



# STRENGTHENING LOCAL NEWS

THE PITTSBURGH FOUNDATION  
ANNUAL REPORT 2011

## 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.

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## LETTER FROM THE CHAIRMAN AND PRESIDENT

A survey of the 10 “worst” jobs in the United States made international headlines recently when for the first time ever it listed positions in the media, not once but twice. Fifth in line was newspaper reporter and in 10th place was broadcaster in the survey by on-line recruitment specialists, CareerCast.com.

Declining job opportunities, limited earnings power and stress contributed to ranking the once-coveted and prestigious role of newspaper journalist behind only lumberjack, dairy farmer, enlisted military soldier and oil rig worker as the least attractive job to have in our nation.

“As the digital world continues to take over and provide on-demand information, the need for print newspapers and daily newscasts is diminishing,” the survey reported. Its findings lay bare the very real crisis that grips conventional news gathering and delivery mechanisms that have been so vital in maintaining informed and healthy communities.

The media’s unofficial classification as the “fourth estate” is recognition of the critical role it plays in Western democracies. Yet many once-great U.S. newspapers, traditionally the major source of deep, explanatory journalism, limp along with drastically reduced staffs and resources or they have folded altogether.

The implications are serious, even in Pittsburgh where we still have a strong newspaper presence. Trusted, reliable and unbiased sources of information are crucial to all of us in making well-informed decisions and choices which contribute to our region’s well-being. And as many eminent observers have noted, the weakening of a watchful media makes us vulnerable to misinformation and corruption.

The good news is that communities across the U.S. are responding boldly with the development of an array of on-line news initiatives made possible by the same digital revolution that has helped trigger the decline of the print era. These are perhaps best epitomized by the success of the New York-based Pro Publica, not only through its keen and incisive reporting but also its collaborative endeavors with other news outlets, including public service broadcasting.

The Pittsburgh Foundation is among those at the forefront of this pioneering work. Supported by a grant from the James L. Knight Foundation — as part of its extensive outreach nationally to fund ‘experiments’ in digital community-based journalism — we last year launched PublicSource, an on-line news platform for the Pittsburgh region.

At the time we were finalizing plans for this groundbreaking project, Duquesne University announced its plans to sell WDUQ Radio. We were among a number of local foundations that voiced concern that the station be preserved and further strengthened as a vital local community asset, and we were delighted to support the successful bid by Essential Public Media, the parent organization which also operates WYEP Radio.

Details about these ventures, together with on-line story-telling vehicles we have developed via the Foundation’s website, such as *Pittsburgh on Video*, the recently award-winning

*Unsung* and *Tell Me More*, are among the many inspiring and engaging stories featured in this annual report. Our report also includes examples of the tireless philanthropic work of our donors and local nonprofit organizations.

Another major 2011 development was the 13,600-plus donations that flowed in for the Foundation's Day of Giving contributing over \$6.4 million to 654 local charities. This was an outstanding achievement, almost doubling the number of contributions and the amount raised compared with the previous year, and it took the total raised from our on-line giving events to \$13 million in just two years. But the real accomplishment was that our nonprofit community used this opportunity to connect with new donors, significantly expanding their bases of support.

This is a remarkable tribute to our community's generosity at a time of continuing economic uncertainty and during a period when our local nonprofit organizations are struggling to maintain vital programs. Particularly affected are those agencies serving human need, having to manage the precarious balance between increased demand and reduced resources.

Our region's unique spirit of charitable giving was further exemplified by the Foundation accomplishing its biggest-ever fundraising year in 2011, surpassing the previous record amount raised in 2010. Overall, we raised almost \$60.4 million in 2011, an extraordinary feat in one of the worst economic environments that our organization has experienced. Living donors gave \$21.2 million, up from the \$16.3 million the previous year.

Gifts to the Foundation included one of the biggest we have received, over \$18 million from the estate of the late William S. Dietrich II, who was as dedicated and passionate about his philanthropic mission as he was in his acclaimed and accomplished roles as a captain of industry and respected civic leader. We were proud to have Mr. Dietrich on the Foundation's Investment Committee.

Our fundraising in 2011 was reflected in new donors establishing a total of 69 new funds. The combined assets of the Foundation and its supporting organizations at the end of 2011 had grown to \$831 million, and the total number of funds increased to 1,663. The Foundation and its supporting organizations awarded grants in 2011 totaling \$41.1 million.

We are deeply grateful for the services of John C. Harmon, Lisa Schroeder and Edith L. Shapira, who retired from the Board of Directors in March 2012. Dr. Shapira and Mr. Harmon each served nine years on the Board, and Ms. Schroeder completed her three-year term in one of the Board's first community-leadership positions.

We are delighted to welcome to The Pittsburgh Foundation's Board of Directors Dr. Morton Coleman, Director Emeritus of the Institute of Politics of the University of Pittsburgh; Kim Fleming, Chairman and Chief Executive of Hefren-Tillotson, Inc.; and William Strickland, President and CEO of Manchester Bidwell Corporation.

Thank you all for your continued support, commitment and generosity in helping us to make our community a better place for us all.



A handwritten signature in dark ink, appearing to read 'Greg Curtis'.

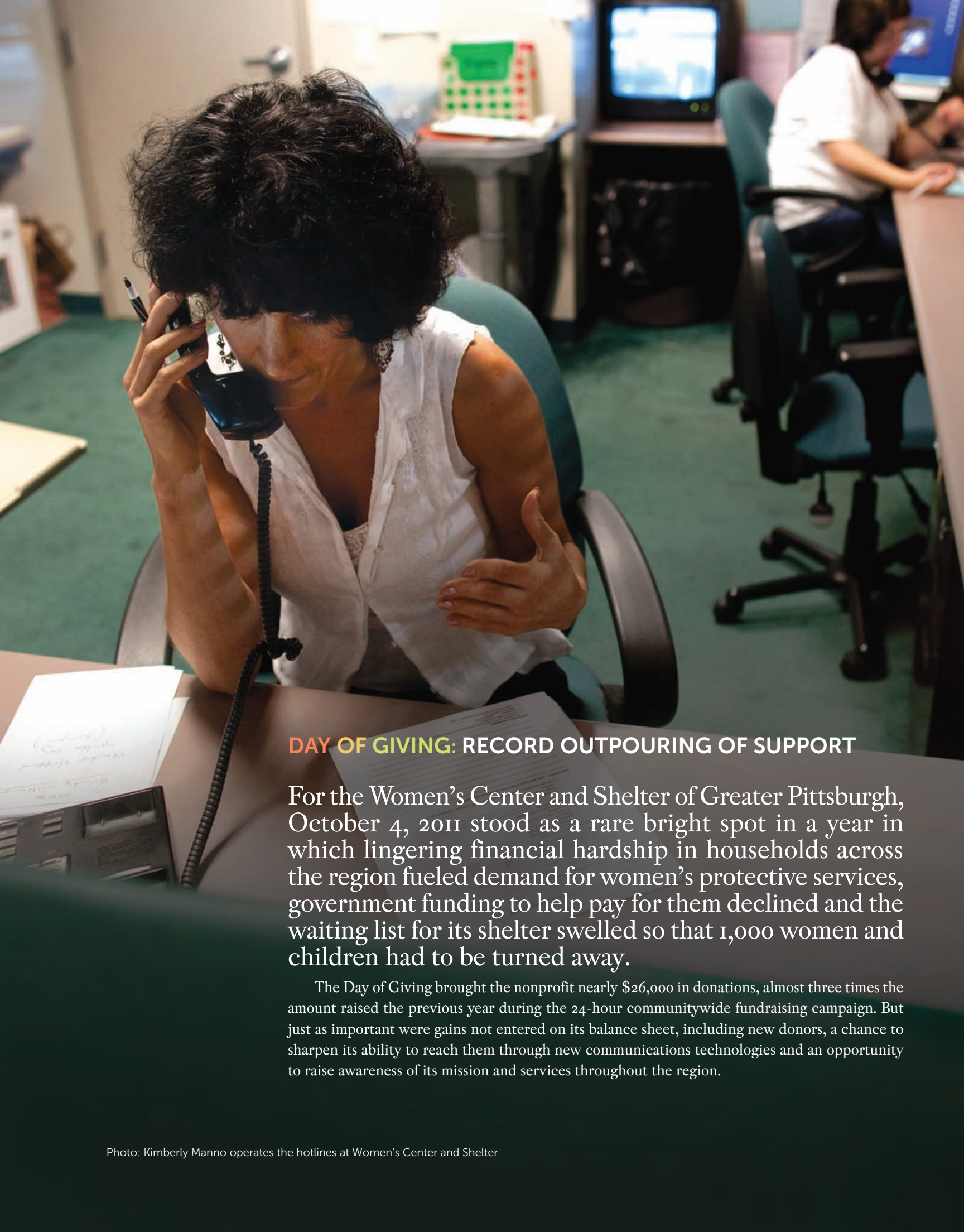
**Gregory Curtis**  
Chairman of the Board  
The Pittsburgh Foundation



A handwritten signature in dark ink, appearing to read 'Grant Oliphant'.

**Grant Oliphant**  
President and CEO  
The Pittsburgh Foundation





## DAY OF GIVING: RECORD OUTPOURING OF SUPPORT

For the Women's Center and Shelter of Greater Pittsburgh, October 4, 2011 stood as a rare bright spot in a year in which lingering financial hardship in households across the region fueled demand for women's protective services, government funding to help pay for them declined and the waiting list for its shelter swelled so that 1,000 women and children had to be turned away.

The Day of Giving brought the nonprofit nearly \$26,000 in donations, almost three times the amount raised the previous year during the 24-hour communitywide fundraising campaign. But just as important were gains not entered on its balance sheet, including new donors, a chance to sharpen its ability to reach them through new communications technologies and an opportunity to raise awareness of its mission and services throughout the region.

In fact, raising awareness of the nonprofit's hotline, legal advocacy, counseling and other services is particularly critical in helping the nonprofit weather the surge in domestic abuse and the strain on its resources to shelter the victims of such crimes, says Executive Director Shirl Regan. "The demand is incredible. It's required us to try to get our message out better, let people know we have services they can use early in the cycle of violence, so that maybe they can make changes sooner — before the situation requires police involvement, before they need shelter."

In its third year, The Day of Giving delivered a record-setting \$6,448,448 in donations and matching funds to local charities large and small across Allegheny and Westmoreland Counties in 2011. That was almost twice the amount raised in 2010 and translated into a rate of giving of nearly \$75 per second over the 24-hour campaign.

But the Day of Giving, launched in 2009 by The Pittsburgh Foundation, has always been about more than the amount of dollars raised. Although modeled after similar campaigns in Columbus, Ohio and Minneapolis, The Pittsburgh Foundation built its version with a focus on helping nonprofits build their capacity to expand their base of individual donors, attract new donors and diversify the sources of revenue on which they rely.

"If we care about the financial health of these organizations, they have to get better at that," says Grant Oliphant, President and CEO of The Pittsburgh Foundation. "In our community, in particular, we have so many rich foundation resources that our nonprofit community tends to be more foundation-dependant than reliant on individual donors. But a balanced portfolio of support has to include a significant proportion of individuals who see the organization as relevant to them."

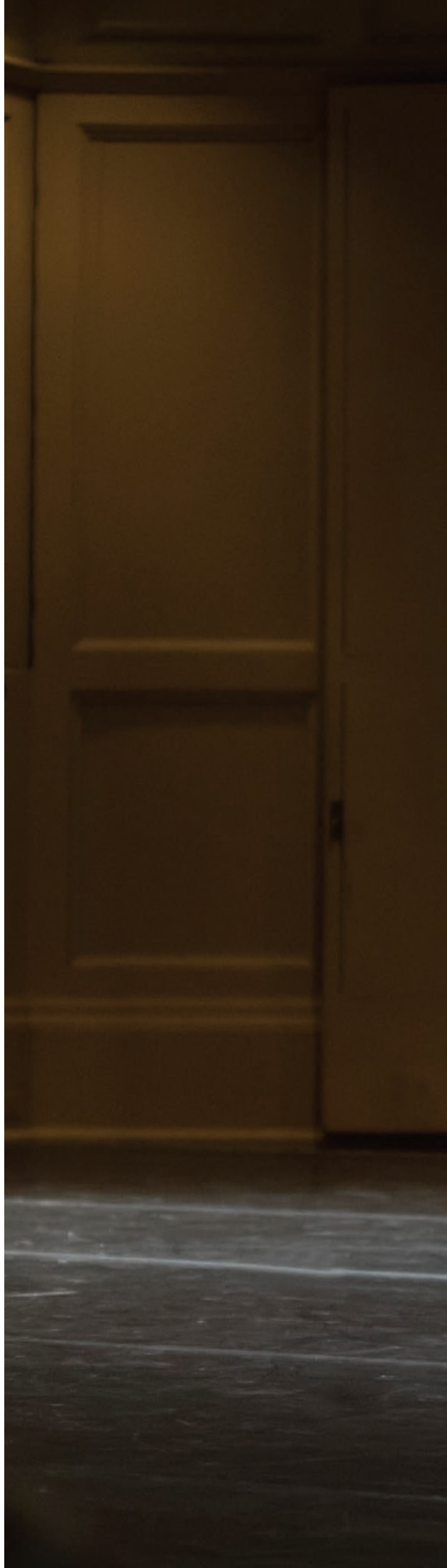
The Foundation's approach to the Day of Giving includes an emphasis on helping nonprofits learn and employ new communications technologies, particularly social media, such as Facebook and Twitter, and encouraging them to become more transparent in terms of their mission, services and finances. Such steps are meant to help nonprofits address trends among individual donors that suggest they are becoming more technologically savvy and more discerning about how the gifts they give are used.

