
Club Profile

by Mary S. Gilbert

Carol Carter—

A Flair for Fundraising



Fundraising is the common theme that weaves through the tapestry of Carol Carter's life.

She was, in fact, a pioneer in the field during its infancy some 30 years ago, having volunteered while still a student at Western Maryland College (now called McDaniel College). Her first job after graduation was as a 4-H extension agent for the University of Maryland, where she helped to augment the school's government fund-

ing with financial support from local merchants. She then joined her alma mater as the assistant director of development, working on a capital campaign.

Carter and her husband, Bob, who ironically was also an early participant in the area of development, moved to Pittsburgh 21 years ago so he could work with Ketchum, a leading fundraising consulting firm of which he now is president. It was perhaps predestined that this couple, who is a part of the his-

tory of the development profession, would eventually live in Pittsburgh, a city Carter calls "the birthplace of modern philanthropy, what with brilliant, wealthy people like Andrew Carnegie, the Mellon family, the Benedums and the Heinz family, who want to give back to the community and benefit mankind. In so many ways, people look to Pittsburgh for philanthropy. Ketchum is the longest-operating fundraising firm in the country, and I think it's indicative that the firm would grow up in the midst of such noted philanthropists."

She has held an alternating succession of positions in development at both Carnegie Mellon University and University of Pittsburgh, most recently as vice president of institutional advancement at Pitt, where she and her team directed a \$500 million capital campaign in less than five years. Early this year, she moved to The Pittsburgh Foundation, the 14th largest community foundation in the country with \$500 million in assets, to become its vice president for development responsible for new business.

"My goal is to increase our endowment," Carter explained. "We manage donors' money and take care of all of the administrative details that philanthropy entails. We're looking for individuals with their own private foundations who wish to incorporate them into our public foundation for us to manage and invest their

money. We have about \$8 million in non-profit agency endowments, and for them we can serve as investment counselors."

What excites Carter most about fundraising is introducing people to the joy of philanthropy and the realization that their money can make a significant impact on others' lives right now as well as later.

"Fundraising is all about relationships, about how to help people make a difference and add a wonderful dimension to their lives because they are helping others.

"When people think of philanthropy, they often think that it's what people do after their death, and that's great," she added. "But philanthropy can enrich their lives if they do it now. Then they can see that their philanthropic support has made a difference. It's so rewarding, for example, to see donors meet the students who benefited from scholarships they provided."

As Carter has become older and assumed positions with increased responsibility and, hence, incremental stress, she has gravitated more and more to the PAA's fitness center. For almost two years, Carter has worked with Beth Fedorowitch of the Fitness Essentials group of personal trainers.

"Beth tailored my routine to provide stress relief and make me physically stronger," Carter said. "I think it's important for pre-menopausal women to do strength training and aerobics because it's good for the bones. I have a standing appointment with Beth at 7AM on Thursdays, I and I try to do my routine two to four more times during the week."

With two active Labrador retrievers who need attention in the morning and a husband who often travels, Carter's 7AM appointment comes early. The daughter of a sixth-generation dairy farmer—and herself a former American Dairy Princess—Carter rises before dawn on Thursdays to begin the day.

"Getting up at 5 to be here by 7 is when the farm girl comes out," she laughed.

Mother's Day Buffet.

Sunday, May 11th, 2003

**Bring mom to a special culinary feast
that is sure to please the entire family!**

Buffet Brunch—11 a.m.-3 p.m.

Featuring Omelettes made to order, waffles, brunch favorites, Roast Prime Rib, assorted salads, appetizers, fabulous desserts and much more!

Adult \$19.95 per person plus tax & gratuity
Child \$10.95 per person plus tax & gratuity

Buffet Dinner—5 p.m.-8 p.m.

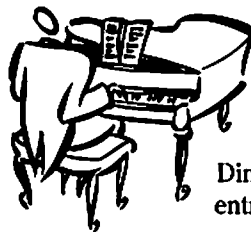
Featuring Roast Prime Rib, Chilean Sea Bass topped with Citrus Salsa, Horseradish Chicken, Orzo Pasta, Parmesan Potato wedges, Assorted salads & appetizers, Deluxe dessert bar and much more!

Adult \$24.95 per person plus tax & gratuity
Child \$13.95 per person plus tax & gratuity

Children under 4 eat free.

**For reservations, call the Dining Room
412.621.2400 x211.**

Wednesday Night Dinner Specials at the PAA.



Enjoy John Hughes at the piano and delicious dinners at an affordable price on Wednesday nights at the Club, like Prime Rib for \$18.95

Dinners are modestly priced and include starter, entrée and dessert.

John Hughes is at the piano to create a relaxing atmosphere.

Call 412-586-2086 for reservations.