

FORUM



The Pittsburgh Foundation partnered with financial advisors to become the only community foundation in the country to offer a Children's Impact Giving Circle. See page 14 for more.

NEW FUNDS March 1, 2016– August 1, 2016

The Pittsburgh Foundation

Alvin R. Beck Scholarship Fund
Beachum Charitable Fund
C.A.R.E. Ownership Fund
ClayRocks Fund
Conservation Officers of Pennsylvania
Scholarship Fund
David C. O'Leary Family Fund
DJZ Charitable Fund
Forward Fund
LHAS Charitable Fund
LHAS Pediatric Burn Unit Fund
M. Patrick Daniels Fund
Mark H. Wainwright, Jr. and
JoAnn T. Wainwright Fund
McMurtry/Scott Family Charitable Fund
Rapp Family Charitable Fund
Wayward Fund
Wolves Club Den #2 of Ellwood City
Scholarship Fund

Community Foundation of Westmoreland County

Chad Bleehash Memorial Fund
John R. Grecco Memorial Fund
Mabel Carlin Legacy Fund

DEVELOPMENT & DONOR SERVICES STAFF

Yvonne Maher, Senior Vice President
for Development and Donor Services
mahery@pghfdn.org | 412.394.2644

Lindsay Aroesty, Director of Donor Services,
Planned Giving Specialist
aroesty@pghfdn.org | 412.394.2606

Hilary Brown, Senior Philanthropic Relations Officer
brownh@pghfdn.org | 412.394.2607

Caleb Crousey, The Community Foundation
of Westmoreland County, Development and
Program Officer
ccrousey@cfwestmoreland.org | 724.836.4400

Kate McKenzie, Senior Development Officer
mckenziek@pghfdn.org | 412.394.2627

Ariene Sample, Administrative Assistant
samplea@pghfdn.org | 412.394.2640

Lisa Steed, Development and Donor Services
Assistant
steedl@pghfdn.org | 412.394.2630

Neil Straub, Business Process Associate
straubn@pghfdn.org | 412.394.2624

Christy Stuber, Donor Services Officer
stubercc@pghfdn.org | 412.394.2646

Kelly Uranker, Director, Center for Philanthropy
uranker@pghfdn.org | 412.394.2604

Erin Wagner, Center for Philanthropy Associate
wagnere@pghfdn.org | 412.394.2654

Trista Yerks, Scholarship Associate
yerkst@pghfdn.org | 412.394.2653

Jennie Zioncheck, Director of Development
zioncheckj@pghfdn.org | 412.394.2621

DESIGN: LANDESBERG DESIGN
PHOTOGRAPHY: JOSHUA FRANZOS
PRINTING: BROUDY PRINTING
ADDITIONAL PHOTOGRAPHY: SCOTT GOLDSMITH
EDITORIAL STAFF: KITTY JULIAN, MAXWELL KING,
DOUG ROOT, RYAN RYDZEWSKI,
CHRISTOPHER WHITLATCH

FEATURE
STORY

LEARNING AND EARNING

*With funding from The Pittsburgh Foundation, a
summer internship program helps students build their
résumés and get on track toward brighter futures.*

SEE PAGE 4





ON THE COVER

Niyah Pope, 19, gained work experience through Pittsburgh's Learn and Earn Summer Youth Employment Program. Now she's the first in her family to attend college.

IN THIS ISSUE

4 LEARNING AND EARNING

With funding from The Pittsburgh Foundation, this summer's Learn and Earn program helps young people build their résumés — and the economy.

8 WHY WE DO WHAT WE DO

The Pittsburgh Foundation and StoryCorps explore the past, present and future of Pittsburgh philanthropy.

12 FAMILY MEDICINE

Siblings and their scholarship fund support Pittsburgh's future doctors.

16 VOICE LESSONS

The Motivating Young Citizens Project teaches youth affected by gun violence to be advocates for change.

18 FOCUS ON WESTMORELAND: CONVENING FOR A STRONGER WESTMORELAND

The Community Foundation of Westmoreland County helps nonprofit leaders leverage their collective knowledge and tap outside resources.

11 The Power of a Good Plan: Lindsay Aroesty

14 Giving Like a Grown-Up: Michael Duckworth and the Children's Impact Giving Circle

PRESIDENT'S MESSAGE

IN HIS FAMOUS "LAST LECTURE" IN 2007, Carnegie Mellon University computer science professor Randy Pausch addressed students after being diagnosed with pancreatic cancer and knowing he had only months to live. His gospel for dealing with adversity became an international sensation.

He told students about the brick walls that would pop up throughout their lives. "They are not there to keep us out," he said. "The walls are there to give us a chance to show how badly we want something. Because the brick walls are there to stop the people who don't want it badly enough."

