

Annual Report

2017-18

# STRONGER THAN EVER

PROMISE SCHOLAR STORIES

the pittsburgh promise



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PROMISE SCHOLAR STORIES

the pittsburgh promise

A single scholarship  
can produce a  
**thousand stories.**

Many studies show that college-educated communities experience reduced poverty, crime, unemployment, and hopelessness, while they also see an increase in opportunity and volunteerism.

Education is an access point that lifts individuals into sustainable and thriving economies and communities. Hope is what a scholarship provides: a vision for what can be despite what is.

# DOING RIGHT

SIMONE QUINERLY RECEIVED ONE OF THE FIRST SCHOLARSHIPS

## 2008

first scholarships  
are given

VOICES

***I would not be running my own successful business without The Pittsburgh Promise. To the supporters of The Promise: thank you for investing in me. Hopefully you can see the talent Promise Alumni bring to the community, and that we make you proud by doing right by you.***

SIMONE QUINERLY

Simone always intended to go to college, but with two older sisters in school at the same time, her family was unsure how they'd manage to pay for it. Fortunately for Simone, The Pittsburgh Promise was announced her senior year of high school.

In the fall of 2008, Simone went to Edinboro University, where she majored in finance. Her transition from high school to college was bumpy during her first semester. The cultural changes and academic rigor challenged her, and she had the grades to prove it. Simone committed herself to improving her grades. She asked for help and found services on campus like study groups and tutors. By her second semester, Simone's grades had improved significantly. This experience inspired her to expand her involvement on campus which led to several leadership opportunities. Simone served as the Black Student Union president, president of the Student Government Association, treasurer for the dance team, and as a resident assistant.

When it came time to get a job, Simone worked hard to land an internship at PNC which resulted in two years working in corporate HR and finance following graduation. Simone also became a mom. With a baby at home, she started to wonder about finding a more independent and flexible career. Today, Simone runs her own financial services business, Quinerly Financial Group, where she provides financial and tax services to local small businesses, nonprofits, and individuals. In 2017, Simone opened her second office.

Simone has not only become a young, successful entrepreneur, she has also committed herself to sharing that success. She spends her free time hosting pop-up literacy clinics in Pittsburgh communities and within Pittsburgh Public Schools. In acknowledgement of Simone's entrepreneurial excellence and community contributions, State Representative Jake Wheatley recently honored Simone with a proclamation at the Minority Women in Business Day in Harrisburg.

PICTURED LEFT: Simone Quinerly outside her company, Quinerly Financial Group.

# COMING HOME

ROBERT TRAVIS RETURNS TO PITTSBURGH

135

POST-SECONDARY  
SCHOOLS PROMISE  
SCHOLARS HAVE  
ATTENDED

VOICES

***As a student, The Promise was one of the first grants I received that helped me pay for my college tuition. As a working professional, that same Promise was the first resource I utilized in my search for career opportunities in Pittsburgh, which led to me finding a position that was right in line with my skill set.***

ROBERT TRAVIS

Rob was born in Pittsburgh, “swaddled in black and gold,” as he puts it. Rob pursued a degree at St. Vincent College in Westmoreland County. He was the first person in his family to attend post-secondary school, and he recognized the unique challenges that he faced. “Being the first in my family to attend college certainly brought extra pressure. Before I even went in, I was already thinking to myself, ‘Man, I cannot fail and mess this opportunity up. I have to represent for this person and that person.’ The biggest motivation for me came when a professor told me that the average college student pays around \$75 per class. He said every time you skip a class, it was the equivalent of taking \$75 out of your pocket and aimlessly flushing it down the toilet. That stuck with me!”

Rob earned his bachelor’s degree in four years and decided to join a friend in Los Angeles in search of marketing opportunities. Before he left for California, his mom had a special graduation surprise for him. She blindfolded him and drove him to the Hill District; just up the street from The Promise office. There she unveiled it—a giant billboard with Rob’s photo congratulating him on his graduation. Rob laughs when telling the story, “I guess you could say she was proud of my accomplishment and my mom is known to be expressive.”

Rob stayed in California for six years. He was a young professional in a new city that was nothing like Pittsburgh; Rob felt like he couldn’t get rooted in L.A. due to its “transient city” feel. He was ready to return to where he called home, where his family lived, and where he wanted to raise a family of his own.

Upon arriving back in Pittsburgh, Rob started reaching out to old mentors and acquaintances. He also reached out to The Promise office for advice and direction. Rob found the rumors to be true—Pittsburghers look out for each other. With this support, Rob identified several professional opportunities and is now happy to be working at the marketing firm Merkle in Pittsburgh and swaddling his own son in black and gold.

As Rob reflects on the experiences he gained while separated from a place that holds so much love for him, he wants to remind all prospective students that “there is a lot to be said about going out in the world and experiencing it. But ‘no place like home’ has never been more relevant to me until now.”

**PICTURED LEFT:** Robert Travis enjoys the scenery from the Ninth Street Bridge.



Photo: Alex Mowrey

## 3,000 Promise Alumni

have graduated from  
a post-secondary  
institution

### VOICES

***My mom always encouraged me to go to college, but as a single-parent, there was only so much she could do to help pay for it. The Promise allowed me to choose to continue my education at a Tier 1 university, an experience that would ultimately shape the person I've become. However, The Promise is so much more than a scholarship. It's been a network of incredible support, constantly presenting resources and opportunities for success.***

SHANNON CHAVEZ

# PICTURE THIS

## SHANNON CHAVEZ SEIZES EVERY OPPORTUNITY

Shannon describes her mom as her best friend and greatest influencer. “On her own, with a little girl, she beat the odds and continued to move up the ladder in a male-dominated career with the City of Pittsburgh. She taught me to be nice to everyone, to be generous and to focus on the good in life; but she also taught me to be tough and a hard worker.”

Shannon planned to attend college but wasn't sure how she and her mom would pay for it. The Promise scholarship expanded her school options. Shannon studied broadcast journalism at Duquesne University, her school of choice. While an undergrad, she worked in the Office of Admissions as a tour guide, in the Athletics Department putting together highlights, and at the university's news station. She also joined the Zeta Tau Alpha sorority.

After graduation she worked as an on-screen broadcaster for a news station in West Virginia. Shannon learned from the experience but found her passions pulling her toward video production and photography. She was also missing home. In the spring of 2016, she moved home and picked up serving shifts at a local restaurant. She built a portfolio slowly by offering to shoot and edit wedding highlight films for a few friends who were planning fall weddings. Each of those weddings led to new, paying clients.

Little by little she upgraded equipment and invested money back into her growing business. Shannon loves the work and finds fulfillment in documenting the happy moments in people's lives, “I'm still in awe of all the incredible ways my life has improved because I believed I could make a living doing what makes me the happiest.”

Shannon encourages Promise Scholars to seize every opportunity presented by The Pittsburgh Promise, “The Promise is more than just money—take advantage of job and volunteer opportunities, stay connected, go to events, see old friends, and network.”

Shannon and her fiancé are planning to purchase a home in Pittsburgh in the winter of 2019. You can see Shannon's work in this annual report as well as at [www.shannonchavez.com](http://www.shannonchavez.com).

**PICTURED LEFT:** Shannon Chavez poses before taking the portraits for this annual report.



Photo: Shannon Chavez Production

# LIVING THE DREAM

JEROME TRIA CARVED HIS OWN PATH

## 8,161

STUDENTS HAVE RECEIVED  
A PROMISE SCHOLARSHIP

VOICES

***The Pittsburgh Promise truly changed my life. My mom has always battled health problems, so she's never been able to work. I wasn't sure how I would pay for school. Receiving a Promise scholarship to attend Rosedale Tech was huge for me. Without it, I probably wouldn't be where I am today.***

JEROME TRIA

Jerome always loved cars and trucks. As high school graduation approached, he felt pulled towards a career as a mechanic but also felt pressured to consider a 4-year institution, "I played football and it was a dream of mine to play in college. I considered going to school for nursing, mainly because it was something that my mom encouraged me to do and she always has my back."

Jerome spent some time researching careers in nursing, but quickly realized it wasn't for him. Jerome believed that his passion for cars could turn into a career, so he took steps to make it happen. He went to career fairs and reached out to a close friend who attended Rosedale Technical College. He gained insight into various career fields at the school, and after completing a tour of the campus, it felt like a perfect fit.

When he graduated from Pittsburgh Allderdice, The Pittsburgh Promise covered his tuition at Rosedale Technical College. Jerome excelled in his courses; it was clear he made the right decision. After graduation, he immediately secured a job as a diesel mechanic at Frank Bryan, part of Bryan Materials Group.

Jerome encourages Pittsburgh students to "consider trade schools alongside 4-year schools and do what you think is right for you. Trade school was the right choice for me and I think it is a great option for a lot of people that is often overlooked. There are awesome programs out there and a ton of jobs in the trades, so it's pretty easy to get a decent job right out of school."

As for choosing to become a mechanic, Jerome wholeheartedly believes that he made the right decision. Thanks to the support of The Pittsburgh Promise, Jerome practices his skills and earns a living without worrying about repaying loans.

When asked about his dreams for the future, Jerome felt that he was living his dreams today, "I have an amazing job and a truck I love, I just bought a house, and in April of 2019, my wife and I are going to have a baby. I just want the future to be as full of good times and good health as the present."

**PICTURED LEFT:** Jerome Tria on the job at Frank Bryan on the South Side.

# APPEAL TO CAREER

RICHARD CARDILLO TOOK THE INITIATIVE TO SHAPE HIS FUTURE

\$120

MILLION  
IN SCHOLARSHIPS GIVEN

VOICES

***The Promise has affected my life both financially and professionally. I was not only able to offset some of the cost of my education to receive a Bachelor of Science in Manufacturing Engineering and a Bachelor of Science in Industrial Engineering, but I landed an internship opportunity that would have never been possible without attending The Promise's Career Launch.***

RICHARD CARDILLO

Rich was a bit lost in his early years of high school. He lacked direction and his grades suffered. Although he “got himself together” by graduation, he still did not have the required GPA and attendance rate to receive a Promise scholarship.

Rich enrolled at Robert Morris University on his own dime, and it gave him the direction he needed to succeed. With renewed focus and determination, he earned a 4.0 GPA his freshman year. He decided to appeal to The Promise, asking for a reconsideration of his eligibility through The Promise’s compassion appeal process. Rich’s appeal was approved, and he received a scholarship every semester following.

