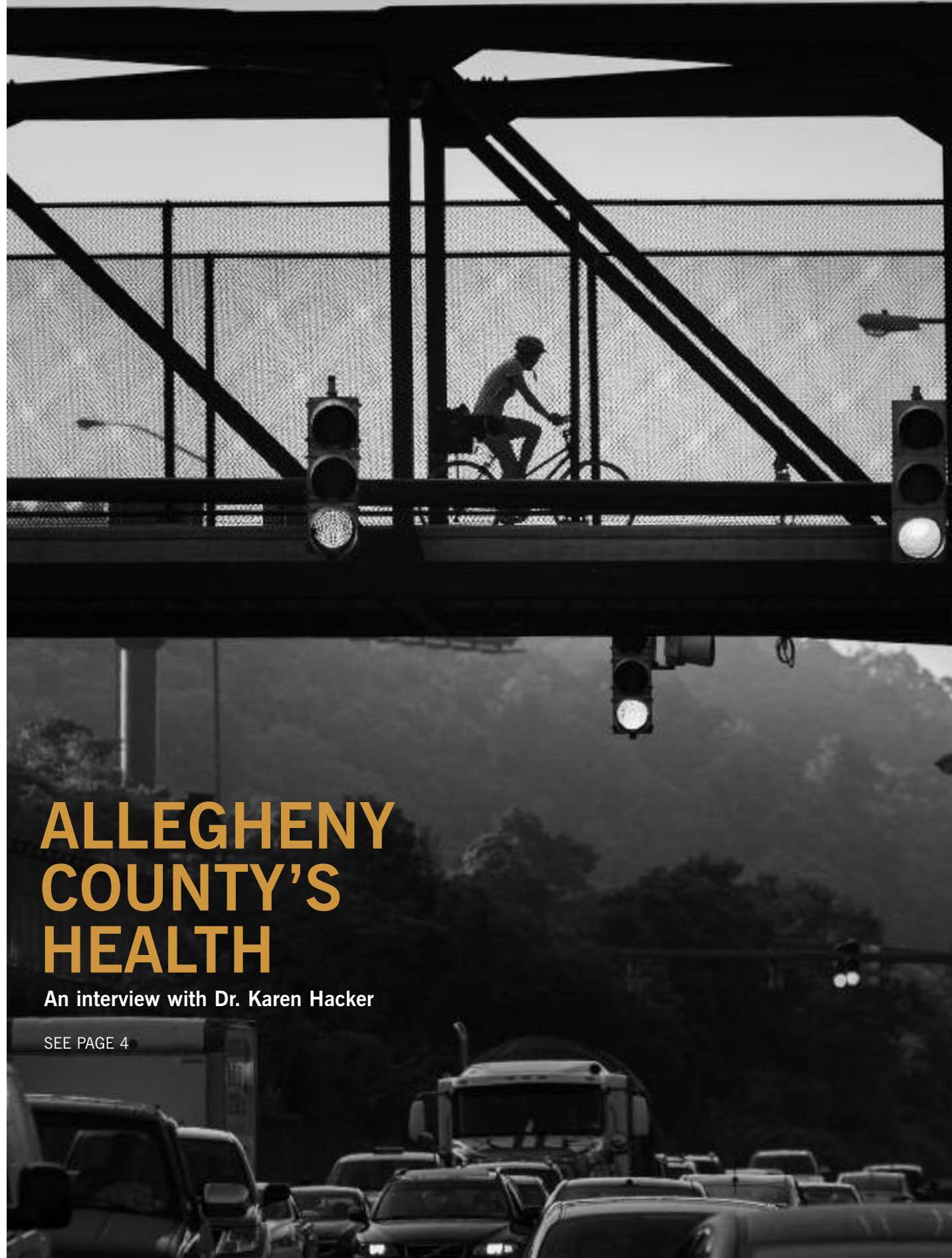


THE PITTSBURGH FOUNDATION **community**  
**FORUM**

FALL 2014



**ALLEGHENY  
COUNTY'S  
HEALTH**

An interview with Dr. Karen Hacker

SEE PAGE 4

# IN THIS ISSUE:

**3**  
THE PITTSBURGH FOUNDATION NAMES MAXWELL KING PRESIDENT AND CEO

**4**  
ALLEGHENY COUNTY'S HEALTH: AN INTERVIEW WITH DR. KAREN HACKER

**7**  
ARTDOG

**8**  
TRADE EDUCATION PROGRAM FROM THE PITTSBURGH PROMISE

**10**  
PUBLIC ENGAGED IN SEARCH FOR PITTSBURGH'S NEW CHIEF OF POLICE

**11**  
ADVISOR PROFILE: DOUG DENARDO

**12**  
FIRST-HAND EXPERIENCE: Terry Miller Works to Expand the Forces Battling Hunger



**FOCUS ON WESTMORELAND:**

**14**  
ADVISOR PROFILE: REGINA BEATTY

**15**  
WESTMORELAND COUNTY INVITES YOU TO GET IN Combatting the Drug Overdose Epidemic



## IN MEMORIAM GERI KAY

SYMPATHIES AND CONDOLENCES from the staff and Board members of The Pittsburgh Foundation go to the family and friends of Geri Kay who passed away after a struggle with ovarian cancer on September 1, 2014. Ms. Kay was 70.

