



THE PITTSBURGH FOUNDATION
ANNUAL REPORT 2010



MISSION

The Pittsburgh Foundation works to improve the quality of life in the Pittsburgh region by evaluating and addressing community issues, promoting responsible philanthropy and connecting donors to the critical needs of the community.

CONTENTS

Letter from the Chairman and President	1
PittsburghGives	2
Feature: Our Water Resources	6
Riverlife	8
Friends of the Riverfront	10
RiverQuest	13
Three Rivers Waterkeeper	16
Establishing a Fund	20
Donor Profiles	22
Applying for a Grant	26
Grantee Profiles	28
New Funds (2010)	36
Advice and Guidance	37
Financial Information	39
Supporting Organizations	41
Board of Directors	42
The Pittsburgh Foundation Staff	44

LETTER FROM THE CHAIRMAN AND PRESIDENT

Bold, innovative ideas energized by a worldwide digital media revolution are delivering a new golden age of philanthropy, where global trends produce local outcomes, where communication and collaboration are unfettered by traditional boundaries and where we all make meaningful contributions to the well-being of our communities.

At The Pittsburgh Foundation, we are constantly weaving cutting-edge technology into the mainstream of our activities, in the way that we communicate with donors, non-profits and other key constituents, and with the development of new on-line programs to support our charitable missions, like PittsburghGives and Voices of Youth.

As New York University journalism professor, columnist and author, Clay Shirkey — whose lectures and teachings over the past several years have focused heavily on the extraordinary evolution in world-wide communications technology — recently remarked: “We have lived in this world where little things are done for love and big things for money. Now suddenly big things can be done for love.”

In Pittsburgh, a telling example of this was the overwhelming and unprecedented response received for PittsburghGives, The Pittsburgh Foundation’s unique on-line research and charitable giving portal which on October 13 last year became the mechanism for pumping \$3.3 million into the depleted resources of local nonprofits during a 24-hour Day of Giving.

In a remarkable outpouring of public support 7,400 individual donations flowed in at an average of \$38 per second, each contribution receiving a pro-rated equal share of the \$500,000 in matching funds provided the Foundation and our local funding partners for the event including the Heinz Endowments and the Buhl, Benedum and Grable foundations (see story on page 3).

A beneficial by-product of PittsburghGives is the increased awareness among non-profits about how technology can support their charitable efforts. The Foundation held free classes explaining the uses of various social media platforms which we hope will provide the tools to help them to continue to grow their donor and funding bases.

Technology has also provided the gateway for the Foundation’s new website, unveiled last year, which includes a video platform, Pittsburgh on Video, or POV, providing a resource for nonprofits and other community organizations to tell stories that showcase their valuable work and focus on issues that are relevant to our region’s vitality. This and PittsburghGives have become national models for similar initiatives that are being developed by other foundations across the United States.

The Pittsburgh Foundation will continue to develop initiatives that support our mission, enhance our work in partnership with our donors and nonprofit organizations, and provide valuable resources for our regional community. In the words of Mr. Shirkey: “When we change the way we communicate, we change society.”

Transition, growth and service enhancements continue to define our Foundation's progress. Overall, we are delighted to report that the Foundation experienced a record fundraising year in 2010, despite the on-going aftermath of the economic recession. And it included the biggest-ever gift to the Foundation in the form of a bequest which when realized will be between \$40 million and \$50 million by former chemical engineer, the late Charles Kaufman (see story on page 22).

Having joined the Foundation's family with his late sister, Virginia in 1984, Mr. Kaufman's is a truly astonishing story of generosity and deep commitment to promote a better and fairer world and his legacy will reach out to people he never knew in support of charitable causes about which he cared so much.

Another major milestone in 2010 was the completion of the merger of the Community Foundation of Westmoreland County (CFWC) with The Pittsburgh Foundation. We welcome CFWC to our organization in an initiative that will strengthen donor and grantmaking services in our neighboring county, while expanding The Pittsburgh Foundation's philanthropic footprint.

Throughout this Annual Report we feature examples of the great many inspiring stories of charitable giving by our donors and grantmaking initiatives that address critical community needs. We are especially pleased to publish a special focus on the transformative work by nonprofit organizations in preserving and developing our region's riverfronts.

Record fundraising in 2010 was reflected in new donors establishing a total of 53 new funds, and existing donors adding 204 gifts to their funds. Together these represented donations totaling \$52 million. The combined assets of the Foundation and its supporting organizations in 2010 were \$821 million. At the end of the year, the total number of funds had grown to 1,643, including 291 from the newly-merged CFWC. The Foundation and its supporting organizations awarded grants of \$41.8 million in 2010.

We are delighted to welcome to The Pittsburgh Foundation's Board of Directors Vincent Quatrini, founding Chairman of the Board of CFWC, and Evan Frazier. We thank our donors for their outstanding generosity and compassion, our region's nonprofits for their tireless dedication and everyone who supports what is good for the benefit of us all.



Gregory Curtis
Gregory Curtis
 Chairman of the Board
 The Pittsburgh Foundation



Grant Oliphant
Grant Oliphant
 President and CEO
 The Pittsburgh Foundation

At about 10 a.m. on Oct. 13, 2010, Animal Friends received three online donations in rapid succession. The contributors shared a love of animals, support for this no-kill shelter — and something more.

Jolene Miklas, Animal Friends' Director of Communications, was updating the shelter's Facebook page every few minutes to build momentum for The Pittsburgh Foundation's Day of Giving. When three rhyming donor names appeared on her screen, Miklas seized the moment.

"Ruth Anne, Lou Anne, Diane. It sounds like a poem," she posted. "Can we get some more names that rhyme with Ann? How about Stan, Jan or Maryanne?"

"I'm Tara, but Ann is my middle name," posted Tara Suppa, a 29-year-old dog lover. Minutes before, Suppa had visited PittsburghGives.org to donate a first-time gift of \$25 to Animal Friends. "It's so quick and easy," she said.

From midnight to midnight, on-line donors from coast to coast poured an average of \$38 per second into 400-plus Pittsburgh-area charities, raising an unprecedented \$3.3 million in a single day.



PITTSBURGH **GIVES**



Some 7,788 people gave \$2.8 million. An additional \$500,000 in matching funds was provided by The Pittsburgh Foundation, the Foundation's Jack Buncher Charitable Trust, an anonymous donor and other local funding partners, including The Heinz Endowments and the Buhl, Benedum and Grable foundations.

Individual donations ranged from \$25 to \$49,000 and came from 44 states, all but South Dakota, Mississippi, Arkansas, Vermont, Alaska and Hawaii.

The Pittsburgh Foundation modeled its event on high-profile campaigns in Columbus, Ohio, and to a lesser degree, Minneapolis, both of which gained invaluable experience in their respective pioneering ventures into on-line charitable giving. The Pittsburgh Foundation built on these models by fine-tuning its initiative to purposefully motivate first-time donors and to promote individual giving. Follow-up surveys showed that 30 percent of donors to the Day of Giving were new. An additional six percent were "lapsed" — returning contributors who had not donated in several years.

It was the endorsement that the Foundation had hoped for. The big questions going into the program were: Would the program attract individuals on a particular day who were giving anyway? Or would it bring new people to the table? With nonprofits facing cuts in government and private funding, the Foundation viewed the Day of Giving as a critical opportunity for nonprofits to attract new people and new money.

Galvanizing individual giving is crucial in Pittsburgh, where a large foundation presence has historically been a leading source of support to local charities. Foundations in Pittsburgh gave \$623 million in 2008, 13th in a list of 25 cities cited by The Foundation Center. While many communities envy Pittsburgh's wealth of philanthropic resources, a downside has been a tendency for nonprofits to depend on large foundation gifts. With the most sustainable form of giving coming from individuals, nonprofits need encouragement and support to strengthen their reach in the public-giving arena.

One was Bike Pittsburgh, a small pro-cycling advocacy group. Scott Bricker, Executive Director, sent e-mail blasts before the event, urging people to buy or renew a \$30 membership on the Day of Giving. Two days before the event, Mr. Bricker happened across a post on the popular IheartPGH website. Blogger Lindsay Patross asked readers to vote for one of five charities, including Bike Pittsburgh, and vowed to make a donation to the winner on Oct. 13.

Bricker's two-wheeled constituents rallied behind him, winning 48 percent of the vote on IheartPGH. "Far and away, Bike Pittsburgh just blew everyone out of the water," Ms. Patross said. She gave \$50 to Bike Pittsburgh, but on-line publicity likely multiplied that gift many times over. "Who knows how many people decided to give because she gave?" Mr. Bricker said. "Lindsay got everyone talking about it and she has thousands of readers. It was amazingly fortuitous."

Bike Pittsburgh received \$7,528 from 134 donors, added 49 new members, demonstrating how a small organization can innovate boldly, leveraging the day not only for contributions but also for new membership.

The dialogue between Animal Friends and its supporters paid off as well. The shelter received 258 donations, the third highest number of all participants, including 104 from first-time donors. They raised \$14,459 from individuals.

Other nonprofits had to be shepherded into the brave new world of online giving. Training began in March of 2009 when The Pittsburgh Foundation asked each

"A lot of nonprofits still think social networking and on-line giving are the province of 20- and 30-somethings, of generations X, Y, Z. More and more it is the boomer generation and the greatest generation that have the time and resources to go on-line."

JOHN FEDERICO
Director of Development, Pittsburgh Opera



participating organization to create an on-line profile of its financial data, mission and programs. Profiles were posted to the PittsburghGives.org site so that statistics and programs could be researched, evaluated and compared by donors. The Foundation also announced free on-line social media classes, which quickly filled. And this was new territory for most of them, with social media tools exposing them to a larger community.

The Pittsburgh Foundation created its first Match Day in 2009. At 10 a.m. Oct. 28, 2009, the race was on. Twenty-three minutes later, the match was depleted. Surging traffic overwhelmed the online platform, freezing the screens of would-be donors. Others found the process so maddeningly slow, they gave up.

Match Day was still a success, garnering \$1 million from 900 individual donors, for a total of \$1.5 million with matching funds added, including a sizeable separate fundraising effort to benefit Carnegie Library of Pittsburgh. But the technical glitches frustrated nonprofits, contributors and the staff at the Foundation.

Grant Oliphant, the Foundation's President and CEO, publicly admitted responsibility for the event's problems and resolved to fix them in the firm and committed belief that experimentation and innovation will invariably produce problems and failures — "the key is to admit it, learn from it and make it better."

Foundation staff upgraded their on-line platform to handle heavy traffic and switched vendors to lower the credit card fee for on-line donations from 5 to 2.9 percent so charities would receive a larger cut of donations.

They also re-examined the premise of Match Day. The Foundation switched to a 24-hour model. Matching funds would be distributed on a pro-rated basis, proportional to individual donations received.

Most found the process painless and free of the previous year's problems. "A lot of nonprofits still think social networking and on-line giving are the province of 20- and 30-somethings, of generations X, Y, Z," said John Federico, Director of Development for the Pittsburgh Opera. "More and more it is the boomer generation and the greatest generation that have the time and resources to go on-line."

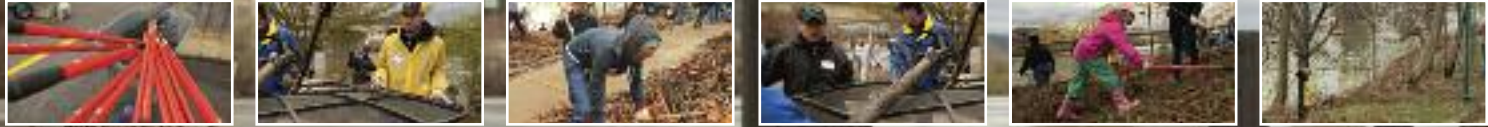
Arts organizations garnered 25 percent of the Day of Giving donations, the largest share of any nonprofit category. Social services also fared well. Health and special needs groups earned 20 percent of the donations while those aiding families, children and youth garnered 18 percent.

Due to the level of individual giving, charities received 18 cents on the dollar in matching funds. To boost matched gifts to 20 cents per dollar, The Pittsburgh Foundation donated an additional \$60,000 after the event.

Following last year's completion of the merger of the Community Foundation of Westmoreland County with The Pittsburgh Foundation, an event was held in Westmoreland County in December 2010 that raised \$300,000.

Pittsburgh's Day of Giving has shown irrefutably that the way people give in our society is changing. Easy-to-use on-line and social media tools engage communities in ways that were inconceivable a decade ago. Already, PittsburghGives has become a powerful resource for our region, enabling immediate and compelling need to connect with instant and sustainable charitable support.

PittsburghGives also demonstrated its success at generating public support for individual sector nonprofits with a Day of Giving for the region's arts organizations in May 2011 that raised \$1.9 million.



PITTSBURGH NONPROFITS RESTORE AND PROTECT THE REGION'S RIVERS

our water resources

Innovation, dedication and hard work have combined to preserve and develop the Pittsburgh region's riverfronts for the benefit of our broad community. Here we feature four local nonprofits that help to spearhead this remarkable and continuing transformation.

RIVERLIFE

When Riverlife celebrated its 10th anniversary last year, it also celebrated completing 75 percent of what has become known as Three Rivers Park, the 13-mile stretch surrounding Downtown Pittsburgh and the confluence of the three rivers. The milestone marked a handful of major projects, all of which are either open or opening.

