



*“Look for the helpers.  
You will always find people who are helping.”*

*—Fred Rogers*

---

The Heinz Endowments / Report 2001

*2001 will be remembered for an epic act of evil.*

*It also will be remembered for countless acts of kindness and courage, compassion and determination.*

*It will be remembered for the helpers.*

*In this report, we proudly celebrate the helpers in our own community, by featuring just a few of the many thousands of men and women whose caring work is supported through the programs of The Heinz Endowments.*

*We are grateful for their efforts.*

## MISSION

**F**ounded more than four decades apart, the Howard Heinz Endowment, established in 1941, and the Vira I. Heinz Endowment, established in 1986, are the products of a deep family commitment to community and the common good that began with H.J. Heinz and continues to this day.

The Heinz 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 generally and the disciplines represented by our grantmaking programs: Arts & Culture; Children, Youth & Families; Economic Opportunity; Education; and the Environment. Our five programs work together on behalf of three shared organizational goals: enabling southwestern Pennsylvania to embrace and realize a vision of itself as a premier place to both live and work; making the region a center of quality learning and educational opportunity; and making diversity and inclusion defining elements of the region's character.

In life, Howard Heinz and Vira I. Heinz set high expectations for their philanthropy. Today, the foundations they established are 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.

# The Heinz Endowments/Report 2001



## CHAIRMEN'S MESSAGES

- 5 TERESA HEINZ  
HOWARD HEINZ ENDOWMENT
- 21 JAMES M. WALTON  
VIRA I. HEINZ ENDOWMENT
- 30 FROM THE EXECUTIVE DIRECTOR
- 34 FINANCIAL SUMMARY
- 35 GRANTS LISTING
- 51 HISTORY
- 52 BOARD OF DIRECTORS AND STAFF

Dear Firefighters,  
I gravely appreciate  
all your work. You have  
done for America. You have  
risked your life to save  
ours. Those who died, died  
for America. You help us,  
we help you, and together we  
help America

Sincerely,  
Dylan & Ful

# “LOOK FOR THE HELPERS”

TERESA HEINZ, CHAIRMAN  
HOWARD HEINZ ENDOWMENT



This child's drawing comes from a public exhibition of artwork near Ground Zero created by hundreds of elementary school children whose schools in lower Manhattan were damaged after the collapse of the World Trade Center towers.

There is a saying in my native Portuguese that translates roughly as, “God writes straight on twisted lines.”

It expresses the hope that human suffering and confusion are not pointless. There is meaning in tragedy and chaos, it suggests; and good may come from even the most brutal acts of evil.

I was reminded of that saying the week after September 11 when I visited the tortured patch of earth in New York City known simply as Ground Zero. All around were the twisted remains of the World Trade Center—crazy hills of concrete and rebar, an exploded moonscape of dust and ash, colossal shards of steel defiantly thrusting upward as if to stab the sky.

Everywhere I looked, twisted forms, twisted lines.

What could God possibly write on lines such as these, I wondered? What good, what meaning, could possibly be found here?

There are probably at least as many answers to those questions as there are people to ask them. For The Heinz Endowments, though, at least part of the answer lies in a compelling reminder of why we do what we do.



*"I get to this point when I'm introducing someone to the work of an artist and my brain is just spinning. It comes from sharing a passion and a perspective that someone didn't have before."*

*—Sarah Williams, artist-educator at The Andy Warhol Museum*

When Tom Sokolowski, director of The Andy Warhol Museum, decided to pursue hosting *Without Sanctuary*, one of the most racially provocative art exhibits in the country, he did so knowing the risks. The success or failure of the exhibit—at its core a collection of 98 postcard photographs of lynchings carried out over a 100-year-period—would depend on how well its artist-educators did their jobs.

This was an exhibit that could open up an important community dialogue around race—or bury any chance of it for another 50 years. The difference would lie in how well the Warhol prepared people for the show and helped them deal with it afterward. This task was taken on by a corps of dedicated artist-educators like Sarah Williams, who were trained to help visitors gain from an exhibit that Sokolowski describes as “sober and disturbing, a show that’s not a pleasant experience.” With help from Sarah and her colleagues, Pittsburghers came to it in droves, validating that people are willing to let art shock them and move them into confronting issues they normally would prefer to leave alone.

