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Suite 250
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PLEASE SHARE YOUR THOUGHTS AND IDEAS

about issues in which the Foundation is involved and those affecting our community. To submit a letter for publication in *Community Forum*, send it to the Foundation to the attention of Stephanie Higgins, Communications Associate, The Pittsburgh Foundation, Five PPG Place, Pittsburgh PA 15222 or email: higgins@pghfdn.org

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IMPORTANT NOTICE REGARDING THE TRANSFER OF STOCK TO YOUR FUND

If your Fund at The Pittsburgh Foundation is now invested in the Legacy Account you must use the following transmittal and account information or give this information to your broker/financial planner in order to transfer stock directly to your Fund:

DTC # 954	Further credit to:
ABA # 011001234	The Pittsburgh Foundation
DDA # 051780	Acct. # 108447B2210
Agent Bank # 37383	

If you are unsure who your Fund's investment manager is, please call (412) 394-2640 and ask to speak to your donor services representative.

No matter which investment manager your Fund is held by please confirm transmittal and account numbers before transferring stock and call (412) 394-2608 to make us aware of that transaction so that we can credit the gift appropriately.

To ensure that your gift is credited in 2009 for tax purposes, authorize your stock transaction as soon as possible (no later than December 28th).

YEAR-END HOURS

The Pittsburgh Foundation will be closed December 24th and 25th.

The Foundation will be open from 8:30 a.m.– 5:00 p.m. through December 31st. We are able to accept gifts via check up to 5:00 p.m. on December 31st.

Thank you for considering a gift to your Fund.

IS YOUR PROFESSIONAL OR SOCIAL ORGANIZATION LOOKING FOR PRESENTERS?

The Development and Donor Services Staff of The Pittsburgh Foundation are available to present on a variety of topics related to charitable giving and the work of The Foundation in our community. Presentations can be tailored to your organization's specific needs. Please call Kristin DeAngelis at (412) 394-2606 for more information.

NEW FUNDS

August 1, 2009 – November 30, 2009

Bear Creek Christmas Fund
Frank M. Brettholle Fund
Jack G. Buncher Charitable Fund
Jason Joseph Estvanik Scholarship Fund
Frick Light Fund
Jeffrey J. Mabon Family Fund
MICASU Fund
B. D. Phillips, Jr. and Laurretta G. Phillips Philanthropic Fund
Milton M. and Martha C. Roth Memorial Fund

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THE PITTSBURGH FOUNDATION

community

FORUM

WINTER 2009



‘PAY IT FORWARD’

GIFTS ENRICH

LEGACY FOR

COMMUNITY

continued, page 3

A “PAY IT FORWARD” STRATEGY designed to increase planned giving among donors is boosting The Pittsburgh Foundation's lasting legacy of responding to the region's community needs.

Against the harsh background of economic recession and an anticipated fall-off this year in charitable giving, the Foundation has continued to grow new deferred gifts, most of which have been committed by donors as bequests from their wills or through their retirement plans.

WELCOME

In an outstanding demonstration of generosity, Pittsburgh's community drove more than \$1 million into the depleted resources of our nonprofit organizations in less than 23 minutes. To say that we were taken aback by this tremendous level and speed of response would be a massive understatement.

The Pittsburgh Foundation is proud to have harnessed technology in a way that is designed to make giving easier for our community. We experienced some technical problems and we intend to fix them for the future. But the fact thousands of donors connected with more than 350 nonprofit organizations currently showcased on our PittsburghGives web site is what made Match Day on October 28 an unparalleled success.

But PittsburghGives is about more than Match Day. This program stands as a unique year-round resource which may be accessed by anyone free of charge, be they donors or those interested in the work of our region's nonprofits, and used as a research tool as well as a new and convenient way to give.

We will continue to build and refine PittsburghGives to broaden its platform for charitable organizations to display their programs and missions as part of our goal to provide 'go-to' resources for our community. We have also developed a PittsburghGives charitable gift card designed to appeal to donors of all ages, especially in this season of giving and goodwill.

Congratulations to everyone who participated in Match Day, to our nonprofit organizations for their invaluable work in our community and to the Foundation's donors for their continued support. Thank you all for all that you do, and very best wishes for the holiday season and the New Year.




Grant Oliphant
President and CEO
The Pittsburgh Foundation

STAY CONNECTED

Visit Our Blog. Community E-Forum, is for everyone who shares our mission to make this community a better place for us all. Subscribe to the RSS feed and never miss a post at: <http://blog.pittsburghfoundation.org>

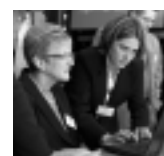
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"DEFERRED GIVING IS A GOOD WAY FOR A DONOR TO MAKE A MEANINGFUL GIFT TO ONE OR MORE CHARITIES AND STILL HAVE THE PEACE OF MIND OF KNOWING THAT THE ASSETS ARE STILL AVAILABLE TO THE DONOR, THE DONOR'S SPOUSE AND THE DONOR'S FAMILY, IF UNEXPECTED EXPENSES OR MEDICAL BILLS ARISE," SAID GLENN GILLETTE, TRUST AND ESTATE ATTORNEY WITH THOMSON, RHODES & COWIE P.C. "WORKING WITH THE PITTSBURGH FOUNDATION, A DONOR CAN MAKE PLANS FOR CHARITABLE GIFTS TO BE MADE FROM THE FUNDS THAT REMAIN FOR MANY YEARS AFTER THE DONOR'S NEEDS HAVE BEEN MET."

By October, the Foundation had already received commitments for a total of 37 planned gifts for 2009, surpassing its previous record of 36 deferred gifts created in 2001. And funds received by November this year from planned gifts pledged in past years had reached more than \$18 million, an increase of \$12.5 million compared with the total for 2008.

"Planned giving is resonating especially strongly with our donors this year," said Yvonne Maher, the Foundation's Vice President for Development and Donor Services. "People who are philanthropic still want to give even though times are hard economically. Planned giving enables them to do that while avoiding an immediate financial outlay.

"It works as a different way of giving which donors are keen to learn more about, and at the same time it serves as a tax planning tool while helping donors to make provisions for their philanthropic interests in the future."

By the end of this year, the Foundation expects to have doubled the number of deferred gifts compared with four years ago, as the result of a campaign to promote planned giving among its donors and their advisors. In addition, the Foundation has hosted planned giving seminars at Downtown Pittsburgh locations throughout this year.

Among the most popular planned gifts are bequests made by donors to their existing funds where the Foundation is named in their will. Others are where the Foundation is named as the full or part beneficiary of a retirement plan, such as a 401K, a 403B or an IRA, where they may avoid tax implications that could otherwise apply if used as part of a traditional inheritance.

One of the gifts received by the Foundation this year, as the result of a bequest made by the donor in 1993 to the Quentin & Evelyn Cunningham Fund, was for more than \$9.5 million.

Of the 37 planned gifts pledged this year, 25 are for field of interest or unrestricted purposes, in recognition of the Foundation's role in responding to the critical needs of the community.

