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FORUM



FEATURE STORY

LOVE IS STRONGER

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TYPICALLY, THE HOLIDAY MESSAGE from a community foundation’s leaders reports on the good that has come from its family of donors and grantees, and it celebrates all the ways in which life in the Pittsburgh region has been made better, especially for those who need it most.

But there is no getting around it: This has been a very tough year for Pittsburgh. Our spirits have been challenged repeatedly by adversity.

Eleven dead and six wounded in an attack on a synagogue in Squirrel Hill; a fractious mid-term election blotted nationally by package bombs and charges of voter suppression; an African American high school student shot in the back and killed while fleeing police despite being unarmed; a devastating grand jury report that found priests from six area Catholic dioceses had sexually abused children; the brutality of our regional opioid crisis brought home by the death of an internationally famous rapper; the struggles of Allegheny County communities hit hard by flooding; and increased worries over climate change.

Our point in running this list is not to send you into a holiday depression. In fact, it’s the exact opposite.

In a year strained by man-made and natural calamities, Pittsburghers confronted, overcame and uplifted. They doubled down in giving their time and treasure to those in need. Residents tuned out divisive political and cultural background noise to commit intentional acts of kindness, courage and civic duty.

As binders of wounds and comforters of broken hearts, residents validated renowned historian and author David McCullough’s description of the Pittsburgh character: “...the natural friendliness, the pride taken in work, the dislike of hypocrisy and the willingness to respond quickly and quietly to a neighbor in need. Innovation, ingenuity, determination and humor are freely shared to get through adversity.”

Here are a few examples of how the Pittsburgh Character shone brightly in the dark periods of this year:

MARCH 24: 30,000 people participated in March for Our Lives Pittsburgh, one of many city satellite rallies against gun violence across the country that coincided with the national event in Washington. The protests were planned by student survivors of the February mass shooting at Marjory Stoneman Douglas High School in Parkland, Fla., in which 14 students and three teachers were killed. Cory Stinedurf, 28, of Youngwood attended the rally with 15 Westmoreland County residents ranging in age from 14 to 70. He described it as a nonpartisan national youth movement with “...so many strong future leaders speaking for the change that my generation and the generation above me failed to bring them,” he told the Tribune-Review.

JULY 5: Flash flooding damaged 400 homes in the Millvale area and dozens more in Etna, Sharpsburg, O’Hara and Fox Chapel. But within hours, nonprofit relief organizations were out in force with volunteers. Staffs from North Hills Community Outreach and St. Margaret’s Foundation provided cleaning supplies, non-perishable food, toiletries

and gift cards, and members of Team Rubicon, a veteran-based nonprofit specializing in disaster relief, set up a command post.

JULY 12: Less than a month after 17-year-old Antwon Rose was shot to death fleeing an East Pittsburgh police officer, after a series of public protests drew hundreds, and after the officer was charged in his death, neighbors in his home community of Rankin came together to celebrate what would have been Rose's 18th birthday. "We've asked people not to protest," Nathaniel Carter, a pastor and community organizer told NEXTpittsburgh. "Just come and celebrate his life. Celebrate being together."

SEPT. 7: Pittsburgh native Malcolm "Mac Miller" McCormick died at age 26 of a drug overdose in his Los Angeles home. Following his death, his family established the Mac Miller Circles Fund at The Pittsburgh Foundation with the goal of providing programming, resources and opportunities to youth from underserved communities and enabling them to explore community building and the arts. In announcing a benefit concert held in Los Angeles in October for the fund, McCormick's mother, Karen Meyers, thanked his fans and fellow music artists. "He was caring and loving... with a smile that could light up the sky and a soul that was out to make the world a kinder place, and the Circles Fund will continue to do just that."

OCT. 27: In response to the horrific shootings at Tree of Life Synagogue, millions of dollars were raised; celebrities, politicians and religious leaders offered condolences and made personal visits. Outside of the spotlight, though, was the art activism project undertaken by a Facebook group, Jewish Hearts for Pittsburgh. Members crafted more than 2,000 Stars of David—crocheted, leather-sewn, knitted and embroidered—fitted with hearts in the middle and hung by a team of 40 volunteers in locations across the city.

NOV. 7: Despite one of the most mean-spirited and polarizing mid-term election seasons in modern history, at least 100 million American voters went to the polls, the highest turnout for a mid-term in more than a century. In Allegheny County, 58 percent of registered voters cast ballots, 18 points higher than for 2014. And youth voting surged past 2014 numbers: three times higher at the University of Pittsburgh and four times higher at Penn State's main campus.

DEC. 3: Each year at the beginning of the holiday period, we at The Pittsburgh Foundation offer a giving opportunity exclusive to donors who have established funds with us. It is presented as "The Wish Book," a 63-page catalog that uses stories and photographs to feature 75 nonprofits chosen through a competitive process to list a "wish." These can be fulfilled completely or partially by donors through grants ranging from a few hundred dollars to a maximum of \$2,500. Joan Klein, who established with her late husband the Robert F. and Joan Marie Klein Fund in 2010, had focused on animals and faith-based institutions for donations—until she opened her Wish Book. She tells us she read every wish description and was so moved that she granted \$55,000 to ensure that any unfilled wishes are fully funded. "When it comes down to it, we have to help as many people as we can in this world," she told us.

In his brief remarks at a cold and rain-soaked rally for peace in Point State Park on Nov. 9, the actor Tom Hanks was referring to people like Joan Klein who demonstrate Pittsburgh character in trying times: "In these past weeks, America, and the world, has been a visitor to your Iron City. Pittsburgh has shown us what does come next [after times of struggle]—what good comes when the people of [the] Allegheny and the Monongahela show that they love their neighbors with no exceptions."