The Day of Giving in October 2011 offered evidence that the campaign led more organizations to embrace such strategies. More than 650 nonprofits, for instance, completed or updated an online portrait of their organization on The Pittsburgh Foundation's PittsburghGives website that offered comprehensive information on each nonprofit that, in many cases, was not readily accessible by prospective donors before.

"The wealth of information provided by the portrait is unprecedented," says Christopher Whitlatch, The Pittsburgh Foundation Manager of Marketing and Communications. "It is very transparent as to financials, board make-up, mission, programs — all that information is there. It's the kind of information they are required to provide for grant applications and now it is available to the public so anyone can research it anytime they wish to learn more about the nonprofits and their impact."

In addition, more than 400 nonprofits sent staff to the free social media classes offered by The Pittsburgh Foundation to learn how to effectively use Facebook, Twitter, blogs and other popular, inexpensive technology platforms to reach the rapidly growing number of users who've turned to the Internet as a chief information source, means of communication, and a convenient way to shop and handle routine chores, such as paying bills and doing their banking.

In contrast, direct mail, one of the more traditional ways for nonprofits to reach individual donors, is more time consuming and expensive. And while direct mail is an effective outreach tool for many nonprofits, current trends in social media usage suggest its days may be numbered.





**"WE NEED TO DO A BETTER JOB TELLING THE STORY TO INDIVIDUALS  
THAT WE NEED THEIR SUPPORT— THAT THE TICKET PRICE ALONE DOES  
NOT COVER THE COST OF CREATING AN EXHIBITION OR PRODUCTION."**

Mitch Swain, Greater Pittsburgh Arts Council

Photo: Pittsburgh Ballet performance of Step Touch  
performed at Carnegie Music Hall and Seton Hill.

“We need to be engaging people online in conversations and action,” says Barbara Nicholas, Director of Development for the Women’s Center and Shelter of Greater Pittsburgh. “Right now, the use of social media in fundraising might not be as lucrative as direct mail fundraising, but it’s the way of the future. And if you want to be there when it happens, you have to be building relationships and having conversations now. I see it as sort of a courting process.”

In Westmoreland County, the Valley Points YMCA launched its first Facebook page after the 2010 Day of Giving. Last year, staff took social media training to strengthen the non-profit’s ability to reach donors with new technology and improve the way it raises money to support such services as financial assistance to low-income families that enables them to participate in YMCA programs they otherwise couldn’t afford. The fact that the YMCA raised \$18,770 in direct donations during the most recent Day of Giving — more than five times the amount raised the previous year — was no coincidence, says Cindy Elliot, Director of Development and Communications.

“We really made use of social media. We were able to reach a large number of people without much effort. We updated them every hour or hour-and-a-half about what was going on. We gave them tidbits about the Y and why it is important to get involved and make a gift. The response was great. Not only did we increase the amount of gifts given to our organization, we were able to recruit new donors who, hopefully, we will continue to have a relationship with.”

The YMCA was not alone. Overall, about 30 percent of those who gave on the Day of Giving were new donors to the organizations they chose to support.

Similar outcomes were experienced a few months earlier by the 147 arts organizations that participated in the 2011 Pittsburgh is Art Day of Giving on May 11. The 24-hour arts-specific campaign initiated by the Greater Pittsburgh Arts Council and The Heinz Endowments was supported by The Pittsburgh Foundation and based on its Day of Giving model. Some 3,800 people gave a total of \$1,408,704 that day and about half of them were new or lapsed donors.

“That, for us, is important,” says Mitch Swain, Chief Executive Officer of the Greater Pittsburgh Arts Council, an arts service organization that lends support to more than 250 arts organizations and artists in the region. “We need new entrants, new donors to support arts and cultural organizations. Part of the reason Pittsburgh has a great cultural scene is that it has a lot of traditional support from foundations. But it can’t always be about foundations. We need to do a better job telling the story to individuals that we need their support as well — that the ticket price alone does not cover the cost of creating an exhibition or production.”



A midday visit during the Day of Giving last October found The Pittsburgh Foundation’s downtown headquarters in a state of relative calm. There was no incessant ringing of telephones — no apparent evidence whatsoever to suggest the high volume of gifts that were being made every minute by donors across the region who, by midnight, would total 13,643. With all donations being made online that day, computers, servers and specially designed software did the heavy lifting.

Few technical glitches occurred over the course of the day, and the online donation process was straightforward enough that most donors navigated it without the need for assistance. The few calls received were often from donors looking for help in correcting an error, such as fixing an incorrect credit card number or address they entered by mistake.

For foundation staff and participating nonprofits, preparation for the Day of Giving began about six months earlier. The work ranged from getting nonprofits ready to make the most of the daylong fundraising campaign to running some 7,000 test transactions to identify any bugs in the on-line donation system and resolve them in order to lessen the chances of experiencing technical problems during the critical 24-hour period of giving.





Months earlier, for example, The Pittsburgh Foundation hosted more than 30 classes on the use of social media and other tools to enhance nonprofits' marketing skills, reach prospective donors and promote the Day of Giving.

"This is not traditional advertising," says Kelly Uranker, The Pittsburgh Foundation Philanthropic Resource Manager. "The nonprofits don't buy ads or take billboards. They do it through social media. They do timely and creative things around the time with Facebook and Twitter. They send email blasts. They encourage board members and donors to post on their own Facebook pages and through their own networks that this is the day to give. It works. But you have to train people. What we do is train them to market themselves."

One unanticipated benefit of the Day of Giving is that it has emerged as an event that manages to rally the community around the notion of giving, typically becoming the topic of widespread emails, social media banter and even boardroom discussions as the hour to give nears, as well as throughout the donation period.

"For us, the build-up of anticipation for the day has been our most successful urgent call for funding, particularly for our on-line donors and our social media friends," says The Women's Center and Shelter's Barbara Nicholas. "Working to engage people who act as advocates in the social media world can be challenging. We put a lot of effort into driving traffic to our website. And nothing works better than a call to action."

An additional incentive for donors to give is the opportunity to maximize their gifts with the help of substantial matching funds, which are awarded on a prorated basis to every nonprofit that receives donations. In 2011, the pool of matching funds grew 30 percent to a record \$750,000 in Allegheny County. The Pittsburgh Foundation contributed \$500,000 to the matching fund pool. The Foundation's Jack G. Buncher Charitable Fund, The Buhl Foundation, The Heinz Endowments and the Leonard C. Grasso Charitable Foundation contributed additional dollars.

In Westmoreland County, charitable organizations were able to draw from \$100,000 in matching funds. The Pittsburgh Foundation and the Community Foundation of Westmoreland County merged in 2010, extending the Day of Giving to Allegheny County's eastern neighbor.

The dollar-for-dollar match gave Allegheny County nonprofits an additional 14.5 cents for every dollar in donations they raised during the Day of Giving. Nonprofits in Westmoreland County received 23 cents on the dollar.

No nonprofit welcomed such contributions more than North Hills Community Outreach, an interfaith organization whose staff and cadre of volunteers work to meet the needs of people in crisis, hardship and poverty. Individual donors account for half of the nonprofit's annual revenue, greatly influencing its capacity to provide food, utility assistance, emergency response and other services to people in need — services that are in particularly high demand in the wake of sharp state funding cuts that have frayed Pennsylvania's social safety net.

The North Hills nonprofit received \$41,295 from individual donors during 2011 Day of Giving, compared to \$16,080 it raised the previous year. It also received nearly \$6,000 in matching funds. "We have a double whammy in bad economic times," says Fay Morgan, Executive Director. "More people are coming for help. We had 845 more families in 2010–2011 than we did the previous year. And we have fewer people who are able to help. Several people who have donated in the past have since lost their jobs.

"The Day of Giving might be an important day for organizations that don't have a lot of individual givers. It's an extremely important day for us." ■



## STRENGTHENING LOCAL NEWS

Since the rise of television in the late 1940s, media watchers have predicted the death of the American newspaper industry. Somehow, the ink-stained era survived, adapted and continued to raise the bar for journalists across the world. Since the recession of 2000-2001, however, the industry has seen a relentless decline, with advertisers fleeing for more targeted audiences and newspaper closures and layoffs meriting ever smaller headlines.

What remains is an industry of decreasing relevance and a question of increasing importance: Who and what will pick up the banner of journalism so that American citizens have the information they need in order for our democracy to properly function?

In Pittsburgh, The Pittsburgh Foundation has taken the lead in trying to find answers to that question, creating and/or supporting an array of ambitious initiatives. They include: PublicSource, which is a new, foundation-supported nonprofit dedicated to investigative journalism (operating as part of Pittsburgh Filmmakers); Essential Public Media and its affiliate Essential Public Radio (90.5 WESA as of August 10, 2012), which, with a new National Public Radio and local news format, has replaced WDUQ; and a variety of on-line information products designed to cover nonprofit news, increase awareness of local nonprofits and boost financial support for them.

“We’re trying a variety of different things, and we’ll see how they work together,” said Grant Oliphant, President and CEO of The Pittsburgh Foundation. “All across the country, communities like ours are seeing this slow hollowing out of journalistic capacity. Some see it in newspapers closing, others in newsroom staff being laid off. We’re mindful of that, as a community foundation — so much of our work depends on there being an informed citizenry that has the information it needs to be engaged in civic life.

“So we began looking at this problem when we did our strategic plan three and a half years ago. At the same time, the Knight Foundation was working with community foundations across the country to support experiments in a whole bunch of different communities and seeing what bubbled up. We were delighted to receive one of their grants for Public Source. We’re very interested in making sure there continues to be investigative and explanatory journalism. This won’t be the whole solution to the problem, but it will at least add some depth.

“The issue of WDUQ came up, and it was a fascinating journey. The conversation among the foundation community was that funders were particularly interested in addressing the same issue — the news deficit. And that’s ultimately what emerged.


“Essential Public Radio was opportunistic; Public Source was very deliberate. But we see these two as connected experiments. Currently, they’re housed separately. Maybe one day they’ll be housed together. They’re two separate approaches to the same problem. What will emerge is a variety of sources trying to take this on, and I think that’s really healthy.”





