



# REPORT TO THE COMMUNITY

- 3 100 Percent Opportunity
- 5 Voices for Justice
- 8 Next-Generation Giving
- 11 The August Wilson Center Reborn
- 14 Philanthropy by Design
- 17 Living Up to the Promise
- 20 Pushing Back Against “Comfortable Silence”
- 23 Coaching for Self-Confidence
- 26 Catalyzing Change
- 29 Front-Porch Philanthropy
- 32 The Difference That Knowing Can Make
- 35 The Power of Storytelling
- 38 Music for the Next Generation
- 41 I Start My Journey So Strong
- 43 The Essential Element of Philanthropy
- 46 Naming Rights
- 49 Fighting Blight in Mr. Rogers’ Neighborhood



On the cover: Pittsburgh’s Bloomfield neighborhood, July 28, 2016, at 7:30 a.m. Beyond the Bloomfield Bridge, fog lifts from the Allegheny Valley.

# THE NUMBERS STORY

2015

The Pittsburgh Foundation's power to do great things during the past year is reflected in the numbers. Offered here are some views of the Foundation's growth, grantmaking and financial history.

## SUMMARY OF GRANTS BY CATEGORY

DOLLARS (In Millions)

**\$28.1**

Education

**\$12.2**

Health, Families, Youth and Special Needs

**\$7.3**

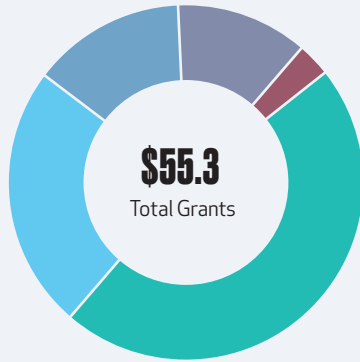
Community Development and Environment

**\$6.5**

Arts, Culture, Humanities

**\$1.3**

Special Projects and Philanthropic Relations



## FUND ASSETS BY TYPE

DOLLARS (In Millions)

**\$273**

Advised

**\$48**

Special Purpose

**\$250**

Unrestricted

**\$26**

Medical Research

**\$218**

Designated

**\$138**

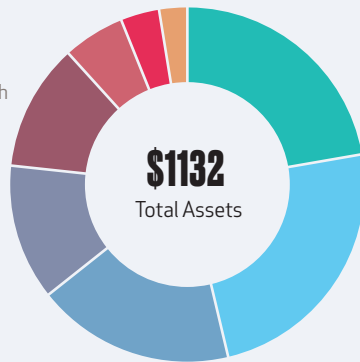
Field of Interest

**\$118**

Controlled Supporting Organizations

**\$61**

Scholarship



## ASSET + CUMULATIVE GRANT GROWTH OVER 70 YEARS

DOLLARS (In Millions)

\$2500

\$2000

\$1500

\$1000

\$500

0

1945

1950

1955

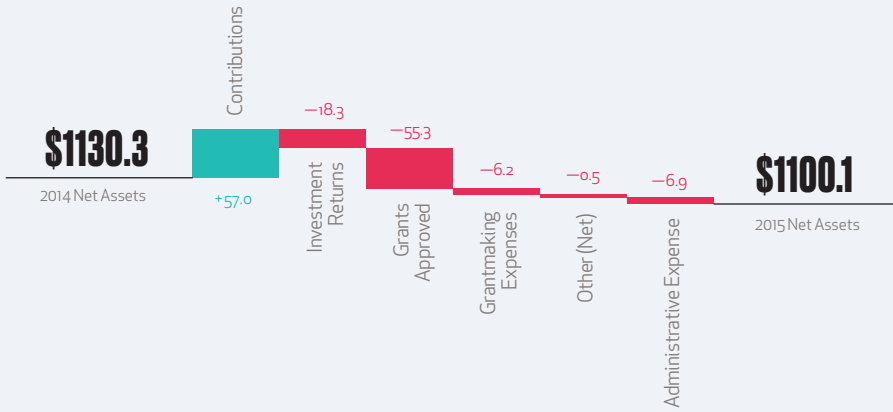
1960

1965

1970

# NET ASSET BRIDGE

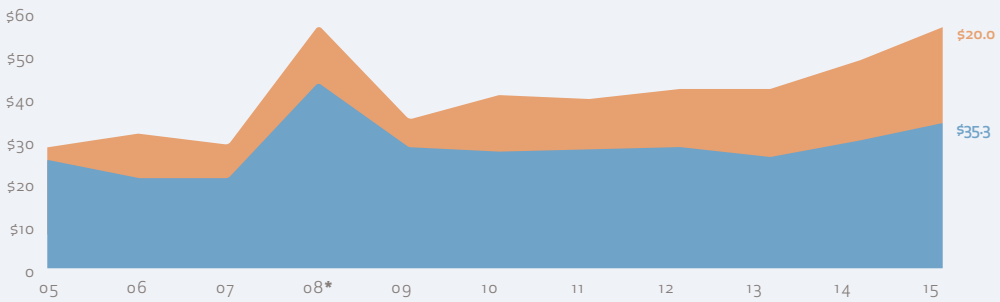
DOLLARS (In Millions)



# GRANTMAKING OVER 10 YEARS

DOLLARS (In Millions)

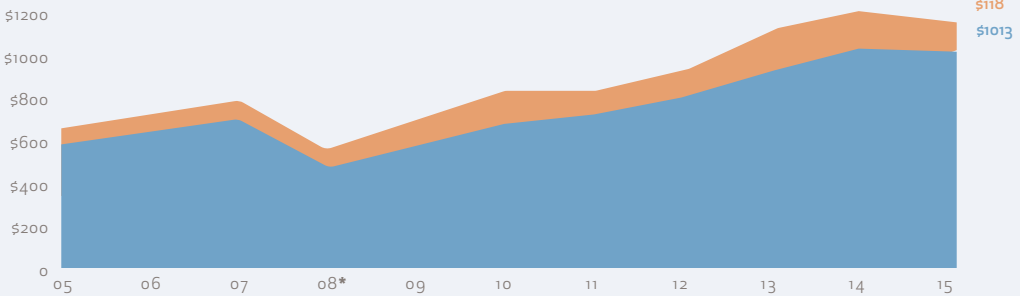
\$55.3



# ASSET GROWTH OVER 10 YEARS

DOLLARS (In Millions)

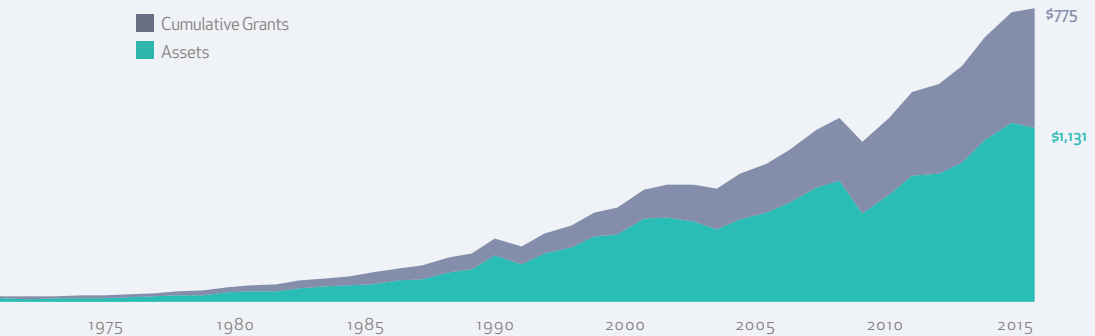
\$1131



- The Pittsburgh Foundation
- Supporting Organizations

\*In 2008, The Pittsburgh Foundation made a conscious effort to combat the financial struggles in our community with an increase in grants despite a dip in our assets.

- Cumulative Grants
- Assets





**ACCORDING TO THE ORIGINAL EXPECTATION**, this report on The Pittsburgh Foundation's work in the past year would be celebrating the larger-than-life public event announcing our new larger-than-life organizing principle: 100 Percent Pittsburgh.

That multiyear effort celebrates the New Pittsburgh: a city in the fast lane with a revitalized economy and unprecedented livability. But it also intends to fill a big hole in that Renaissance story—30 percent of the region's residents are held back from full participation, most often due to poverty.

A story about this exciting new direction follows, but this message is about a powerful lesson we've learned in developing it—one we're striving to apply in grantmaking, public advocacy and collaboration with the Foundation's nearly 1,000 living donors:

We're learning to be better listeners and we're committing to do so at a level unprecedented in our 71-year history.

We in community foundations have great power in awarding grants and influencing policymaking. But what gives us credibility in using that power is our authentic knowledge: the deep, personal understanding of problems and opportunities derived from personal interaction with those affected.

Too often, when undertaking an initiative, foundations make up for lack of such knowledge by bringing in outside experts to dispense wisdom and then burnish a grand, public event with their presence.

That might have been the outcome last year for 100 Percent Pittsburgh if thoughtful reviews from board members and significant research by our Program staff hadn't argued convincingly for less larger-than-life planning and more real-life knowledge gathering. We committed to intensive listening to those on the outside. They are telling us what they need to fully participate in the New Pittsburgh.

In their July Harvard Business Review article, "What Great Listeners Actually Do," leadership consultants Jack Zenger and Joseph Folkman liken the best listening behavior to the way a trampoline "listens" to a child jumping on it. "It gives energy, acceleration, height and amplification... as opposed to acting like an absorbent sponge."

In this report, we hope you see more trampoline than sponge. We will continue in that mode to build our stores of authentic knowledge. But just like our donors' funding, knowledge only brings value when it is turned into action. We already are working with nonprofit and government partners to tie our knowledge base to financial resources and the talents of our staff, board and donors to make positive change happen.

The stakes are high: the agenda includes alleviating conditions that perpetuate poverty, reducing barriers to economic opportunity, and meeting basic needs as the most vulnerable work to break into Pittsburgh's more complex economy.

Artist David Hockney observed that listening carefully is the most positive of human interactions because "you have to put yourself out to do it." We hear that, and we know that the success of 100 Percent Pittsburgh depends on how much we are willing to put ourselves out to ensure that everyone has opportunities to benefit from the New Pittsburgh.

**Edith L. Shapira, M.D.**

Chair, The Pittsburgh Foundation Board of Directors

**Maxwell King**

President and CEO, The Pittsburgh Foundation

# 100 PERCENT OPPORTUNITY

After more than a year of planning, The Pittsburgh Foundation is embracing a new multiyear organizing principle, 100 Percent Pittsburgh, believing that a metro region increasingly divided into Haves and Have Nots is not the place we are willing to call home.

*By Douglas Root*

**Laura Ellsworth and Aaron Thomas** do not know one another: background and circumstance have placed them in two sharply different Pittsburghs.

She is partner-in-charge of law firm Jones Day's Global Community Service Initiatives, which spearheads rule-of-law projects around the world. He is manager of Professional Development and Coaching for the Youth Support Partners unit in Allegheny County's Department of Human Services.

She was born into opportunity — raised in Manhattan, studied dance and majored in Japanese art at Princeton. She moved to Pittsburgh in 1980, got a law degree from the University of Pittsburgh and went on to become a leading attorney in one of the world's largest law firms.

