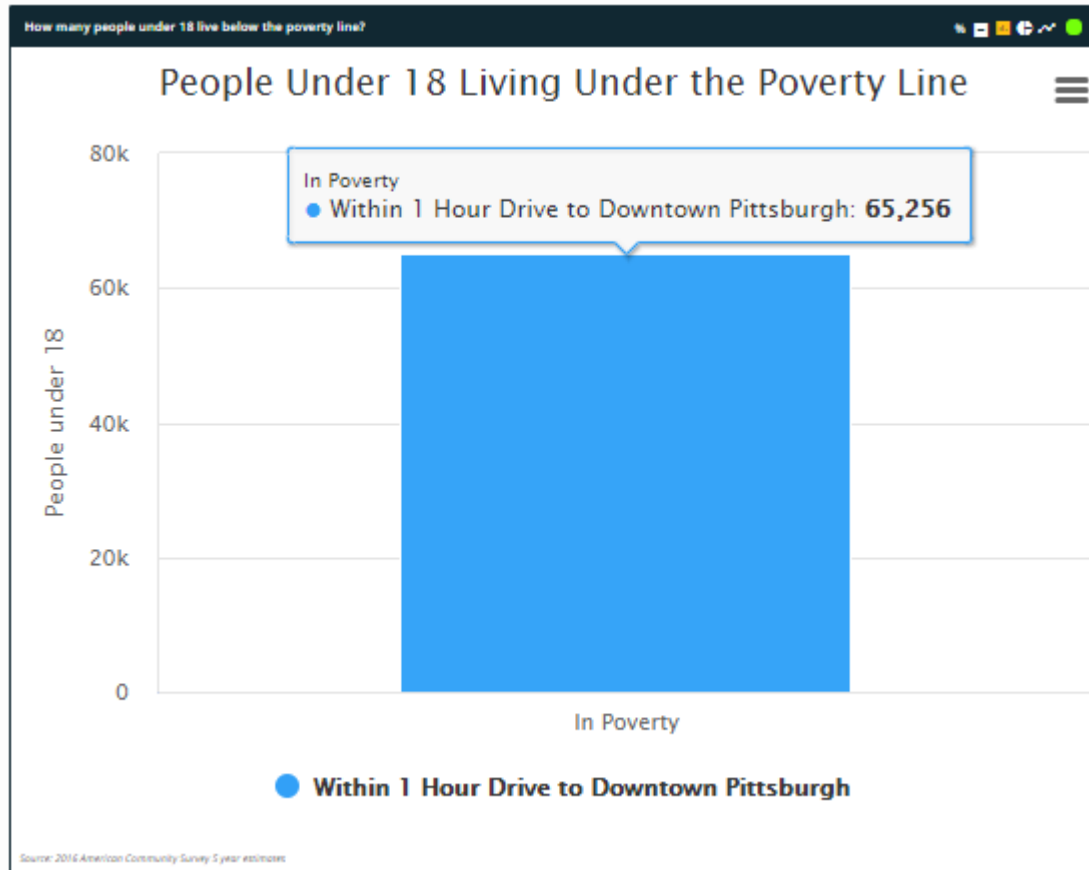




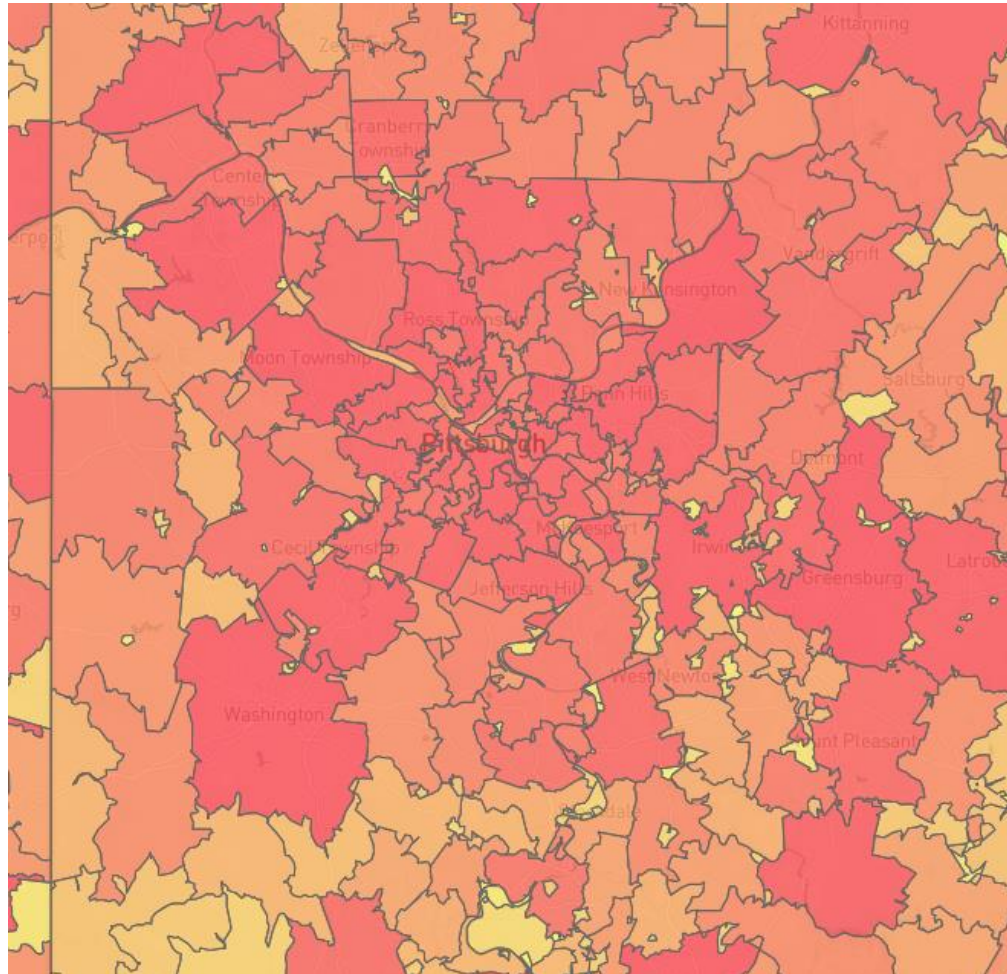
1. Draw

This region is centered roughly around the neighborhoods where TFK provides the most number of trips in Pittsburgh, including: the North Side (Carnegie Science Center, Children's Museum, National Aviary, PNC Park); Downtown (theater district, PPG Paints Arena), and Oakland (Carnegie Museums, Phipps, Petersen Events Center). We wanted to see the region that could reach this area in roughly 60 minutes of driving, within which most of our Pittsburgh agency partners travel.



2. Ask

We know that we distribute around 68,000 opportunities per year in Pittsburgh to at-risk and in-need children, their families, and the staff that serve them at our partner agencies. We wanted to know how that compared with the actual statistics of in-need children in the Pittsburgh region. In this case, we defined “in-need” mostly based on income, though we also serve kids who have mental health diagnoses or other risk factors.



3. Answer

We first looked at a report for number of people under 18 who lived below the poverty line in our region, which turned out to be fairly close to our yearly ticket numbers in Pittsburgh; we know we can do better, though, because we would like to provide each at-risk child at least 3-4 opportunities per year.

We also looked at a heat map of the population under 18 and household income below \$25,000, which confirms our understanding that many of the groups we serve come from close to Pittsburgh itself, but also from Washington, Greensburg, and New Kensington.