Ms. Kay joined the Foundation in 1992 serving as the Vice President for Program and Policy at The Pittsburgh Foundation until her retirement in 2006. Her passionate devotion to this community will be greatly missed.

“Geri served as a mentor, teacher, and advisor to many of our program officers at The Pittsburgh Foundation and others around the country through her deep commitment to community foundations and the work we do,” said Jeanne Pearlman, Senior Vice President of Programs and Policy. “Her wisdom and her advocacy for social justice is a legacy that we all carry forward with great pride and gratitude.”

# THE PITTSBURGH FOUNDATION NAMES MAXWELL KING PRESIDENT AND CEO

Former Board Member, Foundation Community Leader and Journalist Returns to Pittsburgh



**“THE OPPORTUNITY TO COME BACK AND BE A PART OF THE PITTSBURGH FOUNDATION IS VERY MOTIVATING TO ME. PEGGY AND I LOVE PITTSBURGH, AND WE ARE VERY HAPPY TO REJOIN THIS COMMUNITY.”**

Max King

THE BOARD OF DIRECTORS of The Pittsburgh Foundation has elected Maxwell King as the new President and Chief Executive Officer. He succeeds Grant Oliphant who recently became President of The Heinz Endowments following six years as CEO of The Pittsburgh Foundation.

Mr. King began his five-year term as The Pittsburgh Foundation's chief executive in mid-September. He and his wife, Margaret Ann (Peggy), returned to Pittsburgh from Vermont where they have lived since 2012.

In announcing Mr. King's appointment, Dr. Edith Shapira, Chair of the Board of Directors, praised the Board's unanimous decision and enthusiasm for his return to Pittsburgh in order to lead The Pittsburgh Foundation. “When Max left Pittsburgh, the region lost an important leader, and he has been missed,” said Dr. Shapira. “Max King is a smart, thoughtful and charismatic leader who knows and loves Pittsburgh. It was important for the Foundation to lock-in a strong community leader to take us forward and there's nobody better to do that than Max King. We are thrilled that he is returning to Pittsburgh. We are also very grateful to the Foundation's Chief Financial Officer Molly Beerman who did an outstanding job in assuming additional responsibilities as interim CEO during this transition,” she added.

Commenting on his new leadership role at The Pittsburgh Foundation, Max King said, “The opportunity to come back and be a part of The Pittsburgh Foundation is very motivating to me. Peggy and I love Pittsburgh, and we are very happy to rejoin this community. Pittsburgh is a very exciting place right now and so is The Pittsburgh Foundation following the outstanding work of Grant Oliphant and his team in recent years. I am grateful to the Foundation's Board for entrusting me to lead an already strong organization with an outstanding staff which is well-regarded nationally. I look forward to serving the Pittsburgh community and to collaborating with stakeholders in addressing issues important to the region's well-being and outlook.”

Currently, Maxwell King is a Senior Fellow of the Fred Rogers Center for Early Learning and Children's Media where he is writing the first-ever full biography of Fred Rogers which is anticipated to be completed by the end of 2015. Mr. King served for two years as Director of the Fred Rogers Center at Saint Vincent College in Latrobe, Pa.

Max King's career has spanned more than four decades, and has included time as an editor and writer on newspapers and magazines, leadership of two important institutions in the American philanthropic community, and service on numerous civic boards and committees, including serving on the Board of The Pittsburgh Foundation. He served almost eight years as the Editor of The Philadelphia Inquirer in the 1990s, nine years as the President of The Heinz Endowments, and six years on the board of the National Council on Foundations, including two years as chair. Mr. King received his Bachelor of Arts degree cum laude from Harvard University in 1967, and attended the Stanford Executive Program at Stanford University's Graduate School of Business.

A full biography is available at [www.pittsburghfoundation.org/CEO\\_BIO](http://www.pittsburghfoundation.org/CEO_BIO).



IT DOESN'T COME AS A SURPRISE to Dr. Karen Hacker that a place as rich in health care resources as Allegheny County isn't exactly the picture of health.

"I'm a doctor and I can tell you that for most of your patients, if you see them once a year, that's pretty much it. How much influence can you have?" says Dr. Hacker, who

took over as Director of the Allegheny County Health Department last September.

