

THE PITTSBURGH  
FOUNDATION  
QUARTERLY  
Fall 2015

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STRUCTURED AND STEPPING UP  
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# FORUM

FEATURE  
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## REVIVAL IN THE RUST BELT

*Impassioned residents, a Giving Circle  
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**A**S YOU PAGE THROUGH THIS NEW ISSUE OF FORUM QUARTERLY, you'll notice a new design — one meant to elevate the way we tell stories about the people, projects and public issues that drive our work in the community.

Among the new format's many improvements, you can expect compelling photography and graphic elements that will add dimension to our reporting. And even though the "look" has changed, the editorial mandate is the same: FORUM will continue its close-to-the-ground, personalized accountings of donors who surprise themselves and inspire others through the things they accomplish. It will also continue to illustrate The Pittsburgh Foundation's grantmaking strategies through profiles of our diverse grantees.

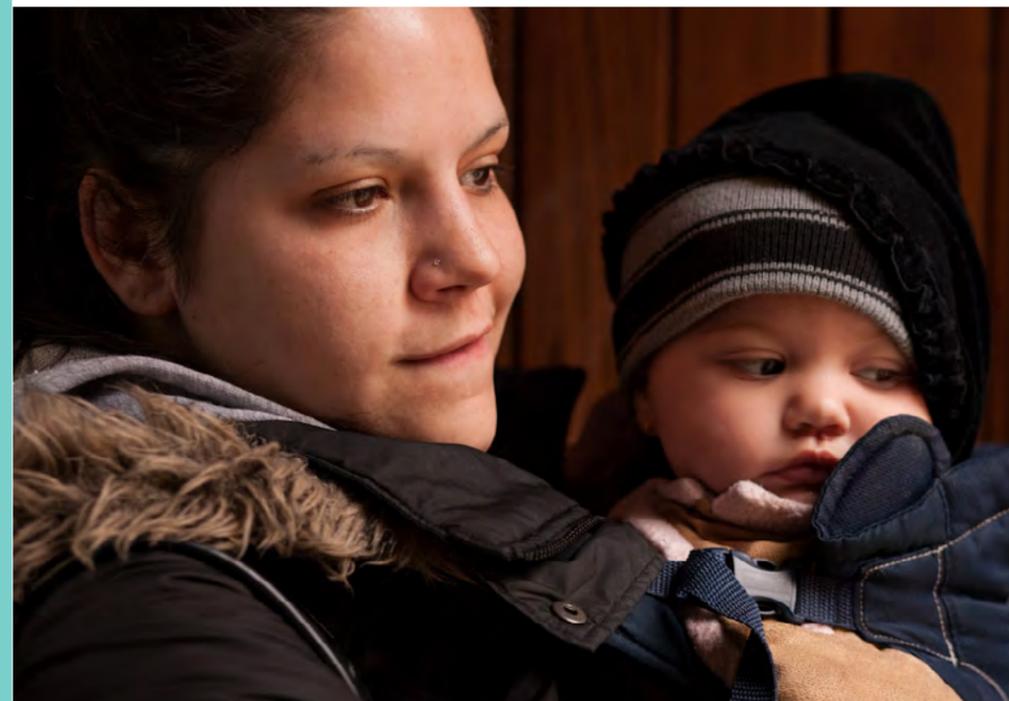
Perhaps most important, FORUM will continue to serve as a platform for the ideas and positions connected to significant issues affecting our region. In that respect, it shares an editorial charge with the Community Matters blog on the Foundation's website, where my Oct. 2 post commits The Pittsburgh Foundation to helping relieve the humanitarian crisis faced by Syrian refugees fleeing their war-torn country.

This is an important enough issue that I will take the additional space here to reinforce the Foundation's position that there are times when an unfolding tragedy, even one happening an ocean's distance away, demands local action. Anyone who spends more than a few days in Pittsburgh learns that the city was built on the backs of immigrants and refugees. Based on that history alone, we at the Foundation believe we have a duty to support the federal government in going beyond the current commitment to accept 100,000 Syrian refugees into the United States through next year. This is a paltry quota in comparison to the four million Syrians who have fled to other countries.

And we are not alone in that assessment. Pittsburgh Mayor Bill Peduto is one of 17 city mayors — from Allentown to Los Angeles — who have signed a letter to President Obama urging him to increase the number. The mayors are also offering their cities as welcoming resettlement ground. Once federal and local governments have specific plans to accommodate some of the refugees, the Foundation stands ready to help with the program. In this case, we will rely on our colleagues in government and the nonprofit sector to advise us on how to be helpful in what we hope will be an outpouring of support for refugees who resettle here.

