

# JUST PITTSBURGH

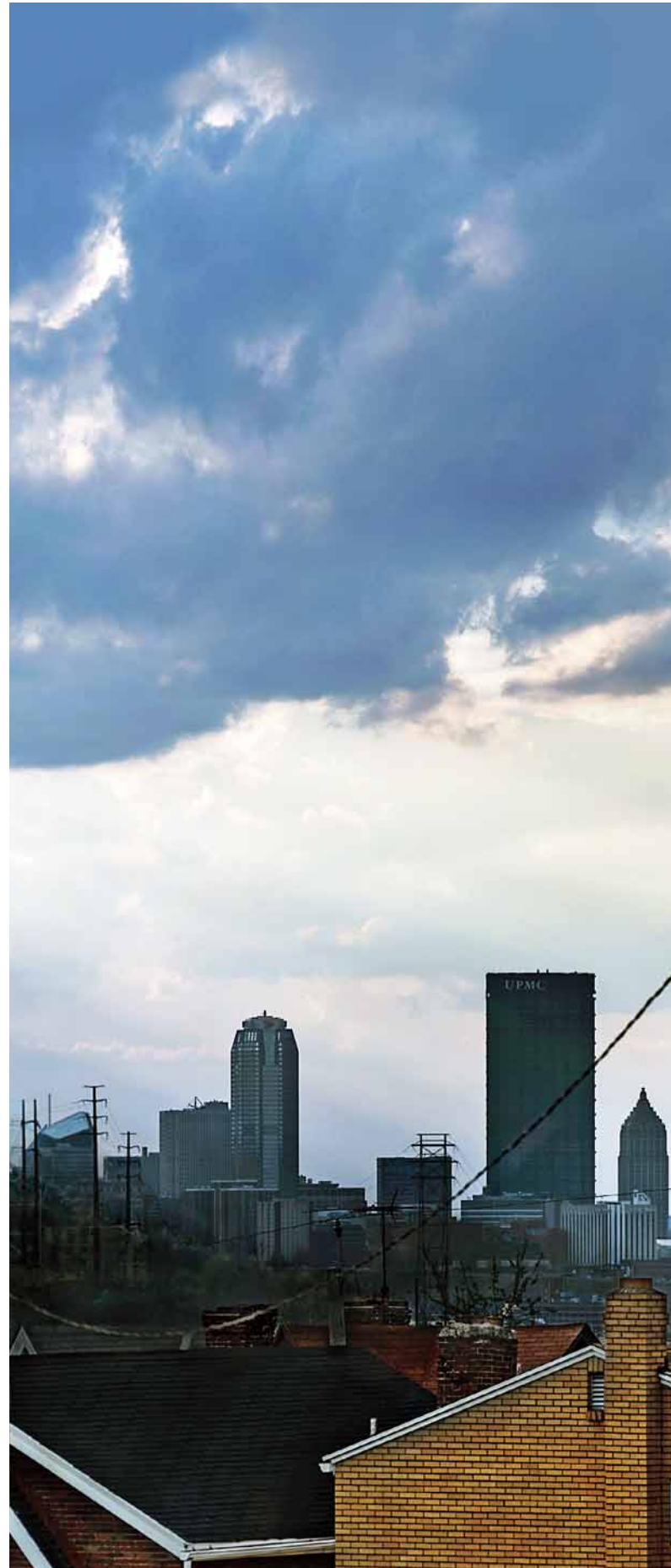
In a blog earlier this year, Heinz Endowments President Grant Oliphant introduced the term “Just Pittsburgh” to help describe what he believes are some of the major challenges and aspirations for our community. He sparked an unexpected widespread conversation about what the concept represents and our community’s hopes and ambitions for the future.

Mr. Oliphant wrote in his blog that a Just Pittsburgh would “Open its arms in a wide embrace, unafraid of difference, aware that no person and no community has ever been made less by opening their hearts and minds more . . . It would be intolerant of hiding behind one Pittsburgh celebrated in “best of” lists while letting a second Pittsburgh languish in poverty and discrimination . . . It would care about public health and how its residents are faring, black or white, rich or poor . . . It would value its creative soul . . . It would tolerate the pain and discomfort of difficult conversations with people whose emotions are raw and deep and real.”

