

THE PITTSBURGH FOUNDATION

community

# FORUM

WINTER 2014



## BETHLEHEM HAVEN:

Meeting Homelessness Head On  
by Providing the Comfort of  
Housing to Homeless Women

SEE PAGE 6

# WELCOME

AS MUCH AS MY WIFE, PEGGY, AND I loved living close to our two sons and their families in New England the last few years, we realized early on that we were still firmly attached to our Pittsburgh roots. Fifteen years of living and working in this region will do that to you.

No surprise then that when we were approached about the possibility of me leading this foundation with its own extensive roots going back nearly 70 years, and Peggy re-engaging in the civic life of the city, we jumped at the opportunity. It was wonderful for two people who missed Pittsburgh's special sense of community that we would become part of the foundation that carries the responsibility for preserving that in its charter.

Even though we had made numerous visits to the city during our New England sojourn, neither of us were prepared for the degree of excitement and momentum that has built up here in just the last few years. It is no coincidence that I would use those same words — excitement and momentum — to describe this foundation, since it has been responsible for so much of the improvements in everyday quality of life throughout the city. Its impressive growth in assets and influence in recent years is due to the extraordinary devotion of board members and staff who understand the power of hyper-local, community-centered philanthropy. They have been guided by the phenomenal leadership of Chair Dr. Edith Shapira, and my predecessor in the president's job, Grant Oliphant.

I have met with key grantees, attended donor events and conducted my own fairly extensive series of interviews throughout the community, and, while I intend to do many more of these, it is clear that generosity and dedication to nonprofit missions are the essential fuel powering our purpose. And for all of you in these groups, we are grateful.

In the holiday spirit of showing gratitude and reflection, I'm hoping that you as board members, staff, donors and grantees can set aside some time during this slowed-down period to travel around a favorite Pittsburgh neighborhood, or one in the surrounding region, to notice the renewed vibrancy. Take it from an outlier returning to the inside: you are all shapers of the "New Pittsburgh" brand. The result is a city that has the feel and flavor of the community many of you have known for decades, but that now also is developing an exciting urban vibe.

Sociologists are writing a lot these days about the 21st Century being "The Century of the City." All over the world, people are flocking to cities. I am convinced that one of the most important takeaways from all the studying will be this: mid-sized cities that are inclusive, value diversity and manage growth well will have the advantage. The poster child for that urban success model is our own Pittsburgh. I would argue that the distinctive quality that gives it its edge is the sense of community that is embedded here. That bonding is stronger here than in any other city I know.

I urge you to look around and take note of how Pittsburgh is managing to set a new vibe without losing its soul. And in renewing our spirits for next year's work, I ask that you look beyond the glitz and excitement to take note of the groups — as much as 30 or 40 percent of our fellow Pittsburghers — who aren't sharing in the "New Pittsburgh" benefits.



**Maxwell King**, president and CEO, The Pittsburgh Foundation

No 21st Century city can afford to leave so many of its residents behind and hope to be successful. And the foundation that stakes its identity on caring for others through the power of community must carry the banner for this cause in the next several years.

## IN THIS ISSUE:

**3**  
ARTS DAY OF GIVING DELIVERS NEARLY \$1.5 MILLION



**6**  
SAFE AT HOME: BETHLEHEM HAVEN

**9**  
**CRITICAL ALERT**  
THE FOUNDATION TAKES ON HOMELESSNESS IN ALLEGHENY COUNTY



**10**  
MARGIE AND JACK MCCARTAN PRESENTED WITH OUTSTANDING PHILANTHROPISTS AWARD

**10**  
EDITH SHAPIRA HONORED WITH COLEMAN AWARD FROM INSTITUTE OF POLITICS

**11**  
A MEMORIAL FUND KINDLES A YOUNG BOY'S PHILANTHROPY



**12**  
NEXT GENERATION GIVING: THE CHRISTIES TEACH THEIR CHILDREN WELL



**14**  
ADVISOR PROFILE: JAYME MEREDITH

**FOCUS ON WESTMORELAND:**

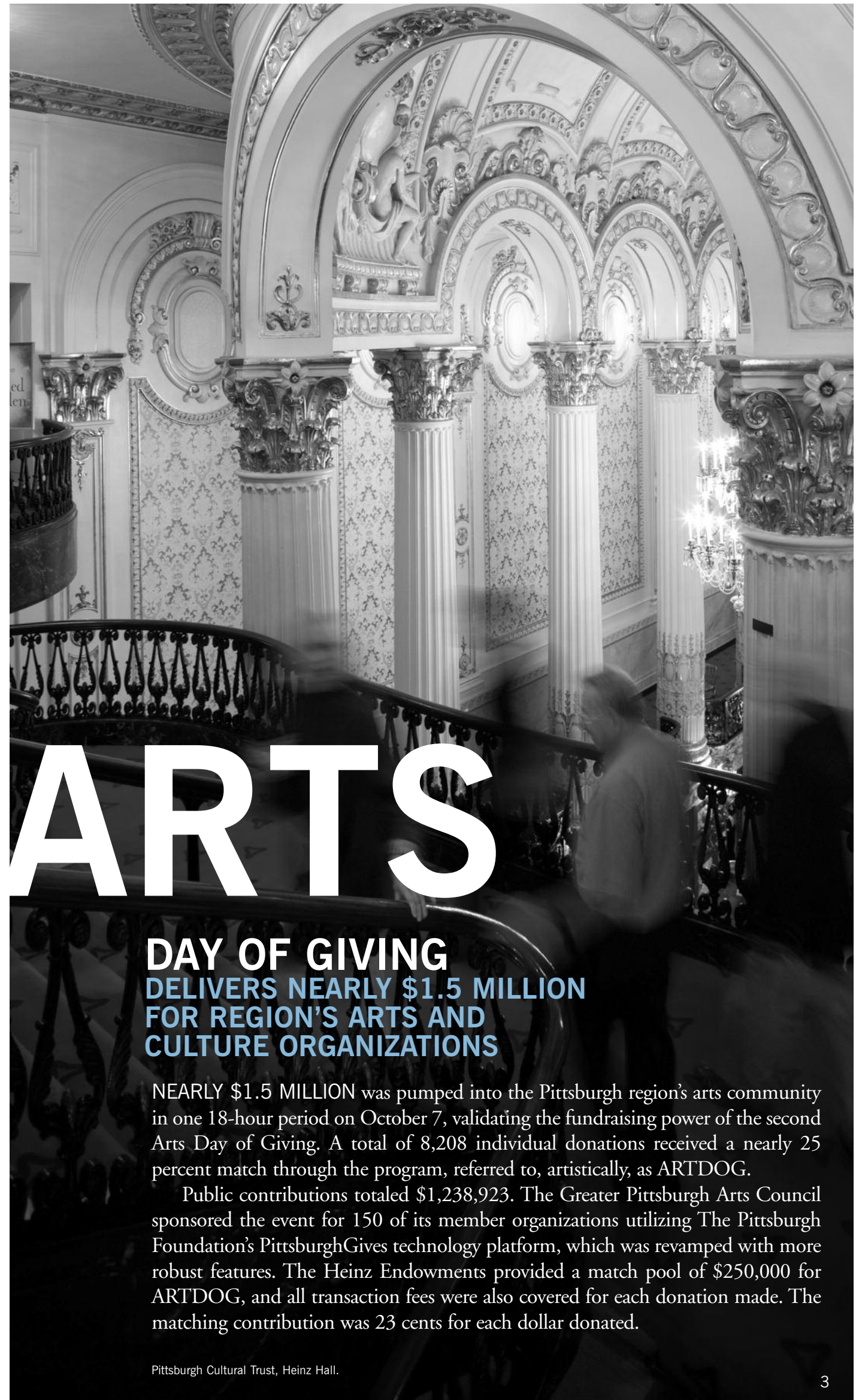
**15**  
A FIRST BIKE AND A TASTE OF FREEDOM



