

An aerial photograph of a waterfront park. The park features a large green lawn, several trees, and a prominent circular structure with a pool of water in the center. The park is bordered by a concrete wall that runs along the water's edge. The water is a deep blue color. The text "THIS WAY FORWARD" is overlaid in large white letters on the lawn area.

THIS WAY FORWARD

LEADING IN CHALLENGING TIMES

BEYOND SALVE AND SOLACE 04

FIRST AMENDMENT FIRST 08

PAYING COURAGE FORWARD 12

CREATIVE LICENSE 16

**“LIFE GOES ON,
DAYS GET BRIGHTER”** 20

**THE COLLECTIVE
POWER NETWORK** 24

LEADING SUPPORTS 28

HEALTH FROM THE INSIDE OUT 30

THE AGE OF GIVING 34

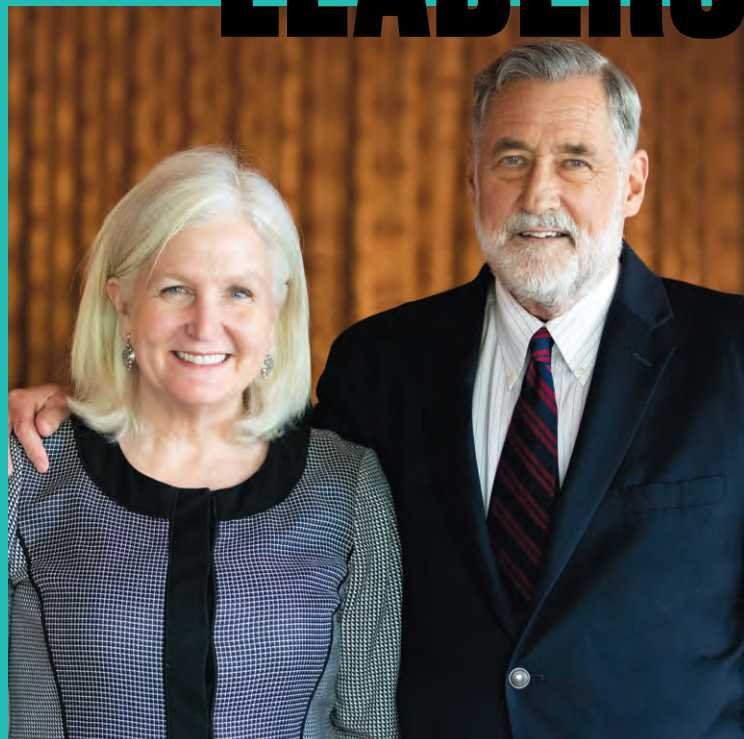
MORE THAN THEIR STRUGGLES 38

BY THE NUMBERS 42

OUR PEOPLE 44

OPENING MESSAGE

A LEGACY OF CARING LEADERS



Lisa Schroeder became president and CEO of The Pittsburgh Foundation on June 3, 2019. Maxwell King completed his five-year term as president this summer.

Back in 1942, a life-long Clevelander, Aims Coney, came to his senses and moved to Pittsburgh to take a job as vice president of the Union Trust Co. He brought with him a lot of experience in business and civic service, and he realized that Pittsburgh was missing out on one of Cleveland's greatest inventions — a new type of organization known as a community foundation.



Edith L. Shapira, M.D.
Chair, Board of Directors



Lisa Schroeder,
President and CEO

The very idea of it was radical at the time. The common understanding of philanthropy then had it as an exclusive club for the ultra-wealthy — mostly white men — whose foundations carried their iconic family names. Most of them doled out grants according to what they thought best for the community. What Mr. Coney was proposing for Pittsburgh was a different club — a community movement, really — open to residents from a range of income levels and backgrounds.

People of relatively modest means could become philanthropists and give based on first-hand knowledge of problems and opportunities in their communities.

Mr. Coney's proposal was popular. Just three years after his arrival, The Pittsburgh Foundation was established. But according to news accounts of the movement, there was

concern among some groups that the foundation would serve the financial sector more than the community good.

Mr. Coney had an answer for that: "Whether [the community foundation] functions only as a charitable adjunct to banks ... or grows to do philanthropy of benefit to the community, will depend on the character and ability of the person who leads it."

Seven decades and nearly five years later, we present this report to the community as continuing testament to Mr. Coney's words. Strong and caring leaders on the Board and on staff, have guided The Pittsburgh Foundation to deliver on its philanthropic mission while also significantly growing its asset base.

Today, as the 14th largest community foundation in the country, we are by design, a big tent, under which people from a range of

ideologies, life experiences and backgrounds come together sharing love of community and a deep desire to improve life prospects for others.

Evidence of the positive impact of donors and grantees on the people they benefit — primarily the most vulnerable in our region — is laid out on every page of this report. Much of this can be attributed, again, to strong leadership.

For the past five years, Max King led our Foundation with great skill. As the stories in this report attest, he increased our effectiveness in grantmaking, development and donor relations, and financial management. He led Board, staff and stakeholders to develop 100 Percent Pittsburgh, an organizing principle that dedicates a significant amount of our grant resources and our advocacy power to creating opportunities for those left out of the revitalized economy.

This set the stage for new leadership, continuing the mission of improving quality of life and addressing critically important issues in our region. While a turbulent and divisive climate continues, we know that community foundations have been able to bring people together to make progress.

This has been the case despite an absence of leadership nationally and internationally. That leadership vacuum is evident each day as problems that threaten the very life of our communities go unaddressed and opportunities that would improve quality of life are missed.

Unfortunately, Pittsburgh has been a staging ground for many of those problems: white supremacist ideology that led to the massacre of 11 worshippers at a Squirrel Hill synagogue; an African American high school student shot in the back and killed by police; a raging opioid crisis that took hundreds of lives, including that of Pittsburgh native and

internationally famous rapper Mac Miller; and a host of environmental challenges.

The Foundations actions on some of these problems are described on the following pages. There also are stories of how donors, grantees, civic organizations, business leaders, government officials and other stakeholders have been empowered by the Foundation and its affiliate, The Community Foundation of Westmoreland County, to lead in this challenging period.

Next year, we will mark our 75th anniversary of working of, by, and for the community to improve the lives of all residents. As we take our first steps into the next 75 under new leadership, we will have decades of experience — failures as well as successes — to guide us. If we are attuned to our mission, we will be listening carefully to the people we serve and align our priorities to the most pressing community needs. On our leadership watch, we take Mr. Coney's words to heart: the foundation will act boldly on community issues; it will invest generously in the community's future; and it will continue to grow as the community's charitable bank.

Edith L. Shapira, M.D.
Chair, Board of Directors

Lisa Schroeder,
President and CEO

OCTOBER 2019

GROWTH CHART

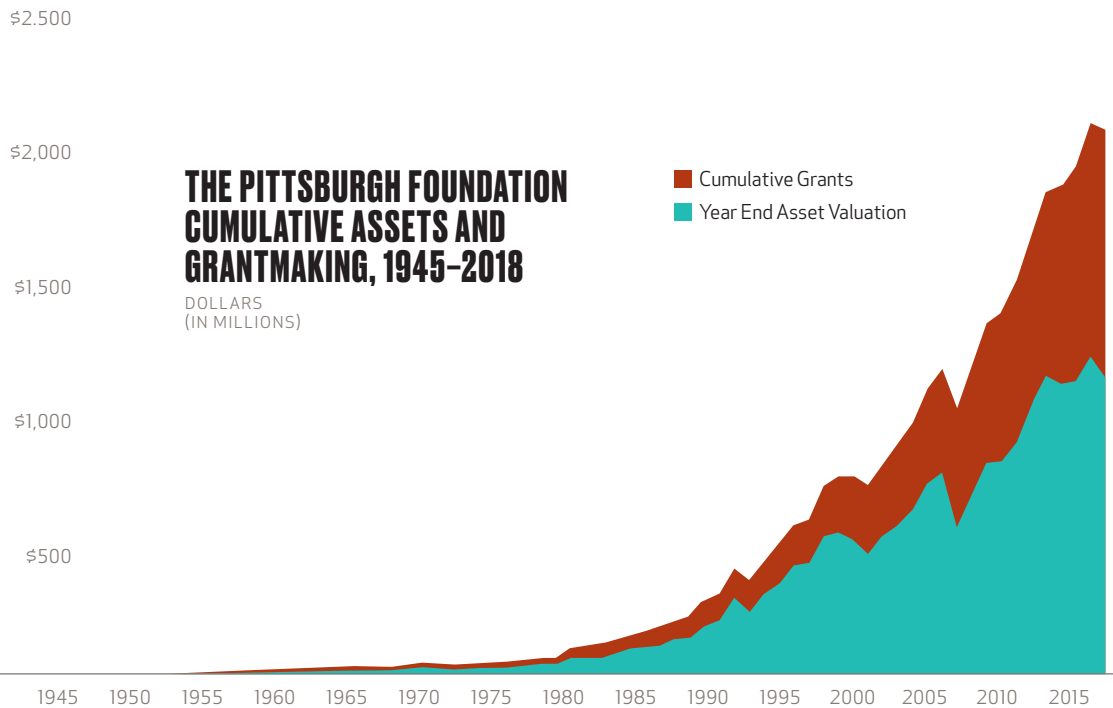
IN 2018, despite changes to the federal tax code that included limiting charitable deductions, The Pittsburgh Foundation brought in \$68 million, the highest cash-in amount in its 73-year history. The total reflects the establishment of 97 new funds, including a record-setting 14 at its affiliate, The Community Foundation of Westmoreland County.

In announcing the total amount raised, then Foundation President and CEO Maxwell King said the achievement “offers powerful evidence that residents of our region see real value in delivering their personal philanthropy through the community foundation model. Thanks to their trust in us, the Foundation will be able to do even more to improve quality of life in the region.”

Funding support to nonprofits also increased last year. The Foundation made 7,043 grants totaling \$48.5 million. Of those, 4,669 grants totaling \$21.3 million were from donor-advised funds.

It’s the community foundation’s endowment model — sound investment strategies applied to donor funds through the years — that has enabled significant growth in grantmaking.

