

THE PITTSBURGH FOUNDATION

community

# FORUM

WINTER 2013



## DAY OF GIVING

Final Numbers Show Increase in Donors

SEE PAGE 3

# WELCOME

## PITTSBURGH NEEDS THE BEST IN ORDER TO BE THE BEST

The idea of building public trust and transparency in civic government is not new. But overcoming the many barriers to good, open local government, including a tendency to indulge in patronage, too often is easier said than done.

Pittsburgh, though, is poised to become one of the first city administrations in the U.S. to place firmly the focus for its recruitment of key public positions on talent, quality and expertise, regardless of individuals' affiliations.

A special initiative, appropriately called "Talent City," developed by The Pittsburgh Foundation in partnership with the University of Pittsburgh's Institute of Politics to help drive the hiring process for the new Mayor's administration, received enthusiastic endorsement from both of the City's Mayoral candidates, Bill Peduto and Josh Wander prior to the November 5 election.

The program will provide comprehensive support for Mayor-elect Bill Peduto in his crucial task to assemble a team of qualified and experienced senior staff who will help lead Pittsburgh into a new era. And to ensure that all is fair and efficient, the selection processes will be overseen by a bi-partisan committee, representative of the local community.

The Foundation is hosting a new website—**Talent-City.com**—to attract applicants for top-level positions covering major functions of the Mayor's administration, including finance, administration public safety and planning. Human resources advisors and volunteer subject matter experts are helping to screen applicants and will provide three to five candidates for the Mayor to consider. The Mayor may select from this short-list, or request additional candidates.

National U.S. searches are being conducted for some of the senior positions, and regional searches will be undertaken for others. The website also provides an innovative platform hosting an 'idea portal,' open for the public to submit suggestions and recommendations designed to help the Mayor's administration to shape policy and prioritize initiatives.

Restoring faith in government—especially against the much-publicized background of Federal investigations into Pittsburgh's police operations—is essential for our community if we are to move forward and to build upon our achievements and for our City to aspire to greatness and become a model that shines in a local and national spotlight for its publicly-engaged and transparent government.

We and Mayor-elect Peduto believe that Talent City is a vital step, understanding that Pittsburgh needs the best in order to be the best.

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

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# RECORD TURNOUT FOR DAY OF GIVING

Final Numbers Show Increase in Donors



OVER 18,000 DONORS—a record for the 24-hour giving event—made contributions during The Pittsburgh Foundation's Day of Giving last week. The total raised for charitable organizations in Allegheny and Westmoreland counties was \$7,719,000.

Credit card charitable gifts were received from a total of 18,194 individual donations during the event on October 3, up from the 17,719 contributions in 2012. A total of 719 local nonprofits received donations of the 729 organizations that participated in the event, having completed or updated profiles on the Foundation's PittsburghGives on-line site.

Following the completion of financial reconciliations by Foundation staff, the amount of matching funds for nonprofits in Allegheny County was confirmed at 13 cents for every dollar they received. In Westmoreland, which had a separate match pool, the match is 20.8 cents on the dollar.

Due to its unexpectedly high rate of growth since 2009, The Pittsburgh Foundation introduced minor modifications to the event this year. To ensure a robust match percentage for participating nonprofits, the Foundation determined that only the first \$1,000 per individual per organization would be eligible to receive matching dollars from the match pools. In previous years, the cap was \$10,000.

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In terms of funds raised during the event, the leading organization in Allegheny County was Pittsburgh Symphony Orchestra which received donations amounting to \$191,547, which qualifies for matching funds totaling \$19,306. Next was the Greater Pittsburgh Community Food Bank which received \$176,137 (plus match of \$22,457); followed by Central Catholic High School, \$122,640 (\$11,974); Jewish Federation of Greater Pittsburgh, \$118,141 (\$12,377); The Pittsburgh Cultural Trust \$115,544 (\$10,390); Rodef Shalom Congregation, \$98,652 (\$11,365); Carnegie Library of Pittsburgh, \$95,538 (\$12,047); Pittsburgh Opera, \$87,790 (\$7,527); Tree of Life Congregation, \$84,287 (\$9,323); and WQED Multimedia, \$84,100 (\$10,706).

**ACROSS ALLEGHENY AND WESTMORELAND COUNTIES, NONPROFITS WERE OUT ON THE DAY OF GIVING TO RECRUIT DONORS. THESE EFFORTS PAID OFF— A RECORD 18,194 DONORS CONTRIBUTED IN 2013— AN INCREASE FOM PREVIOUS YEARS.**



Day of Giving events were held throughout Allegheny and Westmoreland counties, allowing donors to give at a variety of locations including Market Square in Downtown and Conflict Kitchen in Oakland.



For Westmoreland, the top ten nonprofits for funds received were: Seton Hill University, \$45,508 (\$9,183); Ligonier Camp and Conference Center, \$27,690 (plus match of \$5,256); Westmoreland County Food Bank, \$25,506 (\$5,322); Murrysville Community Library, \$18,526 (\$3,657); Westmoreland Cultural Trust, \$16,680 (\$3,063); Valley Points Family YMCA, \$15,640 (\$3,264); Tri-City Life Center, Inc., \$13,855 (\$2,891); Penn State New Kensington, \$11,675 (\$558); Stage Right Westmoreland County, \$10,787 (\$1,875); and Union Mission of Latrobe, \$10,606 (\$1,378).

