



Delaware Valley Legacy Fund
c/o The Philadelphia Foundation
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FOR IMMEDIATE RELEASE

GAY BUSINESS LEADER PLEDGES \$1,000,000 to PHILADELPHIA's LGBT and STRAIGHT-ALLIED COMMUNITY



Businessman Mel Heifetz (R) with Larry Felzer

PHILADELPHIA, PA – November 14, 2006

At a recent Delaware Valley Legacy Fund event that recognized gay philanthropists, businessman Mel Heifetz surprised the audience by announcing a generous one million dollar endowment fund pledge to The Philadelphia Foundation for the support of organizations that serve the lesbian, gay, bisexual, transgender (LGBT) and straight-allied community. Heifetz was being recognized for his support of Equality Forum's Saint of 9/11 film and his decades' long generosity to a broad range of LGBT and AIDS service organizations. At the event he challenged other business owners who have an LGBT clientele to consider either increasing or starting to support LGBT-serving organizations.

DVLF co-founder and Advisory Council member John Cunningham said, "Mel Heifetz's gift to the LGBT community is truly inspiring in its potential both to strengthen our community's organizations and to lead all of us to greater generosity. Mel's gift marks real progress in our community's philanthropy and demonstrates the bold impact that caring individuals can make."

Rina Borrromeo, DVLF Board President said, "The successful socio-economic development of a community happens when the leaders are visible, remain committed to it, and make every effort to engage other members in the process. The Philadelphia LGBT and straight-allied community is a prime example of that."

The reception was the first event for the DVLF Board's newly elected Executive Committee. On October 5, 2006, the Board unanimously elected Rina Borromeo as President, Dorothy M. Wax as Vice President, Paul Knodel as Treasurer, Julian O'Reilley as Secretary, and Pedro J. Rivera as the Fifth Member of the Executive Committee. The dedication and enthusiasm of this new Executive Committee will undoubtedly take DVLF to new heights

The celebration took place on October 12, 2006 at the Society of the Preservation of Landmarks' Physick House. Both the Society and Jeffery Miller Catering sponsored the full costs of the event with generous food, beverage, and space gifts-in-kind. The evening was a time for reflection about past achievements, thanks to past and present collaborators and donors, and excitement about the future.

For more information about DVLF's programs and how to get involved, contact:

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Major Supporters to DVLF in 2006 include:



Other generous institutional supporters in 2006 include:

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What is DVLF? The Delaware Valley Legacy Fund's mission is to raise the permanent endowment for the Lesbian, Gay, Bisexual, Transgender (LGBT) and straight-allied communities. DVLF also supports community organizations through marketing, fundraising, and technical assistance. DVLF convenes planned giving training to both legal and financial professionals as well as to individuals and organizations. In addition, DVLF launched the WillPower Project, a program to help to protect LGBT and non-married individuals, their loved ones, their assets, and to assist them in supporting their favorite charities. Through a long-term commitment with The Philadelphia Foundation, DVLF offers both donors and institutions numerous charitable solutions and philanthropic vehicles. DVLF provided grants to over 60 LGBT-serving organizations including foundation grants that enabled the following organizations to be launched or to help new programs get started: Attic Youth Center, William Way Community Center, ASIAC, Mountain Meadow, COLOURS, Center for Lesbian & Gay Civil Rights, PFLAG-Philadelphia, and more.