

THE PITTSBURGH
FOUNDATION
QUARTERLY
Fall 2017

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FORUM



FEATURE
STORY

SOUNDING THE ALARM

*Westmoreland community foundation is a first responder
to firefighter the recruitment crisis, with a \$10,000 planning grant
that leads to \$4.3 million in federal funding.*

SEE PAGE 4



ON THE COVER

Pictured, from left, Assistant Chief Bill Yant III and Lt. Patrick O'Mahony from Murrysville Volunteer Fire Company No. 1 and Deputy Chief Cody Paiano from Sardis Volunteer Fire Company Station 78. Their companies are two of the 60 volunteer fire departments benefiting from the SAFER Grant in Westmoreland County.

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IN SEPTEMBER, the Pittsburgh Post-Gazette published a four-part series on the nonprofit sector, reporting on its rise to become the premier economic engine for the region.

From my view, I see that nonprofit engine also providing the thrust for a lot of social good — more so here, I believe, than in any other city of our size.

This issue of FORUM is filled with examples. Pittsburgh Foundation donors and their financial advisors are helping to fuel a nonprofit juggernaut that has led to an economic and quality-of-life renaissance — one of many that this city is famous for instigating.

But this one is special: It's the first to be led by nonprofits themselves — not by corporate or government entities.

There are two nonprofit sector assets I see as essential to the city's ability to thrive in the future: a distinct giving culture and visionary leadership.

In just the past month, breathtaking leaps forward have been announced by the region's two health care systems. The University of Pittsburgh Medical Center has a \$2 billion plan that includes building three new specialty hospitals in the city proper, making it a worldwide hub for cutting-edge medical services. Allegheny Health Network is embarking on \$1 billion in development to expand acute-care treatment and hospitalization outside urban medical centers.

Both promise significant gains to the local economy, but UPMC President and CEO Jeffrey Romoff's vision for the health care system he has pushed and prodded through the past decade will double its revenue by 2022 to \$28 billion. Feeding that will be territory extensions across Pennsylvania, into neighboring states and overseas beyond the eight foreign cities now in partnerships.

It was not inevitable that such an economic and quality-health care powerhouse would develop. UPMC was a loose confederation of six hospitals in the 1970s when Romoff saw the potential. To realize it, he ingeniously brought a business sensibility to the system. Keys to success then were mentors such as Dr. Thomas Detre, and key today, community leaders such as longtime UPMC Board Chair G. Nicholas Beckwith.

I am excited to be living in a city where UPMC is driving social change as much as the economy. Headlining its philanthropy is an astounding \$100 million investment in The Pittsburgh Promise, our supporting organization that has made college possible for nearly 8,000 city students in the past decade.

At the Foundation, we celebrate UPMC's contributions, and we're also mindful of the extra stewardship responsibility that comes with the nonprofit label: Charitable assets, not private investor stakes, are fueling future investments. In living up to the nonprofit ethos, UPMC's return on investment must include decent wages, benefits and fair working conditions for all its employees, as well as continued quality-of-life benefits to the public. We intend to be a strong partner in making sure that the nonprofit economy in Pittsburgh is philanthropically profitable.



100 PERCENT PITTSBURGH

AN ORGANIZING PRINCIPLE
OF THE PITTSBURGH FOUNDATION

PITTSBURGH FOUNDATION MESSAGE AT REGIONAL NONPROFIT SUMMIT:

For the city to thrive in the future, 100 percent of its residents need economic opportunity

What will it take to make Pittsburgh more livable, not just for some but for all? That's the question President and CEO Maxwell King asked at the Greater Pittsburgh Nonprofit Partnership Summit held Oct. 5-6 at the David L. Lawrence Convention Center.

King introduced the audience to 100 Percent Pittsburgh, the Foundation's organizing principle.

"The opportunity gap has grown in quality education, economic development, affordable housing, job opportunities and neighborhood safety," King said. "At least 30 percent of our friends and neighbors are largely left out of participating in Pittsburgh's improved economy. That is, simply, unacceptable."

Sixty percent of discretionary grantmaking is directed to 100 Percent Pittsburgh-related programs focused on helping vulnerable populations access the city's new prosperity, particularly those in the juvenile justice system and single women raising children.

In addition, Executive Vice President Yvonne Maher led a session on planned giving, and Senior Vice President of Finance and Investments Jonathan Brelsford moderated a session on developing a leadership pipeline for organizations' boards of directors. Director of Public Policy and Advocacy Khalif Ali led a session on legislative redistricting reform in Pennsylvania.

The summit also featured Dr. Jim Johnson from the University of North Carolina's Kenan-Flagler Business School, who detailed the "disruptive demographics" affecting the country as minority communities grow, and Dr. Barry Kerzin, personal physician to the current Dalai Lama and a professor of Tibetan studies.

Noncash assets yield tax and charitable benefits

Americans are famously generous, donating a record \$390.05 billion in 2016. In addition to reporting increased giving over the past few years, financial publications from *The Wall Street Journal* to *The Economist* are also describing a fascinating new giving trend that offers both charitable and tax benefits: Donors and advisors are giving complex, noncash assets to charity. The term "complex assets" refers to a broad array of illiquid property and commodities, such as commercial real estate, soybeans, and even oil wells and the crude they produce.

