her piece titled “Casablanca,” a diptych with the left side called “Classic” and the right side called “Colorized.” “Classic” is an orb covered with eyeballs cut from magazines and other publications. The thousands of them covering the orb are visually striking and obscure a deeper significance — they are the eyes of Frida Kahlo, Diego Rivera, Pablo Picasso, Edgar Degas, Henri Matisse, Salvador Dali and other artists.

“So, it’s the art world looking at you, the viewer,” says Sloan. “And the title, ‘Casablanca’? What’s the most famous line from that? ‘Here’s lookin’ at you, kid.’”

One reference has made its way into nearly all of Aldwyth’s work — the “zombie ant,” which she began including in her collages when she read about the *Camponotus leonardi* species in Lawrence Weschler’s book “Mr. Wilson’s Cabinet of Wonder.”

The ants live on the floors of tropical rainforests. After the ant inhales a spore of the *Ophiocordyceps unilateralis* fungus, it climbs the nearest tree and buries its head in the bark. There it dies and begins emitting more spores, which fall to the ground and infect other ants.

“It’s like being an artist,” Aldwyth said. “You inhale the spore, then you climb up and you do it. And supposedly, you inspire someone else to do the same thing.”

canvases for painting. But she wanted her frames to have more embellishment.

“I would cover [the stretcher bars] with old, cut-up paintings. So I was sort of collaging, making a collage around the outside of the painting,” she says. “And it became more interesting than the actual painting.”

After a series of artist residencies, she earned her first solo exhibition through Mark Sloan, the director and chief curator of the College of Charleston’s Halsey Institute of Contemporary Art, who visited Aldwyth at her home in Hilton Head, South Carolina. Seeing her workspace for the first time, he took note of flat filing cabinets labeled “Eyeballs,” “Torsos facing left” and “Arms and Legs,” each filled with clippings she would eventually incorporate into her work.



TOOLS TO THRIVE

The Pittsburgh Foundation partners with a nonprofit dedicated to developing Black girls to be stronger than the forces working against their success.

KATHI ELLIOTT KNOWS THEIR STORIES — she hears them every day. Stories of girls like Talia, who hopes to travel the world as a photographer. Or of students like Jamaica, torn between architecture and medicine. Stories of strong young women — scholarship holders and sibling caretakers, budding scientists and family torchbearers. Girls who know their potential: “I can do anything I put my mind to,” says Jamaica. “I’m powerful.”

But as executive director of Gwen’s Girls, Elliott also knows the statistics. The girls she works with are powerful, yes — but so are the strains of sexism and racism that fester throughout the country. The truth, says Elliott, is that for girls — particularly Black girls — those strains can turn minor slip-ups into lifelong setbacks.

“It’s a dynamic we see everywhere,” she says. “From schools to the juvenile justice system, Black girls are disproportionately singled out and punished.” And once they’re entangled with the law, says Elliott, it can be all but impossible to get out — a problem that’s especially pronounced in Pittsburgh.

In Allegheny County, Black girls are referred to the juvenile justice system 11 times more often than white girls, despite research showing that neither group commits more serious or more frequent offenses than the other. Moreover, when misbehaviors do occur, they’re often rooted in trauma: Black girls in Pittsburgh are more likely to live in poverty, twice as likely to experience rape and nine times more likely to lose a loved one to violence.

“Our systems are supposed to support these girls and give them the tools they need to thrive,” says Elliott. “But in reality, they can be discriminatory and even harmful.”

It’s a reality Elliott knows well. Her late mother, Gwendolyn Elliott, was Pittsburgh’s first Black female police

↑ Ashley Dandridge, a doctoral student at Chatham University, speaks at a meeting of the Black Girls Equity Alliance, a program of Gwen’s Girls. The program tackles, through research and advocacy, inequities faced by Black girls.

From schools to the juvenile justice system, Black girls are disproportionately singled out and punished. These systems are supposed to support girls... but in reality, they can be discriminatory and even harmful.”

KATHI ELLIOTT

commander. While on the beat, says Kathi Elliott, “She’d get a lot of calls from mothers, especially mothers of [twens and teenagers],” Elliott recalls. “They go through turbulent times. But when my mom tried to find programs focused specifically on the needs of girls, there weren’t any. So she decided to start her own.”

The result was Gwen’s Girls, a nonprofit that supports 120 girls daily throughout Allegheny County with program sites located in the North Side, Penn Hills, Wilkensburg and Clairton communities. The organization reaches girls through gender-specific after-school programs, mentorship pairings and workforce training.

Now, after nearly two decades of helping girls cope with poverty’s stressors and trauma’s toxic effects, the organization is confronting a fundamental question: why is Pittsburgh failing so many girls in the first place? Those inside the organization and in other youth-serving agencies say it’s because traditional youth-development systems are gender-neutral and not able to customize programs to girls, who now face increasingly negative forces that diminish life prospects.

To grow more powerful counter-forces, Gwen’s Girls is partnering with The Pittsburgh Foundation and engaging with its 100 Percent Pittsburgh organizing principle that addresses root causes of poverty and inequity.

The two organizations, along with more than a dozen additional agencies and advocates, spent months listening to young men and women and learning their stories of trauma, resilience and strength. The resulting report, “A Qualitative Study of Youth and the Juvenile Justice System,” outlined interventions and policy recommendations informed by the youth themselves.

It also launched a joint effort to change the systems that can harm young women. “Both of our organizations

believe in holding systems — and ourselves — accountable to the people we serve,” says Michael Yonas, the Foundation’s director of research and special initiatives. “In that, Gwen’s Girls is more than a grantee. They’re a partner.”

