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# Westinghouse Valley Human Services Center

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*FORWARD THINKING...FORWARD DOING*

ENDOWMENT CAMPAIGN 2002

Donor Recognition – April 2002

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## The Importance of “*Forward Thinking... Forward Doing*” for Our Agency

The *Forward Thinking...Forward Doing* Endowment Campaign was an aggressive endeavor to raise **\$500,000** to add to existing funds to create an operating endowment of over \$900,000 for the Human Services Center (an agency with a modest operating budget of \$600,000). The *Forward Thinking...Forward Doing* Campaign will sustain our Mission:

*To improve the quality of life in the community by developing a multi-purpose center which will enhance cooperation and coordination among area human service providers, and promote a supportive network/environment for human service delivery responding to community needs.*

Twenty years ago, the Human Services Center Corporation (HSCC) opened its doors as a “one stop shop” of co-located agencies strategically designed to address the social needs of an economically declining region. Throughout the 1980s, plant closings caused unemployment of over 75,000 people, and the resulting underemployment of thousands. The HSCC responded to the multi-faceted human toll of the economic devastation through a continuum of services such as: housing, health care, family counseling, food, drug and alcohol intervention, education and training, child care, family support, and a host of supportive services. Through extensive cooperation, coordination, and collaboration, the HSCC has been responsive to the fluid needs of the Mon Valley communities.

Ten years ago, when the Health and Welfare Planning Association dissolved, the Mon Valley Providers Council (MVPC) became a program of the HSCC. The MVPC was a natural extension of the HSCC’s one stop shop model, creating a means to extend cooperation, coordination, and collaboration beyond the physical plant and throughout the 37 communities served. The HSCC was selected as the convener by the member agencies at a time when human and social service agencies were being overwhelmed by demand, and needed to find new and different ways to meet the needs of people who in many cases were losing their jobs, their homes, their health, and their families. Since its inception, the MVPC has been the planning vehicle, serving as a convener of dozens of human service (member) agencies, which work together to identify gaps in services, develop a collective response, mobilize the necessary resources, and implement innovative services.

The HSCC and MVPC have always been innovators of programs based on the needs of residents throughout the Mon Valley. The HSCC conducts extensive surveys of all consumers to determine unmet needs, and hundreds of agency staff share the plight of their consumers through the Working Groups of the MVPC. As an example, the 2000 HSCC visitor survey indicated that over 65%

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of those seeking services have total household income of less than \$15,000. Increasing the economic independence of members of the community is clearly a need being addressed.

Rather than being an agency which simply pursues funding trends, our new programs fill real gaps based on genuine input. To complement our model of program development, the HSCC has always strived to attain an appropriate fiscal structure to support all of our programs.

The *Forward Thinking...Forward Doing* Endowment Campaign is the final step in the HSCC’s commitment toward sustaining ongoing operations and adhering to the *Seven Signs of a Financially Healthy Nonprofit* as published by the Stevens Group. This one-time campaign, which sought and exceeded a **goal of \$500,000**, will help the HSCC achieve a model position of self-sustainability for the nonprofit, human services sector.

## **Message from the Campaign Co-Chairs**

Dick Benfer, *Vice President, UPMC Community Initiatives*  
Jo DeBolt, *Director, Tides Center of Pittsburgh*

**A**s in past years, tens of thousands of people received services through the Center's 20 tenant agencies, the 80+ outreach programs, and the direct projects provided by our agency and staff during 2001. The Center launched its 20th year of service this year, and expanded full capacity of the one-year-old Youth Learning In a Fun Environment (Youth LIFE) After-School Program from 60 to 90 youth.

Furthermore, the Center's base of services grew with the addition of five new tenants focusing on criminal justice services, including Allegheny County Adult Probation, Center for Victims of Violent Crime, Families Outside (a program of Family Services), Mon Valley Initiative's Unemployment Project, and Pittsburgh Action Against Rape.

