VORLD OF GIVING

WINTER 2003

21st CENTURY GIVING: Fran Rattay Makes a Difference OF POSS A PUBLICATION OF THE CAMPAIGN FOR THE UNIVERSITY OF PITTSBURGH

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Megan Borofski Niki Kapsambelis

Janet Horsch

Editorial Assistant

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Contributing Writers

Communications Manager

Graphic Designer Matthew M. Chverchko

Production Coordinator Chuck Dinsmore

Aviva Selekman

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Freedom Honor Society by Alexander Denmarsh

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Fran Rattay by Joe Kapaliski Susan and George Evans by Glenn Melvin

CAMPAIGN LANDMARKS

These are great days at the University of Pittsburgh. Because of the overwhelming support by alumni and friends of the University, Chancellor Mark A. Nordenberg announced in January that the Discover a World of Possibilities campaign had reached \$550 million. This accomplishment is a critical landmark on our journey to \$1 billion that reflects the ongoing momentum which we have successfully sustained even in very challenging economic times.

This announcement coincides with another landmark campaign accomplishment, our 100th \$1 million or more campaign commitment from the Giant Eagle Foundation that totaled \$1.4 million. You can read more about this gift on page 6 of this issue of the World

Despite all of our accomplishments throughout this campaign, our greatest accomplishment is the impact that this campaign is having on our students, faculty, and staff. Looking at the number of people benefiting from scholarships, fellowships, new campus facilities, and research funds, our donors can be confident that their contributions are making a significant impact. In this campaign alone, 72,918 donors, made up of alumni and friends of the University of Pittsburgh, have given \$181 million. That means that one-third of all campaign funds raised has come from individuals who want to make a difference in the lives of others and that every gift matters.

Since the beginning of the campaign in 1997, 185 new endowed scholarship funds have been created, an increase of 43 percent; 29 new endowed chairs, a 28 percent increase; 10 new professorships, an increase of 28 percent; and 204 new miscellaneous faculty and

\$550 Million

student resource endowments representing an increase of 59 percent in the number of such funds.

This July will mark the half-way point for the Discover a World of Possibilities campaign. We have many miles on our journey to travel, but with your support, Pitt's best days are yet to come.

Albert J. Novak Jr. Interim Vice Chancellor Office of Institutional Advancement



Campaign To Date

Campaign Goal \$1 Billion

21st CENTURY GIVING: THE NEW WAY TO MAKE A DIFFERENCE

When Hector Lobo's daughter Kristina began to search for a college, he wondered how his family would afford her tuition. Kristina wanted to major in philosophy and was looking at Princeton and the University of Pittsburgh, both highly ranked in the field.

Having recently retired, Hector and his wife, Gertrude, began to discuss how to manage paying for four years of college tuition. They wanted their daughter to be able to attend an excellent institution and didn't want money to stand in her way.

"When we got news of the Chancellor's Scholarship, Pitt was the obvious choice for Kristina," says Lobo. "She was accepted to an outstanding college for her interests and received financial help. We couldn't have asked for a better situation."

Knowing that the financial support their daughter received helped make her college education possible, the Lobos decided to give back to Pitt. They designated their annual fund gift to the 21st Century Scholarship Fund (see the article on page 5 for more information about endowments at the University of Pittsburgh) to help students like their daughter.

In December, Kristina achieved her dream and graduated with a bachelor's degree in philosophy and religious studies, and a Bachelor of Science degree in psychology.

"The support Kristina received was a great, great blessing to our family," Lobo says. "We wanted to help a student in similar circumstances to achieve his or her dream."

The 21st Century —Fran Rattay Scholarship Fund

provides an opportunity for alumni and friends of the University to designate their gift for undergraduate scholarships without making a commitment of \$50,000 to create an endowed fund.

The fund supports talented students in their pursuit of academic excellence, and allows these students to receive financial aid regardless of a change in major or school within the University. It is not college- or school-specific funding, but support to the best and brightest students in the entire University

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This particular endowment

is open to any donor and

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of a lot of students.





Fran Rattay (CAS '68, FAS '70) also supported the 21st Century Scholarship Fund through a gift to the annual fund.