**16**  
\$150,000 SEEDING REVITALIZATION IN SEVEN CITIES



**18**  
CREATING COMMUNITY FOR THOSE WITH EPILEPSY: GREGORY AROMATORIO



# ARTS

## DAY OF GIVING DELIVERS NEARLY \$1.5 MILLION FOR REGION'S ARTS AND CULTURE ORGANIZATIONS

NEARLY \$1.5 MILLION was pumped into the Pittsburgh region's arts community in one 18-hour period on October 7, validating the fundraising power of the second Arts Day of Giving. A total of 8,208 individual donations received a nearly 25 percent match through the program, referred to, artistically, as ARTDOG.

Public contributions totaled \$1,238,923. The Greater Pittsburgh Arts Council sponsored the event for 150 of its member organizations utilizing The Pittsburgh Foundation's PittsburghGives technology platform, which was revamped with more robust features. The Heinz Endowments provided a match pool of \$250,000 for ARTDOG, and all transaction fees were also covered for each donation made. The matching contribution was 23 cents for each dollar donated.

Pittsburgh Cultural Trust, Heinz Hall.

## ARTDOG TOP 10 by number of Donations

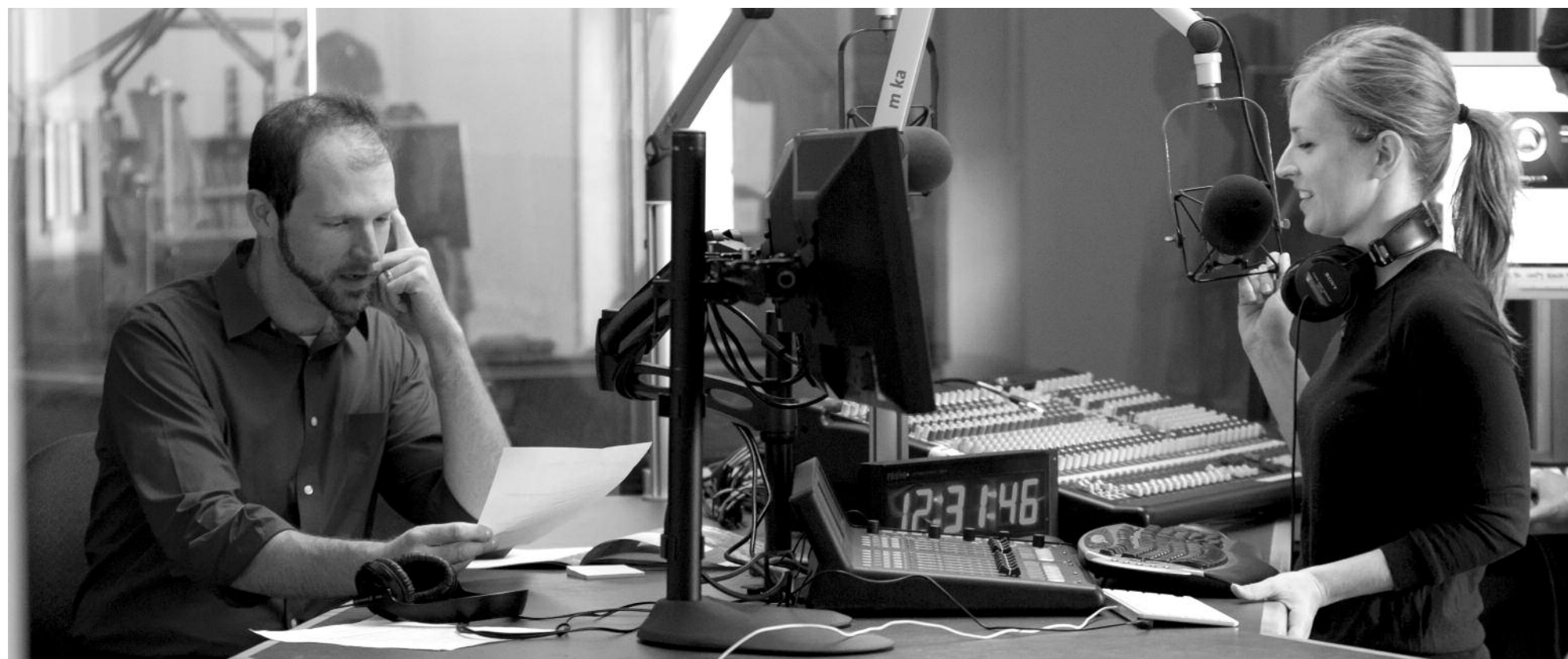
|   |     |          |
|---|-----|----------|
| 90.5 WESA                                     | 396 | \$35,164 |
| Pittsburgh Symphony Inc.                      | 395 | \$91,755 |
| WQED Multimedia                               | 367 | \$42,690 |
| Pittsburgh Public Theater                     | 226 | \$58,440 |
| The Pittsburgh Cultural Trust                 | 219 | \$64,690 |
| Pittsburgh CLO (Civic Light Opera)            | 203 | \$69,125 |
| 91.3 WYEP                                     | 198 | \$15,105 |
| Pittsburgh Community Broadcasting Corporation |     |          |
| Carnegie Museums of Pittsburgh                | 170 | \$35,174 |
| Three Rivers Young Peoples Orchestras         | 166 | \$26,218 |
| Phipps Conservatory and Botanical Gardens     | 164 | \$25,093 |



## ART DOG 2014

**“THE PHENOMENAL GENEROSITY BY INDIVIDUALS, WHO SAW THE OPPORTUNITY TO BOOST SUPPORT FOR AN AMAZING RANGE OF ORGANIZATIONS, SHOULD BE A CLEAR MESSAGE TO THE LARGER COMMUNITY THAT THE ARTS ARE VIEWED AS A CRITICALLY IMPORTANT MEASURE OF QUALITY OF LIFE.”**

Maxwell King, president and CEO  
The Pittsburgh Foundation



“ARTDOG was an outpouring of civic pride and a true recognition of the importance of arts and culture to our communities,” said Mitch Swain, the Arts Council’s CEO. “We’re ecstatic that the number of gifts increased by 25 percent. People really came forward and it’s inspiring.”

