

# THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

MAXWELL KING  
PRESIDENT

Letters to the Editor  
The Wall Street Journal  
March 11, 2004

To the Editor:

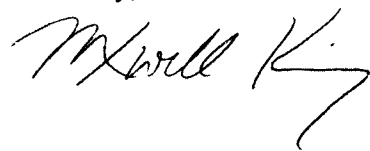
Your allegation ("The Politics of 9/11," March 10) that an organization called September 11<sup>th</sup> Families for Peaceful Tomorrows has received funding from foundations directed by Teresa Heinz Kerry is simply wrong.

The allegation rests on the false assertion that Heinz Endowments funding of the Tides Center for projects in western Pennsylvania is, as you put it in your editorial, "fungible." In fact, by contract, every penny of our support to Tides has been explicitly directed to specific projects in our region. It cannot legally be redirected and is the exact opposite of "fungible."

The Tides Center provides management and administrative services for short-term and start-up nonprofit activities. Foundations from all across the country—many, like Heinz, with strong centrist agendas—use this service to support a wide array of projects. It is no more accurate to suggest that Heinz supports every one of these projects than it is to suggest that a person who contributes to a specific organization through the United Way supports the agenda of every other United Way beneficiary.

Through Tides we have supported programs to test the career readiness of area high school students, protect Pittsburgh's environment and retain young people in our region—hardly an extremist agenda. Contrary to your assertion that these grants are somehow hidden or governed by "private instructions," information about every one of our grants, including those to Tides, is and always has been readily available in our public filings, annual reports and web site. Those resources tell the true story of The Heinz Endowments, which has a long and proud history of upholding the highest ideals of American philanthropy.

Sincerely,



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