We thank all of you—donors, grantees, board and staff—who give our Foundation its Pittsburgh character each day, and we wish everyone in the region we serve a wonderful and peaceful holiday season.



ON THE COVER

More than a thousand people gathered at the corner of Forbes and Murray avenues in Squirrel Hill on Oct. 27, just hours after the shooting at Tree of Life Synagogue for a vigil organized by Taylor Allderdice High School students. See the story on page 6.

Edith Shapira

board of directors, chair

Maxwell King

president & CEO



RECOGNIZING EXCELLENCE

The work of three Foundation staff members is honored



Accepting his award from Gwen's Girls, The Pittsburgh Foundation's Michael Yonas applauds the organization's "See the Best in Me" program.

Empowering Girls and Young Women

MICHAEL YONAS, senior program officer, Research and Special Initiatives, was recognized with this year's "See the Best in Me" award from Gwen's Girls. The organization works to empower girls and young women to become self-sufficient, confident, strong adults.

"Michael has been a committed, steadfast partner who is always ready to champion the needs of others. Without hesitation," says Gwen's Girls Executive Director Kathi Elliott. "He has been a resource to our organization, the Black Girls Equity Alliance and many other community organizations."

In his work and research, Yonas utilizes traditional and non-traditional approaches to understand factors influencing community violence, chronic disease and persistent disparities impacting children, youth and families.

"He has played a vital role in ensuring that the voices of young people who are system-involved are heard and used to transform practice and policy," says Elliott.

The See the Best in Me initiative is focused on developing healthy self-esteem, critical thinking and advocacy skills that will enable girls to better understand and express themselves and address the issues that affect them daily.

Lifetime Achievement Award

JANE DOWNING, the senior program officer in Economic and Community Development, has more than 40 years' experience in philanthropy and other sectors developing solutions to housing insecurity throughout the Pittsburgh region. Regional Housing Legal Services honored her with a lifetime achievement award at its 45th anniversary luncheon in October. The organization provides legal help and policy solutions for community development and affordable housing throughout Pennsylvania.



Jane Downing, center, chats with attendees at the Regional Housing Legal Services at the event in Harrisburg honoring Downing with a lifetime achievement award for her work with housing issues.





Jonathan Brelsford and his investment team manage nearly \$1.2 billion in assets from 2,200 charitable funds that are invested in 60 portfolios.



RHLS Executive Director Mark Schwartz has known and worked with Downing for more than 20 years and says she is an amazing connector. “Jane can get lots of different people into a room, people from different sectors, people with different views. If she holds a meeting on the eviction crisis, people don’t have to show up, but they do; people who might not otherwise work together gather to address the issues at hand, and that’s because of Jane,” he says.

Downing is currently involved with a broad research project of the Foundation, looking at the eviction process in Allegheny County, who is most affected and how evictions affect communities.

Chief Investment Officers’ Top 30 List

JONATHAN BRELSFORD, senior vice president of Finance and Investments, was named one of the 2018 Top 30 foundation chief investment officers by Trusted Insight, a network of investors at endowments, foundations, insurance companies, sovereign wealth funds, family offices, corporations and health care systems.

Brelsford has worked in finance for nearly 20 years, and he is responsible for the financial stewardship of donated assets, as well as accounting and investments. He develops investment strategy with Pavilion Management Co., the Foundation’s consulting group; the Foundation’s President and CEO Maxwell King; and the Investment Committee of the Foundation’s Board.

Asked what he enjoys most about his work, Brelsford says he thrives on facing different challenges each day. “It is a position that requires continuous learning. I love the work.”

by **Deanna Garcia** | communications officer

Driven to Victory

Driver’s license suspension penalties that disproportionately affect low-income people and those looking to rebuild their lives after incarceration have been repealed, thanks to a bipartisan effort supported by The Pittsburgh Foundation. The legislation, which was initially sponsored by Rep. Rick Saccone (R-Elizabeth) and signed into law by Gov. Tom Wolf on Oct. 24, ends driver’s license suspensions for most nonviolent, nondriving offenses, while preserving suspensions for DUIs and other driving offenses.

According to Steve Shelton, founder and executive director of the Trade Institute of Pittsburgh, the legislation is a major victory. The Trade Institute’s 10-week program transforms students—85 percent of whom were recently incarcerated—into highly employable construction workers making at least \$15 an hour. But that earning potential greatly increases when workers have a driver’s license, a requirement for many union and nonunion contractor and construction jobs, which often include health insurance and benefits packages.

According to the House Appropriations Committee, PennDOT suspended about 40,000 licenses in 2017 for nonviolent, nondriving offenses such as minor drug offenses, purchase or transport of tobacco and alcohol, carrying a false ID card, or driving under the age of 16.

Pennsylvania now joins 15 states, including Virginia, Washington and California, that have made significant changes to driver’s license suspension programs that trap vulnerable people in cycles of debt and poverty. A 2017 study by the National Center for State Courts found that “the financial and familial consequences of license suspension are so severe that 75 percent of drivers continue to drive after a suspension, which exposes them to criminal prosecution and additional financial penalties.”

In other words, this legislation not only reduces the burden on state and local governments of enforcing suspensions, but also improves life prospects for those attempting to regain a sense of both self-sufficiency and self-worth.