I believe this profound observation applies to members of organizations as much as it does to individuals. How determined are we to get beyond the obstructions that arise while pursuing a worthwhile goal?

On May 3, we at the Foundation hit a virtual brick wall as our Day of Giving event—which has raised \$41 million for worthy causes since 2009—was upended by a technical failure that effectively shut down the ability of individuals to donate online.

Nearly 1,000 participating southwestern Pennsylvania nonprofits—along with thousands more across the country—were affected by the system meltdown of the Texas-based crowdfunding company managing the event.

By midmorning on event day, our staff faced a choice: accept the system failure as the final verdict, or take responsibility and forge a new path around the wall in front of us.

I am proud to report that the staff and board of this foundation never saw any choice. Not only did members pitch in from every direction to handle donor and nonprofit concerns, they pivoted immediately to get answers, share information and develop options for recovery.

Now, after weeks of planning, including a survey of participating nonprofits, we are moving forward with a second Day of Giving—Sept. 21, from 8 a.m. to midnight. We've switched to a new online fundraising company that has extensive backup capability. And we've added a belt to those suspenders with our own contingency donation platform.

To re-energize the new event, we are contributing an additional \$100,000 to the \$94,000 remaining in the incentive pool from the first event for Allegheny County nonprofits. We're also restoring the \$50,000 match pool raised by the Community Foundation of Westmoreland County and managing disbursement of the \$10,000 incentive pool provided by the Endowment for Butler County.

While the Sept. 21 event probably won't match the fundraising success that would have come from a glitch-free May 3 event, it will place many nonprofits in far better financial positions than if there were no second try. This effort should send a message that, in all areas of our philanthropy, brick walls will only make us work harder to reach our goals.

Maxwell King | president & CEO

Kelly Uranker, director of the Center for Philanthropy, explains the Center's services in the newly opened "kiva."



AN INSIDE LOOK AT THE NEXT ERA OF GIVING

The Pittsburgh Foundation welcomed dozens of donors, community leaders and reporters to the Center for Philanthropy's open house event June 3 for tours of the 11,000-square-foot space in the Foundation's offices. Guests explored ways in which the Center's cutting-edge design matches its unique philanthropic services—from Impact Giving Circles that collaboratively address community problems to family meetings that help donors and their families navigate complicated multigenerational dynamics.

The space includes five conference rooms equipped with LCD screens for films and presentations, a circular "kiva" meeting space, movable partitions and tables, dry-erase walls and private booths for one-on-one conversations. Together, these brightly lit rooms house the collaborative meetings that have positioned the Center at the forefront of what Foundation President Maxwell King calls "the next era of community philanthropy."

"Increasingly, donors want to be more directly involved in understanding and solving community problems," says King. "They have ideas and life experiences that add great value to the Foundation's grantmaking. The Center is the place where everybody comes together: donors, staff, nonprofits and the community. It's where donors become engaged, authentic philanthropists."

To learn more about the Center, visit pittsburghfoundation.org/philanthropy or contact your donor services representative to schedule a tour.

Can't Not Do: An Afternoon with Paul Shoemaker

In partnership with The Heinz Endowments, The Pittsburgh Foundation hosted Paul Shoemaker, founding president of Social Venture Partners International, in the Center for Philanthropy April 21. Drawing on 17 years of experience, Shoemaker shared his insights about effective philanthropy with the Foundation's donors, advisors and staff. Named by The NonProfit Times as one of the "Top 50 Most Influential People in the Nonprofit Sector" and "Philanthropist of the Year" by Future in Review, Shoemaker helps philanthropists worldwide bridge the gap between their passions and their actions.

"I spent years identifying the best nonprofits, the best leaders and the best philanthropists," says Shoemaker, "and then trying to reverse-engineer my conversations with them. What makes a successful change agent? Every day, there are people out there solving impossible problems. What key lessons can they teach us?"

After his lecture, Shoemaker signed copies of his book, "Can't Not Do: The Compelling Social Drive that Changes Our World." Built around seven seemingly simple questions, "Can't Not Do" helps readers define the causes they care about and devise plans for maximum impact. "My hope is that the book brings donors focus and inspiration," Shoemaker says.

Additional copies of "Can't Not Do" are available at the Foundation. Please contact your donor services representative to request one.



Author and philanthropic entrepreneur Paul Shoemaker shares his thoughts with donors.



Now a first-year student studying childhood education at Slippery Rock University, Niyah Pope honed her skills and gained experience through Pittsburgh's Learn and Earn Summer Youth Employment Program.