"Over time, these needs change and evolve and our donors appreciate the Foundation's ability to react accordingly when evaluating funding needs in our community," said Yvonne Maher. "Quite literally, they are 'paying it forward' contributing to a perpetual legacy that will support the well-being of our Pittsburgh community for future generations."



THE PITTSBURGH FOUNDATION will serve as fiscal agent for the historic \$40 million grant awarded to the Pittsburgh Public Schools by the Bill & Melinda Gates Foundation.

The grant, announced following a long and detailed evaluation process, is the biggest in the school district's history and will provide funding towards major initiatives to maximize teacher effectiveness.

Pittsburgh is one of only four locations in the United States selected by the Gates Foundation as "intensive partnership sites" to support teacher effectiveness programs. The funding will help finance an estimated \$85 million-plus campaign to improve the ways that teachers are recruited, inducted, evaluated, recognized and compensated.

"This is a truly ground-breaking achievement for our school district," said Grant Oliphant, President and CEO of The Pittsburgh Foundation who served on an advisory committee to assist Pittsburgh Public Schools' application for Gates Foundation funding.

"This grant has huge symbolic and real value, and both aspects are vital.

"In real terms this helps to drive the school district towards a new and crucial phase of its successful reform efforts, and research has shown that the one factor that is so influential to student achievement is having a good teacher at the head of the classroom.

"Symbolically, this is one of the most powerful affirmations we could possibly have. It sends the message that the Pittsburgh school district is in the midst of serious reform and that this is a place where great things are happening. I believe strongly that Pittsburgh now has the potential to become the place where the nation gets to restore its faith in public education."

The Pittsburgh Foundation has consistently supported the school district's reform agenda and also administers The Pittsburgh Promise, which provides scholarships for city schools students who attend Pittsburgh Public schools. The Promise also serves as a key economic stimulus for the region and as a vehicle to enhance community neighborhood development.

The Foundation will oversee the processing and disbursements of Gates grant funding to the school district and will coordinate follow up reporting between the district and the Gates Foundation.



GIVING TO NONPROFITS EXCEEDS \$1 MILLION IN LESS THAN 23 MINUTES

THE PITTSBURGH FOUNDATION launched a major initiative to increase individual charitable giving and support nonprofit organizations with a special 'Match Day' in October. And in just 22 minutes and 11 seconds, more than 300 local charities received more than \$1 million in on-line gifts.

To celebrate the community's first-ever official day of giving, the Foundation provided matching grants of \$300,000 for the first donations received through its new PittsburghGives program. A separate fund of \$100,000 provided matching dollars to support Carnegie Library, facing branch closures and cuts to cover a projected budget deficit.

Gifts received through PittsburghGives for eligible nonprofits in Allegheny County of \$50 or more were matched 50 percent by the Foundation (to a maximum total of \$300,000).

"The level and speed of giving that was generated by PittsburghGives was unprecedented and was accomplished entirely through the remarkable efforts of our donors, the public and local nonprofits," said Grant Oliphant, the Foundation's President and CEO.



“We are immensely proud that this extraordinary achievement brought together thousands of individual donors with more than 350 of our region’s charitable organizations that helped us to create one of the largest on-line databases of nonprofits in the country.”

PittsburghGives is a comprehensive directory of non-profit organizations together with on-line giving tools, developed by the Foundation as an easy-to-use web database to help donors research information about local charitable organizations. PittsburghGives also provides a unique vehicle for nonprofits to showcase their work in the community, detailing information about their charitable programs, missions, management and finances.

The program enables individuals and organizations to give on-line to nonprofits via credit card. The Foundation’s donors may award grants directly from their funds to their chosen charities.

As a resource for the regional community PittsburghGives is free to access—there are no subscriptions or other charges, with the exception of a credit card fee charged by the service provider for on-line donations.

“Match Day focused awareness on the vital work of our nonprofit sector but our PittsburghGives initiative goes further than that,” said Grant Oliphant. “It is reflective of the changing trends in charitable giving and continues to serve as a valuable resource year-round.

“We have helped to make history for Pittsburgh philanthropy and the way that giving is done in our community and to all those who participated in this tremendous outpouring of generosity we offer our thanks and heartfelt congratulations.”

For Match Day on October 28, the Foundation hosted a community event at the PPG Place Wintergarden, Downtown. Partner organizations which provided support for the event included Grubb & Ellis, Crazy Mocha, Eat’n Park, Peace Love and Little Donuts, and radio stations, YEP and DUQ.

To learn more visit www.PittsburghGives.org.

(below) PittsburghGives donor preview event held at the Science Center the evening before Match Day.



“VENTURE OUTDOORS UTILIZES URBAN LOCATIONS AS A SETTING AND PROMOTES LOCAL AMENITIES AND STEWARDSHIP. PITTSBURGHGIVES IS AN OPPORTUNITY TO RAISE AWARENESS ABOUT WHAT WE DO AND HOW WE DO IT.”

Sean Brady, Venture Outdoors

PITTSBURGH PUMPED \$1 MILLION into the resources of area nonprofits in less than 23 minutes after an incredible effort by participating charitable organizations in The Pittsburgh Foundation’s new PittsburghGives initiative.

In advance of the October 28 Match Day organizations worked vigorously to inform their supporters and constituents. “Participating organizations went above and beyond to get the word out about PittsburghGives and Match Day,” said Yvonne Maher, the Foundation’s Vice President of Development and Donor Services. “One person reported receiving 20 Match Day notices from different organizations asking her to give that day.”

Through the mail, email, phone calls and even over new social media channels like Twitter and Facebook, the PittsburghGives message was spread. It was those efforts that lead to the huge volume of Pittsburghers ready to give at 10 a.m. Five nonprofits shared their stories with *Community Forum*.



VENTURE OUTDOORS

Venture Outdoors is known for designing unique and creative outdoor programs for the area. “So why couldn’t we design a creative program for online,” said Sean Brady, Assistant Executive Director.

Sean and his team designed a three-week communication strategy around PittsburghGives to raise awareness and maximize the match program. “We introduced just before the Foundation’s Match Day a new lifetime membership not coincidentally at the \$2,500 level,” said Sean. \$2,500 was the maximum donation that could be made to be matched. “With the match from The Pittsburgh Foundation, this became an attractive program.”

Venture Outdoors energized their donor base by using email, updates to their website, and Twitter and Facebook posts. “We altered the message slightly over the three weeks to keep it fresh,” said Sean. Phone calls were also made to memberships that were coming up for renewal, encouraging renewal at the new lifetime level. “With so many other nonprofits promoting PittsburghGives as well as The Pittsburgh Foundation, our message was reinforced.”

With the volume on Match Day generated by the nonprofits, some interested in lifetime membership were not able to complete the transaction. Venture Outdoors leaped into action contacting some of their donors to arrange for a special ‘Challenge Grant’. “We raised an additional three thousand dollars that day separate from the Foundation’s Match,” said Sean.