**Maxwell King** President & CEO

After being forced from her home by a loved one's drug addiction, Liza Geissinger and her daughter spent a winter in a Duquesne homeless shelter.



## CRITICAL NEEDS

### A HOME OF THEIR OWN

Beginning Dec. 8, The Pittsburgh Foundation will launch its second Critical Needs Homelessness Alert, a public giving campaign aimed at eliminating housing insecurity in Allegheny County. Building on the runaway success of 2014's campaign, in which the public — matched dollar-for-dollar by The Pittsburgh Foundation — raised \$900,000 in 24 hours, the Foundation's [PittsburghGives.org](http://PittsburghGives.org) donation portal will once again open at 8 a.m. Any gift of at least \$25 to one or more of the participating nonprofits will be matched dollar-for-dollar from The Pittsburgh Foundation's \$200,000 match pool. Funds will support local nonprofits that provide the area's homeless population with a variety of services, from emergency shelters to temporary housing and employment assistance.

This holiday season, give the gift of stability and shelter to our neighbors most in need. Visit [PittsburghGives.org](http://PittsburghGives.org) beginning Dec. 8 to make a donation, or contact your donor services representative about making a gift from your fund at The Pittsburgh Foundation.

### Making (Nonprofit) Dreams Come True

The 2015 edition of the Wish Book, featuring 75 wishes, will arrive in your mailbox just before Thanksgiving. The Pittsburgh Foundation's donors will have the opportunity to fulfill the needs of nonprofit organizations for \$2,500 or less.

"By fulfilling these modest requests, donors can connect to an immediate need in our community and make an enormous difference," says Yvonne Maher, senior vice president of development and donor services. "The wishes feature much sought-after items that are often difficult for the nonprofit to acquire."

Any public nonprofit organization in western Pennsylvania may submit a wish for consideration. Wishes featured in the Wish Book are reviewed by a committee of The Pittsburgh Foundation's donors. Since its debut in 2004, the Wish Book has raised more than \$800,000.

Wishes can be fulfilled online at My Pittsburgh Foundation ([community.pittsburghfoundation.org](http://community.pittsburghfoundation.org)) or by completing the Wish Book form (included with the book) and returning it to the Foundation.

### The Perfect Gift for The Person Who Has Everything

The Pittsburgh Foundation's Charitable Gift Cards offer an inspiring, convenient way to give while supporting the invaluable work of local nonprofits. Available in increments of \$25, \$50 or \$100, the cards are ideal gifts for family members, friends and business associates.

Cards can either be redeemed with the Foundation, which will direct the funds to a charity (or charities) of the card-holder's choosing, or presented directly to any nonprofit organization in western Pennsylvania. Each gift card is valid for one year, after which any unredeemed funds are used as part of The Pittsburgh Foundation's community grantmaking initiatives.

Visit [givingcard.pittsburghgives.org](http://givingcard.pittsburghgives.org) to purchase gift cards today. Gift card purchases are tax deductible and come with automatic acknowledgment forms for tax purposes.

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

**To ensure delivery by Christmas Day**, online orders must be received no later than noon *Friday, Dec. 11*.

**Pickup orders** must be received by noon *Friday, Dec. 18* for pickup at the Foundation's office through *Dec. 23* at noon.

**To ensure year-end delivery (pickup only)**, online orders must be received by noon on *Dec. 18* for pickup at The Pittsburgh Foundation's office the week of *Dec. 28–31* (before 3 p.m.).

→ Braddock Youth Project participant and artist Jawuan Betton, a 10th-grader at Woodland Hills High School, makes silkscreen prints.

# THE RUST BELT REVIVAL IN

## THE BRADDOCK COMMUNITY HAS SEEN MORE THAN ITS SHARE OF CHALLENGES, FROM DRAMATIC DECLINES IN POPULATION TO POVERTY RATES THAT FAR OUTPACE STATE AVERAGES.

But Braddock, unlike many other similarly distressed towns, hasn't given up. Its history of blue-collar ingenuity, a new generation of committed and socially active youth, and a group of highly effective nonprofits are giving rise to a new philanthropic ecosystem that is at once collaborative, innovative and inclusive. At this pivotal moment, a group of The Pittsburgh Foundation's donors and staff, Mon Valley nonprofit leaders, and local residents are working together to support Braddock's efforts to revitalize and reinvent itself as a model for Rust Belt communities.