Making Wishes Come True

The 2018 Wish Books have made their way to Pittsburgh Foundation donor mailboxes. Based on the generosity donors demonstrated in 2017, there’s every reason to

believe that this year’s campaign will exceed expectations. In 2017, every wish in the book was fulfilled at least once, with 19 percent overfunded for a total of \$170,722, which was \$8,408 more than grantee organizations had requested. A committee of donors and staff reviewed more than 200 submissions this year to select 75 wishes of \$2,500 or less, all for much-needed specific items, that donors and their families can fulfill with gifts from their funds. If you haven’t reviewed your book yet, sit down with your family and friends and take a look. It’s a great way to make dreams come true this holiday season.



FIRST WE BIND THE WOUNDS, AND THEN...

CONFRONTING THE HUMAN COST
IN A YEAR OF POLARIZATION,
PROFILING AND FEAR OF THE OTHER

O N A BRISK AND RAIN-DRIZZLED SATURDAY in Pittsburgh this fall, the sketchy details of yet another mass shooting on American soil buzzed on cellphone news feeds and blared over televisions and car radios. For those trying to sort through the early reporting, it was agonizingly familiar—a gunman steeped in white supremacist ideology had gone on a bloody rampage.

For the region's residents, the news of 11 dead and six injured—including four police officers—during Shabbat services at a Squirrel Hill synagogue was a shock to the soul of the city. This was not a terrorist attack in a major metropolis, or on a military base, or at a popular tourist spot in a foreign country. It was happening “around the block,” or “a few miles away” in what actually was Mister Rogers’ neighborhood, in the sanctuary of a place of worship.

And it was the second time in a year that hometown Pittsburgh made national news for landing on a “Those Places” list.



↑ A protestor and a police officer embrace at an Oct. 31 march against hatred and violence. Marchers erupted with cheers, clapping and waves as they walked past the Zone 4 police station on Northumberland Street. Officers and fire department personnel came out to greet the crowd.

The first was on June 19 when the city joined scores of others across the country at the site of a police officer killing of an unarmed young black man. Antwon Rose, 17, of Rankin was shot while fleeing an East Pittsburgh police officer who was investigating another senseless shooting in North Braddock.

Then, with the Oct. 27 Tree of Life shootings, Pittsburgh once again joined the list of cities devastated by acts of mass murder. And this time, ours carried a terrible distinction: the deadliest anti-Semitic attack in U.S. history.

For many of us at the Foundation, the mass killing, the physical and mental injuries, the defilement of a sacred space, and the de-humanization of people based on religion and race were all too familiar.

In the summer of 2015, we were wondering how Charleston, S.C., could ever recover after a 21-year-old white supremacist entered the Emanuel African Methodist Episcopal Church in that city and shot to death the pastor and eight others. We reached out to staff at the Coastal Community Foundation serving that region and steered our donors to an assistance fund for victims' families, the congregation and the community. A year later, as the community was still struggling to recover, our Program team commissioned works by 10 Pittsburgh poets and assembled them as "Psalms for Mother Emanuel," a chapbook to present to the Emanuel congregation, the people of Charleston and Pittsburgh in recognition of what their acts of grace can teach us in the struggle to end continuing mass violence.

During a visit to Pittsburgh's Jewish community in the days after the Tree of Life shootings, the Rev. Eric S.C. Manning, who took over as Emanuel's pastor in 2016, spoke about how long and tough the road to recovery can be for a congregation. "The trauma can only be washed away little by little — by patience, by understanding, by just love and grace," he told a group at a funeral service for one of the victims.

No doubt, the same is true for the larger community, and some of the ministering duties must be taken up by organized philanthropy. In the community foundation network, we specialize in first-response financial support. *(See side story on our #LoveIsStronger fundraising campaign for Tree of Life shooting victims.)*

But raising money to bind the wounds is only the first step. What happens after that?

Our President and CEO, Maxwell King, posed that question in a July 2016 blog post after the shooting death that month of Philando Castile, a 32-year-old black American, by police officer Jeronimo Yanez in a St. Paul, Minn., suburb, and the ambush shootings of five Dallas officers by a 25-year-old Army reservist intent on revenge for police shootings of African Americans.

"This is — A week? A month? A year? I have lost count — in which disastrous events highlight the inability of communities across the country, including ours, to come to an honest reckoning on racism and other forms of discrimination. How do we at a community foundation in a mid-sized American city end the polarization, profiling and fear of the 'other' that leads to the taking of human lives?"

Now two years later, we have our own dead to bury. The community choir raises its voice anew with the familiar refrain: "It never stops. How do we make it stop?"

The longer-term response from the Foundation, says King, is to convene community conversations. What comes out of these will help develop grant-making strategies to counter anti-Semitic and racist hate speech. The Foundation also will be researching related issues ripe for policy change through its Vibrant Democracy funding priority area. And efforts to combat poverty, tribal divisiveness and isolation in communities will come through programs covered under the Foundation's 100 Percent Pittsburgh organizing principle, which has committed about 60 percent of discretionary grantmaking to creating new opportunities for the 30 percent of Pittsburgh area residents

left out of the revitalized economy to become full participants.

“I don’t know of a community foundation in the country that has developed the definitive manual for how to eliminate the conditions that lead to mass killings based on hate and discrimination,” says King. “But by sharing painful experiences and ideas that have been successful, we can be more effective.” A recent example of that was Pittsburgh Foundation staff’s assistance to their counterparts at the Ventura County Community Foundation as they were scrambling to respond after the killing on Nov. 7 of a dozen people — most of them college students — at a bar in Thousand Oaks. The lone gunman fired 50 rounds from a Glock .45-caliber pistol.