LEARNING AND EARNING

With funding from The Pittsburgh Foundation, a summer internship program helps students build their résumés and get on track toward brighter futures.

NIYAH POPE REMEMBERS THE FRUSTRATION and fatigue she felt as she rushed from school to her job at Popeye's near Turtle Creek, returning late in the evening to the apartment she shares with her mother. At 16, she was burning the candle at both ends.

Now, three years later, ask 19-year-old Pope what she plans to do next and you'll likely get a passionate response about what she doesn't want to do. No uniforms. No fast food. If she can help it, no tedious tasks or repetitive duties of any kind.

"The good thing about spending two years working at a fast-food restaurant is that it allowed me to enter a summer youth employment program and work at a place like UPMC because I was considered skilled and experienced," Pope says.

She's one of about 1,800 youth who participated in last year's Learn and Earn Summer Youth Employment Program, a \$4.5 million collaborative effort of the city of Pittsburgh, Allegheny County and Three Rivers Workforce Investment Board. Now in its second year, the program offers paid summer work experience to young men and women ages 14 to 21. The six-week, three-tiered program partners with nearly 300 employers, adding more than \$1.3 million in wages to the local economy

The first in her family to attend college, Pope is now a first-year student pursuing early childhood education at Slippery Rock University. She says her time working at the talent acquisition office of UPMC was invaluable, mainly because it inspired her to set higher standards for herself and plan for a career.

Likewise, Taysja Petty, a soft-spoken 17-year-old from McKeesport, considers her Learn and Earn experience pivotal to reaching decisions about her future. The program placed her in the culinary program at Auberle, a human-services nonprofit that also helped her explore plausible career options. Auberle's staff took Petty to visit Pittsburgh Technical Institute and Community College of Allegheny County, where she plans to enroll this fall. She says that before working at Auberle through Learn and Earn, she hadn't considered the options she's now contemplating for her future

"[Auberle] encouraged me to try new things and put a lot of trust in me to be responsible for guiding other co-workers," Petty explains. "I became more and more confident throughout the summer and was happy to get my certification to prepare and serve food. But I like working with computers more, and decided to study multimedia technologies in college."

The \$100,000 grant in support of Learn and Earn, which helps young people develop career paths, job-readiness skills and the esteem to think beyond their circumstances is part of The Pittsburgh Foundation's broad effort to close a regional opportunity gap. Learn and Earn champions the fundamental tenet of 100 Percent Pittsburgh — the Foundation's new multiyear organizing principle designed to ensure that all groups of people benefit from the "New Pittsburgh." The Foundation is committed to assuring access to opportunities derived from the city's economic renaissance to the 30 percent of residents who've largely been left behind.

Analysis of data collected by the Urban Institute prompted the Foundation to focus on identifying the area's most vulnerable youth populations. The Urban Institute's study estimates that nationally, 6.7 million youth ages 16 to 24 are out of work and out of school — a population greater than that of 34 U.S. states. In Allegheny County, more than 15,000 young people are neither employed nor in school, with unemployment rates for 16- to 19-year-olds at 22 percent. Nearly all of these youth face high rates of poverty and violent crime, including homicide.

The Urban Institute's study emphasizes that early and meaningful work experience reduces youth disconnection, leading to decreased violence and crime. A 2015 report by JPMorgan Chase corroborates this, finding that young people who work a summer job perform better in school, are less likely to encounter trouble with the law and 86 percent more likely to secure a job the following year.



“Everyone has a role to play in providing opportunities and incentives for these incredible young people to attend college and eventually seek careers.”

Jane Downing, senior program officer for Economic and Community Development

The Learn and Earn program's cohesive structure sets it apart from other youth employment initiatives, says Jane Downing, the Foundation's senior program officer for Economic and Community Development.

"I've been funding summer employment programs for more than 20 years, and last year was the first time a coordinated program had the city, county and the Three Rivers Workforce Investment Board on the same page. Through Learn and Earn, enough funding was provided to go to scale and employ a substantial number of young people," says Downing.

The Foundation also provided a second grant from its Youth Services Investment Fund to the Three Rivers Workforce Investment Board — one that specifically supported the Learn and Earn program's ability to select, train and employ young people who live in public housing communities in

the city of Pittsburgh, says Michael Yonas, senior program officer for Social Innovation, Research and Special Initiatives.

"It's really all about creating scalable solutions and the region's collective abilities to prepare youth from economically disadvantaged communities for successful futures," Yonas says.

Downing agrees. "My hope is that the corporate community will embrace the program and recognize it as a worthwhile investment," she says. "Everyone has a role to play in providing opportunities and incentives for these incredible young people to attend college and eventually seek careers."

