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The Heinz Endowments was formed from the Howard Heinz Endowment, established in 1941, and the Vira I. Heinz Endowment, established in 1986. It is the product of a deep family commitment to community and the common good that began with H.J. Heinz, and that continues to this day.

The Endowments is based in Pittsburgh, where we use our region as a laboratory for the development of solutions to challenges that are national in scope. Although the majority of our giving is concentrated within southwestern Pennsylvania, we work wherever necessary, including statewide and nationally, to fulfill our mission.

That mission is to help our region thrive as a whole community — economically, ecologically, educationally and culturally — while advancing the

state of knowledge and practice in the fields in which we work. Our fields of emphasis include philanthropy in general and the disciplines represented by our five grant-making programs: Arts & Culture; Children, Youth & Families; Education; Environment; and Innovation Economy.

In life, Howard Heinz and Vira I. Heinz set high expectations for their philanthropy. Today, the Endowments is committed to doing the same. Our charge is to be diligent, thoughtful and creative in continually working to set new standards of philanthropic excellence. Recognizing that none of our work would be possible without a sound financial base, we also are committed to preserving and enhancing the Endowments' assets through prudent investment management.

h magazine is a publication of The Heinz Endowments. At the Endowments, we are committed to promoting learning in philanthropy and in the specific fields represented by our grant-making programs. As an expression of that commitment, this publication is intended to share information about significant lessons and insights we are deriving from our work.

Editorial team Linda Bannon, Linda Braund, Donna Evans, Carmen Lee, Douglas Root, Robert Vagt. *Design:* Landesberg Design

About the cover We interrupt our regular programming to indulge in a brief celebration of 10 years of storytelling about Heinz Endowments grant making in the region. In the assortment of photographs from the decade, we recognize our grantees, community partners and fellow foundation members whose generous sharing of their experiences have made the stories (and the learning from them) possible. Please remove your party hat before proceeding inside as we begin the storytelling for another decade.

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A decade that opened with the creation of this magazine as the Endowments' main platform for sharing its learning now closes in the midst of a communications technology revolution that has added booster rockets to the foundation's storytelling. An essay traces the journey from then to now.



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As an art form, hip-hop offers young people an amazing menu of choices for personal expression. And now philanthropies are leading them to rapping, emceeing, DJ gigs, dancing and graffiti painting with the goal of using performances to encourage better life choices.

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When two regional foundations at opposite ends of Pennsylvania join forces, there is a strategic recognition that solving homegrown problems and mining great local opportunities increasingly require a statewide reach.

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CEOs pat them on the back, environmentalists hug them and co-workers love them. In fact, some people believe they have the best jobs going.

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