Public donations for Allegheny County during the Day of Giving amounted to \$6,390,000 which combined with the match pool of \$750,000 created a total of \$7,140,000. In Westmoreland, public contributions totaled \$484,000 which receive matching funds of \$95,000, together totaling \$579,000. All donations receive an equal pro-rated share of the match pools.



**DAY OF GIVING 2013**

**TOP 10**

The top ten nonprofits in Allegheny and Westmoreland in terms of the number of donations received:

**Allegheny County**

- 1) Greater Pittsburgh Community Food Bank—1,245
- 2) Carnegie Library of Pittsburgh—1,010
- 3) WESA – Essential Public Radio—769
- 4) Animal Friends Inc.—757
- 5) WQED Multimedia—743
- 6) Animal Rescue League of Western PA—742
- 7) Pittsburgh Symphony Orchestra—654
- 8) Light of Light Rescue Mission—584
- 9) Western Pennsylvania Humane Society—477
- 10) Bike Pittsburgh—471

**Westmoreland County**

- 1) Westmoreland County Food Bank—253
- 2) Seton Hill University—206
- 3) Greensburg Hempfield Library—111
- 4) Ligonier Camp and Conference Center—96
- 5) Animal Friends of Westmoreland County—91
- 6) Westmoreland Cultural Trust—86
- 7) Murrysville Community Library—86
- 8) Blackburn Center Against Domestic & Sexual Violence—82
- 9) Faith in Action Laurel Area—78
- 10) Action for Animals—77

Since the launch of PittsburghGives in 2009, the on-line site's giving events have so far raised more than \$28 million for the region's nonprofit organizations.

The PittsburghGives platform serves year-round as a unique on-line giving and research program for non-profits to showcase their work in the community, detailing information about their charitable programs, missions, management and finances. PittsburghGives can be accessed at [www.pittsburghgives.org](http://www.pittsburghgives.org).



**“Lydia wanted to create scholarships for people like her and her husband who were not necessarily the smartest kids but who were willing to work hard. She said that she had been thinking for years about setting up scholarship funds and that she was finally getting round to doing so.”**

Alison Smith  
Estate Attorney for  
Lydia Meshanko

## DONOR GIVES \$4 MILLION ESTATE TO CREATE SCHOLARSHIP FUNDS AT THE FOUNDATION

THROUGHOUT THEIR TIME TOGETHER, Lydia and Peter Meshanko lived modestly. Lydia, the daughter of Russian immigrants, began her working career as a clerk for the Pennsylvania Railroad and her husband is believed to have worked first in the steel industry and then as an automobile mechanic.

The couple did not have children or close relatives, and after Peter died in 1980, Lydia continued to live in their simple two-bedroom, one bathroom ranch house on Field Club Road, O'Hara Township using much of her time to pursue the hobby she loved as an artist.

Then one summer's day last year—and only weeks before she passed away at the age of 92—Lydia went into her local branch of the First National Bank and sought help from the teller in establishing scholarship funds.

She had accumulated more than \$4 million and she was determined that all of her estate was to be used to provide charitable support for the education of young students.

Through estate attorney, Alison Smith, Lydia was introduced to The Pittsburgh Foundation where she created four separate scholarship funds, each receiving approximately \$1 million, becoming the Foundation's biggest individual scholarship donor.

“This is a remarkable story and a perfect example of the millionaire-next-door phenomenon,” said Grant Oliphant, the Foundation's President and CEO. “Lydia Meshanko lived life sparingly and accrued a lot of money which she was committed to using to help others. In many ways her frugal lifestyle combined with her generous philanthropy is symbolic of the exceptional charitable spirit that is so special in Pittsburgh.”

Lydia's gift has established individual scholarship funds for art students at Community College of Allegheny County (CCAC); for students attending two Orthodox Christian seminaries: St. Vladimir's Orthodox Theological Seminary in Yonkers, New York and St. Tikhon's Orthodox Theological Seminary in South Canaan, Pa.; and for graduates of Springdale High School in Springdale, Pa., where both Lydia and her husband went to school.

Each fund will generate approximately \$50,000 per year for one or more students at each institution.

“Lydia wanted to create scholarships for people like her and her husband who were not necessarily the smartest kids but who were willing to work hard,” said Alison Smith. “She said that she had been thinking for years about setting up scholarship funds and that she was finally getting round to doing so.”

Lydia earned an associate's degree in art from CCAC in 1998. “She was interested in art her whole life, taking art classes and painting at home,” said Lindsay Aroesty, the Foundation's Assistant Director of Donor Services and Planned Giving. “She was incredibly bright and witty.”



DONOR PROFILE:

## THE WALDMANS

IN THE DAYS BEFORE THEIR SISTER DIED, THE WALDMANS CREATED A FUND IN HER NAME FOR OVARIAN CANCER RESEARCH

AS THE OPERATOR of three women's clothing boutiques in the area, Janey Waldman was known as a woman of great style, beauty and energy. "She had a real joy of living," said her brother Hal Waldman. "People would be talking about her energy and enthusiasm, even as she was fighting what I think she knew in her heart, was a losing battle."

In the first week of September, as his 55-year-old sister was nearing the end of her bout with Ovarian cancer, Hal contacted The Pittsburgh Foundation. "As my wife, Diane, said to me, 'People are going to want to make donations in Janey's memory.'"