In 1948, the first year for which annual asset valuations were recorded, the Foundation had 18 funds with a cumulative value of \$2.5 million. By the end of 2018, there were 2,296 funds valued at \$1.15 billion. Over the same 70-year period, cumulative grantmaking rose steadily from \$155,947 in 1948 to \$970 million last year. That asset base places the foundation as the 14th largest among community philanthropies nationally.



ADDRESSING SIGNIFICANT COMMUNITY ISSUES

BEYOND SALVE AND SOLACE

by Lisa Schroeder

As a philanthropic first responder after last year's mass shooting at Tree of Life Synagogue, The Pittsburgh Foundation gained expertise it never wanted. Now, as the one-year anniversary is marked, the Foundation's new leader commits to long-range work countering white supremacist, fear-of-the-Other ideology that has led to carnage across the country.

IT HAS BEEN NEARLY A YEAR since our region was rocked by the horrific mass shooting that took the lives of 11 Pittsburghers and wounded six others during Shabbat services at Tree of Life synagogue in Squirrel Hill.

On that Saturday in October 2018, when the shootings happened, I was living in my hometown of Baltimore, serving as president of a place-based foundation. As the world watched—and wept—with Pittsburgh, the response and what is inherently special about this community—the commitment to taking collaborative action, the grace in the face of stress and the natural inclination toward sympathy and empathy—were on full display.

In the conversations I had with Pittsburgh friends after the shootings, it was clear that the attack was a shock to the soul of the city. People were asking tough questions: How could this happen in our town—in Squirrel Hill, the actual neighborhood of Mister Rogers? How could the person charged in the shooting—born here, schooled here, employed here—be so consumed by hate and fear that he plotted how to kill as many people as possible inside a house of worship?

Now, as this terrible anniversary is marked, I am honored to be back in Pittsburgh heading the Foundation charged with improving quality of life across all our communities. In the face of tragedy, we at the Foundation gained experience we never wanted as we took action to bind the community's wounds. We raised emergency funds, supported public vigils, brought in crisis experts and advised organizations on how to provide needed services. We are good at offering salve and solace, and it is important to do so.

But the big question that came out as a community refrain, really, in the days after the Tree of Life attack, is the one we are still asking with regard to our responsibility as a community foundation:

What are we going to do about the hate that fuels the violence?

In the days following the Oct. 27 shooting at Tree of Life synagogue, thousands visited the site to pay their respects, leaving behind flowers, poems and photos to honor those killed.





Michelle Kenney, Antwon Rose's mother, is embraced at an April 30 rally inside the Pennsylvania State Capitol building in Harrisburg. Kenney was joined by 400 activists advocating for changes to the state's Use of Force law. The movement was sparked by the June 19, 2018 shooting death of Rose by police and the acquittal of the officer who killed him.

It is a question renewed in communities across our country in the months since Tree of Life, through the anger and grief of those who have fallen victim to hate-motivated shootings in Poway, California; Christ Church, New Zealand; El Paso, Texas and many other places.

Pittsburgh has a grievous connection point to those events. Prosecutors say that white supremacist ideology that motivated the alleged shooter in the Tree of Life attack is also behind the violence committed by the suspect in El Paso. After his arrest for killing 22 in a Walmart shopping center, the El Paso shooter admitted targeting Mexicans out of fear of an "invasion" of immigrants. In the April attack on the Chabad of Poway synagogue, in which one woman was killed and three people were injured, the charged shooter said he was inspired by anti-immigrant and anti-Semitic social media postings of the Tree of Life shooter and by posts by the man charged in the massacre of 49 people at two mosques in New Zealand.

Indeed, a New York Times investigation earlier this year found that "at least a third of white extremist killers since 2011 were inspired by others who perpetrated similar attacks, professed a reverence for them or showed an interest in their tactics."

Our history locally and nationally is that we have discounted the lethal effect of racism on many groups in our communities. This year, the evidence showing how significant inequity leads to violence has hit like a shockwave.

Bill Strickland, one of our longtime Board members and the founder of the world-renowned Manchester Bidwell Corp. vocational training center, tells me that much of his life's work has been helping young people get past the damage of racism and violence in their daily lives. He cites the death last year of high school student Antwon Rose, who was unarmed and fatally shot by a police officer, as igniting outrage in the community. "We must recognize," says Strickland, "that the deaths of young Black men in interactions with police, and as a result of Black-on-Black gun violence in many neighborhoods, can be tallied to qualify as a mass killing." Their roots, he says, go to the same homegrown white supremacy, racial bias and abject fear of the Other that have played out in Pittsburgh, Poway and El Paso.

So, emphatically, I believe it is essential that our Foundation lead efforts in the next year to examine the hate that leads to violence and develop solutions for eliminating it in community life.

We must continue to celebrate progress and prosperity, but our highest responsibility is to focus on economic and social struggles that are hidden behind railroad tracks, on hilltops and along rural landscapes. And because philanthropy cannot do it alone, we must enlist democratic institutions and our elected leaders running them to make progress against white supremacist groups and other hate outlets that fuel many of these shootings.

In his appearance before the House of Representatives' Committee on Homeland Security meeting in Pittsburgh earlier this month, Tree of Life shooting survivor Rabbi Jeffrey Myers charged that leaders who condone hate speech "...are teaching us that it is acceptable to behave this way, and it's simply not."

For the sake of our community's future, we will continue to champion diversity and decry any tolerance of white supremacist ideology. At every opportunity—through our grantmaking, our civic partnerships and community outreach on issues—we will restate the values that govern our work.

We are determined that through that work, Pittsburgh will be the place that proves love is always stronger. ■

Lisa Schroeder is president and CEO of The Pittsburgh Foundation.

STANDING AGAINST HATE

In the months since the Tree of Life shootings, the Foundation has been working with a range of organizations. Three major areas of focus have emerged:

1 LOCALIZE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS


A partnership of Carnegie Mellon University, the City of Pittsburgh and our Foundation is embracing **United Nations Sustainable Development Goal 16**, to achieve in our region a “just, peaceful and inclusive society...free of violence and fear.” Our contribution comes through the 100 Percent Pittsburgh organizing principle we’ve developed, which commits much of our grantmaking to providing new opportunities for those left out of a revitalized economy. And we’ve adopted values specifically for that work: courage, voice and racial equity.

2 STRENGTHEN THE FORCES THAT COUNTER THE HATE

The nonprofit sector plays a critical role in meeting basic needs and in courageously addressing structural and institutional racism and bigotry in all its toxic forms. We’ve created a **Social Justice Fund** with the goal of empowering community members on the front lines of the struggle to challenge systems and policies that perpetuate race-based, economic inequity.

3 GET YOUNG PEOPLE INVOLVED

The vaccine that will inoculate communities from futures poisoned with hate-filled violence is developed by engaging young people in building a community grounded in racial justice and an economy open to all. **Change Agents in Education: Youth and Social Justice**, a program we’re continuing this fall, will train young people in human-centered design methods and then support these young people in social justice projects they develop. This year’s theme is **Protecting Our Democracy: Understanding the First Amendment**.



The Change Agents in Education: Youth and Social Justice program is one of the lynchpins in local follow-ups to two First Amendment conferences presented by The Pittsburgh Foundation last year. At right, Westinghouse High School students and faculty meet in a LUMA Institute conference room in 2016, in a version of the Change Agents program dealing with race and public perceptions of their school.

CONVENING FOR ACTION

FIRST AMENDMENT FIRST

Last year, two Pittsburgh Foundation–led conferences commanded public attention on threats to fundamental American freedoms. This year, local and national programs are expanding remedies from convention halls to town halls, libraries and community centers.

IN THE LAST TWO YEARS of his Pittsburgh Foundation presidency, Maxwell King was shocked at the degree to which appreciation for fundamental American values had eroded — a poisonous outcome, he believes, of one of the most politically and ideologically divisive periods in the country’s history. He took action.

Determined to make Pittsburgh the staging ground for reawakening appreciation for basic freedoms and protecting civic democracy, King’s final public initiative as president came last year in developing and convening two conferences focused on galvanizing public attention on First Amendment rights in the U.S. Constitution — freedoms of religion, expression, the press, public assembly and government petition.

“As a community foundation, our way forward must be to convert today’s heat into tomorrow’s light,” says King, “and accomplishing that involves long-term educational initiatives.”

He sees the community foundation mission of improving quality of life as doomed without the underpinning of democratic institutions. And the strength of those institutions, he says, depends on “an enlightened, activist and educated citizenry.” That conviction led to the Foundation partnering with Duquesne University to present the second conference on its campus in October 2018.

Duquesne President Ken Gormley, a constitutional law expert who moderated some of the conference sessions, argued in his opening address that the antidote to the toxic partisanship and political divisiveness rending the country is “... rallying around principles that unite us. And what better... than those that come first in the Bill of Rights, expressed in a succinct, 45-word promise?”

Given the raging divisiveness in the months leading up to the 2018 election, “the timing of the conferences was prescient,” says Dr. Jeanne Pearlman, senior vice president for Program and Policy at the Foundation. The first event in June, which she designed in collaboration with a committee of national subject matter experts,



In 2018, experts from across the ideological spectrum came together at two conferences to reawaken community appreciation for First Amendment freedoms. Clockwise from left: former U.S. Republican Congressman Mickey Edwards with Indra Lakshmanan, Newmark chair in journalism ethics at the Poynter Institute and columnist for The Boston Globe; former Pittsburgh Foundation President and CEO Maxwell King, who developed the conferences; New York Times Executive Editor Dean Baquet.



Rabbi Ron Symons interviews NPR legal affairs correspondent Nina Totenberg at a Sept. 23 forum on religious freedom and the First Amendment. The Jewish Community Center of Greater Pittsburgh event was one of the community programs funded by the Foundation and occurred as the U.S. Supreme Court is poised to reconsider landmark cases that could, says Totenberg, “tear down some of that wall of separation between church and state.”

focused on how local communities can counter threats to First Amendment freedoms. That conference was co-presented with The Heinz Endowments, another regionally focused foundation, and Media Impact Funders, a network that informs, engages and inspires. Activities were held at Pittsburgh Creative and Performing Arts High School (CAPA) and the August Wilson African American Cultural Center, both in downtown Pittsburgh. The Duquesne conference focused on the essential nature of the First Amendment across the political and ideological landscape.

