

# **WELCOME**

### Foundations Merge: Leading by Example

Our nation's community foundations are diligent when it comes to offering wise counsel to nonprofits about how they might become more efficient; how they might improve the delivery of vital services to the individuals, families and organizations that depend on them for support. It is a valid role, no question.

Collaborative alliances, partnerships and mergers are strategies that can help organizations become more cost-effective, operationally and programmatically, and reflect the economic prudence that has driven the commercial and industrial world for many years.

But is our community foundation sector as good at taking its own advice? In the Pittsburgh region, we are demonstrating that we are—and with the committed focus on creating benefit for our donors and nonprofit agencies and further enhancing the well-being of our broad community.

I am referring to the recent announcement about plans for our neighbors at the Community Foundation for Westmoreland County (CFWC) to merge with us at The Pittsburgh Foundation, something of an historic initiative for the philanthropic sector nationally and one which has received the enthusiastic and unanimous endorsement by the boards of both organizations.

Currently, few examples exist of mergers in our field, although I am certain we shall see more in the passage of time given the pressures and challenges on community foundations to better serve their constituents and fulfill their missions to build meaningful and lasting charitable legacies for future generations.

During our discussions leading to this agreement, our guiding principles have been to preserve the identity, staff, Board and local decision-making of the CFWC while we strengthen its presence and provide valuable resources and expertise to maximize local grantmaking impact, enhance services for donors and increase support for nonprofits.

County lines are artificial boundaries when we are considering human, social and cultural needs, and it is for this reason that the Board of CFWC has shown great courage and foresight. In recognizing the severe limitations of CFWC's continued successful development they have assured its future as a vibrant, strong and resourceful organization with enormous potential to generate and inspire positive change.



**Grant Oliphant** President and CEO The Pittsburgh Foundation

CFWC is demonstrating selfless leadership which I hope and believe will become a model for many organizations like us that strive to help build better communities.

For more information on the merger, see page 3 or go to the Foundation's web site at www.pittsburghfoundation.org.

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# **COMMUNITY FOUNDATIONS** TO MERGE IN

# "GROUNDBREAKING" AGREEMENT Plan creates "enormous potential for transformative change"

THE PITTSBURGH FOUNDATION and the Community Foundation of Westmoreland County plan to merge in an initiative that is designed to strengthen grantmaking impact, enhance services for donors and increase support for nonprofit organizations in Westmoreland County.

Following unanimous approval by the boards of both foundations, proposals have been submitted for review to the Office of the Attorney General for the Commonwealth of Pennsylvania. Final authorization for the venture is anticipated within approximately three months.

Under the merger agreement the Community Foundation of Westmoreland County (CFWC) will operate as part of The Pittsburgh Foundation while retaining its identity, staff and Greensburg offices, and its responsibilities for grantmaking in the region, community engagement, donor services and developing new funds.

The merger will provide CFWC with new and extensive administrative, operational and marketing resources provided by The Pittsburgh Foundation. Immediate benefits for the Westmoreland community will include:

- Lower administrative fees for donor funds.
   Enhanced efficiencies and cost-savings Fees will fall to an average of approximately one percent, in line with The Pittsburgh Foundation's fees, from CFWC's current average of approximately 1.5 percent.
- Increased funding and staff resources committed to maximizing grantmaking impact, support for nonprofit organizations and the engagement of existing and prospective donors.
- Active cultivation of regional partners to increase collaborative initiatives and expand available funding for addressing big and critical community issues.
- through The Pittsburgh Foundation's broad back-office and support services, including finance and administration, development and donor services, grantmaking and marketing.
- Access for donors to The Pittsburgh Foundation's more diverse and robust investment options for endowment funds.

"Our overarching objective is to create a strong and resourceful community foundation that is better placed to serve the families, individuals and organizations of Westmoreland County," said Vincent J. Quatrini, Jr., Chairman of the CFWC's Board of Directors. "We are honored and delighted to be joining with The Pittsburgh Foundation, an organization that is recognized regionally and nationally for its bold, inspiring leadership and its transformative philanthropic work."

"Human, social and cultural needs do not cease at the county borders and this groundbreaking agreement will enable The Pittsburgh Foundation and the Community Foundation of Westmoreland County to develop a vigorous coordinated effort to the benefit of our region," said Greg Curtis, Chairman of The Pittsburgh Foundation's Board of Directors. "Our shared mission is, together, to build better communities."

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From left: Vincent Quatrini, Chairman of CFWC's Board, Grant Oliphant, President and CEO of The Pittsburgh Foundation, and Kirk Utzinger, CWFC's President

**COMMUNITY FORUM SUMMER 2010** 

Foundations Merge continued

On completion of the merger process, CFWC's activities will continue to be overseen by its current 17-member Board of Directors who will form an advisory board reporting to The Pittsburgh Foundation's Board of Directors. CFWC's Board Chairman, Mr. Quatrini, will join The Pittsburgh Foundation's full Board.

CFWC's employees—four full-time and one parttime—will integrate with The Pittsburgh Foundation's staff and will continue to work from CFWC's existing Greensburg offices.

Benefits for the Westmoreland region resulting from the merger will continue to grow over time, said Grant Oliphant, The Pittsburgh Foundation's President and CEO.

"Our guiding principles in our conversations with CFWC have been to give donors and nonprofit organizations in Westmoreland access to the very best in community philanthropy while preserving local identity and decisionmaking," he said. "We will help CFWC to strengthen its presence, providing valuable resources and expertise. There are many critical issues that are common to both organizations and this merger will create a significant regional focus for creating positive, sustainable and transformative impact for our broad community."

Discussions between both foundations began in 2009, initiated by CFWC, concerned that its size may inhibit its abilities long-term to fulfill its ambitious goals as a community foundation for the Westmoreland region.

Established in 1995, CFWC currently has 363 donor was approximately \$33.7 million. funds and assets in excess of \$17 million. Its grantmaking in 2009 totaled \$1.14 million, but of this, less than \$150,000 was available to CFWC for discretionary funding.

"OUR OVERARCHING OBJECTIVE IS TO CREATE A STRONG AND **RESOURCEFUL COMMUNITY FOUNDATION THAT IS BETTER** PLACED TO SERVE THE FAMILIES. INDIVIDUALS AND ORGANIZATIONS OF WESTMORELAND COUNTY."

> Vincent J. Quatrini, Jr., Chairman of the **CFWC's Board of Directors**

Since 2006, CFWC has almost doubled its assets and its number of donor funds.