He was born into barriers — raised in a section of Pittsburgh's Garfield neighborhood, beset by crime and poverty. His parents were drug dealers. He was selling drugs at 12 and smoking marijuana at 14. He was in and out of the criminal justice system until a court-ordered Community-Based Supervision Program with African American professional men as mentors turned him around. Eventually he made his way to higher education and a career that includes two promotions.

Despite starkly different life experiences, Ellsworth and Thomas share several observations: they love Pittsburgh, and they are amazed that its economy is flexing new muscle and spinning out quality-of-life improvements envied by other cities. But they also worry that the wave of prosperity isn't sustainable if 30 percent of

the population now identified as treading water can't get opportunities to participate in and benefit from the New Pittsburgh.

In their excitement about the revitalization and their concern for those left behind, Ellsworth and Thomas endorse a yearlong planning effort at The Pittsburgh Foundation that has led to the formation of a new organizing principle: 100 Percent Pittsburgh. It is now dramatically sharpening the focus of the Foundation's grantmaking, its community convenings and its public advocacy to create more economic access points for individuals and families in the 30-percent ranks. That's the conservative estimate from the Foundation's own research of the percentage of residents living at or near the poverty line. Many are also African American.

Maxwell King put the issue at the center of the Foundation's agenda upon becoming president and CEO in the summer of 2014. The 100 Percent Pittsburgh name is a double entendre. "The first meaning is that we are 100 percent behind the exciting 21st-century new urbanist vision of Pittsburgh as a rewarding place to live," says King. "But then, as the community foundation, we are saying, 'Wait a minute — that doesn't mean making Pittsburgh life fulfilling just for the 70 percent.' So there's the other part that no one can argue with: this region can't expect to be successful for the long term unless 100 percent of the people who live here get real opportunities to participate."

King believes, with Pittsburgh's revitalization taking hold, that now is the best time for a comprehensive, multiyear campaign,

and the community foundation — with 71 years of experience working in neighborhoods and suburbs — is best positioned to lead it.

“I could give you a pile of research and a lot of foundation-speak on what we’re doing,” he says. “Or, I could just tell you what I have heard in dozens of meetings with leaders from every sector: This is a moral imperative and we already are late facing it. We can’t have two cities — Pittsburgh Haves and Pittsburgh Have Nots. We just cannot.”

The Foundation’s senior vice president for Program and Policy, Jeanne Pearlman, who is responsible for grantmaking and public advocacy, believes that the Foundation has struck a chord and that there will be partners in the work. “The 100 Percent Pittsburgh principle that we must transform unjust systems that perpetuate poverty and work together to assure that all people have sufficient resources to thrive seems to resonate among all of our constituents.”

The idea has energized many of the region’s leaders. Mayor Bill Peduto, for example, has taken to referencing the 30 percent in most of his public remarks. What keeps him up at night, he says, is the ticking of the opportunity clock.

To that end, the Foundation has been engaging the past year in unprecedented listening and research work with one of the

two groups that a 2012 Urban Institute study reports as having the greatest risk of poverty in our region — youth ages 12 to 24. The emerging agenda is guided by values governing all 100 Percent Pittsburgh work: courage, voice and equity (the last meaning that resources are provided in proportion to need — as opposed to “equality,” in which resources are divided evenly).

Next, the initiative will turn to single women with children who, according to the Urban Institute, have experienced the largest increase in poverty levels in recent years.

Attorney Ellsworth, who lives near Sewickley with her husband and 18-year-old son, applauds the values-based grantmaking. “If I could wave a wand,” she says, “values-based alternative education and job training would close the motivation gap as much as the opportunity gap.”

Youth counselor Thomas, who lives in Manchester with his wife, Tenille, and their blended family of five children, believes that delivering opportunity is only the beginning. For the young people he works with every day, the New Pittsburgh is “something to be feared. They need to feel welcome. They need to know they belong in that space.”

*Douglas Root is vice president of communications at the Foundation.*

**30%**

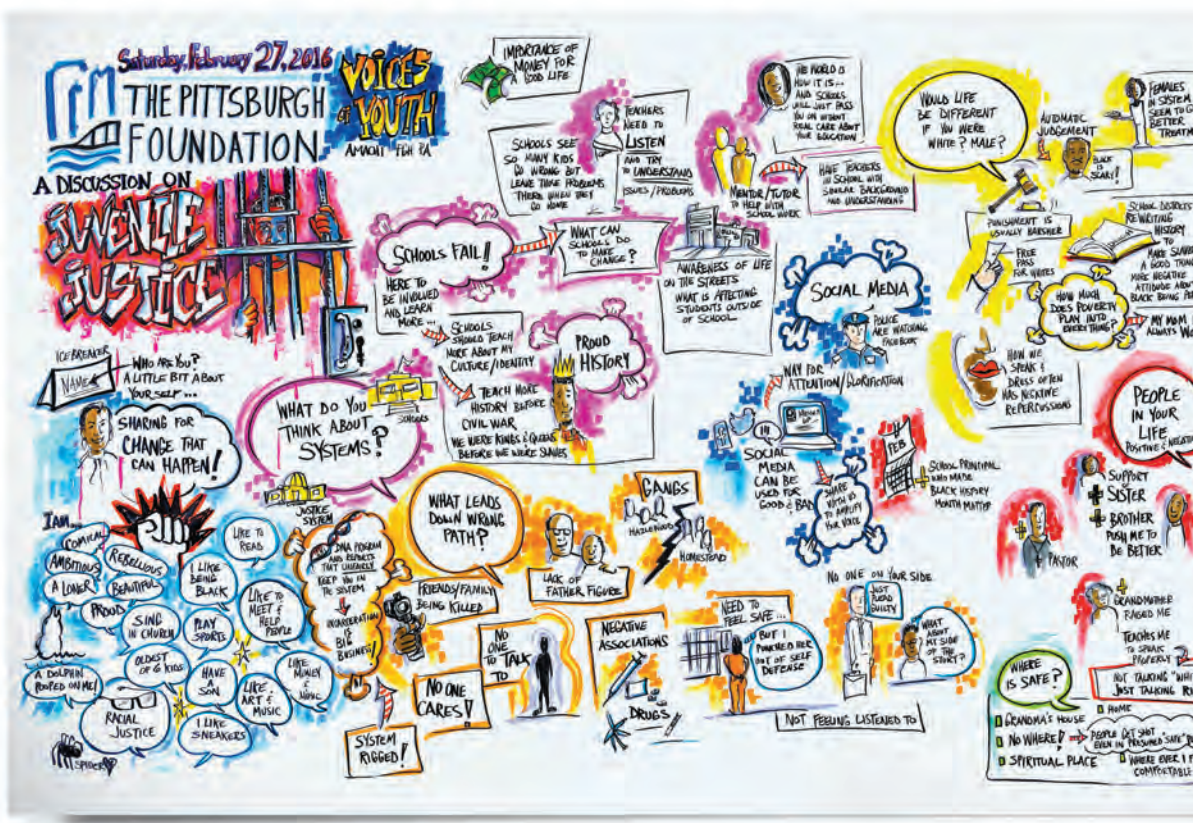
**OF THE REGION'S RESIDENTS LIVE AT OR NEAR THE POVERTY LINE**

**475,700** PITTSBURGHERS WERE CONSIDERED POOR OR NEAR-POOR IN 2012

**1/4** OF PITTSBURGH'S RESIDENTS OF COLOR LIVE IN POVERTY

**1/6** OF PITTSBURGH-AREA CHILDREN LIVE IN POVERTY

**24%** OF THE WORKFORCE EARNS POVERTY-LEVEL WAGES



An artist's real-time notes detail the experiences shared by young people during a Foundation-sponsored discussion group.





“Instead of asking youth what they’ve done to enter the justice system, we now ask, ‘What has happened to you?’”

Meticulous planning for the sessions included a commitment to ethical, transparent conversations; on-site support staff to help with immediate problems; and creative activities. The Foundation convened a group of adults and provider agencies — a group that included Knight, who now serves the Allegheny County Department of Human Services as a Youth Support Partner — to guide the discussions and interpret the data and findings. A professional artist sketched out participants’ comments and suggestions to further amplify their voices and to illustrate the powerful cycles that can prevent young people from reaching their potential.

The youth arrived ready to share their experiences, both positive and negative. They described the context and varied influences of their lives, including the stresses of hunger and homelessness, disruptive schools and family addictions. Knight sums up their narratives: “It’s the same story, with different storylines — neglect, and wanting more for themselves, their child or family.” They voiced their frustrations about encounters with the juvenile justice system and expressed a strong desire to be involved in decisions that affect their futures. Despite anger and confusion, they were often able to recall an adult — a foster parent, juvenile probation officer, caseworker or teacher — whose interventions or advice had helped. The young men and women asked for more adult confidants who could help them understand school placements, foster homes or criminal charges — and could explain what choices they have within those systems.

“There’s a huge disparity between children, youth and family services, and juvenile probation,” says Aaron Thomas, manager of professional development and coaching for Youth Support Partners. But he adds that cooperation among caseworkers and probation officers is improving. “We need to make sure that supports are in place before youth leave the juvenile justice system. If there’s no plan, we’re setting kids up for failure. They’re knocked out of society already, at age 18.”

Findings from the Voices Initiative will be shared with youth experts, advocates and service providers. Yonas says the deeper engagement with youth will help inform the Foundation’s related grantmaking, convening, policy and advocacy work. “It’s really important and reassuring for us, as a community foundation, to emphasize the community voice and make sure that people affected by a problem are deeply involved in creating solutions,” he says.

*Christine H. O’Toole is a feature and travel writer based in Pittsburgh. She’s a contributing writer at Pittsburgh Quarterly, Pittsburgh Magazine and h, the quarterly magazine of The Heinz Endowments.*

➤ **READ MORE** [pittsburghfoundation.org/voices](https://pittsburghfoundation.org/voices)

# NEXT-GENERATION GIVING

Pittsburgh's influx of young professionals brings with it several changes: new restaurants, hip boutiques and changing neighborhoods. It also brings charitably minded people like Rosalind Chow and Jeff Galak to a city that struggles with poverty and other problems. The young couple has decided to give back to their adopted home — and to encourage the “New Pittsburgh” to do the same.

*By Susan McLaughlin*

**WHEN MOST YOUNG COUPLES GET MARRIED,** have a baby and move to a new city to start their careers, starting a charitable fund isn't exactly a priority.

But Rosalind Chow and Jeff Galak aren't most young couples. Meet The Pittsburgh Foundation's youngest fund establishers.

“We both grew up in families that emphasized the importance of education and the importance of being grateful for what we had. Our families also emphasized that we had a responsibility to give back to those who didn't have the same opportunities as we did,” says Chow, associate professor of organizational behavior at Carnegie Mellon University. “My experience in college with Big Brothers Big Sisters opened my eyes. I'd been learning in my sociology classes about class-based differences. My Little Sister — who was on a challenging path, even with support at home — made those lessons come alive. I came away from that with a passion for programs that positively impact the lives of people facing disadvantages.”

Chow and her husband have experience putting that passion to work. They volunteer for several organizations, including the

Pittsburgh Zoo & PPG Aquarium and the Jewish Community Center of Greater Pittsburgh. They're generous financially, too, donating a portion of their income to charity each year. While taking part in Leadership Pittsburgh, Chow learned about the Foundation as a one-stop shop for achieving their charitable goals.