"I know hearing the word 'endowment' can be scary, and people sometimes think of an endowment as a huge thing they'll never be a part of," Rattay notes. "However, this particular endowment is open to any donor and has the potential to make a big difference in the lives of a lot of students."

Rattay was an academic scholarship recipient when he was an undergraduate at the University in the late 1960s. Although it wasn't a full scholarship, it greatly subsidized his tuition while he pursued his studies in chemistry.

Now, Rattay is the director of regulatory affairs for Bayer Corp., and he is grateful for the education he received.

"I'm proud to be successful, but Pitt was a big part of that. Giving back to the University is important to me because of what my education helped me to accomplish," he says. The 21st Century Scholarship Fund enables the Office of Admissions and Financial Aid to award selected students with the resources they need to pursue their degrees at Pitt.

The 21st Century Scholarship Fund

- Stays with the student if he or she changes majors or schools, as long as the student maintains a 3.00 QPA and meets academic progress requirements;
- Is given to students with a 1300 SAT I (29 ACT) score or better who rank in the top 20 percent of their high school class;
- Is awarded based on a variety of factors including students who
 enroll in a particularly challenging curriculum, students who
 graduated from an especially competitive high school or one
 that does not rank its students, and students whose standardized
 test scores are not the best indicator of their success; and
- Is renewable for three years after the freshman year, providing the student maintains a 3.0 GPA and continues to enroll full time.

If you are interested in making a gift to the 21st Century Scholarship Fund, contact the Office of Institutional Advancement by e-mail at giveto@ia.pitt.edu or by phone at 412-624-5800.

THE UNIVERSITY ENDOWMENT: IMPACTING LIVES

Gifts to the University of Pittsburgh touch the lives of students and faculty, as well as provide important resources for departments and programs.

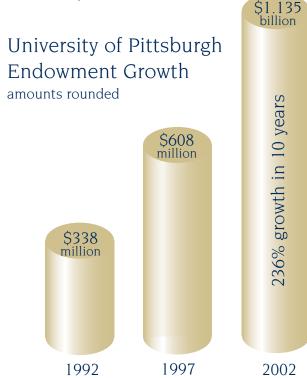
Endowments at the University of Pittsburgh allow donors to support a scholarship, fellowship, chair at a school or department, or other important initiatives by using only the earnings distributed from investing the gift and not the actual gift itself. A designated allocation receives the interest on the investment, ensuring that the program receives support for the life of the institution.

The University of Pittsburgh's endowment is a collective of such gifts and other similar funds. In 1905, the market value of the University's endowment was about \$206,000. As of June 30, 2002, the University's endowment had a market value of \$1.135 billion and was composed of 1,294 separate gift accounts, more than half of which provide for University scholarships and fellowships.

The endowment has grown 236 percent during the last 10 years and increased from \$338 million in 1992 to \$608 million in 1997.

During the 2002 fiscal year, the endowment distributed nearly \$52 million to support scholarships, fellowships, professorships, research efforts, and a variety of other important programs and activities throughout the University.

To explore ways that you can invest in the University of Pittsburgh through an endowed fund, please contact the Office of Institutional Advancement by e-mail at giveto@ia.pitt.edu or by phone at 412-624-5800.





UNIVERSITY MARKS 100th GIFT OF \$1 MILLION OR MORE TO CAMPAIGN

The Giant Eagle Foundation has made a donation of \$1.4 million that is the 100th gift of \$1 million or more to the University of Pittsburgh's *Discover a World of Possibilities* fundraising campaign.

The gift will support educational and community outreach initiatives in the University of Pittsburgh



Cancer Institute (UPCI) the
College of Arts and Sciences
(CAS), the Joseph M. Katz
Graduate School of Business,
the School of Pharmacy, and
the School of Social Work.

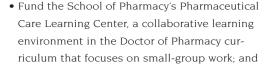
By June, Pitt's campaign reached its \$500 million goal

more than a year ahead of schedule. Pitt's Board of Trustees passed a resolution in June authorizing the University to extend the campaign and increase its goal to \$1 billion. To date, the Discover a World of Possibilities campaign total is \$550 million.