"It is an issue of capacity and on our own, we lack the critical mass to continue to develop our organization at the pace we believe is required in order to provide the impact, engagement and resources that are so urgently needed in our community," said Kirk Utzinger, CFWC's President. "We embrace this exciting venture from a position of strength recognizing the enormous potential it has to generate positive change and benefit for our community. This is the right time and the right move for us and The Pittsburgh Foundation provides us with the perfect partnership.'

The Pittsburgh Foundation currently has more than 1,300 donor endowment funds, and grantmaking for the Foundation and its supporting organizations in 2009

More information on the planned merge is available via The Pittsburgh Foundation's web site at:

www.pittsburghfoundation.org.

# **DONORCENTRAL:**

#### ACCESS YOUR FUND INFORMATION MORE FREQUENTLY ONLINE

As a Donor to the Foundation, you can now view your Fund's information electronically on a monthly basis. The Foundation is pleased to institute this new change from quarterly reporting to monthly reporting.

Beginning in May 2010, The Foundation will send a monthly fund status report to your email address. You may also view your Fund's market value, grants paid, and contributions received by logging into the DonorCentral website, an online resource of The Pittsburgh Foundation. This easy-to-use site provides a history of your Fund activity as well as the current balances in the principal and in the grantmaking account, allowing you to recommend grants based on current information.

Visit www.pittsburghfoundation.org and click the link for DonorCentral. You will be prompted to enter a user ID and password. Upon secure entry to the site, you can view current fund information, review the past four quarters, and make an online grant recommendation if you so choose. Grant recommendations received online are processed within seven business days.

If you have not signed up to use DonorCentral please contact Willa Dukes at dukesw@pghfdn.org or (412) 394-2608 in order to receive a user ID and password and guidance on how to access your Fund information easily.

## TWO FOUNDATION **BOARD MEMBERS RETIRE**

TWO MEMBERS of The Pittsburgh Foundation's Board of Directors, Linda Dickerson and Nancy Washington, retired at the Board's annual meeting in March after both completed three three-year terms, the maximum permitted under the organization's by-laws.

Each was presented with a glass spinner, made by awardwinning Pittsburgh artist, Kathleen Mulcahy, and Board resolutions honoring their service were passed unanimously.



Linda Dickerson and Nancy Washington both joined the Board in 2001. Ms. Dickerson served on the Board's Executive, Audit, Governance and Human Resources and Compensation committees and she also served for many years as Assistant Secretary to the Board and Chair of the Foundation's

former Communications and Marketing Advisory Committee.

Ms. Washington helped to oversee the organization's structural realignment, and as Vice Chair and then Chair of the Governance Committee, she was instrumental in the Foundation's mission to enrich the Board through the cultivation of new and more diverse members. She also held the key position of Secretary to the Board, previously serving as Assistant Secretary, and she was a member of the Foundation's Development and Finance committees.

Both were commended by the Board as respected and valued directors whose significant contributions helped to guide the Foundation through transformation and growth, for their exemplary leadership and their extensive work in the Pittsburgh community.



From left: Greg Curtis, Chairman of the Board, presented Nancy Washington and Linda Dickerson (inset) with their commemorative gift at the annual meeting. Ms. Dickerson was unable to attend.

#### **UPCOMING EVENTS**

Women Investing Wisely -Financial Planning for Women's Unique Needs Presented by Kim Tillotson Fleming, President of Hefren-Tillotson, Inc. Thursday, June 3, 2010 11:30 a.m. – 2:00 p.m. The Duquesne Club



Pathways to the Promise Tuesday, June 15, 2010 5:30 p.m. – 8:00 p.m. CAPA Performing Arts High School

How Much is Enough? Presented by Pete Eberhart, Managing Director, Henry H. Armstrong, Inc. Wednesday, June 16, 2010 11:30 a.m. – 1:30 p.m The Pittsburgh Foundation



Myths and Realities: **Estate Planning and Administration for Women** Presented by Wendy D. Heleen, Esq., Partner, Goehring, Rutter & Boehm Thursday, September 16, 2010 11:30 a.m. – 1:30 p.m. The HYP Club



**Estate Planning in Uncertain Times** Presented by David J. DelFiandra, Esq., Partner, Leech Tishman Fuscaldo & Lampl Wednesday, September 15, 2010 11:30 a.m. – 1:30 p.m. The Pittsburgh Foundation



For more information on upcoming events please contact Willa Dukes at (412) 394-2608 or dukesw@pghfdn.org

# KEER

PROTECTING THE THREE RIVERS THAT DEFINE PITTSBURGH

PITTSBURGH'S THREE RIVERS (Allegheny, Monongahela and Ohio) have long been a symbol for the region. They are celebrated with a fountain at the confluence and are an inspiration to the city and the surrounding areas. Residents interact in their daily lives at nearly every spot along the river, whether it is recreation, commerce, sustenance, or simply rest and relaxation.

There are several organizations devoted to river issues from developing better land use to providing more recreational opportunities. However until June of 2009, there was not one devoted to protecting Pittsburgh's major resource, its water. Last year that changed, when Ned Mulcahy applied for and was accepted into the Waterkeeper Alliance.

The Waterkeeper movement began in the late sixties on the Hudson River in New York. Concerned with rampant pollution that had effectively killed the river; a grassroots effort formed to enforce existing protection laws. The local citizen effort produced staggering results that today can be seen by a healthy, thriving river and a national organization, The Waterkeeper Alliance.

**COMMUNITY FORUM SUMMER 2010** 

Founded in 1999 by environmental attorney and activist Robert F. Kennedy, Jr., and several veteran waterkeepers, Waterkeeper Alliance is a global movement of on-the-water advocates who patrol and protect over 100,000 miles of rivers, streams and coastlines in North and South America, Europe, Australia, Asia and Africa, including the Three Rivers Waterkeeper founded by Ned.

Ned grew up in Westmoreland County, graduating from Greensburg Salem. Having lived in a region with an abundance of natural beauty, he had a strong appreciation for the outdoors. However, his father, a social worker on the front lines of the small communities in the area, gave him a foundation in human needs of the community, often missed by visitors to the area.

After graduating from Allegheny College, Ned left the area for Minneapolis. While selling real estate, he developed a rapport with the attorneys he was working with that developed into an interest for law. That interest brought him back to Pittsburgh in 2006, where he attended the law school at the University of Pittsburgh.

He combined his passion for the outdoors and community health by concentrating on environmental law. "Environmental law is really health law," he explained. "It has a direct impact on health by keeping hazardous items away from people."

While at the university, Emily Collins reformed the Environmental Law Clinic at the University. The clinic consults with environmental groups on possible legal actions. "Emily heard about The Waterkeeper Alliance and passed along information to me. I said I am going to do this."