Why the increasing interest? The Federal Reserve reports that 62 percent of American household wealth is in complex assets, with only 7 percent in cash and 31 percent in stocks, bonds and other financial assets. Without a tax strategy for complex assets, families — particularly those liquidating their estates — may have significant capital gains and other tax burdens. Donating complex assets to a community foundation can help.

This strategy has particular appeal to entrepreneurs looking for tax benefits while also maintaining their own liquidity. Recently, Foundation staff worked with a family on its donation of tracts of land in Colorado. With the help of a third party, the family sold the land and added the proceeds to its grant-making coffers.

The largest gift the Foundation ever received — \$50 million from the Charles E. Kaufman estate — included mineral rights and timber. The Kaufman Fund now awards \$1.8 million annually to innovative science and technology researchers. Though not real assets per se, donations of privately held stock are also an option.

As illiquid asset donations continue to grow in popularity, the Foundation will continue to grow its capacity to accept them as funds to support charitable missions.

SOUNDING THE ALARM



Volunteer fire companies gather at Westmoreland County Community College's Public Safety Training Center in September to announce FEMA funding to recruit and train 500 additional volunteer firefighters.

A SMALL REGIONAL INVESTMENT BY THE COMMUNITY FOUNDATION OF WESTMORELAND COUNTY HAS LED TO A MULTI-MILLION-DOLLAR FEDERAL INVESTMENT IN FIRST RESPONDERS

PENNSYLVANIA — specifically, native son Benjamin Franklin — created the concept of volunteer fire brigades, which have served small communities since 1736. But nearly three centuries later, rural communities like many in Westmoreland County are struggling to maintain that selfless tradition.

Faced with a sharp decline in volunteer firefighters, philanthropic and emergency services officials turned to a federal government program to make Westmoreland the proving ground for a novel recruitment strategy.

With a \$10,000 planning grant from The Community Foundation of Westmoreland County, 60 fire departments made a joint application for federal Department of Homeland Security support. The result: A \$10,000 investment leveraged a \$4.3 million award from the Staffing for Adequate Fire and Emergency Response (SAFER) program, which will boost recruitment and training levels. The goal is to increase the number of volunteer firefighters by 500 countywide.

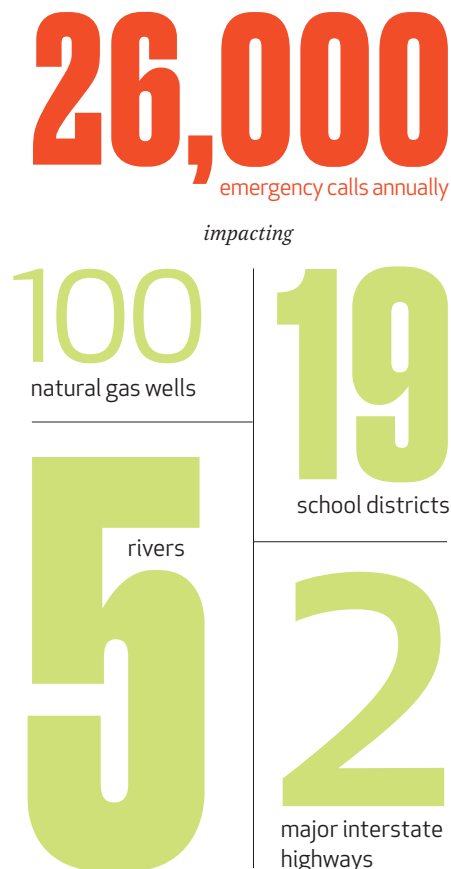
“Volunteer firefighting is a rich tradition,” says Phil Koch, executive director of the CFWC, “and it’s vital to every member of the community.” Longtime Penn Hills firefighter Rege Synan is part of that tradition, along with his grandfather, father, two brothers and son. And he’s concerned.



As a CFWC Advisory Board member and a charter member of the Allegheny County Hazardous Materials Response Team, Synan urged local fire companies to work on a county-wide basis for the FEMA application to ensure there will be sufficient numbers of qualified firefighters to respond to emergencies. “Every little town needs to have trained firefighters, especially during daylight hours,” says Synan. “In the past, you could call two or three companies for backup. Yesterday, there was an incident that required 11 or 12.”

Westmoreland’s volunteer cohort has declined 16 percent over the past decade, threatening both community safety and community budgets. Pennsylvania’s fire companies would need \$10 billion per year to replace volunteers with paid firefighters, according to state fire commissioner Tim Solobay. And, the demands on first responders have evolved far beyond cat-in-the-tree clichés. Only 10 percent of current calls fall into the structure fire category as firefighter duties now include water rescues, auto entrapments, natural gas and other hazardous material leaks, and drug overdoses.