The mechanism that connects these highly committed individuals and organizations is known as a "Giving Circle." Facilitated by the Foundation's Center for Philanthropy, the Giving Circle connects donors to subject-area experts from the Foundation and regional nonprofits. Donors then co-invest with the Foundation in catalytic projects that impact the Foundation's goal of creating healthy, self-sufficient communities. This new model of giving fosters deep, ongoing commitments that help donors become more informed funders with a personal connection to their cause.

The Foundation's most recent work in Braddock began with a July 2015 discovery program called the Explore Series, organized by the Center for Philanthropy. Foundation staff expected a few dozen donors. Instead, 100 people signed up for a two-hour dialogue at Braddock Mayor John Fetterman's home, where they heard directly from the leaders of Braddock nonprofits, who described how they effectively work with and serve the community.



→ The arts are a crucial component of the revitalization of Braddock. Artist James E. Kidd and Mary Carey, arts and cultural facilitator for the Braddock Carnegie Library, showcases a piece from the art lending library.

“Treating food insecurity, housing and education as separate issues was ignoring the realities of people’s lives,” said Dr. Jeanne Pearlman, the Foundation’s senior vice president for program and policy. “These challenges are deeply connected. People don’t have enough money for housing or transportation because many work in minimum-wage jobs that typically don’t offer sick leave or childcare. One day out with a sick child can lead to a parent losing his or her job.”

Dr. Michael Yonas, senior program officer for social innovation, research and special initiatives, sees the Foundation’s work in Braddock as an opportunity to pilot comprehensive and interrelated initiatives that build on the strengths of local nonprofits and individuals already serving the community.

**IDENTITY, HISTORY  
AND COMMUNITY  
SPIRIT...**

”

DR. MICHAEL YONAS  
The Pittsburgh Foundation

“Braddock has an incredibly strong sense of identity, history and community spirit, like so many communities in the city and in Allegheny County. This Explore Series event offered an opportunity to pilot a new community-engagement strategy with organizations that impact Braddock residents’ well-being and health at every stage of life. We have strong relationships in Braddock, and a commitment to supporting communities in transition. We are working with our community partner agencies to build local capacity so residents can achieve success themselves,” said Yonas.

Pearlman, Yonas and Hilary Brown, the Foundation’s philanthropic relations officer and organizer of “The Story of Braddock,” believe that providing donors with this larger context creates a more thoughtful, engaged and strategic approach to giving that keeps Braddock’s residents front and center.

*(continued on page 8)*

**“BRADDOCK HAS  
AN INCREDIBLY  
STRONG SENSE OF**

## A child of Braddock, her camera & an unflinching eye

Photographer LaToya Ruby Frazier is getting a lot of national attention for her signature project documenting the economic injustices and health care disparities faced by family members in her hometown of Braddock. Frazier’s work offers searing evidence for why The Pittsburgh Foundation’s donors and program staff have come together through the Center for Philanthropy to move the needle in several key quality-of-life areas.

Image credit: John D. & Catherine T. MacArthur Foundation

In 2012, The Pittsburgh Foundation funded the Braddock Carnegie Library’s proposal to bring LaToya Ruby Frazier — a Braddock native and talented photographer — into the library’s Homecoming Residency program. It was an invitation to black artists to immerse themselves in time and place; the artists examined different ideas of home to create work that reflected the cultural legacy of people and relationships in the economically struggling borough.

For Frazier, the premise of the residency fit directly into her very personal project of using photography to document family life — her family’s life — against the backdrop of a community trying to work its way through disinvestment and lack of opportunity. Meanwhile her career as an artist took off. Her work was included in the Whitney “Biennial” and in a solo exhibition at the Brooklyn Museum. To accommodate her success, the residency program was re-shaped so that Frazier became what the library’s program manager, Dana Bishop-Root, describes as an “integral partner” in ensuring the residency’s future. Frazier helped to make the residency more accessible to artists who might not otherwise have been able to afford to participate.