Indeed, Gwen’s Girls and the Foundation have made measurable strides in countering the biases and stereotypes that hold girls back. As a result of their advocacy, implicit-bias training and trauma-informed care are increasingly the norm in school districts and child welfare offices. A new data dashboard developed by the Allegheny County Office of Juvenile Probation allows for transparent, real-time monitoring of referrals and inequities. And a new Foundation-funded diversion program for young female offenders trades punitive measures — which often don’t help anyone — for a more restorative approach.

In Allegheny County, magistrates can now refer young women to Gwen’s Girls instead of to the juvenile justice system. There, a caring mentor can help them navigate legal systems, human-services agencies and the everyday difficulties of growing up. The hope, says Elliott, “is that we can prevent girls’ trajectory into the school-to-prison pipeline.”

So far, it seems to be working. As bad as the numbers can be, they’re actually an improvement on years past. And though much remains to be done, Elliott cites several reasons for optimism, including a \$60,000 grant from the Foundation that will allow Gwen’s Girls to expand its mentorship program and implement a model proven to boost girls’ resilience.

Then there’s the Black Girls Equity Alliance — a network of organizations and advocates that Elliott calls “the most rewarding, productive project I’ve ever been a part of.” The alliance’s working groups — focused on child welfare, juvenile justice, education and health — meet monthly to develop programs and policy recommendations designed to move the needle.

Best of all, a growing number of girls regularly join the meetings to share their stories, guide the alliance’s work and lift each other up. At a recent equity summit, for example, “Girls from different schools came together and shared their thoughts about Black beauty,” said Rashonda, one of the participants. “It’s empowering.”

Nearby, a group of girls discussed their ideas for boosting self-esteem among young Black women. “Real queens,” they chanted in unison, “fix each other’s crowns.”

Elliott credits the Foundation not only for funding such work, but also for getting involved as an advocate. “The Foundation knows what it means to be a partner,” she says. “They come to our meetings. They get to know our girls. They take those extra steps toward understanding nonprofits’ needs and how to best support them — not just financially, but also with their expertise, their connections and their ability to improve the data or research. Working with them has been phenomenal. They’re an asset to the girls we serve.”

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

STAFF
PROFILEDIGGING
DEEP

An eye for detail helps Brianna Ziemak spot any potential problems with funds.

→ Brianna Ziemak joined The Pittsburgh Foundation's staff in January.



BRIANNA ZIEMAK'S ROLE AT THE PITTSBURGH FOUNDATION involves administering the ever-growing number of funds, which currently totals about 2,300. But while her official position is funds manager, she is known to staff as “fortune teller” for her work predicting the future and “detective” for investigating past actions.

The Development and Finance departments rely on Ziemak to consider whether fund agreements, as written, ensure that donors' wishes will be upheld in perpetuity. This requires a high level of diligence in determining charitable beneficiaries to a fund if the organization originally designated is no longer in operation. Ziemak also has the responsibility of determining a granting process if advisors on a fund no longer want to, or are not able to, recommend grants.

Often, this requires Ziemak to dig into the historical record. “With funds created decades ago,” she says, “we may be confronted with language that doesn't actually make clear the donor's intent.”

In these cases, she examines the language in the fund agreement against such questions as how to modify the fund if its original purpose becomes obsolete—for example, dedicating funds to research diseases that have since been cured. The revised language is then presented to the Foundation's Trust Administrative Committee, which The Pittsburgh Foundation's Board has designated as the reviewing authority. Any significant changes are presented to the Board for approval.

Ziemak's day-to-day work runs the gamut—from attending to the details of a fund's structure to attending to the high aspirations of fund holders for their personal philanthropy.

She began developing that broad skill set early on. Out of college in June 2013, she became a paralegal at Berger and Green, a law firm specializing in Social Security and disability claims. Her main responsibility was to prepare cases for Social Security hearings. In March of 2015, she joined the staff at BNY Mellon, where she reviewed trust documents for content and accuracy. She quickly became an expert on trust language, especially in determining how it would affect named beneficiaries and managers.

“Every trust is unique, and I enjoy getting a glimpse into what the grantor intends to do with their trust and how they want it to be distributed and to whom,” she says. “Each one presents itself as a new challenge to better understand who a client is and what's important to that individual or family. These people trust us to carry out their plans for how they want their funds distributed, even after they have long passed.”

Her experiences with BNY Mellon prepared her for the high diligence expectations in the field as she ensures that fund documents are solid and will continue to serve community causes for decades. She also creates resources to help Foundation colleagues determine how best to serve donors. A project early in her tenure involved creating a document that would enable staff to help prospective donors determine the fund type that best helps them achieve their charitable goals.

“I've always wanted to help people,” she says. “The Pittsburgh Foundation is an excellent resource for connecting the people who have the ability to give with the communities and to neighbors who would benefit most.”

by **Mary Shelly** | communications intern



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NEW FUNDS April 1, 2019 – May 30, 2019

Colleen Holland Sundo Scholarship Fund

The Mac Miller Fund

GTSF — Edward E. Lewis Memorial Scholarship Fund

Thomas M. Colella & Florence M. Colella Scholarship Fund

Robert R. Heaton Scholarship Fund

Robert R. Heaton Butler County Assistance Fund

Morgan and Braden Fyffe Charitable Fund

Shoppers at MA's Pantry can get fresh produce as well as a variety of packaged foods. Story on p. 4.

DESIGN: LANDESBERG DESIGN
PHOTOGRAPHY: JOSHUA FRANZOS, RENEE ROSENSTEEL
PRINTING: BROUDY PRINTING
EDITORIAL STAFF: DEANNA GARCIA, KITTY JULIAN, CHRISTIAN PELUSI, DOUG ROOT, LISA SCHROEDER