WHAT’S AT STAKE IN WESTMORELAND COUNTY



“When I joined my local fire company in 1969, we ran 120 to 150 calls a year,” recalls Jerry Brant. His firm, Decoplan Associates, undertook the preliminary study funded by the CFWC. “If we went out the door, something was burning. We didn’t get calls for an overturned tank truck with methyl-ethyl bad stuff, or active shooter calls. Medical assistance was unheard of.”

In Westmoreland County, those calls are now routine. Responsible for two regional airports, 19 school districts, five rivers, 100 natural gas wells and drilling pads, as well as heavy traffic on two major interstate highways, firefighters answer more than 26,000 calls each year. That number continues to increase while volunteer levels hover near historic lows.

Like other southwestern Pennsylvania counties, Westmoreland’s population has shrunk over the past few decades. But shifts in employment patterns have had a bigger impact on firefighter recruitment. Decoplan found that firefighters who work in the Pittsburgh area but live in Westmoreland County spend a disproportionate amount of time commuting to and from work, and are less able to leave work for an emergency call than in years past.

“It used to be that many folks worked in our county’s industries — coal mines, coke plants,” says the CFWC’s Koch. “We had thousands of individuals working shifts. Now, they’re not in the neighborhood when a fire happens.” An increase in two-earner households and aging rural populations compounds the problem.

Federal support is essential. Brant says only two of Westmoreland’s 60 fire departments operate without any municipal funding, and most others ask their volunteers to raise funds through bingo nights, chicken dinners and gun bashes. Money for training, equipment, recruiting and retention is perennially scarce. The FEMA grant, part of \$344 million that the agency will award nationally under SAFER this year, funds sophisticated training programs as well as marketing campaigns for recruitment.

Rather than offering one-time bonuses, fire companies will link incentives to progress through levels of training. Hempfield Township will offer scholarships for college or trade school tuition worth up to \$10,000 to volunteers after their first year with the company. A life insurance benefit will be offered to those with second-tier certifications.

Hempfield Township will act as fiscal agent for the project. Township manager Andy Walz is confident that volunteers will rally to the cause of protecting the community.

“In their recruitment campaign, the counties to the east of us set a goal of 300 recruits. They ended up with 500 at the end of the first year,” Walz reports. “So there’s a proven track record. There’s good reason to believe we’ll be successful.”

By **Christine O’Toole** | freelance journalist



← Pictured, from left, Kate McKenzie, Jennie Zioncheck and Amy Razem collectively possess more than two decades of experience working with advisors, individuals and families to achieve their charitable goals.

MEET THE DEVELOPMENT TEAM

PHILANTHROPY DREAMCATCHERS

YOU DREAM OF BEING a local philanthropist, and you're trying to figure out the first step in sustained giving to make life better for others in your Pittsburgh-area community. Or, you're a professional advisor realizing you have clients with that passion and you're searching for a trustworthy, experienced charitable giving partner. The Pittsburgh Foundation's Development team is the region's one-stop shop for making it happen.

Director of Development Jennie Zioncheck, Senior Development Officer Kate McKenzie and Development Officer Amy Razem are the experts who guide donors, in consultation with their financial advisors, through giving options such as donor-advised funds and charitable remainder trusts to create a personal philanthropic portfolio that matches their passions.

Once funds are established, these representatives provide personalized services, including access to subject-matter experts inside and outside the Foundation to advise on where and how to give for greatest impact.

For advisors, the Development staff serves as the philanthropic arm for their firm, helping fulfill the clients' charitable giving goals.

"We are able to match the same level of service around their charitable giving that the advisor provides around financial and estate planning," Zioncheck says. "We are in communication with the advisor every step of the way.

"Advisors know their clients well and understand how to help them direct their assets to the causes they care about in ways that fit their personal situations. At our Foundation, we know how to put structure and expertise behind the good intent, so that donors are accomplishing what they want."

The Development team members are often the first Foundation representatives that advisors and prospective donors meet as they're thinking about establishing a charitable fund. Zioncheck considers it a privilege to work with donors who want to make a difference in the community, and to partner with advisors who care enough to go beyond regular financial advising to make a client's philanthropy dream a reality.

"Many of the advisors we work with treat clients like family members," she says. "That's the standard my team and I have with our donors as well; we treat them as if they were family. We introduce them to all the giving options, and then we're amazed as we learn about what they're able to accomplish."

Zioncheck says she and her team will see stories about their donors' work in one of the Foundation's publications, or they'll get updates from the Donor Services team representatives who provide ongoing assistance to fund holders.

By **Christian Pelusi** | senior communications officer

For more information, call the Development staff at 412-394-2653 or contact them at development@pghfdn.org

STAFF PROFILE

THE BIG PAYBACK

A nonprofit leader reveals the reward from her half-century of work: opening doors for others

O N A SPRING DAY IN 1968, Kate Dewey was a freshly minted teacher walking into a middle school in Trenton, New Jersey, with high hopes for her first day.

It didn't go as planned. Riots had broken out in the wake of Martin Luther King Jr.'s assassination, and chaos had spread to the schools. "The day I walked in, my advisor walked out," Dewey says. "He never came back."

The experience sent her "falling off the cliff"—Dewey's term for "that space where you just have to rely on your knowledge and basic instincts to figure it out and get the job done." It's a space she's come to embrace throughout her 50-year career.