“When the weather gets cold, we get more creative with hikes, snow shoeing and other activities.” Phase two of Venture Outdoor’s Family and Community Programs Initiative begins in 2010. The organization is planning for monthly festivals and weekly programs that utilize urban locations as a setting and promote local amenities and stewardship. “PittsburghGives is an opportunity to raise awareness about what we do and how we do it,” added Sean.

CENTRAL CATHOLIC HIGH SCHOOL

Central Catholic High School has a long tradition of excellence in providing education to the young men of Pittsburgh and the surrounding area. “PittsburghGives was an excellent opportunity to showcase to alumni and others that might not know us in Pittsburgh the quality of education and the success of our alumni,” said Kathleen Lynch, Director of Advancement.

“The site is a permanent way for us to keep information up to date on our programs and reach out to the city, state, and even the country,” added Kathleen. “In these economic times the match was also very appealing.”

The High School provided information on its website, printed materials, and through daily bulletins to parents to encourage participation in Match Day. Kathleen also called donors and made them aware of the opportunity to give. “I included information in presentations made to alumni groups as well,” added Kathleen. “Word of mouth took it from there.”

The High School did not raise as much money as they would have hoped on Match Day, but was appreciative of the Foundation’s quick response. “Some of our donors had technical issues with the site, but we were able to give them information in a quick response and encourage them to make a donation,” said Kathleen.

Central Catholic recently upgraded its own technical areas to provide a greater resource for students and teachers. The High School is also continuing to increase tuition assistance to families in need. “More families are seeking help that would not have needed it in the past,” commented Kathleen. “We are doing everything we can to obtain resources for these programs.”

GREATER PITTSBURGH COMMUNITY FOOD BANK

Unlike some other community problems, hunger is invisible. “We take advantage of any resource available to accomplish our mission which is very important to the community,” said Joyce Rothermel, Chief Executive Officer.

Joyce was pleased to learn the Greater Pittsburgh Community Food Bank received the largest number of gifts, even though many of these were small. “The people of Pittsburgh are wonderful,” she said.

Joyce and her team utilized electronic communications to spread the word about the Food Bank’s participation in PittsburghGives. The day of the event, her team provided

support for any individuals who attempted to make donation but were not able to complete the transaction.

“There was some frustration on the day, but that was predictable,” said Joyce. “It reminded me of several years back when KDKA had a call-in turkey drive and the response was so large that it closed down the Squirrel Hill telephone line.”

Though she remarked that it was too soon to tell the impact of PittsburghGives, the Food Bank is optimistic about PittsburghGive’s ability to extend to new audiences that care about the issue of hunger. “We are currently looking for ‘Hunger Champions’ to assist us with advocacy of the 2010 Child Nutrition Reauthorization Bill,” she said.

The bill is before Congress next year and contains funding for school lunches, after school and summer food programs. If you are interested in adopting a legislator as a Hunger Champion, you can contact Dennis McManus at the Food Bank’s offices for more information at (412) 460-3663.

CITY THEATRE

Individual giving is an integral part of City Theatre’s budget. That budget has seen a decrease of 25 percent this year in response to economic concerns. “The Pittsburgh Foundation’s match was appealing as a way to encourage people to give,” said Greg Quinlan, Managing Director.

Greg was pleased to report the success they had on Match Day. “With the match funds, we have a larger annual fund campaign this year and more resources for our programs.” Those programs include supporting new work by established and emerging playwrights.

City Theatre utilized their main form of communication to get the word out, an email newsletter known as CityMail. “CityMail is a cost effective way for us to communicate on a regular basis with our supporters, and we began promoting PittsburghGives three months before the event with a ‘save the date’,” he explained. CityMail can be subscribed to at www.citytheatrecompany.com and provides subscribers with information on upcoming productions as well as specials from time to time.

Greg expected the money would go fast and that there may be some technical problems for donors. “There was a great turnout and we were able to get a message out immediately thanking donors for their support and encouraging them to continue to make a donation if they had issues,” he said. “People are not all together comfortable with on-line donations, and PittsburghGives gave them an opportunity to try it.”

City Theatre is in the midst of a successful season. On the schedule for the rest of this year and into early 2010 are two world premieres, *A Kodachrome Christmas* and *When January Feels Like Summer* as well as the United States premiere of *Clockmaker*.



CARNEGIE LIBRARY OF PITTSBURGH

The Carnegie Library of Pittsburgh was on-board with PittsburghGives long before Match Day. In fact they were one of the first organizations to begin a profile on the site. “We were pleased to create an online profile that would be available to anyone who wanted objective information about the Library,” said Pat Quinn Winter, Director of Development.

Through the Quentin & Evelyn Cunningham Fund, The Pittsburgh Foundation created a special matching gift to help the Library. “We were able to raise \$200,000 in gifts and \$100,000 in matching funds in just 25 hours — that’s incredible,” said Pat.

Pat commented on the amazing response of the community. “In the weeks leading up to the event, email communiqués were flying back and forth. Volunteers were contacting us to ask ‘Have you heard about Match Day?’ and we were quick to write back, ‘Yes, we have and we hope you will participate!’ Information about the

program was showing up in blogs and people were forwarding our emails to their book clubs and their family and friends. People who had never made an online donation before were calling to find out how they could participate.”

The Library plans to use the dollars raised in the short term to support it during a critical period. However, Pat sees Match Day and PittsburghGives as a long term resource. “Match Day helped us connect with a whole new set of supporters whom we hope will become ongoing supporters of the Library,” she said. “We’re using this experience as a platform for enhancing our electronic communications and our online giving program.”

She added, “We can’t thank the donor and staff at The Pittsburgh Foundation enough for making the special matching opportunity available. It is a generous gift to the Library and to the entire region and we sincerely appreciate the effort.”

INDIVIDUALS AND ORGANIZATIONS EMBRACE

a **new** and
easy way
to **give**

PITTSBURGH
a resource of The Pittsburgh Foundation

Gives \$50

ON MATCH DAY, thousands of individuals went online to make donations through PittsburghGives. This represented for many of the visitors, the first time they have used an online donation system. However, the site is not the only new way to give for Pittsburgh.

The Pittsburgh Foundation recently introduced the Charitable Gift Card, our philanthropic version of the traditional gift card. It works like any other gift card, but this one has a charitable purpose important to the community and the recipient directs how the funds will be applied.

Charitable Gift Cards are available for purchase at www.PittsburghGives.org, and also can be redeemed directly from the site. Recipients of the gift card direct which charity or charities they wish to benefit. The cards may also be presented to any nonprofit organization in western Pennsylvania for the organization to redeem.

PittsburghGives is also a year-round resource for information on charitable organizations. The Gift Card can be designated to benefit any of the 350-plus organizations with current profiles or other area nonprofits that have not completed a profile yet.

With the holiday season upon us, many individuals and organizations have included the new Gift Card as part of their giving. This is encouraging to many of the PittsburghGives organizations as the community still faces hard times as a result of the economic downturn.

“Times are tough out there,” said David Burstin, Managing Partner, Burstin, Burstin & Frantz. “Instead of

the regular coffee, cake or gift basket, this year I chose to give my employees a gift card. I hope it encourages them to think about others in need.”

