



INSIDE EVERY CHILD THERE IS A PROMISE.



IF THEY DREAM BIG AND WORK HARD, THEY WILL GO FAR.

IF THEY ARE SUPPORTED BY THEIR FAMILIES, SCHOOLS, AND COMMUNITIES,

EVERY STUDENT CAN REALIZE THEIR FULL POTENTIAL AND SHARE THEIR GIFTS WITH THE REGION AND THE WORLD.



THE PITTSBURGH PROMISE. IT LIVES IN ALL OF US.

WHAT IS THE PITTSBURGH PROMISE?

The Pittsburgh Promise is perhaps best known for providing college scholarships to graduates of Pittsburgh Public Schools who live in the City of Pittsburgh, receiving a remarkable \$100 million commitment from UPMC to jumpstart a major fundraising campaign, and raising an additional \$150 million to sustain this work for three generations of students. While all this is true, The Promise is far more than a scholarship program or a fundraising campaign. The Pittsburgh Promise seeks to fuel urban public school reform, energize regional economic development, and transform the lives of students and families in western Pennsylvania.

THE PITTSBURGH PROMISE IS DRIVEN BY A BIG VISION.

Our commitment is to a region that is healthy and prosperous, where the forces of the private and public sectors coalesce for the good of the people of the region. Our conviction is that regional vitality cannot exist without a strong and well-functioning city at the core.

The Pittsburgh Promise leverages the development of Pittsburgh's neighborhoods, and sees them through to prosperity. The Promise:

- ➔ **Impacts the region's economy by infusing it with a diverse body of educated citizens.** According to a 2008 study by CEO's For Cities, growing the region's college-educated population by one percentage point (an additional 16,500 graduates) adds \$1.8 billion to our region's annual economy.
- ➔ **Battles population declines by providing incentives to remain in, or to relocate to Pittsburgh.** The promise of up to \$40,000 per child is already proving to be a significant factor in how people choose where to live.
- ➔ **Promotes economic development by providing additional "perks" for companies to offer their employees for choosing to live in Pittsburgh, and for realtors to offer their clients for buying a home in Pittsburgh.**



The Pittsburgh Promise promotes the reform of Pittsburgh Public Schools, and sees them through to excellence. The Promise:

- ➔ **Reports on the effectiveness of the reform efforts of the District, and holds the District accountable to delivering results.** We do this through an annual benchmarking report that evaluates, quantitatively and qualitatively, and publicizes District results in preparing its students for post-secondary success.
- ➔ **Provides external inspiration and motivation, as well as assistance, to students in all grades to work harder, dream bigger, and reach further.** We do this by conducting assemblies where we cast a vision for post-secondary education and provide helpful tools. We also provide assistance with college and financial aid searches and Free Application for Federal Student Aid (FAFSA) completion. Furthermore, we coordinate mentoring relationships for students who are close to reaching Promise-eligibility, but need the extra support to make it over the top.
- ➔ **Equips parents with the tools they need to assist their children in their pursuit of higher education.** We do this by providing financial literacy courses, tax preparation, and FAFSA assistance.



The Pittsburgh Promise provides college scholarships to Pittsburgh's students, and sees them through to graduation. The Promise:

- ➔ **Makes higher education affordable.** Urban youth in Pittsburgh will never need to forego college because they cannot afford it. The Promise provides up to \$5,000 per year (\$10,000 starting with the high school graduating class of 2012) for post-secondary education. Students may choose any accredited institution in Pennsylvania, including an Ivy League school, two Historically Black Colleges or Universities, a large array of excellent private schools, public institutions, or community colleges, as well as a number of trade and technical schools. There are more than 300 schools from which our students may choose.
- ➔ **Nurtures support systems to ensure persistence and retention.** Removing the financial burden without providing the needed support is often not enough. We know that only 53 percent of Americans who start college actually earn a degree, and that percentage is far smaller for urban children. The Promise invests in or collaborates with persistence and retention efforts that take place at certain schools to ensure that our students not only have access to higher education, but more importantly, experience success.

LIVE IN OUR CITY.