For young people like Niyah Pope, a single, significant opportunity put her on a path that changed her life forever. "Having the chance to work in a professional setting changed my outlook about so many things," she says. "It was a gift."

By **Pamela Goldsmith** | freelance writer based in Pittsburgh

↑ "After a year at CCAC, I want to transfer to a university," says 17-year-old Taysja Petty, who began considering her career options while working in Auberle's culinary program as a participant in the Learn and Earn Summer Youth Employment Program.



← Marie Stapinski (left) talks with her uncle, Jack McGinley, in the Foundation's pop-up recording studio.

STORYCORPS

WHY WE DO

The Pittsburgh Foundation partners with the renowned StoryCorps program to explore the past, present and future of Pittsburgh philanthropy.

WHAT WE DO

"IT'S A BEAUTIFUL THING," SAYS VANESSA GONZALES-BLOCK, "to hear the stories of people giving back to those around them. What drives someone to get involved? It's interesting to see how different people all get to this place where they want to give." A mobile interview facilitator for StoryCorps—a national nonprofit that records, preserves and shares conversations between everyday Americans—Gonzales-Block and her colleague, Carolina Escobar, arrived at The Pittsburgh Foundation in mid-April with one goal: to gather the stories of Pittsburgh's diverse philanthropic community.

For three days, donors, family members, advisors, board members and Foundation staff gathered to share personal recollections, reflections on Pittsburgh's past, and the experiences that inspired their life's work and philanthropy. Recorded in the Center for Philanthropy's pop-up StoryCorps studio, these conversations will be archived at the American Folklife Center at the Library of Congress in Washington, D.C., creating a lasting testament to the Pittsburgh region's legendary generosity.

Kelly Uranker, director of the Center for Philanthropy, says that StoryCorps creates an opportunity to document the transformative work being done in the region while introducing future generations to philanthropy. "We have parents talking to their sons and daughters, grandparents talking to grandkids, and longtime staff members talking to new ones. These conversations tell the story of where we've been as a community and as a Foundation, and they help us understand where we're headed next."

Beyond that, Escobar adds, something special happens in a StoryCorps studio. "It's a time you can sit without distraction, without a phone, and actually listen to someone," she says. "You get to be curious about someone who matters to you. StoryCorps helps us take the time that we don't always take to reflect on why we do what we do."

The Foundation plans to create even more such time in the future, with additional rounds of recording to be announced later this year. To learn more about StoryCorps and to hear clips from the Foundation's sessions, visit pittsburghfoundation.org/StoryCorps.

By **Ryan Rydzewski** | communications officer



DR. WALTER SMITH
*(Foundation board member and
deputy director, Office of Children,
Youth and Families)*

TO EVAN FRAZIER
*(Foundation board member
and senior vice president for
Community Affairs, Highmark
Health)*



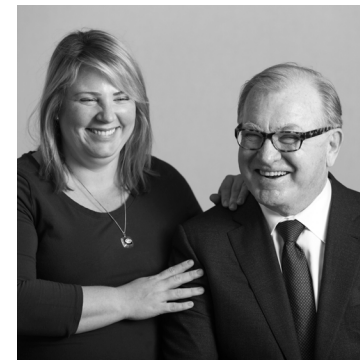
My passion for children and families is partly rooted in my own experience. I remember the first day that I realized I was African American. I was 5 years old. My family had just moved from the heart of the Hill District — which is Pittsburgh's inner city — to the land that my family had purchased shortly after slavery ended, which is now the suburbs. On my first day at Edgewood Elementary School, I came in and sat down with the other kids. And they all moved away from me. I just remember realizing, 'My God, I'm colored. I'm different.' And that has shaped my work — my interest in equity and fairness and justice. It has shaped my work with children and families and my concern about making sure that children aren't harmed. That all came from my first day of kindergarten. I'll never forget it.



ROSALYNN "ROZ" ROSENBLATT
(donor)

TO SUSAN ROSENBLATT
(daughter)

My parents taught me by example. When we found out about the concentration camps and saw pictures of people in their striped pajamas, emaciated... It was very hard to get them into Canada. [Refugees] needed to find sponsors who would vouch for the fact that they would be housed, that they would get jobs and so on. There were no social service agencies set up for that. My father must have signed for 1,200 to 1,500 people. He'd find them jobs either in his factory or in somebody else's factory. Montréal was the center of dress manufacturing at that time, so he knew people in the business. [My parents] did whatever they could in small ways. There are good times and bad times, and we have to know that as long as we can maintain communication and civil discourse, we can find a way to work through [the bad times]. I wish, for my generation, that we were leaving the world in a better place than it is. But the job is never done.