Rich said that his motivation to pursue higher education despite a rough start was a “combination of realizing that so many opportunities require a degree” and that he was ready to step up and “achieve a promising future.” As Rich approached graduation, he continued to take steps towards that future.

In 2013, he attended The Promise Career Launch, a networking event that connects Promise Scholars with local employers. Rich wasn’t hired that day, but he was intrigued by a connection he made with Thermo Fisher Scientific. He remained in touch, and it eventually resulted in an internship the following summer.

Once again, Rich took initiative. After discovering that the company had a leadership development program for recent graduates, he networked with the program’s hiring manager both during and after his internship, maintaining an email chain for over a year after the internship concluded. His persistence paid off. In July of 2015, Rich was accepted into the program. Rich still works for Thermo Fisher Scientific today. He finds motivation in leading people to achieve goals designed to elevate the business.

Rich has since come back to The Promise Career Launch as an employer and an alumnus panelist to help other Promise students and alumni connect to their dream jobs. He encourages his fellow students not to waver at the first “no.” They would be wise to follow his example. By taking initiative and advocating for himself, Rich shaped his own future.

PICTURED LEFT: Richard Cardillo on the job at Thermo Fisher Scientific.



Photo provided by Richard Cardillo



***Read more stories about The Promise.  
Our Scholars are Stronger than Ever.***

Special thanks to Promise Alumni, Daeja Baker and Jessica Sanfilippo, for contributing to these stories.

the pittsburgh promise.



See the data outcomes from  
The Pittsburgh Promise.

the pittsburgh promise.

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2017-18

# THE NEXT DECADE

BUILDING ON TEN YEARS OF OUTCOMES

the pittsburgh promise



Annual Report

2017-18

# THE NEXT DECADE

BUILDING ON TEN YEARS OF OUTCOMES

the pittsburgh promise

For ten years, we have  
**made a difference**  
in our community.

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By making higher education a reality  
for Pittsburgh's youth, we have  
impacted the life prospects of students,  
the expectations that adults have  
of them, and the preparedness and  
diversity of our region's workforce.

## MISSION

## THE WORK WE DO

The Pittsburgh Promise promotes high educational aspirations among urban youth, funds scholarships for post-secondary access, and fuels a prepared and diverse regional workforce.

## VISION

## THE IMPACT WE WANT TO HAVE

We envision a future where all our urban youth are equipped to reach post-secondary success, our public schools serve all children excellently, our city is flourishing in all its neighborhoods, and our workforce is widely diverse and highly skilled to advance a region that is good and just for all.

## GUIDING PRINCIPLES

## THE VALUES WE SHARE

**EQUITY AND INCLUSION** We are committed to educational, economic, racial, social, and cultural equity and inclusion

**EXCELLENCE** We conduct our work with urgency, steward our resources prudently, and apply the highest standards of professionalism

**INTEGRITY** We demonstrate accountability to our students, families, and community partners by performing our work with transparency, discipline, and compassion

**IMPACT** We regularly evaluate our impact and use data and research to guide our decision-making

**COMMITMENT** We are driven by passion for our vision and mission and a belief that our work strengthens the region, inspires systemic change, and transforms lives

## RECALIBRATING

AS WE LAUNCHED OUR SECOND DECADE IN 2017, OUR BOARD OF DIRECTORS AND STAFF REFINED OUR DEFINING STATEMENTS AND REDOUBLED OUR EFFORTS TO TRANSFORM THE LIVES OF OUR CITY'S CHILDREN AND REVITALIZE OUR REGION.

## 10 YEARS

## DEMONSTRATING SUCCESS BY IMPACTING EDUCATIONAL INSTITUTIONS, EMPLOYERS, AND STUDENTS' LIVES

Ten years ago, we launched The Pittsburgh Promise with high hopes along with some fear and trepidation. The Promise was based on an audacious vision for a future where all our urban youth are equipped to reach post-secondary success, our public schools are serving all children excellently, our city is flourishing in all its neighborhoods, and our workforce is widely diverse and highly skilled to advance a region that is good and just for all. We believed that one \$20,000 scholarship at a time, our post-secondary investments would serve as a crucial building block for thousands of youth across the city and would fill a pipeline of well-prepared and diverse young leaders ready to enter our region's workforce.

Now, ten years later, The Pittsburgh Promise is in its strongest position since inception. We have educational and employment outcomes that are contributing to a regional workforce that is indeed skilled and diverse. We have raised over \$200 million to support urban youth in their pursuit of a college degree or technical school certification. We are actively creating an employment pipeline to fuel the future needs of Pittsburgh's business community. We announced data-driven corrections to our scholarship model, and we have mapped out a solid sustainability plan for The Promise.

More than 8,100 students have received Promise scholarships so far. The vast majority of our scholars come from very low- to moderate-income families. In fact, 74% receive need-based grants such as the federal Pell grant or Pennsylvania's PHEAA grant, in addition to their Promise scholarship. Another 23% come from middle-income families who are not eligible for government grants but who are stretched beyond what is reasonable to pay for their children's higher education. This socio-economic reality for 97% of our scholars means that pursuing a post-secondary degree might have been out of their reach without our support.

**As of the publication of this report, our scholarships have exceeded \$120 million and our students have attended more than 135 Pennsylvania institutions.**

It is humbling to think about how this investment impacts individual lives and families, educational institutions and their communities, as well as employers and their companies.

In our second decade, we expect to serve another 10,000 students and invest another \$140 million in their education and in our economy. In order to realize this, we must raise another \$63 million. With a formidable track record behind us, committed friends beside us, and promising youth before us, we will press on toward the goal of a region that is good and just for all.

We are thankful to have you among the friends who journey with us.



*Franco Harris*

**Franco Harris**  
CHAIR



*Saleem Ghubril*

**Saleem Ghubril**  
EXECUTIVE DIRECTOR

# WE PROMOTE

## HIGH EDUCATIONAL ASPIRATIONS AMONG URBAN YOUTH

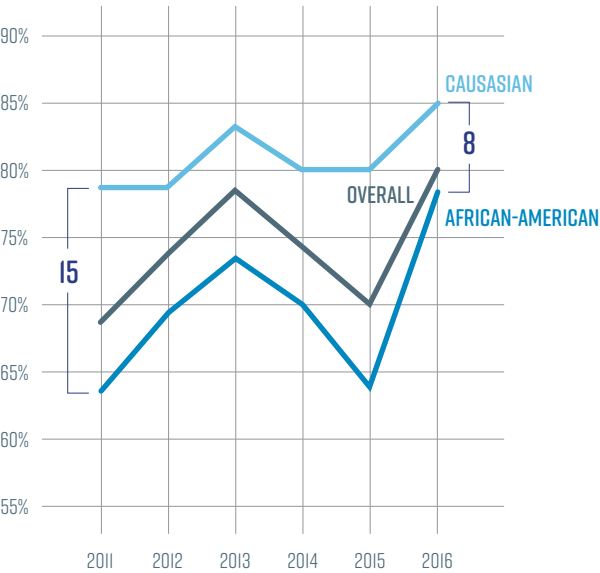
In this section, we report on the change in the performance of high school students since the announcement of The Pittsburgh Promise. To raise hope, expectations, and aspirations, The Promise provides \$20,000 scholarships (\$5,000 per year for four years) to graduates of Pittsburgh's urban public high schools to attend university, college, or technical school anywhere in Pennsylvania.

### HIGH SCHOOL GRADUATION RATES: UP 15 PERCENTAGE POINTS



### 4-YEAR COHORT HIGH SCHOOL GRADUATION RATES AT PITTSBURGH PUBLIC SCHOOLS

This table reveals, by ethnicity, graduation rates from 2011-2016



Source: Pennsylvania Department of Education  
Citation: Iriti, J. & Long, C. (2017), Pittsburgh Promise Annual Report Analyses  
Pittsburgh, PA: Learning Research and Development Center.

### TO BE ELIGIBLE FOR THE PITTSBURGH PROMISE, STUDENTS MUST:

1

#### LIVE

In the City of Pittsburgh

Students must be residents of the City of Pittsburgh (or Wilkensburg), continuously, since at least the beginning of 9th grade

2

#### ATTEND

Pittsburgh Public Schools

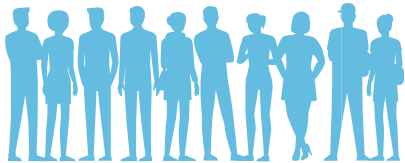
Students must be enrolled in Pittsburgh Public Schools (PPS), or one of its charters, continuously, since at least the beginning of 9th grade

3

#### GRADUATE

Students must graduate with a minimum cumulative, unweighted grade point average of 2.50 (2.00 to attend the community college with a second chance "Promise Extension" scholarship) and an attendance record of 90% or above

In 2011, Pennsylvania, along with the rest of the country, adopted a new way of calculating high school graduation rates. It is known as the Adjusted Cohort Graduation Rate (ACGR). The new measure is more accurate because it tracks individual students over time.



### MINIMUM ELIGIBILITY CRITERIA

Since the inception of The Promise, the percentage of high school seniors who met the minimum GPA and attendance eligibility criteria to receive a scholarship from The Pittsburgh Promise has grown by 16 percentage points:

46% IN 2008

62% IN 2016

Source: Pittsburgh Promise 2017 Administrative Data & Pittsburgh Public Schools  
Citation: Iriti, J. & Long, C. (2017), Pittsburgh Promise Annual Report Analyses  
Pittsburgh, PA: Learning Research and Development Center.

### ELIGIBILITY VARIES BY HIGH SCHOOL

Taking a closer look at Promise-eligibility rates by high school for the most recent three years gives us a relevant view of where significant additional work must be done to more equitably serve Pittsburgh's students:

	2014	2016	DIFFERENCE: PERCENTAGE POINTS
City Charter	87%	91%	+4
Pittsburgh CAPA	97%	89%	-8
Pittsburgh Allderdice	85%	85%	0
Pittsburgh Sci-Tech	81%	81%	0
Pittsburgh Carrick	64%	80%	+16
Pittsburgh Obama	54%	76%	+22
Pittsburgh Brashear	76%	67%	-9
Urban Pathways Charter	87%	58%	-29
Pittsburgh Milliones	60%	54%	-6
Pittsburgh Westinghouse	41%	48%	+7
Pittsburgh Perry	37%	41%	+4

Source: Pittsburgh Promise 2017 Administrative Data & Pittsburgh Public Schools  
Citation: Iriti, J. & Long, C. (2017), Pittsburgh Promise Annual Report Analyses  
Pittsburgh, PA: Learning Research and Development Center.