“For several years I have made a gift to the favorite charity for management at Hefren Tillotson,” explained Kim Tillotson Fleming, President. “Logistically this was difficult with so many great charities that managers wished to support. The Charitable Gift Card will make it so much easier this year.”

Organizations can also personalize cards with a logo. A minimum purchase is required. Contact Charles Stout at stoutc@pghfdn.org for assistance with any special requests and volume purchases.

Kim is personalizing the cards with the Hefren Tillotson logo and the name of the manager or team that is giving the card. “I like to teach people about giving and encourage them to give back,” she added. “The response in our organization to the gift card has been great. It is a wonderful idea and has special significance at this time of year.”

Orders have also come in through the PittsburghGives site from individuals purchasing single cards for a special gift. The Charitable Gift Card is available in holiday themes as well as birthday and religious occasions and denominations of \$25, \$50, or \$100. Purchase a gift card online at www.PittsburghGives.org. A purchaser of a gift card receives an automatic acknowledgment for tax purposes.

“Even a small gift can make a difference,” Kim Tillotson Fleming reminded.

JEFFERSON AWARDS

Rewarding Pittsburgh’s community service volunteers



Community Forum continues its profiles of Pittsburgh’s 2008 Jefferson Award winners, recognized at a presentation ceremony earlier this year. Featured in the fall edition of the newsletter were George O’Donnell and Kate Rosenthal. Earlier we featured Nancy Heil and Epryl King, and in this edition we tell the stories of the final three 2008 Award winners, Cheryl Kubitz, Dick Jevon and the organization, Lauren’s Work.

Seven Jefferson Award winners were chosen from 50 Community Champions, who were nominated throughout 2008 by Pittsburgh’s public and the nonprofit sector. Each Jefferson Award recipient received a medalion and \$1,000 for the nonprofit organization of his or her choice.

The national Jefferson Awards program was launched in 1972 by the American Institute for Public Service to recognize those who perform remarkable deeds in community service without expectation of reward or recognition. Six years later, in 1978, the program was started in Pittsburgh, where it is co-sponsored by The Pittsburgh Foundation, the *Pittsburgh Post-Gazette*, The Heinz Endowments and Highmark.

Jefferson Award winners for 2009 will be announced early next year.

JEFFERSON AWARDS continued

CHERYL KUBITZ

Operation HOPE



Cheryl Kubitz's story is a textbook on volunteerism.

Cheryl can't get enough of volunteering. In fact, Operation HOPE distinguishes her as their top volunteer in the Pittsburgh region. Through the organization, Cheryl teaches kids in low-income households the basics of banking and the importance that credit and investment can have in their lives.

Cheryl is also an active Board Member with the McKeesport YMCA and the Consortium for Public Education. In addition, she has given her time to other McKeesport organizations like the La Rosa Boys and Girls Club, McKeesport Hospital Foundation, the Weed and Seed Program, and the Lions Club. She has also assisted the local fireman with fundraising activities and traveled to Guatemala to help provide medical care to indigenous Mayan residents. Cheryl's contagious enthusiasm and passion for volunteering are a blessing to those around her.

Operation HOPE is a global nonprofit organization that seeks to eradicate poverty in our lifetime by providing economic empowerment tools and services to the underserved. For more information, visit operationhope.org or call toll-free 1 (877) 592-HOPE (4673).

HOW TO NOMINATE AN UNSUNG HERO

It might be a neighbor, a friend or a family member who dedicates his or her time and never seeks recognition. To nominate a volunteer or to learn more about the Community Champions program call (412) 263-3534.

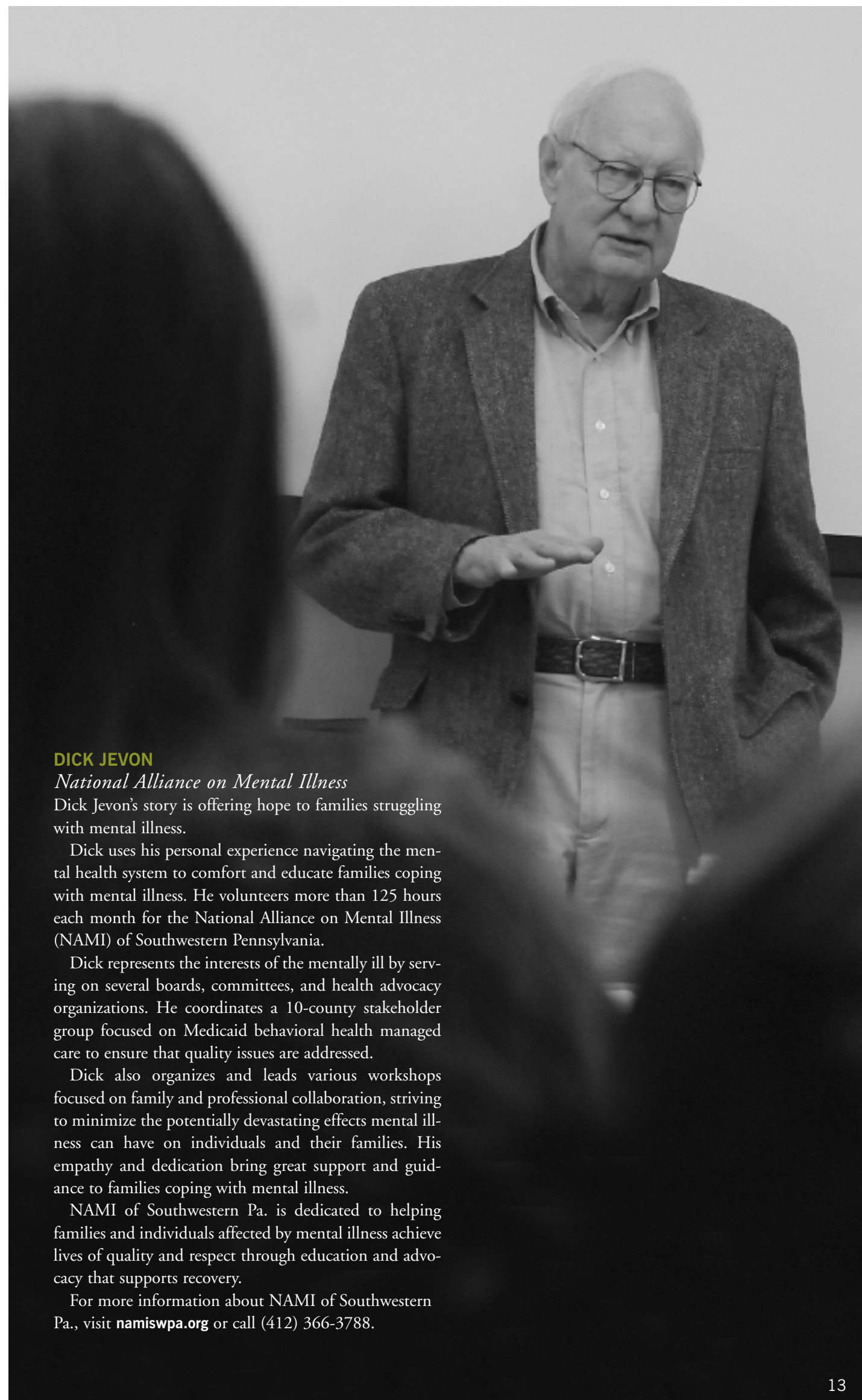
LAUREN'S WORK

Lauren's Work's story is lending a hand to other nonprofits.