JACK MCGINLEY
(donor)

TO MARIE STAPINSKI
(niece)

Rita [McGinley], all her life, was a schoolteacher. Her father went to about third or fourth grade before working in the coal mines. Eventually he came to Braddock, where Rita was born and raised. Up until the mid-1950s, Braddock was a town of about 22,000 on the Monongahela. Now there's about 2,000. Braddock was a true melting pot — you had an Italian church, a Polish church, an Irish church, a German church — but it was also very segregated. Rita and others helped to break some of that down by making sure that school dances and things like that were integrated. She stayed with Braddock from boomtown to bust. She stayed and kept teaching and helping kids. She didn't have to. But in her quiet way, she went on and kept making a difference, being a good and loving hand for children who needed one.



STAFF
PROFILE

THE POWER OF A GOOD PLAN

Lindsay Aroesty

LINDSAY AROESTY KNOWS a thing or two about planned giving.

As director of donor services and planned giving specialist for The Pittsburgh Foundation, as well as president-elect of two professional organizations — the Pittsburgh Planned Giving Council and the Estate Planning Council of Pittsburgh — the New England transplant has become one of the region's go-to experts when it comes to helping donors achieve their long-term philanthropic goals.

"There are so many benefits to planned giving," Aroesty says. "It doesn't cost a dollar during your lifetime, yet your impact on the community lasts for generations. You can involve your kids, too, and teach them what philanthropy is all about."

The Middlebury, Connecticut, native comes from an impressive — if unlikely — background in fundraising and charitable gift planning. After majoring in history and education at Colby College in Maine, Aroesty returned to The Taft School, her high school alma mater. "I wanted to be a teacher," she says with a laugh, "but they said I'd be better working with donors."

They were right: As a major gifts officer and later assistant director of development, Aroesty helped lead a \$150 million fundraising campaign — one of the largest and most successful in the School's 126-year history.

In 2010, she and her husband, Michael, moved to Pittsburgh, where her expertise and passion for philanthropy have inspired hundreds of the Foundation's donors.

"We love Lindsay," says Jeff Galak, a donor who — along with his wife, Rosalind Chow — recently updated the couple's will to include their fund at the Foundation. "She connects our interests in alleviating poverty and promoting education to the needs of different organizations." Her planned-giving advice has also helped the couple formalize their philanthropy and pass their values on to their daughter. [Read more of the couple's story in the Foundation's 2015–2016 Report to the Community.]

And the benefits of planned giving don't stop there, Aroesty says. "In many cases, you can even provide income to yourself. With a charitable gift annuity, for example, a donor can transfer gifts to the Foundation in return for tax deductions and a lifetime stream of income. They get a paycheck every quarter, and the remainder of their gift comes to the Foundation after their lifetimes."

When she's not working, running or skiing, Aroesty is chasing her 4-year-old son, Jacoby; holding her 1-year-old daughter, Sydney; or talking shop with her husband, a financial advisor at D.B. Root & Company. The family lives in Regent Square with their beloved Old English sheepdog, Chester.

By **Ryan Rydzewski**

↓ Donor Barbara Miklos (center) talks medicine with two of her fund's scholarship recipients: fourth-year medical student Zerina Hodzic (left) and Dr. Elizabeth O'Neill (right), a resident physician at Magee-Womens Hospital of UPMC.

FAMILY MIKLOS FAMILY TRUST FUND MEDICINE

FOR DR. MICHAEL MIKLOS, the lone neurosurgeon at what is now UPMC McKeesport, patients came first — whether in the middle of the night, during a family dinner or on a quiet Christmas morning.

“He was all doctor,” remembers his sister, Barbara Miklos. “I can’t tell you how many family meals he missed or snowstorms he braved in order to save someone’s life. Even today, I still hear stories about him: ‘Your brother cured my husband,’ someone will say, or they’ll tell me about how Dr. Mike bought their child a wig after a tough operation. His patients adored him.”

Now, 25 years after Dr. Miklos’ death, this whatever-it-takes attitude and unwavering devotion to others continue to define the Miklos family’s legacy. It’s reflected in their scholarship fund at The Pittsburgh Foundation, which supports students in need who attend the University of Pittsburgh’s School of Medicine. It’s carried on in new doctors, whose lives — and the lives of their patients — have been touched by the family’s generosity. And it began, says Barbara, with her parents — Slovak immigrants who settled in Duquesne, Allegheny County.

“My father worked in the steel mill there,” she says. “He couldn’t read or write, but he knew he wanted his sons to go to college. That was rare at the time — a higher education was not as common as it is now. And besides, we didn’t have any money. But my father was set on the idea, and he worked every day for it.”