Diane had suggested the family start a private foundation, but Hal knew about The Pittsburgh Foundation and thought that might be a more effective way to go. As he said, "They offer great opportunities to do something with very little administrative hassle."

"When I called them up, it was at a time when we were under a lot of stress," Hal said. "I spoke with them literally a couple days before my sister died. They sent me the papers, and we were able to set it up in virtually no time at all, which really took a burden off me."

The Waldmans set up the Donor Advised Janey L. Waldman Ovarian Cancer Research Fund because they wanted the flexibility of deciding where their donations would go. Janey had become an active volunteer for the National Ovarian Cancer Coalition as a speaker and encouraging women who had the disease. And she had helped educate the family about which groups were more effective in their ovarian cancer research.

"I've had a number of friends who've set up funds through The Pittsburgh Foundation," Hal said. "It's a wonderful community-based organization. We believe in their

mission, and they enable people like us to do something meaningful. They've been excellent to work with. We, receive updates regularly so we can write thank-you notes to people who've donated, and they've been on top of that. I wholeheartedly endorse their practices and procedures."

Of his sister Janey, Hal said, "She was very outgoing and vivacious, and people were stunned when she passed away. People didn't know she was out of remission, and she didn't put that out there. But out of this terrible tragedy, amazing things have happened that her friends have shared with me."

Janey had a wide group of friends, many through social media and her activism on Ovarian cancer in the past several years. And since her death, a piece of artwork was dedicated to her; memorial services were held in California, Illinois and Florida; a pregnant woman whom Janey had

befriended during an airline flight is naming her daughter after Janey; and a fund at The Pittsburgh Foundation will aid Ovarian cancer research for years to come.

Janey's brothers made significant donations to get the fund started, and those have been augmented by donations from across the country. Hal said the family will continue to make donations on an annual basis. They feel good about their decision, and, more important, in the days before she died, their sister Janey said she thought a research fund was a meaningful idea.

Above: John, Diane, and Hal Waldman, Janey's brothers and sister-in-law.

## STUDY SEEKS TO REDUCE SEVERE ASTHMA ATTACKS IN CHILDREN WITH VITAMIN D



A SEVERE ASTHMA ATTACK can send a child to the emergency room, but a new pilot study at Children's Hospital of Pittsburgh seeks to prove that an inexpensive treatment available over the counter can significantly reduce the likelihood of an attack.

Several studies have observed that Vitamin D deficiency and asthma share risk factors, which is significant because Vitamin D is believed to play an important role in strengthening the immune system in children and adults.

Dr. Juan Celedón, Division Chief of Pediatric Pulmonary Medicine, Allergy and Immunology and Director of the Pediatric Environmental Medicine Center at Children's Hospital, has proposed a five year study to measure the efficacy of Vitamin D doses to treat severe asthma.

Asthma is a major health problem and has increased dramatically since the 1960's in the United States. The increase remains largely unexplained, but studies have identified links to environmental factors that can trigger asthma as well as predispose a person to developing asthma.

Dr. Celedón and his co-investigators have been working on the issue of the relationship between Vitamin D deficiency and asthma for many years, with very promising findings. In a 2012 study in San Juan, Puerto Rico, 287 children with asthma were studied in a nation where one in three children have an asthma diagnosis. Dr. Celedón found that the correlation between Vitamin D deficiency and an asthma diagnosis could be established, regardless of ethnicity, family poverty levels, or amount of time spent outdoors.

"Severe asthma means more suffering for the child, more trips to the emergency room and more overnight stays," said Dr. Celedón. "Vitamin D is a potential inexpensive, readily available treatment to prevent attacks."

The proposed study has attracted the interest of the National Institute of Health (NIH). However, the NIH reviewers have requested more data about the proposed dose of Vitamin D. As such, Dr. Celedón will conduct a pilot study of 60 children from age 6 to 14 in Pittsburgh. The Pittsburgh Foundation helped to support the pilot study with a \$117,000 grant.

Dr. Celedón will test doses of 4,000 and 2,000 units of Vitamin D per day with a control dose of 200 units. Dosage levels have been proven safe and the children will be monitored for a period of 13 weeks to determine if asthma attacks are prevented.

Lung function and blood tests will be conducted before and after dosage to determine efficacy of the dosage levels. The findings from the study will then be submitted to the Review Committee at the NIH to determine if the five-year, \$4 million study will be funded.

"The research holds the promise of an affordable and effective treatment of asthma," said Dr. Celedón. "We can reduce the suffering of children and eliminate costly hospital stays with an affordable supplement that is available on the shelf today."

## HEALTHY HABITS 4 LIFE PROGRAM TO COMBAT OBESITY IN CHILDREN

One of every three children and adolescents is overweight or obese. Conditions formerly limited to the adult population, such as Type 2 diabetes and risk for cardiovascular disease are now common among obese youth.



Children's Hospital established the Weight Management and Wellness Center devoted to prevention, intervention and treatment of overweight/obese children in 2004. In 2007, Children's piloted a program called Healthy Habits 4 Life through the Children's Community Pediatrics primary care medical network.