"The patients I've had the most impact on were those with chronic disease, because I'd see them a lot, and could get to know them and influence them."

Good health is generally related more to factors such as personal behavior, income, community and environment than what takes place in the clinic, hospital and doctor's office. In that regard, it's clear that Dr. Hacker has her work cut out for her.

What county-specific data are available suggest that residents have made strides in such things as quitting smoking. But rates of several health risks are higher than what she considers acceptable—including smoking, people who are overweight or obese and those who are physically inactive.

Stark health disparities also separate people of different races, income and education levels and neighborhoods, placing certain residents at much greater risk than others.

The good news is that the rates of many diseases and health risks can be lowered with an ounce of prevention. And during Dr. Hacker's first year in office, the Health Department

began setting the foundation for a collaborative, evidence-based, countywide public health campaign aimed at doing just that.

It begins with up-to-date, accurate health data that provides an in-depth accounting of health in the county from which critical issues are identified and intervention strategies are created and assessed.

The most representative health data for county residents dates to the 2009-2010 fiscal year, when University of Pittsburgh School of Public Health researchers surveyed more than 5,000 residents. That sample is larger than the annual Centers for Disease Control and Prevention survey and the county-specific findings drawn from it are considered more accurate than what the federal survey yields. It also allows for comparisons with a similar county health survey done in 2002.

Several health indicators showed improvement from 2002 to 2010. The rates of smokers, physical inactivity and residents with severe mental illness declined, for example. The rates of seniors who get flu and pneumonia immunizations rose, as did the rate of colorectal cancer screenings. Some remained stable, such as the rates of heart attack and coronary heart disease.

But in some cases, even the improved rates remain high. For example, 23 percent of county residents still identified themselves as current smokers. Nationally, 19.6 percent of Americans smoke, according to the latest CDC data.

Evidence of high or rising health risks is also seen. Some 62 percent of residents are obese or overweight. Asthma rates jumped from 9 percent to 15 percent of the population from 2002 to 2010. Diabetes rose from 7 percent to 11 percent. The rate of county residents limited by physical, mental or emotion problems increased from 17 percent to 26 percent.

Such rates of disease, disability and health risks vary widely among residents and communities. African Americans in the county, for example, are much more likely to have asthma than whites, be diagnosed with diabetes and be obese or overweight.

"We have major disparities, both racial and geographic. Health inequality is a critical issue," Dr. Hacker says. "This is where data comes in. We need to be able to identify where we need to be and what we need to do. We can't do that if we don't have the data. How do we know whether we are improving? How do we know if we are targeting the right places?"

# ALLEGHENY COUNTY'S HEALTH:

AN INTERVIEW WITH DR. KAREN HACKER



**"WE HAVE MAJOR DISPARITIES, BOTH RACIAL AND GEOGRAPHIC. HEALTH INEQUALITY IS A CRITICAL ISSUE. THIS IS WHERE DATA COMES IN. WE NEED TO BE ABLE TO IDENTIFY WHERE WE NEED TO BE AND WHAT WE NEED TO DO."**

**Dr. Karen Hacker**  
Director, Allegheny County Health Department



Air quality is another area of concern. The Health Department runs one of the few local air quality programs in the nation whose responsibilities include regulation, monitoring and enforcement. The recent fine it imposed and improvements it ordered to curb emissions at the Shenango, Inc. coke works on Neville Island are examples of enforcement actions that have helped to lower air pollution levels in the county over past decade or so.

Yet challenges remain. The county, like most in the Northeast, fails to meet the latest Clean Air Act standards for ground-level ozone, which can worsen asthma and other respiratory ailments. It's also among the 3 percent of U.S. counties that haven't met multi-year standards for fine particulate pollution, which is linked to higher risks of cardiopulmonary disease and other problems.

Dr. Hacker hopes to raise enough money to update the 2009-2010 county-specific adult health survey as early as next year. To address another information gap, a phone survey of 1,500 young people is being done by the

the wellness of residents. The Health Department's role includes helping them plan wellness strategies, activities and events, particularly around increasing physical activity and preventing obesity. It also connects them with nonprofits and other organizations that can help set their plans in motion – plans that can be as simple as making a wellness trail, adding healthy foods to vending machines or promoting a local farmer's market.

"With campaigns, there is a tipping point. People get to a point where they believe they can actually do this," Dr. Hacker says. "Our job is to help the entire county—even if it is one municipality or school district at a time—to start to see themselves in a new light."

There are several reasons to be optimistic about the future health of county residents, she says.