Point State Park is undergoing a \$40 million renovation led by the Commonwealth of Pennsylvania. The Point had been badly damaged and overused by events, while being underused on a daily basis and disconnected from the city. The project included restoring all pathways and landscapes, adding new promenades and festival grounds and the soon-to-be completed refurbishing of the fountain and connection of the Point with the Mon Wharf.

The Mon Wharf landing and trail opened last year, and the switchback is now in planning and design and is half funded.

At Three Rivers Casino, a major, publicly accessible water park, with amphitheater, water landing, public promenade and trails have been installed.

At South Side Works, another riverfront project opens this summer, connecting the Hot Metal Bridge Trail to the South Side Riverfront Trail. The project also includes a tiered park that connects South Side Works—30 feet above the Monongahela River—with the river and features a performance amphitheater and ultra modern tent structure.

Finally, the Convention Center Riverfront Plaza opened in May, connecting both the convention center with the river and Point State Park with the Strip District.

Riverlife played a key role in each of the five projects: as partner with the Commonwealth at Point State Park; lead design and developer on the Mon Wharf; design partner at Three Rivers Casino; partner with the Urban Redevelopment Authority and the Soffer organization at South Side Works; and helping with design and fundraising with the Sports and Exhibition Authority at the Convention Center.

“We play the role that’s needed but that’s not being filled,” said Riverlife President and CEO Lisa Schroeder. “Riverlife’s mission is primarily executing the vision for Pittsburgh’s riverfronts — to create Three Rivers Park. We collaborate with numerous groups — we’re all working together, more and more closely all the time.”

Ms. Schroeder said The Pittsburgh Foundation “has provided the most valuable kind of support — helping us to build capacity at the staff level. They’ve been among Riverlife’s strongest supporters, both financially and spiritually. Grant Oliphant was one of the original participants in Riverlife, penning its mission when he was at the Heinz Endowments, and he’s currently Chairman of Riverlife.”



“We’re very proud of how far we’ve come in a decade. And we also feel challenged to keep pushing for a second decade. Pittsburgh also can be proud of creating 120 acres of new green space on the riverfront, completing trails and water landings that give public access. It’s inspired an astounding level of real estate investment and opened up a landscape for recreation. And the use is rising exponentially every year, beyond our wildest dreams.”

LISA SCHROEDER
President and CEO, Riverlife



For Ms. Schroeder and the Riverlife team, the focus is now on reaching a new benchmark for its second decade—creating landscapes that not only appear green but that actually restore habitat and ecology, capturing and cleaning water that ultimately flows into the rivers.

Riverlife is moving into two future areas. The first is the Headwaters Lagoon project on the Ohio River, a nine-acre space including the Carnegie Science Center on one side and Three Rivers Casino on the other. “We’re creating an outdoor eco park with a lagoon and a spectacular fountain that cleans the water,” Ms. Schroeder said. “It will be a new public destination that will surround the water with activities and places for families to visit, including paddleboats, kayaks and, possibly, cafes.”


The other is the Allegheny River riverfront project, a three-way partnership with the Urban Redevelopment Authority, the Allegheny Valley Railroad and Riverlife. In an extremely competitive process, the partners won federal funding that, along with a smaller, local match, is supporting the planning for a multi-use, green corridor, including a transit/rail component, riverfront parks and trails. The plan is to create a transit-oriented development/neighborhood mainly on a 6.5-mile stretch of the south side of the Allegheny, from 11th Street to the Highland Park dam. Much of the land is warehousing, the city tow pound and parking, and, as Ms. Schroeder said, “we’re trying to find higher and better uses.”

“These are the two areas we have yet to tackle in Three Rivers Park. With the Headwaters Lagoon, there’s no reason to believe we can’t complete it in a decade. With the Allegheny River project, there are lots of places where the investment is already taking place—Lawrenceville and the Strip. So the time is right to lay out the green and transportation plans to help that along. We’re capitalizing on a very uniquely Pittsburgh environment.”

“We can’t fight it alone. We have a healthy, active community of outdoor people—citizens who want to take an active role in protecting this great water resource we have. There’s no doubt the region’s come a long way. Some people remember the rivers as black, dead water. Now, though we pull fish out of the rivers, and we see heron. The rivers are the city’s defining characteristic and the reason the city exists.”

FRIENDS OF THE RIVERFRONT

On Valentine’s Day, 1991, Friends of the Riverfront came into being, spurred by the realization of a “once-in-a-century opportunity” to reclaim large portions of Pittsburgh’s 35 miles of riverfront. Its mission has been to increase awareness and engagement with the Pittsburgh region’s rivers and riverfronts through activities, stewardship and expansion of water and land trails. And now, in the year of its celebrating 20 years, Friends of the Riverfront has accumulated a remarkable list of achievements—creating and securing about 22 miles of public access riverfront trails and driving a change in regional consciousness.



In the year of its celebrating 20 years, Friends of the Riverfront has accumulated a remarkable list of achievements — creating and securing about 22 miles of public access riverfront trails and driving a change in regional consciousness.

“For many decades, and arguably over a century, the riverfronts were inaccessible and often undesirable,” said Tom Baxter, Executive Director of Friends of the Riverfront. “They were the backbone of our industry — busy, dangerous place where you went to work, not to recreate.”

The broad-based effort to reclaim the riverfronts grew from the realization that future use of the region’s rivers and riverfronts could be a major driver in the region’s economy and quality of life. And much of that hypothesis has come true.

“We’ve been involved in creating nearly all of the trails you see as you bike, hike, rollerblade or paddle along our beautiful shores,” Mr. Baxter said. “Through intense collaboration with community partners, government officials and a diverse volunteer base, our rivers and riverfronts have been transformed from industrial wastelands to international examples of environmental renewal.

“The Pittsburgh Foundation has been supporting us for years. They’ve helped not only with supporting construction projects, but also leading the way with social media through their Day of Giving. That has been tremendous.”

Challenges, however, remain, and one of them is the success that Friends of the Riverfront has had. “People want to know, ‘When are you coming to my municipality?’ We’re delivering, but not as fast as people would like.”

Educating the population — trained by generations to view the rivers as something to avoid — has been an uphill battle but a key element in the nonprofit’s success.

Another challenge is limited resources. “There are only so many slices of the pie to go around,” Mr. Baxter said. “So we really do work with a lot of partners to make sure that the projects we take on aren’t just benefitting one or two municipalities or entities — but that they fit into the larger, regional network of trails and greenways.” Examples include the Pittsburgh to Harrisburg Mainline Canal and Greenway, the Erie to Pittsburgh Trail, and the Great Allegheny Passage.

Friends of the Riverfront’s priorities are building and improving the region’s major trails and greenways and filling significant gaps. “We try to do our best through social networks and Web pages, where people can learn the status of all these different segments and put them into perspective. We work to make sure no one is disenfranchised or that no irreversible mistakes are made. For instance, if there’s an adjacent roadway project happening near the rivers, we look for the chance to partner so we can take advantage of opportunities, many of which are short-lived.”

About once a month, people contact Friends of the Riverfront with ideas and opportunities, and Friends assesses the possibilities with its partners, two of the most important of which are the Pennsylvania Environmental Council and Allegheny County. But the list of other partners is long, and collaboration is key.

“The grand plan is riverfront trails on both sides of all three rivers in Allegheny County,” Mr. Baxter said. “My personal ultimate goal is to see Pittsburgh as a hub of mega trails and greenways. Pittsburgh would be the central

“We’re on the right path. We’ve already rounded that difficult corner, and the future is very bright for us to take advantage of resources that for so long we’ve turned our backs on. Anything’s possible — we just need people to be the doers — to make things happen.”

TOM BAXTER
Executive Director, Friends of the Riverfront



“Kids who’ve been in Pittsburgh and never touched the water are fascinated by getting their hands wet. While they think there might not be anything in the river, they go through the day and learn how alive it is. They see the connections—the organisms, the fish, the birds by the shore, and sometimes, river otters or beavers. They see the river ecosystem in a broad sense.”

PAUL KING
Executive Director, RiverQuest



point, and there would be major trails going out of Point State Park, connecting to Erie, to Washington, D.C. and to Ohio. It’s possible, and we’re closer than most people actually think. Very soon, we’ll have finished the Great Allegheny Passage. That took 30 years to complete, with a lot of very difficult connections. Erie to Pittsburgh will be much easier, hopefully. The path to Ohio has just come up on the radar.”

RIVERQUEST

In the early 1990s, a group of scout parents sat around a kitchen table considering how they could enhance science education using Pittsburgh’s rivers. That discussion ultimately led to the creation of RiverQuest, and over the past 15 years the nonprofit has taught some 15,000 people about life in our rivers.

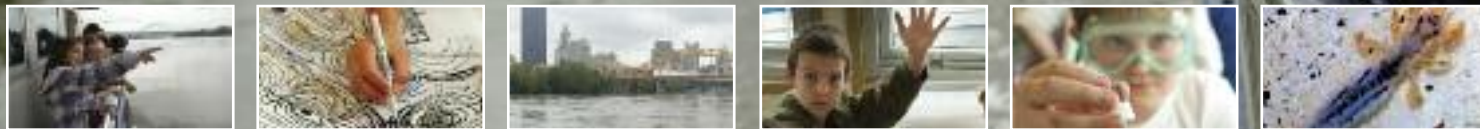
In the early years, RiverQuest used two Navy yard patrol boats, and the wooden crafts could hold 35-40 passengers for educational cruises. As those boats ended their useful lives, RiverQuest took a big step — constructing a green boat in Florida and Alabama. After a few ups and downs the 91-foot, 85-ton “Explorer” made its way to Pittsburgh, powered by low-sulphur diesel and or batteries or hybrid fuel. With a hull of recycled steel, solar panels on the roof, and wall board and carpeting made of recycled materials, “It’s a green boat from philosophy to operation,” said RiverQuest Executive Director Paul King.

Explorer can carry up to 90 students, and its and RiverQuest’s mission, Mr. King said, is “simply to connect people to the environment through the medium of the rivers.” The school education programs go from April through June and September to November. Throughout the summer months, RiverQuest hosts camps and other programs. Of the 15,000 people who’ve learned with RiverQuest, about two-thirds have been school students throughout the region. On Saturdays, RiverQuest holds one-hour sailings for adults and the general public.

The basic environmental science school program has youngsters on the river for four and a half hours. Broken into groups of eight to 10, students take samples of life in the river. They drag a net to collect micro-organisms and aquatic life from the 18-20-foot deep Pittsburgh pool, and they examine their findings under microscopes. They also use a clam-shell scoop to pick up chunks of the river bottom mud, analyzing them to determine what’s in the soil. Through a variety of means of analysis, the students go through different stations and draw conclusions about the vitality of the rivers.

“The rivers are doing well,” Mr. King said. “Back when I was young, there were very few fish in the river. Now the Fish and Boat Commission tells us there are more than 120 species in the three rivers. And we’ve had a couple of high-profile fishing tournaments here in the last several years.”

For Mr. King and RiverQuest, another key goal is helping people understand that the fish and the rivers are important parts of the regional tourism economy.



THE TRIPLE "E" ECONOMICS, ENVIRONMENT AND ENERGY

RiverQuest's second school big program is called "Triple E" for economics, environment and energy. "We talk about how the rivers serve as a fundamental part of our economy, including the shipping of coal and other materials."

In a one-day program, RiverQuest teaches local teachers the key issues in environmental science, a subject the state now requires to be part of school offerings. "We give teachers a captain's chest — a box of slides, videos and other materials they can use for the four- or five-day program in the classroom," Mr. King said.

The Pittsburgh Foundation gave RiverQuest a \$100,000 grant to develop a pilot program with the Frick Environmental Charter School, helping build environmental education into every grade. "If the fifth grade comes this year, then when they come back as sixth-graders next year, we build up and do a more robust program," King said. "As their education and skills go up, the RiverQuest program will adjust accordingly."

Mr. King hopes to extend the pilot project to other districts. "The Pittsburgh Foundation grant is really a sea-change program for us. In part with programs like ours, with Riverlife and Friends of the Riverfront, the vitality and use of the rivers is becoming much more apparent throughout the broader community and city.

"Just being out in the fresh air and seeing the kids enjoy it is phenomenal. You always see something new, whether alongside the dock or in the water. We have such a great quantity of water in the region. Not only do we have a vital economy built around the rivers, but we also have a great potential for more recreation and residents using the water of the rivers."

THREE RIVERS WATERKEEPER

Unlike Friends of the Riverfront, RiverQuest and Riverlife, Three Rivers Waterkeeper is new on Pittsburgh's riparian scene. And its mission is novel to our region as well.

The idea came about almost three years ago, when actor David Conrad met Robert Kennedy Jr., the patriarch of the waterkeeper movement, a confederation of nonprofits across the world dedicated to monitoring and protecting water resources. "There isn't a waterkeeper in Pittsburgh," Mr. Kennedy told Mr. Conrad. "You should get on that."

And David Conrad did. It took a year to get Three Rivers Waterkeeper going, and Mr. Conrad enlisted the help of a University of Pittsburgh Law School student, Ned Mulcahy, who would ultimately become the organization's Executive Director. Late in 2009, they created the nonprofit and started seeking funding. The Pittsburgh Foundation stepped up with \$60,000 in seed money in early 2010, and operations began.



