



NEWS RELEASE

For Immediate Release

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PCADV Executive Director Peg Dierkers Recognizes Highmark's Help in Funding Innovative Giving Circle

HARRISBURG, Pa., March 25, 2014 – Peg Dierkers, executive director of the Pennsylvania Coalition Against Domestic Violence, today recognized and thanked Highmark Blue Cross Blue Shield for helping to fund an innovative, new philanthropic model exclusive to Western Pennsylvania.

It's called a Giving Circle, and it was developed by PCADV, its four Allegheny County domestic violence centers and the Pittsburgh Foundation to raise donations for new primary domestic violence prevention programs under the statewide NO MORE campaign that PCADV sponsors in conjunction with the Pennsylvania Coalition Against Rape. Money raised by the Giving Circle will be funneled back to the local community domestic violence programs for domestic violence prevention efforts.

Pittsburgh-based Highmark Blue Cross Blue Shield has agreed to donate \$5,000 to the Western Pennsylvania Giving Circle.

Noting that partner violence costs the United States an estimated \$4 billion a year in medical and health-care services, Dierkers said, "We are proud to have Highmark, the largest health-care insurer in the commonwealth, join our effort to reduce domestic violence and make our communities healthier and safer."

Said Mary Anne Papale, director of community affairs at Highmark Blue Cross Blue Shield, “Supporting the Giving Circle will help to stem the tide of domestic violence by raising awareness about the causes and the ways to prevent it from happening in the first place. Highmark supports programs such as the Giving Circle as an important step toward building stronger communities of healthier people.”

PCADV is launching its Western Pennsylvania Giving Circle with an invitation-only kickoff event beginning at 5:30 p.m. Wednesday, April 2, at the Rivers Club in downtown Pittsburgh. Individuals or organizations interested in joining the Giving Circle should contact PCADV at 800-932-4632, Dierkers said.

The Western Pennsylvania Giving Circle is a new philanthropic model that brings together individuals, foundations and other organizations that share a common purpose. Dierkers said that PCADV plans to replicate the model in other communities across the state.

Pittsburgh was selected as the pilot site because of its concentration of four domestic violence programs in close proximity and their readiness and capacity for implementing primary prevention efforts, and because of the exemplary philanthropic network in the Pittsburgh region, Dierkers said. The four programs in Allegheny County are: Women’s Center and Shelter of Greater Pittsburgh; Crisis Center North; Center for Victims; and Alle-Kiski Area Hope Center.

About the Pennsylvania Coalition Against Domestic Violence

Founded in 1976, the Pennsylvania Coalition Against Domestic Violence is the oldest statewide domestic violence coalition in the nation. Each year it provides free and confidential assistance to nearly 100,000 victims of domestic violence, through a network of 60 community-based programs serving all 67 counties in the commonwealth. PCADV also promotes public awareness of domestic violence-related issues through its PA SAYS NO MORE campaign, which it operates in partnership with the Pennsylvania Coalition Against Rape. For more information, visit www.pcadv.org or www.pasaysnomore.com; or follow PCADV on Twitter @pcadvorg and on Facebook at <https://www.facebook.com/pages/Pennsylvania-Coalition-Against-Domestic-Violence/479697025386367>.

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