The need for community responses, says Pearlman, was urgent. In recent years, most school districts have eliminated civics classes from middle school and high school curricula. The result, she says: People in the nation are unfamiliar or misinformed about their rights; they are fearful of freely speaking their truth; those of faith are understandably afraid to worship in public for fear of violence; and people who work for news organizations find themselves under attack.

“The community foundation, through these conferences, was using its convening power to invigorate communities to respond and inspire leaders to act,” says Pearlman. And they have.

In addition to the second phase of the Change Agents in Education: Youth and Social Justice program, funded programs include:

IN THE LIBRARIES

The Pittsburgh Foundation, in partnership with Carnegie Library of Pittsburgh, has developed a year’s worth of programming about the First Amendment, including a public lecture series to bring the ideas about the five fundamental freedoms directly into neighborhoods by way of the public learning spaces in local libraries.

IN THE CONFERENCE HALLS

On Sept. 23, the Jewish Community Center’s Center for Loving Kindness sponsored by way of Pittsburgh Foundation funding “The First Amendment for the

21st Century: A Conference in Squirrel Hill about Our Nation's Tensions with Freedom of Religion." Rabbi Ronald B. B. Symons, senior director of Jewish Life at the JCC, says the purpose is "to better understand the friction between those who want to protect their own religious stance as opposed to those who would have a pluralistic understanding."

Featured speakers were Nina Totenberg, NPR's legal affairs correspondent, and Michael W. McConnell, Mallery Professor and director of the Constitutional Law Center at Stanford Law School.

ONLINE

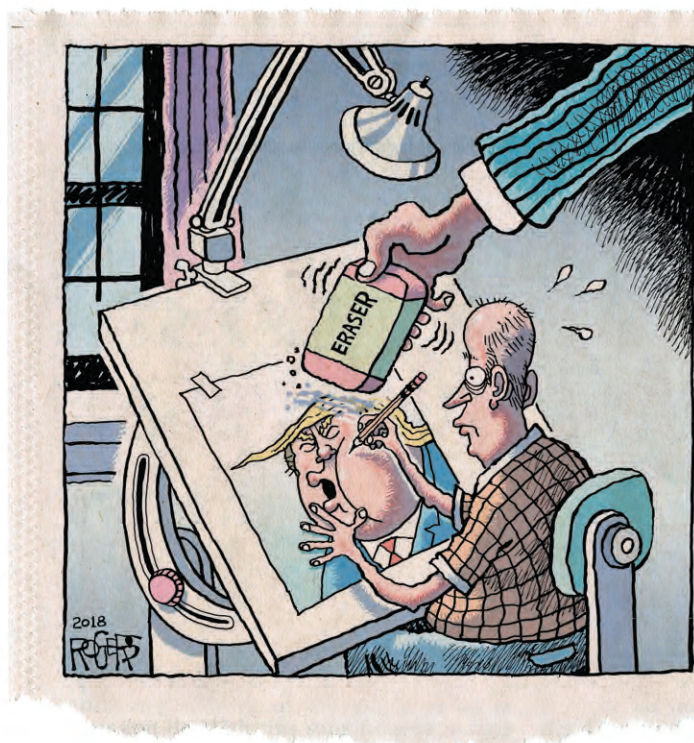
The National Constitution Center and its president and CEO, Jeffrey Rosen, played important roles in the second conference at Duquesne and have since reinforced the Center's commitment to education about the First Amendment. In its five-part #1AUSA podcast, the Center highlights key moments from the conference and encourages listeners to engage with the Center's "We the People" weekly podcasts, available at constitutioncenter.org.

"The podcasts are timely lessons about a living document," says King and offer timely and informative debates from the only institution in America chartered by Congress to disseminate information about the U.S. Constitution in a non-partisan way.

King's final initiative has turned out to be a new beginning, or, as he refers to it, a "revival-bolstering" of the First Amendment in our region.

"It was time for the conference then," says King. "And it is time for new attention on protecting First Amendment freedoms now. We heard the call to action. The time for action — the need for results — is now." ■

Tim Ziaukas is a freelance writer.



DRAWING LINES

A WEEK BEFORE THE JUNE 2018 GATHERING, Pittsburgh Post-Gazette editorial cartoonist Rob Rogers was fired after 25 years at the paper for cartoons that were, he said, "considered unflattering" to the current occupant of the White House. While Rogers' firing is not an abridgment of the First Amendment — employers have the right to dismiss employees who for whatever reasons are not fulfilling expectations — his dismissal can be seen, and has been viewed — as having a chilling effect on free speech in journalism. Rogers was interviewed by Heinz Endowments President Grant Oliphant at the June conference.

Rogers' skills as a professional cartoonist are unquestioned. He was runner-up for the Pulitzer Prize in editorial cartooning for the work that resulted in his dismissal.

The cliché, Rogers says, is apt: Political cartoonists are the canary in the coal mine of democracy. "We're the first to go," he says. "The fact that a community foundation was compelled to hold conferences about threats to the First Amendment, I think, says it all. It's not just my cartooning colleagues who are in the coal mine," he says, referring to journalists generally. "We are all canaries now."

EMPOWERING DONORS THROUGH THE
CENTER FOR PHILANTHROPY

PAYING COURAGE FORWARD

Longtime colleague Ellen Mazo writes about the career of remarkable Pittsburgh journalist Sally Kalson, and the family-and-friends partnership with the Foundation to honor her writing legacy.

AS SALLY KALSON LIKED TO TELL IT: She warned the man who had asked her out, and who would eventually become her husband, that dating her would be “an occupational hazard.” As if Ed Feinstein had not already experienced Sally’s solid, moral center. For this intrepid journalist at the Pittsburgh Post-Gazette, there was right and there was wrong, and Sally very much wanted to right the wrong.

Her “Window on Nicaragua” dispatches brought to our doorsteps western Pennsylvanians striving to help those entrapped in the morass of that war-torn country; her “Lords of the Court” series opened courtroom doors to reveal the audacious arrogance of certain judges; and “Going Hungry Here at Home” opened our eyes, and our hearts, to those who needed us most.

Sally’s writing on the human condition had breadth and depth. It could be sharply local—such as analyzing public art in Pittsburgh—or broadly directed to the world, as in her unflinching exploration of the life of

Jacob Wideman, son of acclaimed author John Wideman, before Jacob was to go on trial for the stabbing death of a friend at summer camp.

Sally made extraordinary contributions to how we understood ourselves as Pittsburghers at home, in our country and throughout the world. Her 30-year career was marked by many awards from the profession, which drew acclaim from her peers and admiration from devoted readers. Her prolific career was cut short, however. Sally died of ovarian cancer on Sept. 24, 2014. She was 63.

In the ensuing years, the continued reminders of the impact of Sally’s work—including calling out harmful policies and holding authority figures accountable—have inspired Feinstein; daughter, Zoe; and David and Susan Kalson, Sally’s brother and sister-in-law, to establish the Sally Kalson Courage in Journalism Fund at The Pittsburgh Foundation. The match makes sense: The Foundation is a dedicated funder of public journalism programs attempting to produce news and information that ever-diminishing commercial media outlets no longer provide. And, its staff has deep experience with running awards and scholarship programs.

The Foundation soon will establish an advisory committee that will meet annually to select a journalist in western Pennsylvania in broadcast, print or social media for special recognition and a still-to-be-determined

PRESS

IDENTIFICATION



Sally H. Kalson

EMPLOYEE NAME

M. A. Meiracini

AUTHORIZATION

Qualities of the Journalist

1. An open mind, a willingness to learn, and the knowledge that things are not always what they seem to be.
2. A belief in the dignity of all people, and a compassion for those upon whom the world too often heaps indignities.
3. A high regard for the riches of the English language, and an eagerness to learn its proper use.
4. An appreciation for the conflicts and complexities of modern life, and an understanding that they often cannot be reconciled.
5. An awareness that even the best-motivated persons make mistakes, and a willingness to admit your own.
6. A capacity for hard work and long, irregular hours.
7. A respect for the power you wield and the responsibility that must accompany it.
8. An abiding concern for justice, truth (as far as it can be determined) and accuracy.
9. A sense of humor, particularly about yourself.
10. A thick skin.

Sally Kalson developed her own curriculum materials, including this list, for the journalism class she taught at Chatham University.

“Sally combined terrific reporting, keen observation and disciplined writing in every piece she touched. She was the heart and soul of an aggressive, vibrant newsroom.”

Susan Smith
*Former Managing Editor,
Pittsburgh Post-Gazette*

cash award for his or her “courage and outstanding communication exemplified by Sally’s body of work.” This is, says Feinstein, “consistent with Sally’s feelings and beliefs.”

This enduring appreciation of Sally’s determination to expose injustices of the powerful and advocate for the underdog is as much a tribute to her journalistic prowess as it is to Sally’s willingness to open a window to the political and personal absurdities in our lives. She accomplished this first in her column that began on occasional Saturdays. Noting Sally’s strength of conviction, John Craig, the Post-Gazette’s late editor, quickly made her one of the paper’s regular Sunday columnists. She had that “rare ability to raise the consciousness, and ire, of the newspaper’s readers,” recalls Susan Smith, the Post-Gazette’s former managing editor who started at the newspaper in 1984, the same year as Sally.

“The column was a great platform for Sally to address important issues, as well as human interest topics, and she did it all fearlessly,” says David Kalson. “We don’t expect [the award winner] to be the next Sally Kalson, but we expect that person to be the best journalist possible in a reporting situation—demonstrating an ability to face off against the powerful and those in authority, or to challenge cynicism.”

As a columnist, Sally’s courage was palpable. Everyone was accountable—from elected officials who wanted a constitutional amendment to protect the flag from desecration to the intrusion of the “faceless and monolithic” World War II memorial that was to be constructed on the Washington Mall (the design was ultimately changed) to the absurdity of a \$15 million U.S. Agency for International Development program to research and teach “natural birth control.” She motivated readers to invest their emotions in an issue, to think and even to act.

Her writer’s courage was evident even in the captivating columns that focused on her own life. She was willing to push herself and the people she wrote about to elicit human truths that were as universal as they were personal.



Laughing while reading about boisterous Kalson family holiday dinners and celebrations, I came to be more tolerant of my own family’s foibles. I cried through another column in which she wrote about sitting with her back against her father’s tombstone “... which absorbs the sun’s warmth and gives it back again, just as he did with his family’s love.” I cheered when I read how Ed “turned those killer blue eyes on me” in proposing marriage. And I delighted in the accounts of Zoe maturing through the years into a smart, savvy woman—now about to enter a nurse practitioner graduate program at Yale University in the fall.