Through social media, Mr. Oliphant and the Endowments provided opportunities for the public to brainstorm more ideas. As part of this process, advancing a Just Pittsburgh also has been integrated into the Endowments’ grantmaking as a guiding principle—though the ethics of a Just Pittsburgh have always been at the heart of the foundation’s work even if not previously expressed in this manner.

This issue of *h* magazine highlights examples of initiatives the Endowments supports that reflect a Just Pittsburgh approach to grantmaking as it continues to be refined by the foundation and defined in the community. Included is a preview of a mid-October conference on the p4 framework that the Endowments joined with city officials in publicly introducing last year. The framework seeks to address the region’s challenges and promote a more prosperous future by developing strategies that focus on people, planet, place and performance. The emphasis will be on “people” at this fall’s gathering, which will address issues of social and economic equity so that everyone benefits from the range of efforts to improve the quality of life in the region.

Other stories in this edition of *h* illustrate what philanthropic contributions to a Just Pittsburgh could involve. They do not represent an exhaustive list of the projects that are possible or already underway, but offer a glimpse of the potential that should be further developed. A Just Pittsburgh is a long-term work in progress. As Mr. Oliphant said in his blog post, “If we are willing to dream of a Just Pittsburgh, we can create it—we simply have to want to try.” **h**



In April, The Heinz Endowments hosted a #justpgh Twitter chat to help stimulate dialogue about the Just Pittsburgh concept. People were asked to respond to the question, "What does a Just Pittsburgh mean to you?" The invitation also challenged the Endowments to think more about how to make its own vision for the region better and stronger, particularly in communities seeking renewal such as Hazelwood, below, which is just a few miles from Downtown Pittsburgh. Here are some of the comments from that Twitter conversation.

**@APLUSSCHOOLS** A #JUSTPGH IN PRACTICE MEANS THAT STUDENTS IN OUR MOST VULNERABLE SCHOOLS BENEFIT FROM EXCELLENT TEACHING, PRINCIPALS AND MATERIALS.

**@KARRISMJACKSON** IN A #JUSTPGH ISSUES OF STRUCTURAL RACISM ARE "EVERYONE'S ISSUES."

**@CPGHLOVE** #JUSTPGH GIVES ALL EQUITABLE ACCESS TO HOUSING REGARDLESS OF INCOME OR ZIP CODE. AFFORDABLE HOUSING, LIVABLE, QUALITY, AND SAFE FOR ALL.

**@COALFLDJUSTIC** #JUSTPGH MUST BE A PART OF A #JUST REGION WHERE PEOPLE LIVING IN & AROUND PGH ALL HAVE HEALTHY, LIVABLE COMMUNITIES WITH VIBRANT ECONOMIES

**@DAVETHECFREI** JUST IS WHEN PEOPLE WITH DISABILITIES WILL HAVE THE SAME ACCESS TO ALL OF THE COMMUNITY #JUSTPGH.

**@EECM\_PITTSBURGH** A #JUSTPGH MEANS JOB & EDUCATIONAL OPPORTUNITIES FOR ALL, REGARDLESS OF ZIP CODE OR RACE.

**@UPPRIZE** A #JUSTPGH WOULD MEAN PITTSBURGH INSTITUTIONS AND INVESTORS WOULD SUPPORT STARTUPS THAT IMPROVE LIVES AND BUILD WEALTH HERE.

**DANWOFFORDI** #JUSTPGH MEANS ACCESS TO GREEN SPACE, STORES W/ HEALTHY FOOD & GOOD SCHOOLS FOR ALL FAMILIES; REQUIRES STRATEGIC INVESTMENT & PARTNERSHIPS.

**@PITTSBURGHGWC** A #JUSTPGH MEANS A #HEALTHY VIBRANT COMMUNITY CHAMPIONED BY ALL!