"It is wonderful to see one great Pittsburgh institution, Giant Eagle, supporting another, the University of Pittsburgh," said Chancellor Mark A. Nordenberg. "The Giant Eagle Foundation's very generous campaign commitments will have a lasting impact on important Pitt programs and will better position us to enhance the lives of others. This support will help ensure that we remain on the cutting edge of these disciplines well into the future."

The \$1.4 million grant will:

- Establish the Giant Eagle Foundation Chair in Cancer Genetics at UPCI;
- Support the expansion of community outreach programs for the Jewish Studies Program in the CAS Department of Religious Studies;
- Support the Executive MBA Scholarship Fund in the Joseph M. Katz Graduate School of Business;



• Create a Giant Eagle Foundation Scholarship in the School of Social Work.

The largest portion of the gift, \$1 million, will establish the Giant Eagle Foundation Chair in Cancer Genetics. The chair will enable UPCI to recruit a world-class researcher and to expand the body of knowledge about genetic susceptibility to cancer.

"This very generous gift will have far-reaching effects," said Dr. Arthur S. Levine, senior vice chancellor for the health sciences and dean of the School of Medicine. "As we learn more about the genetic risks for specific types of cancer—risks that are already apparent early in life—we will be well positioned to identify these risks in individuals and to intervene at an early enough time so as to prevent much of the cancer that now occurs later in life."

The grant affirms the Giant Eagle Foundation's commitment to be a partner with the University of Pittsburgh.

"We at Giant Eagle believe it is important to give back to our community, and we see the University of Pittsburgh as a key institution for the economic welfare of this region," said David Shapira, chair and CEO of Giant Eagle Inc. "We hope that our gift will be an example to others who also will support the University of Pittsburgh's many initiatives."





ALUMNI TRANSFORM ATHLETIC FACILITY

My object is to make

an example to the swim

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—Coach Chuck Knoles

terms, the ongoing success

Back when Tony Treser swam for the University of Pittsburgh in the mid-1950s, he and his teammates had to beg, borrow, and deal to find a pool where they could practice. They swam at Carnegie Tech (now Carnegie Mellon University) and practiced at the Arsenal Girls School in Lawrenceville.

Workouts consisted of four swimmers crammed into a 25-yard, three-lane pool at the Pittsburgh

Athletic Association.

Divers had to practice at the Carnegie Tech pool because the Athletic Association pool wasn't deep enough for safe diving.

With the advent of the Trees Hall pool, subsequent teams didn't have to struggle to find practice space. But as the program grew—adding

a women's team in the 1970s and earning multiple Big East Conference championships—so, too, did the need for additional space. When the men's and women's teams combined under Coach Chuck Knoles in March 2002, the cramped quarters became more than an inconvenience. Without a locker room expansion, swimmers had nowhere to meet before and after competition, except the pool building's lobby.

That's when Knoles had an idea: Approach the swim team's alumni, Treser among them,

and ask for help.

"When I first came here, I saw a great need for us to renew our relationship with our alumni, especially knowing that we've had the sport on the men's side since 1915 or 1917," says Knoles.

When Treser learned

of the locker room crunch, he told Knoles that he and several

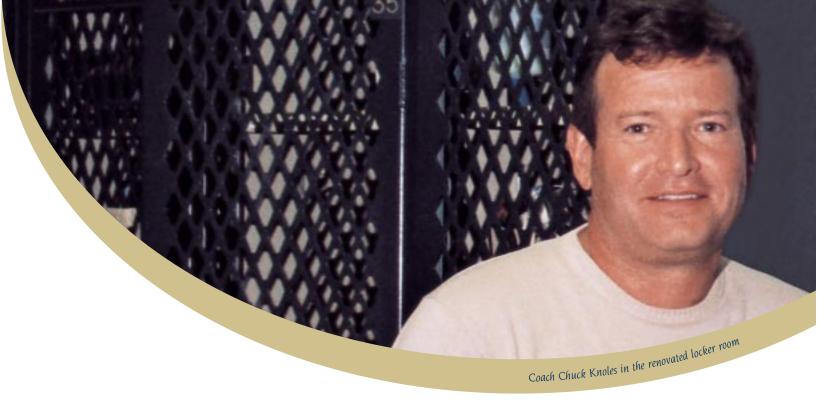
of his teammates from the '50s also hoped to create a memorial for long-time Panther swim team Coach Ben Grady.

