

THE HEINZ ENDOWMENTS  
**NONPROFITS** *and the*  
**CALL to MORAL LEADERSHIP**  
A SPECIAL MEETING WITH OUR GRANTEE PARTNERS

October 3, 2017  
August Wilson Center for  
African American Culture

THE HEINZ ENDOWMENTS  
HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

[www.heinz.org](http://www.heinz.org)

**Ignite Presentation**  
**Brian Schreiber, President & Chief Executive Officer**  
Jewish Community Center of Greater Pittsburgh

Jewish Community Center  
of Greater Pittsburgh



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## Can You Define Moral Leadership?

- › Can't find one singular definition, but it entails .....

  1. Leading in way that respects the rights and dignity of others
  2. Ensuring standards of ethical conduct
  3. Stimulating a moral influence on others

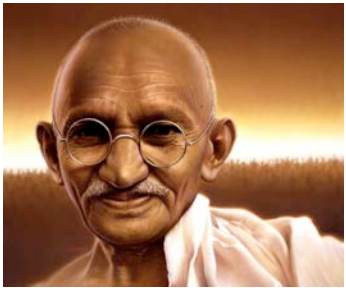


## And It Is.....Personal

- › Leaders explicitly make known their values and ethics and incorporate them in their values and actions.
- › Ideally, they ignite others to join them in values and action.



## Examples of Moral Leadership



## Examples of Moral Leadership



## Why Rabbi Joachim Prinz?

- › Exemplified the “Courage to Lead”
- › As the Rabbi of Berlin during the Nazi regime he demonstrated the moral authority to take a stand/ “I shall not be silent”
- › Spoke at one of America’s seminal moments



## Rabbi Prinz’s Quotes During March on Washington (1963)

- › “When I was the Rabbi of the Jewish community in Berlin under the Hitler regime, I learned many things. The most important thing that I learned was that bigotry and hatred are not the most urgent problem. The most urgent, the most disgraceful, the most shameful and the most tragic problem is **silence**.”
- › “When God created man, he created him as everybody’s neighbor. **Neighbor is not a geographic concept. It is a moral concept.** It means our collective responsibility for the preservation of man’s dignity and integrity.”



## Neighbor as a Moral Concept

- › His words during the March on Washington helped the JCC define our voice.... of neighbor as a moral and not physical concept.



## The Personal Connection I Never Knew

- › Berlin, Germany  $\leftrightarrow$  Newark, NJ
- › My dad went to school with Rabbi Prinz's kids; both of my parents heard him preach
- › My parents instilled in me the value of "neighbor as moral concept" – without ever making the personal connection

If Today's Theme is IGNITE:  
What's Our Charge?

CENTER FOR  
LOVING  
KINDNESS  
AND CIVIC ENGAGEMENT



If Today's Theme is IGNITE:  
What's Our Goal?

- › To **strengthen the fabric of community** by amplifying the long held values of **'Love Your Neighbor as yourself'** and **'Do not stand idle while your neighbor bleeds'** as we redefine 'neighbor' from **'a geographic term to a moral concept.'**



## Why Today? The Urgency of Now

- › “This is not the time to engage in the luxury of cooling off or to take the tranquilizing drug of gradualism”

*Rev. Dr. Martin Luther King, August 28, 1963*

- › The urgency of racism/bigotry in 2017
- › The urgency of the changing nature of civic engagement in 2017



## The Five Platforms Of CFLK & CE

### I. Education/Exposure

- › Directed learning opportunities for teens and adults to interact with each other, reduce barriers and build connectedness.



## The Five Platforms Of CFLK & CE

### II. Civic Engagement

- › Intentional organizing and convening to augment the JCC's role as the Town Square where ideas are explored with respect.



## The Five Platforms Of CFLK & CE

### III. Advocacy and Action

- › Finding new opportunities to become involved in movements beyond our current scope, including activating an East End ministerium that connects a diverse group of local clergy.