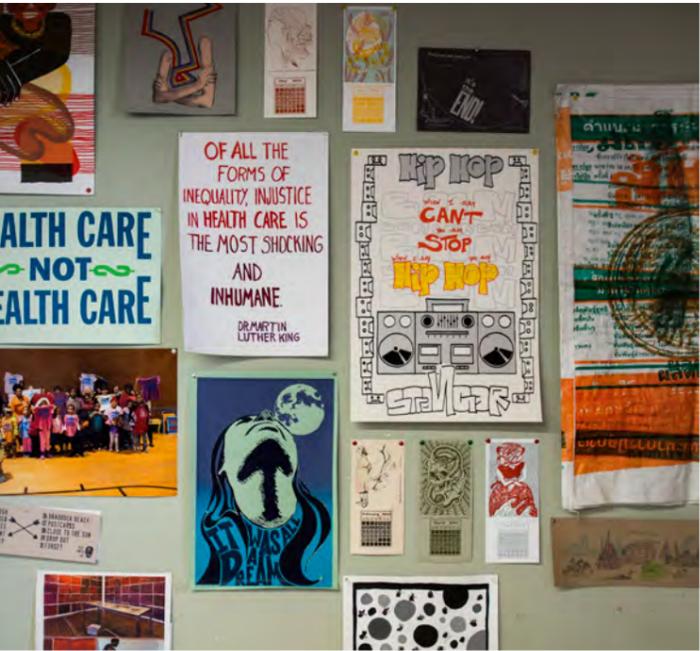
Her documentary work, meanwhile, continued to attract other funders. Most recently, Frazier was awarded a prestigious “genius grant” from the John D. and Catherine T. MacArthur Foundation, from which she will receive \$625,000 over the course of five years.

“I show my family and I make work at the intersection of the decline of the steel industry, environmental pollution and the health care crisis,” says Frazier in a MacArthur Foundation video. “What we’re facing now has to be documented.” Last year, many of her images were turned into a book, “The Notion of Family,” that tells Braddock’s story through photos of herself, her mother and grandmother. Also over the course of 12 years, Ms. Frazier, an assistant professor at the School of the Art Institute of Chicago, documented her community’s unsuccessful fight to save UPMC Braddock and other aspects of community life.

By **Douglas Root** | vice president of communications



→ Photographer and “genius grant” awardee LaToya Ruby Frazier



→ Original artwork and reproductions hang in the studio at Braddock Carnegie Library, where Youth Project participants Nate Jones (left) and James Thomas, both 11th-graders at Woodland Hills High School, create original silkscreens.

“The Story of Braddock” Explore Series session was transformative. Donors came away understanding how nonprofits are collaborating with the community to provide a support system that starts with high-quality pre-K education and out-of-school programming provided by Heritage Community Initiatives, items from the Braddock Free Store, job training from the Braddock Youth Project, and then college scholarship funds from The Braddock Promise.

“The level of engagement and excitement at ‘The Story of Braddock’ event surprised all of us. We learned that people in our region have very deep ties to Braddock and were eager to jump in and learn how to help. A Braddock-focused Giving Circle was a direct outcome of the July Explore Series event,” said Brown.

Clearly, donors were ready for a deeper, more holistic understanding of Braddock’s challenges. Starting this October, two dozen donors will each invest \$2,500. Their investments will be matched by the Foundation to create a \$100,000 pool of grant-making funds. Giving Circle members then take part in a five-week series of educational sessions led by Foundation program officers and local experts. Giving Circle members will engage in Request for Proposal design sessions, attend site visits, learn methods for evaluating

proposals and review best practices in nonprofit management. The entire process will culminate in mid-January when Braddock Giving Circle members will, with guidance from Foundation staff, allocate the \$100,000 grant pool.

These co-investment efforts occur alongside the Foundation’s funding to organizations that are already serving the community. The Foundation made \$5,000 grants to each of the organizations that took part in “The Story of Braddock” event. A grant to the Braddock Youth Project will support engaging youth ages 14 to 19 in designing and implementing projects that address issues of importance to young people while also providing job skills and training. An operating support grant will go to the Braddock Free Store, which distributes home goods, food, clothing, bikes and toys to families. Another grant will support creative learning, exercise and literacy programming at the Braddock Carnegie Library, which also exhibits and lends work by Braddock artists-in-residence. A grant to Heritage Community Initiatives will support youth education, transportation initiatives and volunteer programs that leverage the talents of local residents of all ages.