"Ben Grady was very influential in our lives," Treser says of his onetime mentor.

continued on next page







Alumni Transform Athletic Facility [continued]

So in addition to raising money for the locker room renovation, the swim team alumni also donated money for a new scoreboard at Trees Hall pool, which was dedicated in memory of Grady during the Penn State meet on February 7, 2003.

Both the men's and women's locker rooms are now double their previous size and boast televisions and VCRs for reviewing meets.

televisions and VCRs for reviewing meets. Stereos and suit dryers complete the new facilities. On a wall in each locker room is a space for alumni to sign their names, paying lasting tribute to the Appropriately enough, the Panthers program they loved. "My object is to make an example to the swim prepared for that com-

team in how alumni can positively affect, in real petition in world-class terms, the ongoing success of our athletic programs," locker rooms that were Knoles says. "I think that this [renovation] was completed in October. a good example of that.' Pittsburgh construction firm P.J. Dick donated

Both the men's and women's locker rooms

are now double their previous size and boast

materials, thanks to the generosity of former swim team captain Cliff Rowe, the company's president and chief executive officer. Alumni raised some of the remaining \$30,000 costs through networking lunches and a Ben Grady Memorial Reunion hosted by Treser, with the help of Lou Durbin and Jim Burton.

approximately \$60,000 in labor and building





LEGACY OF GIVING LIVES ON

It was a measure of Richard Harris' (MED '74) character that, after he died suddenly at the age of 52, hundreds of his patients sent letters to his widow to tell her how much they loved him.

With little or no fanfare, Harris dedicated himself to causes that he cared about: food banks, soup kitchens, interfaith caregivers associations, and environmental causes.

"Richard was a truly generous man, not only with his money, but also with his time. He just never turned anyone away," says Ronna Harris (GSPH '80) of her late husband, who passed away in May 2001

So it is perhaps fitting that Harris' colleagues and family paid tribute to his memory by creating the Richard N. Harris Scholarship at the School of Medicine. Awarded for the first time in the fall of 2002, the scholarship awards community-minded medical students \$5,000 to help defray tuition.

Through golf outings, Harris' friends and colleagues have raised \$65,000 for the scholarship to date, says John Kokales (MED '73), who was Harris' partner from 1977 until his death. The group plans to continue holding the golf event until the endowment reaches \$100,000.

For Spring Seeman, a second-year medical student who became the scholarship's first recipient. the award is about more than money. It brought her a personal connection to Harris' family and friends, especially when she helped at the golf tournament.

The [Richard N. Harris] scholarship awards community-minded students \$5,000 to help defray tuition.

"It means a lot to me," Seeman says of the scholarship. "My mom is a secretary, and my dad is a janitor. Financially, it benefits me to get scholarships. But it personally means a lot—they involved me. At the fundraiser, everyone was telling me about Dr. Harris and what a wonderful man he was. It was not some scholarship that you don't know anything about."

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Center for Nontraditional Students Dedicated

The McCarl Center for Nontraditional Student Success was dedicated November 15, 2002, in the College of General Studies. The center's construction was funded through a \$650,000 gift from the F. James (CGS '73) and Carol McCarl Fund of The Pittsburgh Foundation.

The McCarl Center, located on the fourth floor of the Cathedral of Learning, houses a fully equipped conference room for orientation and study skills seminars, three administrative offices, a career library, and student lounge. Both the library and lounge offer computer access.

Panther Statue at Heinz Field

A new Panther statue was dedicated September 6, 2002, at Heinz Field on the eve of the Pitt vs. Texas A&M game. Made possible by a generous donation from Charles "Corky" (ENG '58) and Frances M. Cost, the statue has created a place where Panther fans can gather and take photos, and it has established the University's presence at Heinz Field.