“Sally combined terrific reporting, keen observation and disciplined writing in every piece she touched,” says Smith. “She was the heart and soul of an aggressive, vibrant newsroom. She was a great leader, a great colleague. She was Sally.” ■

Sally Kalson interviewed scores of newsmakers who were lightning rods for controversial ideas. In 1986, she spoke to rock legend Frank Zappa in Pittsburgh. Like Zappa, Kalson was known for challenging the status quo and exposing hypocrisy especially in politics.

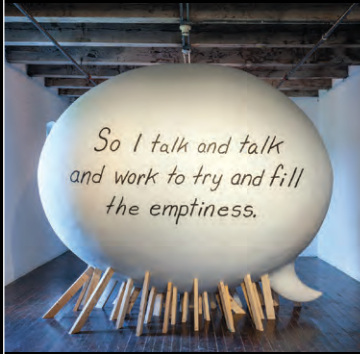
Ellen Mazo is a freelance writer and former Post-Gazette staffer.

CAROL R. BROWN CREATIVE ACHIEVEMENT AWARDS

through The Pittsburgh Foundation and The Heinz Endowments

EMERGING ARTIST

2012



John Peña *visual arts*

2013



Tami Dixon *theater*

2014



Lenka Clayton *multidisciplinary*

ESTABLISHED ARTIST



Toi Derricotte *literature*



Roger Humphries *music*



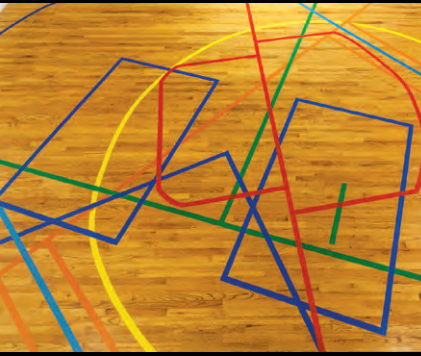
Jon Rubin *multidisciplinary*

Starting in 2012, the Foundations began awarding a Carol R. Brown Creative Achievement Award to one Emerging and one Established artist annually. An array of disciplines has been recognized, and the tradition continues with the next awards ceremony in December. Images are courtesy of the artists.

PARTNERING TO BUILD COMMUNITY

CREATIVE LICENSE

2015

Brett Kashmere *multidisciplinary*

2016

Tereh Idia *fashion design*

2017

Sarika Goulatia *multidisciplinary*

2018

Alisha B. Wormsley *interdisciplinary*Karla Boos *theater*Yona Harvey *literature*Susan Tsu *costume design*Tony Ferrieri *set design*

A place-based philanthropy and a community foundation come together to fulfill individual artists' most pressing needs.

WHAT IS THE ROLE OF ARTISTS IN CHALLENGING TIMES?

For some, it is expressing the ineffable, or shining a light on what would be overlooked. For others, it is exposing uncomfortable truths, or capturing and holding a community's rage or grief. But perhaps the most challenging role for artists is making a living. Usually self-employed and underpaid, artists may find their creative work overwhelmed by the hustle of lining up the next commission or performance.

Arts champion Carol R. Brown, who ran the Pittsburgh Cultural Trust from 1986 to 2000, recognized this reality. She was determined that the organization responsible for 14 venues offering a range of entertainment and cultural presentations in the heart of Downtown would support and celebrate individual artists whose creativity powered the District. In 1991,

she launched the Creative Achievement Awards through the Trust, which made grants of \$15,000 each to two artists, one designated as Established, and the other, Emerging. Unlike many arts-funding programs, which cover specific projects or residencies, the Trust grants were for whatever the artists needed most.

The program was launched the same year the Trust announced a 10-year plan for Cultural District improvements that The Pittsburgh Press proclaimed would result in a "bonanza" for art lovers.

"Our intent was to bring real help to our community of artists for whatever their needs were," says Brown. "One of the awardees came up after the ceremony and explained that they desperately needed dental care and now could afford it. That's exactly what the awards are for, and it was a conversation I'll never forget."

The Awards program, which included a community celebration for artists, was made through the Trust eight times until 1999, when the program went on hiatus. They were resurrected in 2012 in homage to Brown's vision and accomplishments in the Cultural District. They became a shared program of The Heinz Endowments,

where Brown is a board member, and The Pittsburgh Foundation under the umbrella of the Investing in Professional Artists Program. Over the past seven years, the program has awarded \$210,000 directly to working artists who have devoted significant time and training to building a career creating or interpreting works of art.

“Artists are truth tellers. They are particularly effective in challenging us to look at some of our community’s serious social problems,” says Brown.

She cited the work of Alisha Wormsley, last year’s Emerging Artist awardee who created the “There Are Black People in The Future” billboard project. That piece was taken down when the building’s landlord said she received complaints. The removal led to widespread

community outrage and charges of censorship. The billboard is now one of Wormsley’s works included in the exhibition “Manifest Destiny,” on view in Detroit.

Wormsley used her award to provide for her family by establishing a trust for her young son. She is busy with a series of projects, including an artwork in residency opportunity to present “There are Black People in the Future,” a show at the Westmoreland Museum of American Art; and a book release for “The People are the Light,” which documents her experience with a series of public art installations and workshops in Homewood under the theme of cleansing and healing.

Beyond the support that has been provided for artists thus far, Wormsley hopes Pittsburgh funders will invest “in economic stability and real equity for artists” through programs such as Project Row House in Houston.

“If [funders] really want equity in the greater Pittsburgh area, then there will be more support for business and economic stability and programs for artists to acquire property and create businesses,” she says.

This year’s Creative Achievement Awards will be presented in December and, for the first time, the arts community will help shape the event. Arts program officers from the two foundations opened the nomination process to all artists and the public, and there has been an enthusiastic response with 99 nominations, 73 more than the staff-curated process last year.

“My hat is off to The Pittsburgh Foundation and The Heinz Endowments because they’ve recognized for a long time the importance of asking artists directly what they need, hearing their anxieties and frustrations, and then responding,” says Brown. “I’m just very grateful that the two foundations are continuing to do this.” ■

Kitty Julian is director of Communications at The Pittsburgh Foundation.

Carol R. Brown, center, with 2012 awardees Toi Derricotte and John Peña at the ceremony naming the program after Brown.





Aneka Ingold stands with her mixed media on paper work, "Formidable," at the opening of "Rising Voices: The Bennett Prize for Women Figurative Realist Painters" last May. The exhibition at Muskegon Museum of Art in Michigan celebrates the works of Bennett Prize winner Ingold and nine finalists.

FIRST PERSON

Bennett Prize winner Aneka Ingold on how the award has affected her life

IN MAY, TAMPA-BASED figurative realist painter, teacher and mother Aneka Ingold was named the inaugural winner of The Bennett Prize, which was established by donors Steven Alan Bennett and Elaine Melotti Schmidt through the Foundation's Center for Philanthropy. Ingold's work is included in a group exhibition that will soon travel the country. The Prize provides a \$50,000 stipend for her to make new work for a solo exhibition that debuts in 2021. Ingold spoke to the Foundation about the impact of this recognition:

I've been doing this for a long time and I'm finally being validated. It's hard to get the work out there. Now I feel connected to something bigger, meaning the art world in general, but also to women artists. I now have a stronger drive to make the work, and I feel an obligation [to other women artists]. We can't stop now.

Honestly, I've been losing money for a long time by making art and spending so much on

supplies. Then there are fees for submitting, for packing and crating and shipping [to exhibitions]. If organizers accept your work, you hope to sell it, but you don't always, and maybe you just break even. The Prize is phenomenal because it is a validation of women artists and also provides tangible monetary support. Now I can afford substrates, framing and more expensive paints. It's a safety net to get the things that will make my work more archival and valuable and of higher quality. I'm also really happy to see that my work is valued more already. That needs to happen for women artists, generally.

Women artists need to reach out and connect and share our stories so we won't feel so alone. I want to encourage women to find those things that make them feel they have a voice, whether it's writing or singing or making art or being involved in local politics. Find that voice and use it and don't let it go.

“LIFE GOES ON, DAY

From “Get Up,” one of 16 songs on American rapper Mac Miller’s fifth mixtape, “Best Day Ever,” released in 2011. It rose to #26 on the Billboard 200 chart.



Mac Miller
performs on
July 9, 2017,
in Turku,
Finland, at the
Ruisrock music
festival, which
106,000 people
attended.
Photo taken by
Justin Boyd.



HELPING DONORS TURN LOSS TO LEGACY

YS GET BRIGHTER”

The untimely death last year of 26-year-old rapper and producer Mac Miller sent shockwaves through his legions of fans—from hometown Pittsburgh to Los Angeles to Sydney, Australia. This year, his family began honoring his artistic legacy through a Pittsburgh Foundation fund helping young people explore the arts and build community.

“ALCHEMICAL... UNASSUMING... UNDENIABLY TALENTED,” wrote Rolling Stone music critic Mosi Reeves about Mac Miller in an August 2018 review of Miller’s fifth full-length album, “Swimming.” The critically acclaimed recording debuted at number three on the Billboard 200 chart. Just weeks later, fans worldwide were stunned to learn that the 26-year-old rapper and producer — born Malcom McCormick in Pittsburgh — had died from a fentanyl and cocaine overdose.

NUMBER OF DONATIONS, BY AMOUNT

The Mac Miller Fund



The music community responded quickly by organizing an Oct. 31 benefit and celebration-of-life concert for Miller at the Greek Theatre in Los Angeles. Even as they were overtaken by grief, his parents, Karen Meyers and Mark McCormick, along with his brother, Miller McCormick, were determined to create a life-affirming legacy in his name. They turned to The Pittsburgh Foundation to establish The Mac Miller Fund to accept proceeds.

In a statement announcing the fund, the family said the purpose is to expand on the performer's vision of giving access and opportunities to young people to explore the arts and to have a positive impact on communities across the country. "He cared very much about working to make the world a kinder place and we will continue to do just that," family members stated.