“It took hard work from several organizations and a core group of talented managers to make this event happen as seamlessly as it did,” Pittsburgh Foundation president and CEO Maxwell King said. “The phenomenal generosity by individuals, who saw the opportunity to boost support for an amazing range of organizations, should be a clear message to the larger community that the arts are viewed as a critically important measure of quality of life.”

Reacting to an explosive increase in participation rates since the first event in 2009, The Pittsburgh Foundation adjusted the matching formula for organizations. To ensure a robust match percentage for participating nonprofits, the first \$1,000 each individual donated to an organization was eligible to receive matching dollars from the match pool. Previously, the cap was set at \$10,000.

Arts Council officials also randomly selected five of the organization’s artist members for the Unleashed Artists Fund, a special pool dedicated to supporting five working artists. Through the fund, donors were able to support Mike McSorley, (painting); Shaunda Miles, (theater); Sherri Roberts, (fiber); Brian Sesack, (photography); and Lorraine Vullo (installation). The fund received 62 gifts for a total of \$3,195.

PittsburghGives 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 [PittsburghGives.org](http://PittsburghGives.org).

Since the launch of PittsburghGives in 2009, the on-line site’s giving events have raised more than \$36 million for the region’s non-profit organizations.

## SMALL BUT MIGHTY TOP 10 by number of Donations

|   |    |          |
|---|----|----------|
| Edgewood Symphony Orchestra                           | 76 | \$11,005 |
| Society to Preserve the Millvale Murals of Maxo Vanka | 68 | \$3,055  |
| Unleashed Fund for Artists                            | 62 | \$3,195  |
| Stage Right   | 60 | \$10,065 |
| Alia Musica Pittsburgh                                | 48 | \$6,135  |
| North Suburban Symphonic Band                         | 48 | \$2,741  |
| Three Rivers Ringers                                  | 43 | \$5,465  |
| Stage 62  | 43 | \$3,450  |
| Pittsburgh Youth Chamber Orchestra                    | 42 | \$3,485  |
| Renaissance City Choir<br>Pittsburgh Gay Chorus       | 42 | \$2,905  |

**“ARTDOG WAS AN OUTPOURING OF CIVIC PRIDE AND A TRUE RECOGNITION OF THE IMPORTANCE OF ARTS AND CULTURE TO OUR COMMUNITIES. WE’RE ECSTATIC THAT THE NUMBER OF GIFTS INCREASED BY 25 PERCENT. PEOPLE REALLY CAME FORWARD AND IT’S INSPIRING.”**

Mitch Swain,  
CEO of the Greater Pittsburgh  
Arts Council



Top to Bottom: Phipps Conservatory and Botanical Gardens, 90.5 WESA’s Josh Raulerson and Larkin Page-Jacobs, Edgewood Symphony Orchestra’s Walter Morales, Society to Preserve the Millvale Murals of Maxo Vanka.

A PERSONAL CRISIS such as the loss of a loved one, loss of a job or a significant and unexpected medical event happens. The dominos start to fall. Unpaid utility bills stack up. Eviction notices come next. Family resources are exhausted and suddenly the retired senior citizen, the working class factory worker, the veteran end up homeless.

“No one looks at the trauma, but trauma is always at the root of homelessness,” said Lois Mufuka Martin, executive director of Bethlehem Haven. “It could be the effects of violence, poor education or the hard-to-break cycle of generations of poverty. There is always some form of trauma either immediate or in the past.”

Bethlehem Haven, in Pittsburgh’s Hill District, provides a continuum of care for homeless women with a goal of self-sufficiency.



BETHLEHEM HAVEN MEETS HOMELESSNESS HEAD ON BY PROVIDING THE COMFORT OF HOUSING TO HOMELESS WOMEN

# SAFE at HOME

“I AM OFTEN ASKED WHAT DOES HOMELESS LOOK LIKE. I SAY LOOK IN A MIRROR. A HOMELESS INDIVIDUAL LOOKS LIKE YOU OR YOUR TEENAGER OR YOUR GRANDPARENT.”

Lois Mufuka Martin  
executive director, Bethlehem Haven

Bethlehem Haven Women’s Shelter resident, Lisa, with executive director Lois Mufuka Martin.

Its services include emergency shelter, transitional housing, permanent supportive housing, housing intervention, meals, and physical and mental health treatment to women in the Pittsburgh region.

For the past 30 years, Bethlehem Haven has provided safe, clean shelter to thousands of homeless women on more than 11,000 consecutive nights. Each year, the Haven serves nearly 60,000 meals, cares for approximately 600 men and women with mental health and other health and wellness needs through its onsite clinic, and provides emergency shelter to 500 women.

“I am often asked what does homelessness look like, said Mufuka Martin. “I say look in a mirror. A homeless individual looks like you or your teenager or your grandparent.” Mufuka Martin has seen an increase usage of its services from senior citizens, middle class working women and young adults from age 18 to 24.

The organization is also pioneering preventive measures through the Housing Intervention Program. The initiative assists women who are at-risk of becoming homeless by providing short-term financial assistance and counseling to maintain their housing. “We work to prevent a woman from entering the shelter due to a one-time financial emergency,” said Mufuka Martin.

Bethlehem Haven stresses the need for a thorough mental health evaluation for everyone in the shelter system. “If we don’t treat mental health, then we don’t know where we are starting from and that could make it more difficult to transfer an individual to housing,” said Mufuka Martin.

A 2012 policy brief released by the Colorado Coalition for the Homeless detailed the disproportionate affects of homelessness on unaccompanied women. Compared to the

general population of women, homeless women, according to the brief, have higher rates of mortality, poor health status, mental illness, substance abuse, victimization and poor birth outcomes. These disparities are due, in part, to exposure to the elements, violence, poor nutrition, inadequate social support and infectious disease.

Particularly pronounced in this population are the rates of mental illness. About 50 percent of homeless women have experienced a major depressive episode and, compared to housed women, they have three times the rate of Post Traumatic Stress Disorder (PTSD) and twice the rate of drug and alcohol dependency. These issues dramatically interfere with the ability of these women to obtain employment, sustain healthy relationships and achieve housing stability.

Bethlehem Haven has long recognized the connection between mental illness and homelessness. Understanding that the health care needs of women (and men) experiencing homelessness has been a continuous problem in the Pittsburgh area, the 902 Mental Health Clinic was established to expedite access to mental health care and reduce the barriers to stable housing.

In fiscal year 2013–2014, the 902 Mental Health Clinic, in partnership with providers such as Health Care for the Homeless, provided care to 320 men and women. One of the major successes of the clinic is that it greatly reduces the amount of time a person must wait for mental health care. On average, uninsured individuals may wait as long as 12 weeks to receive care in the community. In contrast, the 902 Mental Health Clinic provides access for homeless and uninsured adults in as little as two weeks. By expediting access to psychiatric care, Bethlehem Haven is able to reduce the amount of time that women remain homeless due to mental illness.