Now, after five years as president of The Forbes Funds—a supporting organization of The Pittsburgh Foundation that works to strengthen the management capacity and impact of community nonprofits—she's embracing those instincts once again as she prepares to move out of the formal leadership role.

"It's a transition," Dewey says, of a work history that is full of them. In 1968, she left the classroom to become a social worker in New Jersey's Pine Barrens. "Working on abuse and neglect cases helped me understand how little divides us, except the inequity in opportunity and encouragement we're afforded," she says. That revelation convinced her to move into work that would be about "creating opportunities, opening doors and encouraging people."

Dewey found them at every turn when she moved to Washington, D.C., in 1975 and began work at 70001 Ltd., President Ford's initiative to place high-school dropouts in unsubsidized jobs in the private sector. In one project, she worked with the late political activist and philanthropist Holly Coors and Republican Kansas senator and later Republican Presidential nominee Bob Dole to create workforce opportunities for high-school dropouts. After moving to Pittsburgh in 1981, she led Allegheny County's newly created Childhood Sexual Abuse Task Force; became the first executive for Grantmakers of Western Pennsylvania; and, in 1990, founded

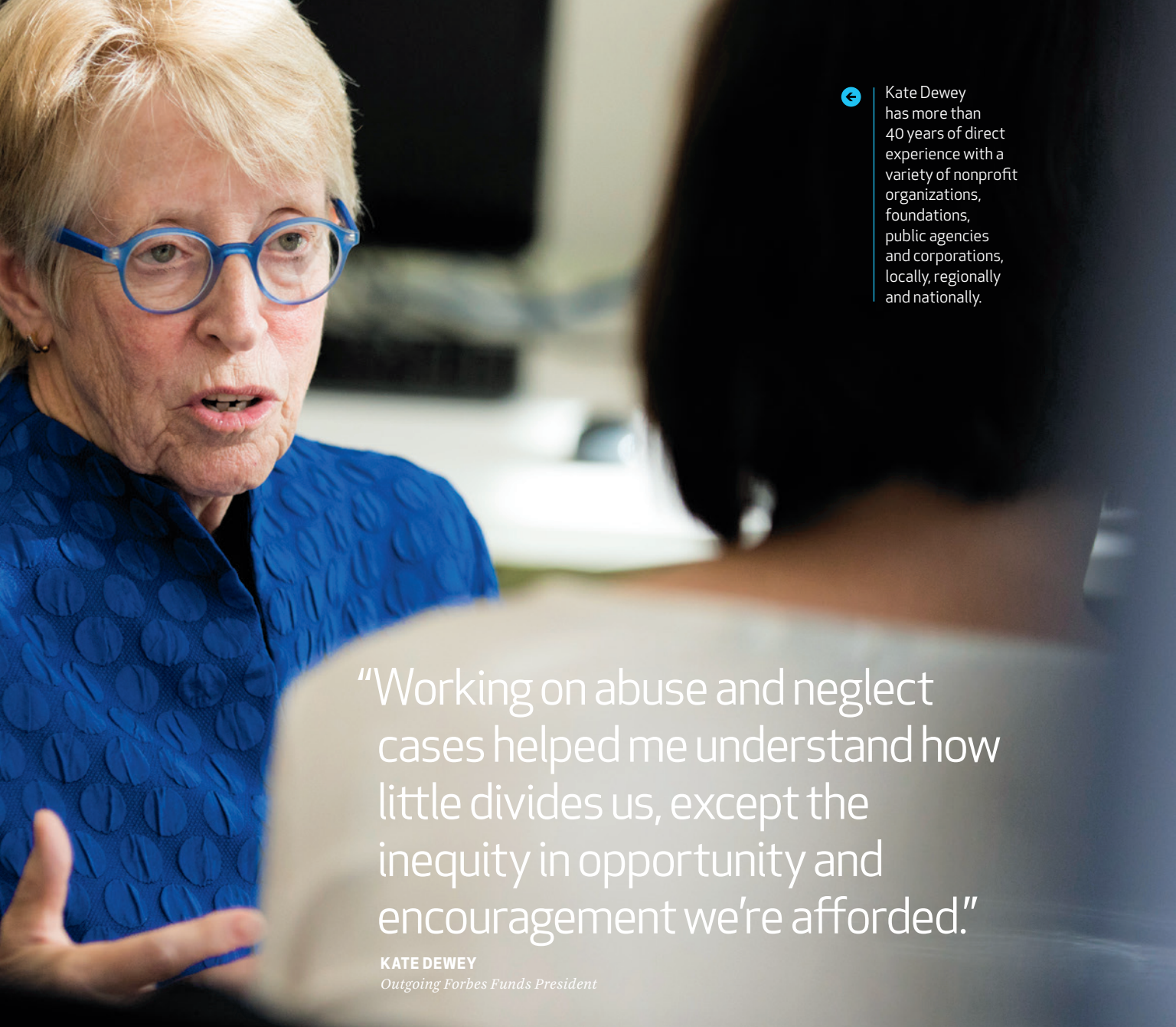
Dewey & Kaye, a consulting firm dedicated to building strong nonprofits and communities.