With that goal as a banner, performers and concertgoers made the night a huge success. Dozens of acclaimed artists who knew Miller personally, including John Mayer, Chance the Rapper, Travis Scott, Vince Staples and SZA, performed to the sold-out crowd. The event was livestreamed on numerous digital outlets, including Facebook, Twitter and YouTube, all of which encouraged fans to give to the fund.

Donations poured in from around the world, raising nearly \$1 million, including \$731,000 in concert proceeds from Live Nation, \$20,000 from Spotify and \$21,600 from Facebook. But big donations don't tell the full story: Most contributors gave \$25 or less.

"It's clear that most of the gifts in those smaller amounts came from Mac Miller's young fans—and what powerful evidence that is of his emotional connection to them and their belief in the fund's potential to do great things," says Maxwell King, who was Pittsburgh Foundation president and CEO when the fund was established.

In May, at a press conference featuring Miller's grandmother, Marcia Weiss, of Shadyside, the first two grants from the fund were announced. Pittsburgh-based Hope Academy of Music and the Arts received \$50,000 to double enrollment to 80 students in its



(L-R) Samuel Stephenson, Ariana Taylor, Anna Gredler and Kiki Lagorio are Suzuki cello students with instructor Beth Goldstein-McKee at Hope Academy of Music and the Arts. The after-school arts education outreach program is using a grant from the Mac Miller Fund to double the size of its Suzuki Music Program.

Suzuki program, which teaches children and youth to read music and play the violin, cello, guitar and flute. Another \$50,000 in support went to MusiCares, a charity of the Recording Academy, to establish the MusiCares Mac Miller Legacy Fund to help young adults in the music industry who are dealing with substance abuse. That organization provides a variety of safety net programs, including addiction recovery services, to people in the music industry.

Warning reporters covering the press conference that she would be “telling a lot of grandmother stories,” Weiss said her grandson had a connection to music and developed a strong stage presence as early as age 6, when he learned how to play the piano, drums and bass. “Malcolm was a special grandchild. These grants are a way to keep alive his love of music and to give access to the arts to people who otherwise might not be able to have it. He would be so pleased with this.”

Days after Miller’s death, thousands of fans attended a vigil in his honor at Blue Slide Playground in Frick Park,

a favorite hangout of Miller’s, and the namesake of his first album, “Blue Slide Park.”

“It was eerie,” Allderdice High School classmate Seamus Roddy wrote in a Nov. 2018 tribute published in the Pittsburgh Post-Gazette. He was referring to the last song played at the vigil, “2009,” and the aftermath.

“It was the last time he was Malcolm McCormick; the last time Malcolm McCormick came to this park and was just another kid. After the song ended... there was silence — raised candles and lights flashing, tears falling and arms around shoulders,” wrote Roddy. “The crowd didn’t budge, didn’t back down. One minute became two and two became three and the park was either going to explode or we were going to stay silent forever. Then, mercifully, someone belted out, ‘We love you, Malcolm!’ And that seemed right. Those kids roared together for the last time.” ■

Kitty Julian is director of Communications at The Pittsburgh Foundation.

IMPROVING QUALITY OF LIFE ACROSS THE REGION

THE COLLECTIVE POWER NETWORK

Last year, The Community Foundation of Westmoreland County convinced 20 nonprofits to look past daily work demands and band together to build relationships. This year, membership is growing and joint projects have launched.

DANIEL GIOVANNELLI wants to erect a giant rabbit, a tribute to both art and play, in a small Greensburg park. As the executive director of Central Westmoreland Habitat for Humanity, Giovannelli says home construction, not bunny building, would have been his sole focus not long ago.

But then WestCo Nonprofit Network happened. Participating in — and helping plan — its programs made Giovannelli think differently as Habitat prepared to construct a house on a Greensburg lot that abuts a park. Before the WestCo Nonprofit Network, Giovannelli would not have conceived discussing Greensburg park improvement with the Latrobe Art Center.

Now, Giovannelli is working with both the Greensburg Community Development Corp. and the

Art Center to enhance the neighborhood around the house, on which construction began in May.

WestCo Nonprofit Network, launched in March 2018, has forged connections among Westmoreland County's nonprofit organizations, facilitating coordination among the myriad groups, which, in turn, enables them to use limited funds more effectively and assume leadership roles in the community.

The vision, says Phil Koch, executive director of The Community Foundation of Westmoreland County, an affiliate of The Pittsburgh Foundation, is for the WestCo Network to pull together the county's nonprofits, creating synergy that will strengthen the whole sector. "We want to unify the work we do and use our collective power to improve the lives of the people we serve," Koch says of the network, which operates under the auspices of the Foundation.

Only a little more than a year old, the network provides monthly educational seminars on topics the nonprofits request; it advocates on issues common to many of the nonprofits' missions; and it strengthens nonprofits with grants to improve management and planning.

The bulk of the support for this venture comes from the BNY Mellon Foundation of Southwestern Pennsylvania.

Community Foundation of Westmoreland County Executive Director Phil Koch says 160 nonprofits have participated in the WestCo Nonprofit Network so far. Even informal events, such as an August 2019 picnic, give nonprofit leaders a chance to learn together about best practices and ways to better serve their communities.



“We wanted a networking group specifically for nonprofits. We wanted relationships among groups, education and collaboration.”

Mandy Zalich
*Westmoreland
Community Action*

CFWC offers training and professional development to the sprawling county’s diverse nonprofit organizations. It was from one of those programs, attended over several months by Giovannelli and the directors of 19 other groups, that WestCo emerged.

Giovannelli says speakers at the seminars asked the directors to think big, something small nonprofit directors rarely get to do because they are perennially

short-staffed and time-starved. As the bi-weekly series ended in January 2018, Giovannelli, along with three other attendees — Endicott Reindl, executive director of the Westmoreland Symphony Orchestra; Mandy Welty Zalich, executive director of Westmoreland Community Action; and Jessica Kadie-Barclay, chief executive officer of the West Overton Village and Museums — told Koch that they found the camaraderie and networking as important as the training.

They wanted to create a way to sustain and expand it. They were thinking big about the needs of the nonprofits of the whole county.

Zalich says businesses have networking groups such as chambers of commerce. But nonprofit managers have been convinced that they don’t fit into those structures. “We wanted a networking group specifically for nonprofits,” she says. “We wanted relationships among groups, and education and collaboration.”

With Koch, they created WestCo to do that. The four nonprofit leaders now serve as a steering committee. They survey nonprofit directors to determine what sorts of programs they want and then work with Koch to produce them. They schedule the events at various locations around the county to accommodate far-flung organizations.

The network also empowers executive directors to spin off their own groups. So, for example, a group of relatively new executive directors formed a breakfast club, which meets monthly to reduce alienation and isolation. The executive directors of behavioral health organizations created their own group to communicate and coordinate.

In April, the Network sponsored a forum that enabled executive directors to meet with the elected officials whose decisions affect the communities the nonprofits serve. Five Westmoreland County state representatives and two state senators answered

STRENGTH IN UNITY

The WestCo Nonprofit Network engages organizations outside the nonprofit space.

questions from the leaders of 120 nonprofits. “This gave nonprofit directors a chance to introduce themselves to these lawmakers, and for them to listen to each other,” says Zalich.

In May, about 75 executive directors met to discuss the county’s new Comprehensive Plan, learn about its specific goals and determine how their organizations will contribute.

Now, WestCo leaders are working with The Pittsburgh Foundation to develop a county-wide calendar on which each participating nonprofit can schedule its programs for everyone to see. Giovannelli noted that this will facilitate attendance at each other’s events, but also will avoid scheduling conflicts. This happened to him two years ago when his fundraiser ended up on the same evening as the Party at the Palace Theatre, which is that venue’s annual event.

In June, CFWC granted Central Westmoreland Habitat for Humanity \$30,000 to work with Greensburg Community Development Corp. and the Latrobe Art Center to improve the Greensburg park and access to downtown Greensburg. Neighborhood walkways will soon boast signs noting the short distance to a coffee house or museum in the city center, and visitors will experience public art — as in the giant bunny — along their way.

Beyond park improvements and signage, Koch believes that as WestCo matures, it will use its collective clout to advocate for projects its members feel are crucial to the region’s future success. One example: lack of support systems for the homeless. “Most counties have 250 emergency shelter beds,” says Koch. “We have 38. If we put our advocacy efforts together, we could tackle something like that. Coordinating it all and sticking with it — that’s the hard work of moving forward.” ■

Barbara White Stack is a freelance writer.

134

Nonprofits

7
Community
& Civic Groups

8
Educational
Institutions

2
Faith-based
Institutions

9
Municipalities
& Municipal Entities

LEADING SUPPORTS



THE PITTSBURGH PROMISE

NOW IN ITS 11TH YEAR, The Pittsburgh Promise received a \$1 million grant from The Heinz Endowments, which has donated nearly \$20 million since the scholarship program's inception. The Promise also received a \$1 million grant from Pittsburgh-based American Eagle Outfitters, the company's second gift of that size. The grant was announced at this year's signing day, an event in which Promise scholars, like the two students pictured above, announce and celebrate their post-high school plans. Since its first year, the Promise has provided about \$130 million in scholarships to more than 8,800 graduates of the Pittsburgh Public Schools network.

Also this year, Point Park University, La Roche University and Chatham University announced extending support to Promise scholars attending the institutions' graduate schools. The scholarships are equal to 20%–30% of tuition per semester.



NEIGHBORHOOD ALLIES

AFTER SIGNIFICANT PLANNING last year, Neighborhood Allies and the City of Pittsburgh in March launched the Pittsburgh Financial Empowerment Center, which provides free financial counseling to all city residents. The one-on-one sessions are tailored to individuals and families whose goals include paying down debt, increasing savings, establishing good credit, and opening safe and affordable bank accounts. Local grants from BNY Mellon Foundation of Southwestern Pennsylvania, Hillman Foundation and PNC Bank total \$280,000. Those funds are supplemented by \$30,000 from the City of Pittsburgh and a \$250,000 grant from the national Cities for Financial Empowerment Fund, based in New York City. Pittsburgh is the eighth city to implement the FEC model.

The organization's Grassroots Grantmaking Committee funded 47 resident projects this year totaling \$96,073 through its Love My Neighbor! grant program, which aims to improve communities. Funded were arts and culture projects, civic education programs and gardens such as the Carolyn Holmes' Zara Street tire garden in Knoxville, above.