Jenny, Lauren, Jimmy, Jessica, and Ashley (below, clockwise from top left)—along with Alex, Bobbie, Dana, Emily, Jenna, Katie, Matt, Melissa and other Lauren's Work Young Adults—volunteer their time and talents to nonprofit organizations in need.

Recently, Lauren's Work teamed up with Military Connections, an agency that sends care packages to our troops overseas. In one year alone, Lauren's Work completed 12 projects for Military Connections by volunteering 10 or more hours a month.

The entire volunteer staff at Lauren's Work has made a significant impact at Military Connections. They've also helped other organizations by assembling snack bags and toiletry boxes, stuffing envelopes, participating in walk events, and more. Everyone at Lauren's Work is commended for their hard work and dedication. Lauren's Work Young Adults is a nonprofit organization that brings together people with developmental disabilities to participate in activities that benefit other nonprofits in need. For more information, call (412) 343-2202.



DICK JEVON

National Alliance on Mental Illness

Dick Jevon's story is offering hope to families struggling with mental illness.

Dick uses his personal experience navigating the mental health system to comfort and educate families coping with mental illness. He volunteers more than 125 hours each month for the National Alliance on Mental Illness (NAMI) of Southwestern Pennsylvania.

Dick represents the interests of the mentally ill by serving on several boards, committees, and health advocacy organizations. He coordinates a 10-county stakeholder group focused on Medicaid behavioral health managed care to ensure that quality issues are addressed.

Dick also organizes and leads various workshops focused on family and professional collaboration, striving to minimize the potentially devastating effects mental illness can have on individuals and their families. His empathy and dedication bring great support and guidance to families coping with mental illness.

NAMI of Southwestern Pa. is dedicated to helping families and individuals affected by mental illness achieve lives of quality and respect through education and advocacy that supports recovery.

For more information about NAMI of Southwestern Pa., visit namiswpa.org or call (412) 366-3788.

DOMESTIC VIOLENCE: A QUIET CRISIS WORSENERD BY ECONOMIC HARDSHIP

WHEN WOMANSPLACE OFFICIALS first looked in January, they didn't find much evidence to support concern that an economy in recession would push the nonprofit's capacity to help victims of domestic violence beyond its limit. But by August, the nonprofit's 27-bed shelter was full. It was filled again in September. And they were still turning away women in October because there were no beds to accommodate them.

"To be at capacity for three months in a row—I've worked here for eight years and that's the first time that has happened," says Laurie MacDonald, Executive Director of the McKeesport nonprofit.

Womansplace is not alone. A quiet crisis has befallen the region's nonprofits that come to the aid of women and children who are victims of domestic violence.

Abuse is worsening, if not in the number of incidents, certainly in the intensity of the violence and the frequency of the attacks, nonprofit officials say. At the same time, fiscal belt-tightening among their recession-battered funding sources is reducing the public and private monies available to keep shelters open, staff around-the-clock telephone hotlines, and offer medical and legal advocacy and other services.

The 36-bed emergency shelter operated by the Women's Center & Shelter of Greater Pittsburgh has been full since November 2008. The Bloomfield nonprofit's shelter had an average occupancy rate of 87 percent in prior years.

Six months into the 2008–2009 fiscal year, Crisis Center North in McCandless had already provided a full year's worth of services to domestic violence victims. "In the 12 years I've been Executive Director here, I've never seen anything like that," says Grace Coleman.

Such trends come as no surprise to those familiar with domestic violence. Evidence suggesting a link to the current recession is largely anecdotal. But financial stress at home is a precursor to domestic abuse that tends to become more severe during broad economic downturns that send rates of unemployment, foreclosure and other hardships soaring.

The consequences of domestic abuse go beyond the terrible emotional and physical toll paid by the women who endure it. Children living with domestic violence also pay a high price. Studies report, for example, that they are more likely to suffer psychological problems, such as depression, anxiety and guilt. They are more likely to do poorly in school. They have a higher risk of drug or alcohol abuse and juvenile delinquency. And they are more likely to be a perpetrator of violence or a victim of violence later in life.

Experiences reported by nonprofits across the region suggest the risk of domestic violence remains elevated despite recent signs of economic recovery.

"The stock market is not the same as the economy and the economy is not the same as what people are experiencing in their individual lives," said Grant Oliphant, President and CEO of The Pittsburgh Foundation. "There is a tendency to assume that if the stock market is up, things are getting back to normal and are fine. But for a lot of families, this is still a jobless recovery. Many people are unemployed. Many people are suffering stress at work. And that combination is inflammatory to problems like domestic violence."



About 68 percent of the women who have called the Women's Center & Shelter hotline in the past year reported that the level of abuse has worsened due to stress related to family finances, says Shirl Regan, Executive Director of the nonprofit, which has received grants from The Pittsburgh Foundation and the Neighbor-Aid Fund, an emergency community fund established by the Foundation.

The nonprofit, which receives about 5,000 hotline calls a year, has seen only a slight increase in the volume of those calls. But callers are reporting more frequent and more violent incidents, Regan says. "They say there had been tension in the home before — that stress, fighting, yelling and pushing had happened occasionally. Now, it's more frequent and severe. Instead of pushing it's maybe punching or strangulation."

She says clients seeking protection from abuse orders are also up — from the previous average of 850 a year to 1,300 in fiscal 2008–2009. And the nonprofit helped more than 500 women receive protection orders during the first quarter of the current fiscal year.

About half of those reporting domestic violence to the Crisis Center North hotline say they are experiencing economic hardship. Of those, 81 percent say the result has been an increase in abuse. "Weapons are being used more often; the number of strangulations in cases is going up," says Erin Varner, Supervisor of Advocacy Services. "The violence is repetitive and happening more often than in the past."

Crisis Center North this year received grants from the Neighbor-Aid Fund to support case management services and to help meet requests for emergency transportation expenses, relocation/security expenses, utility stipends and food assistance. Other domestic violence nonprofits also report a surge in requests for help meeting basic needs.

Most nonprofits are struggling to meet the challenges of greater demand with fewer staff and less revenue. The

Women's Center & Shelter has 48 full-time positions — 25 percent fewer than four years ago — and its budget has been cut from \$3.8 million to \$3.3 million. Crisis Center North cut its budget by 4.5 percent and donations have fallen by 8 percent, forcing pay cuts and other austerity measures. Womansplace, too, is working short-handed and revenue from fundraisers and other sources is below expectations.