Many of us in the country’s community foundation network are intent on developing system expertise to respond to mass murder and other instances of violence fueled by bigotry and hatred. It is absolutely the right thing to do in keeping with our missions. It also aggrieves us beyond words that we must do so.

by **Doug Root** | vice president of communications

GENEROSITY IS STRONGER

\$718,000 raised for community recovery

IN THE DAYS FOLLOWING THE SHOOTING at Tree of Life, the Foundation established the #LovesStronger Critical Needs Alert online giving campaign, matching every gift dollar-for-dollar. The campaign was extended twice as gifts continued to pour in from across the country. By the time #LovesStronger concluded on Nov. 19, \$718,000 had been raised for eight organizations, including the three congregations that worshiped at the synagogue and nonprofits that are helping the community and first responders to heal.

Most gifts were for \$200 or less and came from individuals who felt compelled to do something — anything — to stand against senseless hate and violence. Pittsburgh Foundation donors Richard and Priscilla Hunt gave \$25,000 and W. Mike Glenn gave \$20,000 in memory of his wife of 61 years, Cordelia. The East End Brewing Co. in Homewood donated 100 percent of profits from a single night, \$3,600, to the fund. Hillman Family Foundations gave \$25,000. The Charlottesville Area Community Foundation, whose community was affected by racial hatred and violence during the 2017 Unite the Right white supremacist rallies, donated, as did the Walmart Foundation, which gave \$50,000. Distribution of funds to the beneficiary organizations began in early December.



Protesters assembled in front of the Allegheny County Courthouse to call for justice in the wake of the killing of 17-year-old Woodland Hills honor student Antwon Rose Jr. by an East Pittsburgh, Pa., police officer on the night of Tuesday, June 19.





ADVOCACY FOR ALL

**FOUNDATION PUBLIC
POLICY INITIATIVES ARE
LEADING TO CHANGE IN
OUR COMMUNITIES**

TAMARA WHITING, FOUNDER OF THE NONPROFIT SISTERFRIEND, knows the importance of speaking out. SisterFriend is a Small and Mighty grantee that provides pads, tampons and other hygienic supplies for girls and women in need. Whiting has strategically used her voice to bring attention to menstrual health issues. “I take time to go to forums — in person or online — that allow my voice to be heard,” she says. “Elected officials look to us to educate them.”

Those education efforts, Whiting has learned, can lead to productive partnerships.

In June, The Pittsburgh Foundation held a “Mobilize Your Mission” workshop for Small and Mighty grantees. Peer learning gives organizations an opportunity to network, learn from one another and better collaborate with each other and the communities they serve. The event consisted of a panel of Small and Mighty grantees and was followed by small group strategy discussions. Whiting attended the event and shared how she makes her mission known.

“Last year, I saw an article on Facebook about a public high school with a washer, dryer and free clothing for kids in need,” she says. “I made a post about it on the SisterFriend page, mentioning that it would be great if local schools could do something similar with pads and tampons, and I tagged Pittsburgh Public Schools.”

← The Pittsburgh Foundation's Michelle McMurray (far left) participates in a group strategy discussion with Lucinda Wade from Coraopolis Youth Creations, Aviva Lubowsky from the Hebrew Free Loan Association, Tamara Whiting from SisterFriend, and Tiffany Huff-Strothers, board member of Coraopolis Youth Creations.

District officials saw the post and, within a week, Whiting was meeting with school board members about the idea. After an official vote, it was decided that Langley, Westinghouse, Arsenal and Brashear high schools would be the pilot locations for "SisterFriend closets" available for use by students this fall.

In addition to encouraging nonprofit leaders such as Whiting to connect with legislators, Foundation officers meet with lawmakers and provide funds to nonprofits engaged in grassroots organizing and public policy. To ensure that the Foundation's donors are aware of this work, The Center for Philanthropy kicked off its latest Explore Series with "Social Change Through Policy and Advocacy," a program that provided an overview of the Foundation's policy agenda.

At the event, President and CEO Maxwell King emphasized the importance of bringing attention to policy issues related to equity in the region. "We're not just the community foundation for one section or another of the area we serve," he says. "We're the community foundation for every part of our community because we all have to work together to ensure its success."

All of the Foundation's policy initiatives tie directly to its 100 Percent Pittsburgh organizing principle, which seeks to ensure that all residents can share in the revitalization of the region. Roughly 30 percent of the people in our community live in or at the edge of poverty. Some of the most pressing local and state issues for these residents include implementing standard paid medical leave and raising the minimum wage, which is now set at \$7.25/hour. These issues are especially critical, Foundation staff has learned, for the two populations at greatest risk of poverty in our region: single women raising children and youth ages 12–24. To better serve those populations, input is sought directly from them.

"Engagement from community members is a fundamental part of our research," says Khalif Ali, director of Public Policy and Advocacy, who credits the combination of research, education, advocacy and lobbying as the Foundation's formula for success. "When we know what people need, we use our reputation and resources to advocate to legislators and policymakers to support those needs."

Foundation staff also funds efforts encouraging nonprofits to engage in advocacy. At the Mobilize Your Mission event, Michelle McMurray, senior program officer for Health and Human Services, stressed the Foundation's responsibility to utilize its status and privilege to benefit others.

"The Foundation recognizes that social issues are not a people problem, but a systems problem," she says. "As an organization that works closely with those making meaningful change in our communities, it's our responsibility to be more than money providers and engage nonprofits in changing the systems that make their work necessary."