However, he died suddenly of a heart attack when Barbara was 6 years old, just as her three older brothers — Michael, Bernard and Francis — were entering college or enrolling in medical school. The family finances went from bad to worse. They sold their only car and stopped the bulk of their spending. “My mother, a homemaker, sat us down for a meeting,” remembers Barbara. “She said that no matter what, we’d still support the boys, because that’s what our father would have wanted. But we’d have to work together to scrape by.”

Enter Barbara’s eldest sibling: Ann Miklos, an administrative assistant at U.S. Steel. As the family’s sole breadwinner, Ann stepped in to support the family as best she could. The Miklos brothers worked odd jobs and carried mail to raise extra money, sometimes hitchhiking to their classes at Pitt. Eventually, all three achieved their father’s dream — and then some. Michael became a neurosurgeon; Francis became a dentist and later a faculty member at Pitt’s dental school; Bernard became a doctor of internal medicine and neurology. Barbara, too, enrolled in Duquesne University’s nursing school and later earned her master’s at Catholic University in Washington, D.C. “By the time it was my turn [to go to college], my brothers were well-enough off financially that they were able to support me,” she says.

What they did for each other, the siblings decided, they could also do for others. Early on, Francis pitched the idea of a scholarship. As the siblings grew older, Barbara and Ann searched for a place where they could establish a fund. “Our counsel at that time, Mark Zacharia, suggested we approach The Pittsburgh Foundation,” says Barbara. “[Zacharia] recognized how much work and maintenance and regulations come with a scholarship. Now that I’ve seen what it takes to manage one — and the expertise with which ours is being handled at the Foundation — I’m so thankful. Ann and I could not have done all this on our own.”



← Ann Miklos, Barbara’s late sister, helped support the family during tough financial times.

Since 2009, the Miklos Family Trust Fund has helped nine students at Pitt’s School of Medicine become doctors. The scholarships, based on financial need, are awarded to students in their third and fourth years of study.

“I knew from the time I was 3 years old that I wanted to help sick people,” says Dr. Elizabeth O’Neill, a scholarship recipient and resident in the Department of Obstetrics, Gynecology and Reproductive Sciences at Magee-Womens Hospital of UPMC. O’Neill grew up wanting to practice medicine after watching caregivers comfort her cancer-stricken grandfather. “However, my mom and dad divorced at a young age, and my mom was the foundation of our family,” she says. “She supported me and helped me through school, but one person can only do so much. [The Miklos scholarship] eliminated a huge financial burden for me. Medicine is a lot of work, but if you’re passionate about helping patients, then the good days make it all worthwhile.”

For Barbara Miklos, success stories like O’Neill’s are among the greatest joys of giving. When Ann died in 2013, the Miklos legacy was left to Barbara. “My three brothers and I all earned advanced degrees, which is incredible when you consider where we came from,” she says. “And we couldn’t have done it without Ann. I’m so proud of my family. I’m proud of my sister for taking care of us. I’m proud of my brothers and the good they did for their patients. And I’m proud of the students we’ve helped, and who we’ll continue to help, through our scholarship at the Foundation.”

By **Ryan Rydzewski**



ADVISOR
PROFILE

GIVING LIKE A GROWN-UP

Michael Duckworth

A S A WEALTH MANAGER with the Private Banking and Investment Group at Merrill Lynch, Michael Duckworth spends his time helping adult clients manage a wide range of complexities, from retirement planning to charitable giving. But in March of last year, he started thinking about tapping into the philanthropic impulse with a much younger audience: his 8-year-old daughter, Elise, and his sons, Jack and Luke, 11 and 13.

The impetus? Duckworth had taken part in an Impact Giving Circle. Offered through The Pittsburgh Foundation's Center for Philanthropy, Duckworth's Circle had focused on Alzheimer's disease and dementia. Over a four-month period, he and his fellow Circle members met with medical experts and Foundation staff to allocate strategic grants to organizations fighting the disease.

Afterward, Duckworth says, he couldn't stop thinking about relatives and clients who had confronted the disease themselves.

"I was wishing that more people, especially my own children, could be part of an Impact Giving Circle," he says. "It was a tremendous learning experience, made better by the group dynamic where participants come together to learn about an issue and make a real difference."

Duckworth reached out to Kelly Uranker, director of the Center for Philanthropy, to brainstorm the possibility. Together they hit on the idea of offering a Circle to children whose

parents were connected to his team in some way. In all, 12 children from seven families signed up. The families contributed \$1,250 per child, of which \$1,000 would be granted back to the community by the Circle. Duckworth and his business partner, Jennifer Haggerty, whose 15-year-old son, Ryan, also joined the Circle, matched the gift, providing a pool of \$24,000 for the children to allocate to local nonprofits.