Sarah describes the group discussions after the *Without Sanctuary* viewings as “strained and slow” at first. Then, when people realized they were in an environment where they would be encouraged to talk about reaction and personal history, “it really opened up,” she says. “You saw people internalizing a lot of it to a degree that they wouldn’t on their own.”

The Warhol’s willingness to take on exhibits like *Without Sanctuary* is one reason the museum received additional funding from the Endowments’ Arts & Culture Program last year. A primary goal of the program is to use the arts as pathways to promote diversity and inclusion in the Pittsburgh region. The late Senator John Heinz, who was a leader in the effort to bring the Warhol to Pittsburgh, saw it as an important venue for stretching the power of the arts in western Pennsylvania—to better relate the arts to real-life experiences. The Endowments continues to invest in that effort, using the art and influences of one of the 20th century’s most celebrated pop artists as a bridge to understanding important societal issues.

In its special issue on the events of September 11, *Time* magazine observed: “If you want to humble an empire, it makes sense to maim its cathedrals... [The World Trade Center and the Pentagon] are the sanctuaries of money and power that our enemies may imagine define us. But that assumes our faith rests on what we can buy and build, and that has never been America’s true God.”

Nor were the buildings destroyed or damaged on that terrible day our real cathedrals. Cathedrals are a tribute to a beneficent God and a better nature, but it was as these buildings burned and collapsed that such a tribute began to take form. It was in their absence that the true American cathedral revealed itself.

Its outlines were evident from the start, even through the billowing black clouds of pulverized concrete and ash that seemed to swallow lower Manhattan whole. It was evident in the selfless bravery of emergency personnel who rushed in to help—and paid, hundreds of them, with their lives. It was evident in the stricken faces of the firefighters who carried the body of their genial Irish chaplain, killed while administering last rites to the fallen, into a nearby church, laid him on the altar and, with a private prayer, returned to their tragic, heartbreaking work.



*"All at once it can hit you that the student who was just going through the motions a month ago—suddenly, he's made this his own. It's not just clocking in and clocking out anymore. When students make a personal investment, that's a wonderful thing to foster."*

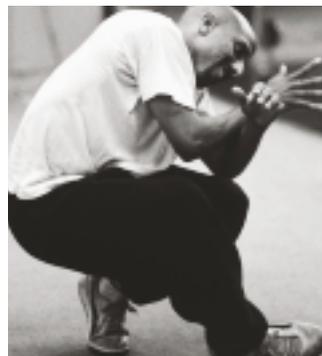
*—Justin Laing, program director for Nego Gato Inc.,  
one of four arts education programs in Youth ArtWorks*

The African–Brazilian art of Capoeira is the kind of cross-cultural experience that electrifies young people. It is everything they love to do rolled into one presentation—sport, dance, theater, music making. The version taught at the Heinz Endowments–funded Youth ArtWorks program is through Nego Gato Inc. and instructor Justin Laing. The 31-year-old University of Pittsburgh graduate also teaches this physically challenging art form at the Miller African Centered Academy, part of the Pittsburgh City Schools, and at the university.

Laing’s helping work is centered on assisting students in improving their skills with Capoeira. But often, the art serves as a convenient transfer station for those who need to open up about issues in critical areas like home life, school performance and relationships. “Many of the students refer to me as ‘Mr. Justin,’ which is a mix of the informal and the formal,” he says. “I like that because I think it says that I play several different roles for them, some deeper than others.”

It’s common for many young people in the Youth ArtWorks programs to find paths into career counseling, academic tutoring and employment opportunities. Nego Gato and the Capoeira classes are part of the larger YouthWorks system, a partnership of Pittsburgh and Allegheny County governments and YouthWorks. The Youth ArtWorks programs have been a recipients of Heinz Endowments funding since 1994 because of the program’s focus on job readiness training, life skills development and job placement for at-risk young people.

Arts programs like Nego Gato reflect one of the most important goals of Arts & Culture funding in 2001: to partner with other Endowments program areas like Children, Youth & Families and Education to make the arts an essential tool in youth development. The program staff also has made it a priority to emphasize arts-centered programs that steer young people away from violence and crime.