Unfortunately, despite the demonstrated need for and effectiveness of its services, the 902 Mental Health Clinic is at risk of closing. Until August, the Clinic was supported by funding from the Allegheny County Department of Human

Services (DHS) through a grant from the United States Department of Housing and Urban Development (HUD). In June 2014, HUD announced that it would be eliminating its funding for Supportive Services Only projects—the 902 Mental Health Clinic included—which are designed to address the special needs of individuals experiencing a housing crisis but are not integrated as part of a housing program.

This shift by HUD has resulted in a \$170,000 funding loss for Bethlehem Haven’s Clinic. While the Allegheny County Department of Human Services has expressed its strong intention to identify an alternative funding stream to maintain the Clinic’s operation, it is challenged to develop a sustainable source that will address the financial needs of Bethlehem Haven and other local providers impacted by the HUD changes.

The Pittsburgh Foundation has joined other funders to help approve a \$75,000 grant to give Bethlehem Haven the opportunity to investigate other alternatives for the 902 Mental Health Clinic. “We are looking to partner with larger behavior care providers about partnerships for back office functions, which would allow us to continue to provide uninterrupted service,” said Mufuka Martin. The partnerships could aid Bethlehem Haven in billing insurance providers under the Affordable Care Act.

Women who graduate from Bethlehem Haven’s housing programs receive follow up care in their home to prevent another episode of homelessness. “These women come to us with their lives in pieces, and they look to us to find the strength to put it all back together,” said Mufuka Martin. “We instill in them the skills and self-confidence needed to rebuild their lives and to restore hope.”

In the words of one resident, “We don’t choose to be homeless. No one chooses that kind of life. But without Bethlehem Haven, I really don’t know where I would have gone.”

## CRITICAL ALERT

### ONE DAY AWAY: THE PITTSBURGH FOUNDATION TAKES ON HOMELESSNESS IN ALLEGHENY COUNTY

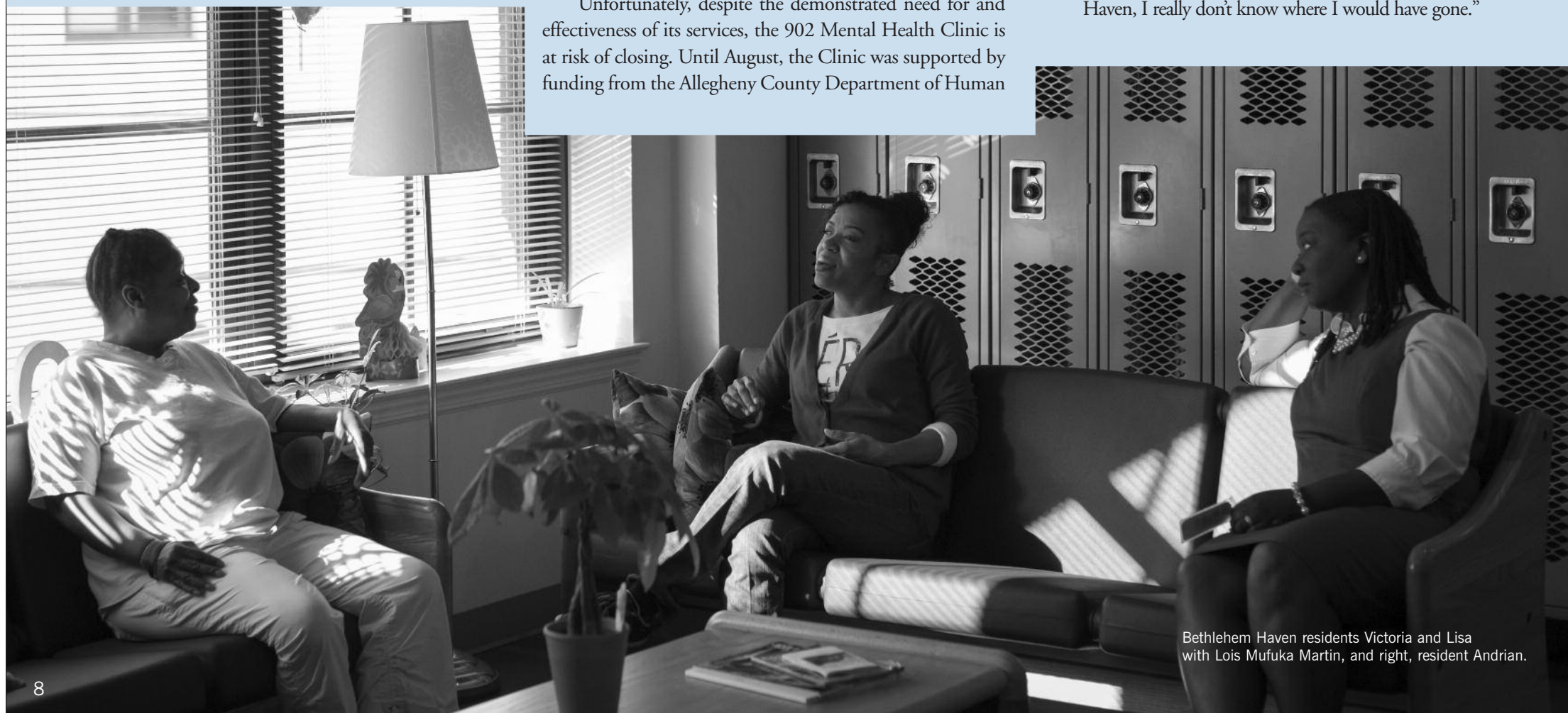
BY SOME ESTIMATES, over half of the nation’s population is just one negative life event away from experiencing a housing crisis. For many individuals, it is a one-two punch: an unexpected illness, for example, followed by the loss of regular employment which triggers a downward spiral into a housing crisis.

Imagine someone at your church, your next door neighbor, a veteran returning from a tour of duty, or someone that you work with. They can all share the same challenge: they lack a home of their own. They are, at least, temporarily homeless.

As part of our commitment to develop and support efforts that lift people out of poverty, The Pittsburgh Foundation recognizes the need to aid individuals and families experiencing a housing crisis. The foundation will conduct a three-week public campaign to address the issue of homelessness in our community beginning Dec. 8.