Recent demographic trends are one. The county and city are getting younger and the growing young adult population includes significant numbers from other cities and regions. "The interest in physical activity, bike trails,

**AIR QUALITY IS ANOTHER AREA OF CONCERN. THE HEALTH DEPARTMENT RUNS ONE OF THE FEW LOCAL AIR QUALITY PROGRAMS IN THE NATION WHOSE RESPONSIBILITIES INCLUDE REGULATION, MONITORING AND ENFORCEMENT.**



University of Pittsburgh that is expected to provide previously unavailable data on the health and behaviors of adolescents and teenagers living in the county, and a recent online survey involving about 1,000 county residents was done that identified roughly 40 public health indicators of interest to the Health Department.

County health officials plan to take the findings on the road in the fall, presenting the data in a series of public forums as a way to gain input from residents and engage them in an emerging campaign to improve their health.

It's part of a new public health approach in the county that begins with data analysis, needs assessment and community engagement, and is followed by setting priorities and developing strategies for improving the health issues identified.

The Health Department is also working to become certified by the Public Health Accreditation Board, which would, for the first time, require the department to adopt national public health standards.

In January, a "Live Well" campaign was launched to engage municipalities and others in finding ways to improve

using the river in different ways for recreation—a lot of that pressure is coming from a younger population."

Another is the support and resources she's found after taking the job last year. Allegheny County Chief Executive Rich Fitzgerald, for example, launched the Live Well Campaign and the City of Pittsburgh, under Mayor Bill Peduto, quickly signed on as a Live Well community and has begun to map out a citywide wellness strategy.

The county is also rife with nonprofits experienced in public health issues whose collaboration is necessary to move any public health campaign forward. The region's research universities offer a wealth of expertise and have proved willing to share it. And local foundations have been willing to offer their knowledge of the region and provide hard-to-come-by dollars to help finance health initiatives. "Let's put it this way," Dr. Hacker says. "Any other health department director in the country would drool at the possibility of having the leadership, universities and foundations we have who are so committed to making Pittsburgh and the region a better place."

PITTSBURGHGIVES RECEIVES TECHNOLOGY OVERHAUL

## ARTDOG SLATED FOR OCTOBER 2

SINCE THE LAUNCH OF PITTSBURGHGIVES IN 2009, The Pittsburgh Foundation has continuously improved the program and technology behind the successful giving platform. The site was relaunched in September on a cutting edge online giving platform.

The on-line site's giving events have so far raised more than \$35 million for the region's nonprofit organizations. The PittsburghGives on-line platform will be used to host a Day of Giving to support local arts programs on October 2, organized by the Greater Pittsburgh Arts Council (GPAC).

The work on the new PittsburghGives site began in June, following the conclusion of the 2014 Day of Giving in May. The event was moved from its traditional date in the fall to be part of the first ever Give Local America national event organized by the Council on Foundations. Across the U.S., 80 community foundations helped raise over \$50 million for more than 7,700 charitable organizations.

The new platform developed in conjunction with Kimbia, which provided many of the websites for Give Local participants will provide a more robust donor experience during Day of Giving events.

The Arts Day of Giving, nicknamed ARTDOG, will be the first event on the new technology platform. The event returns after having raised nearly \$1.9 million in 2011 and will be held from 6 AM to 12 AM on October 2nd. Over 150 GPAC organizations dedicated to the arts in Allegheny County and nine other surrounding counties are expected to participate.

For this year's Arts Day of Giving, the match pool is expected to exceed \$200,000 similar to the previous event. The match pool was provided thanks to generous support by The Heinz Endowments.

Due to its unexpectedly high rate of growth since 2009, The Pittsburgh Foundation introduced minor modifications to the program for 2013. 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.

The PittsburghGives platform serves as a unique platform for nonprofits 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).

**“THIS NEW PROGRAM UNDERSCORES THE FACT THAT A HIGH SCHOOL DIPLOMA IS JUST NOT ENOUGH, BUT A FOUR-YEAR DEGREE IS NOT ALWAYS NECESSARY.”**

Saleem Ghubril  
Executive Director, The Pittsburgh Promise



THE PITTSBURGH PROMISE and Pittsburgh Public Schools are embarking on an innovative education opportunity through the introduction of a workforce development initiative aimed at helping 10th, 11th and 12th grade students to pursue career and technical training, workforce certifications and post-secondary education credits beginning in the 2014–15 school year this fall.

The workforce development initiative will prepare more students to be workforce-ready through post-secondary concurrent enrollment while they are in high school. When it opens, the Energy Innovation Center, located on the site of the former Connelley Vocational School and Letche School in Pittsburgh’s Hill District neighborhood, will be the largest intersection of secondary and post-secondary educational

while less than 40% of those jobs require a four-year degree.

“This new program underscores the fact that a high school diploma is just not enough, but a four-year degree is not always necessary,” said Saleem Ghubril, Executive Director of The Pittsburgh Promise.