The Foundation's programs are perfect for young people, says Galak, associate professor of marketing at

Carnegie Mellon. “The Foundation is a wonderful broker for individuals who want to give, but who aren't always sure what they want to give to,” he says. “We love Lindsay [Aroesty, the Foundation's director of donor services and planned giving specialist]. She connects our interests in

**“WE LIKE BEING ABLE TO SEE THE  
TANGIBLE IMPACT OUR INVESTMENTS  
HAVE IN THE COMMUNITY.”**

**ROSALIND CHOW,** ASSOCIATE PROFESSOR  
OF ORGANIZATIONAL BEHAVIOR AT CARNEGIE  
MELLON UNIVERSITY

alleviating poverty and promoting education with the needs of different organizations.”

The couple’s focus on helping people in need of assistance has led them to support global efforts such as the Comprehensive Rural Health Project, an organization in India that empowers women from lower castes to act as change agents for their peers. The women become counter-stereotypical role models for others—an outcome that is profoundly powerful to Chow and Galak.

On a local level, they support The Neighborhood Academy, a school in Pittsburgh’s East End that provides urban students of color with access to a college preparatory education. The couple learned about the Academy, which has a 100 percent college-acceptance rate, from the Foundation. “Jeff and I once joked that if we won the lottery, we would want to open a school to help disadvantaged youth,” Chow says. “When we learned about The Neighborhood Academy in the Foundation’s Wish Book, it was a no-brainer to get involved. We like being able to see the tangible impact our investments have in the community.”

That tangible impact also drives them to encourage other young people—including their daughter—to get involved in philanthropy. “She’ll grow up knowing she has a good life,” says Galak. “We want her to be aware of that and to give back, too. Every little bit makes a difference. Communities thrive when residents commit to making their neighborhoods a wonderful place to live. It’s all about being engaged, finding a passion and giving what you can.”

*Susan McLaughlin is a freelance writer based in Pittsburgh.*

➤ **READ MORE** [pittsburghfoundation.org/next-gen](https://pittsburghfoundation.org/next-gen)

Fund establishers Jeff Galak and Rosalind Chow with their daughter, Lia, at the Pittsburgh Zoo & PPG Aquarium, where the couple married and now volunteers.



From left to right: Richard Taylor, Tracey McCants Lewis and Michael Polite talk backstage in the August Wilson Center's auditorium after a recent board meeting.



# THE AUGUST WILSON CENTER REBORN

In 2014, three foundations bought the shuttered August Wilson Center and formed a new organization to manage it. Two years later, the organization has added several board members, sold out shows and created an artistic vibe that reaches the entire community.

*By Jeffery Fraser*

**JAZZ VOCALIST GREGORY PORTER** opened the August Wilson Center's latest performance season to a full house. The 472-seat theater was packed again for "Sancho: An Act of Remembrance," a one-man play starring British actor Paterson Joseph. Rhythm and blues artist Marsha Ambrosius sold out the room, as did singer-songwriter Eric Roberson.

The Downtown center named for Pittsburgh's most celebrated playwright is alive again, resurrected from bankruptcy and reopened as the premier regional showcase for African American art. Foundations, local government and community stakeholders have rallied around it with funding and arts management expertise to plot a new course that will preserve its mission for the long term. In the past 18 months, business-skilled community leaders have joined the board overseeing all operations, the Pittsburgh Cultural Trust has taken on basic management and some programming, and The Pittsburgh Foundation has established a fund to support cultural and educational productions.

In addition, August Wilson Renewal, an organization that grew out of the community group that led the public protests against selling the Center to a hotel chain, is expected to be an engine for new programming. The board, led by Judge Joseph K. Williams of Allegheny County Common Pleas Court, ranges from attorneys to artists of all stripes.

"[The Center] is a special opportunity to tell a story that is typically missed: the rich cultural life of the African American community," says Michael Polite, president and CEO of development company Ralph A. Falbo Inc., who was appointed to the Center's governing board last year.

The Center originally opened in 2009 to a lavish celebration of a new building and high expectations. But looming beyond the party was a grim financial outlook: construction costs had nearly doubled, the region was reeling from the worst recession in nearly six decades and ticket sales were poor. Four years later, it was forced into foreclosure and closed.

The Pittsburgh Foundation, The Heinz Endowments and the Richard King Mellon Foundation, with support from the city of Pittsburgh and Allegheny County, bought the Center out of bankruptcy in 2014 and freed it from debt. Three African Americans with legal and financial expertise were recruited to the board — Polite; Richard Taylor, CEO of lighting supplier ImbuTec; and Tracey McCants Lewis, an assistant professor in Duquesne University's Law School.



“My heart goes out to the people who [previously] poured their hearts and souls into trying to make this work, because they really were working against gravity,” says Taylor. “We now have the enviable position to be able to look forward without that debt.”

The Pittsburgh Cultural Trust, which manages five successful Downtown production venues, was hired to bring that experience to the Center. Its roles include handling production basics and booking national programming.

Trust staff organized the current season that has reliably filled the Center’s seats. “Now, I make an announcement before every performance: ‘People ... get your tickets when they first go on sale or you’ll be left out,’ ” says Janis Burley Wilson, the Trust’s vice president and director of strategic partnerships and community engagement. “I attribute the season’s success to the fact that we’re presenting shows that people want to see and getting the word out in ways that are inclusive.”

The Center’s board members believe that their top priority is to sustain a pipeline of programming consistent with the Center’s mission and also popular across a range of audiences. Local engagement also is important: The Pittsburgh Foundation runs an annual grants competition, awarding \$300,000 each year to spur local programming. A winner this year is Silver Eye Center for Photography, which will exhibit the work of MacArthur Foundation Fellow LaToya Ruby Frazier, whose photographs and video tell the story of Braddock, her hometown.

The second priority is to build a reliable resource engine to operate the programming pipeline. “We have to do the due diligence to expand the revenue stream beyond foundation and government support,” Taylor says.

The board also faces the challenge of determining a long-term plan for governing the Center. “I don’t think the foundations intend to own and operate the Center in perpetuity,” says Maxwell King, The Pittsburgh Foundation’s president and CEO. “Some other construct has to emerge.”

In the meantime, the work of August Wilson is enjoying a surge of optimism and attention. In January, Academy Award-winning actor Denzel Washington and HBO announced he would direct Wilson’s “Fences” as a film, which promises to expose Wilson’s body of work to a broader, younger audience.

The need to celebrate the tradition that Wilson represents has always been the primary motivation for investing in the Center, says King. “There is an incredibly powerful tradition for African American art here, which should be compelling to the whole Pittsburgh community. It was a big idea coming out of the African American community to capitalize on that legacy. Pittsburgh is a place that is given to embracing big ideas, and we want a big, bold idea like this one to succeed.”

*Jeffery Fraser is a Pittsburgh-based freelance writer and senior editor at Pittsburgh Today.*

➤ **READ MORE** [culturaldistrict.org/pages/aacc](https://culturaldistrict.org/pages/aacc)



# PHILANTHROPY BY DESIGN

The Pittsburgh Foundation’s Center for Philanthropy, which for the past three years has been the engine driving novel collaboration among individual donors, Program staff and the region’s nonprofits, now has its own custom-designed meeting space inside the Foundation’s offices.

*By Mackenzie Carpenter*

**AT THE END OF A PARTICULARLY PRODUCTIVE DAY**, the wraparound whiteboard walls at The Pittsburgh Foundation’s newly opened Center for Philanthropy are a tangle of scribbles, question marks, lists, words and Post-it notes — remnants of an intensive brainstorming session by a group of donors participating in one of the Foundation’s Impact Giving Circles.

The subject this evening is public education reform, but any number of groups are gathering three to four times a week in the Center’s new “kiva” — a circular meeting room — to learn about and collaborate on funding initiatives that impact a range of pressing issues, from poverty to food insecurity to the environment. Because the Center offers state-of-the-art philanthropic advising, learning opportunities for donors and their advisors, guidance on multigenerational philanthropy, expertise in grantmaking, and unique

opportunities to leverage resources and collaborate, an innovative room like the kiva is a natural fit.

There are no corners in this room, no barriers to communication — the acoustics can pick up even a whisper. This helps a group dynamic evolve more quickly, says Kelly Uranker, the Center’s director.

“The kiva’s design helps lessen the tendency of participants to stick to a particular section of the room or, for that matter, a particular section of an argument,” she adds.

Because everyone is encouraged to think out loud and write on the erasable white walls, “sometimes it can look like Spaghetti Junction at the end of a session,” says Yvonne Maher, the

Foundation’s senior vice president for Development and Donor Services.

The kiva’s design comes from the Pueblo Indians, who used circular underground rooms for community meetings and rituals. Today, the kiva is a central principle of the human-centered design movement, “a philosophy where you put humans in the center and ask them what they need instead of telling them what they need,” Maher adds.

The kiva is just one of many innovative design elements incorporated into the Center’s new 11,000-square-foot space on the second floor of the Foundation’s PPG Place headquarters.

**“THE DESIGN HELPS LESSEN THE TENDENCY OF PARTICIPANTS TO STICK TO A PARTICULAR SECTION OF THE ROOM OR, FOR THAT MATTER, A PARTICULAR SECTION OF AN ARGUMENT.”**

**KELLY URANKER**, DIRECTOR, CENTER FOR PHILANTHROPY

What was once a traditional rabbit warren of dimly lit offices has been opened up to emphasize natural light and “a free flow of engagement,” says architect Anne Chen of GBBN, the Garfield-based firm hired to renovate the space. Visitors step off the elevator into an open reception area banked by PPG Place’s distinctive gothic glass windows. Offices are built around the periphery. There are ten meeting rooms, each named for a Foundation donor, equipped with LCD screens to watch films or presentations. Comfort, flexibility and adaptability are paramount: a corner meeting room has chairs and sofas that make it feel more like a living room, with a folding glass partition that can be opened to expand the space for networking events, Q&A sessions and presentations.

The Foundation’s staff is in an open workplace designed to make it easier to collaborate and to be readily accessible to donors and grantees. “There’s a lot of air, a lot of light,” says donor Don Block. “It’s clearly conducive to creative thinking.” Along one softly lit hallway, there are rows of small booths for privacy and one-on-one conversations. There’s not a mahogany-paneled room in sight—even the board room eschews hierarchy, with rounded tables and a wavy ceiling, providing acoustics that allow anyone to be heard no matter where they are sitting.

Part of the Foundation’s mission has been to empower its donors—helping them maximize the impact of their gifts, connecting them to grantees and other like-minded philanthropists, and providing expertise about nonprofits and critical community needs.

But now there’s a dedicated physical space whose dimensions, transparency, lighting and openness convey this message: you are a partner here.

“We try to make philanthropy easy and to meet our donors where they are,” says Maher. These days, more and more are choosing the Center, which not only fosters spontaneous interaction and deep thinking, but, as Maher says, “embodies the Foundation’s own values of innovation, entrepreneurial spirit and collaboration.”