Each role forced her to leap out of the conventional employment box, and she made her own work plan with gusto. "Life should be about allowing yourself to indulge in what you're passionate about," she says. "Sometimes, that means taking opportunities that might not be packaged on a particular career ladder."

That aptly describes The Forbes Funds' president's role Dewey pursued in 2013 and won at a career mark in which many of her peers were retiring. "I saw this role as a great platform to tie together the missed opportunities I'd seen in working with the community for more than 30 years. I'd be able to institute some programs that I thought could really make a difference."

Throughout her five-year tenure, those programs have left an indelible mark on The Forbes Funds and the hundreds of nonprofits it serves. The Executive-In-Residence program, for example, pairs retired executive directors with agencies to offer coaching and mentoring. Steel City Codefest matches





Kate Dewey has more than 40 years of direct experience with a variety of nonprofit organizations, foundations, public agencies and corporations, locally, regionally and nationally.

“Working on abuse and neglect cases helped me understand how little divides us, except the inequity in opportunity and encouragement we’re afforded.”

KATE DEWEY
Outgoing Forbes Funds President

coders with nonprofits to develop apps that enable more effective communication, screening, program service delivery and other critical functions. And the UpPrize social innovation challenge identifies innovative technology solutions to improve nonprofit operations and quality of life for marginalized residents.

Dewey is especially fond of UpPrize, and describes this year’s awards ceremony, where applicants won up to \$200,000 to fund their projects, as her proudest moment. “Starting a company, or designing a solution, is hard work,” she says. “And these UpPrize submitters didn’t have to do it. But they are so passionate about making their community better that they’re willing to put an enormous amount of time in. To see something that you started a long time ago become real and change lives — that’s really special.”

In a time of profound challenges for the region’s nonprofits, Dewey’s leadership has been critically important to the development of the Pittsburgh region’s nonprofit sector. “Kate has set out an expectation that nonprofits are to be known by everyone as the forward-thinking leaders,” says

Samantha Balbier, executive director of the Greater Pittsburgh Nonprofit Partnership, the Forbes Funds’ advocacy arm.

“That’s the hallmark of her vision. As a leader, her style in achieving it is to be compassionate and entrepreneurial.”

For her long list of accomplishments, Dewey received a Career Achievement Award from the Pittsburgh Business Times on Dec. 7. It’s a fitting testament to her wide-ranging impact, says Maxwell King, president and CEO of The Pittsburgh Foundation. “Our community is greatly indebted to Kate. Many, many nonprofits have benefited from her innovation and skill, and their successes are creating better life prospects for people across the region.”

At the end of the year, Dewey will step down as president and move to a part-time role managing the UpPrize program. She’ll also focus on a legacy outside the workplace: infant granddaughter, Dakota. “She is a gift and I don’t want to miss it,” says Dewey.

By **Ryan Rydzewski** | freelance writer



HANDS-ON

FINANCIAL ADVISORS
GAIN VALUABLE
INSIGHT THROUGH
IMMERSIVE PROGRAM

PHILANTHROPY



When class members of The Pittsburgh Foundation-sponsored Chartered Advisor in Philanthropy (CAP) program were introduced to their service site visit in September, they faced an arresting sight: boxes jammed with dozens of crutches and walkers sharing shelf space with wheelchair parts. But to the staff of Global Links, a Pittsburgh-based nonprofit with the mission of supporting health improvement initiatives in resource-poor areas, this is the standard inventory. Most of the patient-assistance equipment will stay local, but medical surplus may end up being shipped to countries in need such as Honduras, Bolivia or Nicaragua.

← Pictured, from left, Karen Greb of Merrill Lynch, The Community Foundation of Westmoreland County's Phil Koch, Karen Stollar from PNC, Reed Natali of Shorebridge Wealth Management and The Pittsburgh Foundation's Kate McKenzie sort and pack medical supplies at the Global Links offices in Green Tree.

The organization relies on volunteers to sort and package these materials, and CAP class members answered the call. The course conducted at the end of each program year was developed by the American College of Financial Services in Philadelphia to help financial advisors deepen their relationships with clients, expand their professional capacity to advise them and set achievable philanthropic goals. The Foundation has been conducting the class for five years and is the only facilitator of the CAP certification in southwestern Pennsylvania.

For Reed Natali, a financial advisor at Shorebridge Wealth Management in Pittsburgh, the CAP experience has better prepared him to help clients discover their power to effect social change through their own personal philanthropy.

"I have had an interest in philanthropy since the beginning of my career, and have found that a significant percentage of my clients share that interest," he says. "Now, I can help them do more and be more successful in their giving."

Though Natali has been working in wealth management for 10 years, he appreciates how the CAP program explores new ways to connect with clients.

"The CAP program has expanded my understanding of what motivates individuals to give, and that helps me better explain to philanthropic clients how larger impacts can be achieved with modest charitable funding," he says.

Lindsay Aroesty, the Foundation's director of donor services and a graduate of this year's program, says the course is thorough and challenging. It delves into complex planned-giving strategies, family dynamics and management tactics for growing a charitable donor base.