We celebrate the aggregated 16 percentage point increase in Promise-eligibility across Pittsburgh, and we applaud the efforts of our students to work harder, reach higher, and go further.

We also urge our administrators, educators, elected officials, community leaders, parents and guardians to not relent in their commitment to ensuring that all of Pittsburgh's children can access The Pittsburgh Promise.

Some high school graduates maintain high Grade Point Averages but low attendance records, others attend school consistently but struggle with their academic achievement. To be eligible for a Promise scholarship, students must do both. In 2016,

79%

MET 2.0 GPA CRITERION

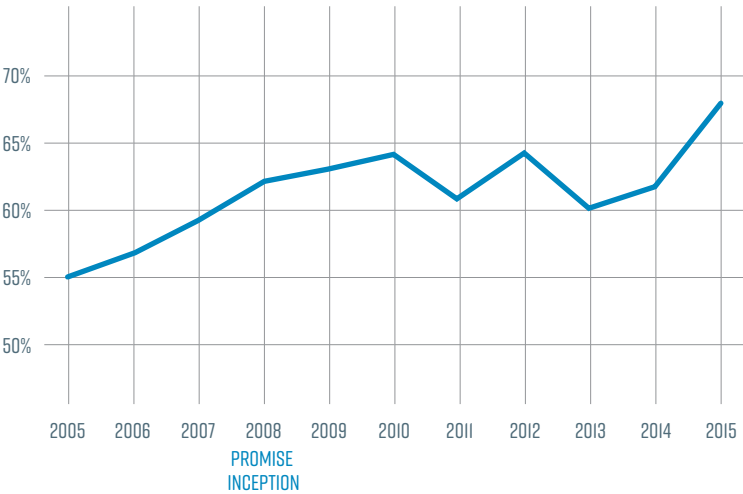
76%

MET THE ATTENDANCE CRITERION



### COLLEGE-GOING RATES FOR PROMISE-ELIGIBLE STUDENTS

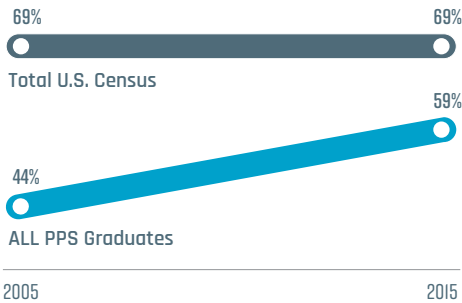
Since 2005, there has been a twelve-percentage point increase in college enrollment within two years after high school graduation for students who meet GPA and attendance criteria.



Source: National Student Clearinghouse & Pittsburgh Public Schools  
Citation: Iriti, J. & Long, C. (2017). Pittsburgh Promise Annual Report Analyses  
Pittsburgh, PA: Learning Research and Development Center

### COLLEGE-GOING RATES FOR ALL PPS STUDENTS COMPARED TO THE NATION

When we compare Pittsburgh to the United States Census, we learn that the seamless college enrollment gap between Pittsburgh and the nation decreased by 15 percentage points since 2005.



Source: National Student Clearinghouse & U.S. Department of Commerce, Census Bureau, Current Population Survey, October 2005 through 2015.  
Citation: Iriti, J. & Long, C. (2016). Pittsburgh Promise Annual Report Analyses. Pittsburgh, PA: Learning Research and Development Center.

## HIGH ASPIRATIONS AND EQUITABLE ACCESS

### ENRICHMENT OPPORTUNITIES FOR STUDENTS AND PRACTICES THAT ENSURE EQUITABLE ACCESS TO PROMISE FUNDS

**Promise Ambassadors** are seniors from each Pittsburgh public high school who serve as outreach workers among their peers. They promote post-secondary enrollment and advocate for the use of Promise scholarships. Ambassadors serve as “go-to” peer experts on The Promise scholarship and help to lead their classmates through the scholarship application process. Promise staff train the Ambassadors during the summer before their senior year in mentoring, communication, and public speaking skills, as well as financial aid and college-planning knowledge. Ambassadors provide an important avenue for disseminating information to students, serve as a valuable focus group, and help us to cultivate relationships among student bodies.

**Senior Signing Day** is an annual event that celebrates and recognizes the post-secondary plans of all soon-to-be graduates. It is our commitment that all students graduate with a vision and a plan for what comes next, whether it is a four-year or two-year college, a technical school, military service, or joining the workforce. Our most recent Signing Day was particularly special as over 1,000 seniors announced their plans to attend 150 post-secondary institutions. They were also surprised by an inspirational speech from Pittsburgh Steelers’ Ryan Shazier, as well as the announcement of a \$2.5 million commitment to The Promise from PNC Foundation. At the 2017 Signing Day, KeyBank announced its first major charitable investment in Pittsburgh through a \$1 million grant to The Promise.

**Compassion Appeals** allow The Promise to extend eligibility to students who are negatively impacted by life events such as foster care placements or homelessness. This intervention occurs through sharing and analyzing data with Pittsburgh Public Schools, charter schools, and the Allegheny County Department of Human Services to ensure that students who are impacted by circumstances beyond their control are also able to receive Promise scholarships. Furthermore, students, care-givers, and advocates are also invited to submit appeals when significant life events compromise a student’s Promise-eligibility.

**Promise Extension** is a “second chance” scholarship provided to students who meet all eligibility requirements but have a cumulative, unweighted GPA of 2.0-2.49. The Extension funds students for enrollment in the Community College of Allegheny County. Once enrolled, students are required to maintain a minimum 2.0 GPA and complete a full year at the community college. When successful, those students may then enroll in any eligible post-secondary program in Pennsylvania and continue to receive their Promise scholarship.

**Without Exception** is The Promise’s commitment to ensure that the scholarship is accessible to all students of all abilities. This includes students with Individualized Education Plans (IEPs) and 504 plans for students with disabilities. The Promise collaborates with families, advocates, counselors, service providers, and educational institutions to remove barriers and provide added accommodations where needed.



(TOP) Promise Ambassadors pose with their cohort.  
(MIDDLE) Students celebrate at Senior Signing Day.  
(BOTTOM) Ryan Shazier inspires students to dream big at the 2018 Senior Signing Day.

# WE FUND

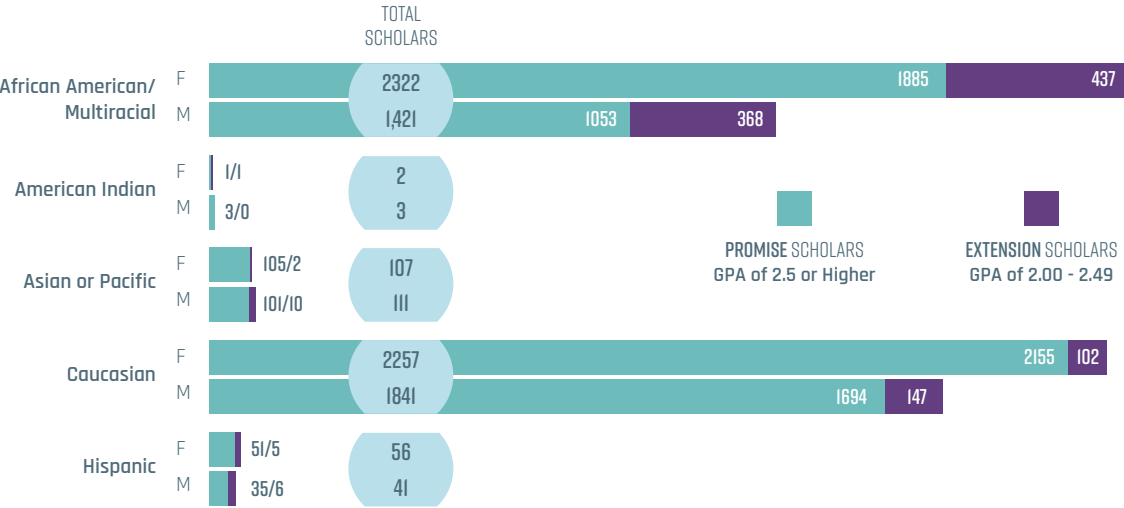
## SCHOLARSHIPS FOR POST-SECONDARY ACCESS

While a 4-year degree is not always necessary, a post-secondary credential is more critical today than ever to lifting individuals out of poverty and into sustainable and thriving economies and communities.

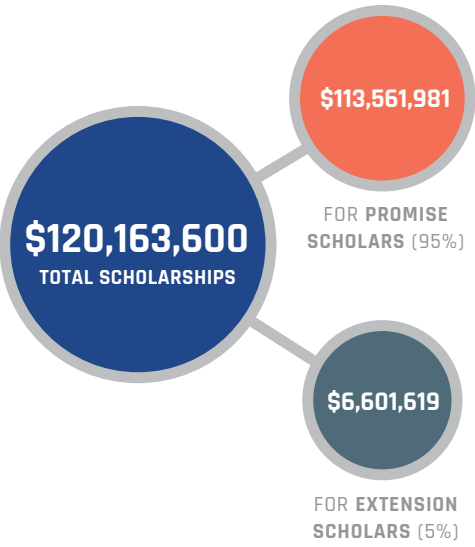
\$120.1  
MILLION

WE ARE PLEASED TO REPORT THAT THROUGH THE 2017-2018 SCHOOL YEAR WE GRANTED \$120.1 MILLION IN SCHOLARSHIPS TO 8,161 STUDENTS.

## DEMOGRAPHICS AND FUNDING OF ALL PITTSBURGH PROMISE SCHOLARS



## PROMISE SCHOLARSHIPS FUNDED THROUGH 2017-18



74%

of Promise Scholars represent **low-income families**. In addition to their Promise Scholarship, they have received **\$87.3 million in need-based grants** such as the federal Pell grant or Pennsylvania's PHEAA grant.