*Mackenzie Carpenter is a freelance writer based in Pittsburgh and a former journalist for the Pittsburgh Post-Gazette.*

➤ **READ MORE** [pittsburghfoundation.org/philanthropy](https://pittsburghfoundation.org/philanthropy)

In the Center for Philanthropy’s kiva, donors discuss funding opportunities as part of an Impact Giving Circle focused on reforming public education.





# LIVING UP TO THE PROMISE

Since its creation in 2008, The Pittsburgh Promise has awarded \$83 million in scholarships to more than 6,000 students from Pittsburgh Public Schools. As the program pushes to raise \$250 million to support students through at least the Class of 2028, The Pittsburgh Foundation's ongoing contributions will continue to empower Pittsburgh's families and turn today's students into tomorrow's leaders.

*By Ryan Rydzewski*

**THE FIRST THING YOU NOTICE** about the Wright siblings is how at ease they are with each other. Their conversations jump from compliments to self-deprecating jokes to good-natured ribbing. They're witty, quick to laugh and generous in crediting one another for their accomplishments. As any one of them will tell you, the Wright family couldn't be any closer.

Twin brothers Langston and Livingston live just a few doors down from their parents and their little sister, Lexis. All three are products of Pittsburgh Public Schools. Langston and Livingston graduated with honors from the University of Pittsburgh in 2014, and Lexis — a high-school dance major at the Pittsburgh School for the Creative and Performing Arts — has her eye on law school. All three have received or will receive a scholarship from The Pittsburgh Promise.

Their commitment to education is a family value. The siblings' grandfather was the first African American pediatric endocrinologist. Their mother, Lori, graduated from Pitt's nursing school, and their father, Larry, majored in electrical engineering at Carnegie Mellon University. "From our grandparents on down, we're all college graduates," says Livingston.

It's a legacy that he and his brother always hoped to live up to. But as they learned early on, they would have to prepare financially as well as academically.

Langston recalls looking at the cost of college tuition in 10th grade. "I was working at Giant Eagle at the time, making about \$100 a week," he says. "I realized it wasn't going to make a big dent in my expenses."

"When you're in high school," adds his brother, "it's hard to conceptualize college finances. You don't necessarily know that you'll have to buy books that could cost \$300 or even \$500. It can be a shock. That's when you realize what a blessing it is to have help."

If the Promise is an investment, then the Wright twins are its dividends — a term the brothers know well. Twenty-three-year-olds Langston and Livingston have launched successful careers in finance.

"I shadowed an investment banker and fell in love with the stock market," says Langston. "That's how I ended up studying finance at Pitt. I went into an Early Career Development Program at PNC, and now I work there as a financial advisor."

Twin brothers Langston (left) and Livingston (right) with their sister, Lexis, in the Wright family's Point Breeze neighborhood.

Livingston, after a brief stint in pre-med, soon joined his brother at Pitt's College of Business Administration as an accounting major. "The work made sense to me," he says of his classes there, "so I took it and ran with it." He's now a staff accountant at Ernst and Young, and he just earned his CPA. "It feels great," he says. "I'm really proud of having done this much so early in my career."

Future opportunities may be limitless for the Wright brothers, but they're not just focused on themselves. These days, they're busy rooting for Lexis — supporting her and pushing her, just as they did for one another.

"When it comes to school, my brothers are hard on me, mostly because they want me to do better than they did. At least that's what they say," says Lexis, laughing. At 14 years old, she's considering a career in law. "My name means 'defender of humankind,' and I'd like to get into a field that helps people. My parents have always instilled that in us — that drive to support others. I think law is a good way to do that."

Whatever she chooses to study, Lexis can count on her family — and the Promise — for support. As a member of Pittsburgh CAPA's class of 2019, Lexis will be eligible for the Promise's full scholarship amount: \$30,000 to help her find her purpose and pursue her dreams.

To her older brothers, that's what education is all about. "Mark Twain said that there are two days that are most important in a person's life: the day they're born, and the day they discover why," says Langston. "That's what we want for Lexis — for her to go out and discover what she loves to do. We're so proud of her. We can't wait to watch her grow up."

*Ryan Rydzewski is communications officer at the Foundation.*

➤ **READ MORE** [pittsburghpromise.org](https://pittsburghpromise.org)

# PUSHING BACK AGAINST “COMFORTABLE SILENCE”

The Pittsburgh Foundation supports and amplifies community voices by using the arts as a force for social change. The “Psalms for Mother Emanuel” poetry project honors the victims of the July 2015 church massacre in Charleston, South Carolina, while igniting local dialogue about race relations and violence.

*By Jamar Thrasher*

**IN THE BASEMENT OF THE EMANUEL AFRICAN METHODIST** Episcopal Church in Charleston, South Carolina, Myra Thompson gave her final lecture on the Gospel of Mark. A beloved and faithful member of “Mother Emanuel,” as the church is sometimes known, Thompson had prepared an edifying discussion of perseverance and faith for her Wednesday-evening Bible study group. It focused on Mark Chapter 4—a story of a farmer planting seeds across his land. Though most of his soil is difficult, the farmer’s few good seeds produce enough sustenance to make his hardships worthwhile.

For some, the parable represents the powerful presence of good in the face of overwhelming evil. It’s a lesson that the congregation of the South’s oldest African American church would return to again and again in the heartbreaking time that would follow for Charleston and the rest of the country.

For on the evening of June 17, 2015, a self-proclaimed white supremacist entered the church during Thompson’s discussion, fatally shooting her and eight others.

The massacre sparked nationwide mourning, debates over the state of race relations, and proclamations against further violence. In the wake of the shooting, President Barack Obama denounced the “comfortable silence” that often follows such tragedies: “Once the eulogies have been delivered, once the TV cameras move on, to go back to business as usual,” Obama said, “[is] what we so often do to avoid uncomfortable truths about the prejudice that still infects our society.”

Though the Charleston massacre happened hundreds of miles from Pittsburgh, our region’s community foundation has decided to break the local silence.

“The idea that [the congregation’s] gesture of fellowship could be met with such virulent hatred felt beyond the pale,” says Germaine Williams, The Pittsburgh Foundation’s senior program officer for Arts and Culture. In response to the tragedy, the Foundation commissioned renowned Pittsburgh poets Tameka Cage Conley and Yona Harvey to co-edit “Psalms for Mother Emanuel: an Elegy from Pittsburgh to Charleston,” a memorial poetry chapbook that honors the victims of the massacre.

**WHEN THE PREACHER SAYS, THE  
DOORS OF THE CHURCH ARE OPEN, HE  
DOES NOT MEAN TO TELL YOU WHAT  
YOU ALREADY KNOW: YOU CAN WALK  
INTO ANY OPEN DOOR YOU PLEASE.**

TAMEKA CAGE CONLEY, CO-EDITOR, “PSALMS  
FOR MOTHER EMANUEL”

The chapbook features the work of nine black poets, symbolic of the nine churchgoers who lost their lives. The writers are both established and emerging: alongside Conley's and Harvey's contributions, the chapbook contains work by Cameron Barnett, Vanessa German, Terrance Hayes, Sheila Carter Jones, Kelli Stevens Kane, Joy KMT and Alexis Payne.

"The shooter targeted folks who meant something to everybody," Conley says. "So it wasn't just family members or church members impacted by the shooting. It was the whole community." Conley says she admires the Charleston congregation because they welcomed anyone — even those who hated them.

Her contribution to the chapbook reflects this openness:

*When the preacher says, the doors of the church are open, he does not mean to tell you what you already know: you can walk into any open door you please.*

Terrance Hayes, a professor of English at the University of Pittsburgh and recent recipient of a MacArthur Fellowship, says that the chapbook's poems are complex and heartfelt, going far beyond simply condemning the shooter. They grapple with what Stephanie Boddie, a postdoctoral fellow at Carnegie Mellon University's Center for African American Urban Studies & the Economy, identifies as historical "strains of race hate, intimidation and terrorism that seek to undermine the country's oldest Black-owned and controlled organizations."

"That, to me, is more interesting than saying, '[The shooter] shouldn't have killed them,'" Hayes says.

In addition to the chapbook, the Foundation and the featured writers are planning a series of community events designed to bring people together and spark public discussion of the poets' work. "We're looking to create a public space for dialogue and greater understanding of racial issues," Williams says. "As a collection of powerful voices, 'Psalms for Mother Emanuel' is a way to spark discussion about the impact of racial violence both locally and nationally."

That discussion is essential, according to Rev. Carey A. Grady of Reid Chapel AME Church in Columbia, South Carolina, who wrote the chapbook's foreword: "The Emanuel 9 Massacre broke my heart and the hearts of many people," he writes. "The Pittsburgh community felt the depth of this tragedy and offered these psalms, laments, poems for us. In times like these, we need various forms of comfort that will spark introspection and help us come together as a human family to be better than we were yesterday."

*Jamar Thrasher is a freelance writer based in Pittsburgh.*

Artist Vanessa German's mixed-media piece, "Untitled (Charleston Church Killing Series)," accompanies the chapbook's poetry.

➤ **READ MORE** [pittsburghfoundation.org/MotherEmanuel](https://pittsburghfoundation.org/MotherEmanuel)







Consensus

Structured

Endorsed

Effective

Community

Funding

Government

Modeling

Underserved

Challenges

Donor sources

Targeting

Strategy

Revitalize

Implication

Meaning

Planning

# COACHING FOR SELF-CONFIDENCE

What happens when The Forbes Funds — a supporting organization of The Pittsburgh Foundation with the mission of strengthening area nonprofits — pairs a recently retired executive with working nonprofit leaders? The leaders report increased self-confidence, better programming and lots of learning.

*By Ben Wecht*

**Don Goughler,**  
Executive in Residence  
at the Forbes Funds,  
helps leaders make  
sense of the frenetic  
and often confusing  
nonprofit sector.

**IN A SUNLIT VESTIBULE OPENING** onto the playground, a half-dozen little faces look up, beaming expectantly. It is recess time at the Swissvale location of Angels' Place, the child care and family support center that has served the needs of low-income single parents pursuing full-time education for the past 32 years. On this balmy morning in early May, the staff members are as happy about the break as the students.

But Executive Director Beth Banas has another reason to smile.

"The Pittsburgh community has been amazing to us," she says, recalling the challenges her small nonprofit has overcome. With an operating budget of only \$1.1 million and a staff of 22 serving the varied and complex needs of some 75 families, Banas explains, Angels' Place was once overwhelmed.

Enter Donald Goughler, a veteran nonprofit administrator with 44 years of experience in the human services sector. Since July 2014, Goughler has served as The Forbes Funds' first appointee of the Executive in Residence program, aimed at advancing the Funds' mission of building the management capacity and expanding the impact of community nonprofits. President Kate Dewey hired Goughler to help executive directors address issues ranging from financial management to board relations and beyond. At monthly one-on-one meetings, Goughler and the executive directors he coaches establish specific, measurable objectives to test drive for periods of up to six months. The nonprofits pay no fee for the benefit of Goughler's experience.

"The executives I work with vary," Goughler says. "Some are new. Others have years in the field." In some cases, the approach is "comprehensive," while in others it may "relate to periodic issues, where a leader runs into an issue and needs help figuring out how to deal with it."

At Angels' Place, where Goughler was brought in to help the organization tap new sources of revenue and adapt to a changing funding environment, the staff couldn't have been more appreciative. "We've been in an amazingly informative relationship," says Banas. "[Goughler is] incredibly knowledgeable... I shudder to think where I'd be if we hadn't connected with him."