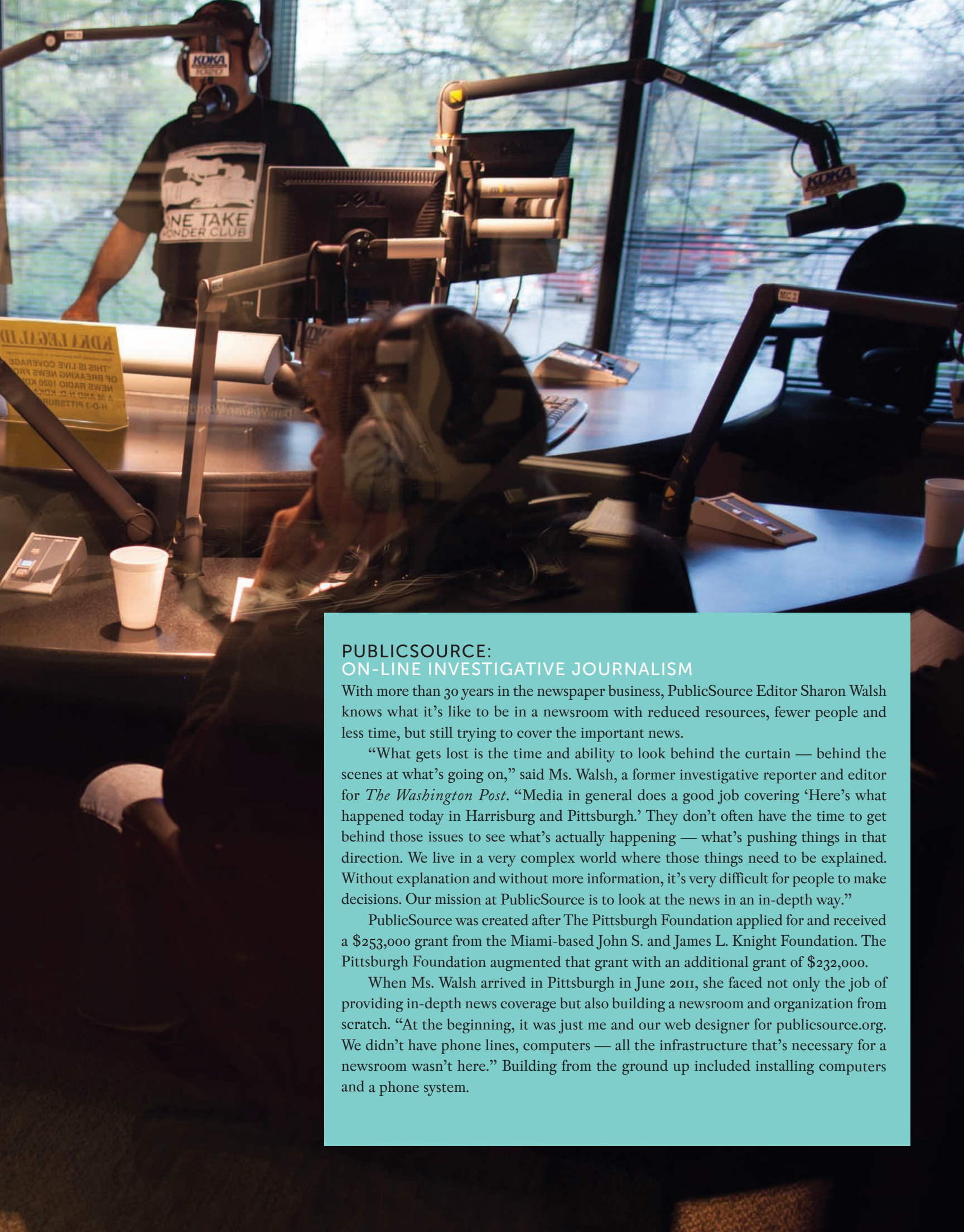




A woman with short blonde hair, wearing a blue top and a headset, is seated at a radio broadcast desk. She is looking towards the right. The desk is equipped with a large professional microphone on a boom arm, a computer monitor displaying a software interface, and two white disposable cups. The background shows a window with a view of a city building. The lighting is warm and focused on the desk area.

**"MEDIA IN GENERAL DOES A GOOD JOB COVERING 'HERE'S WHAT HAPPENED TODAY IN HARRISBURG AND PITTSBURGH.' THEY DON'T OFTEN HAVE THE TIME TO GET BEHIND THOSE ISSUES TO SEE WHAT'S ACTUALLY HAPPENING — WHAT'S PUSHING THINGS IN THAT DIRECTION."** Sharon Walsh





## PUBLICSOURCE: ON-LINE INVESTIGATIVE JOURNALISM

With more than 30 years in the newspaper business, PublicSource Editor Sharon Walsh knows what it's like to be in a newsroom with reduced resources, fewer people and less time, but still trying to cover the important news.

"What gets lost is the time and ability to look behind the curtain — behind the scenes at what's going on," said Ms. Walsh, a former investigative reporter and editor for *The Washington Post*. "Media in general does a good job covering 'Here's what happened today in Harrisburg and Pittsburgh.' They don't often have the time to get behind those issues to see what's actually happening — what's pushing things in that direction. We live in a very complex world where those things need to be explained. Without explanation and without more information, it's very difficult for people to make decisions. Our mission at PublicSource is to look at the news in an in-depth way."

PublicSource was created after The Pittsburgh Foundation applied for and received a \$253,000 grant from the Miami-based John S. and James L. Knight Foundation. The Pittsburgh Foundation augmented that grant with an additional grant of \$232,000.

When Ms. Walsh arrived in Pittsburgh in June 2011, she faced not only the job of providing in-depth news coverage but also building a newsroom and organization from scratch. "At the beginning, it was just me and our web designer for [publicsource.org](http://publicsource.org). We didn't have phone lines, computers — all the infrastructure that's necessary for a newsroom wasn't here." Building from the ground up included installing computers and a phone system.



At the same time, she was working with local foundations on budgets and with planning the kind of news to feature on publicsource.org. “There were many nights of lying awake thinking, ‘This is really exciting, but when will I be able to slow down and enjoy it?’ And the answer is, not yet.”

As Mr. Oliphant said, it’s an era of experimentation, and initially PublicSource sought to work exclusively with freelancers. With her experience in investigative reporting, Ms. Walsh was concerned that relying on busy freelancers for in-depth stories and the just-as-important follow-up stories might not work. After a few months on the freelance route, she and others agreed that, for the kind of journalism they wanted to produce, they’d need full-time staff reporters. The Heinz Endowments and the Richard King Mellon Foundation contributed money to help fund full-time reporters, and Ms. Walsh set to work finding them. With part of its mission being teaching the journalists of tomorrow, Ms. Walsh has built a team of veteran and young journalists, five in all. She has one more hire to make, but before she does, she’s evaluating how the current team fits together and what other skills will be needed to complement what they already have.

“There are some key and obvious issues to cover in Pittsburgh,” explained Ms. Walsh. Environment is one, with the natural gas issues; so is health, state and local politics and policies, and education. It’s a matter of news judgment. What can we look at that will give people new information they don’t already have?”

For example, prior to the start of the Sandusky trial, PublicSource looked at the issue of sexual abuse in schools through the vehicle of a case involving a coach and teacher in a local high school. “We looked at how that case would have played out in the light of the recently proposed changes in the law — how would those changes affect that case and others that would arise? I think that’s our value. We can look more broadly at things, because people aren’t looking to us to cover what’s happening today.”

She’s also been in close contact with similar news non-profits that have begun sprouting across the country, asking their advice on what has worked and what hasn’t. “Every day, we come in and say, ‘How can we make a difference to this community?’ We’re still so new — we weren’t up and running until early November — and we’re still finding our way.”

PublicSource was started at about the same time that WDUQ was being purchased and turned into a local news and NPR station. So a natural partnership began that has benefitted both. PublicSource also has a number of other partners, including the *Post-Gazette*, the *City Paper* and the *New Pittsburgh Courier*, where PublicSource stories can appear. “The big issue with print,” Ms. Walsh said, “is that



we tend to write long-form journalism. And newsprint and space get ever more precious. So we get them to connect to us and see our stories on-line.”

PublicSource’s first major multi-media collaboration was in the spring of 2012, and it’s a model Ms. Walsh will reuse. The series on veterans returning to Pennsylvania was coordinated by PublicSource, but a variety of news organizations did their own separate stories in the same week, drawing greater attention to the issue in aggregate than any of the stories would have alone.

Developing such collaboration is new ground and a learning process for everyone involved, Ms. Walsh said. “Let’s face it, media organizations are used to competing, not collaborating. But I think when we all saw the results, everyone was very happy. And it’s not over yet. We’ll continue that coverage.”

Getting the word out is another challenge, and currently Ms. Walsh is working on an advertising campaign including ads on bus shelters, web sites and radio stations. “We’re using social media as much as possible to get our stories out, and we’re working on having some community events and activities — we’re trying everything to see what works.”



## ESSENTIAL PUBLIC MEDIA EXPANDS BROADCASTING LOCAL NEWS

By the time it was announced in early 2010 that Duquesne University would sell radio station WDUQ, a smaller station across town had undergone a remarkable evolution. WYEP had changed from “a scrappy, little college radio station,” said WYEP Board Chairman Marco Cardamone, “into a pretty interesting public radio source in Pittsburgh.” WYEP had finished a successful capital campaign in 2005 and moved into the first green radio station in 2008-2009. The question for WYEP was: What’s next?”

The news that WDUQ was for sale “was a shocker,” Mr. Cardamone said. “We, like everybody, else got very concerned. There were rumors we’d lose the station to a non-Pittsburgh broadcaster. We said, ‘Wow, let’s do whatever we can to support the management team.’” The management group was the obvious group to buy and continue running the largest public radio station in the city, and the station with the strongest signal. WYEP called and offered support.

The next six months brought, as Mr. Cardamone said, “twists and turns of all sorts. Nowhere in our imagination did we ever think there would be an opportunity for us to be a player in helping save DUQ and transform it into a new news format.”

Yet that’s exactly what happened. Local foundations had conversations with numerous groups, including WQED, and when the dust settled, it was clear to them that the jazz format wouldn’t be sustainable if no longer subsidized by Duquesne.

**“WE FELT THERE WAS A HUGE OPPORTUNITY TO BRING NPR-STYLE RADIO JOURNALISM TO THIS COMMUNITY— SHINING THE SPOTLIGHT ON STORIES THAT HAVEN’T BEEN TOLD, AND INVOLVING THE COMMUNITY IN SOURCING THOSE STORIES.”** Marco Cardamone

Though The Pittsburgh Foundation was seminal in creating PublicSource, Ms. Walsh emphasized that PublicSource is strictly independent in the stories it chooses and executes. “We wouldn’t exist without The Pittsburgh Foundation. This was an area they wanted to help develop and it’s a central issue in our democracy today, with the ever-growing difficulties in the media world. This is a new foray into getting information to people who need it. As someone who’s been a journalist my whole life, it’s exciting and challenging. I wanted to be part of the future of journalism, and I think this is the future.”

In that light, the management-led effort did not appear viable. What was needed was a different business plan, and Mr. Cardamone and WYEP decided to get involved.

“We had a very strong balance sheet, and nice cash positions,” he said. “We owned our building with no debt. And we had the ambition and aspiration and the shared vision. We were one of only two of the top 50 markets in the country that didn’t have an all-news, NPR station. We decided that’s what we would do.

“We felt there was a huge opportunity to bring NPR-style radio journalism to this community — shining the spotlight on stories that haven’t been told, and involving the community in sourcing those stories. We got very excited, and the foundations got excited. With the foundations being interested in supporting a pure investigative style of journalism in PublicSource, we felt that we could work together with PublicSource over time. That was the vision.”



They hammered out a plan with help from the Public Media Company — also known as Public Radio Capital — whose mission is to help save public radio stations as their licenses are spun off and put up for sale. Talks began with local foundations and with Duquesne. WYEP made a preliminary bid and, in late December of 2010, an official bid. Local foundations had been kept abreast but had not made firm commitments. In January 2011, Duquesne announced they would accept the WYEP bid, giving the station three months to pull together \$6 million. It worked, with support from the Richard King Mellon Foundation, the Heinz Endowments, The Pittsburgh Foundation and the Fisher Fund of The Pittsburgh Foundation.

Essential Public Media and Essential Public Radio (90.5 WESA as of August 10, 2012) would become reality. The next

is there, that we can satisfy it and that it's sustainable. I think it's three to five years to get to where we need to be. We just have to keep executing and not burning too much resource."

Mr. Cardamone described the \$500,000 in support from The Pittsburgh Foundation "critical" and added, "I don't think we could have done it without them. They really gave us two kinds of support — monetary and intellectual capital. Grant Oliphant and Jeanne Pearlman were so much a part of the behind-the-scenes vision making — as were Scott Izzo and Bobby Vagt. But Grant, in particular, had a real passion for journalism. He was there from day one, before we were at the table, and he played a very important role with the other foundations and helping us navigate all the ups and downs."



challenge was to build the station they'd planned. A consultant from the Pew Center for Excellence in Journalism came to Pittsburgh and helped them devise editorial policies — ensuring a clear distinction between the journalism and the organization — and keeping the underwriting separate.

"There've been lots of rough patches," Mr. Cardamone said. "I expected risk in building out the organization and getting the editorial talent, but the team has done a phenomenal job." Essential Public Radio now has five full-time staff reporters and five paid student "fellowship" reporters.

"The surprises came in terms of audience growth; it's not as robust as we want. We lost audience in the 18-month transition process, once Duquesne announced the change. And we were predicating lots of our modeling on numbers prior to that. When a license moves from one owner to another, that impacts momentum. And when you change the format also, it's sort of a double whammy. We have to take the long view — that the need

## PITTSBURGH FOUNDATION ON-LINE INITIATIVES

A third piece of The Pittsburgh Foundation's efforts to bolster news and information in the region focuses on the community's nonprofits. For the past several years, The Pittsburgh Foundation has been creating various communications platforms to help nonprofits, by promoting their missions, showing community need, and showing the programs that nonprofits are using to meet the needs.

"It's happening at a time of funding cuts at local, state and federal levels," said John Ellis, Vice President of Communications. "Resources are scarcer than they used to be, and needs are often much greater, especially in the realm of human services. We want people to understand what's happening in the nonprofit community and hopefully to make decisions on how they want to support those nonprofits."