"I've learned a lot about planned giving through CAP, including how to connect more closely to my donors," she says, "and how to provide giving opportunities that excite both my clients and my colleagues at the Foundation."

By **Deanna Garcia** | communications officer

Attorney and professional advisor Tracy Zihmer's dedication to charitable giving is rooted in her personal commitment to help others.



FOUR YEARS AGO, a Pittsburgh Foundation donor who wishes to be anonymous listed a South Dakota educational organization as one of three charities to benefit from her estate. Lindsay Aroesty, the Foundation's director of donor services, followed the standard verification and due diligence process, one of many services offered to fund holders.

She discovered that the South Dakota "school" wasn't a charity at all. The organization was writing fake letters from students to unsuspecting donors. Once apprised of the situation, the grateful donor asked Aroesty to change her memorandum of understanding to remove the fraudulent organization and replace it with a Pittsburgh animal welfare group.

"My client has worked hard for her money and trusts The Pittsburgh Foundation wholeheartedly to make sure her funds go where they should go and that they are spent in the way she wants them to be spent," says Tracy Zihmer, the

Pittsburgh attorney and professional advisor who has had the donor as a client for five years.

Zihmer shared this story as a testament to the level of service the Foundation supplies her clients. "Lindsay's work was a great eye-opener for my client about the level of protection the Foundation offers," she says.

That experience cemented Zihmer's confidence in the Foundation as a trusted partner in her clients' charitable giving.

"I've had a behind-the-scenes view with all of the estate administration I've done, and seeing how seriously everyone at The Pittsburgh Foundation approaches their work is reassuring," she says. "I've been in meetings where six Foundation staff are in the room working with the client to fulfill their wishes, making sure everything's handled properly."

Zihmer has been impressed with the passion of the Development and Donor Services staff — how interested they are in the clients' philanthropic interests and what they want to achieve.

ADVISOR PROFILE

PLANNING WITH PURPOSE

AN ATTORNEY'S
PASSION FOR
PHILANTHROPY
MAKES HER
MORE THAN AN
INTERMEDIARY

“My responsibility is to open my clients’ eyes to all their options. I ask them ‘What are your thoughts on charitable giving? Has that ever been something you’ve been interested in?’ And they almost always say yes.”

TRACY ZIHMER
Zihmer Law Firm

“I talk about the Foundation with everybody,” she says.

Over the past few years, Zihmer has guided 10 of her clients to establish funds and estate plans at the Foundation, and more are in the pipeline.

For Zihmer, who started her own firm in Mt. Lebanon last spring, the confidence in the Foundation’s care and concern for clients was well-established. Zihmer’s responsibility, she says, is to “open my clients’ eyes to all their options.”

Her clients have established funds that support a wide range of causes — animal welfare, higher education, disaster relief and religious charities among them. Several have dedicated their giving to the Foundation’s discretionary fund supporting basic needs for the region’s residents. Others are giving to 100 Percent Pittsburgh, the Foundation’s organizing principle that commits to helping the 30 percent of Pittsburgh-area residents who have been left out of the recent economic resurgence to become full participants.

Zihmer’s active role in helping her clients realize their rewarding philanthropic goals reflects her own passion for charity work. A Pittsburgh native and resident of Bethel Park, she has given her time to many organizations, including Mon Yough Community Services, where she volunteered as an adult service coordinator aiding adults suffering from bipolar disorder or schizophrenia. She’s also served as a therapeutic staff support volunteer for children with autism through wjs Psychological Associates.

She provides pro bono legal counsel to several organizations, including Chatham University’s women’s business center and KidsVoice, a Pittsburgh nonprofit that represents several thousand abused, neglected and at-risk children each year in Allegheny County’s Juvenile Court.

One of Zihmer’s goals in establishing her own law practice was to have the freedom to do more for the community through hiring, volunteering and sponsoring. Next year, she plans to establish a program providing discounted legal services for military, police, fire and EMT personnel in the South Hills.

Senior Development Officer Kate McKenzie says Zihmer’s confidence in the Foundation’s work quickly transfers to her clients and results in stronger Foundation relationships.

“The fact that Tracy started her own firm says a lot about her,” says McKenzie. “She works very hard to make sure her clients get the most out of their estate planning. Because she is philanthropic herself, she understands how important it is to her clients to be the same way.”

By **Christian Pelusi** | senior communications officer



FOOD FOR THOUGHT

New Kensington residents Kevin and Mary Bode had the perfect name for their new project, western Pennsylvania's first pay-what-you-can restaurant, but they had not found a location until they came across a fading Pillsbury Flour mural painted on the side of 1011 Barnes Street.

"We looked at the building, and lo and behold, on the side was the Pillsbury mural. It felt like it was meant to be," Kevin says.

NEW KENSINGTON PAY-WHAT-YOU-CAN
CAFÉ FOSTERS "COMMONALITY"

Jeannette's Katie Handy, an intern at The Community Foundation of Westmoreland County, takes an order at the Knead Community Café in New Kensington.