However, the expansion and sustainment of these important services could not have happened without the support of our generous donors to this important Endowment Campaign. Creating a stable base of services for the foreseeable future was a primary goal of the HSCC, securing permanent funding sources and eliminating year-to-year funding.

The HSCC has always been forward thinking and doing in response to changing community needs. Endowment funding will enable the HSCC to continue its achievement of direct outcomes for residents of the Mon Valley.

As we conclude our second decade of service to the Mon Valley communities, we are poised to continue our tradition of "Forward Thinking...Forward Doing." Today, we are challenged to create the organizational capacity to sustain our work. The entrepreneurial spirit exemplified by the HSCC's ability to generate income from rental revenue to support social services has driven the agency to a greater level of self-sustainability.

As we look back on the countless lives impacted by our services, we recognize that none of our efforts are possible without the assistance of our financial supporters. As always, in 2002 and now beyond, we will continue to build on community strengths, in response to regional needs.

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## **HSCC Services and Outcomes**

**T**he HSCC has always been forward thinking and doing in response to changing community needs. Endowment funding will enable the HSCC to continue its achievement of direct outcomes for residents of the Mon Valley. Through the following core programs, these outcomes are achieved:

### **Mon Valley Providers Council**

- Unemployed/underemployed adults attain quality jobs with family wages and benefits;
- Job seekers acquire skill training toward better employment;
- Adults are educated on the home ownership process and existing housing opportunities;
- Youth explore career possibilities before they are able to enter the workforce;
- Community members are knowledgeable of, and have access to, preventive, affordable health care;
- Voters and agencies demonstrate political efficacy.

### **Youth Learning In a Fun**

**Environment**: an after-school

program; and **Kids Outgoing**

**Outgoing and Learning**: a summer program

- Youth strengthen their academic skills;
- Youth gain a sense of connection and pride in the community;
- Youth develop positive relationships with adult mentors;
- Youth improve their knowledge of available resources, activities, and services offered within the community;
- Youth enhance their social skills with peers.

### **Community Outreach Services and Network Programs**

- Community members obtain information on, and are connected to, needed services;
- Community members ensure programs meet existing and changing needs;
- Community members demonstrate community pride through volunteerism.

### **Pantry Network**

- Low-income people receive nutritional supplemental food in their neighborhood.

### **Holiday Toy Project**

- Children are provided free toys during the holidays.

*Children learn entrepreneurial skills through the Youth LIFE program.*



## **HSCC Endowment Committee**

**U**nquestionably, this endowment would not have been possible without the extensive support and unwavering commitment of the Endowment Co-Chairs and their Committee. In the fall of 2000, HSCC staff asked the co-chairs and committee to dedicate themselves to supporting and raising funds for this Endowment Campaign. The following guidelines were established to clarify all expectations and roles:

Time Period: January 2001-December 2002  
Anticipated Meetings: The committee expects to meet four to six times during the campaign.  
Assignments: Committee members will assist with specific tasks between meetings.

Responsibilities:

- Review the prospect list and make appropriate additions for solicitation.
- Solicit contributions from the prospect list in conjunction with staff.
- Plan all official campaign functions, including power breakfasts, open houses, committee meetings, and recognition event at the campaign's end.
- Attend all committee meetings.
- Participate in as many other functions as possible.
- Serve as an advocate for the campaign, the committee, and the HSCC. Set the standard for giving by making a contribution early in the campaign.

**The Human Services Center would like to extend our grateful appreciation and thanks to our six dedicated Endowment Committee members:**

**Dick Benfer, Co-Chairperson**

*Vice President, UPMC Community Initiatives*

**Jo DeBolt, Co-Chairperson**

*Director, Tides Center of Pittsburgh*

**Wes Blaha, President/CEO, Monroeville Chamber of Commerce**

**State Representative Tom Michlovic**

**Dr. Barbara K. Shore, Retired Director, Social Work Doctoral Program, University of Pittsburgh**

**Fran Toohill, Manager, Dominion Foundation**



*The Carnegie Science Center Youth Explores work with the Youth LIFE participants.*

## **Our Hosts – National City Bank of Pennsylvania**

**T**he Donor Recognition Event for the HSCC Endowment Campaign *Forward Thinking...Forward Doing* has been generously hosted by National City Bank of PA. Furthermore, National City Bank has also generously donated to this campaign. Without the charitable support of National City Bank and many other community-minded businesses, individuals, and foundations, the services the HSCC provides to people in need would not be possible.