The Pittsburgh Foundation is supporting a Children's Hospital study with a \$200,000 grant to determine if situating the treatment at the pediatrician's office rather than the Center is more effective intervention. Based on the study's findings, Children's Hospital will develop an integrated set of resources and training for providers.

For the full story, please visit [PittsburghFoundation.org/Healthy\\_Habits](http://PittsburghFoundation.org/Healthy_Habits)



## The Pittsburgh Foundation joins LiveLikeLou Fund to give University of Pittsburgh \$100,000 for ALS research

THE UNIVERSITY OF PITTSBURGH SCHOOL OF MEDICINE received a \$100,000 grant to fund research into amyotrophic lateral sclerosis, the neurodegenerative disease also known as ALS or Lou Gehrig's disease.

The gift is a joint one, with half the funds coming from The Pittsburgh Foundation and half from [LiveLikeLou.org](http://LiveLikeLou.org), a donor advised fund of the Foundation that was founded in March of 2012 by Neil and Suzanne Alexander of O'Hara.

"We want to give them the resources for their next, best idea," said Mr. Alexander, 48, who was diagnosed with ALS in June 2011.

**"We want to give them the resources for their next, best idea."**

**Neil Alexander, who was diagnosed with ALS in June 2011.**

Above: Neil and Suzanne Alexander

The grant will support the work being done by Robert Friedlander, Chairman of the Neurological Surgery department at the University of Pittsburgh. Dr. Friedlander believes effective treatment for diseases such as ALS and Huntington's disease could require a multi-drug regimen, and he has proposed a two-phase study of the mechanisms that cause cell death and then identify and test drugs that will prevent it.

The grant covers the cost, for two years, of hiring a postgraduate research associate to work with Dr. Friedlander.

The research grant is the latest initiative of [LiveLikeLou.org](http://LiveLikeLou.org). The disease attacks the motor neurons, leading to eventual paralysis and difficulty swallowing and breathing. ALS, on average, causes death two to five years after diagnosis.

The Alexanders started [LiveLikeLou.org](http://LiveLikeLou.org), named after the New York Yankee who died from ALS, to raise awareness of the disease, to support care of ALS patients in Western Pennsylvania and to fund research into a treatment for the disease, which still has no cure or effective treatment.

The organization, since its founding, has raised \$560,000 through events such as bike rides and golf tournaments. [LiveLikeLou.org](http://LiveLikeLou.org) has used the money it has raised to direct funding to patient care through the Western Pennsylvania Chapter of the ALS Association and establish a college scholarship fund for children of people with ALS, among other initiatives.

The latest grant "provides substantial funding we believe will help to advance medical research into this devastating disease," said John Ellis, spokesman for The Pittsburgh Foundation, which has supported [LiveLikeLou.org](http://LiveLikeLou.org) since its inception.

"The Foundation also recognizes and commends Neil, himself an ALS sufferer, and his family, for their courage and determination in successfully bringing to the forefront public awareness of ALS, with the aim of furthering treatment and knowledge of the disease," Mr. Ellis said.

# PITTSBURGH IS TALENT CITY

## MAJOR INITIATIVE TO RECRUIT "THE BEST" FOR PITTSBURGH'S NEW MAYORAL ADMINISTRATION

A MAJOR INITIATIVE to help recruit a skilled and qualified senior management team for Pittsburgh's new Mayor-elect Bill Peduto's administration has been launched by The Pittsburgh Foundation in partnership with the University of Pittsburgh's Institute of Politics.

Prior to the election, the program received enthusiastic endorsement from both Mayoral candidates, former Councilman Peduto and Josh Wander, and is designed to provide comprehensive support for the City's new Mayor to assemble an experienced team who will help lead Pittsburgh into a new era of development.

Under the \$275,000 initiative, called Talent City, the Foundation has launched a new website—Talent-City.com—to attract and invite applications initially for key leadership positions covering responsibilities in the new Mayoral administration that include finance, planning, administration and public safety. Available positions were posted on the website in November.

The employee selection process is overseen by a 10-member bi-partisan committee, representative of the local community, co-chaired by Mariann Geyer, Vice President for External Affairs at Point Park University; Greg Jordan, recently appointed General Counsel with PNC Financial Services Group; and local business entrepreneur, Greg Spencer, former Senior Vice President and Chief Administrative Officer with Equitable Resources.

Human resources advisors help to screen applicants and between three and five candidates will be provided for each available position for the Mayor to consider. The Mayor may select from this short-list, or request additional candidates from the Oversight Committee.

"The idea is to help build public trust and transparency in our new Mayoral administration and to overcome the barriers to strong, open local government, including a tendency to indulge in patronage," said Grant Oliphant, The Pittsburgh Foundation's President and CEO.

"Restoring faith in our City government is essential for our community if we are to continue to build on our achievements—for Pittsburgh to fulfill its tremendous potential and to distinguish itself in the local and national spotlight for the right reasons as a publicly engaged, progressive and transparent government."

National searches are being conducted for some of the top-level positions, and regional searches are being undertaken for others. Three Selection Committees have been established, reporting to the Oversight Committee, and these will help screen applicants for positions in the categories of Finance and Administration, Public Safety and Urban Affairs, and Planning and Innovation.

The recruitment process is scheduled to continue for approximately six months and the Oversight Committee will provide on-going advice and evaluations through the fall 2014.