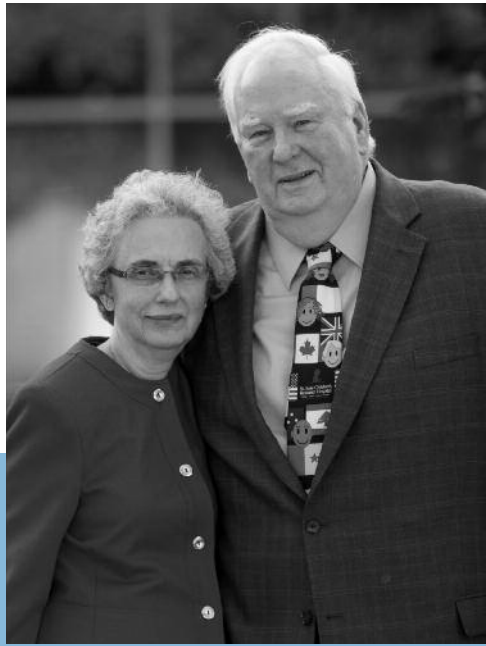
Donations at [PittsburghGives.org](http://PittsburghGives.org) of \$25 or more to one of more than 30 nonprofit organizations that serve the homeless population will be matched dollar for dollar up to \$100,000 by the foundation.

Help your neighbors by making a gift beginning Dec. 8 at [PittsburghGives.org](http://PittsburghGives.org) or through your fund at The Pittsburgh Foundation.



Bethlehem Haven residents Victoria and Lisa with Lois Mufuka Martin, and right, resident Andrian.





## MARGIE AND JACK MCCARTAN

PRESENTED WITH OUTSTANDING PHILANTHROPISTS AWARD AT 2014 NATIONAL PHILANTHROPY DAY

MARGIE MCCARTAN AND HER LATE HUSBAND JACK were named the Outstanding Philanthropists for 2014 at the National Philanthropy Day celebrated in Pittsburgh Nov. 13 by the Western PA chapter of the Association of Fundraising Professionals (AFP).

The McCartans' philanthropy—three funds at The Pittsburgh Foundation—supports a wide range of charitable causes, including programs aiding children, youth and families, and others that address health, homelessness and poverty. Jack died from lymphoma on April 12 at age 79.

"Jack and Margie have been generous and caring, making a difference in our community," said Yvonne Maher, vice president of Development and Donor Services at The Pittsburgh Foundation.

"We proudly join the AFP in recognizing the powerful legacy of the McCartans in Pittsburgh."

National Philanthropy Day was established 20 years ago as a way to recognize the significant contributions that donors such as the McCartans have made to individuals and communities. It is celebrated by more than 125 communities around the world.

## EDITH SHAPIRA HONORED WITH COLEMAN AWARD FROM INSTITUTE OF POLITICS



EDITH SHAPIRA, chairman of The Pittsburgh Foundation Board of Directors has been honored with the 2014 Coleman Award by The University of Pittsburgh Institute of Politics (IOP).

The award recognizes elected and nonelected community leaders who, by personal example and sustained generosity, have made a significant impact in the region. Nominees for this award are outstanding individuals whose leadership and efforts have advanced the quality of life enjoyed by the citizens of southwestern Pennsylvania.

"I am deeply grateful to be the recipient of this award in Moe Coleman's name," said Dr. Shapira.

"I am so proud to be associated with the Institute, and to be included on the same list with the distinguished past recipients of this award."

The award is a lasting tribute to the Institute's founding director, Moe Coleman, for the substantial and enduring contributions he has made to the southwestern Pennsylvania region in the areas of public policy and governance, education, health and human services, and human equity. Mr. Coleman also serves on the Board of The Pittsburgh Foundation.

"I could not have been more pleased with the selection of Edie Shapira as a 2014 Coleman Awardee," said Terry Miller, director of the Institute of Politics (IOP). "At the IOP, we recognize that the collective identity of any region is largely demonstrated by the overall values and priorities embraced by the people who live there."

Edie, by personal example and sustained generosity, has made a significant impact in the region. She exemplifies the best in community service through a stalwart demonstration of leadership, sense of caring, and responsibility to others in a way that connects people and solves problems."

### PAST COLEMAN AWARD HONOREES

- 2006 **Moe Coleman**, director emeritus, Institute of Politics
- 2007 **Maxwell King**, executive director, Fred Rogers Center, Saint Vincent College
- 2008 **Marc Cherna**, director, Allegheny County Department of Human Services; **Jim Rohr**, president and CEO, PNC Financial Services Group
- 2009 **Karen Wolk Feinstein**, president and CEO, Jewish Healthcare Foundation; **David J. Malone**, president and CEO, Gateway Financial Services
- 2010 **David E. Epperson**, dean emeritus and professor emeritus, University of Pittsburgh
- 2011 **Helen S. Faison**, former teacher, principal and superintendent, Pittsburgh Public Schools, and community leader in education
- 2012 **Henry S. Beukema**, executive director, McCune Foundation; **Morgan K. O'Brien**, president and CEO, Peoples Natural Gas
- 2013 **Philip B. Hallen**, president emeritus, Falk Foundation; **Linda McKenna Boxx**, chairman, Katherine Mabis McKenna Foundation

### DONOR PROFILE:

## THE HRIVNAK FAMILY

One day many years ago, Charlene Hrivnak was at a motivational seminar where the speaker said, "If you could do anything in the world you wanted to do—and money was no object—what would it be? After a pause she asked: And why aren't you doing it?" "I'd be a philanthropist." She thought, "But money is an object—I don't have all the money in the world to be a philanthropist."



## A MEMORIAL FUND KINDLES A YOUNG BOY'S PHILANTHROPY

As she continued to buy stock in her company, though, she realized she could give out that stock and, in fact, become a philanthropist. Not long after, she stumbled across The Pittsburgh Foundation and kept the idea in the back of her mind.

Before she met her husband Richard, he had experienced a terrible tragedy. His first wife and their toddler daughter had been killed in a car accident. As a result, the holidays, their birthdays and especially Father's Day were difficult. Charlene decided she wanted to do something special for him, and she created the Sarah A. Hrivnak Memorial Fund at The Pittsburgh Foundation in honor of her husband's late daughter.

When she first contacted The Pittsburgh Foundation, she was a little intimidated. "I didn't have a ton of money, and they said, 'Oh no, that's what we're here for.' It's a wonderful organization. The whole process getting started was really easy, and on an ongoing basis, you can get as much or as little help as you want."

In 2002, Charlene and Richard had their own son, Richie, and as the little boy grew, Charlene began to include him in conversations on which charities they should support with Sarah's fund. Soon, young Richie began contributing ideas. "It's changed through the years, as he's gotten older," Charlene said. "When he was really little, it was the library. Then it was the volunteer fire department and veterans. And each year we would tell my husband that the gift was in Sarah's name."

One year, when the family was driving through Castle Shannon and saw banners honoring different military veterans, Richie said, "We should do that in Plum," where the family lives and where Richard is the Mayor.

Last year, Richie upped the stakes when he said, "You know what Mommy? We're going to go into sales." He started collecting old bicycles and repairing them in the garage with his father.

This summer, the family started a bike and lemonade stand for Sarah's fund. So far they've had two sales, and Richie has sent \$250 to The Pittsburgh Foundation to augment the fund.

"We have the sale in the front yard of my sister-in-law's house, which is on a busier street," Charlene said. "We advertise it through Facebook, and people know he's doing it for a good cause, and someone will pay \$20 for a glass of lemonade. We've also had a couple of people drop off bikes. It's already been more successful than we thought."