"Working with families that enjoy a certain level of success, we knew there would be parents looking for ways to teach their children that, with wealth, comes a responsibility to give back to others. The Children's Circle is a way for us to actualize philanthropy as a family value at a deeper level than a weekend service project," says Haggerty.

Since 2013, the Center for Philanthropy has organized Circles focused on topics such as health and the environment, poverty and public education. The partnership with Merrill Lynch, however, is unprecedented — The Pittsburgh Foundation is the only community foundation in the country that has partnered with advisors to offer Impact Giving Circles for children.

"We've worked closely with advisors from Merrill Lynch for many years," says Uranker. The Children's Circle was a way to engage their clients in intergenerational philanthropy and to test whether this model could be repeated with other families.

The idea couldn't be more timely. The largest wealth transfer in history — \$59 trillion in 94 million households — has been underway since 2007 and will continue through 2061, according to a 2014 report from the Boston College Center on Wealth and Philanthropy. The transfer will provide unprecedented opportunities for charitable giving and related tax benefits.

The Children's Circle members visited organizations such as Sojourner House, the Homeless Children's Education Fund, Light of



Life Ministries and Rainbow Kitchen, all of which serve children whose families face significant challenges such as food insecurity and housing instability. Through exercises led by Foundation staffers, Michelle McMurray, Christy Stuber and Jennie Zioncheck, and by interacting directly with children their own age, participants learned how much they had in common — and how their Circle could help.

For Merrill Lynch client Sandra Kozel, it was a chance to expose her three children — Doran, 17, Ella, 16 and Kendall, 10 — to situations different from those they experience now. Kozel and her brother were raised by a single mother who held three jobs in order to support them.

"We drank powdered milk from a box and received government assistance. I want my kids to know where I came from and to realize that

they're no different from anyone else," Kozel says.

Ultimately, it's the children who will decide how to distribute the Circle's funds. They will meet this fall to allocate grants and make tough choices about funding priorities and amounts. For Kozel, the Children's Circle offers the right amount of intensity and thoughtfulness necessary to foster empathy.

"Our society is so consumed with selfies. I really wanted to be a proponent of my kids being selfless," Kozel says. "After our first site visit, my kids were smiling bigger and brighter than on any Christmas Day. They realize that when you help others, you're benefiting as much as you are helping."

By **Kitty Julian** | senior communications officer

As part of the Children's Impact Giving Circle, Luke Duckworth, 11, plays a game with children living in the Women and Children's Program at Light of Life Ministries.



Michael Duckworth (left) and his business partner, Jennifer Haggerty (right), helped develop the Children's Impact Giving Circle with The Pittsburgh Foundation.

VOICE

The Pittsburgh Foundation's new organizing principle, 100 Percent Pittsburgh, will provide access opportunities for the 30 percent of residents who have been left out of the region's vibrant new economy. The Motivating Young Citizens Project goes to the core of this multiyear effort by teaching young people affected by gun violence to become courageous advocates for change in their communities.

LESSONS

WHEN 18-YEAR-OLD UNIQUE CARGILE, a recent graduate of Propel Andrew Street High School in Munhall, speaks about gun violence, her voice is strong and unwavering.

“Gun violence keeps you on your toes. People shouldn’t be afraid to go outside to get fresh air or take their dog for a walk at night,” she says. “Recently a 2-year-old was shot on the North Side and my cousins knew the family, so that really hit home.”

Last year at the Propel school, Cargile participated in the first year of the Motivating Young Citizens Project. The program was created by the CeaseFire Pennsylvania Education Fund, a statewide organization that involves local elected and law enforcement officials, religious and community leaders, and individuals who collaborate on actions to end gun violence. In May, The Pittsburgh Foundation made a \$50,000 grant to CeaseFire to expand the program to five additional schools and youth-serving organizations, providing up to 100 more teenagers with practical skills and historical knowledge to organize and speak out against gun violence. This summer, CeaseFire staff is forming partnerships with other organizations with the goal of launching the full program in the fall.

Through the Young Citizens Project, teen organizers will receive advocacy training they can use for a lifetime. They’ll learn about local, state and federal governments and the history of community organizing. They will be trained to meet with legislators who influence policy and will practice writing letters to the editor and getting those letters published. Additionally, the teens will have the opportunity to organize and participate in street protests while connecting with experienced advocates who serve as mentors.

“In funding this program, our hope is that young adults will learn the skills they need to create and lead social change movements in their own neighborhoods, as well as in the broader Pittsburgh community,” says Michelle McMurray, the Foundation’s senior program officer for Health and Human Services. “We must find meaningful ways to engage people — especially youth, who are the future of our community — in civic dialog if we truly intend to find solutions to our most pressing challenges.”