Two years ago, The Pittsburgh Foundation launched Pittsburgh on Video (POV) as an on-line community video site using technology called MIRO — built by the Participatory Culture Foundation in Boston. “They approached us and asked if we would take the technology and be a model,” said Christopher Whitlatch, Manager of Marketing and Communications.

The site is, essentially, a mini You Tube for Pittsburgh, attracting videos by or about Pittsburghers. To kick start the video site, The Pittsburgh Foundation distributed flip cameras to its nonprofit grantees so they could capture the stories of their organizations and put them up on the site. So far, POV, has more than 6,000 videos and about 150 nonprofit partners telling their stories.

stories in either or both ways, depending on their preference. As Mr. Whitlatch said, “Hopefully nonprofits will continue to embrace story-telling as part of their normal activities. And as they do that, we’ll see all three areas continue to grow.”

The nonprofits are getting used to taking advantage of these new tools, especially around the Day of Giving. And as they get a better sense of what’s available to them, they carry the story-telling on into the rest of the year. At the same time, The Pittsburgh Foundation has become a national model for developing story-telling tools and opportunities.

“Part of our culture here is to look at innovative ways to improve and enhance philanthropy in our community,” Mr. Whitlatch said. “That culture allows us to push new ideas forward more quickly than others can. We don’t wait to see what



Next, in May of 2011, The Pittsburgh Foundation launched “Unsung,” an online nonprofit news magazine show that reports nonprofit news and events that tend not to get covered in the traditional news media. A new show “airs” on POV every other Monday, and so far 30 12-minute episodes have been produced.

“We rely on the nonprofits to provide most of the stories,” Mr. Whitlatch said. “The host is a local blogger, and the audience is growing on a regular basis. We’re getting slicker every week.” In fact, “Unsung” was honored with the Wilmer Shields Rich Silver Award by the Council on Foundations.

Finally, to complement the video story-telling of POV and “Unsung,” Foundation staff felt they needed to offer a platform for written stories about nonprofits as well. So in December of 2011, The Pittsburgh Foundation launched “Tell Me More.” The web site is receiving more video stories than written stories at this point, but having both allows nonprofits to tell their

others are doing — we apply our own thinking and ideas and innovations.”

It’s difficult to tell with certainty how much these new communications are reaching their ultimate goal of more community support for nonprofits. One possible way of gauging the success, however, is through Pittsburgh Gives. In 2009, it’s first year, Pittsburgh Gives raised \$1.7 million. The next year, it raised more than \$3 million, and in 2011, the number more than doubled to \$6.4 million.

“To me, that shows that nonprofits are embracing these new tools and getting better at telling their stories and reaching new people,” said Mr. Whitlatch. “And it shows that there is a larger awareness of the nonprofits in the community. The nonprofits drive this — we don’t.” ■

Above: Members of HealthyArtists.org talk on POV about their work and struggles resulting from inadequate healthcare.



Photo: View of the Shenango Coke Plant.



## THE BREATHE PROJECT: CLEANING THE REGION'S AIR

From the inception of its Environment program 14 years ago, The Heinz Endowments recognized the importance of improving regional air quality and dedicated considerable resources to that end. However, when Pittsburgh began appearing at or near the bottom in various national air quality rankings, the Endowments assessed the situation and found that their efforts had not made the difference they'd sought.

"We had to decide whether to fish or cut bait," said Douglas Root, Director of Communications at the Endowments. In the fall issue of its "h" magazine, the Endowments laid out the situation and committed to do more, though it didn't say what. Later that fall, Bobby Vagt was announced as the Endowments' new President, and Mr. Vagt brought a scientific bearing to the issue, including an evaluation of the current science and where it would be in the future.

"A decision was made," Mr. Root recalled, "that this is still really important. What is the point of all the other grantmaking if we're in an environment that's considered unhealthy? It's a basic quality of life measure, and we wouldn't be The Heinz Endowments if we weren't addressing it."

By the end of 2009, planning began, and, by spring of 2011, what would become known as the Breathe Project was under way, with the first grants approved to seed research to chart what improvement in air quality would look like. The formal launch was Oct. 11, 2011, and it laid out the goal: clean the region's air.

The Heinz Endowments has instituted broad measures of what cleaning the air should mean, but refining that question and determining a timeline for doing it will be the province of a leadership group that held its first meeting in July. This group will be the face for the overall Breathe Project Coalition, Mr. Vagt said. "They'll be supporters and advocates of the initiatives to improve air quality. Second — in this day and age of metrics, they will decide on benchmarks, goals and objectives. For instance 'We'd like to reduce particulate emissions by X.' They'll also probably recommend additional monitoring, and we'll be the funder of that."



In order to make its determinations, the leadership group will assess the best scientific evidence. They'll also communicate their findings and goals to, as Mr. Root said, "the audiences that most need to hear them: the faith community, government sector, business community — including big, emitting industries — and the medical research and university communities. There's a slice of solutions that each sector will be required to deliver on to meet those goals, and we're looking for active participation on the part of each sector. On the standards, we want to be as specific as possible, so we don't run into a similar situation after 10 years of grantmaking — knowing there's been decent improvement but not to the degree we'd hoped."

Before the project began, recognition that Pittsburgh even had an air quality problem was limited. "When people look out their windows and see a clear sky, it's much harder for them to get their arms around the idea that there's a problem with what they're breathing," Mr. Root said. "Pittsburgh is a wonderfully livable city; there are many aspects that are downright healthful. Pittsburgh has received a lot of really good press about its achievements in green building and sustainable development. So it's really hard to pass along a message saying we have a really serious health problem."

Getting that message out, however, was a critical early step for the Breathe Project, and the public's embrace of the message exceeded expectations at the Endowments.

Surveys indicated that the first wave of messaging raised awareness 15–20 points among the leadership group surveyed, which already had strong awareness of the problem but also among local citizens, who had started with very low recognition of the problem. "We focus on the fact that we, as a region, have a huge amount of power over what our air quality is going to look like," Mr. Root said. "As opposed to the assumption that we're powerless because all the pollution is blowing in from Midwestern power plants."

A second wave of messaging will move "from awareness of the problem to awareness of what the solutions might be," said Caren Glotfelty, Director of Environment Programs at The Heinz Endowments. "We'll try to get commitments from all levels of society and the region to solving the air quality problem."

A number of regions across the country have made significant progress in improving their air quality and will be used as models in the Breathe Project, but especially Chattanooga and Houston. "Chattanooga has a similar industrial heritage to Pittsburgh," Ms. Glotfelty said. "Back in the late '80s and early '90s, the Department of Housing and Urban Development called it the dirtiest city in the country, and Walter Cronkite announced this on prime time. It was very embarrassing, and Chattanooga said, 'We are going to do what it takes to get rid of that title.' The newspaper took a leadership role. The business community took leadership role. And they've improved their air quality."

Houston's improvements were catalyzed by Toyota's 2003 decision not to build an \$800 million plant there because of Houston's air quality. Similarly, the U.S. Department of Transportation was threatening to withhold highway dollars for Houston because of air quality problems.

"When Mayor William White got into office, he took a really strong position," Ms. Glotfelty said. "He came out of the business community and had been in conversations with the Greater Houston partnership, which is similar to our Allegheny Conference. They've improved their air quality a lot, and they're not resting on their laurels." Mr. White attended the first meeting of the Breathe Project leadership group in July.







In order to make the best use of their differing strengths, The Heinz Endowments and The Pittsburgh Foundation have formed a strong partnership to carry the Breathe Project forward. “A region’s community foundation has a much richer, deeper connection with individuals who are in a position to make a difference,” Mr. Root said. “The community foundation has an infrastructure set up to help on a variety of fronts, including getting messages out. They’re ahead of the curve using social media and networking for their issues but also for us. They’re a great partner.”

So far, The Heinz Endowments has made grants totaling about \$2 million to The Pittsburgh Foundation. The first is to create The Clean Air Fund at The Pittsburgh Foundation in order to create a mechanism by which other foundations, organizations and individuals can contribute to the Breathe Project and the overall goal of improving Pittsburgh’s air quality. A second grant helps give The Heinz Endowments more flexibility in timing and spending on consultants, grants, media and other matters.

The Pittsburgh Foundation, which is a Breathe Project Coalition partner, also is getting involved from a strategic standpoint with the new Voices of Youth project, which will encourage young people to become engaged in improving air quality. Grant Oliphant, The Pittsburgh Foundation President and CEO is among just over 20 people who will serve on the Breathe Project’s leadership group.

“Overarching all of those things is the fact that The Pittsburgh Foundation has long been committed to improving the environment and health of the region,” Mr. Vagt said. “This is a continuation of work that The Heinz Endowments has done and also a continuation of work The Pittsburgh Foundation has done.”

The monitoring of air quality will continue on a broad front by many groups, Mr. Vagt said. “A principal measure we’d like to figure out is calculating the effect of the things that are going on in the region. If the Port Authority switched to natural gas busses, what would that mean? Or if all the drilling went to natural gas rigs. Our primary counting will be on things with which we’re engaged.”

Pittsburgh’s institutions and companies have made a strong commitment to the project, Ms. Glotfelty said. “I’ve been really amazed at how many companies in particular have come on board, identifying themselves as being members of the Breathe Project Coalition. Every week, we get five more. If that’s any indication of how successful we’re going to be, it’s beyond what I would have imagined.”

As to how cleaning the region’s air will affect the economy, Mr. Vagt said, “The simplistic answer comes in two or three pieces. Clean air is an important lifestyle and quality of life issue — in terms of where people are going to want to live. Second, there are wonderful ways in which what’s good for the environment is good for the economy — and vice versa. That’s just serendipity — doing things that are protective of the environment tend to benefit the bottom line as well. Third, we’ve given a grant to Rand to evaluate and assess the economic question. We’re trying to become more specific and more precise. There are lots of reasons to believe that most of the people in this region care about the health and well-being not only of their own family, but of friends and neighbors as well. To the extent that it inures to the common good, that’s good for the economy.

“At the end of three years, we’ll give ourselves a report card. What’s happened? It doesn’t mean you’re going to quit if you haven’t made it. Maybe it means you have to try harder. Probably we won’t see a whole lot in the first or second year, but we’ll give ourselves a good look at the end of year three.”

Mr. Vagt referred to the region’s history of dramatic progress in the 1940s cleaning regional air. “This is not the first time that this kind of coalition has been put together to meet the challenges of this very problem. We are determined that the results will be no less impressive.” ■



## FULLFILLING THE PROMISE

For The Pittsburgh Promise, the spring of 2012 was a time of great celebration that took place over many days and in many venues. What some said couldn't be done had been done. The first class of Promise Scholars graduated from college.

In all, some 600 students from the original high school class of 2008 have graduated — nearly 400 from four-year colleges and 200 from two-year schools. As Pittsburgh Promise Executive Director Saleem Ghubril said, "We'll never again have a first class of graduates. So we planned a season of celebrations, all aligned with our mission and strategic goals."

First, came a two-day community service event in which 900 students worked for 25 different nonprofits across Allegheny County. "It's important to not only help them get to college but to say 'thank you Pittsburgh for investing in me,'" Mr. Ghubril explained. Then there was a two-day career launch event. Sixty local companies from large to small spent two days with 150 Promise Scholars, exchanging business cards and resumes and having workshops and panel discussions.





“We want to turn it from a transaction to a connection,” Mr. Ghubril said, “where faces and names, as well as stories were exchanged — and therefore a more memorable meeting. We hope our students will not only complete their education but complete the circle by returning to join the local work force.”

There followed a major gala, attended by 500 people representing leadership from the corporate, civic, philanthropic and government sectors. Sasha Heinz was the keynote speaker, and five Pittsburgh companies which had given \$1 million or more to the Promise were recognized with special scholarships named after each: UPMC, Highmark, PNC, BNY Mellon and Giant Eagle.

“We’re trying to create a pipeline that results in employment with one of those companies,” Mr. Ghubril said. The idea is that, beginning in the senior year of high school, students who would be well-suited to a company are identified, internships during college are arranged, and hopefully a job offer follows at graduation.

Soon after the gala, Promise scholar and Penn State junior Wade Lipscomb wrote Mr. Ghubril an email: “It was a humbling experience to see all of the people who invested in my success and the success of the other Promise scholars. The Promise has made a huge impact on my life. I hope that one day my children can benefit from The Pittsburgh Promise.”

For Mr. Ghubril, the success and support manifested in the graduations and various celebrations is a game changer. “Right now it feels like there’s wind in our sails. The last four years, we’ve been making the case for the importance of the Promise for the vitality of the region. But we didn’t have anything to show for it. Now we have some specific, concrete, measureable results and outcomes. We’re gaining momentum, and the flywheel is beginning to move with a little less effort.”