23%

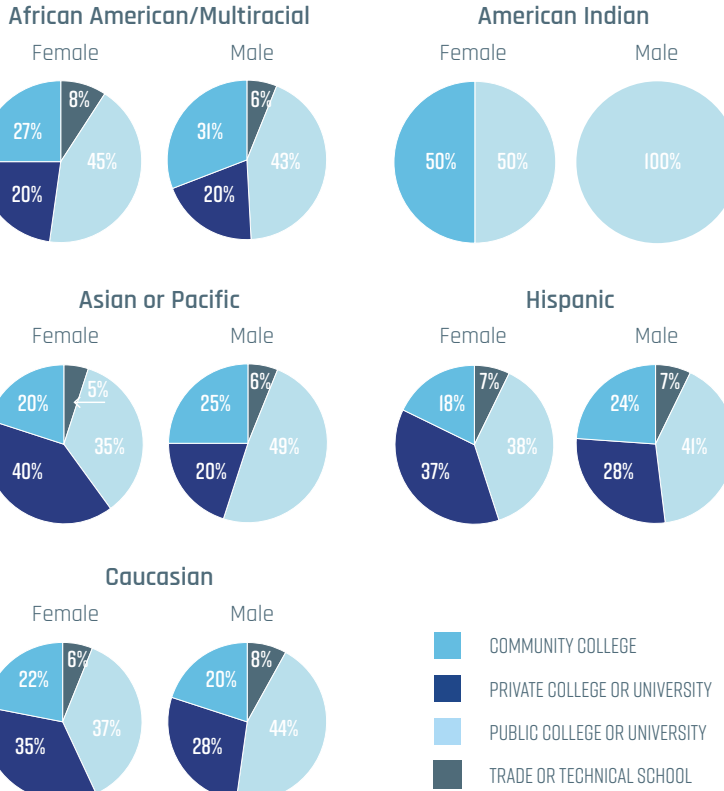
of Promise Scholars represent **middle-income families**. They are not eligible for government grants but are stretched to pay for higher education.

97%

A combined 97% of Promise Scholars **may not have pursued a post-secondary degree** without our support or incurring exorbitant debt.

## TYPES OF SCHOOLS WHERE PROMISE SCHOLARS ENROLLED: BY GENDER AND ETHNICITY

Scholars of The Pittsburgh Promise have enrolled in an Ivy League school, Historically Black Colleges and Universities, and public, private, faith-based, 4-year, 2-year, and certificate-granting technical schools.



## SCHOOLS THAT ENROLLED AT LEAST ONE PERCENT OF ALL PROMISE SCHOLARS

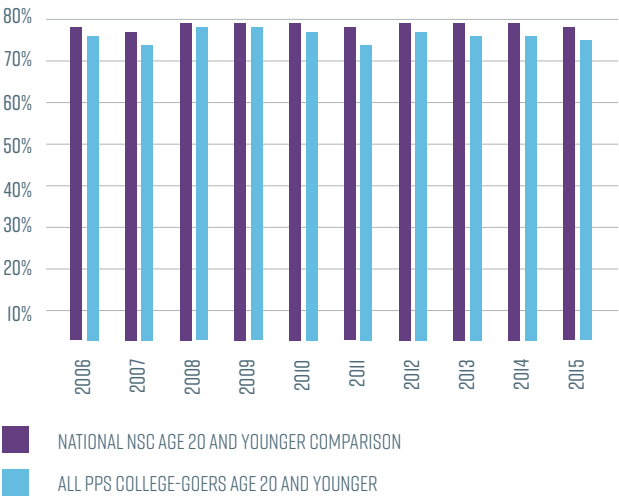
	PROMISE SCHOLARS	PERCENT		PROMISE SCHOLARS	PERCENT
Community College of Allegheny County	1,852	22.7%	Edinboro University	159	1.9%
University of Pittsburgh, Oakland	689	8.4%	Penn State University, Greater Allegheny	152	1.9%
Point Park University	412	5.0%	Chatham University	150	1.8%
Penn State University, University Park	405	5.0%	LaRoche College	146	1.8%
Slippery Rock University	386	4.7%	University of Pittsburgh, Greensburg	128	1.6%
Indiana University of Pennsylvania	321	3.9%	Bradford School	109	1.3%
Robert Morris University	308	3.8%	Penn State University, Behrend	96	1.2%
California University of Pennsylvania	297	3.6%	Carnegie Mellon University	92	1.1%
Carlow University	283	3.5%	Brightwood School	91	1.1%
Duquesne University	244	3.0%	University of Pittsburgh, Johnstown	86	1.1%
Temple University	198	2.4%	Pittsburgh Technical College	84	1.0%
Clarion University	181	2.2%	Other Schools	1,292	15.8%

Source: Pittsburgh Promise 2017 Administrative Data & Pittsburgh Public Schools  
Citation: Irtd, J. & Long, C. (2017). Pittsburgh Promise Annual Report Analyses  
Pittsburgh, PA: Learning Research and Development Center.

# WE FUND (CONTINUED)

## COLLEGE PERSISTENCE RATES: ON TRACK WITH NATIONAL DATA

To compare the post-secondary persistence of graduates of Pittsburgh Public Schools to the rest of the student population in the country, we rely on the National Student Clearinghouse (NSC).



IT IS NOTEWORTHY THAT GRADUATES OF PITTSBURGH'S URBAN PUBLIC SCHOOLS ARE PERSISTING IN COLLEGE AT RATES THAT NEARLY MATCH NATIONAL TRENDS.

The table to the left compares the persistence rates of PPS graduates to the rest of the country. "Persistence" is defined as the percentage of students who return to college at any institution for their second year.

It is important to note that the PPS data represent students from a single demographic (urban public school graduates) and the national data represent students from all demographics (urban, suburban, rural, public and private school graduates).

Source: NSC Snapshot Report 28 & NSC Signature Report 1 & National Student Clearinghouse & Pittsburgh Public Schools  
Citation: Iriti, J. & Long, G. (2017). Pittsburgh Promise Annual Report Analyses. Pittsburgh, PA: Learning Research and Development Center.

## SNAPSHOT OF STUDENTS WHO FIRST ENROLLED IN THE FALL OF 2011

The chart below and images to the right provide a snapshot of one cohort. It tracks students who began their post-secondary education in the fall of 2011 (the last class for whom exists six years of data) and reports on whether they:

- Graduated,
- Are still enrolled, or
- Are no longer enrolled and have not completed their post-secondary education

## COLLEGE GRADUATION RATES: LAGGING NATIONAL AND STATE DATA

In addition to keeping a watchful eye on the persistence of our students in college, we keep an even closer eye on their earning a post-secondary credential.

National Student Clearinghouse data enable us to examine how Pittsburgh's students perform at different types of institutions, and compare their performance to the student population in Pennsylvania and the rest of the country.

This comparison shows that more work is needed to ensure our students who enroll in post-secondary schools also attain a degree.

NSC Data Snapshot: Yearly Success and Progress  
State-Level Dashboard (Fall 2011 Entering Cohort)  
Prepared by National Student Clearinghouse Research Center  
Updated: 3/16/2018



72%

Of all Pittsburgh students who began their post-secondary education at a four-year public university: 72% earned a degree or are still enrolled



68%

Of those who began their education at a four-year private university: 68% earned a degree or are still enrolled



24%

Of those who began their education at a two-year public college: 24% earned a degree or are still enrolled

## DESIRABLE OUTCOMES OF PROMISE SCHOLARS: CONTINUED ENROLLMENT + GRADUATION

An analysis of all Promise Scholars, by gender and ethnicity, reveals a similar outcome, namely that 68% of our scholars have earned a degree, diploma, or certificate, or are still enrolled in school.

		RECEIVED A PROMISE SCHOLARSHIP	STILL ENROLLED	ATTAINED A DEGREE OR DIPLOMA	PERCENT STILL ENROLLED OR ATTAINED
African American/Multiracial	F	2,322	732	746	63.7%
	M	1,421	451	318	54.1%
American Indian	F	2	0	0	0.0%
	M	3	2	0	66.7%
Asian or Pacific	F	107	60	34	87.9%
	M	111	54	27	73.0%
Caucasian	F	2,257	763	1,006	78.4%
	M	1,841	569	716	69.8%
Hispanic	F	56	16	23	69.6%
	M	41	17	14	75.6%

While we rejoice in the success of Promise Scholars who have already earned a post-secondary credential or are still actively pursuing it, we recognize that much more work needs to be done to elevate the performance and life-prospects of those who did not cross the finish line and are no longer on the race course.



This is "ecosystem" work that requires strategic adjustments by The Pittsburgh Promise, as well as stronger academic and social/emotional supports by elementary and secondary schools in Pittsburgh and post-secondary schools throughout Pennsylvania.

The NSC is a nonprofit and nongovernmental organization that analyzes data from more than 3,600 colleges and universities which enroll 98% of all students in public and private U.S. institutions.

	4-YEAR PUBLIC			4-YEAR PRIVATE NON-PROFIT			2-YEAR PUBLIC		
	USA	PA	PGH	USA	PA	PGH	USA	PA	PGH
Graduated: Started Institution	54.1%	61.6%	54.0%	64.6%	71.2%	52.0%	26.7%	26.5%	13.0%
Transferred & Graduated: Other Institution	10.6%	10.6%	9.0%	11.4%	10.6%	8.0%	10.7%	12.2%	4.0%
Total Graduated	64.7%	72.2%	63.0%	76.0%	81.8%	60.0%	37.4%	38.7%	17.0%
Still Enrolled: Started Institution	4.5%	2.8%	4.0%	2.0%	1.0%	2.0%	6.1%	5.7%	3.0%
Transferred & Still Enrolled: Other Institution	5.9%	4.6%	5.0%	4.8%	3.6%	6.0%	7.9%	6.3%	4.0%
Total Still Enrolled	10.4%	7.4%	9.0%	6.8%	4.6%	8.0%	14.0%	12.0%	7.0%

# WE FUND (CONTINUED)

To improve our Scholars' outcomes in higher education and their readiness for life after college, informed by data and best practices, we launched these two new initiatives in the last year.

## DUAL ENROLLMENT

is an opportunity that The Pittsburgh Promise provides for high school juniors and seniors to earn college credits while in high school, allowing students to get a “head start” on their post-secondary plans.

The Pittsburgh Promise funds Dual Enrollment courses by providing early access to Promise scholarships that may await eligible students upon graduation. Funds used by the students while in high school will be deducted from their maximum Promise scholarship, if they are eligible upon graduation.

Funding of courses by The Promise does not imply or guarantee college scholarship eligibility at graduation.



## PREFERRED COLLEGE PARTNERS

are post-secondary institutions that make two specific commitments over and above what they already do to ensure the success of Promise Scholars. These are:

- 1. Provide a minimum \$2,000 grant per year for room and board to Promise-eligible students
- 2. Push targeted transition and academic support services to Promise-eligible students

Students who are first in their families to pursue higher education, or who come from low-income contexts, often struggle in persisting after their first year of college. Data show that certain support systems and practices significantly increase their likelihood of success. The two stated requirements for receiving “preferred” status are primary predictors for increasing student success among vulnerable populations.