“We’re going to advance some of the scholarship money to high school students to gain workforce certification, while still in high school, in the growing trade job market,” said Mr. Ghubril. “This workforce development initiative aligns with the demands of employers so that our region’s manufacturing, energy, health, and other growth sectors have well-trained workers who can contribute to their success and the region’s economic vitality.”

Career and technical training will focus on Advanced Manufacturing, Health Care, Information Technology, and Natural Gas/Energy. This collaborative will build on the strengths of the existing Career and Technical Educational programs (CTE) at Pittsburgh Public Schools, and will stack additional post-secondary CTE credits on top of them. Those credits will meet the basic competencies that are required by regulatory agencies, industry and the PA



## CITY SCHOOL STUDENTS TO PREPARE FOR WORKFORCE WITH INNOVATIVE

## TRADE EDUCATION PROGRAM FROM THE PITTSBURGH PROMISE



Department of Education. The goal is to grow student interest in this program to 500 students by September 2016.

The program was designed in collaboration with the Community College of Allegheny County, the Energy Innovation Center, the Sprout Fund, Three Rivers Workforce Investment Board, and other technical schools, and with insight, input and support from the region’s employers.

According to Pittsburgh Public Schools (PPS), 70% of their graduates are eligible for a Promise scholarship, but nearly 20% are not currently taking full advantage of the opportunity. This new program will be open to all Pittsburgh Public high school students and will engage them early with a relevant career path.

“Since its inception, the Promise has been a catalyst for change in our school system and has remained focused on improving the quality of education in our urban schools and has provided program and financial support for deploying well-prepared and diverse workers in the region’s workforce,” said PPS Superintendent Dr. Linda Lane.

During the past five years, The Promise has invested approximately \$49 million in scholarships to support more than 4,800 high school graduates who enrolled in more than 100 different post-secondary public and private colleges and universities, career training companies, and vocational and trade programs in the Commonwealth of Pennsylvania.

More information is available at [www.pps.k12.pa.us/cte](http://www.pps.k12.pa.us/cte).

institutions working with private corporations in training and research for the benefit of city high school students and the region’s workforce.

Participating students will receive an “advance” on their Pittsburgh Promise scholarship to earn up to 24 post-secondary credits (depending upon program), two regulatory certifications, two industry certifications, numerous skills badges, drivers education and a Pennsylvania Drivers’ License by the time they finish high school.

Students continuing their post-secondary education after high school will receive the remainder of their Promise scholarship. Eligible students not enrolled in this new workforce development program and who enter post-secondary education program after high school will receive the full scholarship award as is the case today.

The Allegheny Conference on Community Development and the Three Rivers Workforce Investment Board reports that more than 60% of the 25,000 jobs that are currently available in the region require specialized technical training

## PUBLIC ENGAGED IN SEARCH FOR PITTSBURGH'S NEW CHIEF OF POLICE

THE TALENT CITY INITIATIVE developed an expanded process to assist the City of Pittsburgh and engage wide public participation in the search for Pittsburgh's new Chief of Police.

Talent City partnered with The Art of Democracy and Carnegie Mellon University's Program for Deliberative Democracy to convene a series of public forums to provide residents with the opportunity to be involved in the process of selecting a new Chief of Police.

The City of Pittsburgh conducted the public forums in conjunction with Public Safety Councils in all six of Pittsburgh's policing zones in June and July. By participating in the forum, residents were encouraged to share their ideas about how to improve policing in Pittsburgh, identify their priorities, and suggest the qualities they believe are essential in the new Chief of Police.

The deliberative forums seek to discover citizens' opinions on key issues affecting their neighborhoods after they have engaged in multiple informed, structured conversations. Each of the forums lasted two-and-a-half hours and were designed to provide the resources citizens need in order to develop an opinion guided by relevant data, expert information, and an understanding of how issues and policies affect others in their community.

"From the outset, we have looked to build a new administration with the best talent available to lead our city," said Mayor William Peduto. "We are pleased with the progress we have made with Talent City and look forward to an unbiased process that will include significant and productive public input as we begin a new chapter with our police force."

Under the Talent City program, launched by the Foundation in partnership with the University of Pittsburgh's Institute of Politics, all applicants for the position will be screened by a diverse selection committee and interviews will be conducted by human resources consultants. A slate of candidates will then be provided to the Mayor, who may choose a candidate from the provided pool or ask Talent City to find additional candidates.

The Chief of Police job posting on the Talent City website closed on July 31. Talent City's screening committee reviewed all applications and presented a final slate of candidates to the Mayor at the end of August. The Mayor conducted interviews and named Cameron McClay Pittsburgh Chief of Police in early September.

The \$275,000 Talent City initiative was designed to provide comprehensive support for the new Mayoral administration in assembling an experienced and qualified team who will help lead Pittsburgh into a new era of development. The Chief of Police search was the final phase for Talent City with over 20 positions in the new administration filled with the assistance of the initiative.

