

here & there

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NEVER FORGET

On Sept. 11, those who lost loved ones on United Flight 93 visited the tree line where the plane crashed, and President Barack Obama silently laid a wreath at the Flight 93 National Memorial's Wall of Names outside Shanksville, Pa. First Lady Michelle Obama stood quietly at his side as they paused to reflect on the sacrifice made by the 40 passengers and crew

who died fighting to take control of hijacked Flight 93 away from terrorists a decade ago.

The president was among several dignitaries who joined the solemn ceremonies southeast of Pittsburgh to commemorate the 10th anniversary of the 2001 terrorist strikes against the United States. Among the participants in the weekend events, which

included a memorial dedication on Sept. 10, were Vice President Joe Biden, former presidents George W. Bush and Bill Clinton, Gov. Tom Corbett and former Gov. Tom Ridge. Formal remembrances also took place at memorials constructed at the World Trade Center in Manhattan and at the Pentagon in Arlington, Va., the other two sites of terrorist attacks that along with the Flight 93 crash took the lives of nearly 3,000 people.

The \$62 million Shanksville memorial project received more than \$1 million from The Heinz Endowments as well as support from local and national philanthropies such as the Richard King Mellon, Pittsburgh, Colcom, Eden Hall, Henry L. Hillman, and John S. and James L. Knight foundations. A total of about \$52 million in public and private funding has been committed so far. The memorial is scheduled to be completed in 2014.



Board and Staff Honors

Endowments board member James Rohr was honored in November with the Thieman Award at The Mentoring Partnership of Southwestern Pennsylvania's biennial Magic of Mentoring Recognition Event, which celebrates mentors and mentees in southwestern Pennsylvania. Rohr was recognized for his leadership and dedication to serving the region's children. Also in November, board member and former Pittsburgh Steelers star Franco Harris was honored with a

gubernatorial proclamation for his two decades of promoting state home heating assistance. Board member Carol Brown was recently awarded the 2011 Westmoreland Society Gold Medal and earlier in the year received the Greater Pittsburgh Arts Council's Work of Art Award for Leadership in the Arts. Both honors recognized her efforts to create and support the arts in southwestern Pennsylvania.

Arts & Culture Program Officer Justin Laing has been appointed to the Pennsylvania Council on

the Arts, which promotes excellence, diversity, availability and appreciation of the arts throughout the state. Environment Program Director Caren Glotfelty was selected as one of 15 "Women Greening the Pittsburgh Region" honored by the Women and Girls Foundation, which annually recognizes a group of women who are engaged in dynamic work and inspire girls to see the range of career options available to them. Children, Youth & Families Senior Program Officer Carmen Anderson was one of nine community leaders honored

as a "champion" for the Gateway Medical Society, which promotes improved public health. Communications Officer Carmen Lee was chosen by the New Pittsburgh Courier as one of the 50 Women of Excellence, which recognizes local African American women for their contributions to the community.

Renée Rosensteel



REAL SPORTS HEROES

The Endowments served as a national sponsor for the 31st National Veterans Wheelchair Games, which were held in Pittsburgh Aug. 1-6. About 600 wheelchair athletes from 46 states, Puerto Rico and Great Britain participated in 17 events that included swimming, basketball, archery, softball and power soccer. The annual competitions are open to all U.S. military veterans who use wheelchairs for sports competitions due to spinal cord injuries, certain neurological conditions, amputations or other mobility impairments. Endowments board member Chris Heinz explained that the choice of Pittsburgh as the host city for the contest provided the Endowments with the opportunity to support “these extraordinary men and women whose courage and sacrifice knows no limit... I can’t think of a better place for philanthropy to be than in support of a program such as the Wheelchair Games that goes beyond the basics provided by the federal government and elevates the quality of life for service members who have given so much for their country.”



Suellen Fitzsimmons

NATIONAL YOUTH OF THE YEAR

High school senior Nicholas Foley overcame what could have been disheartening childhood trials to become the 2011 National Youth of the Year, an honor awarded by the Boys & Girls Clubs of America. Shown above with Endowments Chairman Teresa Heinz,

Nicholas is a 10-year member of the Sarah Heinz House Boys & Girls Club in Pittsburgh, president of his Boys & Girls Club’s Keystone Club and a mentor to other Sarah Heinz House youth.



CYCLING ADVOCACY AWARD

Endowments grantee Bike Pittsburgh has been awarded a three-year grant from the Advocacy Advance program to leverage partnerships for bicycle and pedestrian infrastructure projects and attract federal funding for them. Advocacy Advance is a joint project of the Alliance for Biking & Walking and the League of American Bicyclists to provide technical assistance and support to grass-roots bicycle and pedestrian organizations for local and state advocacy efforts. Bike Pittsburgh received the largest grant among advocacy organizations, \$40,000 a year for three years.

PLAY BALL!