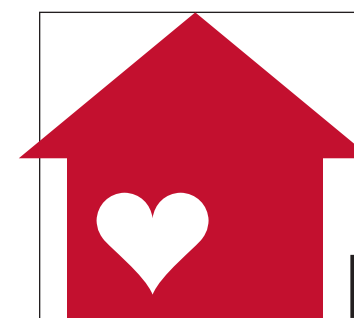
In recent months, the demand for services has often outstripped available resources, requiring nonprofits to turn women away who seek beds in overcrowded shelters and place others on waiting lists for counseling, legal advocacy and other services.

When one nonprofit's shelter is filled, staff tries to find a bed at another nonprofit's shelter. But, says Regan, "most times since last September every other shelter has also been full."

With half as many legal advocates now on payroll, Womansplace has cut the number of district magistrate offices where it offers abuse victims aid from 17 to 11. And the nonprofit has a waiting list for services. "You might wait three weeks to see a counselor," says MacDonald. "That's a really bad scene for somebody who needs help right away."

Nonprofits are exploring a range of options to help them survive the crisis, including cost-saving collaborations with other agencies, advocacy campaigns to encourage more government domestic abuse funding and practicing social entrepreneurship by finding ways to earn money, such as renting office space no longer needed because of staff cuts.

When the crisis will lift is unclear. "But the major point is hope," says Regan. "It's important that we don't feel defeated. We're all very enthusiastic about what we do and the positive results we see among the people we work with. We've been through hard times before and we stood pat, did our work and helped families."



NEIGHBOR-AID REACHES \$1M MARK IN EMERGENCY AID TO NONPROFITS

Grants to nonprofit organizations have passed the \$1 million mark from the Neighbor-Aid emergency fund. The latest round of awards from the fund were made as nonprofits suffered under the double-blow of increased demand combined with funding shortfalls due to the prolonged State budget impasse.

The increase this Fall in poverty rates in metropolitan Pittsburgh and spikes in unemployment and demand for emergency aid was a grim reflection of the lingering impact of the economic recession, said Grant Oliphant, the Foundation's President and CEO.

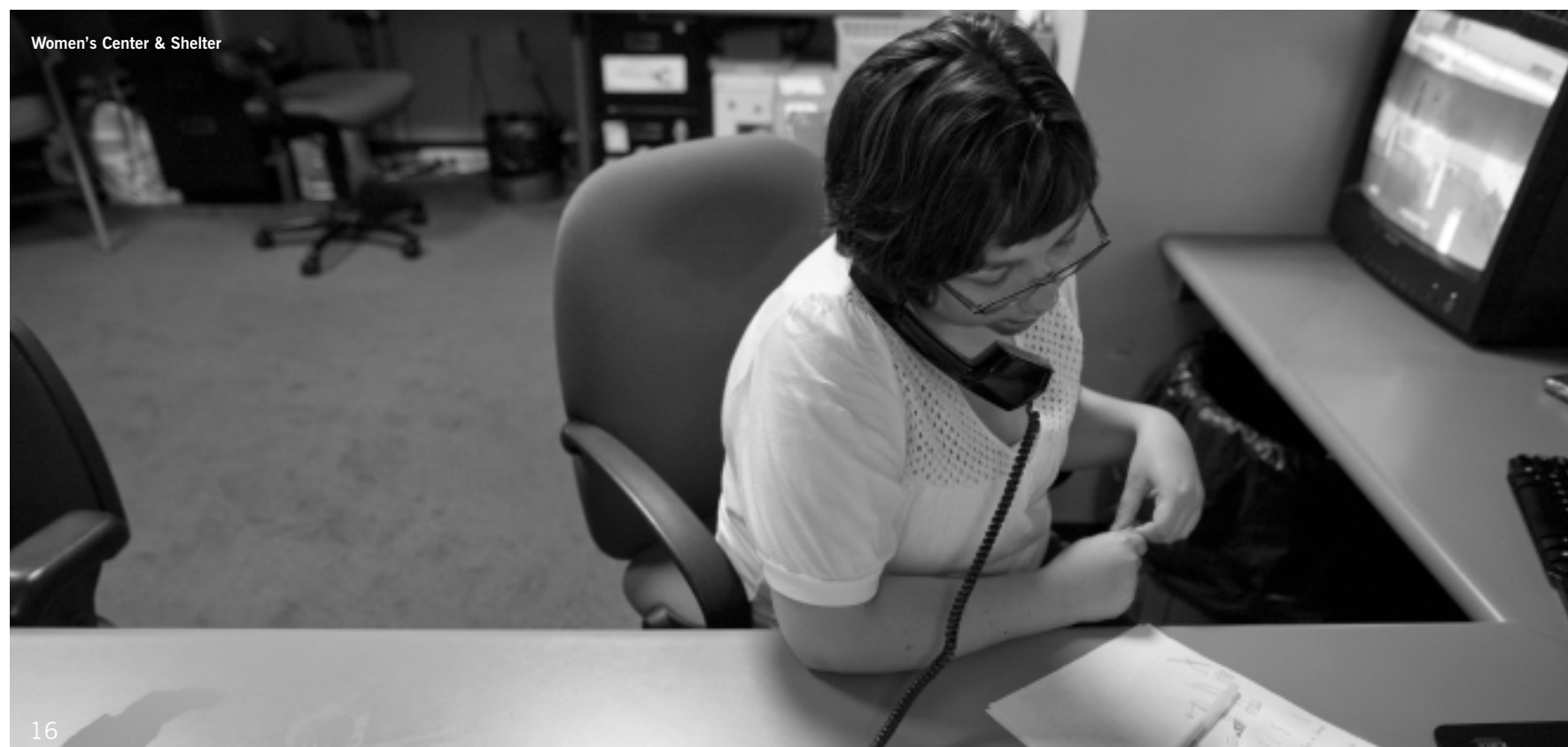
Neighbor-Aid, a collaborative emergency fund, was established by The Pittsburgh Foundation to support nonprofit organizations struggling to meet the needs of families and individuals in hardship as the result of the economic downturn, approved grants to five nonprofit organizations totaling \$214,500.

This brings the total value of grants distributed by the fund since it was formed in December 2008 to \$1,000,500. Neighbor-Aid has a current balance of \$239,550 and will continue fundraising to support an anticipated further increase in demand through the winter.

Neighbor-Aid was created to support nonprofits serving key areas of human need including housing, food, utilities, transportation and childcare. Partners in the initiative include the United Way of Allegheny County, civic leader Elsie Hillman and other local foundations working in liaison with Allegheny Department of Human Services.

Donors can contribute to Neighbor-Aid, on-line either through The Pittsburgh Foundation or the United Way of Allegheny County via a specifically designed web site to support the fund at Neighbor-Aid.org. Alternatively, contributions may be made by check payable to The Pittsburgh Foundation–Neighbor-Aid Fund and sent to the Foundation's offices at Five PPG Place, Pittsburgh, Pennsylvania 15222 or to United Way–Neighbor-Aid Fund and sent to Box 640716, Pittsburgh, Pennsylvania 15264-0716.

Women's Center & Shelter



A SUMMARY OF THE LATEST GRANTS AND FUNDING OBJECTIVES ARE LISTED BELOW.