"One of the fantastic things about rivers is they're free, open territories. No one can tell you to get off the river. They're a common resource, here for all of us. It's great to live in a place with all these rivers, and we need to protect them."

NED MULCAHY
Executive Director, Three Rivers Waterkeeper

"We get our feet wet like the other organizations, but with a slightly different focus," Mr. Mulcahy said. "We go out looking for problems. The Clean Water Act says 'Thou shalt not pollute.' And the states are responsible for enforcement. But the Act also has a citizens' provision. Regular citizens who don't think the Clean Water Act is being enforced can step up to the plate and sue a polluter to enforce the Act. That's the authority under which we act. We think it's a revolutionary concept."

Three Rivers Waterkeeper acts as a watchdog, looking for potentially illegal discharges and doing permit reviews of suspected polluters. If citizens see something that doesn't look quite right, they can call the state Department of Environmental Protection (DEP). "If they call DEP and don't get answers, then we're the next step," Mr. Mulcahy said.

Like its counterparts in other regions, Three Rivers Waterkeeper writes letters and tries to negotiate settlements with alleged offenders of the Clean Water Act. "But the fundamental negotiating power is, 'If you don't clean up, we can take you to court.' And that's a process no one really likes."

The group's geographic portfolio is broad, stretching along the Monongahela River almost to West Virginia, 40 miles up the Allegheny River and downstream on the Ohio River too. But the tiny nonprofit doesn't have the staff to cover the whole area by itself.

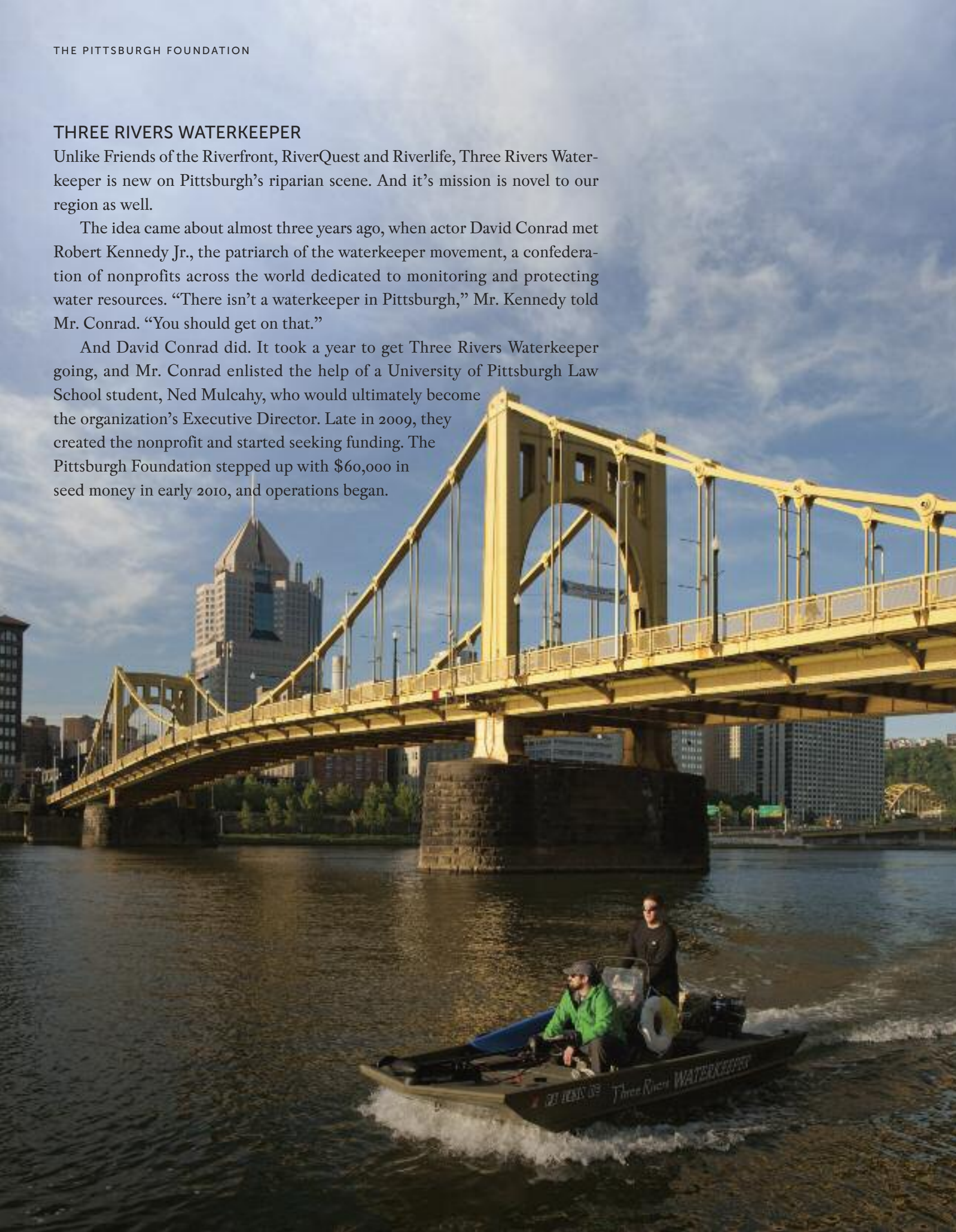
"We rely on citizens out there," Mr. Mulcahy said. "The more people understand what we do and what is and isn't legal, the more we can respond to citizen complaints. We'll go where the problems are, but mainly on the three rivers."

Getting the word out is essential for the group's success. Mr. Mulcahy and his team have been featured in the media, and they're partnering with other groups and doing community outreach. This includes training. "With the Marcellus Shale, there are a lot of questions. We talk about permitting, what the DEP is doing, and changes in the law. We're trying to help people understand what to look for and to understand what is legal so they're not calling DEP with things they may not like but which are, unfortunately, allowable. There's a lot people need to know."

So far, Three Rivers Waterkeeper has filed what is called "an intent to sue," involving a municipality accepting Marcellus Shale wastewater into its water treatment facility. Prior to bringing suit, however, Waterkeeper must give the state 60 days notice to address the situation. "It's not all clear cut," Mr. Mulcahy said. "Some are tricky situations. But Marcellus wastewater has no business being in a treatment facility."

The Marcellus Shale was not the impetus for the creation of Three Rivers Waterkeeper; its origins came before the issue exploded into the public consciousness and Marcellus permits jumped tenfold. But whatever the issue — Marcellus or any other source of ongoing pollution to the rivers — Three Rivers Waterkeeper is ready to get involved.

"If there's a threat to the river, we want to take that on," Mr. Mulcahy said. "The rivers have taken more than their fair share of abuse. But this is 2011. We know better now. We drink river water, and the Pittsburgh Pool supplies drinking water for hundreds of thousands of people."





KEEPING THE PROMISE

“We need the region to know about The Pittsburgh Promise as a regional economic development instrument that recognizes that the region can only be as strong as its heart. This time next year, we hope to be celebrating the graduation of the high school class of 2008 from four-year institutions. They’ll be joining the Pittsburgh workforce, adding diversity and preparedness to the workforce and becoming part of the solution.”

SALEEM GHUBRIL
Executive Director, The Pittsburgh Promise

In late 2007, UPMC challenged the entire Pittsburgh region when it offered to donate \$100 million over 10 years for the post-secondary education of city and charter school graduates, if the greater community could raise \$150 million for the project over the same period. This public service gauntlet became known as The Pittsburgh Promise, and it has grabbed headlines across the country.

Shortly afterwards, however, other news has grabbed the national headlines. A worldwide economic crisis emerged that stopped right at the brink of collapse and disintegration of financial markets. In early 2009, U.S. stocks lost half their value, and the so-called reverse wealth effect turned would-be benefactors to more cautious paths.

As the nation struggles to its feet in a tepid economic recovery, the state of Pennsylvania, with a \$4 billion budget shortfall is handing public schools an unprecedented funding crisis.

The team leading The Pittsburgh Promise faced two stark truths. Fundraising has never been more difficult, and the need for The Pittsburgh Promise has never been greater.

Despite the challenges, the news so far is outstanding. There are 2,500 Promise Scholars in college. The breakdowns are about 60-40 female to male and 50-40-10 white, African American and other. These students attend some 80 different educational institutions in the Commonwealth, with 43 percent in four-year public colleges, 30 percent in four-year private schools, 22 percent at the Community College of Allegheny County and five percent in trade and technical schools.

“Despite the challenging economic conditions, we’ve raised \$45 million in addition to UPMC’s \$100 million,” said Saleem Ghubril, Executive Director of the Promise. “We’ve raised it from big foundations, small foundations, big companies and small companies. From wealthy people down to people who’ve written checks for \$2 and \$5. Obviously we can’t raise \$25 million a year on \$2 checks, but we can’t succeed without the grass roots engagement. I spoke at a lunch put on by three moms — they planned and organized it themselves as Parents for the Promise. There were 160 people there, and it’s absolutely thrilling to see that happen.

“We’re thankful for the foundations that have supported us. Equally so the corporations; and we are hopeful to see greater engagement in the corporate community.”

From information on federal college aid forms, about 65 percent of the kids who’ve received Promise scholarships come from very low income to low income families. Another 30 percent come from lower middle to middle class families. Only about five percent of scholarship recipients come from families that would be considered upper middle or comfortable-level incomes.

“The Promise is making it possible for lower income children to pursue higher education, something that wouldn’t have been an option. And we’re also giving a reason for middle income families to stay in the city or consider moving into the city,” said Mr. Ghubril.

The Pittsburgh Promise is also promoting and accelerating the reform that’s been taking place in the Pittsburgh Public Schools. In 2007, 39 percent of the city schools met the ‘No Child Left Behind’ criteria. In 2010, that number grew to 69 percent. Now, as Mr. Ghubril said, “With a certain degree of confidence, we can say that about 70 percent of our kids are receiving a decent and in some cases superb education in the Pittsburgh Public Schools. The heavy lifting is taking place with that final 30 percent.”

The Promise has become an umbrella over all of the reform work in the district. School officials define their strategies as part of the “Pathway to the Promise.” Specific benchmarks have been created and are carefully monitored to make sure youngsters are getting on and staying on that pathway. And if they’re not, the district intervenes to alter their trajectory.

“Among kids who drop out of high school in 11th grade, 92 percent of them failed sixth grade reading or math. We ought to be paying really close attention to those kids in 6th grade and intervening when it’s not too late.”

Pittsburgh Schools Superintendent Linda Lane wants every employee in the schools to see his or her job as making sure kids are “Promise ready.”

As a part of an initiative funded by the Gates Foundation, each of Pittsburgh’s comprehensive high schools has a Promise readiness core. For every 150 incoming ninth graders, there’s a group of 10 teachers and guidance counselors who meet every morning before school and spend half an hour discussing the students by name. In the past, information about students was siloed in different departments. Now those teachers and counselors share that information. If a student isn’t in school, they call the parents. That same core follows the students into 10th grade. The hope is that this coordinated attention will not only reduce dropout rates in 11th grade but will increase high school and post-secondary completion.

The Pittsburgh Public Schools continues to experience declining enrollment, as the city population also declines. But in both situations, the rate of decline has slowed. “We had hoped the rate would slow more quickly,” Mr. Ghubril said. “But the fact that it is slowing is encouraging. These are hoped-for outcomes, but not necessarily things we can control.”

Beginning with the class of 2012, Promise scholars will be eligible for twice the amount of money as previous graduates. For those who maintain a 2.5 grade point average and 90 percent attendance, \$5,000 will be available, as it has been. But next year, an additional \$5,000 will be available for students who meet those standards and also demonstrate subject matter mastery by scoring an advanced performance on the PSSA or 600 on the SAT. The money is good for any school in the Commonwealth.



Establishing a Fund

WHAT IT ENTAILS

Since 1945, The Pittsburgh Foundation has been connecting its generous donors with the critical needs of our community. Donors who have established funds through the Foundation can support virtually any area of charitable interest in Pittsburgh, or anywhere in the United States. Because the Foundation is a public charity, donors benefit from significant tax advantages.

Endowment funds held by the Foundation range from \$10,000 to \$40 million, created by individuals and organizations, which exist in perpetuity, growing each year, to provide an ever increasing resource to benefit the community.

In 2010, the Foundation and its Supporting Organizations awarded more than \$41 million in grants to a vast array of nonprofit organizations, students, scholarships, and medical researchers, based on donor interest and specific purposes of individual funds.

OUR PURPOSE

Throughout its history, The Pittsburgh Foundation has sought to meet the changing needs of our region. Our purpose is to focus on the people of our community through engaged grant-making and strategic partnerships with other organizations.

WE HAVE THE EXPERTISE

The development and donor services staff of The Pittsburgh Foundation have the experience and the expertise to assist donors in establishing funds and to structure each fund to realize the important tax savings that result from charitable giving. Our experienced grantmaking staff has broad knowledge and understanding of the needs of the community and can assist donors in ensuring that their charitable goals are met.

All distributions from donor advised funds are subject to the ultimate control and variance powers of the Board of Directors of The Pittsburgh Foundation.