Ned was completing his law degree and studying for the Pennsylvania Bar Exam while forming Three Rivers Waterkeeper. "I'd work on building the organization when I was procrastinating studying for the exam," he said. "The national organization has 13 core principles that each chapter must uphold, but other than that there was no manual or money and they encourage a local strategy for protection and advocacy be developed." The principals include being an informed environmental advocate, a community servant, a trusted spokesperson, and a thorough investigator.

In January, Ned had much of his funding in place. The Pittsburgh Foundation provided \$60,000, including \$20,000 from a donor fund. With these grants in place, Ned was able to hire Patrick Grenter, a friend from law school. "Patrick was so enthusiastic about joining Waterkeeper that he took a job hanging dry wall while he waited for me to raise funds," said Ned. Patrick will handle legal affairs and research as well as be the primary litigator for the organization.

On a typical day, Ned and Patrick can be found on the water in their small green boat. That was not the case at first. "We needed \$15,000 to purchase a boat," said Ned. "Actor David Conrad, a Swissvale native, liked our mission and wrote us a check to cover the purchase."

Three Rivers Waterkeeper actively monitors what is coming into our river systems, especially inputs from the area's aging sewage system which continues to dump into the rivers. "We will monitor permits to ensure that they are being followed and not exceeded," he explained. Ned pointed out several children's rope swings directly next to signs warning of potential hazardous conditions in the river. "We need to better educate our citizens; I don't think they know what they are really swimming in."

In addition, the organization will monitor water quality and fish populations. Regular information on river

"EXISTING LAWS NEED TO BE BETTER ENFORCED AND CITIZENS NEED TO KNOW THEIR RIGHTS. FOR EXAMPLE IN THE CLEAN WATER ACT, THERE IS A PROVISION THAT ALLOWS CITIZENS TO TAKE ACTION WHEN THE GOVERNMENT FAILS TO ACT."

Ned Mulcahy, Founder, Three Rivers Waterkeeper conditions will be posted on the web at www.threerivers-waterkeeper.org. The group is looking to add additional measuring equipment, such as a probe that can measure chemical content quicker and with less expense than analyzing water samples.

Ned stressed that there is less of a need for additional regulations. "Existing laws need to be better enforced and citizens need to know their rights," he said. "For example in the Clean Water Act, there is a provision that allows citizens to take action when the government fails to act."

Ned and Patrick also plan to engage citizens in grass-roots protection efforts. "We want to go into the communities, especially the small communities that have less voice, and find out what they are most concerned about," said Ned. "We have finite resources and want to make sure we address the most pressing concerns of our community."

Through Three Rivers Waterkeeper and citizen engagement, Ned is confident that Pittsburgh's rivers will continue to improve and be a source of pride for the area for many years to come.

#### Small boat, big attention: Two huge USX tugs were

deployed to confront the tiny Waterkeeper craft as it navigated close to the Clairton plant. The Foundation's photographer, Joshua Franzos took pictures from a nearby kayak which was almost capsized by a third tug which passed at high speed.















# BIKING ROUND TRIP FROM PGH

TO D.C.

By Shannon M. Nass

Two bicycle tourists head towards Washington, D.C. at the Continental Divide east of Meyersdale.

VISITING THE BEACH CAN BE A WELCOME RESPITE from the grind of everyday life, but one of the hottest travel itineraries is located right in our own back yard. Adventure waits with a bicycle trip along the Great Allegheny Passage and C&O Canal Towpath from Pittsburgh to Washington, D.C.

Whether this trip has been a longtime dream or just a passing thought, seasoned trail riders Mary Shaw and Roy Weil of Pittsburgh offer the following advice:

"Just do it."

Shaw is a professor of computer science at Carnegie Mellon University, and Weil is a civil engineer. They have each won awards from Venture Outdoors and REI (Recreational Equipment Inc.) for their work promoting outdoor recreation, and currently serve as donor advisers of the Trail Volunteer Fund at The Pittsburgh Foundation. This husband-and-wife team began making the trip end to end in 1997, and has since completed it 10 times.

"When we first started doing this 10 years ago, it took a certain amount of determination and logistics and heroics to do it because there were so many incomplete sections of trail that you had to think about how to get around," said Shaw. "It no longer takes heroic efforts to do this. It's now easy."

The article featuring **Foundation donors** Mary Shaw and Roy Weil is reproduced with kind

permission of freelance writer, Shannon Nass and the Pittsburgh Post-Gazette.

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The photograph is by Mary Shaw.

"IT'S THE KIND OF TRIP THAT **WE'VE HAD PEOPLE ON THE** TRIPS WHOSE ADVANCE TRAINING WAS EXACTLY ZERO AND THEY DID IT."

**Mary Shaw** 



Shaw and Weil reach out to potential through-riders by pooling their experience, offering information and assistance in planning trips between Pittsburgh and Washington, D.C. They've coauthored a book, "Linking Up: Planning Your Traffic-Free Bike Trip Between Pittsburgh, Pa. and Washington D.C. via the Great Allegheny Passage and C&O Canal Towpath" (Great Allegheny Press).

Shaw and Weil will offer a free presentation on through-trip planning from 7 to 8 p.m. Thursday at Peters Township Library.

If you can ride 30 miles on two consecutive days, you meet the physical requirements to make the trip. Their recommended 30-mile interval is for indoor lodging **PRETTY MUCH ANYBODY CAN DO.** purposes, as there are few stretches where the distance between lodging is greater. For them, training begins as soon as the snow is cleared from the roads and picks up as they get closer to their departure date.

> "It's the kind of trip that pretty much anybody can do," said Shaw. "We've had people on the trips whose advance training was exactly zero and they did it."

> Shaw and Weil typically make the trip in May, June or September; however, they consider the trails beautiful no matter what the season. When planning a trip, it is important to consider how much time you want to spend taking in the sights.

> "It depends on how hard you want to ride, how much riding you do and how much time you want to spend stopping along the way to look at things," said Shaw.

> Shaw and Weil recommend riders allow nine days to give plenty of time to enjoy the scenery and explore the little towns that parallel the trail. With more time, riders can also take into account rain days, which will slow the pace. If a nine-day journey is not an option, shorter trips are quite possible and can still allow time for frequent sightseeing stops.

> Shaw and Weil also recommend forgoing indoor lodging and taking advantage of the hiker-biker campsites along the way.

> "It's like being turned loose unattended in the history of science and technology museum and being told I can spend the night," said Shaw. "Everything is out there and you can touch it and walk around it. There are no artificial barriers."