Grants were also made to remove barriers to higher education for graduating seniors from Braddock. Investments include a \$51,000 grant to the Project GRAD College and Career Access Center to fund academic support, career exploration and college counseling to the Woodland Hills School District, which includes Braddock and surrounding communities, and an additional Explore Series grant of \$5,000 to The Braddock Promise, a college scholarship program modeled after The Pittsburgh Promise.

Foundation donor Cathy Raphael understood “The Story of Braddock” event as an invitation to become involved in Braddock’s transformation. She loves that its residents and leaders are both open and innovative, and she was among the first to sign on for the Braddock Giving Circle.

“Giving Circles give you an education very quickly, with different points of view and real experts. It’s a much richer exploration into having a bigger impact than I could ever achieve on my own,” said Raphael.

A core group of community activists and nonprofit leaders, with support from donors like Raphael, is transforming Braddock by taking risks, innovating and keeping people at the center of its efforts.

By **Kitty Julian** | senior communications officer

# Braddock by the Numbers

Once a thriving industrial and residential community 20,000 strong, Braddock’s population has dwindled to just 2,500. About 35 percent of those residents have incomes below the poverty level, compared to 11 percent statewide. The disparities are especially grave for the region’s African American population and for families with young children: 60.4 percent of Braddock families with children 18 and younger live below the poverty line and face related environmental and social issues, compared to 14.7 percent of families statewide.

**35.0%** of Braddock residents have incomes below the poverty level.



**60.4%** of Braddock families with children 18 and younger live below the poverty line.



DONOR  
PROFILE

# STRATEGIC, STRUCTURED AND STEPPING UP

Lance & Blake  
Ruttenberg

The artifacts in the lobby of the American Textile Company's facility in Duquesne show that in this family-owned business, **innovation is just as important as tradition.**

A portrait of Charles Ruttenberg, who founded the company in 1925, hangs alongside a blueprint for a cloth ironing board cover, which American Textile patented and produced 10 years later. A picture of the company's original Downtown Pittsburgh location leads to a plaque commemorating its 2003 move to the former site of a steel mill. There's an ad for high-tech bedding products, bedbug-proof linens and temperature-regulating pillows. A golden shovel hangs on the wall, a testament to the company's 90 groundbreaking years.

"We find real solutions to problems," says Blake Ruttenberg, American Textile's executive vice president and grandson of the company's late founder. "This is more than just white bed pillows or comforters. This is innovation at work."

That innovation is possible, says Lance Ruttenberg — Blake's older brother and American Textile's CEO — because the company draws from a deep well of experience. "When I first started here in 1991," he says, "the average employee tenure was 30 or 40 years. That culture of longevity still exists. Our grandfather established it, and today we carry it onward."

The company's philosophy clearly resonates with customers. American Textile operates facilities in the United States, Asia and Central America, supplying national and international retailers like Macy's, Target, Kohl's, Sears, Kmart and Wal-Mart. And with that global reach, says Lance, comes global responsibility.

"Our family has always been philanthropic. As [Blake and I] came into the company, we knew we'd have an opportunity to build on that tradition. It was really important for us to make commitments in the communities in which we work, but we wanted to do so in a disciplined, constructive way."

In 2014, the brothers found what they were looking for in The Pittsburgh Foundation. "Prior to meeting the staff, we'd just assumed that the Foundation was for very large family foundations or giant corporate giving programs," says Lance. "But we realized that we could really leverage the Foundation's expertise and that we weren't too small to get started."

They paired with the Foundation's Center for Philanthropy to develop a giving strategy. The Foundation's staff facilitated a series of family meetings in which the brothers explored and articulated their philanthropic

→ Blake Ruttenberg (left), executive vice president of American Textile, and his brother Lance, the company's CEO, have made philanthropy a priority for their family and their business.



aspirations. "We had two goals: to create positive change and to become personally involved," says Lance. "The Pittsburgh Foundation allowed us to accomplish both."

Having established a donor advised fund, today the Ruttenbergs' grantmaking reflects their passion for ingenuity as well as their reverence for tradition. Whether supporting "distraction therapy" techniques that reduce anxiety at children's hospitals or funding outdoor fitness facilities in communities around the country, the brothers are committed to becoming strong corporate citizens who improve the quality of life in the places in which they work.

"I think that as we continue developing our strategy with The Pittsburgh Foundation, we're going to have an even greater impact," says Blake. "We're becoming more focused and more structured. We've always appreciated and admired what others have done for our community. And now that we're capable of stepping up ourselves, we're going to do just that."