WHO ARE OUR DONORS?

As a community foundation, our resources comprise endowment funds established by individuals, families and organizations with a passion for Pittsburgh and a deep commitment to our community. The Foundation has more than 1,500 individual funds and our donors give in a variety of ways during their lifetime and after they have passed away.

More information on funds at The Pittsburgh Foundation and sample agreements are available by calling the Development and Donor Services Department at 412.394.2653

Credit card donations may be made via the Foundation's web site at: www.pittsburghfoundation.org

To contribute to THE PITTSBURGH PROMISE, checks may be made payable and sent to:
The Pittsburgh Foundation
The Pittsburgh Promise Fund
Five PPG Place, Suite 250
Pittsburgh, PA 15222

DONOR ADVISED FUNDS allow the donor to recommend grants to specific nonprofit organizations. These organizations must be bona fide nonprofits and are subject to approval by The Pittsburgh Foundation's Board of Directors. The original donor may also determine what the purpose of the fund will be after the donor's death, or may appoint future advisors (successor advisors) who will advise on its distribution annually.

FIELD OF INTEREST FUNDS provide grants within the overall direction of the donor's areas of interest. This type of fund allows donors to support a broad area of concerns. For example, a donor may be interested in having the fund address grant making that benefits children, the arts or the elderly. Specific charities would not be named, but all grants from the fund would be directed toward programs that address the field of the donor's interest within the greater Pittsburgh region.

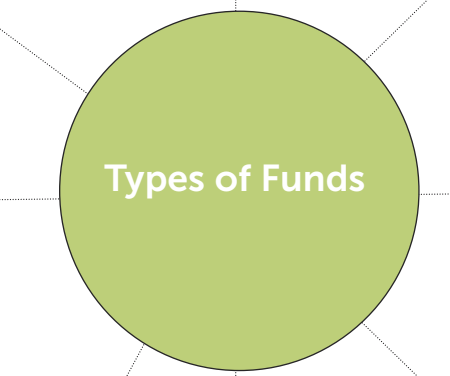
AGENCY ENDOWMENT FUNDS are permanent endowments established by local nonprofit organizations to provide ongoing unrestricted support for the organization's programs.

SCHOLARSHIP FUNDS benefit students throughout the United States. Most frequently, donors established funds that assist high school seniors seeking post-secondary education. There are, however, funds that focus on college, graduate or technical school students who are pursuing specific areas of interest. Donors may choose the type of assistance they would like to provide, whether to help pay tuition or purchase school-related items such as books and computers. Some funds have been created to assist elementary school children in obtaining music lessons.

DESIGNATED FUNDS allow the donor to specify eligible nonprofit organization(s) to receive annual grants. This is a commitment to one or more specific organizations. Should the organization(s) cease to exist after the donor's death, the Foundation will honor the donor's original intent by making grants to a current existing organization with the same mission or purpose.

MEDICAL RESEARCH FUNDS are established by donors to support investigation into the cause and cure of a variety of diseases. The Foundation's Medical Research Advisory Committees, composed of physicians and researchers, review proposals and make recommendations of worthy projects to the Foundation's Board of Directors for approval.

UNRESTRICTED GRANTMAKING is charitable funding awarded by the Foundation and enables the organization to respond to community needs now and in the future. Under the Foundation's new strategic direction, key issues of environment, economics and social equity have been integrated into three new funding guideline categories: Self Sufficient Individuals and Families, Healthy Communities and A Vibrant Democracy.



FAMILY FOUNDATION FUNDS provide donors and their families with an efficient and effective way to conduct their giving and provides them the opportunity to focus their energies on the true joys of philanthropy rather than the administrative burdens of maintaining a private foundation. Family Foundation Funds have more favorable tax benefits than a private foundation, enable donors to suggest their own investment manager and allow for multiple generations of family members to be involved.

The largest gift in the history of The Pittsburgh Foundation came from an unusual and perhaps unlikely benefactor—a professional chemist.

When **Charles E. Kaufman** died in September, 2010, at the age of 97, what he expected to be his greatest legacy began: a \$50 million estate, most of which he directed to be used for the advancement of science in Pennsylvania.

The gift was among the most generous in the United States in 2010, ranking 18th highest, behind such names as philanthropist George Soros and New York Mayor Michael Bloomberg and ahead of others, such as Microsoft giant Paul Allen and Oracle founder Larry Ellison, according to the Chronicle of Philanthropy.

Kaufman was a native of Clarion who came to Pittsburgh to work for Hagan Corp., which was later bought by Calgon Corp., itself ultimately purchased by pharmaceutical behemoth Merck & Co. It was only later in life, however, that Kaufman made the bulk of his money, through shrewd investments in the stock market and real estate.

“He was one of the smartest people I ever met,” said Wendy Denton Heleen, a partner with the law firm Goehring, Rutter & Boehm and the executrix of Kaufman’s estate. “He read *The Wall Street Journal* every day and never wanted an investment advisor.”

Kaufman was learning to use the computer at the age of 92, when he stumbled upon a foundation in Texas, which supports chemistry and universities there. He decided he wanted to do something similar in Pennsylvania.

“He called me interested in starting his own foundation, and I said, ‘We can do that, but who’s going to run it when you’re gone?’” Denton Heleen recalled. “He said ‘You.’ And I said, ‘I have a full-time job—I think we need the help of The Pittsburgh Foundation.’”

Kaufman had worked with the Foundation earlier, setting up a donor-advised fund in his name and that of his sister, Virginia. Kaufman had never married, and he and his sister had lived together for most of their lives in modest apartments, until her death in 2008.

With The Pittsburgh Foundation, Kaufman and Denton Heleen created the new Kaufman Fund as a supporting organization of the Foundation, essentially a small foundation within The Pittsburgh Foundation. “That’s been a very good vehicle,” Denton Heleen said.

Most of Kaufman’s most recent gift—about \$40 million—will fund chemistry, biology and physics at Pennsylvania colleges and universities. It was Kaufman’s hope that his largess might someday help a researcher win a Nobel Prize.

THE CHARLES E. KAUFMAN FUND



“I can accomplish more through others than I ever could myself.”

CHARLES E. KAUFMAN (above)

THE ANTHONY L. PASQUARELLI FUND



“We’re a minnow among whales, and we know that. But at The Pittsburgh Foundation, we still get treated as if we’re as important as the multi-million dollar funds. They have a real, genuine concern that we’re happy with what they’re doing.”

LOU CASINI

Anthony Pasquarelli started playing professional trumpet as a teenager, going on to play with the Civic Light Opera and the Pittsburgh Symphony Orchestra. He played on radio and with television orchestras. And for 47 years, he taught the trumpet to generations of Carnegie Mellon University students.

“The boss was a very demanding teacher,” said former student Lou Casini. “You couldn’t go on to the next exercise until you had mastered the one at hand. Everything had to be done the proper way, with the right phrasing, articulation, intonation and dynamic. Above and beyond that, it had to be musical—not just a group of notes played correctly. It had to come from the inner soul and project what the composer was trying to say.”

A group of his students honored “The boss,” on the occasion of his 25th year at CMU, commissioning a piece composed by CMU faculty member Byron McCullough and played by the CMU orchestra. Ten years later, they commissioned a piece by British Composer Philip Sparke, performed

by the River City Brass Band. And to mark Mr. Pasquarelli’s 47th year at CMU, they did it again. After collecting funds for that last event, they had some money left over—about \$5,000. The students suggested starting a fund so that long after Mr. Pasquarelli was gone, he would still go on helping students.

“Former student Jack Driscoll said, ‘There’s a foundation in Pittsburgh that works with smaller funds, and they’ll help it grow into something larger,’” Mr. Casini said of the decision to contact The Pittsburgh Foundation. “It’s been a wonderful experience.”

Mr. Pasquarelli died in February, but his fund is continuing his legacy, supporting students in the study of trumpet. The fund made its first gift two years ago and its most recent in May. On June 13—Mr. Pasquarelli’s birthday—the City of Pittsburgh decreed it was Anthony L. Pasquarelli Day. A memorial concert for Mr. Pasquarelli was held July 17 at Memorial Park Church in Allison Park, Pennsylvania.

From left: Lou Casini, Alice Pasquarelli, Barbara Hepner, Jack Driscoll

THE NELLIE KING FUND

"When my father died, my sisters and I realized that starting a fund was the right thing to do. The fund entered our lives when our father exited our lives, and it gives my sisters and me great comfort." AMY KING (below)



Nellie King was well known as a pitcher and broadcaster for the Pittsburgh Pirates. But life didn't begin in as promising a position for the man who once threw sinking fastballs past the likes of Hall of Famers Frank Robinson and Ernie Banks.

The youngest of five children, Mr. King was five when his father died. His mother couldn't take care of the whole family. So when Mr. King was eight, he was sent an hour and a half down the road to the Milton Hershey School. At the home and work farm for orphan boys, Mr. King learned to work hard, and he received the structure, guidance and spiritual instruction that would guide him through life.

Mr. King died in August of 2010, and just after his death, his three daughters decided they should start a fund in their father's honor. "A large component of Hershey is service," said the youngest daughter, Amy King. "The kids learn that because they're the recipients, and my father took that with

him his whole life. We thought a fund would be a natural extension of the charitable work he did."

The three decided to create a fund that would help underprivileged kids, especially in the broadcasting and sports journalism field. They considered starting their own foundation but quickly realized the amount of work involved. One question guided their thoughts: If we really want this to survive, what's the best chance? A relative suggested a community foundation, and they concluded, "Well, The Pittsburgh Foundation's the best one in town."

So far, the new Nellie King fund has raised \$13,000, and more is expected including all proceeds from a memoir Mr. King penned before his death, "Happiness is Like a Cur Dog"—available on Amazon.com. As Amy King said, "We're really looking forward to making a difference in the lives of some young people."

THE SHAW FAMILY TRUST

"I've seen so many instances where kids really needed financial assistance for education. These were nice, outstanding kids, but their families didn't have the resources. We want to help however we can." RICHARD SHAW



Some 60 years ago, **Richard Shaw** started with the engineering and construction firm Michael Baker. He rose from a clerk in the personnel department to assistant to the President and ultimately CEO and Chairman of the Board, a position he still holds. He worked very closely with company founder Michael Baker Jr., learning the business and some other very valuable lessons.

"Michael Baker Jr. was totally committed to giving back to the community and to Penn State University," Mr. Shaw recalled. "He was extremely generous with people who had financial need. They didn't have to go to Penn State—if someone was interested in going to school somewhere else, that didn't trouble him at all. He helped them with their bachelor's degrees, and then he sent them on to medical school."

One of Mr. Shaw's early responsibilities was facilitating these gifts, and he remembers Mr. Baker's philosophy well. "He would tell them, 'This isn't a loan—this is a gift, and my

only requirement is that you do it for someone else when you're able.' Mrs. Shaw and I learned from that and have followed in his footsteps."

A year ago, Richard and Margaret Shaw started the Shaw Family Trust Fund with an initial gift of \$99,000. Their granddaughter Stephanie Higgins works at The Pittsburgh Foundation, but it was the first experience with the Foundation for the lifelong Beaver County residents.

"It's been delightful," Shaw said. "They have handled this whole transaction superbly. We contributed Baker stock, which they sold to fund the trust." The Shaws have endowed a scholarship at the University of Pittsburgh and another at Penn State Beaver. "Education is so important to me. We're on our first two grants, and we look forward to being around long enough to see the results of the young people who've been able to benefit from it."

LEAVE A LEGACY

Donors of The Pittsburgh Foundation come from all walks of life with a variety of interests. Here we feature some who have passed away, but whose legacies live on through their generous charitable giving.



Raymond Artz was born in 1892. During his life he was an executive at Vanadium Steel Corp in Latrobe, Westmoreland County, was a member of the Eastminster Presbyterian Church and the Pittsburgh Athletic Association. He served as an ensign during World War I, and was a professional basketball player during the 1920s in the Central League of Western Pennsylvania. He was also a batboy for the Pittsburgh Pirates during the 1909 World Series. Through a bequest to The Pittsburgh Foundation, Mr. Artz established the Raymond R. and Edna Gies Artz Fund for the care of the aged, to benefit orphans and neglected, under-privileged and dependent children.

In his will Mr. Artz also made provisions to support those that he cared about using Charitable Remainder Trusts which provided an income to both his wife and son during their lifetimes. After the passing of his wife and son the remainder of both trusts went into the Raymond R. and Edna Gies Artz Fund ensuring that the fund was to continue to grow.



The Fisher Fund was established by the Fisher Charitable Trust in 1982 after Fisher Scientific Corporation was purchased by Allied Corporation. Founded by **Chester G. Fisher** (above) in 1902 Fisher was a family controlled company that in 1981 found itself part of a trend that would dominate America's business in the 1980s: the takeover. The final restructuring in 1991 returned the company to a stand alone business with all of its stock publically traded as Fisher Scientific International.

When Allied acquired it, Fisher Scientific had become a formidable force in a mundane business on the strength of its marketing savvy. Its catalogue of test tubes, crucibles and Bunsen burners had the reputation for sturdy goods and dependable service among scientific laboratories that Sears Roebuck's catalogue did among homeowners in the nations' heartland. Fisher sales were primarily commercial and academic laboratories including chemistry labs in high schools across the United States.



