

# FORTUNE

LIVING ACHIEVEMENT

**DREAMS FULFILLED.  
A LEGACY EXTENDED.**

*(See Mady Gordon's story on the inside cover)*

PNC  
WEALTH MANAGEMENT



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Photography by Mark Peterson

# MADY GORDON

## LIVES ACHIEVEMENT



STANDING BY ONE OF THE MANY MEMENTOS OF THE CHILDREN.

Achiever: Madeleine Gordon

Age: 65

Location: Cincinnati, Ohio

PNC Client: 2 years

**A**n interesting thing happens to people who face adversity. Very often, they find the strength to bounce back with incredible resilience. Madeleine Gordon is one of those people. A former teacher of American and British literature, "Mady," as she's known, went on to become a successful real estate broker. But her biggest gift to the world would not be teaching people the classics or finding them the right house. In 1995, Mady started the *Madeleine Gordon Gift of Life Foundation*, to give couples who couldn't conceive a child a chance to do so via the miracle of modern medicine. The foundation was borne out of Mady's innate sense of social awareness, her own struggle

**"TO HELP CONCEIVE EVEN ONE CHILD WOULD HAVE BEEN A DREAM."**

with infertility, and the indomitable spirit bestowed upon her by her father.

Mady's passion for enriching people's lives is evident in everything she's ever done. To help even one hopeful couple bring a child into the world would have been a noble achievement in itself. But this year, the foundation's 43rd newborn cried her first little cry as a direct result of this funding. Mady had turned her own challenges into good fortune for others.

Mady's story continues on the back inside cover. 

 Mady's story, continued from front cover.

**I**n vitro fertilization (IVF) is prohibitively expensive. And it's not guaranteed. The emotional toll of going through IVF is significant, too. The foundation works with a small staff and a small budget. They select childless couples in Cincinnati who might benefit from the treatment – but who can't afford it. The foundation pays for IVF however it can: through fundraisers, private donations and adept financial management. To a large extent, the meetings and the critical

**"HOW WILL I BE REMEMBERED?  
WHAT CAN I GIVE BACK?  
IT JUST CLICKED."**

decisions happen right from Mady's dining room table. Juggling applications, paperwork and funding can be tricky. Mady needed some guidance.

Mady reached out to PNC Wealth Management after interviewing a number of banks. Representatives from PNC had done their homework. They'd given an intelligent presentation. And she was impressed at the level of sincerity they had shown. But Mady needed more than just a team of skilled advisors to help her. She needed something she felt she was missing from other financial institutions: a more direct, proactive approach to managing her assets. What Mady found in PNC was a responsive organization



FROM TOP:

- 1) COUNTLESS PHOTOS OF MADY AND THE CHILDREN.
- 2) THE LATEST IN A DAILY STREAM OF THANK-YOU CARDS.
- 3) MADY PORES OVER ONE OF HER MANY SCRAPBOOKS.

that understood the complexity and unique nature of her situation. And one that brought to the table a solid, long-term vision. "When I make a promise, I throw myself into it," she says.

**The challenges of piloting a foundation in today's economy are substantial.**

PNC recognized Mady's needs and quickly established specific accounts for both the foundation and for her, separating and streamlining her cash flow. Where investments were concerned, PNC took the time to consider Mady's long-range investment goals as well. They pinpointed Mady's risk threshold and developed customized investment vehicles that reflected this tolerance.

On a personal level, PNC went even further. They anticipated Mady's needs by assisting her foundation staff with several services that they don't normally provide to clients – helping them write successful grants, for instance – even introducing Mady to people at PNC who could help train her staff to accept individual donations via credit card. It is this rare combination of providing both accessibility and confidence that has kept PNC's relationship with clients such as Mady moving forward year after year. Giving something back, it would seem, is contagious.

To learn more about PNC WEALTH MANAGEMENT, contact Edward V. Arbaugh, III, Managing Director, at 513-651-8405 or visit [pnc.com/wealthmanagement](http://pnc.com/wealthmanagement)

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# ACHIEVEMENT: FULFILLS DREAMS

MADY GORDON BREATHES NEW LIFE into the hopes of childless couples. The Madeleine Gordon Gift of Life Foundation provides IVF funding that has resulted in the birth of 43 children since 1995. And PNC Wealth Management is at her side with a high level of preparedness and vision designed to help her secure the foundation — and her dream — for years to come. Whether you need investment management, asset protection, private banking or estate planning, we're here to help you continue to achieve. Contact Edward V. Arbaugh, III, Managing Director, at 513-651-8405 or visit [pnc.com/wealthmanagement](http://pnc.com/wealthmanagement)



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