In the city's North Point Breeze neighborhood, Rosa Davis, executive director of Pennsylvania Organization for Women in Early Recovery (POWER), tells a similar story, albeit one centered on a different problem.

In the wake of the passage of the Affordable Care Act, Davis — as head of an organization that relies on medical reimbursements in order to serve women recovering from drug and alcohol addiction — found herself needing guidance. At issue, she says, was “how to be smart, efficient and sustainable in the new health care environment.”

It was a critical question. Goughler helped Davis and her strategic planning committee decide how POWER, with 55 employees and an annual budget of \$3.5 million, could effectively partner with other organizations to streamline its programming and remain independent.

With 24 years as an executive director under her belt, jokes Davis, “I wouldn’t have thought of a mentor.” But now, she adds, “I wish I’d met him 20 years ago.”

Goughler, who served as CEO of both Southwestern Pennsylvania Human Services and Family Services of Western Pennsylvania, also taught management at the University of Pittsburgh’s School of Social Work for 21 years. Dewey recruited him to join the Forbes Funds in order to share his “very senior experience” with executive directors navigating an increasingly complicated nonprofit landscape.

“The Executive in Residence program has exceeded our expectations,” says Dewey. Having provided 333 coaching sessions to 77 directors as of May, the program’s success is perhaps best measured by its client surveys: 95 percent report increased self-confidence and success as a result of engaging with the program.

The mission of the Forbes Funds is to strengthen the management capacity of community-serving nonprofits. Last year, the Forbes Funds provided support to more than 155 organizations through management assistance grants, intensive topical learning circles and the Executive in Residence Program. These programs have provided professional development to more than 4,000 people. Looking to the future, Dewey plans to expand the Executive in Residence program “in order to increase our value to organizations as they navigate choppy waters such as the state budget impasse, growing service demand, innovation and shifting government support.”

*Ben Wecht is a freelance writer based in Pittsburgh.*

**+** [READ MORE forbesfunds.org](http://forbesfunds.org)



# CATALYZING CHANGE

Once the center of immigrants' new life in Pittsburgh, the settlement house concept is now being applied in several city neighborhoods as organizations become one-stop centers for human services and community revitalization.

*By Chriss Swaney*

**AMERICA HAS ALWAYS BEEN A REPUBLIC OF HARD WORKERS** in search of opportunity, prepared to pull up the stakes and start over at the closing of a factory, the failure of a crop cycle or the promise of a better life someplace else. In Pittsburgh, settlement houses have long supported this workforce-on-the-move, providing stability, language skills and access to employment for the generations of migrants and immigrants who have made their homes here. Over time, the mission of settlement houses evolved — once centers that supported newcomers, they shifted to serve the people and neighborhoods left behind when the mills closed and economic opportunities dried up.

Today, with support from The Pittsburgh Foundation, they're evolving once again. In addition to providing crucial neighborhood-based human services and helping the area's most vulnerable residents meet basic needs, institutions like the Kingsley Association are convening neighbors and partnering with advocacy groups to facilitate large-scale community change.

Consider Larimer, one of Pittsburgh's poorest neighborhoods. Named for William Larimer, a 19th-century railroad titan, the East End community shares a common Pittsburgh story: a once-thriving manufacturing hub with a bustling commercial district, Larimer fell victim to suburban migration and urban renewal policies of the 1960s. Kingsley relocated to the neighborhood from the Hill District in 1917, and its threefold mission — to inspire and promote Larimer's growth; to provide social, wellness and service programs; and to serve as a thought leader — has served the community for nearly a century.

Executive Director Malik Bankston credits Kingsley's staying power with the organization's adaptability and its role as a convener. "My predecessors used to refer to Kingsley as 'the experiment station' because we're agile and flexible in responding to the conditions on the ground and the circumstances of the neighborhood in which we work," says Bankston. "This can lead to all sorts of innovations and experiments. We've developed a wide range of programmatic and service interventions over time to meet ever-changing needs."

This philosophy is reflected in Kingsley's partnership with the Larimer Consensus Group — a collaboration among residents, community organizations and others working together to create shared

strategies for Larimer’s success. The Consensus Group developed Pittsburgh’s first “green” neighborhood plan, one that calls for the creation of public parks, mixed-income housing units, community cleanup initiatives and eco-friendly landscapes such as bioswales, which manage and treat stormwater runoff. Their efforts culminated in a \$30 million Choice Neighborhoods grant from the U.S. Department of Housing and Urban Development, awarded in 2014 to begin implementing the Consensus Group’s plan, beginning with replacing 154 units of obsolete public and assisted housing. The work is currently underway.

“Our vision is based on a self-sustaining model for Larimer that includes stormwater management, environmentally friendly housing and park land,” says Yusef Ali, the Consensus Group’s co-chairman. Ali calls the plan “a comprehensive blueprint for meeting Larimer’s needs,” from housing and employment to recreation and schools. The Choice Neighborhoods grant will leverage an additional \$350 million in public and private funds for the community.

“One of the things we’ve gained over the years is a deeper understanding of what a truly sustainable community looks like,” adds Bankston. “A community that’s built to last, for example, cannot consist entirely of poor people — that doesn’t lead to sustainable outcomes. Instead, we need to have an understanding of and an appreciation for some identified levels of diversity reflected in a neighborhood’s socio-demographics. Because at the end of the day, everybody likes and wants to have choices. They want to have choices about the kind of groceries they can buy, the kinds of retail experiences they can have and the kinds of housing that are available to them. Not everybody has the same level of access to these things — they need to have some kind of choice in their day-to-day lives.”

Kingsley’s neighborhood-based approach fits squarely within the scope of 100 Percent Pittsburgh, the Foundation’s grant-making initiative designed to provide opportunities for the 30 percent of Pittsburghers who’ve been left out of the region’s renaissance. Modern settlement houses — many of which anchor entire communities by providing critical services, convening stakeholders and amplifying the voices of residents — can be ideal catalysts for change, says Jane Downing, the Foundation’s senior program officer for Economic and Community Development. Downing calls Kingsley’s efforts to transform and sustain its community an example of the innovative work being done by institutions that have grown and evolved alongside their neighbors.

“It’s all about helping neighborhoods become self-sufficient,” Downing says.

And by providing ongoing financial support to Pittsburgh’s modern-day settlement houses, the Foundation hopes to help more neighborhoods do just that.

Pittsburgh’s rapidly changing Larimer neighborhood as seen from above.







# FRONT-PORCH PHILANTHROPY

Financial advisors have long partnered with The Pittsburgh Foundation to help their clients establish charitable funds. Now, inspired by the Foundation's array of services, many advisors are becoming donors themselves. And at one Beaver County firm, the spirit of giving is contagious.

*By Ryan Rydzewski*

**SAM SPANOS WAS STUMPED.** He was 14 years old, crisscrossing Beaver, in the southwestern Pennsylvania county of the same name, just a few days before Christmas. “My mother took me to Kmart to buy presents, to the grocery store to buy food, then to buy a tree,” he remembers, retelling the story more than four decades later. “I didn’t know what any of it was for. We’d already done our family’s shopping.”

His mother drove from store to store in silence.

“Every time I asked what we were up to, she’d just tell me I was asking too many questions,” he says, laughing. “Finally, she pulled over and answered me. She said, ‘Do you see that house? Take this stuff and put it on the front porch. When you set it down, hit the doorbell and run like hell back to the car. Do not look back.’”

Spanos asked his mother who lived there.

“She just said, ‘Does it matter?’ Eventually, I found out that the father of the family living there had died, and that they wouldn’t have had Christmas that year if my mother hadn’t done that.”

The memory of that anonymous act of charity stayed with Spanos. It was on his mind as he washed dishes at his immigrant father’s restaurant in Beaver, where he earned money for college. It was with him during commencement at Duquesne University. He remembered it when he became a financial advisor, and when Barron’s—an influential financial news publication—named him one of America’s best. It stays with him now in his sunlit office, where his dishwasher’s uniform hangs on the wall—a reminder of where he comes from.

“My parents never had a lot of money, but that didn’t stop them from sharing what they had,” says Spanos, senior vice president of the Beaver-based Spanos Group of Raymond James, a team of six financial advisors who manage more than \$431 million in assets through Raymond James & Associates Inc., a member of the New York Stock Exchange and Securities Investor Protection Corporation. “We all need a given amount of money to take care of ourselves, our families and basic necessities,” he says. “But I believe that excess wealth is truly best used for making memories and for giving to worthy causes.”

This belief, he says, guides the work of advising and philanthropy. And perhaps nowhere is his charitable commitment more evident than in the Spanos Group’s remarkable relationship with The Pittsburgh

Financial advisor Sam Spanos (right) confers with colleagues Jerry Marsico (left) and Mark O’Leary (center) at McGuire Memorial, a nonprofit serving people with mental and physical disabilities. The charity is a favorite of the group.

Foundation. In addition to referring charitably inclined clients to the Foundation, Spanos and two other financial advisors — Jerry Marsico and Mark O’Leary — have established donor-advised funds of their own.

It’s rare to find three advisors with charitable funds working under the same roof. But for the Spanos Group, a firm concerned with long-term financial planning and multigenerational wealth management, the Foundation is a perfect fit. “Personally, I wanted to create something that would live beyond myself,” says Marsico. “Leaving a pot of money to charity when you pass away is nice, but I wanted something that I could establish now, contribute to and watch grow over the years. Through the Foundation, I’ve been able to earmark and grow certain assets that I can give to charity during my lifetime.”

O’Leary, who began his career as an intern for Spanos, agrees. “I’m in the business of growing and investing funds,” he says, “and I grew up learning that we’re all part of a broad community and that we have a responsibility to give back.” His fund at the Foundation allows him to do both, he says. “I’ll watch it grow over time, and will eventually use it to support my church and issues related to conservation.”

For Spanos, starting a fund was both a natural extension of his philanthropy and a practical consideration. “I’d been thinking about starting my own foundation, but I didn’t want the accounting and tax nightmares that come with that,” he says. Instead, his donor-advised fund at the Foundation will allow him to give to causes he cares about — such as supporting people with severe physical and developmental challenges — without the hassle of setup costs, maintenance fees and excise taxes.

In short, it’s efficient, straight-to-the-point philanthropy — not unlike dropping Christmas presents and a holiday meal on the porch of a neighbor in need. “I may not have grown up wealthy,” says Spanos, “but I’ve been blessed beyond belief. My parents taught me the value of giving and of treating the people around you like family. That’s how I look at my team and our clients — they’re family. And I’m lucky enough to work with them every day.”

**“DO YOU SEE THAT HOUSE? TAKE THIS STUFF AND PUT IT ON THE FRONT PORCH. WHEN YOU SET IT DOWN, HIT THE DOORBELL AND RUN LIKE HELL BACK TO THE CAR. DO NOT LOOK BACK.”**

SAM SPANOS’ MOTHER

➕ **READ MORE** [pittsburghfoundation.org/financial\\_advisors](https://pittsburghfoundation.org/financial_advisors)

# THE DIFFERENCE THAT KNOWING CAN MAKE

Pittsburgh's Financial Opportunity Centers help clients improve their fiscal knowledge, credit management and job-seeking skills. The Centers have been key partners in The Pittsburgh Foundation's strategy of connecting those in need to entrepreneurship opportunities and career paths that pay a living wage.