The Endowment Committee, HSCC Board of Directors, and HSCC staff gratefully acknowledge National City Bank of PA for hosting this special event. **THANK YOU!**

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## **HSCC Leadership**

**The 2002 Human Services Center Board of Directors:**

Jo DeBolt, President

David Priselac, Vice President

Pam McIver, Treasurer

Lynn Miklos, Secretary

James Anderson

Dick Benfer

Joseph Dombrosky

Lissa Foster

Martin Kenderson

Sam Pontier

Rita Resick

Jack Ruane

Dr. Barbara K. Shore

Curtis Simmons

Fran Toohill

John Walko, Emeritus

## Legislators Lend Their Extensive Support

Without a doubt, the legislators representing the many communities served by the HSCC came through for the organization in support of this important endowment campaign. An overwhelming eight legislators pledged their support of \$5,000 each to the *Forward Thinking...Forward Doing* campaign, collectively donating a total of \$40,000 to support future HSCC programs to help meet their constituents' needs.

The HSCC would like to gratefully acknowledge the kind and generous support of the following individuals:

- State Senator Jay Costa**
- State Representative Paul Costa**
- State Representative Dave Levdansky**
- State Senator Sean Logan**
- State Representative Joe Markosek**
- State Representative Tom Michlovic**
- State Representative Harry Readshaw**
- State Representative Ken Ruffing**



Both State Senators Sean Logan and Jay Costa generously supported the HSCC Endowment Campaign.



All eight Mon Valley legislators supported the Campaign with DCED grants of \$5,000 each for a total of \$40,000. Pictured, left to right, are state representatives Costa, Ruffing, Michlovic, Readshaw, and Markosek. Not pictured is Representative Levdansky.

## According to those the HSCC has helped:

"I loved being part of the job shadowing day. I got to go downtown, visit a courthouse, and learn about being a lawyer." *Kiera, 10, from North Versailles, a participant in the Mon Valley Providers Council's Job Shadowing Day.*

"The program empowered me to approach homebuying with confidence." *Sharon, 27, from Duquesne, a participant in the Mon Valley Providers Council's Homebuyer Education Program.*

"The staff at the Center helped me get back on my feet. I got rental assistance, help with my utility bills, food, and referrals to employers with jobs." *William, 57, from Homestead, who received help through Community Outreach Services.*

"I went to the Career Expo and was pleasantly surprised by the number of interested employers who contacted me for an interview. I recommend the Expo to anyone serious about their job search." *Karen, 30, from Pittsburgh, who attained a job as a result of the bi-annual Mon Valley Career Expo.*

Being on my business team is really cool. We learned how to take offices, how to incorporate a business, and how to manufacture a product." *Robby, 12, from Turtle Creek, a participant in the Youth LIFE Program.*

"I am a 38 year old single mom with no credit. I would not have known where to begin without the Homebuyer Education Program. It is a very important and great opportunity." *Cheryl, from Turtle Creek.*

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# The Westinghouse Valley Human Services Center

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## **DONOR RECOGNITION**

\$30,000 and above

**Anonymous Contributors    Human Services Center**  
**Mary Hillman Jennings Foundation**

\$10,000 - \$29,999

H.J. Heinz Company Foundation                      Highmark BC/BS  
Heritage Health Foundation                      UPMC Braddock  
Westinghouse Electric Company

\$5,000 - \$9,999

Allegheny East Vending Service	State Representative Joe Markosek
Anonymous Contributors	State Representative Tom Michlovic
Paul and Dina Block Foundation	Howard and Nell E. Miller Foundation
State Senator Jay Costa	National City Bank of Pennsylvania
State Representative Paul Costa	Pittsburgh Post-Gazette
Dominion Foundation	State Representative Harry Readshaw
Equitable Resources	State Representative Ken Ruffing
State Representative Dave Levdansky	UPMC Health System
State Senator Sean Logan	USAirways