"CITIFIED"

By Kiya Tomlin

Board Member, The Pittsburgh Promise
Parent Volunteer, Pittsburgh Public Schools



As an indicator of the improving quality of our urban public education, the percentage of schools in Pittsburgh Public Schools that have satisfied the federal No Child Left Behind standard of making **Adequate Yearly Progress (AYP)** has grown from 39% to 69% of our schools over the last four years.

LIKE EVERYONE ELSE we were looking to the suburbs to get more for our money, bigger house, more yard, more... Having spent my entire childhood and much of my adult life in the peaceful bubble of the suburbs, I was convinced that life in an all-inclusive subdivision was the American Dream. So naturally I was apprehensive of shedding my vision of a suburban utopia when my husband first introduced me to the idea of buying a home in the city. But with the hopes of being here for a while, we went on a methodical quest, scouring all of Allegheny County, exploring each area with an open mind and equal consideration only to come to the realization that "access," not "excess," is the key to living the American Dream.

Photo: Mia Winston at Mia PINK Photography



ATTEND OUR SCHOOLS.

THE CITY IS OUR PLAYGROUND. A sprawling back yard is much too small compared to Pittsburgh's award-winning park system. Our "backyard" includes more than 1,700 acres of open space, wooded trails, bike trails, playgrounds and beautifully restored historic landmarks. The parks are home to numerous recreational activities and free cultural events like a skating rink and swimming pool, Frick Park's ball fields and Environmental Center, Mellon Park's tennis bubble and Sunday morning Brunches with Beethoven, and Highland Park's free summer tennis lessons. Quick access to Heinz Field, Mellon Arena, PNC Park, Peterson Center, night clubs, the Byham and a multitude of other theaters and concert halls provide unlimited options for entertainment.

THE CITY IS OUR SCHOOL WITHOUT WALLS. Pittsburgh is host to numerous institutions of higher learning, producing an atmosphere of youth and energy, creativity and innovation. Our children learn beyond their school walls through the ever-changing lectures and exhibits at Carnegie Mellon, PITT and several other universities. The world renowned Carnegie Science Center, Art and Natural History Museums, as well as the Carnegie Library and the state of the art August Wilson Cultural Center are unmatched sources for extra-curricular and enrichment activities that expand our knowledge, enrich our experiences and inspire our reach.

THE CITY IS OUR COMMUNITY. To an outsider, city life may appear to move at a stressful pace, but there is a simplicity that comes with living, working and sending your kids to school in one locale. We live in a pedestrian community where anything we need is within close walking distance, from the locally grown farmers' market to the trendy rooftop sushi restaurant. The revitalization of historic neighborhoods demonstrates the importance of maintaining Pittsburgh's culture of distinction.

AS A PRODUCT OF PUBLIC EDUCATION, WE BELIEVE IN THE IMPORTANCE OF THE PUBLIC SCHOOL EXPERIENCE. We have three children. Urban public school submerges our kids in real world diversity. Attending school with our neighbors allows them to interact with a mixture of ethnically, religiously, socio-economically or academically different individuals. For us, this is an invaluable experience because it fosters a worldliness vital in breaking down barriers and succeeding in our increasingly diverse world. We are not interested in a manufactured environment where our children

ARE the diversity, but a place where they can find similarities and differences in people both like and unlike them. This exposure is key in raising our kids to be grounded, well-rounded and compassionate individuals.

CITY LIVING SPEAKS TO OUR HEARTS because it gives each family member the best opportunity to grow and develop into a well-rounded individual. Access to a multitude of experiences in our daily life allows us to immerse our family in all that is Pittsburgh. We know that the hustle and bustle of city living will give our kids the confidence to navigate anywhere in the world and the knowledge that life's options are limitless. The Tomlins are officially citified.

