

William C. and Susan A. DeLaney Scholarship Fund

William Claude DeLaney was a pioneering African American entrepreneur in the Pittsburgh automobile industry. After returning from WWII and struggling to find a job that would allow him to utilize his automotive skills, he realized the only way to achieve his business aspirations was to start his own venture. He began by renting space on Sandusky Street in Pittsburgh's Northside and offering car washing services.

His determination and vision caught the attention of the President of Northside Deposit Bank, who helped him purchase a Renault dealership in Shaler Township, located off of Saxonburg & Route 8. In addition to selling Renault cars, DeLaney also sold various used vehicles.

During the 1970s, it was uncommon for Black men to own businesses, especially in the automobile industry. DeLaney's resilience and strong work ethic made him a trailblazer, earning him respect as a business role model for younger Black men and women. His success showed them that their entrepreneurial dreams were within reach.

Susan A. DeLaney, the widow of William C. DeLaney, established this scholarship to honor her husband's legacy and his deep passion for entrepreneurship. With over 40 years of dedicated service, Mrs. DeLaney's career includes roles as a Special Educator with Pittsburgh Public Schools, a Substitute Teacher for the Gateway School District, a School Board Director for Gateway School District, a member of the Monroeville Rotary, and a participant on the Forbes Hospital Parent and Family Advisory Council.

Her strong commitment to educating future generations, combined with her late husband's dedication to empowering young people, has inspired Mrs. DeLaney to create this scholarship. Through it, she hopes to support deserving African American students in achieving their educational goals.