Small and Mighty grantees have taken up this charge. Robin Horston Spencer, executive director of Message Carriers of Pennsylvania, has dedicated her life to advocating for individuals in recovery from substance abuse. Spencer regularly meets with local legislators and brings the people she serves to Harrisburg at least once a year to build relationships and make sure legislative policies reflect the needs of people in recovery.

"Through all the work I've done with my organization and with the help of The Pittsburgh Foundation, I've learned a key lesson," she says. "You can be much more effective in changing systems when you've been a part of them."

by **Christiana Dillard** | communications intern



↑ SisterFriend works to ensure that women have access to feminine hygiene products, which can often be expensive and are not covered by benefits.



D. G. Amick, Jr.



...than
...years
...his st...

A LEGACY OF OPPORTUNITY

**A SCHOLARSHIP
DESIGNED TO HELP
FIRST-GENERATION
COLLEGE STUDENTS
PURSUE THEIR
PASSIONS**

AS A FIRST-GENERATION COLLEGE APPLICANT, Burrell Area High School senior Leandra Nealer had a long list of items to decipher on her own. The burden of SATS, ACTS, the Common Application, FAFSA, PHEAA, essays, deadlines, loans and scholarship applications, plus five Advanced Placement classes, left her feeling overwhelmed.

“Before I started applying to colleges and for scholarships, I never saw being a first-generation college student as a disadvantage. I didn’t really think about it at all,” said Nealer. “It’s odd how you don’t even see yourself as something until you check a box on an application. Then you realize that quality makes you eligible for something.”

Using The Pittsburgh Foundation’s online scholarship search, Nealer discovered that she qualified for the Eugene J. Andolsek Scholarship from The Community Foundation of Westmoreland County (CFWC). The scholarship was created in memory of Andolsek, who never received the college education he was promised by his father. Following his high school graduation, Eugene’s father told him to attend business school instead of pursuing his own passion at college.

“Eugene dreamed of going to college, but his father shattered that and it lived with him forever,” said first cousin Carole Beam, who established the fund in his name. “Supporting students who want to be the first in their family to go to college and pursue their passion like Eugene wanted is a great way to honor his memory.”

This year, Nealer became the third person to receive the Eugene J. Andolsek Scholarship since the fund was established in 2009.

“The other scholarships I’ve received are strictly for academics, which makes the Andolsek scholarship unique because I’m being recognized for something else that has made my experience planning for college a little different,” Nealer says. “This scholarship is a recognition of a lot of hard work.”

Because most high school students have at least one parent who has attended college, they can tap into family experience to get past the complexity of the application process. However, first-generation students like Nealer don’t have that same resource. Instead, their resources include guidance counselors, teachers and themselves.

← An unframed piece made by Eugene Andolsek (pictured in the cap he always wore). He would start as many as five works in an evening. An ink blotter, pens and compass were his tools.

The Guidance Department at Nealer's Burrell Area High School provides all students with the same resources and information to assist with college, scholarship and loan applications. But Counselor Sandra Oskin says many students disregard the information. Nealer listened and followed through.

"Leandra was remarkably independent," says Oskin. "She never came to me with the expectation that I would lay everything out for her. Instead, she worked through the process herself, only coming to me for reassurance that she was doing everything correctly."

Nealer's parents encouraged her through the entire process, including continually telling her how proud they were. Her father also told Nealer about every scholarship he found for which he thought she should apply. Though her parents were supportive, they weren't able to advise her from personal experience. Nealer managed everything on her own — from researching schools to scheduling the SAT examination to applying for financial aid.

Knowledge of the application process isn't the only barrier for first-gen students like Nealer. They are heavily reliant on financial aid and scholarships to afford their educations. According to a study conducted



THE ANDOLSEK SCHOLARSHIP IS ALLOWING ME TO ATTEND THE UNIVERSITY I'VE DREAMED OF, BUT IT HAS ALSO MADE ME AWARE OF THE RESPONSIBILITY I HAVE AS A FIRST-GENERATION COLLEGE STUDENT AND A SCHOLARSHIP RECIPIENT.

Leandra Nealer

by the U.S. Department of Education, 77 percent of first-gen college students come from households making less than \$50,000 per year.

"Financially, it's been very daunting," says Nealer, who is now attending the University of Chicago to pursue a degree in chemistry. "The university has been generous with financial aid and scholarships, but it's still a struggle to figure out how to afford this year and the next. I really wasn't sure I was going to be able to go to my dream school even after I was accepted."

And Nealer has a lot of company living with such uncertainty. The U.S. Department of Education reports that 54 percent of first-generation college students leave before graduating because they run out of money. The Andolsek scholarship addresses this obstacle by dividing the award payments over four years as recipients continue pursuing their degrees.

"This scholarship was designed to enable and encourage recipients to receive funding over four years, as long as they continue to meet the criteria, because Eugene would have wanted to support them as much as possible" says Beam.

As this year's scholarship recipient, Nealer will receive \$3,000 annually over the next four years, a total of \$12,000.

"The Andolsek scholarship is allowing me to attend the university I've dreamed of, but it has also made me aware of the responsibility I have as a first-generation college student and a scholarship recipient," she says. "People like my parents and Eugene Andolsek have left a legacy for other people like me who otherwise wouldn't have these opportunities."

by **Keera Frye** | communications intern with The Community Foundation of Westmoreland County and a student at Point Park University.