“Our mission is to build community. Knead Café is a place come together, work together



↑ Bryce Williams, an intern at the CFWC from Mt. Pleasant, serves Knead Café diners Sara Yohe from New Kensington and Jane Glenn from Lower Burrell.

Knead Community Café, which opened Feb. 25, does not have conventional pricing for its freshly made soups, salads and sandwiches. Instead, the menu states a suggested price. While many diners pay that amount or more, others pay what they can, or they pay their bill by working at the Café. To keep the operation running, the kitchen and dining areas are staffed by volunteers who share the Bodes' commitment to helping neighbors.

“Our mission is to build community,” Kevin says. “Knead Café is a place where people come together, work together and serve their neighbors. That means a lot.”

Community members from all walks of life can enter the Café to find a good meal and great company. Whether it's in the dining room or the kitchen, people treat one another as equals.

“Their paths may never have crossed before, but they find commonality,” Mary says. “Everything's done with dignity and love.”

The space is not only for those in need of a healthful, low-cost meal, but for anyone looking for conversation and good cooking. Diners don't know if the person next to them is paying with cash, or by volunteering hours, and they don't know if the person working in the Café is donating time or working off a bill.

The restaurant blurs the line between those who are experiencing food insecurity and those who are not, and that dynamic helps the Bodes in leading a community dialog about hunger by empowering those who visit.

“We're embraced as a safe place to go,” Mary says. “You can come in here without being judged.”

where people and serve their neighbors. That means a lot."

KEVIN BODE



↑ An order is up for Zack Hegedus, who spent a day volunteering at Knead Café through the CFWC's summer philanthropy internship.

Mary is a native of Tarentum, across the Allegheny River from New Kensington. She met Kevin, who was born in Baltimore, while they attended Towson University. They moved back to Pittsburgh and have been married for 30 years.

Kevin has worked for Northwestern Mutual for 30 years, the last five as a retirement planning specialist, and says part of the motivation for the project was to spur economic activity. "It's an area that needs a lot of help. Most former steel towns do, but New Kensington needs it more than most."

For Phil Koch, who heads The Community Foundation of Westmoreland County, where Kevin is a member of the advisory board, it was the couple's personal commitment that stood out.

"Kevin and Mary have been willing to lay their own time and treasure on the line for the development of New Kensington and the people living there," Koch says. "It was the investment they were making personally in the region. They didn't wait to get foundation dollars to start; they went on their own."

The Bodes have committed more than \$100,000 to the Café, with The Pittsburgh Foundation committing \$100,000 over two years and the CFWC contributing \$35,000. To underscore the redevelopment commitment, the couple sold the dream home they built 11 years ago and bought a smaller house downtown while Kevin relocated his offices to the

Café building. "We have come full circle to where we started in New Kensington 30 years ago," Kevin says.

"When you think about the blight that exists on Fifth Avenue, that level of investment is significant," Koch says. "The Café not only addresses issues of food insecurity, it demonstrates that ingenuity and commitment can bring a neglected space back to life."

By **Maddy Rice** | communications intern

STAFF
PROFILE

PROMOTIONS ANNOUNCED IN FOUNDATION'S LEADERSHIP

Recognition of expanded roles

"The strategy is less about defining who we are and what we do, and more on how the Foundation is preparing for the future."



IT'S IN WITH THE NEW RESPONSIBILITIES, but not out with the old for Development and Donor Services head Yvonne Maher, and Finance–Investments head Jonathan Brelsford.

Foundation President and CEO Maxwell King announced their promotions earlier this fall, and both already are working on projects connected to their new roles. Maher has moved into the newly created position of executive vice president for her section, a recognition, King says, of a "superb job over many years" managing the Development and Donor Services team, and of her taking on new duties involving strategic planning and representing the Foundation to outside partners and affinity groups.

Brelsford is now senior vice president of Finance and Investments in recognition of his successful management in the past two years of five critically important operation areas along with expert implementation of several significant projects, including the recent renovation of the Foundation's offices. "In his 14 years at the Foundation, Jonathan has excelled in several demanding work areas, especially in oversight of an increasingly complex investment portfolio," says King.

Maher will continue managing the Foundation's fundraising activities, donor stewardship and outreach with professional advisors, but adds a greater role in representing the Foundation in the community. In addition, she will assist King in an in-depth process to update the Foundation's strategic plan.

A native of Ireland, Maher joined the Foundation in 2006 and has led the Foundation to reach historic levels of giving. She led the development and launch of the Foundation's online giving program, the Center for Philanthropy, and assisted in The Community Foundation of Westmoreland County's merger with The Pittsburgh Foundation.

"The strategy going forward is less about defining who we are and what we do, and more about how the Foundation is preparing for the future," Maher says. "Technology and communications are changing every day, and we need to stay innovative, take risks, and most of all, ensure that the needs of our donors, advisors and the community are being met."

A Maryland native and longtime Pittsburgher, Brelsford started as an IT consultant for the Foundation and left to pursue a passion for finance and investment. His nearly 20-year career in the finance industry included a stint with Mellon Global Securities Lending, where he focused on European financial institutions. He also served as a mortgage underwriter for NVR Mortgage and in commercial and retail banking for Century National Bank.