*By Christopher Whitlatch*

**NATASHA SAYLES WAS EMBARRASSED AND DISCOURAGED.** She'd found herself in a familiar place: mired in debt and lacking the financial knowledge that she needed to move forward. In search of a way out, Sayles, a 29-year-old single mother, found her way to a Financial Opportunity Center.

Funded by Neighborhood Allies, a supporting organization of The Pittsburgh Foundation, Pittsburgh's three Financial Opportunity Centers launched in January 2015 to help low- and moderate-income families build their assets while attaining financial stability and upward mobility. The Centers are strategically located in the buildings of regional partners: the Mon Valley Initiative, Oakland Planning and Development Corp, and Goodwill of Southwestern Pennsylvania, which established a location at Northside Common Ministries. Each Center is designed to help people improve their financial behavior by encouraging them to make a long-term commitment to increasing their monthly net income, building their credit and acquiring assets. Clients work to raise income through employment while identifying available services and programs that can help lower their costs.

Neighborhood Allies provides the Centers with technical assistance, training in best practices, access to funding sources and data-management software. "We constantly study the outcomes of each individual served to determine best practices that can be deployed across the locations," says Sarah Dieleman Perry, program manager for economic development at Neighborhood Allies.

Many clients find their way to a Center due in part to an unemployment situation. Despite being a dedicated worker, Sayles nevertheless bounced from job to job, running up college debt while preparing for a career in customer service. During a bout of unemployment, Sayles met representatives from Oakland Planning and Development's JobLinks team. There, she met Shay Port, the site's financial coach.

"I knew nothing about interest, credit or even writing checks," says Sayles. "Looking at the numbers was disheartening. There are lawyers on television saying, 'Pay us \$3,000 and it will all go away.' Why don't they teach this in high school?"

It's a common sentiment, says Port. "Most people do not understand how credit works, and there are unscrupulous people and corporations attempting to take advantage of people who have found themselves in financial

crises.” Port cites several corporations that charge individuals \$600 to prepare documents for the Student Loan Forgiveness program — a program that’s supposed to be free.

Sayles, who did not have a bank account when she first discussed her financial situation with Port, was nervous about how bank employees might treat her. “I did not know what to expect, and it’s a terrible feeling when someone looks down on you, not realizing your situation and how hard you’re trying,” Sayles says.

At one early meeting, Port got out of her seat, said, “C’mon,” and walked Sayles to the nearest bank, where they successfully opened a checking account.

“[Port] is part cheerleader, coach and therapist for me,” says Sayles. “I told my family about all of the services at the Financial Opportunity Center, from employment assistance to help rebuilding my credit. They couldn’t believe it was all available at one location.”

Pittsburgh’s Financial Opportunity Centers are supported in part by a \$175,000 grant from the Foundation, which helped Neighborhood Allies leverage \$2 million in loans from the New York-based Local Initiatives Support Corp. The funding will allow the Centers to serve 450 new clients.

It’s a mission well-aligned with the Foundation’s goal of fostering sustainable, equitable communities and improving quality of life for area residents. “The services and counseling provided by Financial Opportunity Centers assist the population identified as the 30 percent of people who’ve been left out of Pittsburgh’s economic renaissance,” says Michael Yonas, senior program officer for Social Innovation, Research and Special Initiatives at the Foundation. “The program helps people achieve their life goals and break the cycle of poverty.”

Sayles, for one, has an extra boost of confidence as she looks for full-time job opportunities.

“If I knew then what I know now, the story would have been different,” she says. “Now, I feel like I’m prepared to not just fix my situation, but to improve it — and that means a brighter future for my family.”

*Christopher Whitlatch is manager of marketing and communications at the Foundation.*

➤ **READ MORE** [pittsburghfoundation.org/FOC](https://pittsburghfoundation.org/FOC)

Natasha Sayles credits her journey toward financial stability to a Financial Opportunity Center funded by Neighborhood Allies.




David Zubik (right), bishop of the Roman Catholic Diocese of Pittsburgh, discusses the harmful effects of the state budget impasse at a news conference called by Maxwell King, president and CEO of The Pittsburgh Foundation (center), and Robert Nelkin, president and CEO of United Way of Southwestern Pennsylvania (left).



# THE POWER OF STORYTELLING

The Pittsburgh Foundation communicates in more ways than ever before, using the power of stories to celebrate what works, to learn what doesn't and to advocate for those most in need.

*By Kitty Julian*



**DESPITE THE CLEAR, CRISP OCTOBER DAY,** the mood inside the David L. Lawrence Convention Center was somber. Leaders from Pittsburgh-area human services nonprofits crowded into a conference room for a session called “People Living and Working in Poverty,” led by Maxwell King, president and CEO of The Pittsburgh Foundation, and Bob Nelkin, president and CEO of United Way of Southwestern Pennsylvania. At that point, Pennsylvania’s infamous budget impasse had dragged on for four months, preventing \$765 million in state funding from flowing to human services providers.

Nonprofit leaders’ anxiety and anger were palpable.

“We got an earful,” says King. “Human services providers felt that they didn’t have a voice with their legislators, and understandably so.”

The impasse had created a climate of fear and dread. One nonprofit worker after another wondered aloud how to continue serving clients without funding or a strong voice to represent them. How long could the situation continue? What would happen to those who spoke out?

“We realized we had to convert the outrage in the room into advocacy on behalf of human services providers,” says King. “We felt compelled to capture the very real pain nonprofit staff members were feeling and to share their stories with as many people as possible, including state legislators and the governor.”

King and Nelkin quickly organized the first-ever statewide coalition of community foundations and United Way organizations in order to demonstrate the funding community’s unified stance against budgetary abuse of the human services sector. The Greater Pittsburgh Nonprofit Partnership joined the coalition, as did Grantmakers of Western Pennsylvania. The group grew to 34 members, including The Philadelphia Foundation, the Philanthropy Network of Greater Philadelphia and the United Way of Chester County.

The coalition’s top priority was to capture the human toll of the budget gridlock. Thus began the PA People Count campaign: a statewide effort to collect the stories of those held hostage by the impasse. Equipped with cameras and microphones, interview teams visited domestic violence shelters, food banks, after-school programs, day care centers, job training programs and veterans’ organizations. They

recorded raw conversations that captured the effect of the impasse on nonprofits and the pain that clients would endure if their services stopped. Executive directors weighed in, agonizing over borrowing money, laying off staff and dipping into reserves to keep their doors open.

In a matter of weeks, the campaign created 67 video testimonials, 17 internet memes and the state's most comprehensive list to date of legislators' social media handles and email addresses. From Nov. 6 through Dec. 31, more than a million interactions took place between the campaign and the online public, many of them initiated by nonprofits that adopted the #PAPeopleCount hashtag as they made their own videos and memes. Countless calls and emails went directly from constituents to legislators, demanding full funding for human services providers.

On Dec. 11, the coalition organized the "Enough is Enough" news conference in Pittsburgh, calling on legislators and the governor to do their jobs. Decrying the impasse were Laura Ellsworth of the Greater Pittsburgh Chamber of Commerce, Morgan O'Brien (now a Foundation board member) of Peoples Natural Gas and chair of the Allegheny Conference, Adrienne Walnoha of Community Human Services, and Cynthia Shapira, chair of the Jewish Federation. Bishop David Zubik of the Roman Catholic Diocese of Pittsburgh opened the conference by calling for a fair budget resolution.

Despite it all, the legislature and governor remained unmoved. Their inaction revealed a much larger problem: Harrisburg's apathy and lack of accountability to the people of Pennsylvania. For King, this signaled a new responsibility for community foundations: to speak together and loudly during times of gridlock.

"We are fortunate to have communications and advocacy resources at the Foundation," says King, "and we intend to use them to fight for the funding that human services nonprofits need in order to thrive. As a community foundation, we're entrusted with the charitable will and assets of thousands of individuals, and with that trust comes a moral imperative to speak clearly and forcefully about donor priorities and the nonprofits we support. We're going to fight for what matters most."

*Kitty Julian is senior communications officer at the Foundation.*

**+** [READ MORE papeoplecount.org](https://papeoplecount.org)

17

Internet Memes

67

Video Testimonials

1 MILLION+

Interactions took place between the campaign and the online public



# MUSIC FOR THE NEXT GENERATION

Philanthropy gave Charlotta Klein Ross and her late husband, Paul, the chance to turn their musical talents into successful careers. Now, she pays it forward and honors Paul's memory through one of The Pittsburgh Foundation's key strategic areas: scholarships that help donors advance the causes in which they believe.

*By Jeffery Fraser*

**IN FLINT, MICHIGAN, THE QUINTESSENTIAL BLUE-COLLAR TOWN** where General Motors was born, Charlotta Klein Ross discovered her gift for symphonic music—a gift that would lead to a decades-long career as a cellist and eventually earn her a chair in the prestigious Pittsburgh Symphony Orchestra.

And while Ross's talents as a musician are entirely her own, she credits her career to the generosity of others.

"My goal was always to play in a symphony orchestra. I knew that by the time I was 15. I was sure of it," says Ross, who retired from the Pittsburgh Symphony in 2012. "But I didn't know if I would have the chance."

Ross's father, a Lutheran minister, made little money, and the extracurricular training necessary to advance her skills in a highly competitive field was expensive. "But my cello teacher found people in the community who gave money so I could go to Interlochen [Center for the Arts in Michigan] and Michigan State in the summer, which my parents couldn't have afforded," she says.

She found her way to Pittsburgh during the late 1960s, where she met musician Paul Ross, whom she married in 1975. Support from others was also crucial to his journey from Pittsburgh's Hill District neighborhood to Carnegie Mellon University and then to the violin section of the Pittsburgh Symphony, where he was the first African American musician to be awarded a full-time contract.

At Westinghouse High School, Paul Ross had been a member of a string quartet that took top honors in a statewide competition. He also honed his talents by playing with the Pittsburgh Youth Symphony. Along the way, the support he received was not always financial—in high school, for example, a music teacher who recognized his interest and talent would increase his exposure to different works by bringing him records every week to listen to before classes.

For Charlotta, the opportunity to play in orchestras during the summer connected her to superstar mentors such as the late Louis Potter, a music professor at Michigan State who heard Ross play and helped her win a scholarship to study the cello. (She would eventually

go on to establish a scholarship fund for cellists at Michigan State in Potter's honor.)

After college, she began a career that would provide a lifetime of rich experiences. Her first job was as a cellist in the North Carolina Symphony, a position supported by state tax dollars. The symphony performed for white and black audiences in separate venues. Legislators at the state capital would dance on their desks when the orchestra played "Dixie." She toured the segregated south with the Dallas Symphony, but without the orchestra's African American viola player.

The legacy left a lasting impression on Charlotta. She and Paul often discussed how important the generosity of others was to their success. While with the symphony, they each spent 12 years as volunteer conductors of the Three Rivers Symphonette, an orchestra for children ages 8 to 14.