Leandra Nealer with her parents, Deborah and Douglas Nealer, who support and encourage her as she navigates being the first in her family to attend college



ADVISOR
PROFILE

A DIAGNOSTIC APPROACH

Peter M. Strope

I T'S NO SURPRISE that Peter M. Strope, managing director, Wealth Management for UBS in Canonsburg, recommends listening carefully and taking good notes when meeting with clients. What's surprising is that he learned these skills in nursing school.

Strope, 42, has worked for 19 years as a financial advisor and is a Chartered Advisor in Philanthropy® (CAP) and a Certified Financial Planner™ (CFP). He talked with The Pittsburgh Foundation about using his people skills to help his clients create wealth and give back.



What drew you to a career in wealth management?

I grew up in Eldersville, Pa., which is just outside Burgettstown in Washington County, in a working-class family. My dad worked at Weirton Steel for 40 years, and my mom worked various part-time jobs while we were growing up. They raised my sister and me to work hard and do the right things for people. Nursing school was a natural extension of that. Actually, my mom, who had worked as a medical assistant, wanted to become a nurse, and we were in nursing school together for a while. But I never actually practiced. I worked my way through school as a telemarketer, including a job with a mortgage broker who asked me to join his team full time. That was my first experience with finance and I've never looked back.

So how would an education centered on health care ever relate to wealth management?

In nursing school, I learned a great deal about people and complexity. Taking detailed patient histories has more in common with financial planning than people might realize. The analytical training to really look at the person — not the monitors, not the chart, but the individual — taught me not to make assumptions just based on numbers. Health issues definitely come up in the financial planning process, especially as people think about end of life, so understanding how health issues influence a family's financial planning helps to differentiate me from other advisors.

How have the recent tax law changes influenced the way you advise your clients?

There's a cowboy approach now in Washington that makes it so you never know what is going to happen next. The markets might be stable on a Friday but by Wednesday the country is on the verge of a trade war. I help my clients avoid knee-jerk reactions to volatility and encourage clients to look for potential opportunities that can be undervalued.

Given the recent tax changes, are your clients feeling differently about giving?

There are some clients with whom I have had conversations who give for transactional purposes only, and, as a result of the recent tax changes, these clients may be less likely to give. Some individuals who are no longer eligible for itemized deductions may give less.

Donor-advised funds can be a way for people to make one large gift that they can, then, portion out over time as smaller donations.

We recognize that there are benefits to working alongside charitable giving professionals to help clients define and achieve their philanthropic goals. Families have likely never talked through the deeper issues of what matters to them philanthropically because they've never had someone to facilitate the conversation. We have found that family meetings led by foundation professionals can bring people closer. In my view, local foundations can help individuals make better decisions on how to deploy their charitable dollars. Simply establishing a donor-advised fund with an entity that has no connection to their community may not effectively help clients explore all of their charitable opportunities. I love the idea of helping a family get to that "aha" moment.

Why should advisors focus on charitable giving with their clients?

The first is differentiation: The deeper connection may lead to earning a client's trust and helps me uncover additional areas of growth for my business. Second, and more important, it's how I would want to be treated. I believe wealth management is hardly ever just about stocks and bonds and growing capital. Charitable giving takes the relationship to the next level because your clients aren't just making a difference for themselves. They're leaving a legacy for their community. I love helping them do that. It feels good. The clients think about the power of their capital in a new way. This can result in a deeper relationship with family members.

The client's trusted advisors, financial planners, lawyers and CPA can work together to help them achieve their philanthropic objectives. My experience has been that, if I work with my clients to help them with their legacy planning, much in the same way as I would help them plan for retirement, it can help navigate a clearer path for them to pursue their objectives.

by **Kitty Julian** | senior communications officer

Peter M. Strobe is a Financial Advisor with UBS Financial Services Inc., a subsidiary of UBS AG. Member FINRA/SIPC in 4000 Town Center Blvd., Suite 100, Canonsburg, PA 15317. The information contained in this article is not a solicitation to purchase or sell investments. Disclosure information may be found at <https://pittsburghfoundation.org/diagnostic-approach>

Advisor Peter M. Strobe partners with The Pittsburgh Foundation to help his clients define and achieve their charitable goals.



Not everyone is fortunate enough to spend a career working at something they love, far fewer completely transform an entire field of study, and fewer still dedicate the wealth they've gained from these pursuits to benefit future generations. Pittsburgh Foundation donor Dr. Robert L. Feller passed across all these thresholds.

A world-renowned art conservator and highly accomplished artist, Dr. Feller, who died in August at 98, invented new methods and chemical processes that revolutionized the field, and he wrote hundreds of pieces about preserving and restoring artworks. He was also a philanthropist who worked closely with The Pittsburgh Foundation over the last 20 years, establishing several planned gifts with the goal of funding organizations promoting early childhood literacy, protecting the riverfronts and other natural resources, and advancing the study of human aging.

"Bob was surprised at the path that his life took," said Stephen Paschall, an estate attorney who represented Dr. Feller in the last 15 years of his life. "There are very few people who,



Robert Feller in his lab at Mellon Institute in the 1960s



**A PROFILE OF
ROBERT L. FELLER**

in their lives, essentially create an entire field of study... He was grateful for the opportunities he had had and wanted to make certain that others could also have opportunities... to develop in a way that they could contribute to society.”

From Artist to Scientist

Born in Linden, N.J., in 1919, Feller took to art as a teen, creating charcoal portraits and drawings inspired by pictures in magazines. As an undergraduate at Dartmouth College, he produced a series of illustrations for the cover of a student humor publication, and began working in watercolors, which remained a life-long avocation. But despite the gallery-worthy quality of many of his paintings, it was his scientific pursuits that put him on the map.

