

INDIVIDUAL DONOR SPOTLIGHT:

Laurie Adams



FOR LAURIE ADAMS, LOVE OF THE ARTS is a family tradition. “My kids were born and raised with a lot of music and theater,” she says. “We were always singing together on road trips and both participated in musical theater in school.” Laurie herself has been attending Broadway programming in Pittsburgh from the very first season and was a Trust Cabaret Series subscriber.

Now she has brought a third generation into the chorus. Laurie’s 3-year-old granddaughter, Lucy (pictured above with Laurie), enjoys trips to the Cultural District to see children’s and family shows, and the family is eager to take her to see *Frozen* in the 2022-23 PNC Broadway in Pittsburgh series.

“I absolutely love the Cultural District,” Laurie says, “and I appreciate the visionary leadership at the Cultural Trust that has brought all this to Pittsburgh. That’s why I wanted to be a part of the Capital Campaign. I was blessed with the ability to support organizations that mean something to me, and the Trust is one of those.”

Laurie demonstrated her appreciation with two significant contributions to the Trust: Building on the Dream Campaign. First, she pledged to double her annual gift over five years, with half of the pledge earmarked for unrestricted capital projects. Increasing an annual gift is a wonderful way for anyone to participate in the Campaign and take advantage of benefits at a higher membership level. Her second Campaign gift is a generous bequest, demonstrating another concept of philanthropy: the blended gift, where a portion is in the form of an immediate cash gift or pledge, and another portion uses a planned giving vehicle, such as a bequest in a will.

Laurie’s contributions to the Trust started long before the Campaign and touch on every aspect of philanthropy: time, talent, and treasure. She co-chaired the Circles Board for many years and serves on the Trust’s Institutional Development Committee. She has hosted cultivation events at her home, bought a table at several Galas, and participated in social events, such as Broadway trips with Trust President and CEO Kevin McMahon and the Wednesday Wine Flights wine-tasting series.

From recruiting new members to serving on advisory committees to ensuring an art-filled future for her grandchildren, Laurie Adams is a true philanthropist and a wonderful friend and advocate of the Pittsburgh Cultural Trust.