"There are a number of avenues for growth, and we are really at the forefront of new investment opportunities," says Brelsford. "We've done a lot of good work laying the base to better engage our donors and the community — especially with 100 Percent Pittsburgh, which has positioned us to continue to grow the Foundation and increase its contributions to the Pittsburgh region for years to come."

"There are a number of avenues for growth, and we are really at the forefront of new investment opportunities. We've done a lot of good work laying the base to better engage our donors and the community."



By **Deanna Garcia** | communications officer



Pay It Forward

IF YOUR GIFT LIST INCLUDES PEOPLE WHO ALREADY HAVE PLENTY OF EVERYTHING, consider giving them a Pittsburgh Foundation charitable gift card. They're an easy, thoughtful way to help people you care about support the nonprofits they love. Available in increments of \$25, \$50 and \$100, charitable gift cards also make great gifts for business clients.

Purchasing is easy: Visit the charitable gift card website at givingcard.pittsburghgives.org and make your selection. We'll send you the cards to hand-deliver or mail to your loved ones.

Recipients then have a year to select a nonprofit from the more than 1,200 listed on the "Redeem Cards" section of the website. And your gift is protected: The face amount of cards not redeemed by the expiration date is automatically added to the Foundation's discretionary grantmaking pool.

REMINDERS FOR STOCK TRANSFERS, MUTUAL FUND DONATIONS AND CASH WIRES

Review the instructions here for delivering securities, stock and/or cash into the Foundation's new gift account. Before transferring any assets, please contact the Foundation's Development and Donor Services Department at 412-394-4294.

TO WIRE STOCK/ DTE ELIGIBLE SECURITIES

First, please contact a donor services representative.
DTC#0443
Account Name: Pershing LLC
For Credit to Account Number: N7M001723
Client Account Name:
The Pittsburgh Foundation
Year-end deadline:
Friday, Dec. 29, at 5p.m.

TO WIRE CASH

First, please contact a donor services representative.
ABA 021000018
Account Name: Pershing LLC
Account Number: 890-051238-5
For Further Credit: N7M001723
The Pittsburgh Foundation
Year-end deadline:
Friday, Dec. 29, at 5p.m.

FOR CHECKS

Deliver to:
Arlene Sample
The Pittsburgh Foundation
5 PPG Place, Suite 250
Pittsburgh, PA 15222
List the fund name in the check's memo space. Year-end deadline is Friday, Dec. 29, at 5p.m.

MAKE A GIFT ONLINE
pittsburghfoundation.org/donate-online



THE PITTSBURGH FOUNDATION

Five PPG Place, Suite 250
Pittsburgh, PA 15222
412.391.5122
pittsburghfoundation.org

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The Community Foundation of Westmoreland County intern Naomi Blackburn of Greensburg greets customers as she volunteers at Knead Community Café in New Kensington.

Please do not hesitate to contact The Pittsburgh Foundation if you are interested in establishing a new fund. The Foundation's office is open through Dec. 29, and funds can be set up in 24 hours or less.

For current donors, please contact your donor services representative prior to making a gift. Please refer to the following dates for year-end giving to your fund:

Stock/cash transfers must be received in the Foundation's account by Friday, Dec. 29, at 5 p.m. Please make the Foundation aware of your stock gift ahead of the transfer.

Checks must be postmarked by Saturday, Dec. 30.

The Foundation's office will be closed Friday, Dec. 22 and Monday, Dec. 25.

The office will be open until 3 p.m. on Friday, Dec. 29.

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NEW FUNDS June 1, 2017 – Nov. 1, 2017

Aggarwal Family Fund
Aizenberg-Simon Fund
Betensky-Kraut Fund for Children,
Youth & Families
Bob and Nancy Williams Family Fund
Coach Dave Gray Scholarship Fund
Coulston Family Charitable Gift Fund
Donald and Debra Green Fund
Dr. Ingrid Naugle Charitable Fund
Eleanor Steel Historical Society of
Westmoreland County Fund
Hunter Family Charitable Fund
Jeannine and Brett Schoenecker Family Fund
John Marshall and Catherine Buckelew
Vandeventer Fund
Kulesa Family Fund
Landish Bass Tournament Fund
Litvik Family Trust Fund
Matt Family Fund
Paul and Karen Ricker Charitable Fund
Penelope Rose Miller Fund
Reed Smith LLP Employee Disaster Relief Fund
Robert L. Feller and Ruth M. Johnston-Feller Fund
Save our Symphony Pittsburgh Fund
Sidney and Dorae Archinal Memorial
Scholarship Fund
Smith Family Fund of Western Pennsylvania
St. Paul's Lutheran of Darlington Fund
Susan and James Morris Foundation Fund
TA and Judy Ward Fund
TA and Judy Ward Scholarship Fund
Trivedi Family Fund
Vasudevan and Vijaya Rajasenan Family
Foundation Fund
Vivetta G. Petronio Scholarship Fund
WB Bonanza Fund
Wellman Fund
William Henry Feller and Edna Buckelew
Feller Fund

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