By **Ryan Rydzewski** | communications officer

## THE AUGUST WILSON CENTER'S 2ND ACT

Following years of uncertainty, Downtown's August Wilson Center is once again poised to become a vibrant community asset.



In Sept. 25, the opening of a new public art installation brought something to the downtown corner of Liberty Avenue and 10th Street that's been missing for more than two years: a crowd.

In "Humanæ / I AM AUGUST," portraits of 150 Pittsburghers of all races now gaze from the windows of the August Wilson Center for African American Culture. The work, by Brazilian photographer Angélica Dass, proclaims that the Center is breathing once again. The reboot comes after a yearlong debate over the mission and finances of the Center, which first opened in 2009. Local philanthropies, including The Pittsburgh Foundation, stepped up in December 2014 to pay the Center's delinquent mortgage.

Now the foundations are leading the reorganization effort. Two new local executives have joined foundation executives on the Center's board of directors, while the Pittsburgh Cultural Trust is managing the operations of the building. A separate local group is making sure that the Center includes homegrown offerings in its lineup.

The Pittsburgh Foundation's president and CEO, Maxwell King, chairs the Center's new board, which also includes founding members Grant Oliphant of The Heinz Endowments and Scott Izzo of the R. K. Mellon Foundation. King says the Center symbolizes the "phenomenal" legacy of African American arts in the city. "Music, literature, performance — no other place but Harlem produced so much inspirational art," he argues. "The beneficiaries of a strong African American Cultural Center include not only the black community, but the entire community."

→ Photographer Angélica Dass pauses beneath her exhibition, "Humanæ / I AM AUGUST," commissioned to celebrate the reopened August Wilson Center.



From its inception in 2001, more than \$10 million in state, county and city monies and \$17.5 million from local foundations underwrote the Center's construction and programming. Its inaugural season included marquee names like jazz violinist Regina Carter and electronic composer Daniel Bernard Roumain. As the Center opened its doors, however, the world plunged into the Great Recession. The Center was unable to meet the goals of its capital campaign. Programming dwindled. Executives left. Finally, in 2013, Dollar Bank moved to foreclose on the Center's mortgage, prompting a yearlong drama played out in courtrooms and the media.

"Media coverage focused on foreclosure proceedings. There was little coverage from the perspective of the community—what people wanted to see happen," says Janera Solomon, executive director of the Kelly-Strayhorn Theater in East Liberty. In addition to inviting Dass to Pittsburgh to create her celebratory exhibition for the Center's reopening, Solomon was also part of the August Wilson Recovery Committee,

which advocated for a non-commercial solution to the Center's problems. "We organized a series of community conversations to get at that," she says, and the resulting recommendations will be made public later this year.

The once-temporary Recovery Committee is now a permanent nonprofit called AWC Renewal, which will encourage and provide community-based programming in the Center. Several sources of program funds and assistance from the Pittsburgh Cultural Trust, an experienced local resource, will help the Center proceed.

The Pittsburgh Foundation has set aside \$300,000 to establish the Programming Fund for the African American Cultural Center. The fund will support a wide variety of mission-aligned projects to take place at the August Wilson Center beginning in 2016. Sixty-one local arts organizations have been invited to submit their project ideas to a peer panel.

Meanwhile, the Cultural Trust has booked more than 30 events for the Center through the end of 2015. Grants from The Heinz Endowments will support the Trust's national programming. "We were hired to manage the facility and its operations and to provide mission-aligned programming," explains Janis Burley Wilson, the Trust's vice president for strategic partnership and community engagement. An emotional touchstone for the community and the Center will be Pittsburgh Playwrights Theatre Company's November production of "The Piano Lesson," August Wilson's 1990 drama. Honored with the 1990 Pulitzer Prize, the play is set just blocks away from the Center named in his honor.

As the Center moves forward, King says, the community will assume a more active role. In August, the Center's board named two African American executives to three-year terms: Michael Polite is chairman and CEO of Ralph A. Falbo Inc., an urban real estate developer, and Richard W. Taylor, CEO of ImbuTec, previously led community revitalization projects in Pittsburgh's Hill District as CEO of Macedonia Development Corp. King says he expects that, over the next six years, foundations "will largely step back and let the community shape the objectives."

Exactly 10 years after August Wilson's death, the Center's second act has begun. To the Trust's Wilson, it's a promising reprise. "We want to get the attention and confidence of the whole community," she says. "We want home runs."