LIVE IN OUR NEIGHBORHOODS

www.pittsburghcityliving.com

There are 90 neighborhoods in the City of Pittsburgh that feature a wide array of history, culture, languages, and style. Our topography is marked by clean rivers and rolling hills, our downtown is creative and accessible, our economy is healthy and growing, our quality of life is enviably good, our arts scene is broadly diverse and excellent, our healthcare providers lead the world, our colleges and universities attract the world, and our system of primary and secondary public education is in the throes of a thrilling renaissance. **Why not make your home in Pittsburgh?**

ATTEND OUR PITTSBURGH PUBLIC SCHOOLS

www.pghboe.net

Pittsburgh Public Schools is experiencing a breathtaking renewal that is moving toward providing excellent education for all of our kids. Urban neighborhoods throughout the city have exciting schools with passionate and innovative principals, teachers, and staff who combine high quality teaching with a clear focus on the development of our students' characters, aspirations, as well as knowledge.

We have new high schools that are gaining global attention along with elementary and middle schools that are yielding great outcomes on Pennsylvania's state exams. We are even making or exceeding the standards required by our nation's federal requirements. **Why not let Pittsburgh Public Schools educate your children?**

EARN UP TO \$40,000 FOR COLLEGE.

“As a young African American male growing up in public housing, life had been very difficult for me. I was one of eight siblings raised by a single mother, so when money became an issue I had to try my hardest to do the right things and not allow myself to become a negative product of my environment.

As my freshman year in high school progressed, I gradually lost the desire and will to maintain my vision. I became more involved with negative things, which led to a serious decline.

As I entered my senior year, my grade point average was 1.7. But, I learned that if I worked hard and got straight A's all four grading quarters, I would be able to get my GPA up to the required minimum to gain a Promise scholarship. Throughout my senior year, I regained my vision and focused on school. I worked very hard and in the end, I did what was needed to receive the scholarship.

Now, I am in my second year at Penn State University studying petroleum and gas engineering. I finished my first college year with 3.5 GPA.”



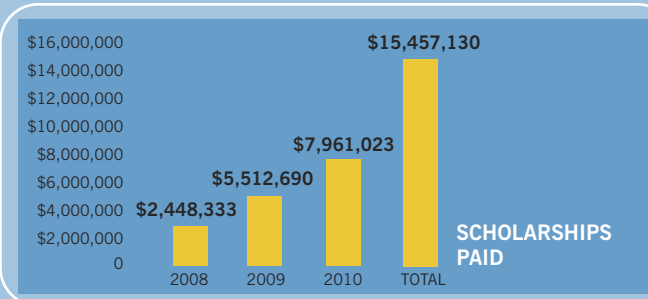
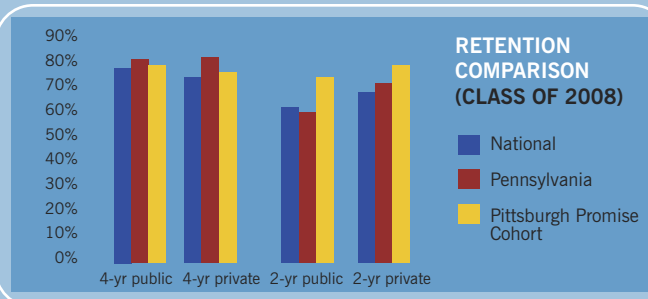
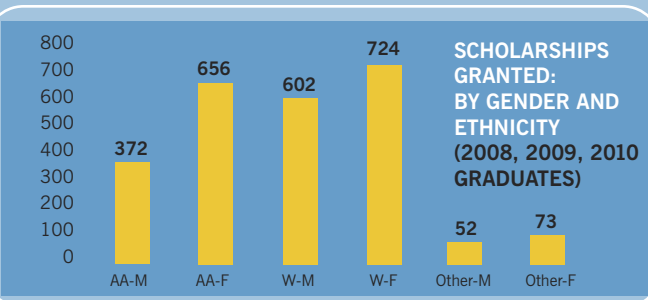
JAHMIAH



JULIA

“I was interested in the fine arts from an early age. I pursued that love in all the Pittsburgh Public Schools I attended. Once I began high school I realized that I wanted more than just a diploma in the fine arts. As the first person in my family to ever attend college I knew I would have to work hard to make the grade. My parents were dedicated to my dreams, but money for school just wasn't available.