The Pittsburgh Promise now has more than 3,200 students in college on scholarships. Those students are continuing in school at rates that are equal to or higher than national averages, according to independent studies. “The culture in the Pittsburgh Public Schools is becoming much more of a college-going culture, and the expectation is that we’ll graduate kids who are college ready,” Mr. Ghubril said. “If they choose not to go, that’s their choice; but we refuse to accept that they won’t be ready.”

“The excitement is palpable. Pittsburgh Schools Superintendent Linda Lane talks about wanting to reach the point where, if you asked all 4,000 employees, ‘What do you do at the public schools?’ they would answer: ‘We work to get kids Promise-ready.’ We’re not there yet. But there’s movement in that direction.”

On average about 50 percent of the graduating seniors at the Pittsburgh Public Schools become Promise scholars. But as Mr. Ghubril said, “It doesn’t mean the other 50 percent aren’t Promise-ready. Some are not (in order to be a Promise scholar, a student needs to have a grade point average of at least 2.5, with 90 percent or better attendance). Some have chosen to delay going to college. Some are going into the military. Some go to colleges outside Pennsylvania, so they’re not eligible. Some haven’t been in the district for the full four years, so they’re not eligible. Given that, I’m really pleased that 50 percent are Promise scholars.”

As to whether the Pittsburgh Promise is succeeding in bringing students and their families back to the City of Pittsburgh, Mr. Ghubril said that attendance numbers have stabilized in city high schools. “That’s where we had the free fall in previous years.” He pointed to the most recent American Community Survey, produced by the U.S. Census Bureau that shows that overall city population has grown in the past two years — the first time in nearly 50 years.

The Promise was created at The Pittsburgh Foundation when, in 2007, UPMC laid down the gauntlet and offered \$100 million in scholarship money for city school graduates over 10 years if the region could raise \$150 million for the Promise in the same period.

Given that the economy fell into the deepest recession in 80 years shortly after fundraising efforts began, raising the local match has been a labor of near-Herculean proportions.

Still, the Promise is well on the way to meeting its goal. “We announced at the gala, we’re at the \$160 million mark of a \$250 million campaign,” Mr. Ghubril said. “We have \$100 million from UPMC and \$60 million pledged or given from other sources. So we still have a hefty \$90 million to go, but thankfully have until 2018 to get there.”

It does feel like it’s getting easier to make the pitch. We’re going from — ‘Here’s the Promise: it’s audacious; it’s expensive, and we have nothing to show for it’ — to ‘Here’s the Promise: it’s audacious; it’s expensive; and here’s what we have to show for it.’ Our success makes it a little less risky. We have either silenced or are silencing our early critics.

“I can’t overstate the importance of UPMC to the success of this campaign. To say that, without them we couldn’t do this, would be the understatement of the century.” ■

Left: Pittsburgh Promise graduate Zahara Williams is among the first Promise Scholars to graduate from a four-year school.

## 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 2011, 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 grantmaking 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](http://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





# DONORS

There are many reasons for creating a fund at The Pittsburgh Foundation. The motivation of each donor is different, but the outcome is the same. Our donors continue the legacy of generosity and caring that are hallmarks of our community

## ONE MAN'S GIFT

### WILLIAM S. DIETRICH II

Last fall, one of the great stories in the long philanthropic history of Pittsburgh unfolded. At age 72,

William S. Dietrich II was nearing the end of his battle with gallbladder cancer. He had carefully laid dramatic plans for Pittsburgh philanthropy, but very few people knew about them. Mr. Dietrich had planned to unveil them posthumously.

However, leaders of the biggest beneficiary-to-be of Mr. Dietrich's largesse, Carnegie Mellon University, asked their benefactor to consider going public early. Doing so, they reasoned, would help the institutions receiving those gifts by drawing more public attention to the institutions and, perhaps, leading other possible benefactors to follow suit in years to come.

A private man by nature, Bill Dietrich agreed to go public, and in September and October — the last months of his life — he made public appearances, and he and his colleagues announced gifts to 15 institutions amounting to an estimated value of \$500 million.

Mr. Dietrich's generosity included gifts of funds valued at \$250 million to CMU and \$125 million to the University of Pittsburgh — both among the top 10 gifts ever given to American colleges. The Pittsburgh Foundation received gifts valued at \$18 million in all, of which \$2.5 million is earmarked for the creation of the Dietrich Foundation Conneaut Lake, Pa. Fund, \$5 million is for the establishment of the Dietrich Foundation Greenville, Pa. Fund, and more than \$10 million is directed toward the highest-priority community needs in Pittsburgh.

"It's a tremendous amount of money," said Yvonne Maher, Vice President for Development and Donor Services at The Pittsburgh Foundation. "It's what he amassed during his lifetime, and he committed all of it to philanthropy."

Mark Laskow is Chairman of the recently formed Dietrich Foundation, and he said that, though the gifts became widely known only last fall, "It's important to realize that he made these gifts back in 1996 when he was in his fifties and had plenty of time ahead of him to enjoy the money. Before Dietrich Industries was sold, he transferred all of it to his charitable trusts. It really was a dedication of his life's work to philanthropy.

"After the sale of Dietrich Industries, Bill went through a transition with the company that bought his company — to make sure they were in good shape and got what they paid for. But he immediately turned his every day work to managing the charitable trusts. He travelled the world to do this, and at his age, he travelled coach because he wanted to save



money for charitable purposes. These weren't short flights — they were flights to Beijing and around the world. I could be in any airport and see this impeccably starched figure walking down the concourse — and it would be Bill.

“The investment relationships he built would be very hard to replicate — most institutions couldn't do it on their own. So the gift isn't just the cash; it's the work and relationships that Bill built over the years. A lot of these investment funds, you can't just get in. And today, it's a prize for a new fund if they can get the Dietrich Foundation to invest — so the Foundation has its pick of the best.”

Mr. Dietrich was a member of The Pittsburgh Foundation's Investment Committee for three years before he died, and, aside from offering astute advice, he got to know and came to believe strongly in the Foundation's mission.

“Bill had a high degree of confidence in the idea of The Pittsburgh Foundation,” said Ed Grefenstette, President, CEO and CIO of the Dietrich Foundation. “He liked the concept of building a community-focused organization that was always going to be thinking about the best return opportunities for each charitable dollar.”

The way that gifts from the Dietrich Foundation work are relatively unusual among charitable gifts, but they reflect his confidence in the team he put in place to deliver superior investment returns over time. Each year, a portion of the Dietrich Foundation's net assets will be distributed among the 15 designated beneficiaries, according to a percentage assigned to each. The gift to The Pittsburgh Foundation is generally described as valued at \$18 million. It is not a lump sum gift, however. Rather, \$18 million is the estimated present value of the Pittsburgh Foundation's “share” of the Dietrich Foundation's current \$500 million in assets, which will be distributed over time.

For instance, The Pittsburgh Foundation gets a total of 3.625 percent of the money distributed by the Dietrich Foundation each year to support Mr. Dietrich's three funds at the organization. Of this, 2.125 percent is to The Pittsburgh Foundation for unrestricted grants to priority needs in the community. The other two Dietrich funds were set up to benefit Conneaut Lake (where Dietrich spent his boyhood) and Greenville (where his father grew up). Conneaut Lake and Greenville get 0.5 percent and 1.0 percent shares, respectively, of the amount of money distributed annually by the Dietrich Foundation.

**“BILL WOULD SAY THAT HE ALSO WOULD HOPE THAT HIS GIFT TO THE PITTSBURGH FOUNDATION WOULD RAISE AWARENESS OF THE PITTSBURGH FOUNDATION AND DRAW OTHERS TO DO THE SAME.”** Ed Grefenstette



To get an idea of what this will mean for The Pittsburgh Foundation on an annual basis, we can assume a three percent annual distribution from the Dietrich Foundation's \$500 million assets. That would mean that \$15 million would be distributed annually, and that, according to their percentages, The Pittsburgh Foundation would receive \$318,750 and the Conneaut Lake and Greenville funds would receive \$75,000 and \$150,000, respectively, on an annual basis, and from these funds between 5 and 7 percent would be distributed.

The Dietrich Foundation grants were set up in this manner in order to allow the charitable recipients to continue to benefit over time from the investment relationships Bill Dietrich built and the overall investment prowess of the Dietrich Foundation. The idea is to grow total Dietrich Foundation assets over time — in real terms, after adjusting for inflation.

Like the man himself, his Foundation is set up with a view to the long term and how to benefit Pittsburgh and its citizens in the greatest possible way.

## DONORS

## LIVELIKELOU.ORG

As bad days go, it was the worst for Neil and Suzanne Alexander: They received the diagnosis that Neil had Amyotrophic Lateral Sclerosis (ALS). Better known as Lou Gehrig's Disease, it is typically a death sentence in relatively few years.

Yet, the most remarkable thing about that day was their resilience in facing it. After receiving the diagnosis, Neil looked at the doctor and said, "What do we do now?" The response was, "I tell people, 'Do what you love.'" As Neil recalled, "In that one sentence, I was told there was nothing we could do. Not only is there no cure, there's no effective treatment whatsoever. My wife and I said, 'You watch; there's plenty we can do.'"

In the next few days, they noticed the depth of support they were receiving from their family and community. They also realized things could be a lot worse. "We're not wealthy, but we're fortunate enough to have good insurance," Neil said. "And we're not alone." They counted their blessings and thought of the people with ALS who didn't have what they have. Then a friend wisely told the Alexanders that their young children "are watching...and they will react to Neils's diagnosis in the same manner as their parents. If their parents are fearful and sad, they will be fearful and sad. If they have courage and are productive, the kids will be too." So the Alexanders decided to act.

Neil is Director of Corporate Services with leading financial management firm, Hefren Tillotson, which has a close relationship with The Pittsburgh Foundation. When the Alexanders told their story to the Foundation, Neil recalled, "They immediately got it, and within five minutes, we decided to create a fund there to add structure and leverage the Foundation's services." In December, 2011, the fund became reality. Its threefold mission is to raise awareness of ALS, raise funds for patient care and research, and advocate for ALS progress at state and federal levels.

The first of their innovative fundraising ventures was to celebrate their 20th anniversary with an event at which they would renew their vows. Guests donated money to their newly established fund, LiveLikeLou.org to fight ALS. Suzanne suggested they name their fund to honor all that Lou Gehrig stood for, and their personal hopes to have an impact on ALS. With the support from The Pittsburgh Foundation, the Alexanders launched the fund complete with a full website including a personal blog, videos and news links. The site also includes a photo journal, supported by The Pittsburgh

**"WE HAVE CHOSEN NOT TO RUN FROM THIS. WE'RE MEETING IT HEAD ON AND CREATING NEW NORMALS AS WE GO. AND BY DOING THAT, WE TAKE ITS POWER AWAY FROM IT."** Neil Alexander



Foundation, by sports photographer Duane Rieder, who will document the changes in Neil's body throughout his progression with ALS.

"The fund has just taken off in an amazing way," Neil said. "We have \$300,000, which is tremendous in its own right. But most of it has come in \$100 and \$200 donations, which, I think, makes it even more impressive."

It's been a little over a year since Neil's diagnosis, and if you looked at the 46-year-old man, you wouldn't know he had a problem. His left arm, however, is down to 10 percent functioning, and his right arm is down to 40 percent. Time is precious, and the Alexanders are making the most of it. They've met with legislators, raised money (with much more expected), and he's been highlighted in numerous news stories. They've also made their first grant — \$20,000 to the ALS Association of Western Pennsylvania for patient care.

"That was all as a direct result of the help and support we've received from The Pittsburgh Foundation," Neil said. "From the moment we first met there has never been anything but extreme enthusiasm, support and facilitation in every way."



**"WE DON'T YET KNOW WHAT FORMS THIS REVITALIZATION OF EDUCATION WILL TAKE, BUT IT WILL BE AT THE INTERSECTION OF THE ARTS AND SCIENCE, OF READING AND WRITING, OF MAKING AND PLAYING—ALL THE THINGS THAT MAKE UP THE RICHNESS OF HUMAN LIFE."** Joe Ballay



## BALLAY FAMILY FUND

Joe and Sue Ballay had known about The Pittsburgh Foundation for years. They were interested to learn that there was a local foundation that would allow people to do charitable things without having to be multi-millionaires. "You could have an impact with thousands of dollars, not necessarily millions," Joe said. "I remember thinking, 'Now that's a fundamentally good idea.' Then some years later, when we were in a position to do this, the Foundation came to mind."

For most of Joe's professional life he was as a professor at Carnegie Mellon University, heading the School of Design for 15 years. He's also one of the founders of MAYA Design and is still one of its active leaders. After 30 years of Pittsburgh winters, he and Sue decided to relocate to Atlanta. But their thoughts have remained here. They started the Ballay Family Fund with a \$500,000 gift in 2011 and another \$500,000 in 2012, and they have a specific purpose in mind for their philanthropy.

