



PRESERVING A LEGACY OF GENEROSITY

Michael H. Hady III, president and CEO,
Powder Mill Foundation

Powder Mill Foundation dedicated to continuing Mr. Louis Appell's vision for a better York

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Each time a child opens a library book, each time a musical performance takes to the stage, and each time the crack of a bat resounds throughout PeoplesBank Park, York celebrates and preserves a legacy of generosity.

This is the legacy of Mr. Louis J. Appell Jr.

From the cultural arts to educational institutions, entertainment venues to social service agencies, Mr. Appell cared deeply about helping all segments of York thrive, a desire he maintained until his death in 2016. Today, his legacy and vision for York's growth, reinvestment, and redevelopment continues through the nonprofit organization he founded, the Powder Mill Foundation.



Supporting Innovation and Collaboration

Mr. Appell's father, Louis J. Appell, purchased The Pfaltzgraff Pottery Co. from his father-in-law, George W. Pfaltzgraff, in 1935. In 1942, Mr. Appell Sr. created Susquehanna Broadcasting Co., which started WSBA-AM and, later, WSBA television.

In 1954, Louis J. Appell Jr. succeeded his father as president and CEO of Susquehanna Broadcasting, a position he held for 50 years. Susquehanna Broadcasting Co. would eventually become one of the largest communications companies in the country. At its peak of operations, the newly named Susquehanna Media Company not only grew to own and operate 33 radio stations in major markets across the United States, but also owned seven cable television systems, as well as internet and data services.

Pfaltzgraff became a leading manufacturer and marketer of ceramic dinnerware and related tableware. Its products were distributed through

close to 100 company-owned and -operated retail stores, major department stores, gift and specialty stores, and more. In 1989, the company name changed to Susquehanna Pfaltzgraff Co.

More than a successful businessman, Mr. Appell was deeply engaged in the civic life of the York community his company called home. His leadership in the community was private, but his vision for a better York inspired his generosity and his philanthropy—something he encouraged in every employee of Susquehanna Pfaltzgraff Co. Mr. Appell recognized York's potential in its downtown core, historic buildings, nonprofits, and city neighborhoods. To ensure that York could grow and develop in the way he believed it could, Mr. Appell created the Powder Mill Foundation in 1993 as a way to ensure that the charitable giving he and his wife, Josephine D. Appell, began would continue beyond their lifetimes.



Provided photo: Mr. Louis J. Appell Jr. and his wife, Josephine.

Stewarding Community Resources

As president and CEO of the Powder Mill Foundation, Michael H. Hady III says he is always interested in hearing from people and organizations about ideas and projects that can benefit York and its citizens.

"We seek to support effective collaboration between nonprofits along with other community partners to produce vital and authentic urban experiences that are attractive to residents and businesses," he says. Organizations interested in



receiving funding apply for grants, which are then reviewed by the Powder Mill Foundation's board of trustees. Hady estimates that the Powder Mill Foundation maintains approximately \$150 million in assets, which will continue to grow, to support community investment initiatives.

Examples of grant recipients reflect the breadth and depth of Mr. Appell's desire to have all elements of the York community flourish. They include the Appell Center for the Performing Arts, the Cultural Alliance of York County, the Yorktowne Hotel, Downtown Inc, Leadership York, the United Way of York County, York College, and more.*

"We focus on projects that will enhance the community and support nonprofits that are aimed at improving the quality of life in York and York County," Hady adds.

Mr. Appell embodied the ideal of being a good steward of resources. "He was accessible to those in the community who wanted to make a difference, and he wanted to help people who had the potential to make a difference," Hady says.

Jessica Brubaker, co-founder and executive director of Keystone Kidspace, is one of these individuals who has benefited from Mr. Appell and the Powder Mill Foundation's support. When it opens in Downtown York, Keystone Kidspace will be an experiential learning center that incorporates

art, science, engineering, and technology through fun, hands-on activities, events, and programs for children ages 6 to 15.

"Keystone Kidspace would literally not be possible without the early and generous support of the Powder Mill Foundation. Sharing our vision of a dynamic programming hub serving families from across the county, they (the Foundation) agreed that all York youth deserve access to tools, mentors, and experiences that will prepare them for a successful future," she says. "The Foundation provided us with critical early funding to develop and vet our plan, asked tough and important questions that propelled us forward, and ultimately made a significant early gift that was the critical launching pad for our successful capital campaign. We are so grateful for the Powder Mill Foundation's essential support and look forward to opening to serve the greater York community later this year."

"I think Mr. Appell would be proud of what is being created to enhance this community," Hady says. "We want people to continually realize the great quality of life here, and that's part of our responsibility to make sure it happens so that we as a community can continue to blossom."

*See a full list at powdermillfoundation.org/recipients

Access the Powder Mill Foundation's grant application form and learn more about how to request funding at powdermillfoundation.org/criteria-process.



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