The Promise, in exchange, helps to promote and elevate the profiles of Preferred College Partners among Pittsburgh’s students. In so doing, we help to expand diversity among the post-secondary institutions and ensure additional affordability and academic success for our Scholars.



*Since 2008, my team’s research on how students finance college has revealed that the main barrier to degree completion isn’t tuition; it’s having a place to sleep and enough food to eat. The best estimates suggest that food insecurity affects as many as 1 in 2 college students—much higher than the rate in the general population. Just as many struggle with housing insecurity, and a significant number (14 percent at community colleges) are homeless.*

SARA GOLDRICK-RAB, PH.D.  
PROFESSOR OF HIGHER EDUCATION POLICY  
AND SOCIOLOGY AT TEMPLE UNIVERSITY  
(TalkPoverty.org November 7, 2017)

As of August 2018, the current list of Preferred College Partners includes the following schools:

- Allegheny College
- Carlow University
- Carnegie Mellon University
- Chatham University
- Clarion University
- Duquesne University
- Edinboro University
- Geneva College
- Grove City College
- Indiana University of Pennsylvania
- Juniata College
- LaRoche College
- Penn State University (select campuses)
- Pittsburgh Technical College
- Point Park University
- Robert Morris University
- Saint Vincent College
- Seton Hill University
- Shippensburg University
- Slippery Rock University
- Susquehanna University
- Thiel College
- Washington & Jefferson College
- Westminster College



# WE FUEL

## A PREPARED AND DIVERSE REGIONAL WORKFORCE

In the next decade, Pittsburgh is bracing for the possibility of a major shortfall in available workers that could top 80,000 people. Corporate leaders also bemoan the lack of diversity in our region's workforce. The Pittsburgh Promise addresses both challenges.

By making post-secondary education more accessible to and affordable for thousands of urban youth, The Promise provides our community with diverse and well-prepared talent. By creating intentional connections between scholars and employers, The Promise intends to strengthen our region's workforce.

# CAREER LAUNCH

is a partnership with more than 40 companies that support our work. Since 2012, this annual event has introduced more than 1,000 talented Promise Scholars and Alumni to professional contacts, potential internships, and available full-time positions.

Corporate and organizational partners prepare Promise Scholars for the rigors of interviews, the art of resume writing, and the demonstration of the soft skills required to get hired and succeed professionally. Students and graduates meet individually with recruiters who provide a wealth of advice as well as internship and job opportunities.

1,000

Number of Promise Scholars and Alumni who have been introduced to professional contacts through Career Launch since 2012.



# PROMISE LEGACY

is the Alumni group of The Pittsburgh Promise. Founded by a group of engaged scholarship recipients, Promise Legacy exists to demonstrate the valuable impact of The Promise and provide support for its mission.

Legacy members make an annual contribution to The Promise and participate in exclusive social and professional events. They utilize their special network to connect with each other, current Promise Scholars, and employers in the region. They are an ever-growing network of Promise Alumni who have found success living and working in Greater Pittsburgh.

## FOUNDING MEMBERS OF PROMISE LEGACY ARE:

- Afiya Bey**  
Diversity Programs Specialist  
American Society of Hematology  
Schenley High School Class of 2008  
Penn State University Class of 2012
- Julia Cahill**  
Artist  
CAPA High School Class of 2008  
Carnegie Mellon University Class of 2012
- Janay Hall Coleman**  
Scholarship Program Manager,  
The Pittsburgh Promise  
Perry High School Class of 2008  
Chatham University Class of 2012
- Joshua Devine**  
Economic Opportunity Strategist  
Fourth Economy  
Allerdice High School Class of 2008  
Penn State University Class of 2012
- Shawna Falcione**,  
Programs Associate,  
Leadership Pittsburgh, Inc.  
Carrick High School Class of 2009  
Penn State University Class of 2013
- Jasmine Morris**  
Operations Manager,  
Leadership Pittsburgh, Inc.  
Schenley High School Class of 2008  
Chatham University Class of 2012
- Daniel Peters**  
Human Resources Administrator,  
Resco Products, Inc.  
Brashear High School Class of 2010  
Robert Morris University Class of 2015
- Vanessa Thompson**  
Project Lead,  
Strategic Initiatives & Outreach  
Trying Together  
Westinghouse High School Class of 2008  
Chatham University Class of 2012
- Sha-Phawn Williams**,  
Pharmacy Resident  
University of North Carolina,  
Chapel Hill  
Schenley High School Class of 2008  
Lincoln University Class of 2012



*Promise Legacy provides social and professional benefits to members, but it also provides an opportunity to give back and raise awareness about The Promise and its scholarship program which has been invaluable to our success and that of our peers.*

JOSHUA DEVINE AND VANESSA THOMPSON  
CO-CHAIRS, PROMISE LEGACY



# WE FUEL (CONTINUED)

## PROMISE ALUMNI IN PITTSBURGH'S WORKFORCE: SERVING MORE THAN 200 COMPANIES

THESE COMPANIES HAVE HIRED PROMISE ALUMNI  
AND ARE REAPING A RETURN ON INVESTMENT.

- Abercrombie and Fitch

ACA Engineering

Accenture

ACLU of PA

Advisory Board for Leadership and Engagement

Aéropostale

Aerotek

Air Charter Service

AlixoRX

Allegheny Conference on Community Development

Allegheny County

Allegheny County Controller's Office

Allegheny County Department of Human Services

Allegheny County District Attorney's Office

Allegheny General Hospital

Alschuler Communications

Amel's Restaurant

American Eagle Outfitters

Apple

Arconic

Baltimore Health Department

Bank of New York Mellon

Bayer Center for Nonprofit Management

Bayer Material Sciences

BCD Travel

Beacon Hill Staffing Group

Bechtel Plant Machinery Inc.

Black, Bashor, Porsch, LLP

Bloomfield Garfield Corp.

BNY Mellon

Bob Casey for Senate

Boston Market Corporation

Brand New Language Academy,

Ulsan, South Korea

California University of Pennsylvania

Carnegie Mellon University

Centria

Chartiers Country Club

Children's Home of Pittsburgh

City Charter High School

City of Pittsburgh

City of Pittsburgh, Department of Law
- City of Pittsburgh, Office of the Mayor

City Theatre

Clarion University of Pennsylvania

Comcast Business

Community College of Allegheny County

Cornell University,

College of Veterinary Medicine

Covestro

Crown Castle

CVS Specialty

Delta Airlines

Dick's Sporting Goods

District of Columbia Metropolitan Police Department

Dollar Bank

Duquesne University

Edinboro University

Epic Systems

ER Munro and Company

Erie Insurance

ExxonMobil

Family Behavioral Services

Four Seasons Hotels and Resorts

FPD Company

Frank Bryan Inc.

Fund for the Advancement of Minorities through Education

General Motors

Girl Scouts of Western Pennsylvania

Grossman Yanak & Ford, LLP

HDR, Inc.

Hedin Environmental

Heinz Endowments

Higher Achievement

Highmark, Inc.

Hillel at Virginia Tech

HM Health Solutions

Horhut Tree Experts

Hosanna House Inc.

Indiana University of Pennsylvania

Interplay Childcare Center

Job Monster Energy

Junior Achievement

Just Ducky Tours/Molly's Trolleys

Kaarta

KEYS AmeriCorps



*The Promise Graduate we hired has been a strong positive force contributing to the success of our team and the greater shared services organization. Specifically, we appreciate the positivity, engagement and willingness to learn, which seems to be part and parcel of The Pittsburgh Promise Scholars.*

MOLLY DAUSCH  
DIRECTOR, GLOBAL SHARED SERVICES –  
PROCUREMENT TO PAY, ARCONIC



*The Pittsburgh Promise alumni we hired had a positive attitude and really appreciated the opportunity we provided. Without The Pittsburgh Promise, they may not have had the opportunity to attend college and develop their career path. We provided job training, and assisted with their professional development.*

CHARLES HAMMEL  
PRESIDENT, PITT OHIO

- KinderCare

KizoomLabs, Inc

Knight Paint Systems, LLC

Lafayette Parish of Louisiana

Lankenau Hospital

Lawrenceville United

Leadership Pittsburgh Inc.

Legal Services

Leinhaeuser Language Services

Lighthouse Project (YMCA)

Little Lab

Magee Women's Hospital of UPMC

Management Sciences Associates

MedExpress

Media One Group Radio

Microsoft

Ministry of Education (Spain)

MkGraw Kakosing

YMCA of Greater Pittsburgh/

Morrison Healthcare

MS Consultants

National Parks Service

Neighborhood Youth Outreach Program

NFM Group

National Oceanic and Atmospheric Administration

Nspiregreen

Ohio Valley Hospital

Omni Hotels and Resorts

PA Cyber Charter School

Paragon Foods

PCOM

Penguins Shop

Penn State Center Pittsburgh

Penn State University

Pierre Indian Learning Center

PITT OHIO

Pittsburgh Life Sciences Greenhouse

Pittsburgh Pirates

Pittsburgh Post-Gazette

Pittsburgh Public School District

Pittsburgh Regional Alliance

Planned Parenthood in Pittsburgh

PNC

PPG Industries

Purdue University

RAM Acoustical

Range Resources

Real Earth

Resco Products, Inc.

RiteAid Pharmacy

Robert Morris University

Rodef Shalom

Rohrich Cadillac Inc.

Royal Caribbean International

SAG-AFTRA

Sci-Tek Consultants, Inc

SETVI

Slippery Rock University

Spartan Pharmacy

St. Irenaeus School

Steeltown Entertainment Project

Stitch Fix

- Student Conservation Association

STV

Susquehanna International Group, LLP

Tailored Marketing Inc.

Tarte Cosmetics, Inc

Tempel Steel Company

Temple University

Tendercare Learning Center

Tenova Corp.

Tesla Motors

The Aerospace Corporation

The Children's Home of Pittsburgh

The Container Store

The Enterprise Center

The Foundry Table and Tap

The National Council for Behavioral Health

The Philadelphia Group

The Pittsburgh Promise

Thermo Fisher

TJX Corporation

Total Spectrum

Traffic21 Institute

Transunion

Trib Total Media

Trinity Industries-McConway & Torley

United States Postal Service

Unimin Corporation

United States Senate

Universal Cheerleaders Association

University of Florida

University of North Carolina,

Chapel Hill

University of Pennsylvania

University of Pittsburgh

University of Washington

University of Wisconsin School of Medicine & Public Health

UPMC

UPMC, Department of Anesthesia and Critical Care

UPMC Health Plan

UPMC Mercy Hospital

UPMC Shadyside Hospital

UPS

Vanguard Group, Co.