"We want to change education — in an important way," Joe said. "We recognize there are patterns in the way things are developing in the world. The transformation to a digital society is only going to further expand. And our culture is becoming a world culture. Put those two movements together, and the education that grew up serving the farm community or the steel mill community isn't going to be relevant.

"We know there are a lot of others who are already working on this, but it's a big job and we want to be part of it. We want to facilitate change agents who deliver education in innovative, creative and cross-disciplinary ways."

The Ballays both come from families which valued education highly. "My father was the first in his family to get a degree," said Sue, "from the University of Kentucky — in engineering. He and Mom worked to raise three daughters to really value education and to seek it. Joe's family, from the early 1900's — their first days in this country — have believed that education is what changes people, helps them grow personally and be productive in their community."

At The Pittsburgh Foundation, the Ballays have found a partner to help them with their donor advised fund. They expect to make their first grant in 2013. "Not only have they been supportive but also very patient," Sue said. "They've helped us refine what we want our fund to do, and they've been open to being creative in grantmaking."

Joe called the Foundation's approach "evolution in the making. We started with a vague idea. They helped us sharpen it. All along, it has been a continual growth and refinement of what we're looking to do. And good things come from continual refinement."

Above: Sue and Joe Ballay

## DONORS

**"WE GAVE TO A NUMBER OF GROUPS BEFORE SETTING UP THE FUND, SO WE'RE NOT LACKING IN IDEAS OF WHAT WE WANT TO SUPPORT. OUR DONOR-ADVISED FUND WITH THE PITTSBURGH FOUNDATION, ENABLES US TO DO THIS."** Hans Fleischner



### HANS AND LESLIE FLEISCHNER FUND

Hans and Leslie Fleischner are not originally from Pittsburgh. Leslie came in 1958 from Eastern Pennsylvania to attend Carnegie Institute of Technology. Austrian by birth, Hans came in 1955 to work for U.S. Steel.

As Hans said, "When I came here in 1955, I didn't think I'd stay here for the rest of my life." Leslie added, "Pittsburgh does that to you."

Seven years ago, they decided to create the Hans and Leslie Fleischner Fund. "Basically, we decided that we've lived in Pittsburgh for many years, we've had a very good life here, and we've been involved in many things," said Hans. "It was time to set things up by which we could continue to contribute to organizations that interested us. We were familiar with The Pittsburgh Foundation. We have a number of friends who have funds here, and we thought it was a good thing to do."

The Fleischners set up a donor advised fund, which gives them the latitude and flexibility to choose the areas and non-profits they wish to support, in consultation with The Pittsburgh Foundation. "We have a very good relationship with the people at the Foundation," Hans said. "Once or twice a year, when I suggest sending something to this group or that group, it's been done promptly. They're very efficient, and things have gone very smoothly."

"Education and the arts are most important to us," Leslie said, adding that they are also supporting many other organizations in the Pittsburgh area. To date, the major educational grants from their fund have been to The Neighborhood Academy. They also participate in the Foundation's Day of Giving.

The Fleischners have added to their fund's initial gift, and their son and daughter-in-law, Christopher and Dawn Fleischner, also have started a fund. "Now, we're trying to get our grandchildren involved," Leslie said. "The kids need to be guided in the right direction. Our goal is for them to pick two nonprofits each that they want to support."



**"THE PITTSBURGH FOUNDATION HAS BEEN VERY HELPFUL TO US IN UNDERSTANDING WHAT THE ALTERNATIVES ARE... THEY'VE OPENED THE DOORS FOR US—OPENED OUR EYES, REALLY. WE'VE JUST DEVELOPED A CLOSE RELATIONSHIP AND A LOT OF RESPECT FOR THEIR EXPERTISE."**

Jack McCartan



### **JOHN R. MCCARTAN, SR. SCHOLARSHIP FUND**

The late John R. McCartan was in sixth grade, when he had to drop out of school in order to help support his family. His father had moved around the country opening grocery stores, and when hard times came, there was no choice for his son but to go to work.

Ultimately, he went on and passed the Certified Public Accountant exam and started his own accounting firm in Pittsburgh. Through hard work and ingenuity, the J.R. McCartan Company grew to become the largest independent (non-big eight) accounting firm in the city, with offices in Pittsburgh, Wheeling, Johnstown and Oil City.

"My father accomplished a great deal in his life," said his son Jack McCartan. "He was focused on his business primarily, and that's where he spent most of his time. He worked very, very hard. And we wanted to do something to remember him and encourage young people to pursue accounting."

In 2011, with that goal in mind, Jack and his wife Margie created the John R. McCartan, Sr. Endowed Scholarship in Accounting. The initial \$100,000 gift is the first of what will become a \$400,000 fund that supports students who display excellence in accounting at Robert Morris University.

It was not the first fund at The Pittsburgh Foundation for the McCartans. When they sold their interest two years ago in the Pittsburgh Technical Institute, the McCartans earmarked the proceeds of the sale for future philanthropy, making them The Pittsburgh Foundation's largest living donors.

And it is not the McCartans' first connection with Robert Morris University. John R. McCartan Sr. purchased Robert Morris in the late 1940s with a group of partners. And in 1958, he and his son Jack bought out the other partners. As Jack said, "We technically only owned it for about five or six years, and then we converted it into a nonprofit institution."

THE PITTSBURGH FOUNDATION

# GRANTEES

**"THE FIREFLY TUNNEL WAS A PILOT PROJECT—AND WE'RE WORKING ON GOING ACROSS THE WORLD, BUILDING TUNNELS FROM PITTSBURGH ACROSS THE WORLD THAT WILL REMAIN OPEN."** Tavia LaFollette





## ARTISTS UPSTAIRS: "PEACE THROUGH ART"

It all "just began by happenstance," Tavia LaFollette said of her work in the arts in Pittsburgh. She had moved to Pittsburgh from Boston in 1999 to get a Master of Fine Arts degree at The University of Pittsburgh, and she began getting to know local artists of all sorts by curating various exhibitions.

In 2005, she founded Artists Upstairs, an organization committed to reinvigorating Downtown through a wide variety of arts education programming, exhibitions and performances. Since then, the mission has evolved to creating "a language of peace through the actions of art." Central to that evolution is the Firefly Tunnel project, which The Pittsburgh Foundation supported with a 2011 grant of \$10,000 from the A.W. Mellon Educational and Charitable Trust fund.

The Tunnel project came about after discussions Tavia had with the Mattress Factory about a collaboration that would involve a cultural exchange between artists in Egypt and the United States. The Tunnel would be "a metaphorical dig" between artists in the two countries, a kind of Underground Railroad that overcomes obstacles of language, distance and politics through art.

In a preparatory step, Tavia did a month-long artist residency in Egypt in the summer of 2010. Revolution was in the air, and the first martyr of the revolution had been just murdered. But Tavia made ties in the arts community there, and returned in March of 2011 with a group of eight artists from the United States for the first collaborative workshop.

The actual tunnel is a Web site ([www.fireflytunnels.net](http://www.fireflytunnels.net)) and it, along with travel, provides artists in both countries with what Tavia calls "an outward bound experience."

"When we had artists on both sides, we opened the tunnel for communication," she said. "Each artist has their own room — a studio on the Web site. They upload the work that they do, and the other artists can see each other's work. There's also a virtual lab, and in it, artists can take an idea, drop it into the lab, manipulate it and add to it. So you get the back and forth dialogue."

From the on-line lab, Tavia curated a virtual gallery, and from the virtual gallery came a tangible, full-scale exhibition at the Mattress Factory, which opened Sept. 9, 2011 — importantly, for the 10th anniversary of Sept. 11, 2001 — and was extended until February 2012.

Actually getting the Egyptian artists here to experience the exhibition first-hand proved to be more difficult than expected because of the revolution. Visas were significantly delayed. "Once they got here, they loved it," Tavia said. The four Egyptian artists finally arrived in February for the closing of the show. While here, Tavia arranged meetings between the Egyptians and local artists and gave them tours of local arts organizations. "We couldn't have done it without The Pittsburgh Foundation," Tavia said, "we used the funds to help execute the exhibition at the Mattress Factory as well as to bring the Egyptian artists here."





EXIT

**"THIS HOUSING PROJECT WOULD NOT HAVE HAPPENED  
WITHOUT THE COMMITMENT OF FOUNDATION MONEY."**

Larry Swanson



## ACTION HOUSING: IMPROVING LIVES

For 55 years, ACTION-Housing has been Pittsburgh's leading nonprofit when it comes to helping people secure decent affordable housing and, with that foothold, improve their lives.

When ACTION-Housing needed financial help to save 88 units of single room occupancy housing for the formerly homeless at the old McKeesport YMCA, it turned to The Pittsburgh Foundation. For the Foundation, the \$100,000 grant was a fit with its mission and was in the hands of a trusted pro.

In 2010, the McKeesport YMCA effectively went out of business when it merged with the YMCA of Greater Pittsburgh; it would no longer be in the housing business, and the recreational facilities for the new, merged group were moved out of the old McKeesport facility to a new site.

Built in 1927, the huge, old McKeesport Y building had 88 sleeping rooms upstairs and had offered those rooms for the better part of 90 years. With its closure, the rooms would disappear, and with them, over 80 extremely low-income individuals would lose their homes.

"The Allegheny County Department of Human Services asked us to step in," said Larry Swanson, Executive Director of Action Housing. "They came to us to try to preserve these units — there were a number of federal contracts that provide assistance for people at risk for homelessness. And if this building went out, they would lose some of those contracts and about \$300,000 in annual subsidies."

Action Housing undertook a feasibility study for refurbishing the old building. The proposal took about a year to pull together, and it succeeded in winning funding for a \$7.5 million renovation.

"We're on a timeline to begin construction this year," Mr. Swanson said. "And we'll finish the renovation by September of 2013. We're keeping the same number of units, but we're taking a lot of the recreation space and converting it to residences, increasing the size of the units." The renovation also includes a sophisticated energy-usage plan to reduce heating costs and add cooling.

"The Pittsburgh Foundation was absolutely critical in our being able to do this," Mr. Swanson said. "They took the risk up front with us by covering pre-development costs. We have to take risks that are measured, and this was a difficult project to fund. This building hadn't been improved in at least 50 years. It doesn't have the site characteristics that attracted easy financing, especially in a challenging market. And probably the main reason that the Pennsylvania Housing and Finance Agency decided to fund the project is that they saw the charitable support from The Pittsburgh Foundation, the Richard King Mellon Foundation and an anonymous foundation."



**"WHEN TWO GALAXIES COLLIDE AND MERGE, THERE ARE COMPLICATED PROCESSES WHERE SOME MATTER STREAMS INTO THE BLACK HOLES TO MAKE THEM SUPERMASSIVE AND OTHER MATTER IS BLOWN OUTWARD."** Fred Gilman

Fred Gilman





## CARNEGIE MELLON UNIVERSITY: BLACK HOLE RESEARCH

For much of the past 80 years, black holes were considered by many to be just theoretical possibilities that arose as one of the solutions of the equations of General Relativity, Albert Einstein's theory of gravity. But just because Einstein's work suggested their existence didn't mean they actually were found in nature.

Lo and behold, however, Einstein was right. Not only do black holes exist, but they are at or near the center of nearly every galaxy in the universe. These entities have enormous mass — millions to billions of times larger than the sun — and when stars get sucked into them, not even their light can escape.

Pittsburgh's Carnegie Mellon University — a world leader in a variety of scientific endeavors — also is on the forefront of black hole research. In 2011, The Pittsburgh Foundation, through the Urania E. Stott Fund, gave the university a \$170,000 grant to further that work.

The principal investigator is Dr. Tiziana Di Matteo, on the faculty of the CMU Department of Physics. The Pittsburgh Foundation grant will support a post-doctoral fellow. Competition for the fellowship was intense, attracting 98 applicants from all over the world. The winner was KwangHo Park, a recent Ph.D. from the University of Maryland who will work with Dr. Di Matteo. The grant will enhance the research at CMU as well as the stature of the university's program.

"The grant is an excellent fit," said Fred Gilman, Dean of the Mellon College of Science at CMU. "For the last decade, Tiziana has been working on the central role that black holes play in galaxy formation and galaxy mergers, events that take place over billions of years." Modeling such a vast and complex occurrence requires very powerful super computers — another good fit with CMU.

The CMU scientists are essentially making a movie of what's going on in those galaxy collisions, and they have created a series of stunning simulated visual images as part of the project.

Their work also plays a role in a huge program, which is simulating the history of the universe starting shortly after the Big Bang 13.6 billion years ago. "The idea is to go back to near the beginning of the universe, put in all the physics we know, and do the complex calculations going forward in time to see if what you end up with looks like what we have today," Mr. Gilman said. "The goal is to see whether we understand enough of the basic physics to predict the history of the universe, and the result is that we do understand a lot of it."