The Salvation Army received \$100,000 to supplement its increased response to provide families and individuals with essential support, including groceries, rent assistance, furniture, utilities, clothing, medical care, childcare, counseling and transportation.

Just Harvest Education Fund received \$25,000 to increase its capacity to assist newly poor individuals and families to navigate the procedures for applying for food stamps while monitoring and improving the application process.

Crisis Center North received \$16,000 to support case management services, increase the organization's capacity and to disseminate funding to those in need.

Urban League of Greater Pittsburgh received \$20,000 to provide emergency food assistance to families in addition to the client base regularly served by the organization.

Society of St. Vincent De Paul received \$53,500 to provide energy-efficient appliances to low-income families and individuals.

“INSPIRING OTHERS TO LIVE LIFE with passion and purpose,” is the key message of his Fund’s mission statement. Energetic, enthusiastic, inspiring, innovative, intellectual, and a true leader with passion, are terms commonly used by friends, family and acquaintances in describing Marcus Ruscitto.

With his younger brother, Michael, Marc founded Stargate, the innovative internet service provider from a modest apartment above his parent’s home. “We had wires running all over the house,” his mother, Carol recalled. “We had high speed internet before there was such a thing.” The brothers’ ingenious brainchild quickly grew into one of the largest internet companies in Pittsburgh, and before selling Stargate in 2003, the pair were honored with a number of accolades, including the prestigious *Inc.* Magazine’s Inner City 100 Award.

Marcus Ruscitto’s talent, enterprise and entrepreneurship were matched by his deep passion for Pittsburgh and a huge heart for giving. Throughout his professional

endeavor, Marc helped, encouraged, and motivated other entrepreneurs to reach for their dreams. “To this day, people come up to me and say they would not be in business if it had not been for Marc,” said Carol. “It makes us very proud of the work he did with others and the charities about which he cared so much as well as his enormous personal achievements.” Those closest to Marc were compelled to maintain the bond Marc created among so many people, by pledging to make sure that many of the good works Marc began would continue to expand and prosper.

So it followed that upon his untimely death at age 34, his family and friends, both social and professional, made the decision to establish The Marcus L. Ruscitto Memorial Fund at The Pittsburgh Foundation as a legacy to an energetic young leader and visionary who devoted his time to helping people grow and pursue their dreams.

Marc’s spirit of volunteerism also led him, to serve on many boards including the Entrepreneurs Network, WQED, United Way and Three Rivers Connect. Shirley Zafris, former Stargate Executive Assistant, said: “As Stargate grew, he became more involved in philanthropy and applied his limitless energy to help the city and its residents.” In addition to his own business and volunteer board commitments, Marcus dedicated time and financial resources to support and visit various charities to brighten the lives of local children, as well as countless animal welfare charities.

Public television and film were also Marc’s passions. In addition to an annual golf outing, The Fund recently hosted a special preview for a movie that will soon be released. The event was attended by friends and supporters of Marc and the Fund, as well as those associated with the film who traveled to the event from Hollywood. “One gentleman commented that the Premiere was better than anything he had experienced in Hollywood

because the people of Pittsburgh were so friendly and truly interested in the film,” said Carol. In conjunction with the film and this event, The Pittsburgh Filmmakers was the recipient of a grant via the Fund.

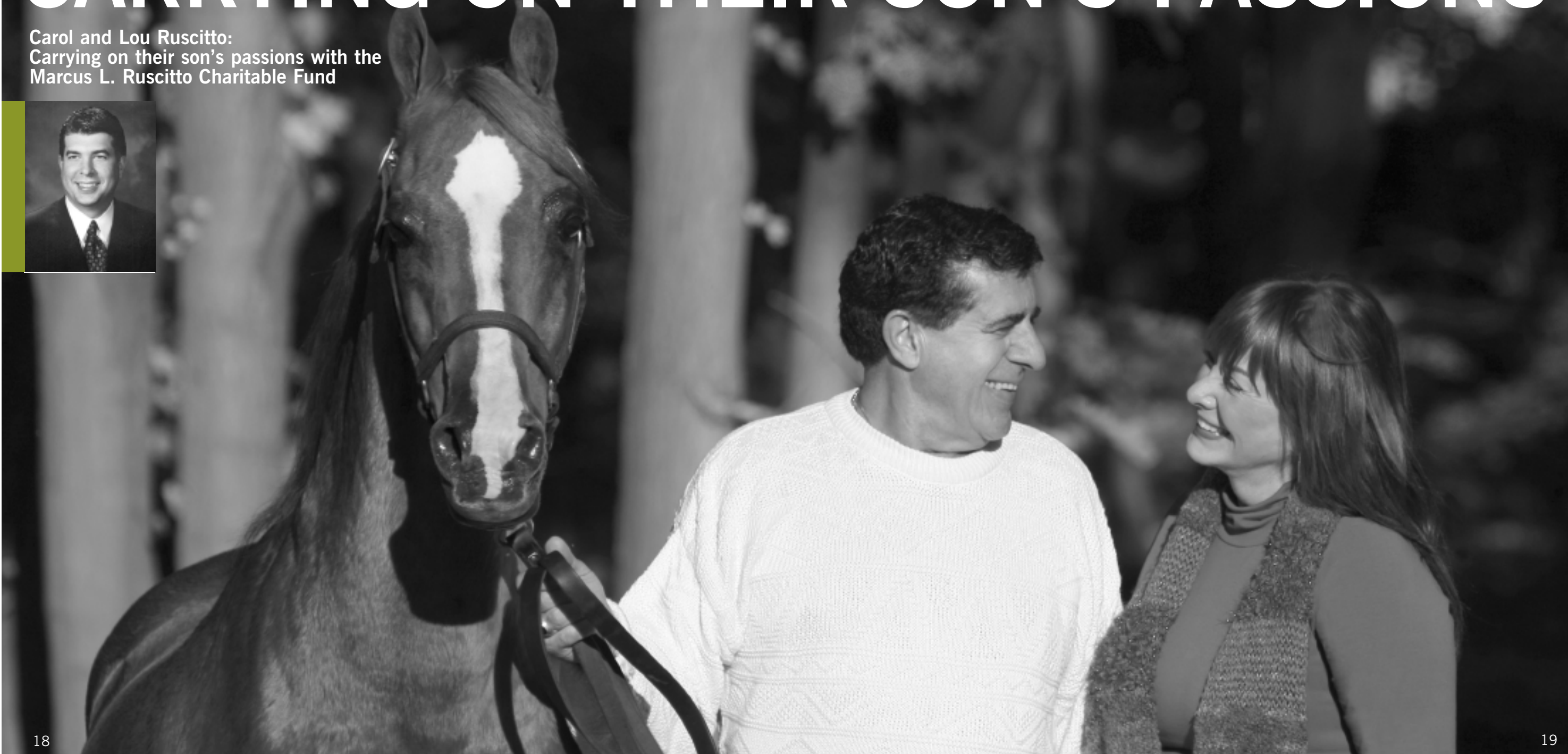
Through the efforts of so many of the region’s generous and dedicated individuals, the Fund has continued to support as many of the charities as possible about which Marc cared deeply and which reflect his diverse interests.