Following service in the Navy during World War II, Feller completed his graduate studies in chemistry at Rutgers University, where his artistic background sparked an interest in the field of “color science.” Upon graduating in 1950, he attracted the attention of The Andrew W. Mellon Foundation, which was working in partnership with The National Gallery of Art to establish a research lab at the Mellon Institute focused on finding new ways to conserve works of art. Recruited to head up the effort, Feller soon established himself as an expert in the evaluation of paints, papers and varnishes.

According to retired art conservator John Bogaard, whom Feller hired as a freshly minted Carnegie Mellon University chemist in 1978, this was at a time when acrylics and other man-made materials were being introduced into the field. “But no one knew how they would hold up, what the problems would be.”

In time, Feller’s lab research led to more than 100 publications, including three books. The first, *On Picture Varnishes and Their Solvents*, published in 1959, has since become “a classic in the field” according to Bogaard, and “is on the bookshelf of probably every painting conservator around the world.” During the 1960s, Feller was called on to apply his expertise to such projects as the restoration of

paintings damaged in a flood in Florence. He also helped the National Gallery detect fakes. In the 1970s, he expanded his focus to paper deterioration and the study of accelerated aging in artwork. In 2011, his work was recognized by the American Institute of Conservation with a Lifetime Achievement Award.

Love and Legacy

Beyond professional success, Feller's career led to him meeting his wife, the highly accomplished color scientist Ruth Johnston-Feller, then working at Pittsburgh Paints. Joining his lab on an advisory basis, her work on the standardization of colors complemented Feller's professional strengths as perfectly as her personality overlaid his. The result was a decades-long marriage. In 1988, the pair retired from their respective jobs and built a house in Deep Creek, Md. Ruth's deteriorating health forced them to return to Pittsburgh in the late 1990s and she died in 2000.



It was during this time that Feller became active in his personal philanthropy. He established several charitable remainder unit trusts (CRUTs), naming individuals to receive annual distributions through their lifetimes, and then the balances are contributed to funds supporting Feller's designated areas of interest. In addition, he named the Foundation as the largest beneficiary of his estate. In all, approximately \$12 million will go to the funds he established.

The CRUTs honor important people in his life—from fellow art conservators to family members. The Maura Cornman Fund, for example, is named for a colleague at the University of Missouri and will be used to conserve objects in the Museum of Art and Archaeology's collections. The Luetta Johnston Scholarship Fund, named for Ruth's mother, supports students at a high school in Polo, Ind., where she lived and taught. Two other scholarships benefiting graduating seniors at his New Jersey high school were created to honor his parents, an uncle and an aunt.

"He was an extraordinarily intelligent, attentive scientist, still publishing into his 80s," remembered Paschall. "But at the same time, he was one of the most unassuming people you could run into."

Foundation Director of Donor Services, Lindsay Aroesty, who met Feller when she joined the Foundation in 2010, recalled him similarly. "His legacy was important to him. He was proud of himself and could talk for hours, but not in an arrogant way. It was all about his amazing career."



➤ Top right, a site about 15 minutes south of Pittsburgh, painted by Feller while on a picnic with his wife in 1964.

⬆ Bottom left, a painting of the view along Second Avenue in 1999. Feller said of this and other works, "Bridges are always so photogenic!"

STAFF
PROFILE

STRONGLY INVESTED

Brad Jones



Bradley Jones joined the Foundation in December 2017.

BRAD JONES was looking for a new opportunity when he got an email that changed his life. A New York City-based securities litigation expert witness was looking for someone with a background in finance and analytics to help him prepare for complex court cases involving large investments.

Jones, who had been looking for ways to deploy the knowledge he gained by earning the Chartered Financial Analyst® (CFA) designation, said yes. Over the next two years, he worked on about 40 securities litigation cases on behalf of individuals and families who believed they were defrauded by their investment advisors. The investment losses at stake ranged from \$5 million to \$100 million per case.

That experience transformed Jones into an expert in recognizing potentially fraudulent investments and advisors.

“Protecting someone’s life savings is an enormous responsibility. Obtaining the CFA® charter designation provided the foundation for that,” says Jones.

Earning the CFA® charter requires hundreds of hours of study and three exams, each of which has a pass rate of about 50 percent.

From his studies and his experiences in securities litigation, Jones learned “how to pull apart complicated investments” like those that he deals with daily at The Pittsburgh Foundation, where he was named a senior investment analyst last December.

Jones oversees about 60 advisors in the Foundation’s Third-Party Investment Manager program. These advisors have passed the Foundation’s rigorous vetting process, and are authorized to continue managing contributions donated by their clients. The program allows donors to maintain relationships with advisors they know and trust, while also allowing advisors to earn an advisory fee for investments that grow the asset to generate additional grant-making dollars.

For Jones, working with an organization that focuses equally on ethical conduct and donor relationships is a perfect match. “I wanted to be somewhere where the focus wasn’t only on generating the maximum profit, but generating the maximum good. The Pittsburgh Foundation is the place to do that.”

by **Jacob Winningham** | communications intern

PUSHING THE FORBES FUNDS FORWARD

FRED BROWN TAKES THE HELM
AT THE FORBES FUNDS



WE KNOW PITTSBURGH IS CHANGING, and as a result, the services nonprofits provide also must change,” says Fred Brown, the recently appointed president and CEO of The Forbes Funds, a supporting organization and capacity-building affiliate of The Pittsburgh Foundation. In February, Brown began a 100-day listening tour to bring nonprofit and community leaders together. The goal: to encourage collaboration, better share and use data, and make sure that inclusion and equity complement the rise of regional innovation.