Suddenly, there was no race or ethnicity. In images seared into memory, survivors staggered away from the collapsed buildings covered in gray soot—no longer black or white, just people bound by a common humanity. Those who rushed to the scene didn’t question the color of a victim’s skin or the religion of the person next to them. They came in droves and they stood together; they formed human chains carrying away debris in small buckets; and they listened for signs of life, any life, because suddenly that was what mattered, the only line they cared about, the line between the living and the dead.

In the hours and days that followed, New Yorkers gathered in cafes and on street corners all around the city simply to share this ordeal with their fellow human beings. As near to Ground Zero as he could get, a street musician plied his trade and grateful rescue workers thanked him for helping them to remember, for the first time in days, that beauty still exists.

All around the country, it was the same. Americans gathered in restaurants and bars, indoors and out, wherever a gathering place existed to bring them together. They came together to pray in churches, synagogues and mosques. They found solace in each other and in God, and they looked for beauty—and found it—in their parks and performance halls.



*"I'm a blue-collar basic skills teacher, and I have 17 weeks to take somebody who isn't at that level and make them blue-collar competent and blue-collar dependable. If you've ever seen these guys on the job, then you know how important they are to our economy. 'Blue-collar' is really saying something."*

*—Louis Pavsek, machinist instructor in Manufacturing 2000, a regional job training program*

In all his 15 years of teaching entry-level machinist skills at area vocational–technical schools, Louis Pavsek has never understood why the craft is so often overlooked as a career. “Nearly every item we touch on a daily basis, from the car steering wheel, to the machinery in the elevator, to the pen on the desk, is made by a machinist,” says Pavsek. “The jobs are out there. Companies are desperate to hire but they can’t find skilled workers.” The Manufacturing 2000 program recognizes that skilled labor gap and employs helpers like Pavsek, who teaches a basic machinist course at Steel Center Vocational-Technical School in Clairton, to fill it.

The program is one of several under New Century Careers, a non-profit group working with southwestern Pennsylvania companies to design job training classes that will provide a dependable flow of skilled workers. The goal of Manufacturing 2000 is to identify underemployed workers who test well in basic math and mechanical ability. Candidates sign up for an intensive four-month training course that includes a mix of classroom work and factory floor experience. More than 125 companies have signed on to help underwrite program costs; trainees have most of their expenses paid.

Manufacturers also join together for job fairs, and many students receive job offers before they’ve graduated.

“Most of these students are very trainable; they’re hungry to learn,” says Pavsek, who has taught 11 classes since the program began two years ago. “But the hardest thing to teach is the work ethic—showing up on time, taking initiative, those kinds of skills. We’re all very careful about the standards.” As a result, there are impressive retention statistics: an average 70 percent graduation rate, a 75 percent immediate job placement rate and only a 2 percent wash-out rate on the job. “There’s a terrible misconception about manufacturing as a worthy career in this community and many others,” says Pavsek. “And if we don’t change the attitudes, local companies are going to move to where they can find the skilled workers.”

New Century Careers has received significant Heinz Endowments support because its mission reflects one of the long-term strategy goals of the Economic Opportunity Program: to help provide a technically skilled, experienced workforce that will meet employer needs.

“People want theater and opera and dance even more than before,” one artist observed in the *New York Times* a week after the attack. “It has to do with declaring that you’re not alone, you’re not lost, you’re not defeated and you’re determined to carry on.”

There were ugly notes, of course; there always are. Hate crimes against Arabs and Muslims increased. To the nation’s lasting credit, though, leaders in all sectors of American life decried the spread of intolerance. And, in towns across the country, neighbors reached out to each other, offering protection and support to those whose manner of worship or style of dress might make them a target for abuse.

A popular e-mail in the days following the attack had this to say to the terrorists: “Well, you hit the World Trade Center, but you missed America. You hit the Pentagon, but you missed America. ... Why? Because of something you guys will never understand. America isn’t about a building or two... America is about an IDEA.”

That is emphatically true. But the idea of America does not reside in a vacuum. It does not spring whole from the history books.