Among these is the Institute for Entrepreneurial Excellence of the University of Pittsburgh Joseph M. Katz Graduate School of Business which provided two scholarships in memory of Marc. The Fund has awarded four additional scholarships to continue to foster young entrepreneurs and has also supported WQED, The Pittsburgh Promise, The Children’s Institute, NFTE, The Homeless Children’s Education Fund, Animal Friends, and The Manchester Craftsmen’s Guild, among others.

To learn more about Marcus Ruscitto, and the Fund to perpetuate his legacy, visit www.marcusruscittofoundation.org.

CARRYING ON THEIR SON’S PASSIONS

Carol and Lou Ruscitto:
Carrying on their son’s passions with the
Marcus L. Ruscitto Charitable Fund



WORKING TO KEEP HOMELESS CHILDREN FROM FALLING THROUGH THE SAFETY NET



AT ANY ONE MOMENT, 600 children in Allegheny County are homeless, staying with their mothers in temporary women's shelters, according to Pittsburgh's Homeless Children's Education Fund (HCEF). This number probably doubles when accounting for children who sleep in cars, warehouses and abandoned buildings or who "couch surf" at the homes of family and friends.

IT IS A CRISIS that is difficult to monitor and assess, increasing the vulnerability for children who become homeless. But agencies struggling to address the problem are in agreement: the problem is getting worse, exacerbated by the savage effects of the economic recession which, among other things, has resulted in a spike in mortgage foreclosures.

Now the HCEF is calling for agencies and nonprofit organizations to work together to develop an action plan designed to strengthen the county and state infrastructure to ensure that homeless children have the opportunity to participate in school activities and that they have access to after-school support.

"This problem is not new, and it's not obvious because we don't see homeless children seeking shelter under bridges or on the streets," said Dr. Joe Lagana head of the HCEF, an organization he founded 10 years ago. "But we are now seeing what I call 'the new homeless' and there is a deep and serious impact upon those kids who are showing up in need of support."

The plight of homeless children in the Pittsburgh region came under the community spotlight with a special summit organized by the HCEF and co-sponsored by The Pittsburgh Foundation in November. Other sponsors of the event, called "Summit to Ensure Quality Education of Our Homeless Children and Youth," included Pennsylvania Department of Education, along with Allegheny County Department of Human Services, Jewish Healthcare Foundation, Education Law Center, Duquesne University and the Allegheny Intermediate Unit.

The summit was an outcome of a recent study funded by The Pittsburgh Foundation and conducted by the Duquesne University School of Education and the Allegheny County Department of Human Services, the data of which revealed a serious need to improve the educational support system for the region's homeless children.

"It is time to bring the educational shortcomings of homeless children to the forefront of the minds of educators and key community decision makers," said Dr. Lagana. "By bringing together all of these influencers, we hope to reform education standards for homeless children and set a precedent that will influence the rest of the Commonwealth to do the same."

The summit opened with a keynote address by Barbara Duffield, Policy Director for National Association for the Education of Homeless and Youth, whose recent book, "Educating Children Without Housing" was featured and discussed.

Grant Oliphant, President of The Pittsburgh Foundation, convened discussions and served as moderator throughout the summit. The research conducted by Dr. Jim Schreiber, Associate Dean for Teacher Education and Associate Professor at Duquesne University Department of Foundations and Leadership and his colleague Dr. Peter Miller was discussed and an additional speaker was Nancy Hubley, Managing Attorney for Western PA Education Law Center.

In addition, a panel consisting of Reggie Young, Deputy Director of the Office of Community Services at Allegheny County Department of Human Services, Dr. Linda Hippert, Executive Director of Allegheny Intermediate Unit, Mary Ramirez, Director of Bureau of Community and Student Services at Pennsylvania Department of Education and Carlin Christy, Education Coordinator at HCEF discussed the results of the recent study and what this research means for the education of homeless children in Allegheny County, along with the regional impact of Ms. Duffield's book.

Established in 1999, HCEF works to ensure that all children living in residential housing facilities throughout Allegheny County receive the necessary materials, guidance, and support that will help them keep up in school and make the most of their education — providing "hope through learning" for a better future for them and for the community.

For more information on HCEF and how to help, please visit www.homelessfund.org.

BUSINESS LEADERS DRIVE FUNDRAISING FOR THE PITTSBURGH PROMISE

“WE ARE HONORED AND DELIGHTED THAT SOME OF OUR REGION’S MOST RESPECTED AND ACCOMPLISHED BUSINESS LEADERS ARE DRIVING THIS EFFORT IN RECOGNITION OF THE VITAL IMPORTANCE THAT THE PROMISE REPRESENTS ECONOMICALLY FOR OUR REGION AS WELL AS ITS EDUCATIONAL AND CULTURAL IMPORTANCE.”

Saleem Ghubril, The Pittsburgh Promise



THE PITTSBURGH PROMISE has begun a major fundraising campaign among corporations and businesses to support the program’s role as a key economic stimulus for the region.

Leading the initiative are David and Cynthia Shapira, David and Nancy Malone and Anne V. Lewis. Mr. Shapira is Chairman, President and CEO of Giant Eagle; Mr. Malone is President and CEO of Gateway Financial and Ms. Lewis is an owner of Oxford Development.

The five will co-Chair the Promise’s “Committee of 100,” seeking gifts of \$10,000 and above from corporations and individual business leaders. They will help the Promise in making requests for support and in assisting with hosting meetings and events to raise funds for the program.

The Promise’s corporate campaign is designed to raise approximately \$5 million annually over the next 10 years representing one-third of the Program’s annual fundraising goal.

“We are honored and delighted that some of our region’s most respected and accomplished business leaders are driving this effort in recognition of the vital importance that the Promise represents economically for our region as well as its educational and cultural importance,” said Saleem Ghubril, Executive Director of the Promise.

The Pittsburgh Promise was established at The Pittsburgh Foundation in December 2007 with a \$100 million commitment from UPMC, including an initial \$10 million to support the 2008 graduates from the School District. The remaining \$90 million is a challenge grant (\$10 million a year for nine years), intended to spur support and contributions from all sections of the community to raise an additional \$135 million (\$15 million annually for nine years).

In its first year, the Promise raised almost \$15.2 million, enabling the program to receive the first full \$10 million matching grant from UPMC.

For the 2009/2010 school year, the Promise is half way towards its fundraising target with continuing funding commitments from foundations, including The Pittsburgh Foundation.

“One of the outstanding economic benefits to our broad region is the creation of a more educated work force supporting the needs of businesses enabling them to grow and prosper here,” said Saleem Ghubril. “This in turn encourages young graduates who benefit from Promise scholarships to remain in Pittsburgh.”

A recent study by CEOs for Cities has projected that the Pittsburgh region could generate an additional \$1.8 billion in personal income — and wealth for the region — with a one percentage point increase in the number of bachelor’s degrees among residents 25 and older. This increase represents additional 16,500 degree recipients.

More information about The Pittsburgh Promise is available at the program’s web site at www.pittsburghpromise.org.