"IF THIS (MARCELLUS) INDUSTRY EXPANDS AS MUCH AS THE TRADE ASSOCIATION WANTS YOU TO BELIEVE, AND IF THERE ISN'T BETTER REGULATION, WE'RE GOING TO HAVE A SIGNIFICANT AIR QUALITY PROBLEM." Joe Osborne





## GASP: MONITORING AIR QUALITY

With the boom in Marcellus Shale drilling the past several years, a great deal of attention has focused on the threat that hydraulic fracturing poses to the region's water. A newer and growing concern, however, is the degree to which the new industry is aggravating Greater Pittsburgh's already-prominent air pollution problem.

To help get the best reliable information about the industry's affect on air quality, in 2011 The Pittsburgh Foundation made a grant of \$45,000 to GASP (Group Against Smog and Pollution).

GASP's Marcellus air pollution efforts are proceeding on several fronts, said Legal Director Joe Osborne. "Part of it is to assist with ambient air monitoring. The other thing we're working on is a Marcellus Shale emissions inventory. A lot of the pieces of equipment that produce air pollution don't require a permit from the state Department of Environmental Protection (DEP). Or DEP may not even know they exist — for instance, a drilling rig or diesel compressor engines in the middle of nowhere. DEP doesn't have a handle on how much emissions they're generating."

The next step for GASP involves modeling to show the actual impact the industry is having on air quality. "It's one thing to know how many drilling rigs and compressor stations are out there," Mr. Osborne said. "It's better to know how much pollution they're generating, and what the consequences of that pollution will be. What are the health effects?"

GASP began focusing on Marcellus Shale three and a half years ago, and its emissions inventory project started in earnest about a year ago — about the same time that a pair of Carnegie Mellon University researchers began a similar project. Since then, the two groups have developed a research partnership and are working together on the inventory and modeling.

"With the inventory, you can really get the basics of what sources are out there and an idea of what level of pollution a typical piece of equipment generates," Mr. Osborne said. "But the devil is in the details in terms of refining things and making sure the equipment actually operates as much as one study may say it does."

The inventory's completion is imminent, and immediately following it, the air-dispersion modeling will be run and completed. "Then there's the process of getting this information out to the public and making sure they understand it," Mr. Osborne said. "We know we can demonstrate a huge impact on air quality. The emissions from the compressor stations in the last few years exceed the largest coal-fired power plant in the state. We'll use the information as a catalyst for better policy and regulations — and better enforcement of existing regulations."

Without The Pittsburgh Foundation grant, Mr. Osborne said, "We wouldn't get the kind of consistent access to technical experts that we need." We have friends who've been able to help on a pro bono basis, when they have time. But to be able to have specific funding that is there to get expert advice when you need it — that's a tremendous help. Hopefully, the end product will show this money was well spent."

## 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 required 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](http://www.gwpa.org) or on the Foundation's web site at [www.pittsburghfoundation.org](http://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  
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 Jeanne Pearlman  
 Barton Schachter  
 Linda S. Schachter  
 Leland Schermer  
 Leslie Snow  
 Richard Snow

**THE SAMPSON FAMILY FUND**  
 A Richard Kacin  
 Vince Quatrini  
 Terry Reese  
 Kristy Sampson Rodriguez  
 William Rodriguez  
 Katherine Sampson  
 Kathy Jaquette Tosh  
 Kirk Utzinger

**JACK G. BUNCHE  
 CHARITABLE FUND**  
 Thomas Balestrieri  
 Bernita Buncher  
 Estelle Comay  
 H William Doring  
 Yvonne Maher

Grant Oliphant

**THE FORBES FUNDS**  
 Charles R. Burke, Jr.  
 John C. Harmon, Esq.  
 Marva Harris  
 Grant Oliphant  
 Brian K. Parker, Esq.

**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  
 Regis Synan

**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 2011:**

## **2011 REFERRALS**

John H. Auld, II, Esq.  
 Mr. Jeremy T. Floberg  
 Bradley J. Franc, Esq.  
 Glenn H. Gillette, Esq.  
 William E. Goehring, Esq.  
 Mr. Jason M. Harrison  
 Mr. Thomas S. Hay  
 Peter Y. Herchenroether, Esq.  
 Dr. and Mrs. Michael L. Houy  
 William H. Humphries, III, Esq.  
 Stuart N. Hutchison III, Esq.  
 John H. Iannucci, Esq.  
 Mr. Kurt Kimmich  
 Mrs. Kimberly D. Kramer  
 Lawrence J. Kuremsky, Esq.  
 Kenneth E. Lewis, Esq.  
 Mr. Lawrence T. Malecky, CPA  
 Mr. and Mrs. Denis McCarthy  
 Sara A. Mercer, Esq.  
 Mr. Benjamin L. Montgomery, CFP  
 John R. Owen, III, Esq.  
 Charles F. Pegher, Esq.  
 Mr. John Reba  
 Ms. Belynda Slausenhaupt  
 Mr. Douglas W. Stirling  
 Kay L. Stonemetz, CPA, JD  
 Mr. Peter Strobe, CFP  
 Mr. Charles J. Stout

# FINANCIAL INFORMATION

## COMBINED STATEMENTS OF FINANCIAL POSITION

The Pittsburgh Foundation (and controlled supporting organizations)

For the years ended December 31, 2011 and 2010

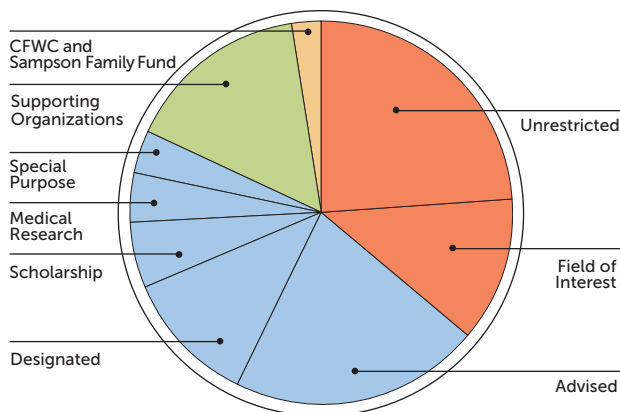
|  | 2011                 | 2010                 |
|--|----------------------|----------------------|
| <b>Assets</b>                                    |                      |                      |
| Cash and cash equivalents                        | \$86,179,132         | \$77,617,636         |
| Investments, at market value                     | 643,937,103          | 626,495,121          |
| Accounts and interest receivable                 | 1,195,919            | 1,127,623            |
| Program-related loans receivable and investments | 917,713              | 945,728              |
| Contributions receivable                         | 93,590,459           | 110,573,709          |
| Rental properties, net                           | 3,237,724            | 3,321,505            |
| Furniture, equipment & leaseholds, net           | 1,916,880            | 1,327,753            |
| <b>Total Assets</b>                              | <b>\$830,974,930</b> | <b>\$821,409,075</b> |
| <b>Liabilities and Net Assets</b>                |                      |                      |
| Accounts payable and other liabilities           | \$20,190,480         | \$11,626,553         |
| Grants payable, net                              | 11,648,049           | 10,810,192           |
| Accrued pension liability                        | 5,130,288            | 2,000,545            |
| <b>Total Liabilities</b>                         | <b>\$36,968,817</b>  | <b>\$24,437,290</b>  |
| <b>Net assets</b>                                |                      |                      |
| Unrestricted                                     | \$149,312,206        | \$152,037,343        |
| Temporarily restricted                           | 634,091,699          | 633,841,528          |
| Permanently restricted                           | 10,602,208           | 11,092,914           |
| <b>Total net assets</b>                          | <b>\$794,006,113</b> | <b>\$796,971,785</b> |
| <b>Total liabilities and net assets</b>          | <b>\$830,974,930</b> | <b>\$821,409,075</b> |

## DONOR FUND ASSETS BY TYPE

including controlled supporting organizations

For the year ended December 31, 2011

|   |                      |
|---|----------------------|
| Unrestricted  | \$175,197,000        |
| Field of Interest   | 95,994,000           |
| Advised   | \$165,495,000        |
| Designated  | 93,637,000           |
| Scholarship   | 46,420,000           |
| Special Purpose   | 19,424,000           |
| Medical Research  | 27,136,000           |
| Controlled Supporting Organizations                                     | \$112,364,000        |
| Community Foundation of Westmoreland County and Supporting Organization | \$15,846,000         |
| <b>TOTAL</b>  | <b>\$751,513,000</b> |





## COMBINED STATEMENTS OF ACTIVITIES

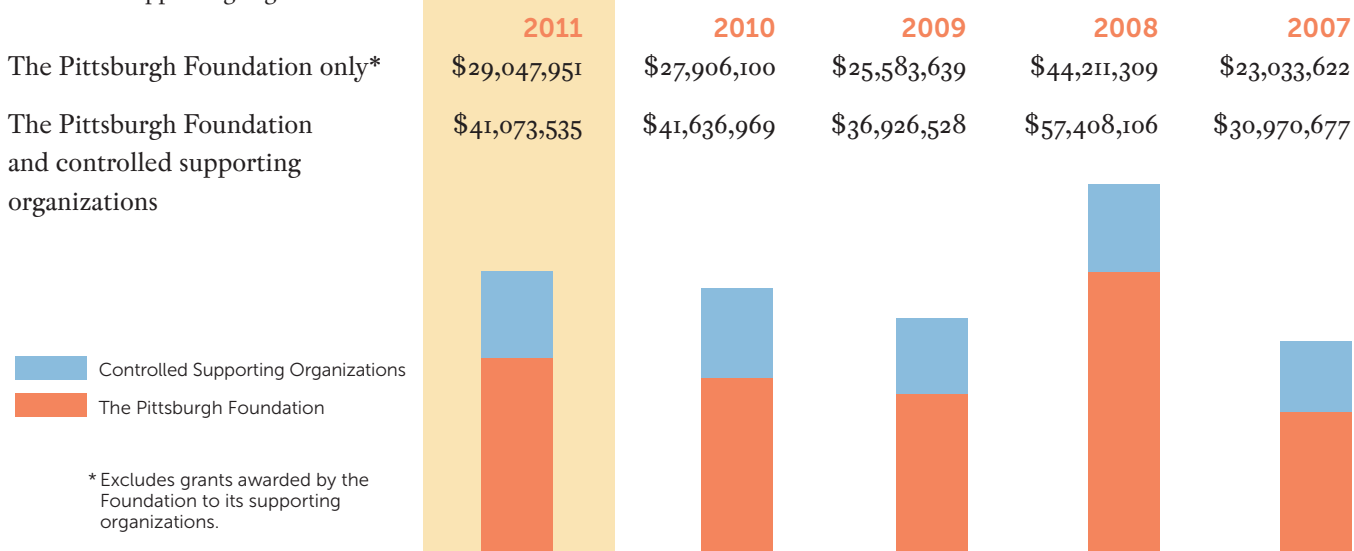
The Pittsburgh Foundation (and controlled supporting organizations)

December 31, 2011 and 2010

|   | 2011                 | 2010                 |
|---|----------------------|----------------------|
| <b>Revenues and Gains</b>                                 |                      |                      |
| Contributions   | \$49,330,221         | \$110,070,885        |
| Investment income, net                                    | 13,503,770           | 11,450,454           |
| Net realized and unrealized gains (losses) on investments | (23,741,366)         | 46,315,952           |
| Actuarial adjustments on split interest agreements        | 13,784,486           | 5,921,938            |
| Addition of new supporting organization                   | —                    | 3,016,090            |
| Other   | 527,702              | 610,062              |
| <b>Total Revenues and Gains</b>                           | <b>\$53,404,813</b>  | <b>\$177,385,381</b> |
| <b>Expenses and Losses</b>                                |                      |                      |
| Grants approved, net                                      | \$41,073,535         | \$41,800,125         |
| Grantmaking and related services expenses                 | 4,371,066            | 4,294,276            |
| Development and donor services expenses                   | 3,296,715            | 2,975,575            |
| Management and general administrative expenses            | 5,584,371            | 2,744,673            |
| Other   | 2,044,798            | 925,813              |
| <b>Total Expenses and Losses</b>                          | <b>\$56,370,485</b>  | <b>\$52,740,462</b>  |
| Increase in net assets                                    | (2,965,672)          | 124,644,919          |
| <b>Net Assets at Beginning of Year</b>                    | <b>\$796,971,785</b> | <b>\$672,326,866</b> |
| <b>Net Assets at End of Year</b>                          | <b>\$794,006,113</b> | <b>\$796,971,785</b> |

## GRANTMAKING OVER A FIVE-YEAR PERIOD

The Pittsburgh Foundation and controlled supporting organizations



SUMMARY OF GRANTS  
BY CATEGORY (PARENT ONLY)

December 31, 2011

|  |              |             |
|--|--------------|-------------|
| Families, Children and Youth                 | \$1,895,000  | <div></div> |
| Community Development and the Environment    | \$7,538,000  | <div></div> |
| Education                                    | \$7,514,000  | <div></div> |
| Art Culture Humanities                       | \$5,679,000  | <div></div> |
| Health and Special Needs Populations         | \$6,421,000  | <div></div> |
| Special Projects and Philanthropic Relations | \$1,775,000  | <div></div> |
| TOTAL  | \$30,822,000 |             |

SUPPORTING  
ORGANIZATIONS

The Pittsburgh Foundation is affiliated with nine supporting organizations in which it has control with total assets of \$116,310,696. 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](http://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.