Cargile and her peers needed no training to notice which legislators treated her and other Project participants with respect during legislative visits, and who showed up late, played with their phones, or, worst of all, dodged or ignored their questions. It troubled her greatly, she remembers, that “someone who represents our community doesn’t understand the stuff that we actually have to live through.”

Dealing with powerful people who aren’t interested in learning about other perspectives offers real-life lessons about the difficulty of achieving social change. And Cargile says her



participation convinces her that the voice of firsthand, lived experience “can become very powerful” in changing the balance of power.

She has also become more confident in studying the details of an issue and then taking a stand. In less than a week, for example, she and her fellow teen advocates organized a public protest against police-involved shootings and community violence. Dozens of youth turned out and were joined by supportive passers-by.

“More students participated than I ever would have imagined,” Cargile remembers. “They really enjoyed it and are still talking about it. Before that, they heard about protests and saw them on the news but never actually participated.” “It’s our friends being shot. It’s we who are going to funerals. We wanted people to see that it’s our futures being affected.”

By **Kitty Julian**



FOCUS ON
WESTMORELAND

CONVENING FOR A STRONGER WESTMORELAND

The Community Foundation of Westmoreland County is spurring nonprofit leaders to leverage their collective knowledge and resources for big quality-of-life gains.

THERE WAS A NOTICEABLE GAP IN WESTMORELAND COUNTY, and The Community Foundation of Westmoreland County (CFWC) set out to fix it.

The gap was not physical, but rather a mindset: Many community leaders believed there were few opportunities for the county's nonprofit organizations to learn best practices from their peers and from outside experts.

"There's a strong foundation of development opportunities and organizations in Allegheny County to assist nonprofits in developing their skills," says Phil Koch, the CFWC's executive director. "Nonprofits in Westmoreland County have far fewer resources."

The CFWC's Board of Directors realized the need to provide strategic leadership resources to the nonprofit community several years ago, and committed to convening nonprofits for a variety of workshops and events. Under Koch, the CFWC has expanded its calendar to feature professional development opportunities every other month. "We surveyed our nonprofit organizations and began looking for new topics that would benefit the community," Koch says. "We also worked to identify the best advocates for those issue areas."

An event in July, for example, featured artist and advocate Darrell Kinsel of BOOM Concepts. Kinsel spent the day touring and meeting Westmoreland County nonprofits before presenting a social media workshop to 27 organizations. "Being able to bring dynamic individuals like Darrell to the county creates excitement and encourages participation," says Koch.

Locally, the CFWC has worked with The Forbes Funds — a supporting organization of The Pittsburgh Foundation that works to the management capacity and impact of

community-based nonprofits — and the Greater Pittsburgh Nonprofit Partnership, a coalition of 500 nonprofit organizations across the region.

Also, the CFWC has sought partnerships with regional and statewide organizations that provide educational resources. In the Harrisburg offices of the Pennsylvania Association of Nonprofit Organizations (PANO), which provides advocacy, collaboration and learning resources to the state's nonprofits, an idea had been germinating for some time, says Executive Director Anne Gingerich. PANO had surveyed its 876 members and found that many organizations were unable to travel to the annual meeting. "We decided it was time to design regional events across the Commonwealth to provide a higher level of service and increased engagement opportunities," Gingerich says.

The CFWC and PANO share a board member in Jordan Pallitto, vice president of the Hill Group, a Pittsburgh-based management consulting company. Through this connection, PANO brought its first regional gathering, "Courageous Conversations," to the CFWC's Greensburg headquarters in May.

"We were delighted to host PANO, and our nonprofit organizations benefited from a variety of education and networking opportunities during the daylong event," Koch says. "More area organizations

attended this event than any other in our history."

The excitement and engagement that came out of the CFWC workshops also spawned an additional benefit: bringing people together in a casual environment generated discussions on community issues and promoted the sharing of ideas.

Pallitto sees great value in this kind of event. "I believe we have the ability to solve nearly every intractable community issue by working collectively," he says.

PANO surveyed the attendees of the "Courageous Conversations" meeting and found that 75 percent of respondents had met someone with whom they could collaborate in the future. "The event created a space to think about things in different ways," says Gingerich. "The relationships formed here will benefit the community in the future."

Koch wants to build on the momentum that the event created. "As a community foundation, we are in the primary position to steward the development of the nonprofits serving our county. By coming together, we can improve the lives of each and every resident in Westmoreland County."

By **Christopher Whitlatch** | manager of marketing and communications

↓ In Westmoreland County, nonprofit leaders are sharing their struggles and their success stories as they work together to boost the region.