*"Most of our brilliant medical researchers have never been exposed to the commercial aspects of the biotech industry. But at the end of the ten-week class, most of them can't wait to start. That's the first measure of success."*

*—Carolyn Green, director, Limbach Entrepreneurial Center,  
University of Pittsburgh Cancer Institute*

In 1999, the pipeline that carries technology from the academic research laboratory to the marketplace pumped nearly \$40 billion into the U.S. economy. For years, Pittsburgh universities and start-up biomedical teams have been among the top-ranked in the nation in research activity and federal funding. But the region has yet to be able to break into the Top-10 ranks of numbers of commercial licenses for new technology.

Working to accelerate the translation of research dollars into a booming biotech economy are the helper-administrators at the Limbach Entrepreneurial Center at the University of Pittsburgh Cancer Institute. They recognize the potential for enormous job creation and quality of life improvements in southwestern Pennsylvania when business-educated faculty can participate in a more productive technology transfer process.

Cancer Institute director Dr. Ron Herberman realized early on that Pittsburgh was missing a critical link in the technology transfer pipeline. There was no cross-disciplinary sharing between researcher-scientists and entrepreneur-venture capitalists. From the medical research side, he spearheaded the creation of the Limbach Entrepreneurial Center and is now entrusting its

director, Carolyn Green, a management veteran in technology transfer-based industries, to make scientists comfortable with business start-up basics.

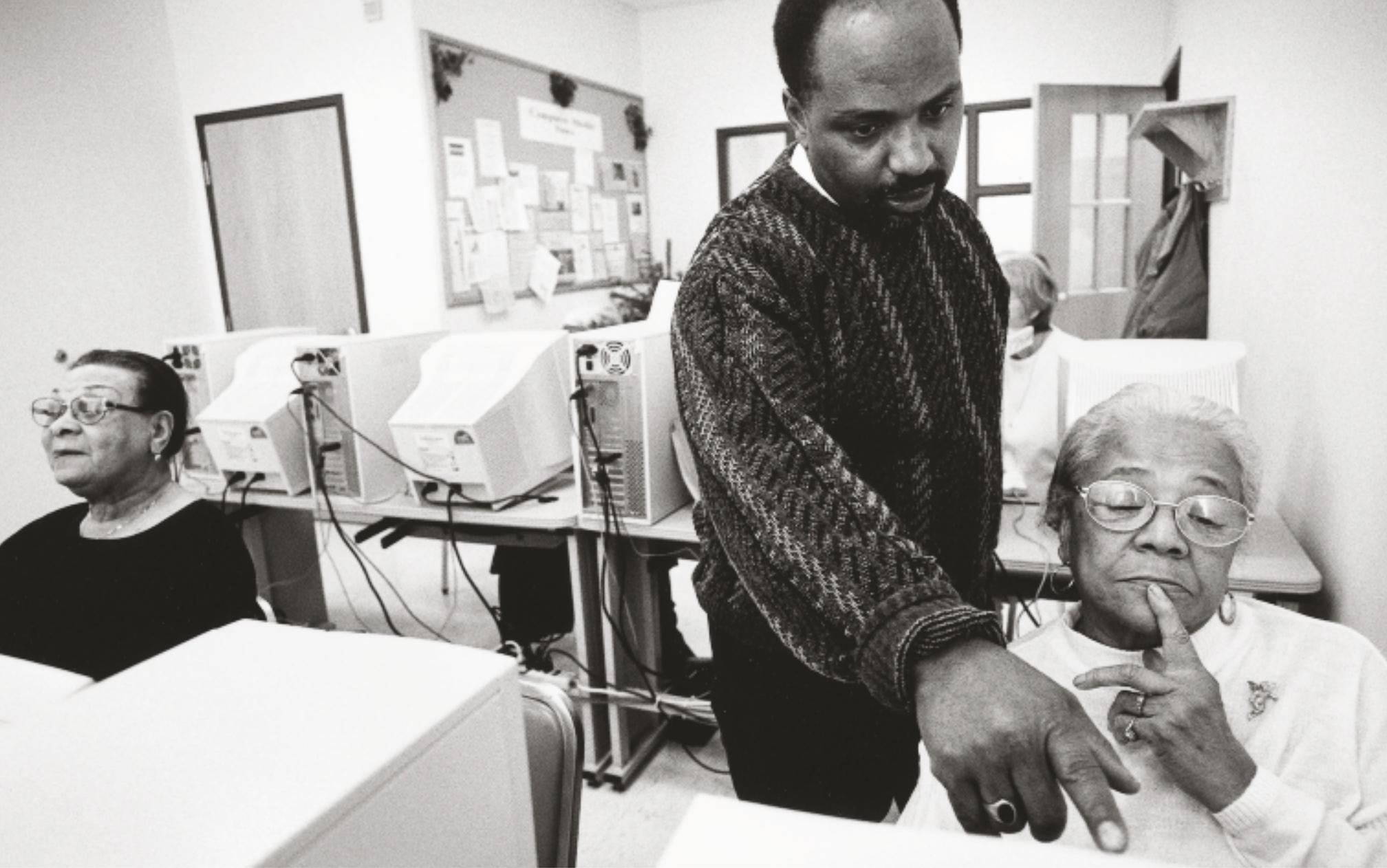
“This program was designed in cooperation with the Katz Graduate School of Business, which delivers a quality program that is aimed specifically at meeting scientists’ needs in this area,” says Herberman. Seminar graduates go back to academia with a much better understanding of the market realities that influence commercial success.