By **Christine H. O'Toole** | Pittsburgh-based freelance writer covering civic design issues and nonprofit institutions



ADVISER  
PROFILE

## SCOTT TOBE

Giving Globally

**S** COTT TOBE'S SISTER HAD A JOB FOR HIM.

"She was working at the United Jewish Federation," Tobe says, "and she kind of made me volunteer there." The young financial adviser reluctantly obliged. "There wasn't much passion on my part at that point," he says. "I wasn't that interested, but I couldn't say no to her."

Until he got an unusual request. "One day they asked if I'd go to Moldova to help deliver food. I think my initial response was, 'Where's Moldova?'"

Tobe soon found out, landing in the former Soviet state a few months later. "It became apparent how fortunate I was," he says of traveling through Europe's poorest country. "I realized I had a great responsibility to give back."

Tobe followed through—and then some. His charity work has since taken him to Israel, Belize, India, Africa and Europe's Eastern Bloc. He began advising Haitian Families First, an organization that helps keep Haitian children with their families. At home, he became a member of SOS Pittsburgh, which distributes one-time emergency grants to Pittsburghers in crisis.

All of this, he says, has made him more grateful. "It's so easy to get caught up in what we don't have, or in always wanting more. But there's

this village in Belize—it's one of the poorest places you'll ever see. The people there have nothing. And yet they're the happiest people on Earth. They value nature, family, relationships. They're surrounded by what brings them joy."

Tobe sees his work as an adviser through a similar lens. "It's my job to help clients re-focus on what they do have, and to make the most of all the blessings in front of them."

As president and managing partner of Signature Financial Planning, Tobe does just that. A recent graduate of The Pittsburgh Foundation's Chartered Adviser in Philanthropy (CAP) program, where advisers earn the knowledge and skills to help clients achieve their philanthropic goals, Tobe recognizes the complexities of charitable giving.

"Most people aren't aware of all the different ways they can support what's important to them," he says, "but with the CAP program, you know you're getting an adviser who truly understands how to help clients make the best philanthropic decisions for themselves and for their families."

Tobe, of course, is no stranger to those decisions himself. Whether volunteering in Kenya or hauling food through Moldova, "I've never looked back," he says. "I love what I do."

By **Ryan Rydzewski**

FOCUS ON  
WESTMORELAND

# HOPE GROWS FOR NEW KENSINGTON'S FUTURE



**T**ERRENCE, 6 years old and clad in a Batman T-shirt, carefully sprinkles water from a pig-shaped watering can onto a bed of peppers. Terrance is in first grade, one of 30 kids tending the Hope Garden in an empty lot in New Kensington.

His fellow gardeners in grades kindergarten through eighth line up to fill their watering cans and join him at more than 15 raised beds that contain watermelons, tomatoes, corn and more. The urban garden is a program of Sonward, a free after-school program in the city's Parnassus neighborhood.



"We named it the Hope Garden, because the children tending to it are the hope for New Kensington's future," Kim Lewis said.

The students plant, water, weed and harvest vegetables, some of which they have never tasted before, such as snap peas and edible flowers.

The garden is also used for science experiments, including hatching butterflies and using a baby food jar to start beans and monitor their growth. Citizen's Family Health, a program of Citizen's General Hospital, has taught a nutrition class. "The kids took home bunches of lettuce that they had just picked that ended up in salads on their dinner table that night," said Kim Lewis.

Jonelle, a seventh grader, harvests a just-watered pepper and pops it in her mouth. "Hot and spicy!" she exclaims. "Not what I expected."

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



Sonward was the idea of Kim Lewis and her husband, Pastor Dave Lewis. "We had just moved to the neighborhood and were sitting on our front porch watching groups of kids running around the neighborhood with no supervision and nothing to do," Kim Lewis said. "I realized something more could be done."

In 2011, that something was a weeklong soccer camp. That same year, the organization expanded, offering after-school programs one night a week. In 2012, Sonward added a second night, offering art classes and helping the students with their homework.

New Kensington has the highest rate of residents living below the poverty line in Westmoreland County. "We have children living in severe poverty through no fault of their own who are needing services and going hungry," said Kim Lewis.

In 2015, Sonward launched the Hope Garden with a \$6,500 grant from The Community Foundation of Westmoreland County and an additional \$13,000 from the Parnassus Partnership. The organization also moved into their own building with more space for programming.