> The campsites are well maintained by the National Park Service and offer a safe haven between stops. There is no motor vehicle access to the sites, so riders who plan on camping will need to carry their gear in panniers or on a trailer. The campsites are free and offered on a first-come, first-served basis.

> If a hot shower and a pillow are preferred, consider pulling into numerous bed and breakfasts along the way that cater to trail riders. When using indoor lodging, reservations should be booked well in advance—some of the towns don't have a large stock

> To cut down on the amount of baggage, plan to purchase food along the way. There are a number of grocery stores and restaurants convenient to the trail.

> Another consideration to make when planning a trip is whether to carry baggage or book a commercial trip where bags are carried for bicyclists. Carrying gear in panniers is more cost effective, but commercial outfitters offer the ease of riding without the extra weight, and they do all of the planning. More than a dozen planned rides are scheduled throughout the year. Shaw and Weil host the Internet site www.yockatomac.org, which contains a calendar listing commercial trips.

> "The easy way to make the trip is to pick one of those, make those your vacation dates and pay somebody to do all the reservations for you," said Shaw.

Shaw says there are a few things riders should know before they go:

"You should know how to change a flat tire, how to recognize poison ivy and keep your hands off it, and how to set up a tent," she said.

Checking gear before leaving is an absolute must—make sure everything is in working order before making the first pedal stroke.

Following the library program, Shaw and Roy Weil's book will be available for purchase, with all proceeds benefiting the Great Allegheny Passage.

For more about the Great Allegheny Passage, visit www.atatrail.org. Read about the C&O Towpath Trail at http://bikewashington.org/canal.

WHILE THE PITTSBURGH ARTS SECTOR has experienced significant financial hardship, contraction and a few casualties as a result of the economic distress of the past two years, the arts remain a key driver of the region's economy and quality of life. In fact, when *Forbes* Magazine recently named Pittsburgh as its "Most Livable City" for a second year, the arts scene was on top of the list as the reason why.

Small and mid-sized arts organizations contribute a great deal to the vibrancy of the local arts scene and have weathered the downturn with an optimistic spirit. Mid-sized organizations have been hit especially hard. With more staff than small organizations and less cash reserves than large organizations, those in the middle are particularly stretched. Smaller groups, more accustomed to operating on shoestring budgets, managed better but continue to engage in an ongoing struggle to survive.

Each year, The Pittsburgh Foundation makes roughly \$350,000 in grants specifically to organizations with budgets under \$600,000 through The A. W. Mellon Educational & Charitable Trust Fund. This fund works to assure the exceptional quality of small and mid-sized arts and ensure their existence on the regional cultural landscape. In addition, The Foundation invests in the work of service organizations like the Greater Pittsburgh Arts Council (GPAC) and special initiatives like the Pennsylvania Cultural Data Project, which strengthen the sector as a whole.

"In the face of diminished resources all around, there is a real sense of collaboration among local arts funders in supporting small and mid-sized organizations," says Germaine Williams, Program Officer for Arts and Culture at the Foundation. "It's hard to talk of opportunity in crisis, but the financial crisis has forced arts organizations to chart a mission-critical course, reevaluating every part of their operations and deepening relationships with constituents and partner organizations. Arts advocacy against funding cuts and as a part of regional events like the G20 have truly galvanized the arts sector."

The Foundation has sought balance in its approach to prioritizing the arts within the context of the economic downturn, says Williams. After the economy rebounds, The Foundation does not want to have squandered years of investment in the region's quality of life by neglecting the arts.

"We also recognize that the arts have real economic impact, supporting over 10,000 full-time equivalent jobs in Allegheny County, and that the community relies on the arts in complex ways socially," he adds. "So, we have made tough decisions and will continue to do so, but our commitment to the arts and to small and mid-sized organizations in particular, remains very strong."

Pittsburgh medium and smaller organizations have their own stories to tell when it comes to the challenges they are facing. Silk Screen Asian American Film Festival's Executive Director Harish Saluja braced himself for the worst when the economy took a dive in 2008. A medium-sized arts organization that relies on foundations and sponsorships, Saluja knew it would mean belt tightening, which ultimately has come to pass. Silk Screen has reduced staff and salaries and cut its budget.

# Quantum Theatre The Task (April 22 through M

(April 22 through May 9, 2010) Directed by Jed Allen Harris Performed at the Gage Building, an old warehouse in the Strip District.

# Pittsburgh is Art...And it's evolving

by Deb Smit





The organization's mission to share authentic Asian and Asian American history, culture, and experiences has suffered as a result, he says. With diminished resources, Silk Screen can't begin to provide the aesthetic value if they can't bring artists here from Asia.

"This is the first year we've been unable to invite anyone from Asia to the film festival," says Saluja, clearly disappointed. "We normally have almost a dozen filmmakers who visit us. Santosh Sivan, one of the leading film directors from India, was so taken by Pittsburgh that he vowed to use the city as a future filming location.

"Good stuff is still happening," he points out. "We're doing programming with children's museums and schools, just not at the level we wanted. We've bitten the bullet, especially on salaries."

"We've been going on for 28 years and we're still on a shoestring, so we really didn't have a problem during the crisis," says Pamela Johnson, co-founder of the Afro-American Music Institute, a small arts group that relies heavily on grants from foundations and tuition to run the music classes and special programs it offers to children in Homewood. "Sometimes I wonder how we've done it over the years, but we've been doing it for so long, and we're still in business. We must be doing something right."

"Everyone has had to pull back, including our own operation," admits Mitch Swain, CEO of GPAC. "Many have had to cutback not so much on the program and delivery of their mission but in every other way they can. Others are hiring smaller casts."

The fiscal pulse of the arts scene is best told through a series of three surveys conducted by GPAC since February 2009. This snapshot of 65 local organizations raises several concerns, says Swain.

The biggest is the decrease in state grants. The Pennsylvania Council on the Arts' (PCA) funding for the arts across the state has been cutback about 15 percent, from \$11 million to \$9.5 million in 2009–2010.

Because of its own cash flow problems, PCA has had to freeze distribution of funds to local arts agencies. Other funding sources have also contracted significantly.

Secondly, funding through the Allegheny Regional Asset District (RAD) is down by 10 percent. RAD, which comes from half the proceeds from the 1 percent Allegheny County sales and use tax, supports the funding of regional parks, libraries, recreation facilities and arts and cultural organizations.