Once when he was very little, Richie saw a picture of Sarah and asked who she was. Charlene told him Sarah was his sister in heaven. "And that's one of the things he always says. When people ask him what the bike and lemonade stand is for, he says, 'This is for my sister who's in heaven.' He's an only child, and he feels connected, that he has a sister."

Charlene created the fund in order to give back to the community and to honor her husband's daughter with a lasting legacy. "To give him comfort—that was the original thought," she said. "But the added bonus I didn't anticipate was instilling and cultivating a spirit of giving in my son that has grown exponentially."





**“SEVEN YEARS AGO, I CAME UP WITH THE IDEA OF STARTING A CHARITABLE TRUST WE COULD ALL BE INVOLVED WITH. THIS WAS A NATURAL EXTENSION SINCE THE KIDS HAD ALREADY PARTICIPATED IN VARIOUS CHARITABLE PROGRAMS THROUGHOUT THEIR HIGH SCHOOL AND COLLEGE YEARS.”**

*Mark Christie (left) with son, Kyle Christie (right)*

#### DONOR PROFILE:

## THE CHRISTIE FAMILY BUILDS A LEGACY THROUGH CHARITY

AS HIS FOUR CHILDREN began the process of heading off to college, Mark Christie wondered what the future might bring. The children's lives would change and take them onto different paths. Christie, who owns Christie & Associates Insurance Agency, began considering an idea that might keep them together for many years to come.

When the kids were in the Upper St. Clair School District, one of the things they learned was the value of charitable activity. “Charity is our common interest, so I was looking for ways we could continue to share that as they became adults,” Christie said. “I came up with the idea of starting a charitable trust we could all be involved with. This was a natural extension since the kids had already participated in various charitable programs throughout their high school and college years.”

Christie's research convinced him that The Pittsburgh Foundation would be the most economical and practical vehicle for a fund that would be modest in the beginning but hopefully grow in time. When he presented the idea to his children, they all agreed and embraced the idea.

Setting up the donor-advised Christie Charitable Trust Fund at The Pittsburgh Foundation “couldn't have been any easier,” Christie said. “I took the kids to the foundation, we met with the staff and they explained what it would do for us. One of the nice things is that they familiarized us with the various charitable activities around the city and provided us the knowledge of what different organizations are trying to accomplish. When you find something of particular interest, you can contribute.”

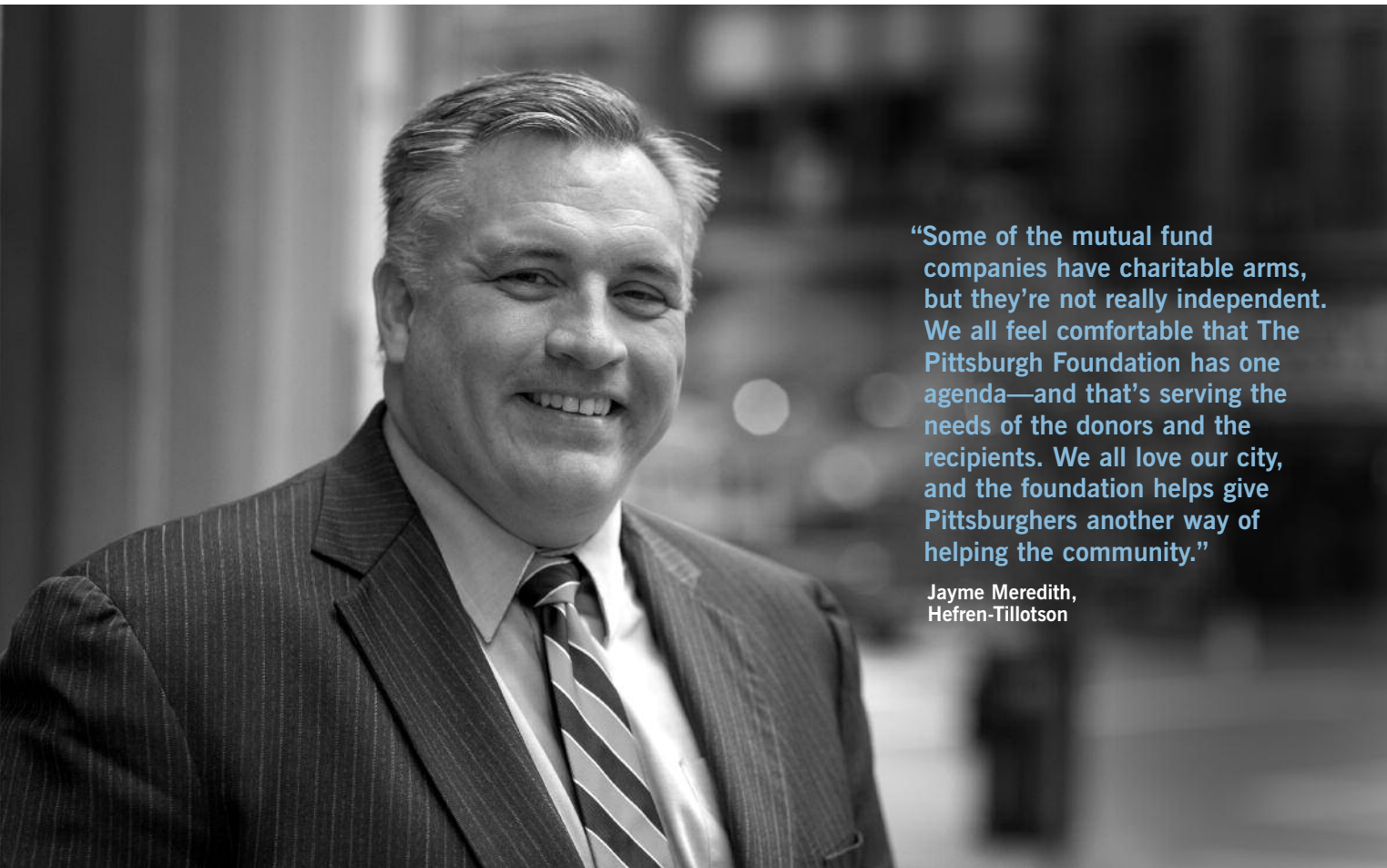
Christie described his family's fund as modest, “Going with The Pittsburgh Foundation is very efficient because of the administration and professional staff of advisors they have.”

As the kids spent most of the last seven years making their way through college, Christie worked to build the fund's assets. Now, his two sons and two daughters are in different cities, doing different things. Kyle works in the family business, Shannon is a teacher in Alexandria, Virginia, Meghan is attending Jefferson Medical School in Philadelphia, and Kevin is a senior in the Smeal College of Business at Penn State University.

“But the concept is, when we get together around the holidays, we'll discuss our interests and decide as a group where we want to contribute,” Christie said. “That's the vision I have for this effort. My kids are getting older, moving on and doing their own things. It will be fun to have something this meaningful to share with them as they get older.

