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### FOR IMMEDIATE RELEASE

## **\$100 MILLION COMMITMENT BY UPMC TO FUND POST- SECONDARY EDUCATION FOR PITTSBURGH'S HIGH SCHOOL GRADUATES**

*Largest Commitment of its Kind to Support City and Fund "The Pittsburgh Promise"*

*Community Challenge Grant Aims to Raise \$250 Million*

**PITTSBURGH, December 5, 2007** – In what is believed to be the largest commitment of its kind, the University of Pittsburgh Medical Center (UPMC) has announced that it will fund a \$100 million commitment that will help students graduating from Pittsburgh Public Schools to further their education after high school.

Called The Pittsburgh Promise™, the program was designed to help students and families of the Pittsburgh Public Schools plan, prepare and pay for education beyond high school at an accredited post-secondary institution within the Commonwealth of Pennsylvania.

UPMC will contribute an initial \$10 million to mobilize The Promise in time to support 2008 graduates of the Pittsburgh Public Schools. The remaining \$90 million is a challenge grant intended to spur a community-wide campaign to raise a total of \$250 million to create a permanent endowment which will fund future generations of graduates from the Pittsburgh Public Schools.

“What you really have to do to make your life be all that it can be is to *Dream Big and Work Hard*. As the leading employer and economic engine of our region, UPMC exemplifies this,” said Mark Roosevelt, Superintendent of Pittsburgh Public Schools.

“The Pittsburgh Promise was a big idea when Mayor Ravenstahl and I announced it almost a year ago today. We knew it had the potential to change this city’s future and the future of Pittsburgh’s young people. But it took an institution capable of big dreams, and one that believes in Pittsburgh and its future to make The Promise real,” said Roosevelt. “We are grateful for this magnificent grant from UPMC and their challenge to all of us – potential contributors, the school district and our leadership, and all of our students and families – to *Dream Big and Work Hard*.”

The Pittsburgh Promise will have many positive effects; most importantly, it will:

- Make the City of Pittsburgh and the Pittsburgh Public Schools more attractive to families and their children; and,
- Inspire the Pittsburgh Public Schools, its students and families, and the community at-large to raise expectations and academic performance so that the City and its future generations will have a better opportunity to succeed.

“This is an incredible act of community citizenship by UPMC that underscores its commitment to our city,” said Pittsburgh’s Mayor Luke Ravenstahl. “The Promise will go a long way in growing the City’s population, making it even more attractive for families to stay in or move to our neighborhoods and attend our public schools. Our city schools are becoming one of the key assets that will keep Pittsburgh the “most livable city” for many years to come,” added Mayor Ravenstahl.

“Our children are the future and their future is everyone’s responsibility. They are tomorrow’s leaders and this effort to help further their education will benefit them and the entire community,” said Jeffrey Romoff, UPMC president and CEO. “This investment in our city and in our students is the right thing to do and lays the foundation for the creation of an enduring legacy so every child in Pittsburgh has a better future. We challenge other organizations, employers and individuals to step up and contribute to this effort.”

The 2008 graduating class of the Pittsburgh Public Schools will have the opportunity to receive a scholarship from The Promise that would pay up to \$5,000 each year for up to four years for tuition. Even students who already have scholarships to cover the full cost of tuition may be eligible for a minimum award of up to \$1,000 through The Promise program. There are currently 2,000 high school seniors in the Pittsburgh Public Schools.

Following the lead of many high-achieving states, the Commonwealth of Pennsylvania intends to require a high school graduation exam. Once Pittsburgh Public Schools implements such an exam, the maximum scholarship award from The Pittsburgh Promise will increase to \$10,000 each year for students who pass the graduation exam. Given the opportunity to double the maximum annual scholarship award from \$5,000 to \$10,000 each year, the Pittsburgh Public Schools will work collaboratively with the State to implement a graduation exam for the Class of 2012. Students who do not pass the graduation exam but fulfill all other eligibility requirements will still be able to earn a scholarship award of up to \$5,000 annually.