With more than 30 years of experience in the nonprofit human services sector, Brown has a thorough understanding of what it takes to engage successfully with the community. Before joining The Forbes Funds, Brown was president and CEO of Homewood Children’s Village in Pittsburgh’s Homewood neighborhood, where he grew up. The Village serves children and families through mentorship, career and college planning, and project-based learning. There, Brown was responsible for organizational initiatives that focused on improving the nonprofit’s effectiveness. During his tenure, both the staff and the budget doubled, and the number of active community partner organizations increased from 75 to 200.



The results of our work are better because of a shared vision. We're all moving forward in disparate ways to solve common issues.

FRED BROWN

The Forbes Funds

Brown attended Pittsburgh Public Schools before receiving degrees from both Indiana University of Pennsylvania and the University of Pittsburgh. His interests in education, mentorship and sustainability stem from his experiences with the highs and lows of living in Pittsburgh, where he sees socioeconomic and racial disparities as significant concerns.

However, Brown is optimistic about the future of the city and the nonprofits that serve it. He pays close attention to regional data to understand community members' most pressing needs. One of his areas of interest is supporting the development of a more equitable economy for all. With thousands of skill-based jobs projected to be vacant within the next 10 years, Brown believes that nonprofits need more "courageous conversations" about diversity and inclusion in the workforce. In addition, partners with The Forbes Funds are collaborating to encourage nonprofits to work more efficiently. "The results of our work are better because of a shared vision," he says. "We're all moving forward in disparate ways to solve common issues."

The listening tour has encouraged The Forbes Funds to make more connections that bridge the gap between nonprofit leaders and those doing work directly with the community. He believes that there is often a disconnect that affects the success of nonprofits when compromise isn't prioritized.

Brown also understands that Pittsburgh is now a major hub for new and innovative STEM careers, which is a shift from the region's industrial past. This change affects how all sectors of the nonprofit community will need to come together to help those they serve to find and maintain stability in the rapidly changing economy. "The goal should be improving the livelihood of all Pittsburgh residents," Brown says. "STEM careers offer that opportunity. I have a rich understanding of the cultural nuances in the city and intimate experience with the things that work well here and the ones that don't."

In addition to the listening tour, Brown is examining The Forbes Funds' grant-making processes over the last 10 years to analyze effectiveness over time. By determining the needs of the nonprofits The Forbes Funds serves, Brown can discern which organizations require the most assistance, not only through funding but also through learning forums and workshops.

Brown hopes these efforts will strengthen the impact of The Forbes Funds on regional capacity building. But he says he knows this will only be possible through the willingness of nonprofit and community leaders to stay engaged in service of the greater good. "We have to practice what we preach."

by **Christiana Dillard**

↑ Fred Brown, the president and CEO of The Forbes Funds, is a champion of collaboration, innovation and inclusion in the nonprofit community.



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Dr. Robert Feller sits in the laboratory he founded, the Research Institute on the Materials of the Artist and Conservator, at what is now Carnegie Mellon University.

2018 END-OF-YEAR GIVING OPPORTUNITIES

The opportunity to **recommend a grant** by paper or email for end-of-year payment closes at 12 p.m., Dec. 20.

The opportunity to **recommend a grant** through the online portal for end-of-year payment closes at 12 p.m., Dec. 28.

The last day a **stock gift** can be deposited in the TPF/CFWC account: Dec. 31.*

Checks must be postmarked by year-end: Dec. 31.

Our offices are closed on Dec. 24, and Dec. 25.

Our offices are open until 3 p.m. on Dec. 21 and Dec. 31.

*Please make the Foundation aware of your stock gift ahead of the transfer. Contact The Pittsburgh Foundation at 412.394.2653 or pittsburghfoundation.org. Reach The Community Foundation of Westmoreland County at 724.836.4400 or cfwestmoreland.org.

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NEW FUNDS May 1, 2018– November 30, 2018

- Eric and Patricia Fulmer Charitable Fund
- GTSF—Dr. John W. Connor Scholarship Fund
- Janet DeCecco Charitable Fund
- Diven Family Foundation Fund
- Professional Nurses of Southwestern PA Scholarship Fund
- Pietropaoli Charitable Fund
- Anita Newell Charitable Fund
- Biel Charitable Fund
- Gardner Family Charitable Fund
- Corbett Family Fund
- James A. Stankus Fund
- #StillSaaling The Miles E. Saal Memorial Fund
- Acts of Faith
- Thomas Arlie and Perri K. Schelat Charitable Giving Fund
- Louis P. Roth II and Marie M. Roth Fund
- Territ Family Foundation Fund
- Samuel and Carrie Arnold Weinhaus Memorial Fund
- Mount Pleasant Education Charitable Fund
- Kingdom Fund
- BreckInwood Fund
- The Mac Miller Circles Fund
- Sally Kalson Courage in Journalism Fund
- LVE/Carmen Joseph Marotta Scholarship Fund
- LVE/Dolores W. Marotta Fund
- Letitia Emilie Rieck Charitable Fund
- R. Marti Family Fund
- Jeffrey Mellott Memorial Fund
- Richard L. and Dorothea Gerber Stover Philanthropic Fund
- Lami Grubb Family Fund
- McSwigan Family Foundation Fund
- Grace Foundation Fund
- Aros Sokol Family Fund
- Hanni M. Cordes and James J. McCluskey Fund

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