\$1,000 - \$4,999

Anonymous Contributors	Sloan Hamilton	Howard Slaughter
Dick & Lois Benfer	Wayne Kearney	Randall Thomas & Pam Vingle
Deborah Brown	Ellen Kyzer	Three Rivers Bank
Buckler, McKenney & Nadzadi	Pantry Network of Eastern Suburbs	Fran Toohill
Century Heritage Federal Credit Union	Pioneer Printing	UJF Foundation
Dave & Christine Coplan	Rita Resick & Rick Stafford	Valley Chamber of Commerce
G.C. Murphy Foundation	Stephanie Schoenberg	Judith Verner
		Jake & Renee Yeager

## Financial Highlights of the Endowment

**T**he *Forward Thinking...Forward Doing* Endowment Campaign was an aggressive endeavor to raise **\$500,000** to add to existing funds to create an operating endowment of over \$900,000 for the Human Services Center (an agency with a modest operating budget of \$600,000).

- ◆ The goal of the *Forward Thinking...Forward Doing* Endowment Campaign was to raise \$500,000. **The final amount raised as of March 25, 2002 was \$525,000 (105% of the goal).**
- ◆ The Campaign was envisioned as a two-year initiative January 2001 through December 2002. **On December 12, 2001, the goal was exceeded in less than half the projected timeframe.**
- ◆ **70 donors** generously supported this Campaign.
- ◆ Of the 70 donors, **53 were leadership level contributors** (defined as \$1,000 and above).
- ◆ Of all the donations, only **11 were multi-year pledges.**
- ◆ A mere **\$45,000** pledged is yet to be received, and by the end of 2002, only **\$15,000** will be outstanding in multi-year commitments.
- ◆ **100%** of HSCC Board and staff members contributed, with total giving exceeding **\$14,000.**
- ◆ **All eight** Mon Valley legislators supported the Campaign with DCED grants of \$5,000 each, for a total of **\$40,000.**
- ◆ On April 4, 2002, **National City Bank of Pennsylvania** hosted the Donor Recognition event to honor all contributors.
- ◆ Income from the Operating Endowment will not begin to be utilized in HSCC operations until **January of 2004.**
- ◆ Beginning in 2004, the HSCC **operating budget** will no longer rely on support from foundations.
- ◆ The projected **2004 budget** includes revenue from rental income, United Way, governmental contracts, the MVPC annual fund drive, MVPC dues, fees, and sponsorships.

**The *Forward Thinking...Forward Doing* Campaign will sustain our Mission:**

*To improve the quality of life in the community by developing a multi-purpose center which will enhance cooperation and coordination among area human service providers, and promote a supportive network/environment for human service delivery responding to community needs.*

## Human Services Center Corporation

519 Penn Avenue  
Turtle Creek, PA 15145  
Phone: (412) 829-7112  
Fax: (412) 829-4363  
Website: [www.hsc-mvpc.org](http://www.hsc-mvpc.org)

*A copy of the official registration and financial information of the Human Service Center Corp. can be obtained from the PA Department of State by calling 1-800-732-0999. Registration does not imply endorsement.*

## HSCC Staff

**T**he Center continues to utilize a variety of creative resources to fulfill many of its staffing needs. In addition to its staff, the Center enlists the valuable skills of student interns, older adult employees, and volunteers.

### Staff

Randall Thomas, Executive Director  
David Coplan, Associate Director & MVPC Director  
Deborah Brown, Career & Workforce Development Director  
Sloan E. Hamilton, Executive Assistant  
Ellen Kyzer, Youth Programs Director  
Wayne Kearney, Youth Programs Assistant  
Judy Verner, Receptionist  
John Yeager, Building Superintendent

### Student Interns

Alicia Andrews  
Stephanie Schoenberg

### Older Adult Employees

Valetta McDonald