After Paul died, in 2000, Charlotta and the couple's colleagues at the symphony raised money to establish a fund in his memory at The Pittsburgh Foundation — one that would help children whose families are unable to afford the extra classes and musical training that had helped Paul and Charlotta Ross develop their talents.

With Charlotta's continued support, the Paul J. and Charlotta Ross Young Musician's Fund at The Pittsburgh Foundation provides string players ages 8 to 18 with the tuition and fees to play with the Pittsburgh Youth Symphony and the Three Rivers Young Peoples Orchestras, where they gain valuable experience playing with other young musicians and the mentorship of professional musicians and conductors. As school-based orchestra programs face cuts or elimination altogether, programs like these have become increasingly important to young musicians.

Though her career took her around the globe, Pittsburgh is the place Charlotta Klein Ross has called home the longest. She spent 44 years with the city's renowned symphony, which included the experience of some 40 overseas tours. Pittsburgh is where she met her husband of 25 years and where the couple raised three daughters. It's where she still lives and still plays the cello. And it is where she and her late husband have touched the lives of hundreds of young musicians. "Many people don't have a chance to make a difference in other people's lives," she says. "Musicians can do that. It's a special blessing — one that I've been very thankful for."

➤ **READ MORE** [pittsburghfoundation.org/Ross](https://pittsburghfoundation.org/Ross)

Charlotta Klein Ross  
plays the cello beneath  
a photograph of her late  
husband, Paul Ross.





# I START MY JOURNEY SO STRONG

Since 2009, Words Without Walls has helped those on society's margins find their voices and tell their stories. With support from The Pittsburgh Foundation's A. W. Mellon Educational and Charitable Trust Fund, which supports small arts organizations throughout the region, graduate students from Chatham University's creative writing program teach nine-week courses at the Allegheny County Jail, the State Correctional Institution of Pittsburgh and Sojourner House — a residential drug and alcohol treatment program for women and their children. The courses teach men and women techniques for writing about — and beyond — their surroundings and circumstances, giving them tools for self-confidence and helping to prevent recidivism. For some, that means exploring the past in poems, essays and stories. For others, it means looking to the future. And for Nicole Reed, a poet and former resident of Sojourner House, it means looking inward for the hope, resilience and strength needed to overcome addiction.

➤ **READ MORE** [pittsburghfoundation.org/words](https://pittsburghfoundation.org/words)

Nicole Reed, a Words Without Walls graduate and former resident of Sojourner House, shares her favorite writing spot with her son, Dominic.

## THE WOLF IN DISGUISE

by Nicole Reed

I start my journey  
so strong I am not  
afraid to be alone  
I walk and walk trying so  
hard to rid myself of the  
pain I feel

There was somebody up ahead  
in the distance  
I thought I was alone  
There he was so handsome  
and charming

He was everything I  
needed  
So kind and compassionate  
he was  
All he wanted to do was  
ease my pain

I loved the way he made me  
feel  
I wanted him with me  
always

The one day I had  
to leave  
He would not let me go  
and made me stay

How could I be fooled  
So easily  
A wolf he was now  
Didn't I know

I cried for help but  
nobody came  
could they not hear  
my cries, didn't anybody  
care

So foolish I was to think  
somebody would come  
Nobody could save me  
here  
It had always been me  
I was the only one who  
could ever save myself here



Clockwise from top:  
Richard and Priscilla  
Hunt, 1966; Priscilla  
Hunt, 1955; Richard  
Hunt in American Field  
Service uniform, 1944.

# THE ESSENTIAL ELEMENT OF PHILANTHROPY

Last year, Cambridge, Massachusetts, residents Richard and Priscilla Hunt bestowed \$15 million to The Pittsburgh Foundation, the philanthropy's largest-ever gift from living donors. Though their lives trace the 20th century's most iconic national and international events, their generosity is based in Pittsburgh — the community that launched their family's legacy.

*By Kitty Julian*

## THE STORY OF RICHARD AND PRISCILLA HUNT SPANS CONTINENTS.

Its thread weaves from an ambulance station receiving wounded soldiers in World War II-era India to the tree-lined streets of Cambridge, Massachusetts, where the couple makes their home. Along the way, it passes through social upheaval, the top ranks of American industry and the halls of Ivy League schools. Its twists and turns involve balloons in communist airspace, a chance meeting at Oberlin College, and a revolutionary chemical process. Its two main characters commit themselves to freedom and social justice, causes that continue to drive them today. In the latest chapter, they endow \$15 million to The Pittsburgh Foundation — the philanthropy's largest-ever gift from living donors. By doing so, they hope to inspire others to give with passion and urgency.

The Hunts aren't alone in establishing a donor-advised fund in order to give to charities of personal importance. According to the National Philanthropic Trust, the number of donor-advised funds has been rising steadily since 2010, even as other sectors of the economy have struggled. Grants from donor-advised funds to charities have also increased, exceeding \$12.49 billion in 2014.

"The needs in the community are so great that we just didn't want to wait any longer," says Priscilla Stevenson Hunt. This willingness to jump in and do something is a running theme in the couple's story. Not content to wait while people suffer, the Hunts have long been present on the front lines of local, national and global problems.

Likely it's in their DNA. At the height of World War II, Priscilla Stevenson's father — a former Rhodes scholar and Olympic track medalist — left his law firm to direct the operations of the American Red Cross in England, North Africa, Sicily and Italy. Her mother soon joined him, serving in the Red Cross herself. Stevenson carried her family's legacy of service with her to Ohio's Oberlin College, where she developed the intense passion for civil rights that would spark later work in the segregated South, where she traveled undercover to report on the conditions facing civil rights workers.

Meanwhile, Richard Hunt, at age 18, had just failed the U.S. Army's vision exam. Refusing to be sidelined, he instead joined an American Field Service ambulance team in Secunderabad, India. There, he treated soldiers wounded in the Asiatic-Pacific Theater while his unit prepared for a massive Allied invasion of Malaysia. However, when the atomic bombings of 1945 brought the war to a close, Hunt returned home.



By 1953, both he and Stevenson were living in New York City, but had not yet met. Stevenson was working for the American Association for the United Nations, where she oversaw a nationwide program that taught high school students about the U.N. Hunt had begun a career with the National Committee for a Free Europe, where he worked on a project that sent high-altitude balloons from Germany to Eastern Europe. (“When the balloons reached a certain height,” says Hunt, “they dropped thousands of leaflets to the countryside below, where they’d be picked up by farmers and schoolchildren in places like Czechoslovakia, Poland and Hungary. That’s how we informed them what was going on. It was a message of solidarity with people suffering human rights abuses and political oppression.”)

A little parental meddling – and an element called aluminum – would soon bring the couple together.

Nearly two-thirds of a century earlier, a young Oberlin graduate named Charles Martin Hall had discovered a viable and profitable method of refining pure aluminum from its compound. He brought his discovery to Richard’s grandfather, Captain Alfred E. Hunt, a metallurgist who lived in Pittsburgh. Together they formed Alcoa, which would grow to become an international producer of the metal.

In 1952, Oberlin College invited Richard Hunt’s father, Alcoa’s then-chairman, to receive an honorary degree. Roy A. Hunt accepted, and he and his wife traveled to Oberlin. There they met the college’s president, William Stevenson — the father of Priscilla Stevenson, home from his service in Europe. The families hit it off, and later encouraged their children to look each other up in New York City. By 1955, Richard Hunt and Priscilla Stevenson were married.

The couple moved to Boston, where Richard Hunt earned a doctorate in history at Harvard and later joined the faculty there. They had three children, and as the Hunt family grew, so did their commitment to cultural understanding and civil rights. They volunteered with and made charitable gifts to several national and international organizations.

“Along the way, they never forgot Pittsburgh,” says their son, Bill Hunt, who previously served on The Pittsburgh Foundation’s Board of Directors. Establishing their record-setting fund at the Foundation “is a way for my parents to connect their giving back to the region where our family’s money was originally made,” he says. “As a family, we’re able to work closely with the Foundation’s subject-matter experts while maintaining the freedom to give to organizations anywhere in the country.”

The Hunts intend to use their fund to continue supporting human services, cultural exchange, education and civil rights. Bill Hunt, along with his sisters Susan Hunt Hollingsworth of Cleveland, Ohio, and Helen Hunt Bouscaren of Cambridge, Massachusetts, are named as the fund’s successor advisors, thus ensuring that their parents’ story — and their legendary generosity — will continue.

“Our parents left us a legacy to live up to,” says Richard Hunt, “and we’ve chosen to honor that legacy through the practice of effective philanthropy. We believe that giving through The Pittsburgh Foundation will help us achieve success in doing some good in the world.”



# NAMING RIGHTS

With seven separate funds (and counting), Kevin and Tracy Walsh have partnered with The Pittsburgh Foundation to memorialize their friends and family members by donating to a broad spectrum of community issues.

*By Mackenzie Carpenter*

**A NEW POTTERY WHEEL SPECIALLY DESIGNED** for people with disabilities. Two hospital beds and money to pay the dairy bill at a home for the elderly poor. Therapeutic horseback riding lessons for autistic children.

Kevin and Tracy Walsh, of Moon Township, have spent the past five years making grants like these to nonprofits whose programs, people and needs have touched them deeply and personally, from the students at Manchester Craftsmen's Guild to the autistic children at In-Stride with Therapeutic Riding, Inc. to the nuns at Little Sisters of the Poor.

While the Walshes are just two of nearly 1,000 living donors at The Pittsburgh Foundation, it's the way they give that sets them apart. The Walshes have established seven different funds, averaging about \$125,000 each, not just bearing their own names, but also those of beloved family members and friends.

"We asked ourselves, what is the best, most effective way for us to create a legacy that clearly honors the people who made such positive impacts on our own lives?" says Kevin. Several of the established funds provide scholarships, which the couple believes make the names of those they loved all the more memorable.

Their largesse is broad in scope but carefully targeted.

"We're the kind of people who pretty much know what our goals are," says Tracy. When the couple first began working with the Foundation in 2011 at the suggestion of their estate planning lawyer, they had clear ideas about what they wanted to do, "but we weren't quite sure how to go about getting it all accomplished," she adds.

The Foundation's donor services staff arranged site visits to nonprofits so that the Walshes could better understand the needs of those they wanted to help most — students, the elderly, those with medical issues or disabilities — and see the actual impact of their gifts.

Married 27 years, the couple doesn't exactly match the popular image of jet-setting philanthropists traveling the world to bestow new wings on museums or fancy buildings on universities. Kevin, now retired, has a degree in computer science. Tracy, also retired, was a dental assistant for 23 years.

Theirs is a classic Pittsburgh story: Kevin's grandfather worked in the steel mills, as did his father, who rose through the ranks at Allegheny Ludlum Steel and became highly successful. Kevin's parents stayed in Natrona Heights all their lives, making it a priority to give back to their community and its schools. "My mother worked three jobs to put herself through the University of Pittsburgh, so she knew the importance of a college education, as did my father," he says.

Tracy was raised in the South Hills. In memory of her mother, who died after a long battle with breast cancer at age 43, Tracy created the Barbara A. Walter Fund, which provides college scholarships for high school students in Allegheny County. "She always put others before herself. A scholarship just felt right to me, because both she and my father, Carl Walter, always cared about getting an education, although it was never anything she or her family were able to do."