RAD recently approved a 2010 budget that held the line on funding for libraries and regional parks and made modest cuts in other areas. Included is funding for a new Connections Grant Program that recognizes groups that submit plans to lower overhead and administrative costs by sharing or merging operations. Among the first recipients were Attack Theater and Pittsburgh Irish and Classical Theater.

Business and corporate sponsorship is also down. Foundation grants have decreased by 20 to 35 percent. Of the 65 agencies participating in GPAC's survey, 30 percent have cut a total of 75 people. Individual giving has been mixed, with some reporting an increase in donations while others were hurt because previous donors were no longer able to give.

Silver Eye Center for Photography offers a different perspective. Awash in new energy with the arrival of Ellen Fleurov as Executive Director last year, the organization brought on a new marketing and membership manager and welcomed several new board members last year.

"With turmoil comes tremendous potential," says Fleurov, who moved here from Atlanta. "We're all affected in terms of our funders and donors and the ability to give. This crisis forces us, whether we like it or not, to rethink things and take risks. The time of crisis is not the time to retrench. Now is the time to be innovative, take calculated risks that can move the organization forward."

Swain agrees that 2010 is bringing a sense of calm, shifting the tenor from one of fear to a cautious optimism. Nine months ago people were cutting back. Now there's a greater sense of comfort in what the future holds, he says.

"THE DARK CLOUDS THAT ARE SURROUNDING THE ECONOMY ARE LIFTING A BIT. WE'VE GROWN EVERY YEAR IN OUR 20 YEAR HISTORY UNTIL THIS CRISIS, THEN WE FLATTENED. WE HAVEN'T GROWN AT ALL THIS YEAR."

Karla Boos, Artistic Director, Quantum Theatre



Quantum Theatre's Karla Boos believes that the dark clouds surrounding the economy are lifting a bit. "We've grown every year in our 20 year history until this crisis, then we flattened. We haven't grown at all this year," says Boos, whose theatre falls into that middle range. "But people didn't want us to lose momentum. Thanks to their generosity, we've ridden out this crisis extremely well. We're used to doing much with little."

Andrew Paul, co-founder of Pittsburgh Irish and Classical Theatre, sees the crisis as an opportune moment for the group, which has a 2010 budget of \$1.1 million. The theatre had accumulated a significant deficit in 2007–2008 and had a strong financial plan in place when the economy began to slide. "In a way, we were ahead of it. If we had not already had a sustainability plan that involved cost cutting, we would have been blindsided."



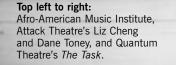


Photo: Matthew Kleinrock

# JEFFERSON AWARDS

Rewarding Pittsburgh's community service volunteers



Community Forum continues its profiles of Pittsburgh's 2009 Jefferson Award honorees, recognized at a presentation ceremony in April at Carnegie Music Hall.

Featured in the spring edition of the newsletter were Marilyn Long and Elizabeth Albright of Lydia's Place and Dr. Stephen Conti of Our Hearts to Your Soles. In this edition we profile Mary Savage and Dr. Jack Demos.

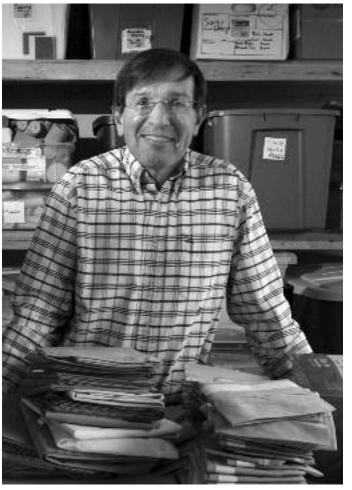
Mary Savage was chosen to carry Pittsburgh's flag of volunteerism to the national Jefferson Awards that will be judged over two days in Washington, D.C. later in June.

Six Jefferson Award finalists were chosen from 50 Jefferson Awards honorees selected from more than 150 community volunteers who were nominated throughout 2009 by Pittsburgh's public and the nonprofit sector. Each Jefferson Award finalist received a medallion and \$1,000 for the nonprofit organization of his or her choice.

The remaining two 2009 Jefferson Award finalists—Alicia Kozakiewicz, of the National Association to Protect Children, and Dr. Barbara Shore, of the Human Services Center Corporation—will be featured in the fall edition of *Community Forum*.

Grant Oliphant, The Pittsburgh Foundation's President and CEO, who helped to present the Awards, said: "The Jefferson Awards represents all that is good about Pittsburgh, providing us with tender and compelling examples of the selflessness, compassion and dedication that binds our community together."

The national Jefferson Awards program was launched in 1972 by the American Institute for Public Service to recognize those who perform remarkable deeds in community service without expectation of reward or recognition. Six years later, in 1978, the program was started in Pittsburgh, where it is co-sponsored by The Pittsburgh Foundation, the *Pittsburgh Post-Gazette*, The Heinz Endowments and Highmark.



#### DR. JACK DEMOS

#### Surgicorps International

In 1994, plastic surgeon Dr. Jack Demos founded Surgicorps International, a medical nonprofit organization dedicated to providing health care and reconstructive surgery to people in developing countries.

Since then, Surgicorps volunteer teams have taken more than 40 mission trips to Asia, Africa, Central and South America and performed close to 3,000 surgeries. Most of those operations have been performed on children suffering from congenital birth defects and burn scars, as well as other major deformities.

Dr. Demos' volunteer teams are comprised of dentists and general, plastic, orthopedic and gynecological surgeons that donate one or two weeks of their time each year to care for the less fortunate around the world. In 2008 alone, Surgicorps teams totaling 113 members performed 258 surgeries in Bhutan, Uganda, Guatemala and Vietnam.

Surgicorps also has sent non-medical relief teams to New Orleans and Cedar Rapids to aid in hurricane and flooding recovery. Overseas Surgicorps teams often include non-medical personnel consisting of high school and college students, their parents, and other individuals interested in improving our global society.

To learn more about Surgicorps International, visit **surgicorps.org** or call (412) 767-4185.

**HOW TO NOMINATE AN UNSUNG HERO** It might be a neighbor, a friend or a family member who dedicates his or her time and never seeks recognition. To nominate a volunteer or to learn more about the Community Champions program call (412) 263-3534.

#### MARY HAITH SAVAGE

#### Homewood-Brushton YMCA

Where most people see an empty lot, Mary Savage sees potential. Over the past 30 years, Mary has helped create more than a dozen beautiful gardens across our region from land that once sat vacant.

One such project transformed an unseemly, overgrown lot across from the Carnegie Library's Homewood branch into a beautiful landscape. Mary oversaw the entire project by leading a group of young people in cleaning up the lot, designing a garden, installing the plants — and now continuing with the upkeep.