"One of my core campaign themes is to restore openness, accountability and professionalism to city government," said Mayor-elect Bill Peduto. "I applaud the foundation community for inviting all Mayoral candidates to participate in this process and I look forward to selecting the best and brightest staff and ideas for Pittsburgh."



Mayor-elect Bill Peduto

"The idea is to help build public trust and transparency in our new Mayoral administration and to overcome the barriers to strong, open local government, including a tendency to indulge in patronage."

Grant Oliphant  
President and CEO  
The Pittsburgh Foundation



The website, Talent-City.com, also provides an innovative platform hosting an 'idea portal' that is open for the public to submit suggestions and recommendations designed to help the new Mayor's administration shape policy and prioritize initiatives.

The Institute of Politics (IOP) has played a key role in identifying and enlisting support from community leaders by serving on the Oversight and Selection committees. "Our goal is to support transparency, objectivity and rigor to the City's hiring process and to have a long-term positive impact on the effectiveness of our local government," said Terry Miller, Director of the IOP. "We are committed to the development of enlightened public policy to improve the quality of life and economic vitality to our home region."

Grant Oliphant said that Pittsburgh becomes one of the first city administrations in the United States to adopt a Talent City-style model to help drive a local government hiring process, placing firmly the focus for recruitment of senior public positions on skills and expertise, regardless of individuals' personal affiliations. "Quite simply, Pittsburgh needs the best in order to be the best, and this initiative is a vital step towards achieving that," he said.

## FIRST GIVING CIRCLE AWARDS GRANTS TO NONPROFITS TACKLING HEALTH AND ENVIRONMENT ISSUES

GRANTS TOTALING \$100,000 have been awarded by The Pittsburgh Foundation's first Giving Circle donor group to support local nonprofit organizations that are working on key programs to address health and environment issues.

The Giving Circle, created earlier this year as part of the Foundation's new Center for Philanthropy, was an initiative that enabled 20 donors to partner with the organization to investigate and examine strategic funding opportunities in support of regional projects focused on health and the environment.

Donors participated in site visits to nonprofits and attended seminars and in-depth briefings, and each individual contributed \$2,500 to a pooled fund that was matched by the Foundation to create a total grantmaking fund for the project of \$100,000.

After completing an evaluation process, Giving Circle members approved grants in October to six local nonprofits: the Green Building Alliance (\$35,000); Grow Pittsburgh (\$16,000); the Clean Water Fund (\$16,000); Friends of the Pittsburgh Urban Forest (\$13,000); Mountain Watershed Association (\$12,000); and Group Against Smog and Pollution (\$8,000).

"Our first Giving Circle was an outstanding success in creating an initiative for donors to work closely with the Foundation and to collaborate with grantmaking to address critical issues concerning the overall well-being of our community," said Grant Oliphant, the Foundation's President and CEO.

"Interest from donors was unexpectedly high for this, our first Giving Circle, and many have expressed their keen interest in joining future groups addressing issues about which they are passionate and have a strong interest."

More Giving Circles will be formed starting in early 2014 and subjects of focus may include medical research, poverty, the Arts, at-risk youth and next-generation philanthropy.



### ADVISOR PROFILE:

## JAMES BECK

The Becks bring their family foundation under the wing of The Pittsburgh Foundation

IN 2002, JAMES BECK and his four siblings founded a private family foundation in honor of their parents John and Frances Beck and their brother Bobby, who in 1951 died of Leukemia on Christmas Day at the age of four. After a decade of running the foundation, however, the Becks decided they needed professional help.

"Between the excise tax, the preparation and the day-to-day management, we found we weren't having the time to give it the due diligence it needed," said Mr. Beck, a Certified Financial Planner with Hefren Tillotson. "And the IRS has no sense of humor."

Mr. Beck looked into national firms, but when the research was finished, the family chose The Pittsburgh Foundation. They decided to set up a donor advised fund, which now is advised by Mr. Beck, his wife Lynn and Mr. Beck's four siblings and their spouses.

"The transition has been seamless," Mr. Beck said. "And overall, our experience with the fund has been nothing short of wonderful – you have no idea."

"Our support of the Leukemia and Lymphoma Society obviously stems from the loss of our brother. We have given LLS at least \$50,000 per year (sometimes more) to fund research for finding cures for blood cancers. It's been our passion as a family to help others avoid the pain leukemia caused our family."

The family typically keeps a low profile with the fund and has donated to a number of other charitable organizations "from Shreveport to South Dakota." Most of the

groups it helps come to them by word-of-mouth. "One of the great ones so far was a local church camp – the Petroleum Valley Youth Center," Mr. Beck said. "It's actually on some property that our family business had owned. A local coal miner had come to my Dad, and Dad said, 'Go ahead and mine it, but when you're finished, build a couple pavilions.'" That's how the church-affiliated camp for 20-30 youngsters got started, and when some federal funding was cut, the Beck family stepped in to support the Butler County camp operations.

So far, the family has given away more than \$1 million, and the fund currently has assets of about \$3.5 million. Typically each year, the five Beck families each get \$10,000 to donate to charities they'd like to help, and then the five branches discuss other activities they'd like to support together.

"It does allow you the opportunity to make a difference," Mr. Beck said. "Is \$2,000 a significant amount of money? For some organizations, it makes the difference as to whether they open their doors or not. You don't think that's the case, but it is."