"We were especially excited to help the City of Pittsburgh in this final phase of the Talent City process to join with citizens in selecting Pittsburgh's new police chief," said Molly Beerman, Interim CEO of The Pittsburgh Foundation. "Talent City is a bold initiative that symbolizes a spirit of civic partnership and cooperation that we believe can develop and prosper under our regional local government leadership." Talent City can be accessed at [www.Talent-City.com](http://www.Talent-City.com).



ADVISOR PROFILE: DOUG DENARDO

## MAKING GIVING SIMPLE

FOUNDATION HELPS HIGH NET WORTH INDIVIDUALS LEAVE A LEGACY

WHEN ESTATE PLANNING ATTORNEY Doug DeNardo was in the early years of his career, a client told him she wanted to make a sizable gift to charity, in part because of the tax benefits. Mr. DeNardo asked her which charity she'd like to choose, and he still remembers her answer.

"She said, 'I want to give it to The Pittsburgh Foundation—and not an individual charity. With The Pittsburgh Foundation, it's a perpetual gift. Instead of giving \$1 million to a charity, which gets spent in a few years, if I give it to The Pittsburgh Foundation, it will continue to grow and they'll give out five percent to one or more charities each year. So that charity is going to get \$50,000 plus each year in perpetuity.'"

Since that day about 25 years ago, Mr. DeNardo, a shareholder at Rothman Gordon in the Estates, Trusts and Taxation Department, has helped some 75 clients connect with The Pittsburgh Foundation. In his practice with higher net worth individuals, the Foundation offers a number of attractive options and services in tax planning and charitable giving. Mr. DeNardo does a great deal of work with private family foundations, but, as he said, "For individuals who don't have an extended family to take over the private foundation after the initial donor passes away, The Pittsburgh Foundation is the perfect option."

He recently met with a family whose net worth is about \$65 million. The family wanted to be involved with charitable giving, but they wanted to establish a mechanism for giving that would be relatively simple for the family. In such a situation, Mr. DeNardo recommends establishing a fund at The Pittsburgh Foundation. "After the set up, two or three

times a year they call the Foundation and tell them where they want the money to go and that's it. So in terms of tax-planning and administration, it provides a level of simplicity to an otherwise complex area."

In Mr. DeNardo's estimation, The Pittsburgh Foundation's best asset is its people. "They listen. They have such good people, and they will bend over backwards to help a client. The clients love the service. If a client wants to do something, they'll find a way to do it. Some clients are easier to get along with than others—some are more needy. And I've never had any issues at all."

Mr. DeNardo serves on the Foundation's Professional Advisors Committee, which comprises accountants, attorneys and financial planners. Periodically, Foundation staff members ask the Committee what the Foundation should be doing to help the professionals' clients. Mr. DeNardo recalled discussing situations in which a family starts a private foundation with the best of intentions for the foundation to grow over time.

"They start with \$300,000, and 10 years later it's down to \$200,00—what do you do? In response to that, the Foundation came up with a program they rolled out to the advisors, designed to help terminate a private family foundation and roll it over into a donor-advised fund at The Pittsburgh Foundation. They developed a checklist of how to make this transition—a step-by-step process. It's a great service. And in the end, what the clients like is not having to deal with the tax returns and record keeping. But they're still involved in where the donations are going."

## FIRST-HAND EXPERIENCE: PITT LEADER WORKS TO EXPAND THE FORCES BATTLING HUNGER

FOR TERRY MILLER, being hungry and going without food isn't just a contemporary social issue. It's something she remembers experiencing as a child. And it's something she's trying to reduce.

"It comes from a very personal place for me," said Ms. Miller, director of the University of Pittsburgh's Institute of Politics and director of the Elsie Hillman Civic Forum. "I remember what it was like to be a kid growing up in poverty, not having food and having to stand in food lines. My father wasn't around and my mother was diabetic, and I was always rushing her to the hospital. So as a kid, I had to take care of my mother and my younger brother. Not having food was something I dealt with on a daily basis, and often I was the one who was going without. So this issue of hunger is near and dear to my heart."

To help reduce hunger, Ms. Miller set up "Our Daily Bread Fund," through a planned gift at The Pittsburgh Foundation, which will make contributions to the Greater Pittsburgh Community Foodbank after she dies. But in the wake of The Pittsburgh Foundation's recent Hunger Initiative, she has set to work spreading the message and hopefully encouraging others to set up funds that can begin making contributions to the Foodbank right away.

"I'm so impressed with the work of the Foodbank," Ms. Miller said. "They have figured out a smart way to deal with the hunger issues of the people of our region. There are about 90,000 kids in our region who are food insecure; many seniors and elderly have to figure out on a daily basis if they're going to get a meal. And sometimes the people who are hungry have jobs—the working poor. The Foodbank has done an amazing, outstanding job of creating a food shortage network to help them."