The bronze Panther is 12 feet long and is set on a granite base that features an etching of the Cathedral of Learning in the stone.

Legacy of Giving [continued]

In addition to her medical studies, Seeman also volunteers in a homeless outreach clinic and recently became a coordinator for the Pregnant Adolescents Learning with Students (PALS) program. The program pairs pregnant adolescents with medical students

who can offer support and stability.

"A lot of times [the adolescents'] parents are really angry at them, and the boyfriends are an on-and-off kind of thing. Their friends

are in high school, and they don't have anyone stable," Seeman explains. "This isn't so much a doctor-patient relationship; it's a friend-friend relationship."

nities, which was one

Ronna Harris says

"I think that best depicts the way Richard led his life," she says. "And I hope that this scholarship would encourage people to do that in little tiny ways-and great big miraculous ways."



For Spring Seeman, a second-

year medical student who

became the scholarship's

first recipient, the award

is about more than money.

reason Seeman chose the University.

she hopes the scholarship will help students like Seeman carry on her late husband's mission to fulfill the traditional Jewish tenet to "heal the world."



INSTITUTIONAL **ADVANCEMENT AWARDS FIRST FELLOWSHIP**

The University of Pittsburgh's Office of Institutional Advancement has awarded its first Clarence J. Jupiter Fellowship for minority professionals to Jerome Brown, a nonprofit management student in the University of Pittsburgh Graduate School of Public and International Affairs.

This award is sponsored and partially funded by the Council for the Advancement and Support of Education (CASE). The nine-month CASE Jupiter Fellowship is given to one college or university each year to help support fellowship programs in the institutional advancement field (alumni relations, communication, and fundraising).

Brown has been spending much of his fellowship with the Faculty and College of Arts and Sciences (FCAS) under the mentorship of Allison Quick, director of development in FCAS. After completing the fellowship in mid-June, Brown plans to complete his graduate program and pursue a career in the advancement field.

The fellowship is named for Clarence J. Jupiter in recognition of his devoted service to education, most notably as the revered vice president of

Xavier University of Louisiana. Jupiter served as a volunteer leader for numerous philanthropic organizations, including CASE. The program seeks individuals whose personal and professional qualities reflect those of Jupiter.

To date, the CASE District I fellowship program has involved 26 minority interns since 1991.

Of that group, at least two-thirds are actively pursuing institutional advancement careers.



After completing the fellowship in mid-June, Brown plans to complete his graduate program and pursue a career in the advancement field.

Law Clinic Dedicated

The Sikov Elder Law Clinic in the School of Law was dedicated October 29, 2002, in Sennott Square. It was made possible by a generous donation from Seymour A. (LAW '50) and Rhoda (EDU '49) Sikov.

The Sikov Elder Law Clinic is an opportunity for students to work with people with issues that involve an aging society as well as aging clients. Such issues include: age discrimination and legal capacity in connection with medical treatment, mental health law, estate planning, contractual relations, and property management.



Johnson & Johnson Awards Grant

Kay Brummond, associate professor in the Department of Chemistry, was awarded a \$150,000 grant from Johnson & Johnson's R.W. Johnson Pharmaceutical Research Institute.

Brummond received the grant at a luncheon on August 8, 2002, as part of the Johnson & Johnson Focused Giving Program, which supports academic investigators doing basic research to advance science and technology in medical fields. Brummond's research will help develop new compounds that will impact areas ranging from proteomics to drug discovery.

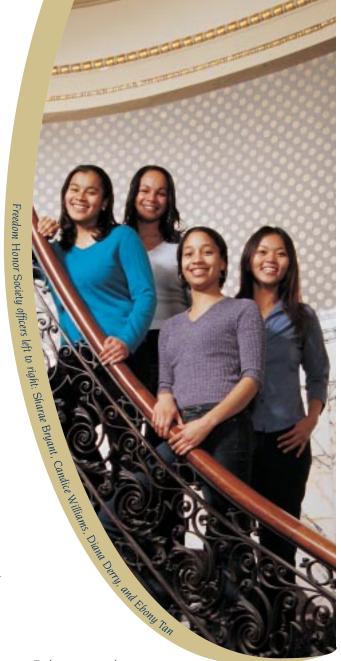
MELLON AND IBM SUPPORT STUDENT ORGANIZATION

The Freedom Mentoring and Leadership
Development Honor Society, a University
of Pittsburgh minority honor society, was recently
awarded two gifts that will help with their mission
to increase retention, academic achievement,
and graduation of minority students.