The Pittsburgh Foundation's philanthropic efforts are powered by sub-engines for good — four operating supporting organizations, each working in different areas of the community including the sciences and nonprofit sector — that bolster the Foundation's capacity to improve lives in our region. Here are highlights of the past year of projects that are strengthening people and communities and the organizations that serve them.



THE FORBES FUNDS

TO REACH MORE PEOPLE in communities throughout Allegheny County, The Forbes Funds has restructured its grant-making process. As a result, funds that had covered 1.3 organizations per grant now benefit 4.6 organizations per grant. With more than 3,100 nonprofits in the county, President and CEO Fred Brown, above, says Forbes' highest priority is to increase its efficiency and effectiveness so it will have a greater positive impact on the lives of residents in the region.

Also, Forbes is preparing for this year's Greater Pittsburgh Nonprofit Partnership summit, which will carry the theme "Building a Region that Works for Everyone."



CHARLES E. KAUFMAN FOUNDATION

THE CHARLES E. KAUFMAN FOUNDATION awarded 18 scientific research grants totaling \$3.7 million in 2018 and 2019. The grants in biology, chemistry and physics support research projects, including an investigation into how pandemic influenza strains form and spread. One project funded is "Eavesdropping on Ants," which uses biology, chemistry and neuroscience to explore how social insects, such as the *Harpegnathos saltator*, or Indian jumping ant, communicate. The project also trains undergraduate students in insect research techniques. Since 2013, the Charles E. Kaufman Foundation has awarded 61 grants totaling \$12.8 million. ■

HEALTH FROM THE INSIDE OUT

A Pittsburgh Foundation fund supported the director of the Allegheny County Health Department in achieving big internal reforms. Now, as she leaves for a federal post, a nationally respected department awaits her successor.

FOR YEARS, EVIDENCE MOUNTED that showed a widening gap between white and African American health outcomes in Allegheny County. The Health Department responded last year with a plan to narrow it and won a \$735,000 Centers for Disease Control grant. It's the type of funding the department wouldn't have sought five years earlier for lack of the infrastructure to pull it off. "We wouldn't have been competitive," says Dr. Karen Hacker, who had led the department since 2013.

Behind that profound change is the little-known Public Health Improvement Fund, a grant-making account averaging \$340,000 each year in pooled contributions by a group of foundations and health care systems. The single purpose: Enable the Health Department to improve itself so it can be more effective in improving the health of the county's 1.2 million residents. That's been a long-standing goal of

The Pittsburgh Foundation, which has managed the fund and contributed to it since its beginning in 2014.

In the years since, the fund has become a national model—adopted by the Robert Wood Johnson Foundation, for example—for innovative funding of public health initiatives that tax dollars alone could never support.

While operating quietly in the background, it has made a significant impact on public health programming and infrastructure. In just the past year alone, the fund has ramped up the Health Department's response to the opioid crisis, and supported a study of the breadth and severity of asthma among children and an investigation of the threat of lead in drinking water. It has enabled staff to search mountains of health data and share important findings with the public. Offering promise for the department's future effectiveness is the "Plan for a Healthy Allegheny," a comprehensive strategy for improving health throughout the region's most densely populated county.

"I've often called it my R&D fund," says Dr. Hacker, who left the department this summer to become director of the CDC's National Center for Chronic Disease Prevention and Health Promotion. "It allowed us to take steps we wouldn't have been able to take under our own budget. In government, department allocations are challenging at best. There are ideas

Gloria M. Ford joins other Clairton residents and activists at a July 30 community meeting at the town's municipal building to voice their concerns about dangerous levels of pollution emitted from U.S. Steel's Clairton Coke Works. Ford holds her handwritten comment, in which she describes how she must wear a mask to minimize respiratory issues related to the pollution.



My name is Gloria M. Ford
On June 26, 2019 I returned to Clairton from
a vacation. I learned on June 27 the coke
works had ~~not~~ malfunctioned of pollution control
equipment. I was told about that days
later. I am outside everyday. Every day
my breathing was labored. I know I breathe
and I use about the other respiratory
I used it several times a day. I could
not breathe. I am coughing. I could
not breathe. I was taken to Jefferson
Hospital for treatment. U.S. Steel has
caused a great deal of sickness through the
Mon Valley. U.S. Steel acts with impunity.
God forbid that the unhealthy air
we breathe would be put upon them and
their families. Allow compassion to grow
for your actions about the health and well-
ness for the people of Clairton and the
Mon Valley. Your compassion and respect
for the health of all residents in Mon Valley
will be a blessing to U.S. Steel and Mon Valley
Residents and a ~~help~~ model for ~~some~~ ~~people~~



Since the Allegheny County Health Department instituted its naloxone distribution and outreach program in 2016, it has handed out 19,575 naloxone kits and trained 4,135 people to administer this life-saving drug.

you have that you can't find government dollars to support."

Along with The Pittsburgh Foundation, the other contributors are all deeply invested in public health-related issues: UPMC For You, Jefferson Regional Medical Center, The Heinz Endowments, Jewish Healthcare, Buhl, Hillman and Staunton Farm foundations. Some of these supported the robust national search process that resulted in Dr. Hacker's appointment.

Recruited from Boston, where she had taught at the Harvard Medical School and led a community health organization, she came to the job with ambitious plans. "Foundation officers who were working in the public health space knew that reorganization of the department would be essential to her being able to carry out the agenda she laid out for us when she arrived," says Jeanne Pearlman, Ph.D., The Pittsburgh Foundation's senior vice president for Program and Policy.

"Like many older industrial cities, we have a lead problem affecting children... The department documented the problem so the public and the foundations could work on solutions. That's the model we want to hold onto."

Jeanne Pearlman, Ph.D.
*Senior Vice President for
Program and Policy,
The Pittsburgh Foundation*



Dr. Karen Hacker, who has transitioned from Allegheny County Health Department director to the Centers for Disease Control, speaks with a Pittsburgh Foundation donor at an Explore Series event this year.

PUBLIC HEALTH IMPROVEMENT FUND

ESTABLISHED JANUARY 1, 2014

2018 and 2019 grants totaled \$403,544 — all to the Allegheny County Health Department for system improvements that have enabled different projects, including:



A fund dedicated to spurring innovation and improving the capacity of a local government agency isn't a new concept for Pittsburgh's foundations. Similar funds were created to improve human services and the county jail. As of June, the \$1.7 million in total contributions has supported 36 public projects.

Some monies have been spent on sharpening the department's response to public health emergencies such as increasing the supply of the overdose response medication, naloxone, to save the lives of those caught up in opioid abuse. Meanwhile, a recent study of childhood asthma plots out where the rates are highest, from neighborhoods along densely traveled traffic corridors to those along the Monongahela River downwind from U.S. Steel Corp.'s Clairton coke works where some of the nation's worst fine-particulate air pollution levels are regularly recorded.

An ongoing assessment of lead in local drinking water identified children with high levels and neighborhoods most at risk. That initiative offers an example of an important byproduct of the fund: The improvement of the foundations' relationships with department officials. "Like many older industrial cities, we have a lead problem affecting children," says Pearlman. "The places where they're most at risk are in their own homes. The department documented the problem so the public

and the foundations could work on solutions. That's the model we want to hold onto."

Another investigation that looked at the racial gap in health outcomes helped shape a countywide response to reverse downward trends of life expectancy for African Americans — as much as 10 years less than for whites; low-birth-weight infants — twice as high as for whites; and infant mortality — three times greater among African Americans than white residents.

Dr. Hacker relied heavily on the fund to build the infrastructure that earned the department national accreditation in 2017. Fewer than 200 of the country's nearly 3,000 governmental health departments have achieved that designation since the program began in 2011.

"The fund's greatest contribution," says Michael Yonas, Dr.PH., who manages it as The Pittsburgh Foundation's director of Research and Special Initiatives, "is helping the department evolve into a nimble 21st-century operation that can respond to public health needs now and in the future." ■

Jeffrey Fraser is a freelance writer.

THE AGE OF GIVING

Two new programs have been launched at The Pittsburgh Foundation to engage the next generation of professional advisors and philanthropists.

EMMA LEE WAS RAISED TO GIVE BACK, but she never imagined herself as a philanthropist—certainly not at 28. Even from her perch as a senior program associate at the Fred Rogers Center for Early Learning, a nonprofit that deals frequently with foundations, she thought the title was reserved for the elite and wealthy.

Casey Robinson, 33, a certified financial planner with Waldron Private Wealth in Bridgeville, initially assumed his clients were supposed to tell him about their interest in charitable giving—not the other way around.

The two young professionals found that their notions of philanthropy expanded through participation in two Pittsburgh Foundation programs last year in its Center for Philanthropy. The classes are continuing this year as Foundation staff sees evidence that early career professionals want to put their own cultural stamp on local giving.

For Lee, the notion that philanthropy is only for the older and wealthier set in Pittsburgh changed when she

learned about the New Philanthropic Leaders Program. She joined 10 other young professionals, ages 22 to 40, representing occupations as diverse as lawyer and advertising creative director, for a year practicing start-to-finish philanthropy. The \$1,000 contribution each of them made was the first step in a philanthropic journey that took them to the point of collectively deciding which community nonprofits would benefit.

They would set the strategic direction of grantmaking, design an application for nonprofit leaders hoping to tap into it, select the nonprofit finalists and plan a “pitch party,” the event in which applicants make their best case for a grant award. “The entire experience was really engaging,” says Lee.

Robinson is one of 16 early career financial advisors and estate attorneys who make up the Young Professional Advisors Committee, which had its first meeting in February. The YPAC group is modeled after the Foundation’s Professional Advisors Committee, which serves established advisors. In addition to the benefit of networking with peers, he learned how to use the Foundation’s tools to help his clients set philanthropic goals for themselves and succeeding generations. “Some couples want to give money away, but they have never done it before. It isn’t something that most husbands and wives sit around the dinner table and talk about,” Robinson says.



The latest class of the New Philanthropic Leaders is focusing on grants to disrupt the school-to-prison pipeline.



Similarly, the region's younger adults don't typically talk about becoming philanthropists, but the New Philanthropic Leaders Fund highlights changes in the way young people connect to charitable giving. "Young adults born in the '80s and '90s had formative experiences that prompt them to give back from the start of their adult lives instead of waiting until the end," says Center for Philanthropy Director Kelly Uranker.

