



## CASE STUDY: THE PITTSBURGH PENGUINS FOUNDATION

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At the end of 2017, Aspire Grant & Development, LLC was approached by leadership of the Pittsburgh Penguins, a professional ice hockey team based in Pittsburgh, Pennsylvania. They are members of the Metropolitan Division of the Eastern Conference of the National Hockey League. Like most professional sports teams, a 50/50 raffle is conducted on home ice, with a percent of the proceeds supporting the charitable work of the organization.

The average proceeds from a 50/50 raffle net \$40,000, which the organization typically grants to other charitable organization. The Pens realized an opportunity to hire Aspire to use proceeds from the raffle as “match” on various grant applications to state, federal and private philanthropic organizations. Essentially, Aspire is pleased to have created a platform that in one year, magically multiplied the Pens investment of \$312,500 into \$895,500 (illustrated as follows).

- Restoration of the South Park Cascades, \$52,500 investment from the Pens, resulting in a \$175,000 grant award from the Commonwealth of Pennsylvania, Department of Community and Economic Development (pictured below).

<https://www.post-gazette.com/local/south/2018/07/19/Penguins-Foundation-Allegheny-County-restoration-South-Park-Cascades/stories/201807190131>



Figure 1. Historic South Park



Figure 2. South Park After Restoration

- Pittsburgh Area Drug Abuse Prevention Project, \$40,000 investment from the Pens, resulting in an \$18,000 grant award from the Attorney General’s Office (Pennsylvania).
- Construction of a youth hockey Dek in a high poverty census tract, \$75,000 investment from the Pens, resulting in a \$190,000 local share grant from Allegheny County.

- Opening of a COOL Zone at Hosanna House, a \$75,000 investment from the Pens, resulting in a \$160,000 Staunton Farm Foundation.

<https://pittsburghpenguinsfoundation.org/program/c-o-o-l-zone/>

- Support of the Pens “Tablets in Education” program, a \$70,000 investment from the Pens, resulting in a \$40,000 grant from the Edith L. Trees Foundation.

Additionally, the Pittsburgh Penguins Foundation utilizes Submittable for “grant seeking” organizations to apply for consideration of a 50/50 raffle grant. Aspire is proud to annually review and provide input into the development of the application, submission criteria and overall management of the fund. Additional services we provide to the Pittsburgh Penguins include: submission and management of the organizations Educational Improvement Tax Credit Program, development of an annual campaign solicitation (2017), and legal/grant management services to ensure compliance with IRS and nonprofit reporting associated with the charity raffle and grantor gifts.

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