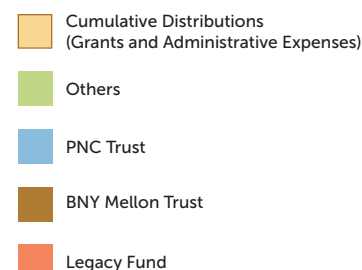


## INVESTMENTS

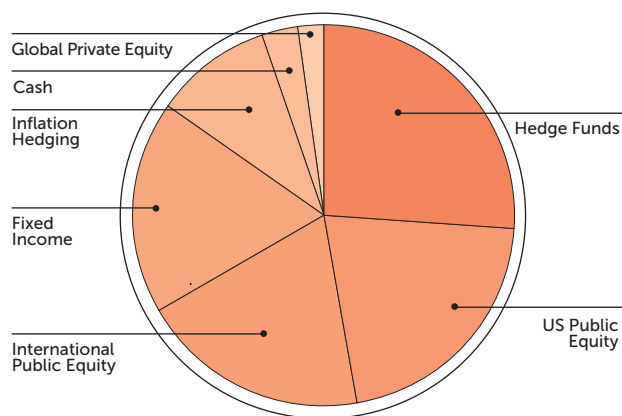
In 2009, the Legacy Fund was created to address the desire for greater investment flexibility on behalf of the Foundation with the goal of improving the long-term risk adjusted rate of return. The Legacy Fund has provided a true open architecture investment platform allowing the Foundation to access best of class investment managers in public and private markets. In addition to the Legacy Fund, the Foundation also added two additional investment portfolios in which a fund may be invested: The Intermediate Fund and The Grantmaking Fund, providing greater flexibility for charitable funds and the alignment of risk with the intended timing of the distribution of their grants.

2011 was difficult for the Legacy Fund, as deflationary fears meant that fixed-income investments, already overvalued, performed well, while inflation exposed risk assets including equities and commodities, suffered.

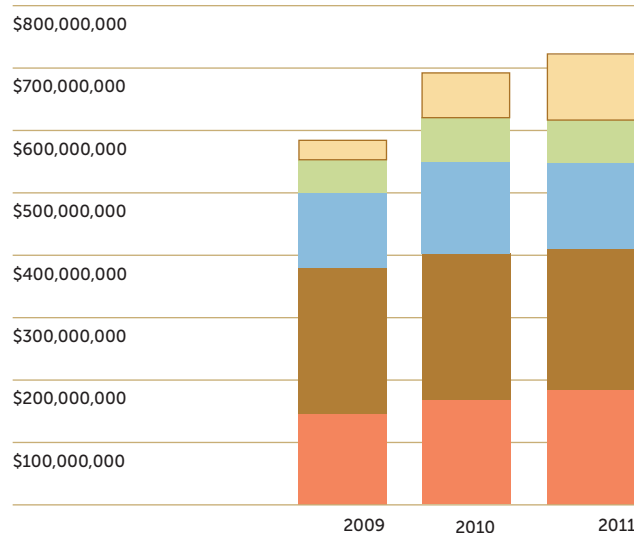
With fixed-income investments at historically low levels which cannot support the Foundation's long term distribution goals, the Legacy Fund remains predominantly exposed to equities, favoring emerging markets and lower volatility hedge funds.



### LEGACY FUND ASSET ALLOCATION



### INVESTED ASSETS



### ANNUALIZED RETURNS (%)

|  | 1 Year | 2 Years | 3 Years | 5 Years | 10 Years |
|--|--------|---------|---------|---------|----------|
| Total Managed Assets   | -2.08  | 4.30    | 10.11   | 0.58    | 4.00     |
| 80% MSCI All-Cap World Index/<br>20% Barclay's Capital Aggregate Index | -3.92  | 3.90    | 11.44   | 0.17    | 4.96     |
| CPI + 5%   | 8.00   | 7.20    | 7.40    | 7.30    | 7.50     |
| Legacy Fund  | -4.30  | 3.60    | n/a     | n/a     | n/a      |
| Intermediate Fund  | 2.90   | 5.47    | n/a     | n/a     | n/a      |
| Grantmaking Fund   | 0.10   | 0.10    | n/a     | n/a     | n/a      |

## 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.



**Dr. Morton Coleman**, Director Emeritus of the Institute of Politics at the University of Pittsburgh, is also Professor at the University of Pittsburgh School of Social Work with a joint appointment with the Graduate School of Public and International Affairs and Urban Studies. His previous positions include dean of the School of Social Work at the University of Connecticut, personal advisor to Henry Ford II on urban issues, Secretary to the Mayor of the City of Pittsburgh and senior social planner for the Community Renewal Program in the Pittsburgh Department of City Planning.



**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. Mr. Curtis is the author of *The Stewardship of Wealth*, forthcoming from John Wiley & Sons in the fall of 2012.



**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.



**Kim Fleming** is Chairman and Chief Executive of leading Pittsburgh financial management firm, Hefren-Tillotson, Inc. She was elected to the position in 2010 after serving as President since 1995. A graduate of Northwestern University with a degree in economics, she holds a number of professional designations and also serves on the boards of Allegheny College, the Allegheny Conference on Community Development, the Buhl Foundation, Civic Light Opera, Dollar Bank and the UPMC Health Plan. Ms. Fleming previously served on the Board of Pittsburgh Theological Seminary.



**Evan Frazier**, Senior Vice President with Highmark, where he oversees Community Affairs, corporate giving and the Highmark Foundation, was formerly President and CEO of the Hill House Association, where he led the strategic development of 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 more than 25 boards, and currently is a Trustee of Carnegie Mellon University and a Board member with the Andy Warhol Museum, Hill House Economic Development Corporation, Phipps Conservatory and Botanical Gardens and the University of Pittsburgh's Institute of Politics.



**David McL. Hillman**, Treasurer of The Pittsburgh Foundation's Board of Directors, is Senior Advisor and Managing Director of PNC RiverArch Capital, the private equity division of PNC Financial Services Group. 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. 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** serves as a United States District Judge for the Western District of Pennsylvania, having been appointed to that position by President Barack Obama on October 19, 2011. He was formerly a shareholder and member of the Executive Committee of the law firm of Buchanan Ingersoll & Rooney P.C., where he practiced law from 1982 until his appointment to the bench. He formerly served as a member of the Advisory Committee of the United States District Court for the Western District of Pennsylvania, and as a Governor of the Academy of Trial Lawyers of Allegheny County. He is a former President of the Board of Directors of the Steel Valley School District and former Vice Chair of the Board of the Make-A-Wish Foundation of Western Pennsylvania, and also served on the boards of WQED Multimedia, Leadership Pittsburgh, and the Pennsylvania Economy League of Southwestern Pennsylvania.



**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 with the Women and Girls Foundation of Southwestern Pennsylvania and former Director of Development for the University of Pittsburgh School of Law. Ms. Joshi attended the Ellis School, graduated from the University of Rochester with a B.A. and received her J.D. from the University of Pittsburgh School of Law. She recently served on the Boards of the Ellis School and Phipps Conservatory, and currently serves on the Professional Services Review Committee under County Chief Executive, Rich Fitzgerald. She was President and founding member of the Pittsburgh Chapter of the Network of Indian Professionals, and 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.



**Vincent J. Quatrini, Jr.** is founding Chair of the Board of the Community Foundation of Westmoreland County (CFWC) and founding partner at the law firm of Quatrini Rafferty with offices in Latrobe, Greensburg and Pittsburgh. Mr. Quatrini, who has 38 years of legal experience, concentrates his practice in the area of workers' compensation and the representation of injured workers, exclusively. Mr. Quatrini is co-editor of the Pennsylvania Bar Institute manual on workers compensation and frequently lectures, across the state, on the subject. He is past president of the Westmoreland Bar Association and currently sits on the boards of the Westmoreland Land Trust, the Latrobe Community Revitalization Committee and the Duquesne Law Alumni Association.



**Dr. Howard B. Slaughter, Jr.** is President and CEO of Christian Management Enterprises, LLC and an Adjunct Professor in the School of Business at Point Park University. He previously was President and CEO of Landmarks Community Capital Corporation. He was the first Regional Director of Fannie Mae's Southwestern Pennsylvania business office and managed a \$2 billion mortgage plan. He led Dollar Bank to its first ever "Outstanding" CRA 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.



**Claudette Lewis** currently serves as interim President and CEO of NEED. Previously she was Special Assistant to the Director, Allegheny County Department of Human Services, where she was responsible for the implementation of Change Management processes during the consolidation of the agency. She has spent the past twenty years spearheading important social causes for several 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.



**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.



**Dr. Walter Smith** recently retired from Family Resources after serving the organization since 1987 and as Executive Director since 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.



**Peter F. Mathieson** is President of the Pittsburgh office of Fairview Capital Investment Management, LLC, an asset management firm headquartered just outside of San Francisco. Previously he was a co-founder and President of the Pittsburgh based Guyasuta Investment Advisors, from 1994–2012. Mr. Mathieson is also a Director of The Buhl Foundation, The Pittsburgh Cultural Trust and The Bucknell University Alumni Board.



**James C. Roddey**, Vice Chairman of the Board of Directors, 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. He serves on the Board of the Sarah Scaife Foundation and the Distribution Committee of the McCune Foundation.



**William Strickland** is President and Chief Executive of Manchester Bidwell Corporation and its subsidiaries, Manchester Craftsmen's Guild (MCG) and Bidwell Training Center BTC), both founded in 1968. Under his leadership, the organization has completed the development of a new 40,000 sq. ft. medical technology complex and a 62,000 sq. ft. facility as a mortgage-free asset for MCG and BTC. The facilities include a 350-seat music/lecture hall, library, arts studios and labs, dining and meeting rooms and state-of-the-art award-winning audio and video recording studios. A native of Pittsburgh, Mr. Strickland earned a B.A. at the University of Pittsburgh and in 1996 he was awarded the MacArthur Genius Award for leadership and ingenuity in the arts.

**The Pittsburgh Foundation** is grateful for the services of John C. Harmon, Lisa Schroeder and Edith L. Shapira who retired from the Board of Directors in March 2012. Dr. Shapira and Mr. Harmon each served nine years on the Board, and Ms. Schroeder completed a three-year term in one of the Board's first community leadership positions.

## 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 has served on the Board of Directors of the Allegheny Conference on Community Development and on the Board of Trustees of the Pennsylvania State University. 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. 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**  
Vice President of  
Investments



**Marianne Cola**  
Executive Secretary



**Leigh Halverson**  
Special Assistant to  
the President



**Cheryl Poston**  
Receptionist/  
Administrative Support

## COMMUNICATIONS



**Katie Robson**  
Director of Information  
Technology



**Jennifer Steinmetz**  
IT Support Analyst



**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**  
Assistant Director of  
Donor Services and  
Planned Giving



**Willa Dukes**  
Administrative Support



**Gwyneth Gaul**  
Director of  
Development



**Jocelyn Thompson**  
Director of  
Donor Services



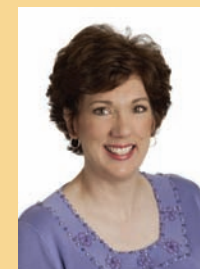
**Deborah Turner**  
Scholarship  
Coordinator



**Kelly Uranker**  
Philanthropic  
Resources Manager



**Jan Vish**  
Administrative Support



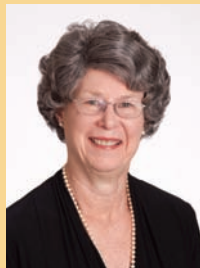
**Arlene Vukas**  
Administrative Support

## STAFF

### PROGRAM



**Jeanne Pearlman**  
Senior Vice President  
for Program and Policy



**Jane Downing**  
Senior Program Officer,  
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**Germaine Williams**  
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Payables Specialist



**Barbara Brooks**  
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**Ann Bruno**  
Accounting Associate



**Stacey Graham**  
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**Dot Sikora**  
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**Bryan Tait**  
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**Mike Traeger**  
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