To heighten young professionals' interest in being personally involved in the grant-making process, \$15,000 of the total \$26,000 funding pool was provided by the Buncher Foundation for the 2018 program.

To decide which nonprofits would receive grants—the class's focus areas were minority and immigrant women with children—NPL members reviewed grant applications. These two areas align with

“Most [clients] don’t know that there is a community foundation a few miles from where they live that is set up to help them support local causes they care about.”

Casey Robinson
Waldron Private Wealth

Casey Robinson, a member of the Young Professional Advisors Committee, continues to learn more about his own philanthropy and how he can help his clients be more philanthropically minded.

Pennsylvania Women’s Work was awarded \$11,000, plus an additional \$1,240 from attendees; Providence Connections, \$7,500 along with \$820; and Jeremiah’s Place, \$7,500 and \$690. Emmie Calland, 34, senior manager for the Center and for strategic initiatives, says the spirit of the pitch party is celebration and affirmation with a bit of competition mixed in for fun. “The groups were cheering for one another,” she says.

Lee says it was an eye-opening experience to work with other community-minded young professionals and learn about the challenges of single mothers, who represent the overwhelming number of households in poverty in Allegheny County. “This was a deeper experience of financial giving and made me think about how to be more effective with my personal resources and in making the case to get others involved.”

And word is getting around. This year’s class of New Philanthropic Leaders has been expanded to 18, and the current group of Young Professional Advisors will continue meeting quarterly.

“Our members are highly competent practitioners with ambitions to be standouts in the field,” says Amy Razem, the development officer who manages the Committee. “It’s a process of continuous learning. They learn from one another and they advise us on how we can be more effective in assisting them and their clients.”

Robinson says it helps to have information ready when clients respond to the giving-back conversation. “Most of them don’t know that there is a community foundation a few miles from where they live that is set up to help them support local causes they care about,” he says.

Uranker believes that young professionals going through the two programs reap career dividends, and the city reaps significant philanthropic benefit. “Philanthropy is a mindset as much as a practice,” she says. ■

Cris Rouvalis is a freelance writer.

the Foundation’s 100 Percent Pittsburgh organizing principle. Three finalists were selected, and a pitch party was planned.

Pitch party attendees each donated \$20 to the organization they believed had the most compelling pitch. The event’s culmination was the counting of those contributions and the announcement of the nonprofit with the most audience donations, which then qualified it for the largest share of pooled grant money.

INCLUDING EVERYONE IN THE REGIONAL ECONOMY

MORE THAN THEIR STRUGGLES

Sounding the alarm last year on the gap between single mother-headed households' representation in the region — 28% — and their representation among households in poverty — 72% — the Foundation is wielding its most powerful percentage to close it: 100 Percent Pittsburgh.

EARLY MORNINGS ARE A BLUR of activity for Brandi Lee. Before she starts her rounds as a community health worker, she rouses her two sons. McKinley, her 5-year-old, heads to Summer Dreamers, a day camp offered by Pittsburgh Public Schools. Her 11-year-old, Aaron, needs to be dropped off at a church summer camp.

“I’m in the middle — not low-income, but not enough to buy a home or a new car,” she explains.

Lee is grateful to have found affordable, high-quality child care. Her car is working, and her Brighton Heights apartment, though small, is in a neighborhood where she feels safe. She’s been there three years, but now she fears the rent may increase. Her employer provides health care benefits, but the result, she says, “can be a Catch-22. I’m not on Medicaid, but now I

have co-pays, or pay out of pocket.” She dreads buying batteries for her cochlear implant: replacements cost \$250. “I always think I might need that money for a real emergency,” she says.

Every working parent knows that the best-laid plans often go awry, but for women raising their children alone, they’re often one flat tire, one illness, or one rent increase away from a full-blown financial crisis.

That constant threat looming over many single mothers in the region is one of the motivators for Pittsburgh Foundation staff’s outreach to this group. Its 100 Percent Pittsburgh organizing principle dedicates much of the Foundation’s grant resources to developing new opportunities for those left out of the region’s revitalized economy. As the Foundation’s yearlong study shows, single mothers struggle disproportionately.

The January report noted that while only 28% of households in Allegheny County are headed by a single mother, they account for 72% of all families with children in poverty. In Pittsburgh itself, that number jumps to 78%.

Since 2007, poverty among single, female-headed households in Allegheny County has increased by 9%. But some benefits, such as the \$403 a month in cash assistance that an eligible family of three receives, haven’t increased in decades. Women who earn minimum wage

Brandi Lee is a single mom to Aaron, 11, and McKinley, 5. Both boys like to go to the Carnegie Library in the West End and to a nearby park where they can play basketball.





Reliable and affordable child care is one of the areas that single mothers report as essential to their advancement out of poverty. Providence Connections is a North Side-based family support organization offering services that include child care for children ages six weeks to 13 years.

struggle to afford safe housing. And racial disparities persist: 56% of Black family households are headed by a single mother, compared to 16% of white family households in Allegheny County.

Today, 64% of all single mothers are workforce participants, and 48% have some post-secondary education. Yet, the Foundation’s research shows there are still plenty of barriers to advancement:

HIGH-QUALITY CHILD CARE IS SCARCE AND EXPENSIVE

For years, a growing demand among working women for affordable, high-quality child care has outstripped availability. Cara Ciminillo directs Trying Together, the regional early education nonprofit. Ciminillo was one of 17 community leaders who helped guide the Foundation’s qualitative research study on the conditions that single mothers face.

“Many single mothers rely on subsidies to afford child care,” says Ciminillo, but few state- and county-subsidized spots are available. Among the Foundation’s grants in this area is a \$75,000 award to North Side-based nonprofit Providence Connections to subsidize the cost of child care for low-income families in its early childhood education program.

RELIABLE TRANSPORTATION IS HARD TO FIND

Commuting shouldn’t mean walking several miles to the nearest bus stop. Beginning in 2007, the Port Authority of Allegheny County cut service and increased fares. As a result, half of its existing bus routes vanished. For single mothers, rising rents force them further out into the suburbs and exacerbate transportation problems. The Foundation has approved a \$27,665 grant to Allegheny Family Network for shuttle service in Natrona, Natrona Heights, Brackenridge and Tarentum. The three-day-a-week bus provides transportation for single mothers and their children with stops that include grocery stores, libraries and doctor’s offices.

A BIGGER PAYCHECK CAN CUT INTO ESSENTIAL BENEFITS

Experts call it “the cliff effect”: Even at minimum wage, working more hours can push incomes over federal income guidelines, and the higher paycheck often doesn’t make up for the value of supports. This can result in the sudden cutoff of public benefits such as subsidized child care, health insurance, and housing or food assistance.

The Foundation has convened an advisory group of single mothers to ensure that its grant-making and policy efforts offer new approaches. Three grants totaling \$210,000 have recently been awarded to organizations focusing on women in poverty: one to the Women’s Center & Shelter of Greater Pittsburgh to support emergency shelter and onsite child care; another to Human Services Center Corporation to fund a program that helps women build practical skills for advancing out of poverty; and the third to Bethlehem Haven, a women’s shelter, to assist those facing eviction.

“People most impacted by poverty should be at the center of finding solutions,” says Michelle McMurray, the Foundation’s director of grantmaking for Children, Youth and Families. “When their voices are included, we are more likely to employ strategies that have a better chance of supporting the hopes and dreams of them and their children.” ■

Christine O’Toole is a freelance writer.

Quotes from single mothers from The Pittsburgh Foundation's Qualitative Study of Single Mothers in Allegheny County, published in 2019.

“ Often feels like there is no right way to get ahead. When one thing is working, another area falls apart, and it's back to square one.

I WALK TO WALMART AND BACK, FIVE DAYS A WEEK. WHEN I FIRST STARTED OUT IT WAS 45 MINUTES, BUT NOW IT'S ABOUT 30 MINUTES TO GET THERE. I WALK PRETTY FAST.

“

“

Four hundred [dollars] every two weeks for day care you have to pay out of pocket. Some cost more than that. Where am I going to get that?

“

There's a stigma around being a single parent. That's what I choose, but people look down on you. 'You're not married? And you have those kids?' Damn straight I have those kids. Because I love my kids.

Sometimes you have to dig deep. You have to go to infinity and beyond sometimes.

”

2018

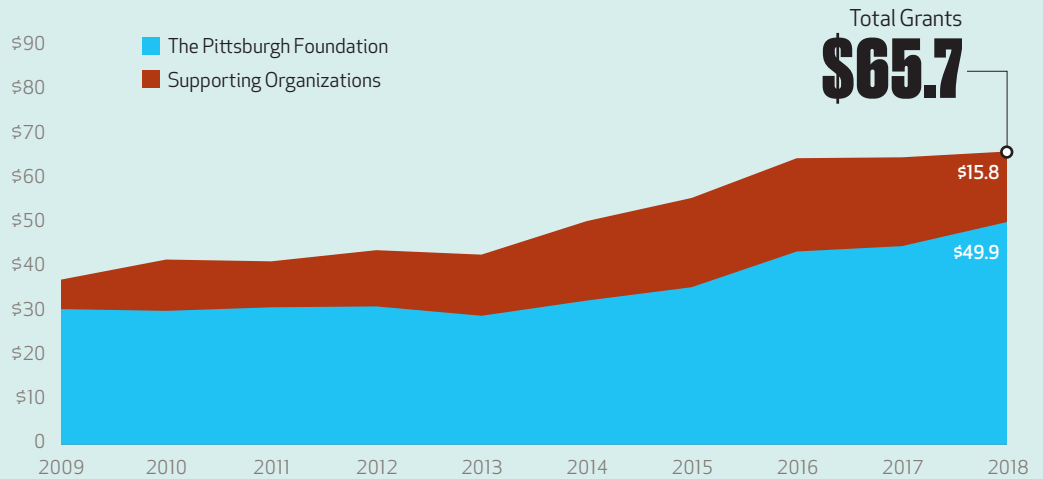
BY THE NUMBERS

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

For more information, including the Foundation's 990, please visit pittsburghfoundation.org/financials.
Learn more about our grantmaking by visiting pittsburghfoundation.org/grants-listing.