Mellon Financial Corporation Foundation recently provided considerable assistance to the Freedom Honor Society with a \$5,000 grant to fund many of the organization's programs, including a job fair and mentoring and tutoring programs.

Another major supporter of the honor society is IBM, which has donated an advanced performance laptop to the organization. This equipment will be useful in the development of many of the organization's initiatives including the planning of programs dealing with learning skills, financial aid, personal issues, housing, career and placement information, and networking.

The Freedom Honor Society, the first minority student honor society at Pitt, is a 115-member student organization that promotes a high standard of scholastic achievement among its students and also recognizes and encourages leadership. The Freedom Honor Society recently embarked on a \$10,000 fund-raising campaign for a textbook and meal fund to aid students with financial needs.



To learn more about the Freedom Honor Society or to make a donation to this student organization, contact the Office of Institutional Advancement by e-mail at giveto@ia.pitt.edu or by phone at 412-624-5800.

A TOOL FOR SUCCESS

To Michael Cavalline, education was the driving force that could make or break a person's success. It was the tool he used to launch his own career as an accountant, and during his life, he quietly helped many people pay for their own degrees.

"He had a high regard for higher education," says Susan Evans of her father, who died in 1976. "That was very important to him. He believed that once you had as much education as you could get, you could do anything you wanted to."

In honor of her father's commitment to education, Evans and her husband, George, have donated \$30,000 to create the Michael R. Cavalline Scholarship Fund at Pitt-Bradford in their hometown. The Reed-Coit Scholarship Challenge will match their gift, bringing the total to \$60,000. The challenge was made possible by a \$1 million bequest by Dorothy Reed, who died in May 2001 at the age of 96

"He appreciated the program that Pitt-Bradford has in business and accounting," Evans says.

"It's been a consistent program in terms of quality, and that was very important to him."

Evans, who has lived in Bradford for 32 years and recently retired as an English teacher from Bradford Area High School, recalled the keen interest her father took in watching Pitt-Bradford expand over the years.

"We have seen Pitt-Bradford grow from its beginning, when it was downtown in a hardware store," she says. "Then it became quite a lovely campus; these new buildings are phenomenal."

Born in Coal Hollow, a small community in Elk County, Pennsylvania, Cavalline graduated from Kersey High School before earning a two-year degree in business and accounting at Duff's Business Institute in Pittsburgh. He began his career at the Internal Revenue Service, then served as chief auditor for American General Insurance, then known as Maryland Casualty Co. He also ran his own accounting business.

The scholarship established in Cavalline's name will benefit a promising sophomore or junior who demonstrates academic excellence in business management or accounting. Susan Evans hopes the scholarship recipient will be interested in many topics. Her father was well versed in theater, politics, and world affairs, she says.

"This is our way of continuing that legacy," she says. "It's a tribute to him."







Classic Art

SCHOLARSHIP FOR NONTRADITIONAL STUDENTS

R. Bruce and Beverly M. Perry recently added a charitable gift annuity in the amount of \$122,611 to the Bruce and Beverly Perry Yellow Dog Scholarship they previously established at the University of Pittsburgh at Bradford.

The Perry Endowed Scholarship benefits fullor part-time nontraditional students from McKean County, with a special preference to those pursuing a second career or re-entering the workforce. The Perrys live close to the Bradford campus, and they are very interested in the development of the college and helping students from the region.

"Yellow dog" is a term that was used years ago The oil lamp that lit the oil leases each night resembled two glowing eyes from a distance, and became known as the "yellow dog." The term, less oil field workers. The Bruce and Beverly Perry Yellow Dog Scholarship will help ensure that all education are afforded the best possible experiences.