Vincentian Collaborative System

Visual Connections, Washington DC

Watson Institute

Wayfair

WDTV (West Virginia)

Wendy L. Williams and Associates

WESCO Distribution

West Virginia Power

Westmoreland Case Management and Supports, Inc.

Winner & Associates

Woodland Hills School District

WUPV CW Richmond TV

WVU Healthcare

YWCA of Greater Pittsburgh



*Dollar Bank has deep roots in Pittsburgh. We have been providing banking services to residents and businesses for over 163 years. Pittsburgh Promise alums are a critical part of our team, offering a resource of diverse and talented young people contributing to our success and to the quality of life in our region.*

JIM MCQUADE  
PRESIDENT & CEO, DOLLAR BANK



*Leadership Pittsburgh Inc. exists to strengthen our region's leadership pipeline. Hiring Pittsburgh Promise alums is just one of many ways we live our mission. Promise alums bring to our organization a passion for Pittsburgh, experiences that endow them with maturity beyond their years, and the wit and grit to meet the demands of steep learning curves.*

ARADHNA OLIPHANT  
PRESIDENT & CEO, LEADERSHIP PITTSBURGH, INC.

WE HAVE  
SO MANY GENEROUS FRIENDS

\$202  
MILLION

MORE THAN 5,500 DONORS HAVE ALREADY GIVEN \$202 MILLION TO EXPAND THE POSSIBILITIES AND WIDEN THE OPPORTUNITIES AVAILABLE TO URBAN YOUTH IN PITTSBURGH. THOSE INCLUDE:



UPMC COMMITMENT

In 2007, before we had taken one step or provided one scholarship, UPMC believed in the value proposition of The Pittsburgh Promise. They announced a commitment to give \$100 million payable over ten years to ensure that the promise that lives in each of Pittsburgh’s children could see the full light of opportunity.

In 2017, with UPMC CEO Mr. Jeffrey Romoff, we celebrated the completion of their pledge as they provided the one hundred millionth dollar to The Pittsburgh Promise.



It is an understatement to say that without UPMC’s early and exceptional support, there would not have been a Pittsburgh Promise.

Our audacious idea became a realized dream because our friends said “yes” to our children’s promise.

EXECUTIVE SCHOLARS PROGRAM

We created the Executive Scholars program to build a connection between high-performing students and our corporate and individual donors **who support The Promise at a minimum level of one million dollars.**

This is one of the ways The Promise helps students transition not only from high school to college, but also from college to a career.

We also have several named scholarships to recognize donors who have made \$100,000 investments in The Pittsburgh Promise scholarship fund and who wish to personalize their gifts to specific students.

The Promise is honored to recognize these donors with named scholarships:

**American Textile Company**  
(Ruttenberg Family Fund)

**Art Rooney Scholarship Fund**

**Mascaro Construction Company**

**Zeve Family Foundation**



# EXECUTIVE SCHOLARS PROGRAM

## UPMC SCHOLARS OF THE PITTSBURGH PROMISE



**Tobias Junker** At Pittsburgh Obama, Tobias was salutarian and played on the soccer team. He continues to play in college at Carnegie Mellon University. He's interested in the intersection of sports and mathematics. In his spare time, he coaches soccer for middle school students.



**Cheyenne Matthews** Cheyenne is studying psychology at Carlow University. She hopes to be a role model for her siblings by becoming a marriage and family counselor in the future. Cheyenne is a Pittsburgh Brashear graduate.



**Alyssa Dugan** Alyssa graduated from Pittsburgh Brashear, where she served as a Promise Ambassador, played soccer and tennis, and was on the cheerleading team. Alyssa now attends University of Pittsburgh to study health information management.



**Leah DeFlitch** Leah is interested in neuroplasticity and brain function. She is pursuing a degree in neuroscience at Temple University where she received a full scholarship and an annual research grant. She hopes to own her own lab one day. Leah graduated from Pittsburgh CAPA.



**Phillip Bacinski** At Pittsburgh Carrick, Phillip was active on the hockey team and participated in theatre. He is studying cyber forensics and information security at Robert Morris University and would like to work as cyber forensic analyst for a large company in the future.

UPMC  
**100**  
MILLION



*There is nothing more important than the education of our children. Thus it was not a challenge for UPMC to consider investing \$100 million in The Pittsburgh Promise. It was not something that we considered to be foreign to our mission. Indeed, it was something we considered to be essential to our mission.*

JEFFREY ROMOFF  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
UPMC

## HIGHMARK SCHOLARS OF THE PITTSBURGH PROMISE



**Sarah Ossman** Sarah graduated from Pittsburgh Carrick, where she was captain of the basketball and softball teams. She is an information technology major at Pittsburgh Technical College. Sarah received various academic scholarships in addition to her Promise award.



**Vergel Prima** Vergel is studying homeland security at CCAC. Passionate about community service, Vergel believes a great deal can be achieved by working together. Vergel is a graduate of Pittsburgh Brashear.



**Rebecca Boles** Rebecca is a biology major at La Roche College. A Pittsburgh Brashear graduate, Rebecca loves science and innovative technology. She would like to become a pathologist and travel around the world helping others who don't have access to proper healthcare.



**Syerra Hopkins** Syerra is a criminal justice major at Cheyney University. She plans to become a lawyer one day. A graduate of Pittsburgh Brashear, Syerra is proud to be the first in her family to attend college.



**Brandon Dean** Brandon believes that education opens the pathway to a life of opportunities. He attends Robert Morris University to study business administration. A graduate of Pittsburgh Brashear, he enjoys playing sports and working on cars.

HIGHMARK  
**5**  
MILLION



*It is imperative to the future of our region that we work collaboratively to educate students and retain them to support the continued expansion of our diverse economy, which is generating career opportunities for students with post-high school training or a college degree.*

*The Pittsburgh Promise is a great example of how we can work together as a community to capitalize on these opportunities, and Highmark Health is proud to be a supporter of this groundbreaking program as we are very focused on educating the next generation healthcare workforce.*

DAVID HOLMBERG  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
HIGHMARK HEALTH

# EXECUTIVE SCHOLARS PROGRAM

## PNC SCHOLARS OF THE PITTSBURGH PROMISE



**Miracle Collington-Dennison** Miracle is a computer science major at Penn State University. She is passionate about education and community service. She hopes to one day own her own business. Miracle is a Pittsburgh Obama graduate.



**Carolyn Pallof** A Pittsburgh Allderdice graduate, Carolyn loves using her creativity to write and design. She started her own online business and ran cross country. Carolyn attends the University of Pittsburgh, where she is very active on campus and interested in business.



**Emily Kostelnik** Emily is majoring in marketing at Indiana University of Pennsylvania. At Pittsburgh Allderdice, she was captain of the field hockey team and maintained a part-time job in addition to excelling in school.



**Leonard Reichert** Leonard is a Pittsburgh CAPA graduate. A multimedia major at Point Park University, Leonard has a love for music and art. He hopes to become a graphic designer in the future. Community service taught him the importance of considering others.



**Sara Agip** Originally from Peru, Sara came to the United States without knowing any English. She takes great pride in how far she has come and hopes to one day own a business. Sara is a Pittsburgh Allderdice graduate who attends Penn State University as a business major.

PNC  
3.8  
MILLION



*One of the greatest challenges our region will face in the years ahead will be the growing gap between the number of good jobs available here and the availability of workers with the education and skills to fill them. The Pittsburgh Promise is playing a critical role in the effort to find solutions that close that gap as it builds bridges between employers, educators, and students.*

*The Promise helps businesses appreciate the challenges of educators, helps educators understand the demands of the marketplace, and opens a pathway to success for students who imagine a bright future in Pittsburgh.*

WILLIAM DEMCHAK  
CHAIRMAN, PRESIDENT AND  
CHIEF EXECUTIVE OFFICER,  
THE PNC FINANCIAL SERVICES GROUP

## BNY MELLON SCHOLARS OF THE PITTSBURGH PROMISE



**Taylin Tyler** Taylin is studying psychology at Seton Hill University. In high school, Taylin was very involved in Pittsburgh Obama's basketball team and won the Defensive Player of the Year award during her junior year. She plans to work with youth and become a sports trainer.



**Noah Fitzpatrick** Noah is dual majoring in arts and sciences and business at the University of Pittsburgh. He aspires to attend law school with a focus in corporate law. Noah was a Promise Ambassador at Pittsburgh Allderdice.



**Vikaas Arunkumar** Vikaas attends the University of Pittsburgh and is interested in global health and economics. He hopes to travel the world helping less fortunate populations. A Pittsburgh Allderdice graduate, Vikaas loves music and he plays the guitar, piano, bass, and drums.



**Torey Josowitz** Torey is a business marketing major at Penn State University's Schreyer Honors College. Torey has a love of sports and was field hockey team captain at Pittsburgh Allderdice. She held a part-time job at her local community center in addition to maintaining excellent academics.



**Tyler Sikov** Tyler's love for music, gaming, and coding inspired him to major in computer science at the University of Pittsburgh. Tyler spent time working in a biomedical research lab while in high school. He is a graduate of Pittsburgh Allderdice.

BNY MELLON  
2.4  
MILLION



*At BNY Mellon, being invested in the world means using our expertise, skills, and resources to help bring positive change in society and for the environment. Our investment in The Pittsburgh Promise is making a positive change in our community.*

*The Promise also provides our company and our region a distinct, competitive advantage by fueling the talented and diverse workforce we need to create a future that benefits everyone.*

ERIC BOUGHNER  
CHAIRMAN,  
BNY MELLON PENNSYLVANIA

# EXECUTIVE SCHOLARS PROGRAM

## AMERICAN EAGLE OUTFITTERS SCHOLARS OF THE PITTSBURGH PROMISE



**Brooke Bova** Brooke is on a pre-law track with a minor in chemistry at Washington & Jefferson College. She is passionate about politics and being active in her community. Brooke graduated from Pittsburgh Carrick, where she was on student council and played volleyball.



**Brittany Joseph** Brittany is currently studying psychology and communication arts at Allegheny College. She has always had an appreciation for drama and theatre. Brittany won a Thespian Award while attending Pittsburgh Carrick.



**Rhianna Aubrey** Rhianna studies political science at Duquesne University. She did a senior project at Children's Hospital of Pittsburgh of UPMC and started a mental health awareness campaign at Pittsburgh SciTech. She learned the value of giving back while volunteering at a nursing home.