Mary typically spends 40 hours per week beautifying the community and serving as a Master Gardener, a volunteer position that educates the public about gardening and horticultural issues. She is a founding member of both the Pittsburgh Shade Tree Commission and the Friends of Pittsburgh Urban Forest, where she continues to serve on the board.

Mary is currently focusing her efforts on improving the lots around Westinghouse High School and the Homewood YMCA. She has worked with many organizations in the past, but she especially enjoys sharing her love of gardening with young people to help them realize what they can achieve and to feel a sense of accomplishment.





AS A YOUNG BOY, Brian Bell experienced the generous outreach of his mom, Rosalie and his fire chief dad, Arthur, as they opened their modest Crabtree home to people who had nowhere else to go, or had fallen on hard times.

It was commonplace for a new face to appear at the family's dining table, including celebration occasions like Thanksgiving and Christmas, and Rosalie was never slow to extend the hand of help and support to friends and neighbors.

His parents' acts of kindness, especially those of his mother, were etched vividly on young Brian's memory. "We didn't have a great deal as a family, but mom was always giving to others," he recalls. "She would always share what we had; people would show up and she would always look after them."

As he grew older, Brian also became very aware of the sacrifices his parents had made for him and his sister, Terry and three brothers, Arthur, Michael and Dennis. "Mom's focus was her family and raising five children," he said. "She stayed home to make sure that she was there for us and that we had everything we needed. Both of my parents were high school graduates, and they were very proud to have put each of us through college."

When Rosalie passed away in 1999, aged 61, following a long illness, her children considered ways that they could honor her lasting memory. Then Brian, the youngest, heard a donor with The Pittsburgh Foundation talk about his fund during a presentation hosted as part of the Leadership Pittsburgh program.

"It seemed such an appropriate way to keep my mother's memory alive," he said. "The presentation was revealing to me because I'd always thought that only the wealthy could start funds at the Foundation, but I learned that we could start small and build the fund over time."

Brian, supported by his siblings, created the Rosalie Fund in 2006 as part of the Foundation's fund for public giving, and following steady contributions over almost four years, the family reached the \$10,000 minimum for the fund to become fully established in January this year.

The Rosalie Fund is now qualified to award grants, under the guidance of its advisors, Brian and his sister and brothers. "I think we will want to focus our grantmaking largely on children's causes, because this is something about which our mother cared so deeply," said Brian, who works as an

Analyst for the Allegheny County Department of Human Services. "But we will continue to contribute and add to the Fund as and when we are able to in order to maximize our grantmaking capabilities."

Brian now has a family of his own and lives with his wife, Sheila and their two children Parker, 6, and Selina, 2, in Churchill. "I'm at the stage of my life of having children of my own and I appreciate all the more how difficult it is to keep doing the right thing for my family," he said.

"My mom taught her children well and I still want to please her and make her proud. I know that the Rosalie Fund will continue to do that for many, many years to come."

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# **FAMILY FOUNDATION FUNDS**

## AT THE PITTSBURGH FOUNDATION

THE PITTSBURGH FOUNDATION often hears from individuals and families who currently operate a private foundation. For many, the administrative burden becomes arduous and expensive and questions regarding the future of the private foundation arise.

The Pittsburgh Foundation is an excellent resource for individuals with private foundations who are either seeking ways to ease administrative overhead, enhance programmatic expertise, or explore legacy and succession planning. As a community foundation, the Foundation is legally classified as a publicly supported charity, and as such, offers excellent benefits to philanthropists.

For individuals concerned about the future of their private foundation, legacy and succession planning may be accomplished by transferring remaining assets into one or more funds such as a Family Foundation Fund at The Pittsburgh Foundation. We work with donors to craft guidelines that capture their philanthropic intentions, or establish individual funds for heirs to carry out their interests.

# **Commonly Asked Questions** and Benefits

The following are some commonly asked questions and benefits regarding the transfer of a private foundation to The Pittsburgh Foundation:

# If I choose to transfer my private foundation to The Pittsburgh Foundation, what are my options?

The Pittsburgh Foundation offers several fund choices to donors in this situation such as a Family Foundation Fund. Through this fund type, you maintain the advisory capacity over grant making, and name identity, anonymity if you choose, but the community foundation assumes responsibility for all administrative tasks including accounting, grant application due diligence, grants follow-up and IRS reporting.

#### How are fund names selected?

The choice is yours. Some examples are The John and Jane Miller Family Foundation Fund, The Jones Charitable Trust, The Smith Philanthropic Fund, but we have seen all kinds of variations.

#### Will my family members be involved?

The donor establisher determines the advisory board and how/if successors are chosen.

# I prefer that my foundation information remain confidential. Is this possible through The Pittsburgh Foundation?

The Pittsburgh Foundation provides anonymity for all funds. Grantmaking through your Fund can be anonymous (or selectively anonymous). On the other hand, private foundations require disclosure and their information is freely accessible on websites such as **www.guidestar.org** where members of the general public can review your tax returns (990PF), to whom you grant, your board, foundation assets, etc.

## Must I follow the private foundation 5% payout mandated by the IRS?

No. There is no minimum payout requirement with a Family Foundation Fund at The Pittsburgh Foundation.

More favorable tax consequences: All new contributions to a Family Foundation Fund at The Pittsburgh Foundation would increase your philanthropic deductibility relative to your AGI [50% of Adjusted Gross Income (AGI) versus 30% for a private foundation; and up to 30% AGI on long-term appreciated property (20% for a private foundation)].

**No excise tax:** A private foundation requires you to pay 1–2% excise tax on the foundation's investment income. Funds at The Pittsburgh Foundation are not subject to excise tax.

Relief of administrative responsibilities: The Pittsburgh Foundation offers relief of the administrative responsibilities of managing your philanthropy. We would handle all of the requisite state and federal reporting, audits, and filings. The Board of your private foundation, by contrast, is responsible for the above.

#### Can I keep my current investment manager?

Foundations with minimum balances of \$250,000 may elect to keep their current investment manager or invest in the Pittsburgh Legacy Fund. (Subject to final approval of the selected investment manager by the Foundation's Investment Committee).

## What happens when I am no longer willing or able to advise on the Foundation?

You have multiple options: name successor advisors; craft language that will describe your intentions for generations to come and/or work with The Pittsburgh Foundation to handle your intentions.

Access to resources: The Foundation offers a staff of knowledgeable and professional donor services staff and program officers who provide a very high level of personal service and attention. You and your family would be assigned a donor services officer who would be available to assist with any issues that may arise in the administration of your fund including responding to grant inquiries, providing research on charities of interest, facilitating grant distributions, insuring grant follow-up, and providing quarterly fund status reports.