The Bruce and Beverly Perry Yellow Dog Scholarship will help ensure that all students who come to Pitt-Bradford for a high-class education are afforded the best possible experiences.



Researchers will study and assess power needs for satellites and unpiloted drone vehicles. This research is part of two ongoing collaborations between Pitt's Department of Computer Science and IBM on projects for the Defense Advanced Research Projects Agency (DARPA). Principle investigator Rami Melhem is a professor and chair in the Department of Computer Science and a professor in the Departments of Electrical and Computer Engineering. He is collaborating on this project with Daniel Mossé, associate professor in the Department of Computer Science.

IBM Donates Equipment

IBM has donated \$70,000

of specialized equipment to

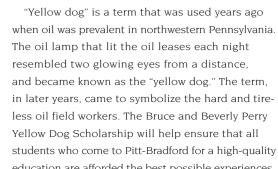
the University of Pittsburgh.

Bradford Scholarship to Aid Science Students

The recently established Phillip K. and Shirley L. Fuhrman Scholarship for the University of Pittsburgh at Bradford will be awarded to students in environmental science or nursing programs.

David A. and Nancy M. Fuhrman of Bradford created the scholarship to honor David Fuhrman's parents, Phillip (CAS '55) and Shirley, who always stressed the importance of higher education.

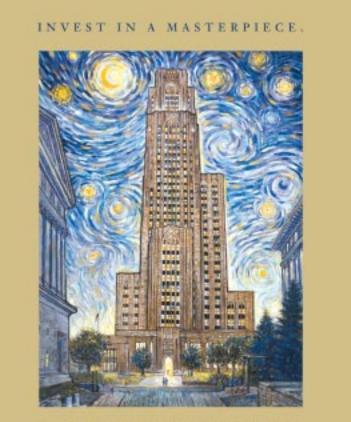
The Fuhrmans' gift is matched by the Reed-Coit Scholarship Challenge, which matches a scholarship donation 🔍 of \$5,000 and was made possible by a bequest from Dorothy Reed.





Due to an overwhelming response to this year's Annual Fund Masterpiece, we are selling poster-sized (19" x 27") reproductions of the original oil painting. Your \$25 purchase of the masterpiece poster will help fund two Pitt student initiatives: the Freedom Honor Society Meal and Book Fund and the Engineering Student Design Competition Fund.

A limited number of the award-winning posters are available on a first-come, first-served basis. Order yours now at 412-624-8239. Payments can be made by VISA, MasterCard, or Discover. Or, write a check payable to the University of Pittsburgh with a memo of "masterpiece poster." Twenty dollars is tax deductible. Send checks to: 200 South Craig Street, 500 Craig Hall, Attn: Meghan McGeary, Pittsburgh, PA 15260.



University of Pittsburgh Annual Fund 412-624-5691

Help us Reach for the Stars online at

GET YOUR WINGS

Heinz Memorial Chapel is making it easy for Pitt alumni and friends to get their wings while still on earth.

The recently created Heinz Chapel Angel Program is an effort to support several maintenance projects including the preservation of the steeple, pews, roof, pipe organ, and the famous Charles J. Connick stained glass windows. With a donation of \$150 or more, donors will be named a Heinz Chapel Angel and receive a limited edition stained glass angel.

A gift to the University of Pittsburgh from Henry John Heinz and his children, the chapel is host to more than 100,000 visitors who participate annually in religious services, weddings, concerts, classes, memorial services, celebrations, and guided tours.

The limited edition angels are the work of stained glass artist Marian Fieldson, a native of Western Pennsylvania who now lives in Haleiwa, Hawaii. The angels are six inches high, and because they are handmade, each is unique. The Heinz Chapel angel will be issued annually to donors, beginning with the 2002 edition.

Suitable as a holiday ornament or a window suncatcher, the angel makes a perfect gift for couples married at the chapel, to celebrate a new baby, or simply for those who want to enjoy its beauty in their homes.

If you are interested in helping to preserve the chapel by becoming a chapel angel, make your gift online at www.giveto.pitt.edu or contact the Heinz Chapel office at 412-624-4157.





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