**Josephine Friedman** Attending Chatham University to study media arts, Josephine enjoys the way art and technology intersect in film, animation, and digital illustration. She hopes to use her creativity and technology professionally. Josephine is a Pittsburgh Obama graduate.



**Dremond King** Dremond is a marketing major at Indiana University of Pennsylvania and hopes to eventually receive his master's. Community service taught him the value of helping others. Dremond graduated from Pittsburgh City High.

AMERICAN  
EAGLE  
OUTFITTERS  
1.1  
MILLION



*American Eagle Outfitters empowers young people to reach their full potential and express their most authentic version of themselves.*

*We are proud to support The Pittsburgh Promise, which has been effective in promoting academic success and encouraging students in the Pittsburgh community to dream big and work hard toward their highest aspirations.*

JAY SCHOTTENSTEIN  
CHAIRMAN AND CHIEF EXECUTIVE OFFICER,  
AMERICAN EAGLE OUTFITTERS, INC.

## GIANT EAGLE SCHOLARS OF THE PITTSBURGH PROMISE



**Erick Vail** Erick attends CCAC with plans to transfer to the University of Pittsburgh. He is a computer science major who is very passionate about the rapidly growing field of technology. Erick is a graduate of Pittsburgh SciTech.



**Brett Searcy** Brett is an electrical engineering major at Geneva College. In addition to her Promise award, Brett received numerous scholarships for her outstanding academics and leadership. A graduate of Pittsburgh Obama, she looks forward to becoming an engineer.



**Marie Weimer** Marie is a Pittsburgh Allderdice graduate with plans to one day become a teacher. She takes pride in her excellent academic history. Marie is attending Carlow University to study early childhood education.



**Alexis Zito** Alexis is studying mechanical engineering at the University of Pittsburgh. She loves math and science and takes pride in her many awards and scholarships in STEM. A graduate of Pittsburgh SciTech, she hopes to be an inspiration for young girls interested in STEM.



**Justin Novakowski** Justin studies pharmacy at Duquesne University and plans to become a pharmacist and help his community. In his spare time, Justin enjoys playing the piano. He is a graduate of Pittsburgh CAPA.

GIANT EAGLE  
1  
MILLION



*Giant Eagle invests in The Pittsburgh Promise because we know that it's an investment in the vitality of our region.*

*By providing college scholarships to Pittsburgh's students, The Promise is strengthening our incoming workforce and our communities.*

LAURA KARET  
CHIEF EXECUTIVE OFFICER,  
GIANT EAGLE

# EXECUTIVE SCHOLARS PROGRAM

## KEYBANK SCHOLARS OF THE PITTSBURGH PROMISE



**Korionna DeV Vaughn** Pittsburgh Brashear graduate Korionna is majoring in accounting at Penn State University. She aspires to become an accountant. In addition to her Promise award, Korionna received a Ben Carson, NAACP, and PSU Blue and White Scholarship.



**Rose Wetzel** A Pittsburgh Allderdice graduate, Rose plans to use her passion for the outdoors to raise awareness on environmental issues in hopes of making an impact on the world. Rose attends Susquehanna University, where she studies earth and environmental science.



**Rico Mesich** Rico has a fascination with mathematics and quantitative analysis. He hopes to give back to his community by teaching. Rico is a Pittsburgh SciTech graduate who is now pursuing a mathematics degree at the University of Pittsburgh.



**Maisie Arlet** Maisie is a business management major at Carlow University. She plans to one day own her own business. Maisie was president of the National Honor Society at Pittsburgh Perry. She is passionate about giving back to her community and family.



**Ruthanne Pilarski** Ruthanne is passionate about education and working with children. She has received various gold and silver medals for art and creative writing. Ruthanne graduated from Pittsburgh CAPA and attends Temple University to study mathematics.

KEYBANK  
**1**  
MILLION



*The Pittsburgh Promise is truly only fulfilled by the students who commit to succeed—in high school, in post-secondary education or training, and in life.*

*Today's Promise Scholars and Promise-ready students are well-positioned for success. If ever there is an opportune time for students to prepare for a career in Pittsburgh, it is now. Together, our collective community is working hard to meet the needs of our growing workforce, to develop the region's many emerging business opportunities, and to help our communities thrive. All of us at KeyBank share in this mission for student success.*

TODD C. MOULES  
MARKET PRESIDENT, KEYBANK

## MCGUINN FAMILY FOUNDATION SCHOLARS OF THE PITTSBURGH PROMISE



**Jahonna Lipscomb** A political science major at Point Park University, Jahonna is passionate about social justice and equality. While at Pittsburgh Brashear, she received a scholarship from the World Affairs Council of Pittsburgh to study abroad in Morocco.



**Brieanna Gerner** Brieanna is a pre-med, global health major at Allegheny College. With a love of volunteering and working with children, she hopes to become a pediatrician and work in underdeveloped countries. Brieanna graduated from Pittsburgh CAPA.



**Bria Brown** Bria is studying psychology and pre-med at Temple University. She enjoys art and painting in her spare time. A Pittsburgh Allderdice graduate, Bria is proud to be the first in her family to attend college. She plans to eventually go on to medical school.



**Maura Carr** Maura has a love for children and hopes to help shape the young minds of the future. She is an early childhood education major at University of Pittsburgh-Greensburg. Maura was valedictorian at Pittsburgh Carrick and played volleyball.



**Issam Abushaban** At Pittsburgh SciTech, Issam was editor and director of the *SciTech News*. He also worked in a research lab at the University of Pittsburgh where he now studies biomedical engineering. He's interested in neuroprosthetics and working on neurodegenerative diseases.

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*We believe The Pittsburgh Promise is the most important thing going on in our community because it has the broadest impact: it encourages families to live in the city; incents kids to stay in school and enables them to get a post-secondary education; and helps prepare skilled workers for our employers.*

MARTY MCGUINN  
THE MCGUINN FAMILY FOUNDATION

# EXECUTIVE SCHOLARS PROGRAM

## MYLAN SCHOLARS OF THE PITTSBURGH PROMISE



**Tayjanay Reed** Tayjanay is a Pittsburgh Carrick graduate. In high school, she was on the cross-country team. Tayjanay is passionate about helping communities and now studies nursing at Carlow University.



**Jasmine Dorsey** Jasmine is a graduate of Pittsburgh Westinghouse, where she was in the CTE Health Careers program. She had a high school internship at West Penn Hospital and hopes to become a registered nurse. Jasmine attends the University of Pittsburgh–Bradford.



**Jacob Lundy** Jacob graduated from Pittsburgh City High. He loves science and medicine and enjoys helping people. He is studying biology at Carlow University, where he received the Presidential Scholarship, in addition to his Promise award.



**Victoria Mavrogeorgis** A graduate of Pittsburgh CAPA, Victoria loves music and plays the violin. She is passionate about social justice and presently attends the University of Pittsburgh to study mechanical engineering. Victoria takes pride in being fluent in Greek.



**Eitan Rabinovich** Eitan has a strong interest in medicine and hopes to become a surgeon. In high school, he researched sickle cell anemia at the Vascular Medicine Institute at the University of Pittsburgh, which he now attends in the Honors College. Eitan is a graduate of Pittsburgh SciTech.

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*We believe that the opportunity to build a strong foundation through scholarships to universities has the power not only to change a young person's life but also to propel our region forward, and we are excited to be part of the growth."*

HEATHER BRESCH  
CHIEF EXECUTIVE OFFICER, MYLAN

## THERMO FISHER SCIENTIFIC SCHOLARS OF THE PITTSBURGH PROMISE



**Samantha Moon** A graduate of Pittsburgh SciTech, Samantha is passionate about helping others and her community. In the future, Samantha hopes to teach and become a pediatrician. She is a pre-med major at Seton Hill University.



**Tatiana Klett** Tatiana graduated from Pittsburgh Allderdice. She attends the Schreyer Honors College at Penn State University to study engineering. Tatiana is passionate about social justice and plans to use engineering and a law degree to make an impact on the world.



**Courtney Thomas** Courtney graduated from Pittsburgh Obama with high honors, earning a full-ride to pursue her education at Lincoln University. She studies accounting and hopes to become an international accountant and eventually start her own firm.



**Itunu Lawal** Itunu is a pre-med major at the University of Pittsburgh–Johnstown, where she is President of the Black Action Society. Her love of sports developed her interest in biology and the human body. At Pittsburgh Brashear, Itunu was a Pittsburgh Promise Ambassador.



**Donovan Schueler** Donovan is a Pittsburgh City High graduate pursuing a degree in science and mathematics at CCAC. He learned the value of giving back on a service learning trip to Costa Rica. He enjoys working for the Pittsburgh Steelers and spending quality time with friends.

THERMO FISHER  
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LISA WITTE  
PRESIDENT, RESEARCH & SAFETY MARKET  
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THEY SAY IT TAKES A VILLAGE TO RAISE A CHILD. THE FOLLOWING PAGES REVEAL THE HEIGHT AND DEPTH, BREADTH AND WIDTH OF THE VILLAGE THAT LOCKED ITS ELBOWS AROUND OUR CITY'S CHILDREN AND DECLARED THAT THEIR FUTURES ARE INDEED INTERTWINED. WITH BREATHLESS WONDER, WE UTTER A HUMBLE "THANK YOU."

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Louann Zwierzynski

# KEEPERS OF THE PROMISE

The Keepers of The Pittsburgh Promise are engaged community leaders who enhance the work of The Promise through their personal commitment to Pittsburgh's youth and the vitality of our city. Keepers of The Promise support and promote The Promise by raising visibility and awareness, assisting with fundraising efforts through community outreach, and building relationships with and between Promise Donors, Promise Scholars, and Promise Alumni.