Currently, Ms. Miller is thinking about ways to creatively engage others in the conversation about hunger, including possibly bring like-minded people to her house for information sessions and trying to get others interested in creating a fund at The Pittsburgh Foundation or donating to the Foodbank. "Perhaps if I start another endowment with \$10,000 and another 10 people come in with \$10,000, we can get started helping the Foodbank immediately."

Ms. Miller sees hunger as an issue that affects multiple areas of regional life—public health, education, workforce and job-readiness—especially regarding children. "We have to make sure that children have their basic needs met, and food is one of them. A child going to school hungry is not in the position to make the grade as others might be. They're way behind and there's a lot of catch up. I was one of those kids."

And while Pittsburgh is rich with foundation wealth compared with many other regions, Ms. Miller sees the difference that The Pittsburgh Foundation, in particular, makes as the Community Foundation.

"There truly is not one aspect of our community that hasn't been touched by the time, talent and treasure of The Pittsburgh Foundation. We are so, so fortunate to have them. And I'm delighted that they're here to provide Pittsburgher's a vehicle to create legacy. I have been able to overcome many things in my life, and when I get to the other side I feel grateful for the opportunity to reach out and bring along as many people as I can—if I'm able to. It's my honor to pay it forward."



## FOCUS ON WESTMORELAND:

### ADVISOR PROFILE: REGINA BEATTY



REGINA BEATTY grew up in the financial services industry, her father had an insurance practice, and she has twenty plus years of experience as a Private Wealth Advisor, assisting her clients every step of the way in their financial planning with Mosaic Wealth Consulting.

“I have what I consider a holistic approach to financial planning, getting to know my clients and their goals intimately,” said Ms. Beatty. “Together, we determine what their specific financial needs are, then how to properly pass their assets to their children, and finally, how to make a difference and provide for the community by appealing to their charitable aspirations.”

The result is a totally coordinated plan that involves an individual’s or family’s attorney, accountant as well as expertise that Ms. Beatty is able to draw upon for specific financial needs from experts across the country.

Ms. Beatty is a connector and a convener both in her practice and the community at-large. She approached The Community Foundation of Westmoreland County (CFWC) several years ago to host educational events that could serve her clients and CFWC’s constituents, serving as one of the speakers.

“Often multi-generational planning has a charitable component to it,” said Ms. Beatty. She has worked with CFWC to help her clients develop creative giving opportunities that both fulfill their philanthropic aspirations and protect their charitable assets.

She recently partnered with CFWC on a special case involving a couple in their seventies who have an adult son with a special health condition. “Their primary concern as they age is that their son will be taken care of and will be able to thrive,” said Ms. Beatty.

“A donor advised fund allows the son to support non-profit organizations that hold special meaning to him and CFWC knows all of the resources in the community that can benefit him as well. It was a great fit.”

Ms. Beatty is also dedicated to making her community a better place, giving of her time and skills as a Rotarian, a Big Sister and a member of the Women’s Leadership Council, as well as serving on the Board of Directors for the Westmoreland Symphony Orchestra and Greensburg Community Development Corporation.

“If you make it hard to give money away, then it doesn’t get done,” said Ms. Beatty. “By working together and learning the needs of the client and the community, we can make it easier to respond and give where it is needed, while giving the client sense of security knowing a plan is in place to maintain their standard of living and be charitable at the same time.”

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THE NUMBER OF OVERDOSE DEATHS IN WESTMORELAND COUNTY HAS INCREASED

**290%**  
SINCE 2002.

“THERE IS NO SUCH THING AS A STEREOTYPE ANYMORE. THE PEOPLE WHO NEED TREATMENT LOOK LIKE YOU AND ME.”

**Betsy Duncan**  
Substance Abuse Operations Specialist,  
Southwest Behavioral Health Management

## WESTMORELAND COUNTY INVITES YOU TO GET IN: COMBATTING THE DRUG OVERDOSE EPIDEMIC IN THE COUNTY

IF YOU ASSUME THESE DEATHS WERE FROM HEROIN ABUSE AMONGST YOUNG PEOPLE, THINK AGAIN:

**64%**  
WERE PEOPLE OVER THE AGE OF 41.

YOU MAY NOT BE SURPRISED TO HEAR that Westmoreland County has a drug problem. After all, many communities in Pennsylvania are struggling with substance abuse, so why should Westmoreland be any different?

But here are some numbers that may surprise you: The number of overdose deaths in Westmoreland has increased 290% since 2002. Last year alone, the county recorded 86 overdose deaths. Yet if you assume these deaths are a result of heroin abuse amongst young people, think again: 64% of those deaths were people over the age of 41.