The Henry C. and Belle Doyle McEldowney Fund was established in 1955 by the McEldowney sisters, Annabel Mathews and Hester Smith. They named the fund in honor of their mother and their father. Henry C. McEldowney was picked in 1902 by Andrew W. Mellon to run the Union Trust Co.

The sisters elected to create an unrestricted fund so that The Pittsburgh Foundation could use it wherever the needs were greatest. Although it was a relatively small fund at first, Mrs. Mathews, her sons and Mrs. Smith added to it over the years. When Hester Smith died in 1979 she left a bequest of \$6.2 million to the McEldowney Fund making it the largest fund at The Pittsburgh Foundation today. Pictured above are Hester, Robert and Annabel McEldowney.

"Although she kept a low profile, she believed in community service and commitment," a good friend said of **Lois Thompson**. Though born into wealth, she lived conservatively and managed her resources with care. A very private person, she spent her time with close friends and in quiet charitable pursuits. She loved all animals and her dogs were her constant concern and delight. Her father, Harry S. Tack was president of American Oil Development Company.

Lois lived in the Tack family home in Sewickley. She later moved to Pittsburgh, with her husband, Donald, who was a manufacturer's representative. Later they moved back to Sewickley and spent winters in Key Largo, Florida. For the last twenty years of her life, she was a widow.

Always dignified and elegant, she took a no nonsense approach to her charitable giving. She first established a small fund with the Foundation for two specific purposes. She wanted to help groups that provided services to the blind and institutions serving unwanted animals. Upon her death, Ms. Thompson left an additional bequest of \$15 million unrestricted to The Pittsburgh Foundation. Part of the Lois Tack Thompson Fund continues to help the blind and unwanted animals, and the rest remains flexible so that The Pittsburgh Foundation can respond to the most pressing needs in the community.



Applying for a Grant

The Pittsburgh Foundation comprises several types of funds that award grants in different ways. Our donors have created funds to support designated agencies; to provide scholarships to students who attend specific schools; to support medical research and to address specific fields of interest. Donors also choose to establish funds whereby they can advise on grantmaking from their funds subject to the approval of the Foundation's Board of Directors. The Foundation does not accept grant applications for designated /donor advised funds.

Other donors have established endowed funds where the charge to the Foundation's Board of Directors is to "meet community needs as they arise." These funds are known collectively as The Pittsburgh Foundation Community Endowment.

The mission of the Program Department is to foster sustainable communities, defined as those which seek to seamlessly integrate economic, social equity and environmental goals in order to enhance the quality of life for residents of Allegheny County. Sustainable communities can be identified by the presence of:

- Self Sufficient Individuals and Families;
- Healthy Communities; and
- A Vibrant Democracy

The first includes education, affordable housing, public transportation, healthy children and adults and job development. Healthy Communities covers ecological issues, the creation of safe communities, cultural and racial diversity, creative arts and encouraging excellence in civic design. A Vibrant Democracy includes civic engagement and the research and dissemination of information around critical community issues, designed to inform and shape public policy.

GRANT APPLICATION PROCESS

Prior to submitting a full proposal, applicants are encouraged to send a Letter of Inquiry that includes a brief statement about the organization, the proposed project, its intended results and a general idea of project costs. The applicant will receive an electronic notification that the Letter of Inquiry has been received and a Grant identification number has been assigned.

Program staff will review each Letter of Inquiry; a process that could take six to eight weeks to complete. At that point, applicants will either receive an invitation to submit a full proposal or feedback regarding why the proposal could not be funded.

Additional information detailing the specific project goals and budget is required to be considered for a grant. The Common Grant Application (available on the Grantmakers of Western Pennsylvania website, www.gwpa.org or on the Foundation's web site at www.pittsburghfoundation.org) provides guidelines for submitting a full proposal.

Generally, Program staff will request a meeting with the applicant and/or a site visit once the full proposal is submitted. The Board of Directors, which meets five times each year, makes final decisions on all grants.

WHO CAN APPLY?

Grants are awarded to nonprofit organizations that are defined as tax exempt under Section 501(c)(3) of the Internal Revenue Code. In order to be eligible for a grant from unrestricted grantmaking, nonprofit organizations must be located within Allegheny County or demonstrate that the population served resides in Allegheny County. The Pittsburgh Foundation does not award grants from unrestricted grantmaking funds to individuals, nor does the Foundation generally award grants for annual operating costs, sectarian purposes, private or parochial schools, individual public schools, individual hospitals, organizations addressing the needs relating to single diseases, endowment campaigns, capital costs, special events, conferences, scholarships, internships or awards.

LETTERS OF INQUIRY SHOULD BE SUBMITTED TO:

The Pittsburgh Foundation
Attn: Program Department
Five PPG Place, Suite 250
Pittsburgh, PA 15222-5414

THE HOMELESS CHILDREN'S EDUCATION FUND



When the time came for Joe Lagana to consider retirement, he began thinking about how he could continue his work in the community, albeit on a different front. As the former Superintendent of Northgate Schools and head of the Allegheny Intermediate Unit, he had 40 years in education and plenty of contacts.

Of all the possibilities, one stood out—the education of homeless children. Lagana saw great need but little in the way of effective advocacy. So with the \$7,000 left from his retirement party, in 1999 he started the Homeless Children's Education Fund. The fund grew and initially, Lagana set up a mini grant program, giving shelters money for educational field trips and materials.

“In that process we discovered that not only didn't they have materials and supplies, there was also no place for kids to study after school,” said Mr. Lagana, 73. His group started building learning centers in various homeless shelters. They're currently building their 12th center, equipped with computers, software and books, which youngsters can use year round. And in shelters without enough space for a learning center, they created smaller resource centers. Now, every shelter in Allegheny County has either a learning center or a resource center.

In January, Allegheny County identified 1,700 homeless children. Of that number 900 are in shelters. The difficult part, however, is helping the other 800 who are in temporary arrangements, living with relatives or friends and moving from couch to couch or bed to bed. In order to better coordinate services to reach and help all of these youngsters, Mr. Lagana's group created the Homeless Education Network (HEN), which serves as the convener and facilitator of all of the regional organizations that work with homeless children.

In 2010, The Pittsburgh Foundation awarded \$50,000 to HEN to improve educational services for homeless children in the region's biggest school district, the Pittsburgh Public Schools. And in July 2010, HEN convened the first mass meeting of school counselors and social workers to figure out the best way to build connections and communication between the public schools, the shelters and the parents of homeless children.

A plan was drafted for the Pittsburgh Public Schools, but when former Superintendent Mark Roosevelt unexpectedly

ADVOCATING FOR AND EDUCATING HOMELESS CHILDREN

“I'm blessed to have the opportunity to do this work in this community. No one has told me 'No.' It's a very difficult task, a very daunting task. But what keeps me going is I know the work is worth it and that the community supports it.”

JOE LAGANA

departed and the district was temporarily distracted, Mr. Lagana and The Pittsburgh Foundation decided to quickly shift their plan to the Clairton Schools. They met with Clairton school officials and the staff at Sister's Place, a Clairton shelter. And in August of 2010, their plan went into action. For the first time, school guidance counselors visited the shelter, preparing mothers and kids for the school year. At a pre-school visit, youngsters and parents received what they'd need for the year ahead. “It was very touching,” Mr. Lagana said. “Initially parents were hesitant, but when they saw the schools were serious, they became very positive.”

The Homeless Education Network also realized that educating schools on their legal responsibilities to educate students—all students—is a central point to improving the communications and the results.

Interaction between the schools and the 65 children in the Clairton shelter continued through the year, including monthly meetings, counselor visits to the shelter and progress reports to parents. Also, a reading teacher visits the shelter twice a week. One of the reasons the shelter kids had poorer grades was that many were way behind on reading skills. So the staff developed customized reading plans, operating on the principal that children who improve in reading will improve across the board.

Duquesne University is completing a report tracking the performance of the children in attendance, tardiness, grades, behavior and involvement in school activities. Lagana termed the preliminary results “astonishing.”

For Mr. Lagana and his team, the help from The Pittsburgh Foundation was important in many ways. “From Kevin Jenkins to Grant Oliphant, they have been a tremendous inspirational support to us from the beginning,” Mr. Lagana said. “Not only have we gotten the money, but Kevin has been an integral part of all the key meetings. He stayed with us the whole way. The Pittsburgh Foundation is truly a partner.”

Mr. Lagana is meeting with the Wilkesburg and Pittsburgh school districts with the hope of transporting what was learned in Clairton to the Wilkesburg and Pittsburgh school districts, which have about 250 and 500 homeless students respectively.

SEEDING PROSPERITY AND
REVITALIZING CORRIDORS

"We'll evaluate and measure the project's impact. We want to be able to show that the Foundation investment is creating a market—that greening a community is a market driver."

ANDREW BUTCHER



GTECH

GTECH is one of the obvious ways in which Pittsburgh benefits from having Carnegie Mellon University and the innovative minds it attracts.

The acronym stands for Growth Through Energy and Community Health, and the four-year-old nonprofit grew from the work that Andrew Butcher, GTECH CEO, and Chris Koch, Chief Operating Officer, were doing as students in CMU's Heinz School for Public Policy and Management.

"We work to reclaim vacant land and connect people to opportunities in the green economy," Mr. Butcher said. "And we capture waste streams to create products and services that benefit people. We're at the intersection of land use, alternative energy and the green economy."

GTECH, for example, contracts with land owners to reclaim vacant lots, often growing sunflowers to improve soil and to produce oil seeds for bio fuel stock, and GTECH creates green jobs in the process. GTECH also collects waste cooking oil from restaurants, churches and cafeterias across Allegheny County, processes it and then sells it for production of bio fuels to Braddock-based Fossil Free Fuels. Finally, GTECH works to educate, train and build the green workforce with a variety of workforce development providers and training institutions.

The Pittsburgh Foundation supported GTECH with a two-year, \$50,000 grant to launch a community collaboration to build a green corridor in Larrimer and East Liberty. The SPARC project (Seeding Prosperity and Revitalizing Corridors) is a pilot project which seeks to revitalize a seven-block stretch along Larrimer Avenue, which has about 80 vacant lots.

GTECH is working with Penn State University, the Western Pennsylvania Conservancy, the Student Conservation Association and the Kingsley Association, harnessing each group's strengths and involving the community in a variety of strategies, including community education and outreach, planting flowers, trees and food and building storm water management projects along the corridor.

"The Pittsburgh Foundation's grant ultimately helped us leverage another \$450,000 to make the project happen," Mr. Butcher said. "Jane Downing has been such an important partner, collaborator and advocate for this project. As a new organization and relatively young entrepreneurs, working with her has been really important in more ways than just the grant. We're grateful for Jane's guidance wisdom and perspective."



THE SPROUT FUND

In the spring of 2010, when Pittsburgh was the North American host of World Environment Day and its celebration of biodiversity, there was great desire to turn that heightened awareness and energy into practical progress in the region.

The Pittsburgh Foundation and the Sprout Fund teamed up to create an incentive to spur a variety of grass roots biodiversity projects across the region. The competition for small grants attracted about 75 project proposals, and the Sprout Fund ultimately named 20 winners, with 14 projects receiving \$5,000 grants and six projects receiving \$20,000 grants.

Some of the winning proposals were: Developing a community tree nursery in the City of Pittsburgh; building habitat towers along the rivers for neotropical migrant birds; creating community gardens involving school children; introducing flora and fauna into the urban environment by constructing green roofs for bus shelters in East Liberty; and creating an outdoor classroom in Upper St. Clair for instruction about native plant gardens.

The final piece of “Spring” was a civic engagement process, including a biodiversity symposium in summer 2010 which attracted 100 people, and another event in late summer of 2011 to gauge the impact of the overall project. The \$300,000 grant from The Pittsburgh Foundation covered the entire enterprise, and all of the activities are taking place in 2011.

“The Pittsburgh Foundation was the only partner,” said Sprout Fund Executive Director Cathy Lewis Long. “The Spring project was something we co-designed and developed with them. We really were able to design the grantmaking and the civic engagement to serve the Foundation’s broader goals of civic participation, regional quality of life and environmental stewardship.

“It definitely galvanized the community, and it signaled a passion and desire to preserve and enhance regional biodiversity. There’s a cadre of individuals and organizations that stand ready to combat the region’s biodiversity challenges and are doing so as we speak. Spring was a great way to get the local community involved.”

SPURRING GRASS ROOTS
BIODIVERSITY PROJECTS

“Efforts like this require investment. If we, as a community, care about the environment—if we see it as a priority—then it’s important to find tangible opportunities for invention and investment.”

CATHY LEWIS LONG





INVESTING IN THE ADVANCEMENT OF A VISION

"There are some really great resources for artists who want to do things, even a bit outside of the box. It's great to live in a city where you can get it done."

HERMAN PEARL

PEARL ARTS

The Pittsburgh Foundation is involved in some of the region's largest and best known projects. But the region's largest community foundation also helps many much smaller enterprises, where its largesse often is decisive.

One such example is PearlArts: movement and sound, a project that showcases the work of a husband and wife team, Herman and Staycee Pearl. Staycee is a choreographer and visual artist, and Herman is a sound designer, audio engineer and musician. They've been working on a sound installation called "Named-UnNamed."

