



MAKING IT TO YOUR FINISH LINE, MAKING AN IMPACT, AND MAKING CITIES FAMOUS FOR GOD

In this episode of the L3 Leadership Podcast, we talk with Reid Carpenter, a Pittsburgh legend who had the audacity to dream of making his city renowned for God.

ABOUT REID CARPENTER:

Mr. Carpenter has a longstanding career in ministry and community service. Beginning in 1961, he served as the Pittsburgh area director for Young Life, a youth organization. Over the years, he held various roles, including regional director and director of Young Life's Northeast Division. In 1978, he founded the Pittsburgh Leadership Foundation (PLF), a faith-based organization focused on addressing regional concerns through collaboration. Over 23 years with PLF, Mr. Carpenter initiated numerous ventures with local partners, securing over \$500 million to support efforts for at-risk youth, prisoners, families, healthcare, housing, and addiction. He played a key role in establishing organizations such as the ANTI-Racism Institute, Pittsburgh Youth Network, CLEAR, and East Liberty Family Health Care Center. Additionally, he collaborated with World Vision to create an international distribution center and a local initiative called the Storehouse. Beyond his local impact, Mr. Carpenter served as an advisor to faith-based organizations and corporations, contributing to various boards and committees, including those of Communities in Schools, International Urban Associates, National Center for Protection of Children and Families, and WQED Enterprises. He holds a bachelor's degree in sociology from Fairfield University, a master's degree in biblical studies from Young Life Institute at Fuller Theological Seminary, and an honorary doctorate in Humane Letters from Geneva College.

4 KEY TAKEAWAYS:

1. Reid shares his expertise on fundraising that he's gained throughout his experience with PLF.
2. He talks about the founding of the Pittsburgh Leadership Foundation, spotlighting how he rallied a passionate group of individuals excited about Jesus to tackle urgent city-wide issues such as substance abuse and poverty.
3. Reid imparts timeless wisdom on how trust and integrity form the pillars of raising money for causes that matter.
4. We reflect on the significance of discipleship, soul-keeping, and how these skills are vital for the Kingdom of God.

"Whatever you do, take care of your soul, it's the only thing that's gonna last." - Reid Carpenter