With The Promise Scholarship, I attend Carnegie Mellon University, and I major in fine arts. In order to be able to pay all my educational and life bills, I also work three part-time jobs. When I started college, time management was the trickiest thing. It is difficult to balance so many responsibilities, but I would not trade the experience for anything. It has been a great source for personal growth and development.”



Retention Statistics Source: National Center for Education Statistics, U.S. Department of Education IPEDS Data Center.

WHY INVEST, WHO'S INVESTED, AND HOW TO INVEST.

We are extremely grateful for those who have already seen the transformative potential of The Pittsburgh Promise and made financial investment in it.

UPMC affirmed early that our region's future demanded such an ambitious effort, and committed \$100 million to seed this \$250 million campaign. They issued a challenge: every \$1.50 that the community gives, UPMC will match with another \$1.00.

The community responded quickly, and more than 75 foundations stepped forward with nearly another \$40 million. Foundation giving includes the following:

- Richard King Mellon Foundation
- The Heinz Endowments
- The Pittsburgh Foundation
- The Grable Foundation
- The Buhl Foundation
- Claude Worthington Benedum Foundation
- Massey Charitable Trust
- Eden Hall Foundation
- Hillman Foundation
- Birmingham Foundation
- Benter Foundation
- Roy A. Hunt Foundation
- The Fine Foundation
- Bill and Melinda Gates Foundation
- Buncher Family Foundation
- FISA Foundation

More than 85 businesses and institutions recognized the return on investment and committed another \$5 million, with the following representing early investors:

- Highmark
- Giant Eagle Foundation
- BNY Mellon Charitable Foundation
- Bayer USA Foundation
- PNC Foundation
- Franco Harris' Super Bakery
- American Eagle Outfitters
- Michael Baker Corporation Foundation
- International Brotherhood of Electrical Workers
- Oxford Development Company
- Gurtner Construction Co., Inc.
- Pitt Ohio Express
- Pittsburgh Federation of Teachers
- Lanxess Corporation
- National Council of Jewish Women—Pittsburgh Section
- Rugby Realty
- Turner Dairy Farms, Inc.
- Industrial Scientific
- Buchanan Ingersoll & Rooney

Businesses and Institutions continued

- Hefren-Tillotson
- Burns & Scalo
- Eat N Park Hospitality Group
- Citizens Bank
- EQT Foundation
- First Niagara
- Gateway Financial
- Goehring, Rutter & Boehm
- Alpern Rosenthal

Remarkably, more than 700 individuals have made gifts ranging between \$5 and \$50,000.

To fully access the generous \$100 million commitment from UPMC, The Promise must raise an additional \$150 million—\$15 million per year for ten years. We kindly ask that you also invest in the promise of Pittsburgh's future by making a donation today. Every gift will immediately be matched by UPMC and will nourish the promise that lives in all our children.

Your Donation	UPMC Match	Total Gift
\$100	\$67	\$167
\$300	\$200	\$500
\$700	\$467	\$1,167
\$1,000	\$667	\$1,667
\$1,500	\$1,000	\$2,500
\$3,000	\$2,000	\$5,000
\$5,000	\$3,335	\$8,335
\$10,000	\$6,670	\$16,670
\$15,000	\$10,000	\$25,000

There are several convenient ways to make your gift:

- ➔ Go to www.pittsburghpromise.org and give online
- ➔ Designate your **United Way** contribution to The Pittsburgh Promise by using agency number **9576075**
- ➔ Federal employees can designate their **Combined Federal Campaign** gift by using agency number **19130**
- ➔ **Mail a check to:**
The Pittsburgh Promise
1901 Centre Avenue, Suite 204,
Pittsburgh, Pennsylvania 15219

Thank you. We are profoundly grateful.

BOARD OF DIRECTORS

The Pittsburgh Promise is led by a respected, diverse, seasoned, caring, and proven team. Our Board of Directors and staff are comprised of individuals who are committed to the prosperity of our region, the renewal of our city, the transformation of our public schools, and the well-being of our children.

Franco Harris (Chairman)
Member of the NFL Hall of Fame and
Owner, Super Bakery

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Chief Inclusion and Diversity Officer, UPMC

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Superintendent, Pittsburgh Public Schools

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the pittsburgh **promise**

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