The piece deals with the topic of civilian casualties in war, and specifically those who have perished during the most recent war in Iraq. The idea came about when Pearl came across a Web site called "Iraqi Body Count." The site contained information — all in a spreadsheet — about those civilians who have died: their names, age, gender, marital status, child status, occupation and location and date of death. For some of those who died, however, there was no name available — hence the name of the installation.

Herman had done a great deal of work on the project, including working with a Danish software expert via the Internet. In order to move the project forward, however, he needed to work with the developer in person. With the help of a \$4,554 grant from The Pittsburgh Foundation, he was able to travel to Denmark and work, face-to-face, with his collaborator and improve the project immeasurably through that technological advance.

His trip in August 2010 paved the way for the recent exhibition of "Named-UnNamed" at the Three Rivers Arts Festival. The installation, which was up from April 29 through June 12 featured a dark, circular room 20 feet in diameter. Visitors entered through a darkened passage way where they would stand and experience the continuously renewing sound without distractions. (Visitors spent an average of 5-10 minutes inside.)

"The Pittsburgh Foundation's support was absolutely critical," Herman said. "I was able to advance the technology component tenfold. It wouldn't have happened without The Pittsburgh Foundation."

FUNDS

2010 NEW FUNDS

Anonymous Fund No. 7
 Anonymous Fund No. 8
 Anonymous Fund No. 9
 Bruce R. Baker Fund
 Jack G. Buncher Charitable Fund
 Mary C. Burdett Fund
 William G. Cain Fund
 Carleton and Emma Campbell Fund
 Mr. and Mrs. William Virtue Campbell Fund
 Casey Equipment Employees
 Scholarship Fund
 Caste Family Fund
 Leone and Lucille Cavazza Family Fund
 Centinaro Family Fund
 Bill and Mary Conner Scholarship Fund
 Jane Dolan Conover and
 William S. Conover Fund
 Cookson Family Fund
 Cushing Family Fund
 Eben Demarest Fund
 Gerszten Family Fund
 Kathryn Giarratani Scholarship Fund of
 The Western PA Herb Society
 Gouge Family Fund
 William R. and Audrey J. Graff Fund
 Haitian Orphan Rescue Fund
 Highmark Local Workforce Initiative
 (HLWI) Fund
 Houston Family Fund
 Joseph "Murph" Irwin Memorial
 Scholarship Fund
 Robert S. Kamin Fund
 Charles E. Kaufman and
 Virginia Kaufman Fund #1
 Charles E. Kaufman and
 Virginia Kaufman Fund #2
 Charles E. Kaufman and
 Virginia Kaufman Fund #3
 Charles E. Kaufman Supporting Org. Fund
 Charles E. Kaufman Medical Fund #1
 Charles E. Kaufman Medical Fund #2
 Col. Harold E. Kennedy (Ret.) and
 Ruth H. Kennedy Memorial Fund
 Nellie King Fund
 Robert F. and Joan Marie Klein Fund
 Kuenzig Family Charitable Fund
 Ligonier Valley Endowment/
 Stephen and Janice Gooder Family Fund
 Ligonier Valley Endowment/
 Victor P. Smith Family Fund
 Ligonier Valley Endowment/
 Helen Shannon Fund
 Hazel D. Malter Fund

Vonnie and Ken Marshall Fund
 Jamie and Ali McMutrie
 Spirit of Giving Award
 Lawrence T. Minnick Fund No. 1
 Michele Pappas Scholarship Fund
 Charles Polonsky Charitable Fund
 Angelo and Irene Ravigoni Scholarship Fund
 Rosalie Fund
 Eugene Rullo and Eleanor Rullo
 Family Charitable Fund
 J. Quint and Anne Salmon Fund
 Edward J. Scurci Memorial Fund
 Shaw Family Trust
 Robert M. Thompson Jr. Family Fund
 Gary and Debbie Truitt Fund
 Clara Williams Walker Memorial
 Scholarship Fund
 Waverly Fund
 Wilson and Moffett Families Memorial Fund
 Zacchaeus Fund

2010 LEGACY SOCIETY

Anonymous (22)
 Alan and Barbara Ackerman
 Bernard C. Artman
 Ruth Z. Bachman
 David C. Baker and Greta Ann Baker
 Paulette J. Balogh
 Richard W. Barker
 Kenneth A. Barker and Jennie H. Barker
 Albert B. Baxter
 E. Peter and Lizzi Benzing
 Amy F. Snider and Adam S. Bernard
 Delbert H. Blose
 Raymond A. Boarts
 Melvin J. Bodek
 Russell and Mary Brignano
 E. Maxine Bruhns
 Samuel T. Byron, Jr.
 Carleton and Emma Campbell
 John and Mary Clayton
 Miles J. Cohen, J.D., C.F.A.
 Stanley G. Cohen
 Richard and Gretchen Coppin
 Albert B. Costa
 Anthony J. DeArdo and Margaret L. DeArdo
 Rick Demski
 Jackie Dixon
 Charlotte E. Donley
 Mrs. Linda J. Dragoo
 Ashton and Joan Dunham
 Mrs. Jeanine R. Dunn
 Karen D. Fennell
 Jill and Chad Frick

Richard E. and Barbara S. Garbutt
 Rory and Robert Geeseman
 Mildred M. Gerson
 Dana Spiardi and Edward Gerstenhaber
 Sally Weigler Golden
 Linda Leebov Goldston
 Dr. Charles F. Gratz
 David and Nancy Green
 Mr. and Mrs. Charles H. Harff
 James E. and Nancy L. Harris
 Worth M. Helms
 Dorothy M. Hill
 Thomas O. Hornstein
 Jack and Diane Hughes
 Donna L. Jamison
 Robert S. Kamin
 Joan Kaminski and children
 Joan M. Kaplan
 Richard L. Kerchner
 Shirley L. Kerchner
 Louise and Chandler G. Ketchum
 Mary Jane Kidd
 Joyce L. King & Donald T. King
 Margaret V. and Leonard S. Kisslinger
 William J. Knebel
 Melvin and Vivian Krall
 Sandy Kuritzky
 Jean R. Lafferty
 Carol K. Lampe and Sons,
 Grant and Jason Lampe
 Joseph C. Lang, Jr.
 Helen W. Lang
 Lorna L. and Larry J. Lash
 Gail Latterman Weaver
 Frank A. and Ruth S. Lowe
 Dr. and Mrs. George J. Magovern, Jr.
 Louise R. and Michael P. Malakoff
 Peggy A. March
 Eugene J. Marchitelli
 Curtis R. and Helen B. Marquard
 Vonnie and Ken Marshall
 Bruce R. McAvoy
 John R. and Margaret S. McCartan
 Dee McClay
 Norwood A. McDaniel
 Mary B. McDowell
 Robert James McGinnis
 Ann and Barbara Miklos
 John R. and Joan V. Millar
 Mary Ellen and Raymond J. Miller
 Theresa Miller
 Lois Shope Mitsch
 Mercedes C. Monjian
 R. W. Moriarty, M.D.

Anna Jane Nicholas
 Theresa L. Nimick
 Judge Raymond Novak
 Scott K. Noxon
 Mrs. Kenneth C. Parkes
 Henry C. and Belle Doyle McEldowney
 Robert F. and Virginia Patton
 Joann S. Patton
 Martin Regan
 Claire Helen Rex
 Mr. and Mrs. William F. Saalbach
 Kathleen P. Sadler
 Karl W. and Jennifer L. Salatka
 Jocelyn and Robert Sanders
 F. Paul and Rebecca A. Sankey
 Walter and Sue Schneider
 Robert Sendall
 Nancy L. Skeans
 Merritt H. and David S. Spier
 Jean Stalder
 Jerry Starr and Judy Starr
 Dr. Chauncey H. Steele
 Mr. and Mrs. Henry D. Sundermann, Jr.
 Jocelyn R. Thompson
 Mark E. Thompson
 Robert M. Thompson, Jr.
 Marty Tiani
 Dane M. Topich
 Mark H. and JoAnn T. Wainwright
 Janet Lois Walker
 William C. Weaver, III
 Michael and Deborah West
 Dr. Earl Glen Whitehead, Jr.
 Margie Williams
 Carol S. Williams
 James D. Williams
 Mark M. Wilson and Mary Hart Wilson
 Burr and Barbara Wishart
 Sidney and Tucky Wolfson
 Karenmarie Young
 Dr. and Mrs. P. Alvin Zamba
 H. J. Zoffer

ADVICE AND GUIDANCE

OUR SYMPATHIES AND CONDOLENCES GO TO THE FAMILIES OF THE FOLLOWING DONORS WHO PASSED AWAY IN 2010:

Mary C. Burdett
 Clara Belle Campbell
 Mary E. Harbiger
 Floyd L. Johnston
 Charles E. Kaufman
 John R. Kellam
 Arthur M. Scully, Jr.
 Phillip Weiner

ADVICE AND GUIDANCE

J. CHRISTOPHER AND ANN C. DONAHUE CHARITABLE FUND

J. Christopher Donahue
 Mary Lou McLaughlin
 Jocelyn Thompson

CAHOUET CHARITABLE TRUST

Frank V. Cahouet
 Joseph L. Calihan
 George A. Davidson, Jr.

ENDOWMENT FOR BUTLER COUNTY

Anne Baglier
 Amy Beiler
 Larry Henry
 Patti-Ann Kanterman
 Brenda Lemmon
 Matt Marshall
 Ken Randall
 Joyce Schnur

INDIANA COUNTY ENDOWMENT

Robert Clark
 Mike Ciocca
 Brian Curry
 Marilyn Dilg
 Dan Fletcher
 Joe Geary
 Linda Gwinn
 Florence L. Helwig
 Rick Hurley
 Laurie LaFontaine
 Wallace E. Putt
 Louie Tate

CHARLES E. KAUFMAN FOUNDATION

Estelle F. Comay, Esq.
 Gregory D. Curtis
 Larry Heasley
 Wendy Denton Heleen, Esq.
 Charles E. Kaufman
 Richard Kitay
 Jocelyn Thompson
 Kelly Uranker
 Mary Wilson

LIGONIER VALLEY ENDOWMENT

Ralph K. Bennett
 Susan S. Bennett
 Joseph M. Byers
 Cathy M. Etchen
 Daniel Fritz
 Mamie Garver
 Ryan M. Glista
 Stephen R. Gooder
 Anna Maier
 Margaret McDonald
 Patricia J. Piper
 Carolyn Shafer
 Arthur M. Scully
 William G. Stablein, Jr.
 Annie M. Urban
 Douglas J. Welty

PROFESSIONAL ADVISORY COMMITTEE

Walter R. Bashaw II, Esq.
 Larry S. Blair, Esq., CPA
 Ted Bovard
 David Burstin, CLU, RHU, ChFC
 Kurt E. Carlson, CFP, CFA
 H. Scott Cunningham, J.D.
 R. Douglas DeNardo, Esq.
 Barbara R. DeWitt
 Susannah Weis Frigon
 Donald L. Green, C.F.P.
 John M. Hartzell, Jr., Esq.
 Stephen H. Heilman, CPA, Partner
 Wendy Denton Heleen, Esq.
 Kirk J. Johnson, CFP, CRPC
 Robert Y. Kopf, Jr.
 Arthur G. McAuley
 Ralph Minto, Jr., Esq.
 Thomas R. Moore, JD, MPM, CFP
 Jeffrey J. Morella, Esq.
 Scott Oehrle
 Alexander Paul, CPA

David B. Root Jr., CFP
 Shannon M. Rummell, CFP, ChFC
 Todd A. Sacco
 Leland P. Schermer
 Matthew F. Schwartz, Esq.
 Susan M. Mussman Schwartz, Esq.
 Nancy L. Skeans, CPA, CFP
 Lisa Turbeville, CFP, CDFA
 Kenneth M. Ventresca, Esq.
 Timothy H. Williams

SCHOLARSHIP ADVISORY COMMITTEE

Larry Blair
 Donna Bolgrem
 Leo Castagnari
 Rosemary Crawford
 Jackie Dixon
 Linda Dragoo
 Tony Dralle
 Helen Faison
 Edward Friedman
 Ted Goldberg
 David Green
 Nancy Green
 Frank Heineman
 Rita Heineman
 Louise Herrle
 Charlet Holley
 Priscilla Jackman
 Kenneth Keeling
 Michael Louik
 Margaret Mahoney
 Louise Malakoff
 Harold Miller
 Deborah Moses
 Sally Newman
 Bobbie O'Leary
 H. Sheldon Parker, Jr.
 Sally Petro
 Rose Rajasenan
 Elizabeth Reiss
 Gail Shrott
 Dot Sikora
 Roseanna Silva
 Jan Swensen, Esq.
 Jocelyn Thompson
 Kim Wagle
 Gail Weaver
 Lance Whiteman
 Germaine Williams
 Judith Woffington

R.P. SIMMONS FAMILY CHARITABLE TRUST

Joseph L. Calihan
David McL. Hillman
David L. McClenahan
Amy P.S. Sebastian
Richard P. Simmons
Nancy D. Washington, Ph.D.