The program officers are available when requested to advise and assist in evaluating and selecting grantees. Additionally, we offer site visits to area nonprofit organizations that are of interest to donors, as well as educational events and lectures that enable donors to learn more about the needs of the community.

The Pittsburgh Foundation can provide you and your family with an efficient and effective way to conduct your philanthropy, while allowing you the opportunity to focus your energies on the true joys of philanthropy.

#### **Test Drive Us**

For a private foundation whose members would like to experience the benefits of a fund at The Pittsburgh Foundation, we offer the option to create a Donor Advised Fund. This allows private foundation members to 'test drive' The Pittsburgh Foundation without making a termination election at the outset.

Termination of a private foundation into a Family Foundation or other fund at The Pittsburgh Foundation is relatively simple, but should be done in consultation with an attorney.

**For more information,** please contact our Development Department at (412) 394-2653.

# The Pittsburgh Foundation Named Community Leader of the Year

Junior Achievement of Western Pennsylvania (JA) named The Pittsburgh Foundation the Community Leader of the Year—citing PittsburghGives, Neighbor-Aid, and The Pittsburgh Promise as pivotal programs in the community—at its Spirit of Enterprise Dinner and Awards Ceremony in March

The annual event recognizes the achievements of Pittsburgh's business leaders and organizations that work to make a lasting impact in the community and enrich the lives of its inhabitants. Bill Lambert, CEO of Mine Safety Appliances and this year's Awards Chairman presented Grant Oliphant, President and CEO of The Pittsburgh Foundation with the award on behalf of the Foundation.

Junior Achievement also honored Dr. John Murray, the late George Tippins (accepted by his son, John Tippins), Joseph Massaro III, UPMC (accepted by Bob Cindrich) and PNC CEO Jim Rohr, who received the Fred Rogers Good Neighbor Award.

"Over the years The Pittsburgh Foundation has done an immeasurable amount for the city, as well as for those that call it home," said Mr. Lambert. "That is why The Pittsburgh Foundation is this year's Community Leader of the Year."

"I want to thank Junior Achievement for this recognition," said Grant Oliphant. "It was an honor to accept this award on behalf of the Foundation and its family of donors who are striving to build a better community."

The 2010 Spirit of Enterprise Honorees: (From left) Grant Oliphant, accepting on behalf of The Pittsburgh Foundation; Robert Cindrich, accepting on behalf of UPMC; John Tippins, accepting on behalf of George Tippins; Dr. John Murray; Jim Rohr; and Joe Massaro, III.



NEW VOICES OF YOUTH COMPETITION FOCUSES ON









"RESEARCH SHOWS THAT THE EARLY DEVELOPMENT OF CHILDREN IS WHEN THEIR BRAINS GROW AND DEVELOP MORE THAN AT ANY OTHER TIME IN THEIR LIFE. THEIR VOICES CANNOT BE HEARD IN OUR COMMUNITY ON THEIR OWN AND THE COMPETITION IS LOOKING FOR PROJECTS THAT CAN BE THAT VOICE AND ADVOCATE FOR OUR CHILDREN."

Jeanne Pearlman, Senior Vice President of Program and Policy, The Pittsburgh Foundation.



Winners also announced in Youth Creating Change Competition THE PITTSBURGH FOUNDATION has launched a new Voices of Youth on-line grant competition, seeking projects that will advocate for young children's issues.

**Under 4 Feet Tall** is the final phase of the current three part series developed jointly with The Grable Foundation designed to encourage public involvement in community grantmaking initiatives.

"Research shows that the early development of children is when their brains grow and develop more than at any other time in their life," said Jeanne Pearlman, Senior Vice President of Program and Policy at The Pittsburgh Foundation. "Their voices cannot be heard in our community on their own and the competition is looking for projects that can be that voice and advocate for our children."

Youth serving organizations and members of the community were encouraged to participate in designing projects that will give a voice to issues facing our youngest citizens via an on-line portal at http://www.pghvoicesofyouth.com, where ideas can be submitted as well as discussed in a public forum. Finalists will be announced June 4, too late to include in this edition.

Public voting will begin June 7 and conclude on June 18. The three winning projects chosen by the public will each receive grants of up to \$15,000.

"We are encouraged that Under 4 Feet Tall will bring to light ideas for the youngest members of our community that will help them grow," said Gregg Behr, Executive Director of The Grable Foundation.

The Voices of Youth series of competitions kicked off in 2009 with Art in Public, and was followed earlier this year with Youth Creating Change. The winners from Youth Creating Change were announced too late to include in the last edition of Community Forum. The public chose the following three projects to receive \$15,000 each in grants:

Millvale Children's Library – Millvale has never had a library, and building one has long been supported by residents of all ages. Not only will this grant help to build a functional children's library in the Millvale community, but will also bring together many people of all ages to help build it.

**Extreme Home Makeover, Steel Valley Edition**–120 students from the Steel Valley School District will renovate local homes in Homestead, Munhall and West Homestead. The project hopes to have students and residents gain a sense of pride in their community and maintain better living conditions for the future.

**Get Ur Good On Academy Charter School Day of Service**—The Academy Charter School is a school designed specifically for Pittsburgh Public High School students on probation from the Allegheny County Juvenile Courts. These students have begun to participate in community service programs. "Get Ur Good On" will celebrate and grow these programs, providing students with opportunities to serve and be leaders in their communities.

Progress on these projects as well as the two winners from the first competition, Art in Public can be reviewed on the Voices of Youth website.

"The Voices of Youth series gave the public an opportunity to have a voice in grant-making," said Grant Oliphant, President and CEO at The Pittsburgh Foundation. "The public has embraced that challenge and enabled projects that will be extremely beneficial to our region's youth."

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THE PITTSBURGH FOUNDATION SUMMER 2010



In the coming weeks, business leaders will receive information about the critical importance of investing in the Promise, a game-changing big idea for the economy of our region. It is already recognized as a national model for such programs in terms of advancing educational initiatives while helping students to plan, prepare and pay for their post-high school education. With more than 1,700 families of Promise scholars already benefiting from scholarships, many community businesses and individuals are doing their part.

Outdoor billboards, donated by Lamar Outdoor Advertising and UPMC, feature messages about the importance of investing in this program, including a reference to a recent study by CEOs for Cities that stated "...for every one percentage point gain in the number of college graduates, the region stands to gain \$1.8 billion in the local economy."