Mr. Beck and his wife Lynn also have set up their own fund to help worthy organizations. "It's just been a wonderful experience – it truly has. The Foundation's attention to detail and responsiveness – I really can't say enough about how we've been treated. I've encouraged I don't know how many clients to use the Foundation. Just to have it here and local means a lot."



## FOCUS ON WESTMORELAND:

# LIGHTHOUSE MINISTRIES

MOST PITTSBURGHERS will never visit Arnold, a bleak neighborhood on the fringes of New Kensington, where entire blocks of buildings are condemned and poverty is endemic. Violence is a frequent occurrence, and drug traffic thrives. People, who know, describe Arnold as an urban disaster, where infrastructure and social services are practically non-existent. Against this tidal wave of problems, Lighthouse Ministries offers the only hope that some residents have.

“We are a soup kitchen, a clothing bank, and a resource center,” said Becky Gabor, co-founder of Lighthouse Ministries in Arnold. “Many of these people, especially people with addiction, just want to be part of something good. At the end of the day, they want to say, ‘I scrubbed that floor. I cleaned that toilet. I did something.’”

Unlike many do-gooders, Ms. Gabor speaks from experience. She was a stockbroker and insurance agent in Philadelphia, but after a violent mugging in 1982, Gabor fell into a coma for 10 days. The attack was so damaging that her career dissolved, she lost her savings and home, and she ended up on disability. Devastated, Ms. Gabor turned to drugs.

Her husband, Rev. Steve Gabor, was a member of the “Walking Dead” platoon in Vietnam, where he received two Purple Hearts and was exposed to Agent Orange. “Reverend Steve,” as he is now known, had long struggled with alcohol. For years, the couple wrestled with their addictions, as well as health problems and homelessness.

Discovering religion was a shock to their system. The Gabors found their calling in the pages of the Bible, and their lives were changed forever. They aren’t pushy about their spirituality, and they help everyone who comes through their door, but they are proud of their transformation.

Without their faith, they would never have quit their addictions 14 years ago and started a food bank to help nourish complete strangers. When a neighborhood fire destroyed the food bank, they might have given up. Instead, they started a soup kitchen in a donated building, and now they feed an average of 60 people a day.



“You can’t feed their soul if they don’t have food in their belly,” Ms. Gabor said laughing. “Also, Steve is a great chef.”

Ms. Gabor can tell you stories that will make your skin crawl—like the starving children abandoned by their parents, or the girl who cried “rape” in the middle of the street, or the bullets fired at their humble ministry. But she can also laugh through anything, and her tales of victory will literally provoke tears. Just ask her about the random stranger who donated \$500, or the support they have received from The Community Foundation of Westmoreland County (CFWC).

Most recently, CFWC provided a \$9,000 grant to renovate the kitchen with new flooring, back splashes, exhaust fan, stove and work tables. Over the past 6 years, CFWC has supported Lighthouse Ministries with over \$20,000 in grants from the Westmoreland Now & Forever Fund to replace the roof, install ADA compliant entryways and bathrooms, and renovate wiring and plumbing so occupancy permits could be obtained.

Even now, after so many years of community service, life is hard for the Gabors. Ms. Gabor has experienced black-outs and seizures. The couple has no car, so each day they walk to a nearby Shop ‘N Save, where the owner offers them every deal he can afford. Recently, physicians prescribed a double-lung transplant to Steve, who is also diabetic, so he committed to losing 100 pounds, and succeeded.

“We never have a penny of our own, because we always put everything into the ministry,” said Ms. Gabor. Yet, still they care for people, feeding them at all hours, taking them to museums and cultural events, even helping them find work. “You can’t go out and get a job in street clothes. We show them how to present themselves at an interview, how to dress, how to speak.”

