



Washington

County Community Foundation, Inc.

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NEWS RELEASE

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Executive Director

First Commonwealth Supports Mother's Fund Rose Pin Promotion

The Washington County Community Foundation is pleased to announce the creation of its *Mother's Fund Rose Pin Promotion* to raise money for and awareness of its *Mother's Fund*, a permanent fund which makes grants in support of disadvantaged women and children in Washington County. The Foundation is further pleased to announce that First Commonwealth Bank has been named the exclusive sponsor of the promotion.

“First Commonwealth Bank is devoted to the financial well being of women, holistically and enthusiastically,” remarked Deborah Takach, Vice President, First Commonwealth Bank. “We understand their unique concerns – for themselves, their families, their businesses and their future. At First Commonwealth we believe our highest achievement is to earn the trust, loyalty and respect of the women who serve our communities so well. It is our honor to be a partner of the Washington County Community Foundation, Inc. and the exclusive sponsor of the Mother’s Fund Rose Pin Promotion.”



The *Mother's Fund* was initiated by the WCCF Board of Trustees in 1999 and annually has solicited gifts through a Mothers Day mail appeal. The Fund’s value at the end of 2006 was approximately \$25,000. Organizations that have been supported from the Fund include the Washington Women’s Shelter, Interfaith Hospitality Network, Washington Literacy Council, Catholic Charities, IC Ladies of Charity, Children’s Therapy Center of the Washington Hospital, and Connect. “While our Board is very encouraged by the quality of the grants awarded from the *Mother's Fund*, we know that we could have a greater impact if we were able to increase the value of the grants awarded, and so the Board approved the year-long



First Commonwealth Managers left to right: Ann Rougeaux, Assistant VP, Deborah Takach, Vice President and Shirley Szopo, Office Manager

Women of Philanthropy Education and Development Campaign to raise \$225,000 for the ***Mother's Fund***,” stated Betsie Trew, Executive Director. “With a corpus of \$250,000, the Fund will be able to award an annual \$10,000 grant to a qualifying charity.”

The rose pin promotion is one of several strategies being implemented this year as part of the *Women of Philanthropy* campaign which will be continued in future years to perpetually enhance the value of the Fund. Additionally, the Foundation is hosting the *Women of Philanthropy Celebration and Grant Ceremony* on Friday, May 11 at the Holiday Inn Meadowlands to raise money for the Fund. Other events to raise awareness of the ***Mother's Fund*** are the *Wild Thing's Tribute to Moms* at CONSOL Energy Park this summer and the *Women of Philanthropy Symposium* and ATHENA Award in October in partnership with the Washington County Chamber of Commerce. And finally, several publications have been planned as part of the campaign, including an upcoming series in the *Observer Reporter*.

The yellow rose pins are being given as thank you gifts to those contributing at least \$5 to the ***Mother's Fund***. Because of First Commonwealth's generosity, which has paid for all production and marketing costs of the pin promotion, one hundred percent of the moneys contributed will benefit disadvantaged women and children. Counter top displays are currently being placed by volunteers throughout the county and all Washington County branches of First Commonwealth Bank have displays where contributions are being accepted.

“It is our intent to make the ***Mother's Fund*** yellow rose as recognizable in Washington County as the Komen breast cancer pink ribbon campaign is nationally and we are extremely grateful to First Commonwealth Bank for its financial support to initiate this promotion,” stated Betsie Trew, Executive Director.

Additional information regarding the Foundation may be obtained through its website www.wccf.net or by contacting the Foundation at 724-222-6330 or info@wccf.net.

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