More than 300 youth baseball and softball players in Pittsburgh’s Brighton Heights neighborhood have been honing their skills on the recently renovated Sanguigni Field, which is expected to serve as a model for incorporating green practices and characteristics into ball field design. The Endowments, which awarded \$75,000 to the project, joined Pirates Charities, the City of Pittsburgh, Astorino architecture firm and the Western Pennsylvania Conservancy in supporting the upgrade of the field. Some of the environmentally friendly features incorporated into the project include a bio-retention depression in the outfield that catches rain

Dave Arrigo of the Pirates



water before it reaches the playing field, a rain garden to avert downstream flooding and a pervious concrete sidewalk. The renovation was a project of the Pirates’ “Let’s Go Bucs, Let’s Go Green” program, which integrates greening initiatives and sustainable business practices with educational

outreach, and the baseball team’s “Fields for Kids” initiative, a matching grant program that awards \$1,000 to \$5,000 grants to youth baseball and softball associations for field improvements.

Good — and healthy — eats The Fitwits nutrition education program has expanded from the classroom to the restaurant table through an innovative partnership with the Eat’n Park Restaurants chain. Fitwits is a hands-on approach to combating childhood obesity by making it entertaining for children to learn about healthy eating habits. A key component involves colorful flashcards and games that show how hands and fingers can be used to measure appropriate food portion sizes. Eat ’n Park has incorporated Fitwits into its new LifeSmiles initiative, a five-year, \$1 million commitment to children’s health and wellness, based on First Lady Michelle Obama’s “Let’s Move!” campaign. LifeSmiles tries to help families make good dining choices by providing them with healthy menu selections at Eat’n Park restaurants. The Endowments has funded Fitwits, created by the Carnegie Mellon University School of Design and UPMC St. Margaret Family Health Centers, since 2005. In 2011, the foundation awarded

a grant to pilot the Fitwits model in restaurants such as Eat’n Park throughout Pennsylvania, Ohio and West Virginia.



MEDIA SCENES

Eighty images from the Endowments' Downtown Now Photography Project, including the one below, are on display through March 25 in the Carnegie Museum of Art exhibit "Picturing the City: Downtown Pittsburgh, 2007–2010." Nine photographers participated in the three-year, nearly \$200,000 initiative to document the dramatically changing culture and sites of Downtown Pittsburgh. Of the thousands of photographs submitted during this period, more than 400 were chosen for a permanent archive. Additional information about the entire project can be found on the Endowments website, www.heinz.org.

The University of Pittsburgh's Office of Public Affairs hosted an Endowments-sponsored summit in November on images of African American males in the news media. Panels included national and local media professionals and scholars who discussed ways to promote more balanced reporting about black males. At the event, "Portrayal and Perception," an Endowments report that contains two audits of Pittsburgh media coverage of African American men and boys, was released. The foundation's investment in the audits' research and publication and the one-day summit totaled nearly \$145,000.

PublicSource is an independent, nonprofit news organization that focuses on original investigative and other enterprise reporting on critical issues facing Pittsburgh and western Pennsylvania. Launched in November, the project was developed by The Pittsburgh Foundation, with support from the Knight Foundation, as part of its National Journalism and Innovation initiatives, and the Endowments, which awarded \$240,000 to the project. PublicSource is being managed by Pittsburgh Filmmakers.



Photograph by Richard Kelly for the Downtown Now Photography project



Brian Cohen

BREATHING BETTER

Nearly 200 people attended a public event in October at the Children's Museum of Pittsburgh to learn about the Breathe Project, a \$7 million dollar research, public awareness and action campaign initiated by the Endowments to help reduce air pollution in the region. Despite improvements over the past few decades, southwestern Pennsylvania's air has been shown to exacerbate asthma and cause other serious health problems, such as higher rates of heart disease and lung cancer.

The Breathe Project relies on a coalition of residents, businesses, government and many other groups in the region that are working together to clean up the air to improve both the health of individuals and the economy. Fifty organizations — ranging from United States Steel Corp. to the Group Against Smog and Pollution to the Cystic Fibrosis Foundation's Western Pennsylvania Chapter — along with hundreds of individuals across the region have signed on to the initiative so far. Interest continues to grow through the website, www.breatheproject.org, and its social media networks.

Rain Barrels: A Winning C.A.U.S.E.

The environmental benefits of rain barrel use received artistic support at the 2011 C.A.U.S.E. Challenge film festival. Three Western Pennsylvania School for the Deaf students — Emily Bach, Michael Pryor and Alex Russo — split the \$1,000 cash grand prize for "Mutual Impact: Rain Barrels," a documentary describing how rain barrels can help prevent sewage system overflow. The Nine Mile Run Watershed Association barrels featured in the film were supported by the Endowments at the recommendation of students in the foundation's Summer Youth Philanthropy Internship Program. Each of the student filmmakers also received a digital video camera, a Pittsburgh Filmmakers' class voucher, a director's chair, Carnegie Science Center passes and Three Rivers Film Festival tickets. The School for the Deaf was given a trophy and \$1,500 to support science and media programs.

This was the seventh year of the C.A.U.S.E. competition — the acronym stands for Creating Awareness and Understanding of our Surrounding Environment.

The contest is sponsored by Bayer Corp. and requires students to create short films with environmental themes, such as how to be environmentally responsible.