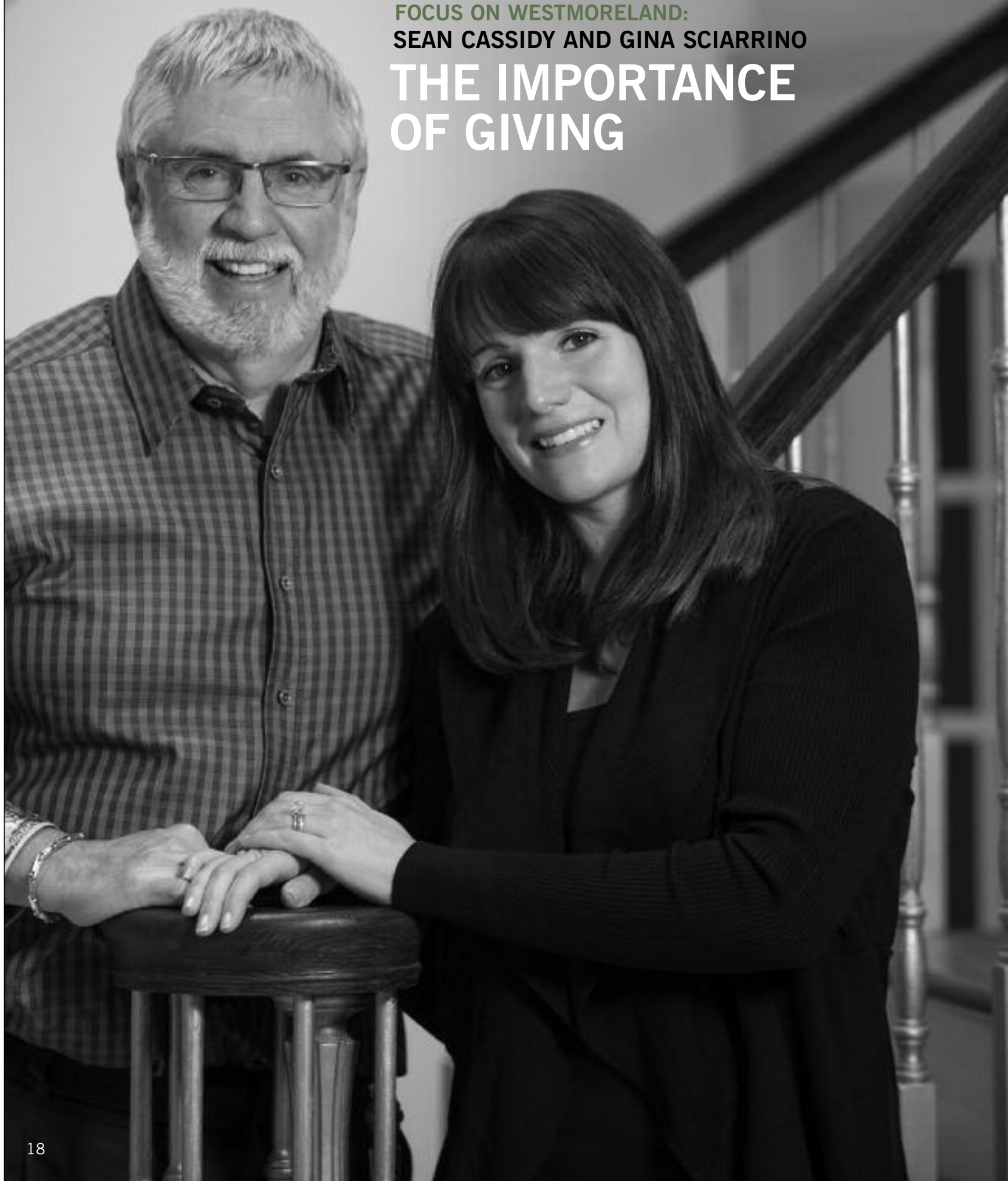
The Gabors know that churches aren’t for everybody, and they’re careful not to proselytize. The only thing they can hope for is that lost souls will be saved in tangible ways, like a former drug abuser that is now an instructor at L.A. Fitness.

“We help the poor, we help the destitute,” said Ms. Gabor. “We’re a meeting center. We’re an after-school safe haven for children. It’s like an all-encompassing resource. We live in a drug-ridden, high-crime, spiritually destitute area. Nothing has stopped us, and nothing will stop us, and this will go on until the day we die.”



**FOCUS ON WESTMORELAND:  
SEAN CASSIDY AND GINA SCIARRINO**

## THE IMPORTANCE OF GIVING



WHEN SEAN CASSIDY, ESQ., was in his twenties, he used to attend the Pittsburgh Ballet. This is a common pastime in Pittsburgh—there is no shortage of youths who visit the Ballet, for pleasure or to broaden their cultural repertoire. But those performances in his formative years have had a lifelong impact.

Mr. Cassidy has since served on the board of Pittsburgh Ballet, the Westmoreland Symphony Orchestra, the Westmoreland Museum of Art, the Westmoreland Cultural Trust, and even three years as President of the Laurel Ballet Performing Company.

“Historically, all arts organizations have never been able to survive without the assistance of patrons and donors,” said Mr. Cassidy, who is now a successful Attorney based in Greensburg. “It’s just a simple fact of life, and it always has been, and probably always will be. All these organizations do require support.”

What is remarkable about Mr. Cassidy’s law career is that he has entered a professional renaissance in the past few years, and his practice is thriving as never before. Mr. Cassidy specializes in titles and leases in the oil and gas industry, and he has published numerous books about the field and served as a Trustee and even President of the Energy and Mineral Law Foundation.

“I guess the bottom line is that my income has quadrupled as a result of the increased work that the Marcellus Shale Formation has brought,” Mr. Cassidy said. “Whereas before I was doing the legal work myself, I now have four other attorneys and 14 paralegals working under me. But even though I have the four attorneys, none of their work goes out without my review.”

Mr. Cassidy and his wife, Gina Sciarrino, have long and diverse track records of giving back. As an attorney, he has worked countless hours pro bono, and Mr. Cassidy was even named Pro Bono Lawyer of the Year by the Westmoreland County Bar Association. Ms. Sciarrino has previously rescued two dogs from shelters and acts as a foster parent for dogs awaiting adoptions.

Ms. Sciarrino is a technical writer formerly employed by Carnegie Mellon University and more recently by a manufacturing company, Erie Strayer, in Erie, Pennsylvania. She has an interest in nutrition and is currently pursuing a second degree in nutrition at Seton Hill University with a goal of becoming a registered dietician with the ultimate goal of writing articles and perhaps a book on nutrition.

The couple personally donates to charitable causes and supports a variety of civic organizations—not just in the arts—among them Animal Friends of Westmoreland County and Adagio Health.