“Looking into the future, I hope when I'm no longer involved, they'll continue making funding decisions together. In this day and age, with many families living in different cities, hopefully this legacy will give my children another avenue to share both their relationship with each other and with charity.

Christie said he would urge anybody who feels this is an avenue they'd like to pursue to consider The Pittsburgh Foundation. “They've been great partners and they've done great things in the region. It's fun and rewarding to be a little part of the foundation as well!”



**“Some of the mutual fund companies have charitable arms, but they’re not really independent. We all feel comfortable that The Pittsburgh Foundation has one agenda—and that’s serving the needs of the donors and the recipients. We all love our city, and the foundation helps give Pittsburghers another way of helping the community.”**

Jayme Meredith,  
Hefren-Tillotson

#### ADVISOR PROFILE: JAYME MEREDITH

## HELPING CLIENTS REALIZE THEIR LEGACY

IN HIS JOB AS FINANCIAL ADVISOR and first vice president with Hefren-Tillotson, Jayme Meredith works with clients who come from a range of backgrounds and have varying degrees of knowledge about charitable giving.

“Some have very structured and distinct objectives, and some have the desire to give but don’t know what to do, where to start and how to get involved,” said Meredith who has worked with Hefren-Tillotson for 15 years. “We’ve got clients on both of those extremes and everything in the middle. And The Pittsburgh Foundation’s been a great way for me to connect my clients to their charitable desires.”

Sometimes Meredith works with clients who haven’t given charitable giving much thought, and they also may not have realized that they’re fortunate enough to have enough money so that it will last beyond their lifetimes.

“They may not have heirs and quite frankly haven’t thought about their own mortality and what’s going to happen to their wealth after they die,” Meredith said. “The Pittsburgh Foundation has done a great job talking with these clients, discussing alternatives and helping clients build that legacy. And the clients feel really good about that. It’s like ‘Wow—this makes me feel really good—I’m very happy that my hard-earned and accumulated wealth will continue to do good after I leave the earth.’

Meredith has worked with about 20 clients who are actively involved with the foundation.

One was interested in setting up a scholarship for his alma mater that he wants to last beyond his lifetime. He’s using the foundation to manage the scholarship program. Another faced a very large tax bill and said, “I’d rather give \$100,000 to a charity than \$30,000 to Uncle Sam.” The client established a fund at the foundation, saved on taxes, and, as Meredith said, “he’s been very happy he’s going to be able to make someone’s life better.”

The relationship has been a good one for Meredith too. As he said with a laugh, “I know just enough to be dangerous. The foundation does a great job educating me in new ways to service my clients on the charitable front, reminding me of things I may have forgotten through the years in trusts and tax laws. And the foundation gives us the ability to continue to manage the client’s assets. That’s especially important for long-time clients of ours who like our conservative investment management—it’s a win-win for everybody.”

For Meredith, making sure that client’s needs are being met is paramount, and The Pittsburgh Foundation has helped him do that and to make sure that the beneficiaries who receive the charitable dollars are using them wisely.

## FOCUS ON WESTMORELAND

### SPECIAL NEEDS KIDS: A FIRST BIKE AND A TASTE OF FREEDOM

EIGHT UNIQUELY ADAPTIVE BIKES bearing big red bows and placard with a child’s name were parked at the Greensburg Garden and Civic Center last November. A few minutes later, excited new owners were zipping down the hallway and out the doors.

The bikes were provided by a Community Foundation of Westmoreland County (CFWC) grant to Variety’s My Bike program. The initiative provides children with disabilities with adaptive bicycles specially tailored to their abilities so they may have the freedom of a bike and the joy of riding alongside friends and family.

After the inaugural ride, Haleigh Sabella (below), 14 from Latrobe, stated it simply, “It was fun.” Haleigh has a rare genetic syndrome that causes seizures. “It is not easy for her to participate in sports, but she knows that exercise is

important,” said Melissa Sabella, her mother. “We are looking forward to getting out and riding as a family, now that Haleigh has her bike.”

Each bike costs \$1,800 and is custom made to the individual. The My Bike program serves children and youth who have a disability and are under 21 years of age. Interested families can apply at [www.varietypittsburgh.org/MyBikeProgram.asp](http://www.varietypittsburgh.org/MyBikeProgram.asp) and donations are also accepted through the website to cover costs.

“For a child with a disability who struggles to skip, run and even walk, an adaptive bicycle can be transformative,” said Charles Lavelle, chief executive officer of Variety. The organization provided 365 bikes to children in its first year of operation and now covers 10 counties, including Westmoreland and Allegheny.

“Here are kids who would never be able to ride a bicycle if they did not have an adaptive bike,” said James Bendel, CFWC executive director. “Remember back to when you got your first bike, can you imagine the energy and excitement these kids have?”



**“WE ARE LOOKING FORWARD TO GETTING OUT AND RIDING AS A FAMILY, NOW THAT HALEIGH HAS HER BIKE.”**

Melissa Sabella (right)

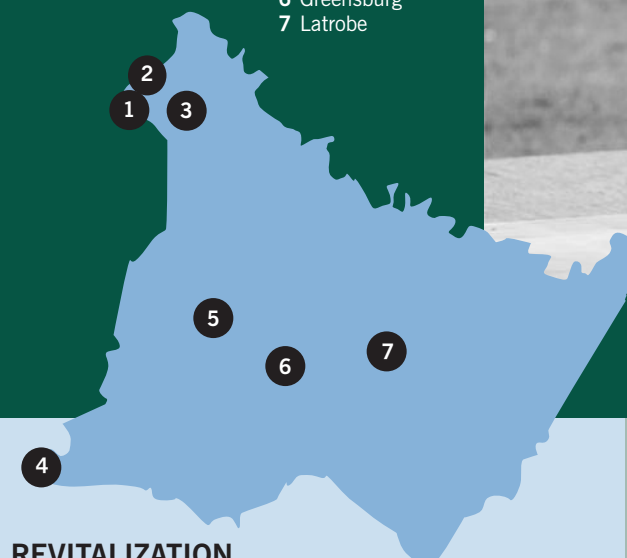
Haleigh and Melissa Sabella with a Variety staff member.



**FOCUS ON  
WESTMORELAND**

**\$150,000 SEEDING  
REVITALIZATION IN  
SEVEN WESTMORELAND  
COUNTY CITIES**

- 1 New Kensington
- 2 Arnold
- 3 Lower Burrell
- 4 Monessen
- 5 Jeanette
- 6 Greensburg
- 7 Latrobe



Above: Sandra Lynn's School of Dance performs on the kids stage at Hempfield Community Days. Left: Hempfield Community Days at Hempfield Park.