# The Five Platforms Of CFLK & CE

## IV. Artistic Expression

- › Exhibit supportive programming through publicly accessible visual arts, amplifying the moral responsibility of “neighbor” and convening artistic thought leaders in community.



# Artistic Expression

## American Jewish Museum and Jewish Family & Children's Services co-present *Sanctuary & Sustenance: The Story of Many Journeys*

Opening reception and celebration Wednesday, May 18, 7-9pm

**7:30 PM:** Music and dance featuring traditions of Pittsburgh's African and Bhutanese communities.  
**8:40 PM:** Screening of *Sanctuary & Sustenance: The Story of Many Journeys*

- Sanctuary and Sustenance exhibition introduction
- Sanctuary Sustenance press release
- Sanctuary and Sustenance The Story of Many Journeys Invitation

Recognizing that the arts contribute to social transformation and bridge building, the American Jewish Museum and Jewish Family & Children's Service co-present *Sanctuary & Sustenance: The Story of Many Journeys*, a multimedia presentation with images and music and a photography exhibition offering a glimpse into the lives of refugees from around the world



American Jewish Museum of the JCC of Greater Pittsburgh presents

# Being Good

September 8–  
December 26, 2016

*When we share the best part of what we are with others and bring out the best that they are, we reinforce our purpose...and we're all happy.*  
—Kandy Gilson

*Being Good*, organized by photographer Brian Cohen, documents three transformational artists and thinkers based in Pittsburgh who share their humanness and employ their art to improve the lives of people living in distressed neighborhoods. *Being Good* draws upon the nuanced difference between doing good and being good. Most people from time to time do some good. Being good, though, penetrates deeper. Being good denotes those individuals who, at the core, are driven to fashion their own lives and artistic practice to interweave with the lives of others. The work of Vanessa German, Bill Strickland and Randy Gilson concretely affects people's reality, empowers individuals in their communities and alters the neighborhood fabric.

Vanessa German, poet, performance artist and sculptor, is photographed by Lynn Johnson. Bill Strickland, ceramicist, educator and entrepreneur, is photographed by Scott Cookson; and Randy Gilson, visual artist and gardener, is photographed by Brian Cohen. Sorely needed, especially in a splintered world rampant with examples of inequality, *Being Good* confirms our capacity and desire to strive for goodness.



Randy Gilson, photograph by Brian Cohen



Vanessa German, photograph by Lynn Johnson

**Artist Reception:**  
Thursday, November 10  
6-8 PM

Entrance at 5738 Darlington Road, Squirrel Hill  
412-521-8013 • Admission is Free • All are welcome

**Gallery Hours:**  
Monday-Thursday: 5:30 am-10 pm  
Friday 5:30 am-6 pm  
Saturday: 9 am-6 pm  
Sunday: 7-8 am-6 pm

Major funding for the American Jewish Museum provided by the Allegheny Regional Asset Board, the Aronson, Caplan & Imani Foundation of the Jewish Federation of Greater Pittsburgh, the Robert L. and Gail B. Dickman Fund, the Sara Nemeroff Gordon Center, Eisenberg Fund, Edward N. and Jane Hasbani Endowment, Creative Projects Fund, the Henry Berstein and Robert Schuman Funds, the George Family Foundation Endowment Fund, Pennsylvania Partners in the Arts, and individual support.



## The Five Platforms Of CFLK & CE

### V. Communications

- › Ensure that the broad public at large understands the role of the Center as a driving “force for good” in our community.



## Everyone ‘Belongs’

- › Something belongs to me.

To belong to a community is to act as a creator and co-owner of that community. What I consider mine I will build and nurture. The work, then, is to **seek in our communities a wider and deeper sense of emotional ownership; it means fostering among all of a community's citizens a sense of ownership and accountability.**

Community: The Structure of Belonging, Peter Block, 2008. p. xii