→ Children tend the Hope Garden in New Kensington.



Rotary of Westmoreland members work hard and play hard — as in fundraisier dodgeball tournaments — to support charitable causes through their new fund at CFWC. Pictured left to right are Suzanne Kerlin, Carl Woolloff, Kim Woolloff, Michael Reese, Jance Phililps and Lela Pilon-Sinclair.

## FOCUS ON WESTMORELAND

# A MEANS TO AN END

**F**OR MICHAEL REESE, the lightning bolt moment came in 2014 when he and his fellow Rotary of Westmoreland members were working on a fundraising event for the Thinking of Nikki Foundation, a nonprofit organization that supports families of children with cancer.

“A local business offered to donate \$5,000 to be the lead sponsor of our event. When they learned that donations to us would not be tax-deductible, they decided to give \$500 instead,” said Reese.

Reese, as a financial adviser with the Ligonier office of Janney Montgomery Scott, doesn’t like to leave money on the table. He approached the Rotary’s then-president Elle Speicher and president-elect Carl Woolloff about establishing an endowed fund at The Community Foundation of Westmoreland County (CFWC) through which individuals and corporations could donate to the Rotary.

“Elle, Carl and our board understood right away how an endowed fund would help us achieve our charitable mission. From that point on, we began fundraising the \$10,000 minimum to establish the fund,” said Reese.

As a member of the original Visionaries — the young philanthropists group at CFWC — Reese understood the estate planning and programmatic expertise the Foundation offered. The idea of a permanent legacy appealed to Reese, Speicher and Woolloff, who had worked since 1999 to build a young and robust membership at the Rotary even as their peer organizations struggled to recruit new members.

**“We support the Rotary’s international mission of providing clean water and eradicating polio, but our heart is in raising money for Westmoreland County.”**

**MICHAEL REESE**  
Financial Adviser,  
Janney Montgomery Scott

Through nontraditional events such as bar crawls and dodgeball tournaments, the club raised thousands of dollars. They donated uniforms to the adaptive baseball league to make sure children of all abilities are empowered by and enjoy team sports. They also sponsored the All Saints Event to honor outstanding Westmoreland-area volunteers and nonprofit workers. In October, they hosted a benefit for the Rotary of Westmoreland Charitable Fund.

“We’re creating a culture of giving in our region, and partnerships through which we will grow our efforts to improve this community. It’s a culture of service that will outlive all of us,” said Reese.

By **Kitty Julian**



**Please do not hesitate to contact The Pittsburgh Foundation if you are interested in establishing a new fund.** The Pittsburgh Foundation's office will be open through the end of the year with the following exceptions: Closed all day Dec. 24 and 25 and at 3:00 p.m. on Dec. 31.

For current donors, please remember to contact your donor services representative prior to making a gift. Please refer to the following dates for year-end giving to your fund:

**Mutual Funds:** Contact the Foundation no later than *Monday, Nov. 30.*

**Checks:** Contributions must be dated and postmarked no later than *Thursday, Dec. 31.*

**Stock:** Gifts must be received in the Foundation's account by *Thursday, Dec. 31.* (Contact the Foundation no later than *Monday, Dec. 21* with stock transfer instructions.)

## NEW FUNDS March 1, 2015 – September 1, 2015

### The Pittsburgh Foundation

Elora's H.O.P.E. Fund  
Elora's H.O.P.E. Scholarship Fund  
August Wilson Legacy Fund  
South Fayette Community Fund  
Still Waters Fund  
Poleski-Collier Family Charitable Fund  
Emily Violet Kay Memorial Fund  
Rev. Ed Bowen Fund for Children  
of Southern Wayne County, WV  
Harff Family Fund  
NSMH Legacy Fund  
Braddock Promise Fund  
Sylvester Family Fund  
Dallas and Samuel "Shy" Goodman

Educational Trust Fund  
W. Paul Spencer Fund 1  
W. Paul Spencer Fund 2  
Kimberly A. Griffith Memorial  
Scholarship Fund  
Brenna and Mikaela Griffith  
Memorial Scholarship Fund  
Fetsko Family Fund  
Howard Simon Memorial Fund  
Team Cassie Fund

### Community Foundation of Westmoreland County

Bruce and Joelle Corna Family Fund  
Richard A. Crousey Legacy Fund  
We Are FR Scholarship Fund  
Rotary of Westmoreland Charitable Fund

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