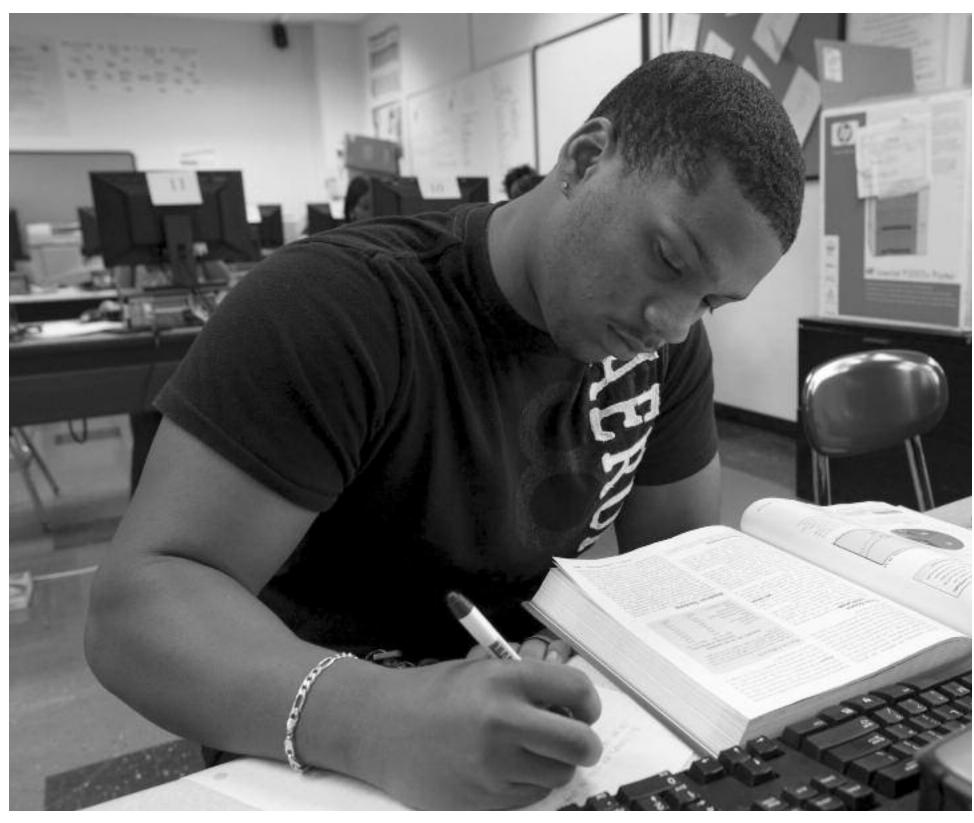
Many individuals in the community wish to support the Promise as well. For example, a couple who will be married this summer have suggested to their wedding guests that, in lieu of gifts, donations be made to support The Pittsburgh Promise. The bride is an employee of the Pittsburgh Public Schools and the groom is employed by the City of Pittsburgh.

The Pittsburgh Foundation invited the general public to make contributions to the Promise through its PittsburghGives on-line program whereby donors were encouraged to make contributions between May 17 through 28.

"We are encouraged by the growing support of the Promise throughout our community," said Saleem Ghubril, Executive Director of the Promise. "We are fortunate to have this initial support of the business and foundation community, as they represent the fulfillment of the initial challenge grant by UPMC to help initiate change that will have a lasting impact on the region. Through this program, our region is taking responsibility to create a better educated and prepared workforce, and consequently improving prospects for our young people and for sustainable economic growth," added Ghubril.

The Promise's fund-raising effort is in the process of completing its second full year of attracting donor support and is now in the process of formally asking leaders in the corporate community to get involved by supporting this economic development initiative with a monetary commitment to help reach its \$15 million annual goal. Doing so will help take advantage of the initial \$100 million challenge grant from UPMC which has pledged to give the Promise \$1 for every \$1.50 that the community gives by June 30th of each year, up to \$10 million annually.

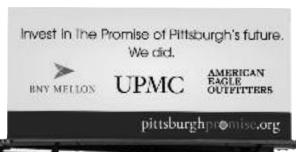
The Pittsburgh Promise was established at The Pittsburgh Foundation in December 2007 with a \$100 million commitment from UPMC (University of Pittsburgh Medical Center). During its first two years, the Promise has invested more than \$8 million in educational scholarships. The Class of 2010 is expected to add approximately an additional 750 students to this scholarship initiative.

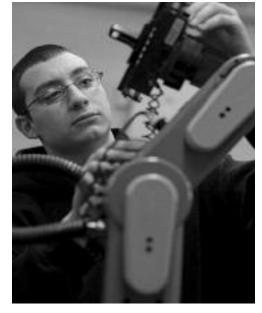


"We are encouraged by the growing support of the Promise throughout our community. We are fortunate to have this initial support of the business and foundation community, as they represent the fulfillment of the initial challenge grant by UPMC to help initiate change that will have a lasting impact on the region."

Saleem Ghubril, Executive Director, The Pittsburgh Promise

One of the current billboards that recogizes the investment that our business community has made to the Promise.









Five PPG Place Suite 250 Pittsburgh, PA 15222

about issues in which the Foundation is involved and those affecting our community. To submit a letter for publication in Community Forum, send it to the Foundation to the attention of Stephanie Higgins, Communications Associate, The Pittsburgh Foundation, Five PPG Place, Pittsburgh PA 15222 or email: higginss@pghfdn.org

PLEASE SHARE YOUR THOUGHTS AND IDEAS

### STAY CONNECTED

Visit Our Blog. Community E-Forum, is for everyone who shares our mission to make this community a better place for us all. Subscribe to the RSS feed and never miss a post at: http://blog.pittsburghfoundation.org

**Connect with The Pittsburgh Foundation** on Facebook: http://tinyurl.com/PghFdnFacebook

Follow The Pittsburgh Foundation's updates on Twitter @PittsburghFdn or http://twitter.com/PittsburghFdn

#### IS YOUR PROFESSIONAL OR SOCIAL **ORGANIZATION LOOKING FOR PRESENTERS?**

Members of the Development and Donor Services staff of The Pittsburgh Foundation are available to present on a variety of topics related to charitable giving and the work of The Foundation in our community. Presentations can be tailored to your organization's specific needs. Please call Kristin DeAngelis at (412) 394-2606 for more information.

# **NEW FUNDS**

March 1, 2010 - May 30, 2010

Gerszten Family Fund Kathryn Giarratani Scholarship Fund of The Western Pennsylvania Herb Society Rosalie Fund

Design: Wolfe Design, Ltd. Photography: Josh Franzos