**REVITALIZATION GRANTS**

|  |          |
|--|----------|
| <b>Lower Burrell City</b><br>To expand a recreation program for Lower Burrell Residents.   | \$8,900  |
| <b>Latrobe Community Revitalization Program</b><br>To assist in building a parklet in downtown Latrobe on Route 30.  | \$25,000 |
| <b>City of Monessen</b><br>To assist with labor costs to demo blighted houses, to assist with purchasing trees and shrubs, benches and lamp posts, lighting, and pavers to create a new park in Westgate North area of Monessen. | \$30,000 |
| <b>City of New Kensington</b><br>For renovations to Memorial Park, including the building of a dek/ice hockey rink.  | \$20,000 |
| <b>New Kensington Community Garden</b><br>For the purchase of plants, seeds, soil and garden equipment, and to hire a painter for a mural.   | \$4,500  |
| <b>New Ken/Arnold Social in the Park Committee</b><br>For repair and renovations of pavilions at Memorial Park.  | \$20,000 |
| <b>Boy Scouts of America, New Kensington</b><br>For supplies and materials to build an Armed Forces Wall at Memorial Park to honor all the fallen military heroes from New Kensington.   | \$1,600  |
| <b>Westmoreland Human Opportunities, Inc., Jeannette</b><br>To beautify Clay Avenue by commissioning a mural painter and to purchase awnings for local businesses on Clay Avenue.  | \$30,000 |
| <b>Westmoreland Museum of American Art, Greensburg</b><br>To assist with funding to help the Museum to commission a public art project that will rejuvenate two local bridges adjacent to the museum.                            | \$10,000 |

**TOTAL \$150,000**

THE COMMUNITY FOUNDATION OF WESTMORELAND COUNTY (CFC) awarded \$150,000 in grants to nine projects in the first cycle of a three-year initiative intended to revitalize seven communities in Westmoreland County.

The Revitalizing Westmoreland community initiative is designed to encourage creative ways to improve lives of residents in Arnold, Jeanette, Greensburg, Latrobe, Lower Burrell, Monessen and New Kensington. These communities were selected because they have experienced significant losses in their manufacturing base and subsequent out migration.

"We are seeking to create partnerships between neighborhood residents, business associations, civic groups, nonprofits and local government to creatively rebuild their communities as clean, safe and productive places to live," said James Bendel, executive director of CFC.

Community groups and organizations of all types have submitted funding proposals for safety, education, cleanup and beautification. Sample projects include vacant lot cleanups, community gardens, community art, play equipment and community events that will encourage community pride and build relationships.

Grants for Revitalizing Westmoreland projects range from \$500 to \$40,000. Projects are required to seek matching funds in the form of volunteer time, cash or in-kind donations of goods and services for one quarter of the project costs. "By working together, we can involve more of the community and provide \$200,000 that will directly benefit the residents," said Bendel.

Additional awards will be made annually and the application deadline for projects that will take place in 2016 will be announced later next year. Information is also available at: [cfwestmoreland.org/revitalization](http://cfwestmoreland.org/revitalization).

"The grants are just a place to begin," said Bendel. "Sense of place is so vital to the health of the community, if we can involve the residents in transforming these seven communities, we can create a spirit of giving that will continue well into the future."

CFC held five public meetings in the community and provided detailed information on how they can participate in Revitalizing Westmoreland.

## FOCUS ON WESTMORELAND

GREGORY AROMATORIO beams when he talks about his philanthropic plans. He and his parents, Toni and Ron, recently established the Gregory Aromatorio Charitable Fund, and he made his first site visit to Union Mission, a temporary shelter for homeless men in Latrobe.

This could be any charitably minded family, except that Gregory, 37, lives with limitations from the effects of epilepsy, including not being able to drive, which hampers his social interactions. The fund is designed for Gregory to make an impact on the community and give back to others.

Epilepsy is a group of neurological disorders characterized by epileptic seizures. They can vary from brief and nearly undetectable episodes to those that are more severe and involve long periods of vigorous shaking. For many with the condition, the seizures tend to recur. Researchers have yet to find the underlying cause.

Sixty five million people worldwide have epilepsy. Despite this large number, Gregory has identified a service gap in Westmoreland County. The closest support groups are in Pittsburgh and Erie, meaning most in the county are unable to access these services.

"I think we need something in Westmoreland County that would create opportunities for social interaction among epilepsy patients and a place to share ideas on how we can improve our lives," said Gregory.

"It would be nice to have a group for parents to discuss similar issues and share solutions as well," added Ron. The epilepsy community deals with a myriad of issues, including finding the right combinations of medicine to help control seizures. This can take many trips to the neurologist and many failed attempts, which can lead to frustration for the patient and caregiver.

The family is eager to begin a support group in the county. "I'm early in this and many people have helped me to learn and have shown me what I need to do to make this a reality," said Gregory.

Despite his condition, Gregory graduated from Greensburg Central Catholic and earned a degree in travel and tourism from Westmoreland Community College.

The fund also has made grants to area arts and culture organizations. "I was exposed to the arts at a young age," he said. "I think they are important to people of all ages." Gregory sings in the church choir and plays the piano. He also writes poems and short stories. His poem, 'Spring Flowers' was published in an anthology.

Gregory took interest in Union Mission's work to give men a second chance at life. "My faith has always taught me that you always help your neighbor and those less fortunate," he said.

"When we began our financial planning, we never thought that we had the means to have any charitable impact," said Toni. Regina Beatty, the family's financial advisor and David DeRose, their attorney, worked with them to care for Gregory's future and develop a plan to meet their philanthropic goals. "She introduced us to the Community Foundation of Westmoreland County and showed us how we could make an impact on the community." Gregory looked at it optimistically, "It may be just a drop in the bucket, but you start somewhere, no matter how small."

"My hope is that we can fund some research to benefit Westmoreland County and the epilepsy community."



**"I THINK WE NEED SOMETHING IN WESTMORELAND COUNTY THAT WOULD CREATE OPPORTUNITIES FOR SOCIAL INTERACTION AMONG EPILEPSY PATIENTS AND A PLACE TO SHARE IDEAS ON HOW WE CAN IMPROVE OUR LIVES."**

Gregory Aromatorio with his parents  
Toni and Ron

**DONOR PROFILE:  
CREATING COMMUNITY  
FOR THOSE WITH EPILEPSY:  
GREGORY  
AROMATORIO**

### The Pittsburgh Foundation

will be open through year-end with the following exceptions:  
**Closed December 24-26** 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

September 1, 2014–October 31, 2014

Ann W. and James S. Austin Jr. Fund  
Bluebell Fund  
George W. and Jean G. Bowman Fund  
Marian C. Edelman Charitable Trust Fund  
Owen Galluzzo Memorial Fund  
Herbert A. and Charles E. Kester Scholarship Fund  
Mary S. and John Kostalos, Jr. Fund  
Lillian M. Lash Ensign Foundation Fund  
Ligonier Valley Endowment/Jim and Gerry Cooper Fund  
Hilary M. Norman and Suzanne Norman Fund  
Doris and Arthur Pasekoff Fund  
Thomas E. Paserba Memorial Scholarship Fund  
Scheuermann's Disease Fund  
Barbara A. Walter Scholarship Fund  
Wise Family Foundation 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 29 and 30 (before 3 PM).