“I don’t want to phrase it as an obligation,” said Mr. Cassidy. “I just want to help. I find it rewarding and fulfilling, that I am able to help not only with my donations, but as part of my participation on boards and committees. I am happy that my efforts are able to benefit the community. I’m also fortunate that I have the means to contribute financially. Over the past three or four years, my financial contributions have certainly increased.”

The couple established a Donor Advised fund at The Community Foundation of Westmoreland County (CFCW) in 2009. “My involvement actually started with the Foundation,” Mr. Cassidy explains. “It was a means of simplifying and organizing my philanthropy. CFCW manages the fund, generate additional income through investments, and I can then make donations to the organizations of my choice.”

Throughout his life, Mr. Cassidy has remained close to home. He studied Mathematics at Carnegie-Mellon University and earned his Juris Doctorate degree from the University of Pittsburgh School of Law. He is deeply committed to Greensburg, he feels passionate about the region’s cultural institutions, and he is happy to find so many others who support their town.

“I would say, over the past couple years, I feel Greensburg is in a way unique,” said Mr. Cassidy. “Not just for myself, but the involvement of the entire community. The Palace Theater is just one example. That theater would not exist without the assistance and contributions of the community members and community based foundations. It was an abandoned movie theater, once upon a time, and now it’s a beautiful, safe place, that has somewhere in the ballpark of 200 performances a year. How many counties like Westmoreland have their own symphony?”



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**PLEASE SHARE YOUR THOUGHTS AND IDEAS**

about issues in which the Foundation is involved and those affecting our community.

**Charitable Gift Cards Make Great Stocking Stuffers!**

**To ensure delivery by Christmas Day** Online and mail orders must be received no later than noon on *December 13.*  
*(per US Postal Service recommendation)*

**Pick-up orders** must be received by noon on December 20 for pick-up at the Foundation's office through December 23 at noon.

**To ensure year-end delivery** (pick-up ONLY): Online and mail orders must be received by noon on December 20, for pick-up at The Pittsburgh Foundation's office December 27 and 30 (before 3 pm)

**DEVELOPMENT AND DONOR SERVICES STAFF**

**Yvonne Maher**, Vice President for Development and Donor Services  
mahery@pghfdn.org, (412) 394-2644

**Kelly Uranker**, Philanthropic Resources Manager  
uranker@pghfdn.org, (412) 394-2604

**Lindsay Aroesty**, Assistant Director of Donor Services and Planned Giving  
aroestyl@pghfdn.org, (412) 394-2606

**Caleb Crousey**, The Community Foundation of Westmoreland County, Development Officer  
ccrousey@cfwestmoreland.org, (724) 836-4400

**Hilary Brown**, Philanthropic Relations Officer  
brownh@pghfdn.org, (412) 394-2607

**Gwyneth Gaul**, Director of Development  
gaulg@pghfdn.org, (412) 394-2627

**Neil Straub**, Data Analyst, Administrative Support  
straubn@pghfdn.org, (412) 394-2624

**Jan Vish**, Administrative Support  
vishj@pghfdn.org, (412) 394-2653

**Arlene Vukas**, Administrative Support  
vukasa@pghfdn.org, (412) 394-2640

**Jennie Zioncheck**, Development Officer  
zioncheckj@pghfdn.org, (412) 394-2621

**NEW FUNDS**

**August 1, 2013 – October 31, 2013**

**The Pittsburgh Foundation**

- Anonymous Fund #12
- Benedek Family Fund
- Carol A. Brown Memorial Scholarship Fund
- Don Conte Memorial Fund
- E.J. and Lu Donnelly Fund
- East Allegheny Student Aid Scholarship Fund
- East End Community Fund (ELTRIDRA)
- C.D. Gates, Jr. and Dr. Rebecca Gates Scholarship Fund
- Frederick V. Hoyet Sr. & Jr. Memorial Scholarship Fund
- Charles E. Kester Memorial Fund
- Lee Family Fund
- Joseph A. Massaro Alzheimer's Research Fund
- Alice McCaffrey Scholarship Fund
- Charles and Lois Mitsch Philanthropic Fund
- Charles and Lois Mitsch Philanthropic Fund #2
- Gary and Mary Ann Sedlacek Fund
- Semensky Scholarship Fund
- Terry and Janet Serafini Fund
- Southern Club of Pittsburgh Fund
- St. Paisios and St. Ephraim Fund
- Talent City Fund
- Vandeventer Scholarship Fund
- Janey L. Waldman Ovarian Cancer Research Fund
- We Say No More to Domestic Violence Fund

**IMPORTANT DATES**

The Pittsburgh Foundation's office will be open through year-end with the following exceptions:

**Closed December 24–25 and at 3:00 PM on December 31.**

A new fund can be established within 24 hours and a member of the Development team will be happy to help you and your clients achieve year-end goals. Please call **412-394-2653** for additional information.

Please remember to contact your Pittsburgh Foundation staff person prior to making gifts of stock, mutual funds or wire transfers so we attribute the gift to the appropriate fund. Please refer to the following dates for year-end giving to funds:

**Checks:** Contributions must be dated and postmarked no later than December 31, 2013.

**Stock/Mutual Funds:** Gifts must be received in the Foundation's account by December 31, 2013. (Contact the Foundation no later than December 20 for stock transfer instructions).

For all stock donations to donor funds held in American Funds, please use the following information: DTC# 0015 and account #617-126096-345