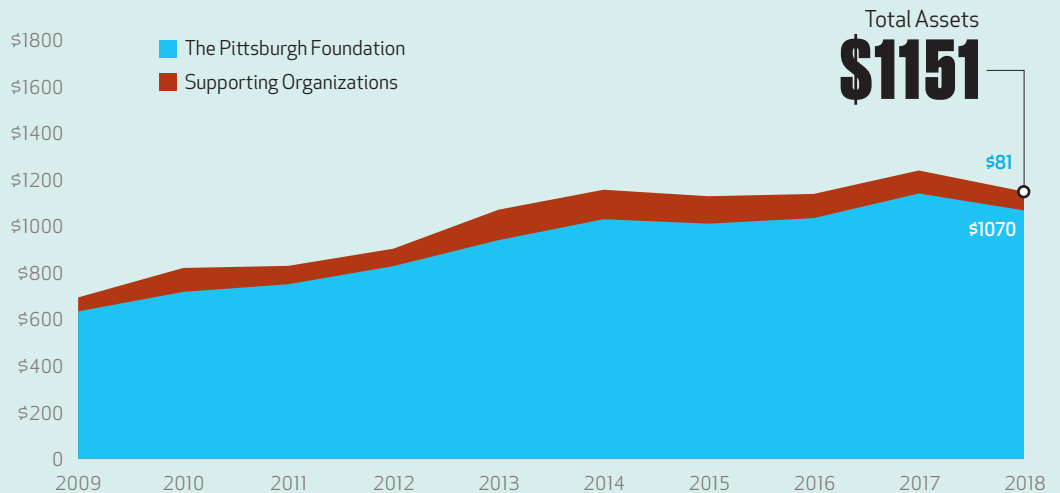
GRANTMAKING OVER 10 YEARS

DOLLARS (IN MILLIONS)



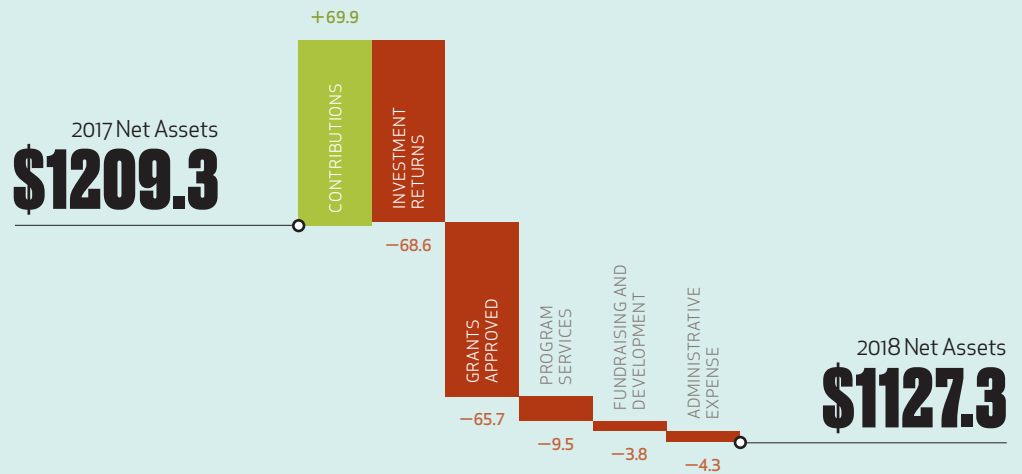
ASSET GROWTH OVER 10 YEARS

DOLLARS (IN MILLIONS)



NET ASSET BRIDGE

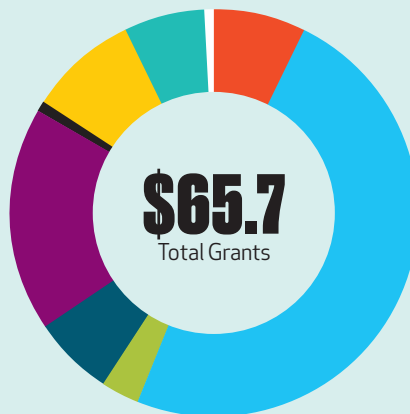
DOLLARS
(IN MILLIONS)



SUMMARY OF GRANTS BY CATEGORY

(including supporting organizations)

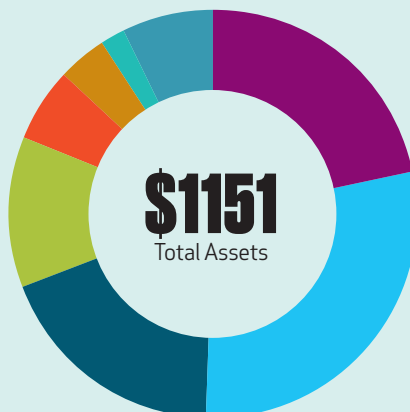
DOLLARS
(IN MILLIONS)



Arts, Culture and Humanities	\$4.9
Education	\$32.0
Environment and Animals	\$2.0
Health	\$4.2
Human Services	\$11.8
International and Foreign Affairs	\$0.4
Public and Social Benefit	\$5.8
Religion Related	\$4.2
Other	\$0.4

FUND ASSETS BY TYPE

DOLLARS
(IN MILLIONS)



Unrestricted	\$251
Advised	\$332
Designated	\$214
Field of Interest	\$137
Scholarship	\$67
Special Purpose	\$45
Medical Research	\$24
Supporting Organizations	\$81

OUR PEOPLE

BOARD OF DIRECTORS

The Board of Directors of The Pittsburgh Foundation comprises outstanding leaders from all sectors of the community. The commitment, generosity and experience of our Board greatly enhance the mission and success of The Pittsburgh Foundation.

Visit pittsburghfoundation.org/bod-current for biographies of all Board members and Directors Emeriti.



Edith L. Shapira, M.D.
Chair



John C. Harmon
Vice Chair



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



Kim Fleming
Treasurer



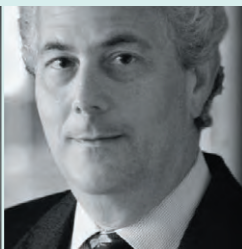
Edward J.
Donnelly III, M.D.



Patrick Dowd, Ph.D.



Laura Ellsworth



Lee B. Foster II



William Generett Jr.



Reverend
Glenn Grayson



Laura Shapira Karet



Brian R. Lenart



Anne Lewis



John R. McGinley Jr.



Terry Miller, M.S.W.



Kamal Nigam



William Strickland

BOARD EMERITI

Robert P. Bozzone
James Broadhurst
Joanne Burley, Ph.D.
Joseph L. Calihan
Estelle F. Comay
Gregory Curtis
Mary Lou McLaughlin
Aaron Walton
Peter Mathieson

ADVISORY BOARD

THE COMMUNITY FOUNDATION
OF WESTMORELAND COUNTY

EXECUTIVE COMMITTEE

Brian R. Lenart, *Chair*
Jordan Pallitto, *Vice Chair*
Gail Malloy, *Ex-Officio*
Kim Kramer

MEMBERS

Kevin Bode
Judge Gary Caruso
James Duffy
Barbara Ferrier
Alyssa Kunselman
Maria Lavelle
Ann Pauly
Michael Quatrin
Michael P. Reese

STAFF

EXECUTIVE

Lisa Schroeder, *President and CEO*
Marianne Cola, *Special Assistant to the President*
Cheryl Poston, *Receptionist / Administrative Support*

COMMUNICATIONS

Doug Root, *Vice President of Communications*
Kitty Julian, *Director of Communications*
Christian Pelusi, *Senior Communications Officer*
Deanna Garcia, *Communications Officer*
Kristin Raup, *Donor Communications Manager*

DEVELOPMENT AND DONOR SERVICES

Yvonne Maher, *Executive Vice President*
Kelly Uranker, *Director, Center for Philanthropy*
Lindsay Aroesty, *Director of Donor Services,
Planned Giving Specialist*
Jennie Zioncheck, *Director of Development*
Kate McKenzie, *Assistant Director of Development*
Amy Razem, *Development Officer*
Christy Stuber, *Donor Services Officer*
Mahogany Thaxton, *Donor Services Officer*
Lisa Dorman, *Donor Services Associate*
Neil Straub, *Business Process Associate*
Arlene Sample, *Gifts Coordinator*
Emmie Calland, *Senior Manager for
Center for Philanthropy and Strategic Initiatives*
Trista Zajch, *Development Administrative Assistant*

PROGRAM

Jeanne Pearlman, Ph.D., *Senior Vice President
for Program and Policy*
Jane Downing, *Senior Program Officer, Economic
and Community Development*
Chris Ellis, *Social Change in Philanthropy Fellow*
Chatiqua Good, *Administrative Coordinator*
Nicole Henninger, *Program Associate*
Jamilia Kamara, M.Ed., *Program Associate*
Michelle McMurray M.S.W., *Director of Grantmaking—
Children, Youth and Families*
Jill Ritchie, *Administrative Coordinator*
Celeste C. Smith, *Program Officer for Arts and Culture*
Michael Yonas, Dr.PH., *Director of Research
and Special Initiatives*

FINANCE AND INVESTMENTS

Jonathan Brelsford, CFA, CAIA, *Senior Vice President
of Finance and Investments*
Kiel Conjack, *Senior Accountant*
Jay Donato, CFA, CAIA, *Investment Manager*
Stacey Graham, *Accounting Coordinator*
Ashley Hezel, *Grants Manager*
Charmelle Jackson, *Human Resources Manager*
Bradley Jones, CFA, CAIA, EA,
Senior Investment Analyst
Jennifer Marino, *Scholarship Specialist*
Danitra Mason, CPA, *Assistant Controller*
Beth Ann Mellon, *Accounting Manager*
Dot Sikora, *Grants Coordinator*
Jennifer Steinmetz, *Business Systems Manager*
Bryan Tait, CPA, *Senior Controller*
Brianna Ziemak, *Funds Manager*

THE COMMUNITY FOUNDATION OF WESTMORELAND COUNTY

Phil Koch, *Executive Director*
Mallory Reese, *Development and
Donor Services Officer*
Allison Womer, *Administrative Assistant*



The power to do great things.

Five PPG Place, Suite 250
Pittsburgh, PA 15222
pittsburghfoundation.org



951 Old Salem Road
Greensburg, PA 15601
cfwestmoreland.org