### FOUNDING MEMBERS

Jeanne Berdik  
Ann and Paul Bridges  
Debbie Dick and Art Stroyd  
Gretchen and Bill Generett  
Janet and Bill Hunt  
Mardi and Jim Royston  
Pat and Alan Siger

### CHARTER MEMBERS

Robin Joan Bernstein  
Lynda and Joel Coslov  
Cornelia Davis  
Ellen and John Eichleay, Jr.  
Sue and Mark Gleason  
Sara and Alan Guttman  
Erin and James Isler  
Betsy and Steve Magley  
Susan and Marty McGuinn  
Gail and Tom Murphy  
Aradhna and Grant Oliphant  
Judy Roscow  
Jill and Tom Ruppel  
Cris and Alex Scott  
Gayle and Bill Simpson  
Kathy and Lou Testoni  
Susan and Bruce Weiner

### KEEPERS

Dede and Ken Acer  
Suzanne Alexander  
Donna and Ben Allen  
Michael Annichine  
Weasey and Chip Babst  
Rhonda and Kevin Bolding  
Karen and Richard Brean  
Roberta and David Brody  
Richard Burkland  
Esther Bush  
Helen and Steve Casey  
David Cohen  
Lorrie and Chuck Cranor  
Kristy and Alfred Cupelli  
Angela and Michael DeVanne  
Carol and Brian Duggan  
Barbara and Dan Eichenlaub  
Dolly and Curt Ellenberg  
Rachel Firestone and Jason Binder  
Mindy Firman  
Edith (Toto) Fisher  
Mary and Mark Flaherty  
Lauren and Rogers Flannery  
Stephanie and Tom Flannery  
Dawn and Chris Fleischner  
Kim and Curt Fleming  
Frederick Frank  
Amanda Godley  
Lori and Richard Guttman  
Maryanne and Ted Hermann  
Candace Hobson  
Judy Horgan and Steve Pavsner  
Mardi and Bill Isler  
Diane Katz  
Ellen and Jack Kessler  
Peggy and Max King

David Kozloff and Mark Meaders  
Cynthia and Steve Lackey  
Dena LaMar  
Mollie and Tom Lang  
Ramsey and Mike Lyons  
Wendy and Peter Mars  
Peggy and Steve McKnight  
Wendy and Bryant Mitchell  
Bonnie and Ed Morris  
Ellen Ormond  
Dorna and Todd Palcic  
Phil Parr  
Nancy and Bill Rackoff  
Ganya Alvarado Reagans  
Ree and Joe Reschini  
Jean and Frank Brooks Robinson  
Jolie Schroeder  
Emily and Jonathan Shimko  
Carli Siger and Scott Backus  
Cynthia Skrzycki  
Peggy and Steve Snavelly  
Alice Snyder  
Jim Spencer and Michael Lin  
Sukanya Srinivasan and Henry Willis  
Kathy and Ian Stewart  
Charles Stewart III  
Carol and Paul Stockman  
Lilla Swan and David Hillman  
Linda and Jay Thier  
Gary Verkleeren  
Signe and Winthrop Watson  
Susie and John Wean  
Sharon Werner and Eric Olshan  
Dena White and Mark Aloe  
Lynda and Ed Wrenn  
Florence Zeve

# WALK FOR ONE PROMISE

## FUN AND FUND-RAISING FOR PITTSBURGH PROMISE SCHOLARSHIPS

The Pittsburgh Promise hosts an annual 5K walk to raise awareness and essential scholarship funds. Since 2014, students, families, Pittsburgh Public Schools staff, and community supporters gather from all 90 neighborhoods of the City of Pittsburgh to walk for scholarships.

Oxford Development Company issues a \$10,000 challenge grant annually to participants who have risen to the challenge and unlocked the funds each year with their personal fundraising efforts. Just as student voices are rising across the nation, students took a lead in making the most recent walk a terrific success.

Promise Legacy, the Alumni group of The Pittsburgh Promise, and Promise Ambassadors from every Pittsburgh high school formed teams to raise funds. Community members from across the region joined the fun, and PPS leaders, staff, and teachers, led by Superintendent Dr. Anthony Hamlet, helped to make Walk for One Promise 2018 one of the best yet!

SINCE 2014, THE WALK HAS RAISED

\$136,763

600

WALKERS AND  
1700 DONORS HAVE  
PARTICIPATED

### VOICES

*I felt compelled to participate and support The Promise because I work with many students in PPS high schools who are in need of the scholarship. I am a firm believer it takes a village to raise a child, and without additional resources many students would not have an opportunity to move on to a post-secondary education of their choice.*

DEBRA SMALLWOOD





Photo: Shannon Chavez Production

5,300

Number of individuals  
who give to  
The Pittsburgh Promise



***The Pittsburgh Promise is a tremendous program that had a considerable impact on my life. I give because I want the program to continue to provide the opportunity for success to other inner-city youth. As a Promise alum, I proudly stand by the wonderful staff of The Pittsburgh Promise and hope to see the program live on for generations. I believe in The Pittsburgh Promise.***

WADE LIPSCOMB

# WHY I GIVE

## WADE LIPSCOMB GIVES BACK TO HELP OTHERS

Wade reflects the full circle of giving behind the mission of The Pittsburgh Promise. He received a Promise Scholarship after graduating from Pittsburgh Allderdice in 2010, then earned his bachelor's degree in Petroleum and Natural Gas Engineering from Penn State University. After three college internships, Wade was hired by Range Resources and has worked hard to become a Reservoir Engineer II. He's now a regular donor to The Promise, and a participant in events and conversations with other donors.

Wade's care for Pittsburgh's young people extends to a depth that goes beyond writing a check. He has invested his time and talents as a coach for a nonprofit youth boxing program in the city. He works hard to instill the values of hard work and persistence that he received when growing up in the Lincoln-Lemington neighborhood.

In addition to their belief in hard work, both of Wade's parents actively illustrated their giving spirit while he was young. They extended hospitality, respect, and kindness to many vulnerable people who found their way into the family's life. His parents thought nothing of bridging gaps with a few dollars or a place to stay when someone simply needed a break or a second chance.

Wade continues their legacy with his giving and is fortifying that spirit with his new wife's active participation in philanthropic decisions. As Wade says, "Her willingness to help is one of the many reasons why I chose to marry her. She is a nurse and always looking for ways to help and support any and everyone."

Wade personifies the value of a Pittsburgh Promise scholarship. He gives so others might enjoy the benefits he's experienced, enabling a giving circle with no end in sight.

**PICTURED LEFT:** Wade visits The Pittsburgh Promise offices located in the Hill District neighborhood of Pittsburgh.



Photo: Joshua Franzos

# WE NEED YOUR HELP

## CONSIDER GIVING TO THE PROMISE

In the previous pages, we reported on great outcomes and great challenges. We showed where the needle has moved meaningfully and where change has been slow in coming.

Some of the kids we serve are blessed with smooth paths. Others face giants that would make our bravest weak at the knees.

While we continue to widen the doors of opportunity for our city's youth and shore up the structures that are meant to educate, support, and launch them into fruitful adulthoods, we need your help.

At minimum, we promised to provide scholarships through the high school class of 2028 and until their college completion in 2032. **To do that we must raise an additional \$63 million, for a total of \$265 million.**

We are so very thankful to our generous friends who have been so good to our children and have already provided \$202 million for their Promise scholarships.

## OUR JOURNEY

WE NEED OLD FRIENDS TO STAY WITH US A LITTLE LONGER  
AND NEW FRIENDS TO JOIN US ON THE  
NEXT LEG OF THE JOURNEY.

*We make giving easy through  
several convenient options!*



### ONLINE

[pittsburghpromise.org](http://pittsburghpromise.org)



### MAIL

Mail your check to:

**1901 Centre Avenue  
Suite 204  
Pittsburgh, PA 15219**



Use our agency code number  
**9576075** when donating



Use our agency code number  
**19130** when donating



### STOCK OR PLANNED GIFTS

To make a stock gift or discuss  
a planned gift, please contact  
**Marsha Kolbe at 412.745.2216**

# BOARD OF DIRECTORS & STAFF

The Pittsburgh Promise is governed by remarkable board members, and staffed by diligent team members, who listen attentively to the voices of our students and families, donors and investors, partners and educators, data and evaluations, and hearts and minds. Then, they take actions that reflect care and precision as they steward the mission with which they have been entrusted.

## BOARD OF DIRECTORS

**Franco Harris** (Chair)  
Member of the NFL Hall of Fame  
Owner, Super Bakery, Inc.

**Anne Lewis** (Vice Chair)  
Board Chair  
Oxford Development Company

**Kiya Tomlin** (Treasurer)  
Founder & Custom Designer  
Uptown Sweats Kiya Tomlin

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Community Leader

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**Saleem Ghubril** (Executive Director)  
The Pittsburgh Promise

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Intersectionality, Culture, & Diversity  
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Merrill Lynch Wealth Management

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Senior Vice President & Head of Product  
Innovations  
PNC Financial Services

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**William Peduto**  
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City of Pittsburgh

**Jackie Perlow**  
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& Former Pennsylvania Chairman  
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**Vanessa Thompson**  
Project Lead, Strategic Initiatives  
& Outreach  
Trying Together

**Demetri N. Zervoudis**  
Senior Vice President  
Covestro

## STAFF

**Lauren Bachorski**  
Director of Communications

**Janay Coleman**  
Scholarship Program Manager

**Christopher Darby**  
Innovation Fellow

**Saleem Ghubril**  
Executive Director

**Heather Hackett**  
Communications & Project Manager

**Daniel Jackson**  
Outreach Coordinator

**Kristin Koerner**  
Development Administrative Assistant

**Marsha Kolbe**  
Director of Development

**Katina Lee**  
Operations Manager

**Betsy Magley**  
Major Gifts Officer

**Sydney Penn**  
Accounting Coordinator

**Lyndsey Rozzi**  
Scholarship Program Manager

**Shelley Scherer, Ph.D.**  
Associate Executive Director

**Julie Shepard**  
Senior Manager for Annual Giving

# FINANCIALS

Sisterson & Co. LLP completed our independent financial statement audit as of and for the years ended June 30, 2017 and 2016. The selected financial highlights below were derived from audited financial statements.

For a full copy of our audited financial statements, please visit our website at [www.pittsburghpromise.org](http://www.pittsburghpromise.org) or contact 412-281-7605 to request a copy.

## HIGHLIGHTS OF THE 2017 AND 2016 AUDITED FINANCIAL STATEMENTS

### STATEMENT OF FINANCIAL POSITION HIGHLIGHTS

Year ended June 30

	2017	2016
Total Assets	\$ 78,340,718	\$ 93,515,096
Total Liabilities	\$ 449,516	\$ 727,121
Unrestricted net assets	31,681,107	37,357,175
Temporary restricted net assets	46,210,095	55,430,800
	77,891,202	92,787,975
Total liabilities and net assets	\$ 78,340,718	\$ 93,515,096

### STATEMENT OF ACTIVITIES HIGHLIGHTS

Year ended June 30

	2017	2016
Contributions, gains, and other support	\$ 7,431,717	\$ 9,209,213
Scholarships approved, net	19,555,876	18,284,978
Expenses	2,772,614	2,306,259
	22,328,490	20,591,237
Change in net assets	(\$14,896,773)	(\$11,382,024)