“When I first got to the county, I picked up a lot of chatter about the overdose epidemic,” said Dr. Dirk Matson, Director of Human Services in Westmoreland County. “I was floored by how bad it was. Incidents were going through the roof.”

Enter the Drug Overdose Task Force, a burgeoning organization dedicated to reducing overdose cases in the region. Thanks to their efforts, Westmoreland County has become a lightning rod for the anti-drug movement—not as a militarized War on Drugs, but as a testing ground for education, improved care, and a community-wide perception shift about who uses drugs and why. The Task Force has a clear goal: to reduce drug-related deaths by 25% by 2019.

The Task Force can point to some positive momentum toward their goal. After receiving a \$20,000 grant from The Community Foundation of Westmoreland County, the Task Force has launched an ambitious multimedia campaign, Get In Westmoreland. The campaign seeks to educate and engage the public via a website, social media and videos to increase awareness and education on the issue of prescription drug abuse amongst people over 40 and connect them with resources to seek help, assist a friend or family member and advocate for change.

“Prescription drug abuse is as important as illicit drug abuse,” said Betsy Duncan, Substance Abuse Operations Specialist for Southwest Behavioral Health Management. “In many cases, this begins with a legitimate illness or malady.

There is no such thing as a stereotype anymore. The people who need treatment look like you and me.”

Until recently, Westmoreland did not have sufficient rehabilitation facilities, and substance-abusers had to cross county lines to seek help. Now, thanks to the Task Force’s allies, they can come to Allied Addiction Recovery, a new Greensburg clinic opened in July. The challenge now is to encourage substance-abusers to step through its doors.

“There is a significant amount of stigma associated with drug-dependent people. Denial is still a huge part of it,” said Ms. Duncan. “The individuals who need treatment may not be able to acknowledge that they need treatment.”

What is almost unique to Pennsylvania is its lack of prescription drug monitoring, which could help curtail prescription drug abuse. The Task Force is advocating for several pieces of legislation, including current PA Senate Bill 1180 which would set drug monitoring requirements for patients and providers.

“Historically, law enforcement has been the main tool,” said Mimi Thomas-Brooker of the Westmoreland Human Services Department. “The Task Force works closely with law enforcement and together we see that there has to be additional help. In order to combat the issue of drug abuse, healthcare providers, legislators and the community need to work with law enforcement in a coordinated effort.”

Westmoreland isn’t conspicuous because of its drug use, but because it is facing the problem head-on. “Westmoreland is being recognized because we have a coroner who does an excellent job of collecting data, and we have hard numbers and we show it,” said Dr. Matson. “Everybody thinks we have a bigger problem than anyone else, but we just have stronger data. It draws awareness to an issue that people weren’t aware of before.”

More information on Get In Westmoreland is available at [getinwestmoreland.org](http://getinwestmoreland.org).





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**The Pittsburgh Foundation** will be open through year-end with the following exceptions:  
**Closed November 27–28**  
**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 by December 31, 2014**
- **Mutual Funds:** Notify the Foundation **no later than December 1, 2014**
- **Stocks/Mutual Funds:** Gifts must be received in the Foundation's account **by December 31, 2014**
- For stock donations to **Legacy Funds**, please use:  
DTC # 8275 /  
The Bank of New York Mellon, Acct. #108447B2210,  
The Pittsburgh Foundation
- For stock donations to **American Funds**, please use:  
DTC# 0015, Acct. #617-126096-345
- Contact the Foundation **no later than December 19 for all other stock transfer instructions.**

## NEW FUNDS

June 1, 2014 – August 31, 2014

Albert B. Baxter Fund  
Bradford Charitable Fund  
Craigie Succop Memorial Art Fund  
Gismondi Family Fund  
Brent Kepple Memorial Scholarship Fund  
John H. Jr. and Nancy R. Kunkle Charitable Foundation Fund  
Larry's Legacy Fund  
Ligonier Valley Endowment/ Anne and Paul Coyne Fund  
Johnson Pensenstadler MacDonald SSP Endowment Fund  
William F. Matlack Fund  
Jake and Arlene Snyder Memorial Book Endowment  
Kristine L. Schindler Memorial Fund  
Stango Family Fund

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## CHARITABLE GIFT CARDS MAKE GREAT STOCKING STUFFERS!

If you are interested in purchasing a **Pittsburgh Foundation Charitable Gift Card**, note the following holiday deadlines:

**To ensure delivery by Christmas Day:**

Online and mail orders must be received

no later than Noon on December 12 (per US Postal Service recommendation).

Pick-up orders must be received by NOON on December 19 for pick up at

The Pittsburgh 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 19 for pick-up at The Pittsburgh Foundation's office between December 26 and 30 (before 3 PM).