SYLVIA & MARTIN SNOW CHARITABLE FOUNDATION

Estelle F. Comay, Esq.
Kevin Jenkins
Yvonne Maher
Alex Paul
Barton Schachter
Linda S. Schachter
Leland Schermer
Leslie Snow
Richard Snow

THE FORBES FUNDS

JoAnne Burley, Ph.D.
John C. Harmon, Esq.
Marva Harris
Grant Oliphant

WISH BOOK COMMITTEE

Carole Kamin
Chris Mabon
Linda Massaro
Norine Minion
Kathy Root
Susan Rudzki
Leslie Snow
Merritt Spier

NON-BOARD MEMBERS SERVING ON BOARD COMMITTEES

AUDIT COMMITTEE

Kevin P. Boland

DEVELOPMENT AND DONOR SERVICES COMMITTEE

Robert F. Slagle

INVESTMENT COMMITTEE

William Dietrich
Dwight Keating
Amy Marsh

PROGRAM AND POLICY COMMITTEE

Dr. Edward J. Donnelly, III

The Pittsburgh Foundation is grateful to the following individuals who referred donors to our organization in 2010:

2010 REFERRALS

Susan H. Brownlee
James D. Chiaffulo, Esq.
R. Michael Daniel, Esq.
David DelFiandra, Esq.
Rodney S. Engh
Kimberly T. Fleming
John M. Hartzell Jr., Esq.
Wendy D. Heleen, Esq.
Worth M. Helms
Stephanie Higgins
Kurt Kimmich
Kenneth E. Lewis, Esq.
Robert F. McCabe, Jr., Esq.
John F. Meck, Esq.
Michael W. Murray
Michael Pefferman
Robert J. Priganc, CLU, ChFC
Alison T. Smith, Esq.
Peter Strobe, CFP
Jocelyn R. Thompson
Dennis Unkovic, Esq.
Howard R. Utz, LUTCF
Rosalie P. Wisotzki, Esq.

FINANCIAL INFORMATION

COMBINED STATEMENTS OF FINANCIAL POSITION

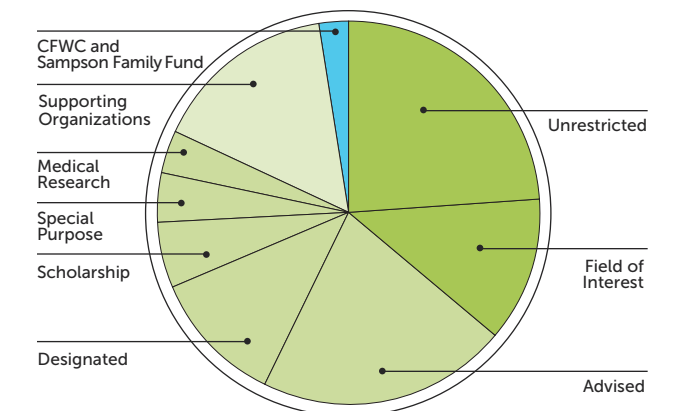
The Pittsburgh Foundation (and controlled supporting organizations)
For the years ended December 31, 2010 and 2009

	2010	2009
Assets		
Cash and cash equivalents	\$77,617,636	\$64,790,456
Investments, at market value	626,495,121	556,980,736
Accounts and interest receivable	1,127,623	2,077,174
Program-related loans receivable and investments	945,728	739,999
Contributions receivable	110,573,709	69,422,704
Rental properties, net	3,321,505	
Furniture, equipment & leaseholds, net	1,327,753	1,428,241
Total Assets	\$821,409,075	\$695,439,310
Liabilities and Net Assets		
Accounts payable and other liabilities	\$11,626,553	\$10,504,894
Grants payable, net	10,810,192	10,555,395
Accrued pension liability	2,000,545	2,052,155
Total Liabilities	\$24,437,290	\$23,112,444
Net assets		
Unrestricted	\$152,037,343	\$93,164,184
Temporarily restricted	633,841,528	569,977,378
Permanently restricted	11,092,914	9,185,304
Total net assets	\$796,971,785	\$672,326,866
Total liabilities and net assets	\$821,409,075	\$695,439,310

DONOR FUND ASSETS BY TYPE

including controlled supporting organizations
For the year ended December 31, 2010

Unrestricted	\$173,717,000
Field of Interest	88,963,000
Advised	\$154,888,000
Designated	82,006,000
Scholarship	40,672,000
Special Purpose	30,081,000
Medical Research	27,014,000
Controlled Supporting Organizations	\$112,932,000
Community Foundation of Westmoreland County and Sampson Family Fund	\$16,646,000
TOTAL	\$726,919,000



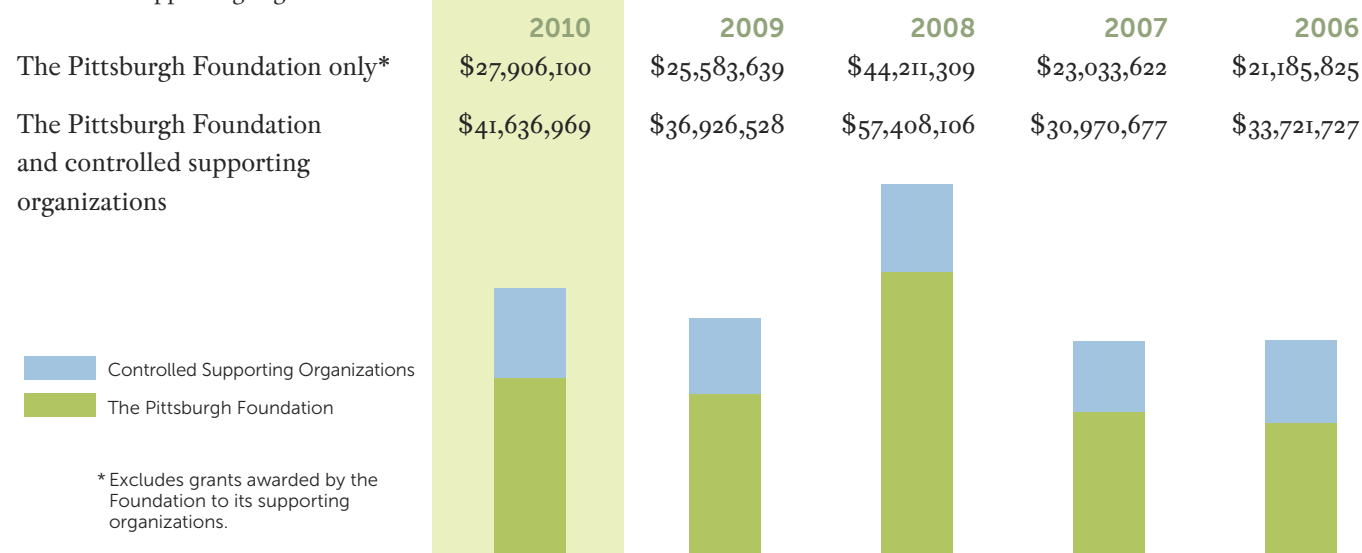
COMBINED STATEMENTS OF ACTIVITIES

The Pittsburgh Foundation (and controlled supporting organizations)
December 31, 2010 and 2009

	2010	2009
Revenues and Gains		
Contributions	\$110,070,885	\$58,501,932
Investment income, net	11,450,454	12,296,444
Net realized and unrealized gains (losses) on investments	46,315,952	98,986,317
Actuarial adjustments on split interest agreements	5,921,938	(7,630,240)
Addition of new supporting organization	3,016,090	—
Other	610,062	492,577
Total Revenues and Gains	\$177,385,381	\$162,647,030
Expenses and Losses		
Grants approved, net	\$41,800,125	\$36,926,528
Grantmaking and related services expenses	4,294,276	3,812,306
Development and donor services expenses	2,975,575	2,320,097
Management and general administrative expenses	2,744,673	2,448,076
Other	925,813	264,945
Total Expenses and Losses	\$52,740,462	\$45,771,952
Increase in net assets	124,644,919	116,875,078
Net Assets at Beginning of Year	\$672,326,866	\$555,451,788
Net Assets at End of Year	\$796,971,785	\$672,326,866

GRANTMAKING OVER A FIVE-YEAR PERIOD

The Pittsburgh Foundation and controlled supporting organizations



SUMMARY OF GRANTS BY CATEGORY (PARENT ONLY)

December 31, 2010

Families, Children and Youth	\$1,731,000
Community Development and the Environment	\$3,842,000
Education	\$9,243,000
Art Culture Humanities	\$5,824,000
Health and Special Needs Populations	\$7,537,000
Special Projects and Philanthropic Relations	\$2,138,000
TOTAL	\$30,315,000

SUPPORTING ORGANIZATIONS

The Pittsburgh Foundation is affiliated with nine supporting organizations in which it has control with total assets of \$115,906,478. The supporting organizations are separate entities that are exempt under section 501(c)(3) of the Internal Revenue Code of 1986. Each qualifies for the highest federal income tax deduction as a public charity because its charitable activities complement and further the charitable activities of The Pittsburgh Foundation. While they are separate entities, The Pittsburgh Foundation handles all administrative issues for the supporting organizations, relieving the donors of any administrative burden.

1.

A supporting organization at The Pittsburgh Foundation is designed for families and individuals who want to maintain independence in charitable giving, while benefiting from the Foundation's grantmaking and financial services expertise.

2.

Custom-tailored for endowments of approximately \$2 million or more, a supporting organization is a tax-exempt entity that offers you, as a philanthropist, the benefits of a private foundation, greater tax advantages available to a public charity, and the opportunity to engage in grantmaking decisions.

3.

Whether you choose to give locally or outside the region, the services provided by The Pittsburgh Foundation release you from the burdens of state and federal reporting, and the numerous and expensive administrative tasks associated with running a private foundation. And you and your family are able to remain involved in perpetuity.

Further information is available at the Foundation's web site at www.pittsburghfoundation.org.

Select A Money Manager.

Your Board can decide who shall invest and administer the assets.

Pay Reasonable Administrative Fees.

Our team of professionals assumes the responsibility for all filing and compliance requirements.

Establish Your Own Grants Budget.

You make charitable distributions as you see fit and are not limited to the foundation's grantmaking budget or spending policy.

Identify Future Trustees.

You leave a charitable legacy and keep decision-making within your family or with close associates, in perpetuity.

Avoid Excise Taxes And Annual Distribution Requirements.

You are not required to distribute a specified amount each year (as private foundations are), so you make only the gifts that you are inspired to make.

Receive Assistance from the Foundation's Program Staff.

Our professionals can share their in-depth knowledge of community needs and, if you choose, help you decide where your charitable dollars go.

Obtain Due Diligence Reports from Grantees.

Your gifts to 501 (c)(3) organizations will be monitored to ensure that your contributions are used according to your directives.

BOARD OF DIRECTORS

The Board of Directors of The Pittsburgh Foundation comprises outstanding leaders from all sectors of the community. The commitment, generosity and experience of our Board greatly enhance the mission and success of The Pittsburgh Foundation.



Gregory Curtis, Chairman of the Board of Directors, is Chairman of Greycourt & Co. Inc. Mr. Curtis is a past Chair and current member of the Board of Visitors and Governors of St. John's College in Annapolis, Maryland and Santa Fe, New Mexico. He is also a past Chair and founding Director of The Investment Fund for Foundations.



George A. Davidson, Jr., retired Foundation Chairman and member of the Board, is also the retired Chairman of the Board of Dominion Resources. He is a Trustee and past Chairman of the Pittsburgh Cultural Trust, Chairman Emeritus of the Civic Light Opera and a member of the Boards of the Carnegie Museum of Natural History, the Sewickley Valley Hospital Foundation and the Fund for Advancement of Minorities through Education (FAME). Mr. Davidson is a Trustee of the University of Pittsburgh, Chairs the Board of Visitors of the Katz Graduate School of Business and is Vice Chair of the Board of Visitors of the School of Engineering.



Evan Frazier, Senior Vice President for Community Affairs with Highmark, was formerly President and CEO of the Hill House Association, where he oversaw one of Southwestern Pennsylvania's most important and comprehensive community service agencies. Previously, he served as Vice President of Strategic Planning for PNC Financial Services Group, and Senior Vice President of the Manchester Bidwell Corporation. Mr. Frazier has served on nearly 20 boards, and currently is a board member with the Carnegie Museums of Pittsburgh, Carnegie Science Center, Phipps Conservatory, Pittsburgh Central KIZ, Urban League of Greater Pittsburgh, Western Pennsylvania Hospital, and YouthPlaces.



John C. Harmon, Vice Chairman of the Board of Directors, is a partner at the law firm of Lovett Bookman Harmon Marks LLP, where he concentrates on estate and trust law. He is a member of the Boards of Trustees of The Linsly School where he also serves on the Executive Committee and the Pittsburgh History & Landmarks Foundation. He also serves on the Board of Directors and the Executive Committee of the West Virginia University Foundation and the Board of the St. Margaret Foundation. Mr. Harmon serves regional Pittsburgh communities through various leadership capacities he undertakes with his church, First Lutheran Church, Downtown. He is past Chairman of the Board of The Forbes Funds and he is a member of the boards of numerous private family foundations.