Of their seven funds, the one that excites them the most benefits autistic individuals through organizations such as In-Stride with Therapeutic Riding, Inc., a nonprofit based in Eighty Four, Washington County. Horseback riding has been found to help autistic children and adults focus and relax. When the couple saw a child climb on a horse for the first time, "We just melted," recalls Tracy.

The experience led them to establish The Herbert A. and Charles E. Kester Scholarship Fund, which provides scholarships for the autistic riding program at In-Stride, where the couple also volunteers, as well as music therapy sessions and summer camps elsewhere. The fund is named after Charles Kester, a dear friend "who had a huge impact on our lives," says Kevin. And because Kester's own father, Herbert, meant so much to him, the couple decided to name the fund after them both.

The younger Kester didn't have much money himself, but he was a philanthropist of the first order, says Tracy. "He would pay the grocery bill for senior citizens standing in line in front of him," or pay the turnpike toll for the car behind him, just for the sheer pleasure it afforded him.

In the end, it isn't about how much money you have, the couple believes. It's about finding the right way to give, which they say the Foundation has helped them do. And as their late friend Chuck Kester showed them, anyone can be a philanthropist.

"St. Francis of Assisi said that it's in giving that you receive, but it's also about honoring the people who gave so much love to us and then expanding that love to others," says Tracy. "And no matter the size of a donation, working with the Foundation has showed us that nothing is impossible."

Donors Tracy and Kevin Walsh at In-Stride with Therapeutic Riding, Inc., which provides therapeutic horseback riding lessons to children and adults with disabilities.





# FIGHTING BLIGHT IN MR. ROGERS' NEIGHBORHOOD

For two years, The Community Foundation of Westmoreland County's Revitalizing Westmoreland initiative has helped spur community development through moderate-scale, innovative projects that improve quality of life for Westmoreland County's residents.

*By Christopher Whitlatch*

**THE TERM "MAIN STREET" INCREASINGLY EVOKES A BYGONE ERA**, a time when downtown streetscapes bustled with the activity of thriving towns and busy shops. Too often, that era has been replaced by big-box suburban stores and an infrastructure in decay.

In 2014, the city of Latrobe, Pennsylvania, recognized these issues and chose to meet them head-on with a plan that illustrated a vision for the future of its Main Street business district. Now, two years later, that vision is coming to fruition with the new Oliver Barnes Parklet at the corner of Main and Ligonier Streets. Named for Latrobe's founder, the parklet is the result of a Revitalizing Westmoreland grant from The Community Foundation of Westmoreland County (CFCW). It sparkles with new seating areas and fresh landscaping, forming an inviting place for the residents of Fred Rogers' hometown. Today, it's difficult to remember the dilapidated building and the notorious nuisance bar that once darkened the property.

"When we were considering possible projects, we knew this corner needed to be addressed early in the plan," says Jarod Trunzo, executive director of the Latrobe Community Revitalization Program. "We viewed this project as an anchor for the downtown district that would help catalyze revitalization further up Main Street."

The Revitalizing Westmoreland program encourages new ways to improve the life prospects of Arnold, Jeanette, Greensburg, Latrobe, Lower Burrell, Monessen and New Kensington residents. These communities were selected because they have experienced significant losses in manufacturing and subsequent out-migration.

In 2014, the first year for the initiative, the CFCW awarded \$150,000 in grants to seed nine community projects. The Latrobe Community Revitalization Program received \$25,000, which it supplemented with matching funds and in-kind donations as part of the project to demolish the crumbling bar and replace the building with a public green space.

In a perfect system of community revitalization, successful, publicly funded projects propel subsequent private investment. Trunzo points to an early success story in Francesca's Cakery & Italian Deli, which opened in the building adjacent to the parklet. Though the building has been in Francesca Pampena's family for three generations, the parklet inspired her to renovate the space for a public business. "I knew I wanted to locate it here, and with a

The Oliver  
Barnes Parklet in  
downtown Latrobe,  
Pennsylvania.

lot of work cleaning up our space and the space next to ours, I was able to open,” says Pampena. She adds that many of her customers take their coffee or lunch outside to the parklet on sunny days.

Ronda Goetz, the owner-operator of Rose Style Shoppe, is another business owner benefiting from the project. “The parklet has really opened up the street and creates a lot of natural light for my shop,” she says. “I enjoy watching people return to downtown and take advantage of the new space.”

“We are inspired by the ideas that Westmoreland communities came up with to transform their public places and improve the lives of their residents,” says Phil Koch, the CFWC’s executive director. “The parklet is a visible example of how a community can envision and transform a space to spur additional investment in the community. We’re excited to be a partner in that.”

And that partnership doesn’t end with the parklet project. The city received a second Revitalizing Westmoreland grant award of \$18,000 in 2015, which will help fund way-finder signs featuring the Mr. Rogers’ Neighborhood Trolley, street planters that are currently being installed throughout the downtown district, and other projects that will continue Latrobe’s beautification and revitalization efforts.

**+** **READ MORE** [cfwestmoreland.org/grantmaking/revitalization](http://cfwestmoreland.org/grantmaking/revitalization)

**“THE PARKLET IS A VISIBLE EXAMPLE OF HOW A COMMUNITY CAN ENVISION AND TRANSFORM A SPACE TO SPUR ADDITIONAL INVESTMENT IN THE COMMUNITY. WE’RE EXCITED TO BE A PARTNER IN THAT.”**

**PHIL KOCH**, EXECUTIVE DIRECTOR, THE COMMUNITY FOUNDATION OF WESTMORELAND COUNTY

# BOARD OF DIRECTORS

The 2016 Board of Directors of The Pittsburgh Foundation comprises outstanding leaders from all sectors of the community. The commitment, generosity and experience of our Board greatly improves the ability of the Foundation to realize its mission.

Biographies of the Directors are available online at [pittsburghfoundation.org/board\\_aboutus](http://pittsburghfoundation.org/board_aboutus)



Edith L. Shapira, M.D.  
Chair



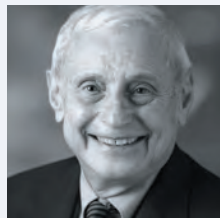
John C. Harmon  
Vice Chair



Walter H. Smith Jr., Ph.D.  
Secretary



Kim Fleming  
Treasurer



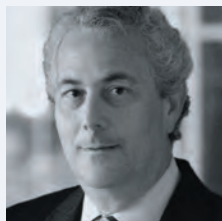
Morton Coleman, Ph.D.



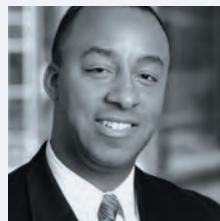
Edward J.  
Donnelly III, M.D.



Patrick Dowd, Ph.D.



Lee B. Foster II



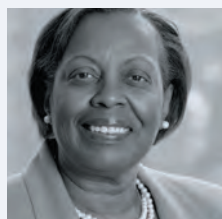
Evan Frazier



David McL. Hillman



Anne Lewis



Claudette R. Lewis



Gail Malloy



Morgan O'Brien



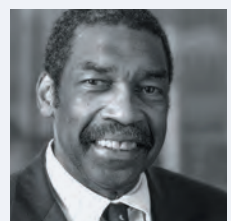
Vincent J. Quatrini Jr.



James C. Roddey



Howard B.  
Slaughter Jr., D.Sc.



William E. Strickland

## BOARD EMERITI

Robert P. Bozzone  
James Broadhurst  
Joanne Burley, Ph.D.  
Joseph L. Calihan  
Estelle F. Comay  
William J. Copeland  
Gregory Curtis  
Douglas D. Danforth  
Mary Lou McLaughlin  
Aaron Walton

The Pittsburgh Foundation is grateful for the service of David J. Malone, who retired from the Board in 2015.

## ADVISORY BOARD

COMMUNITY  
FOUNDATION OF  
WESTMORELAND  
COUNTY

### EXECUTIVE COMMITTEE

Gail Malloy  
Brian Lenart  
Regis Synan  
Vincent J. Quatrini Jr.

### MEMBERS

Judge Gary Caruso  
Dr. Martin M. Dudas  
James Duffy  
Barbara Ferrier  
Kim Kramer  
Jordan Pallitto  
Ann Pauly  
Carol Fagan Williams

## STAFF

### EXECUTIVE

Maxwell King, President and CEO  
Marianne Cola, Special Assistant to the President  
Cheryl Poston, Receptionist/Administrative Support

### COMMUNICATIONS DEPARTMENT

Doug Root, Vice President of Communications  
Kitty Julian, Senior Communications Officer  
Ryan Rydzewski, Communications Officer  
Christopher Whitlatch, Manager of Marketing and Communications

### DEVELOPMENT AND DONOR

#### SERVICES DEPARTMENT

Yvonne Maher, Senior Vice President for Development and Donor Services  
Lindsay Aroesty, Director of Donor Services, Planned Giving Specialist  
Hilary Brown, Senior Philanthropic Relations Officer  
Kate McKenzie, Senior Development Officer  
Arlene Sample, Administrative Assistant  
Lisa Steed, Development and Donor Services Assistant  
Neil Straub, Business Process Associate  
Christy Stuber, Donor Services Officer  
Kelly Uranker, Director, Center for Philanthropy  
Erin Wagner, Center for Philanthropy Associate  
Trista Yerks, Scholarship Associate  
Jennie Zioncheck, Director of Development

### PROGRAM DEPARTMENT

Jeanne Pearlman, Ph.D., Senior Vice President for Program and Policy  
Khalif Ali, Director of Public Policy and Advocacy  
Jane Downing, Senior Program Officer, Economic and Community Development  
Chatiqua Good, Administrative Assistant  
Nicole Henninger, Administrative Assistant  
Michelle McMurray, Senior Program Officer, Health and Human Services  
Jill Ritchie, Administrative Assistant  
Germaine Williams, Ph.D., Senior Program Officer, Arts and Education  
Michael Yonas, DrPH, Senior Program Officer, Social Innovation, Research and Special Initiatives

### FINANCE DEPARTMENT

Jonathan Brelsford, Vice President of Finance and Investments  
Colleen Collins, Investment Analyst  
Kiel Conjack, Staff Accountant  
Jay Donato, Investment Manager  
Stacey Graham, Funds Coordinator  
Charmelle Jackson, Human Resources Generalist  
Beth Mellon, Senior Accountant  
Anthony Mollica, Accounting Supervisor  
Kristin Raup, Donor Experience Manager  
Katie Robson, Director of Information Technology  
Dot Sikora, Grants Coordinator  
Jennifer Steinmetz, Business Systems Analyst  
Bryan Tait, Senior Controller  
Deborah Turner, Scholarship Coordinator

### COMMUNITY FOUNDATION OF WESTMORELAND COUNTY

Phil Koch, Executive Director  
Caleb Crousey, Development and Program Officer  
Allison Womer, Administrative Assistant

DESIGN: LANDESBERG DESIGN  
PHOTOGRAPHY: JOSHUA FRANZOS  
PRINTING: BROUDY PRINTING



# MISSION STATEMENT

The Pittsburgh Foundation works to improve the quality of life in the Pittsburgh region by evaluating and addressing community issues, promoting responsible philanthropy, and connecting donors to the critical needs of the community.