As part of The Pittsburgh Foundation, the Pittsburgh Promise fund will have its own dedicated staff, a seven member board of directors and an advisory committee. The Foundation will provide full financial and administrative oversight, support and processing.

“There are no greater gifts we can give our children than our deep and genuine concern for their futures and our absolute assurance that we will be there to support them,” said JoAnne Burley, chair of The Pittsburgh Foundation’s Program and Policy Committee and executive director of the Pittsburgh Council on Higher Education. “The Pittsburgh Promise fulfills that and more; it brings hope and opportunity, it nurtures ambition and achievement, and today is a tribute to all whose vision, generosity and resolve are creating futures of limitless possibilities for all Pittsburgh children.”

### ***Contributing to The Pittsburgh Promise***

Organizations, employers and individuals are encouraged to respond to UPMC’s challenge grant by pledging their support to The Pittsburgh Promise. UPMC will match community donations up to \$90 million. For every \$3 contributed, UPMC will provide an additional \$2 to The Pittsburgh Promise Fund. To contribute to the Fund, checks should be made payable to The Pittsburgh Foundation Pittsburgh Promise Fund and sent to the Foundation at Five PPG Place, Pittsburgh, Pa., 15222. Credit card donations may be made via the Foundation’s Web site at [www.pittsburghfoundation.org](http://www.pittsburghfoundation.org). The Promise scholarships will be awarded directly to colleges/schools in the name of each student receiving an award.

### ***About UPMC***

UPMC is the premier integrated health enterprise in western Pennsylvania. During the past decade, it has reshaped the health care landscape in western Pennsylvania. As a nearly \$7 billion organization and the region's largest employer, it has transformed the economic landscape as well.

UPMC has created a genuinely integrated health care delivery system and aggressively recruited superb physicians and researchers to develop internationally renowned centers in transplantation, cancer, neurosurgery, psychiatry, rehabilitation, geriatrics, and women's health, among others.

It also has invested significantly in information technology to link and integrate electronic medical records across multiple hospitals and care settings and has invested research monies to seed new fields like regenerative medicine and biosecurity.

UPMC is committed to the economic revitalization of its home base in western Pennsylvania and the creation of a new "export economy" for Pittsburgh built on medicine, technology and research. It already has created one of the fastest-growing health insurance plans, with more than 1.2 million members. At the same time, it is commercializing its medical and technological expertise through innovative companies and expanding into international markets, including a transplant hospital in Palermo, Italy, two cancer centers in Ireland and emergency medicine operations in Qatar.

Today, with 45,000 employees, UPMC comprises 19 hospitals and a network of other care sites across western Pennsylvania and throughout the world: doctors' offices, cancer centers, outpatient treatment centers, specialized imaging and surgery facilities, in-home care, rehabilitation sites, behavioral health care and nursing homes. Mercy Hospital, which serves the uptown and bluff neighborhoods, will merge with UPMC in January 2008, bringing the system to 20 hospitals and 48,000 employees.

### ***About Pittsburgh Public Schools***

Pittsburgh is the second largest school district in the state of Pennsylvania, and the largest of 43 school districts in Allegheny County. The District serves approximately 28,000 students in Kindergarten through Grade 12 in 65 schools. In addition, Early Childhood programs serve three- and four-year-olds in 94 classrooms across the city.

Pittsburgh's public school system is in the midst of a transformational plan called ***Excellence for All***, initiated in 2006, that is aimed at improving student achievement at every level. The Pittsburgh Promise, announced in December 2006, was designed to provide motivation, support and community involvement in order to prepare all children to achieve academic excellence and strength of character, so that they have the opportunity to succeed in all aspects of life.

### ***About The Pittsburgh Foundation***

The Pittsburgh Foundation is one of the oldest community foundations in the United States and is the nation's 14th largest. The Foundation's assets currently total \$724 million comprising endowment funds, created by individuals, families and organizations with a passion for Pittsburgh and a deep commitment to their community.

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