David McL. Hillman, Treasurer of The Pittsburgh Foundation's Board of Directors, is President and Partner of PNC Equity Partners, a private equity fund. Mr. Hillman joined the management training program of PNC's affiliate, PNC Bank, in 1976. He held several positions in the Corporate Banking Division and in 1982 joined PNC's newly-formed Equity Management Corp as its co-founder. A former Director of Tangent Rail Corporation and Porcelain Industries, Mr. Hillman serves on the boards of The Hilsinger Company, Bacharach, Inc., The Orthotics Group, Wheaton Industries, Inc., and Environmental Express, Inc. He is also a Board member of The August Wilson Center for African American Culture and the Carnegie Hero Fund Commission.



Mark R. Hornak, is a shareholder and member of the Executive Committee of the law firm of Buchanan Ingersoll & Rooney P.C., where he has practiced law since 1982. He is a member of the Advisory Committee of the United States District Court for the Western District of Pennsylvania, and is a former Governor of the Academy of Trial Lawyers of Allegheny County. He is former President of the Board of Directors of the Steel Valley School District and Vice Chair of the Board of Make-A-Wish Foundation of Western Pennsylvania, and he currently serves on the boards of WQED Multimedia, Leadership Pittsburgh and the Pennsylvania Economy League Southwest.



William E. Hunt is President and CEO of Elmhurst Corporation, a diversified holding company with over 2.5 million square feet of investments in commercial real estate; Prospera Hospitality, a national third-party hotel management company; ADS Security Company located in the Southeastern U.S.; and Metis Secure, an institutional emergency notification system. Mr. Hunt is also a Trustee of the Roy A. Hunt Foundation, Chairman of the Board of the Carnegie Museum of Art, past Chair of the Pittsburgh Downtown Partnership, a past President of Pittsburgh Public Theater and a member of the Board of the Pittsburgh Cultural Trust.



Jui Joshi is Director of Philanthropic Engagement for the Women and Girls Foundation of Southwestern Pennsylvania and former Director of Development for the University of Pittsburgh School of Law. She is a member of the boards of directors of the Phipps Conservatory & Botanical Gardens, The Ellis School and she serves on the Professional Services Review Committee under County Chief Executive, Dan Onorato. Ms. Joshi was President and a founding member of the Pittsburgh chapter of the Network of Indian Professionals, and a founding member of the Society for the Promotion of Indian Classical Music and Culture Amongst Youth.



Maxwell King is Senior Fellow at the Fred Rogers Center for Early Learning and Children's Media at Saint Vincent College. The Center was established in 2003 to serve as a national and international resource for addressing emerging issues affecting children and families. Mr. King retired as President of The Heinz Endowments in 2007, where he led initiatives to improve the quality of life of this community and presided over the awarding of more than \$500 million in grants. Mr. King served as Chairman of the Board of the national Council on Foundations from 2006 to 2008, and he served as editor of *The Philadelphia Inquirer* from 1990 to 1998.



Claudette Lewis is Special Assistant to the Director, Allegheny County Department of Human Services, and has been responsible for the implementation of Change Management processes during the consolidation of the agency. She has spent the past 20 years spearheading important social causes for several nonprofit organizations: the Episcopal Urban Caucus in Washington, D.C.; the Connecticut Interfaith Housing Coalition in Hartford, Connecticut; and the Housing Authority's HOPE VI Project in New Haven, Connecticut. Mrs. Lewis is married to The Reverend Dr. Harold Lewis, the rector of Calvary Episcopal Church in Shadyside.



Peter F. Mathieson is President and Managing Director of Guyasuta Investment Advisors, a Pittsburgh asset management firm that he helped to found in 1994. Mr. Mathieson is also a Director of The Buhl Foundation, The Pittsburgh Cultural Trust and The Bucknell University Alumni Board.



Vincent J. Quatrini, Jr. founding Chair of the Board of the Community Foundation of Westmoreland County (CFWC), is also founding partner at the Greensburg-based law firm, Quatrini Rafferty. He concentrates his practice in the area of workers' compensation and the representation of injured workers, exclusively. He has more than 30 years experience in state and federal courts, serving as counsel in prominent local cases and he joins the Foundation's Board following the merger of CFWC with The Pittsburgh Foundation. Mr. Quatrini served as Westmoreland County Assistant District Attorney from 1974 to 1980 and has served on numerous boards of local non-profit agencies.



Nancy L. Rackoff, Secretary of the Board of Directors of The Pittsburgh Foundation, is a partner with the Pittsburgh law firm, Tener, Van Kirk, Wolf & Moore, P.C., affiliated with Buchanan, Ingersoll & Rooney, P.C., where she specializes in estate and trust planning and administration. She is a member of the Board of Directors of Gateway Bank and a member of the boards of Manchester Bidwell Corporation, where she also serves on the Executive Committee, and the Carnegie Hero Commission. She is former President of the Board of Directors of Forward Housing Corporation, a nonprofit organization serving the housing needs of senior citizens and serves as a member of the Professional Ethics Committee of the Allegheny County Bar Association.



James C. Roddey is a Principal with the financial services firm of ParenteBeard and was the first Chief Executive of Allegheny County from 2000 to 2004. Previously, he served as Chairman of the Port Authority Transit and Chairman of the Pittsburgh Water and Sewer Authority. In private industry, he was President or Chairman of seven companies including Turner Communications Corporation and Rollins Communications Corporation. Mr. Roddey has held key leadership positions with many nonprofit organizations, including President or Chairman of Three Rivers Arts Festival, Pittsburgh Public Theater, United Way of Allegheny County, Pittsburgh Three Rivers Regatta and WQED Multimedia.



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



Edith L. Shapira, M.D. is a psychiatrist in private practice since 1991. Dr. Shapira is active in a variety of endeavors in community service. She serves on the Boards of Directors of The Pittsburgh Promise, the Sports and Exhibition Authority, the Urban League of Pittsburgh and the Board of Visitors of the University of Pittsburgh School of Social Work. She is the former Co-Chair of the Riverlife Task Force, now Riverlife, and is a past member of its Board.



Dr. Howard B. Slaughter, Jr. is President of Christian Management Enterprises, LLC. He previously was President and CEO of Landmarks Community Capital Corporation. He was the first Regional Director of Fannie Mae's Pittsburgh office and managed a \$2 billion mortgage plan. He led Dollar Bank to its first ever "Outstanding" rating from the Office of Thrift Supervision when he served as Vice President of Community Development. He has received numerous local, regional, educational and national awards for charitable and community service.



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

BOARD EMERITI

Robert P. Bozzone, Director Emeritus, is former Chairman of Allegheny Technologies, former Chairman of Water Pik Technologies, Inc., a former Director of Teledyne Technologies Incorporated, and former Chairman of Duquesne Light Holdings and the Pittsburgh Branch of the Federal Reserve Bank of Cleveland. Mr. Bozzone is a member of the Board of Trustees of Rensselaer Polytechnic Institute and serves on the boards of Carnegie Museums of Pittsburgh and Carnegie Science Center. He previously served on the Salvation Army Advisory Board and is former Chairman of the Board of the Greater Pittsburgh Council, Boy Scouts of America.

James S. Broadhurst, Director Emeritus, is Chairman of Eat 'n Park Hospitality Group. He serves on the Board of Directors of the Allegheny Conference on Community Development and on the Board of Trustees of the Pennsylvania State University where he recently completed his term as Chairman. Mr. Broadhurst previously served as Chairman of the Board of Directors of Children's Hospital of Pittsburgh and the United Way of Allegheny County. Mr. Broadhurst retired from The Pittsburgh Foundation's Board of Directors in March 2005 after serving with distinction for five years as Chairman, and as a Board member since 1995.

JoAnne E. Burley, Ph.D., Director Emerita, is the retired Executive Director of the Pittsburgh Council on Higher Education, a consortium of colleges and universities in Allegheny County. Previously, Dr. Burley served as CEO/Chancellor of the Allegheny Campus (previously known as the McKeesport Campus) of the Pennsylvania State University. Currently she serves on the Board of Directors of the Urban League of Pittsburgh and is a former Board member of The Forbes Funds. Dr. Burley is a Life Trustee of the Carnegie Library of Pittsburgh and previously served as Chair of the Board of the former Multi-Cultural Arts Initiative. She is a member of the Board of the Pittsburgh Public Service Fund and the Beverly Jewel Wall Lovelace Advisory Board.

Joseph L. Calihan, Director Emeritus, is retired Vice Chairman and Treasurer of the Foundation's Board. He is a Managing Partner in Bradford Capital Partners. He is Chairman of Bradford Schools and Novum Pharmaceutical Research Services. Mr. Calihan serves on the Board of Directors of the Extra Mile Education Foundation. He also serves on the Investment Advisory Committee of the Strategic Investment Fund, an affiliate of the Allegheny Conference on Community Development and the Advisory Council of the Women's Center & Shelter of Greater Pittsburgh. He is a Trustee Emeritus of the Historical Society of Western Pennsylvania.

Estelle F. Comay, Director Emerita, is a partner in the law firm of Marcus & Shapira LLP, where she specializes in corporate and commercial real estate law, and serves on the boards of directors of the Pittsburgh Symphony, the Heinz History Center, the Falk Foundation, Three Rivers Arts Festival, the National Board of Governors of the American Jewish Committee, the Rauh Jewish Archives and the Advisory Board of the University of Pittsburgh's School of Social Work among others. She is also a member of the United Jewish Federation's Urban Affairs Foundation. Ms. Comay retired from The Pittsburgh Foundation's Board of Directors in March 2006 after serving with distinction for nine years and is a Board member of the Foundation's Supporting Organizations, the Buncher Foundation and the Charles Kaufman Foundation.

William J. Copeland, Director Emeritus, is retired Vice Chairman of PNC Financial Corporation. He is a Trustee of The William J. Copeland Fund at The Pittsburgh Foundation, founding Vice Chairman of the Health Education Center, and Chairman Emeritus of Family House and of the Civic Light Opera. Mr. Copeland is a co-founder and Vice President of the National Flag Foundation and Director Emeritus of St. Clair Memorial Hospital.

Douglas D. Danforth, Director Emeritus, is the retired Chairman and Chief Executive Officer of the Westinghouse Electric Corporation. Mr. Danforth is past Chairman of the Board of the Pittsburgh Pirates. He is also past Chairman of the Board of Carnegie Mellon University and continues to serve as a Life Trustee of the University. Additionally, Mr. Danforth serves as a Trustee of Syracuse University.

Mary Lou McLaughlin, Director Emerita, is a member of numerous boards of directors, including the Committee for Oversight in Organ Transplantation, International Women's Forum Western Pennsylvania Chapter, Little Sisters of the Poor, the Pittsburgh Tissue Engineering Initiative and the Honor Board at WQED Multimedia. She was the founding Executive Director of Family House and is a member of the Beverly Jewel Wall Lovelace Advisory Board.

Aaron A. Walton, Director Emeritus, is retired Vice Chairman of the Foundation's Board of Directors. He is Senior Vice President of Corporate Affairs at Highmark, Inc., and is active in many organizations and institutions, including the Board of Governors of the Pennsylvania State System of Higher Education, California University of Pennsylvania, Gateway Health Plan, Highmark Foundation, Rivers Club and the Harrisburg Regional Chamber of Commerce.

STAFF

EXECUTIVE



Grant Oliphant
President and CEO



Jonathan Brelsford
Director of Investments



Marianne Cola
Executive Secretary



Cheryl Poston
Receptionist/
Administrative Support



Katie Robson
Director of Information
Technology



Jennifer Steinmetz
IT Support Analyst

COMMUNICATIONS



John Ellis
Vice President for
Communications



Stephanie Higgins
Communications
Associate



Christopher Whitlatch
Manager of Marketing
and Communications

DEVELOPMENT AND DONOR SERVICES



Yvonne Maher
Vice President for
Development and
Donor Services



Lindsay Aroesty
Development Officer



Willa Dukes
Administrative Support



Gwyneth Gaul
Development Officer



Jocelyn Thompson
Director of
Donor Services



Deborah Turner
Scholarship
Coordinator



Kelly Uranker
Philanthropic
Resources Manager



Jan Vish
Administrative Support



Arlene Vukas
Administrative Support

STAFF continued

PROGRAM



Jeanne Pearlman
Senior Vice President
for Program and Policy



Jane Downing
Senior Program Officer,
Economic and
Community Development



Chatiqua Good
Administrative Support



Leigh Halverson
Manager of
Special Projects



Kevin Jenkins
Director of
Community Initiatives/
Senior Program Officer



Lauren Mikus
Program Officer,
Civic Design and
Special Initiatives



Judith Powell
Administrative Support
for AWM/MR



Jill Ritchie
Administrative Support



Germaine Williams
Program Officer,
Arts and Culture

FINANCE



Mary Wilson
Vice President for
Finance and
Administration



Jeffrey Boykin
Payables Specialist



Barbara Brooks
Grants Administrator



Ann Bruno
Accounting Associate



Stacey Graham
Administrative/
Financial Assistant



Dot Sikora
Finance Associate



Bryan Tait
Assistant Controller



Mike Traeger
Senior Accountant



Dustin Widdoss
Investment Accountant





Five PPG Place
Suite 250
Pittsburgh, Pennsylvania 15222-5401
Telephone (412) 391-5122
Facsimile (412) 391-7259
email@pghfdn.org
www.pittsburghfoundation.org

Nonprofit Org
US Postage
PAID
Pittsburgh, PA
Permit #1044