“The ultimate goal is to help scientists understand the necessity of the economic model that drives inventions into the marketplace,” says Green. “This level of understanding helps scientists to be thinking early in the process about the business applications of their work.”

By creating entrepreneurial partnerships between business school educators and researchers, the Limbach Entrepreneurial Center fits directly into one of the key grantmaking goals of the Endowments’ Economic Opportunity Program: to encourage universities and academic professionals to find effective ways to bring research advances into the region’s economy.

The place where it is daily nurtured and given form—the physical cathedral that celebrates and animates it—is community. Not community in some mushy and abstract sense, that vaguely pleasing concept that gets trotted out at convenient moments; but the diverse, gritty, human community we saw at work in New York City and elsewhere in the days following September 11.

Three days after the attacks, Fred Kent, president of Project for Public Spaces, wrote: “All over New York City, people are gravitating to public places. . . . All of these people, all of these places, help us to re-affirm the value of public life in the face of such overwhelming violence. The need to gather, to share stories, to celebrate, protest and grieve in a common place is basic, human and universal. We must continue to allow—and encourage—the diversity, culture and commerce of the United States to thrive in healthy, livable cities, markets, parks and neighborhoods. . . . We must come together on common ground to re-establish our communities as the foundations of a civilized, compassionate society.”



*"I tell these seniors that just by walking in the door they've overcome a big myth that older people are not capable of learning new technology. I don't know where that comes from, but six weeks later, some of these 80-year-olds are out there astounding their grandchildren. That's what I'm here for—to destroy the myths."*

*—Milton Nance, computer instructor, Vintage Learning Center, East Liberty*

In the spring of 1999, his first year as the lead instructor of introductory computer classes in the Vintage Adult Care Center in East Liberty, Milton Nance came face to face with his third-grade teacher, by then in her 80s, sitting at one of the student desks. “She was primed and ready to go, and I was the one who was intimidated,” Nance remembers. In an era when new information technologies are making their way from research lab to the marketplace at a breathtaking pace, the traditional student–teacher lines are being blurred. “If we do this right, I’m spending as much time being a student of new technology as I’m spending in the classroom instructing,” says Nance, who works days at Vintage and nights as a customer service representative at the *Pittsburgh Post-Gazette*.

The four- to six-week computer courses range from learning basic skills to using the Internet for personal health care management. Computer learning for seniors is just one part of a statewide project, *Technology, Communications and Community*, run by the Pennsylvania Humanities Council and expanded in recent grant-making from the Endowments’ Education Program. The goal is to provide technology education

opportunities for groups traditionally left out of this critically important education stream. The Council has offered special outreach programs for seniors and for residents in rural communities and economically disadvantaged neighborhoods. In all, 23 communities in western Pennsylvania are being served by the program. Beyond adult senior centers, the classroom and lecture sites include local libraries, municipal buildings and cultural centers. In the pilot program, also funded by the Endowments, council staff worked with each community to design courses that related directly to local needs. In Greene County, for example, the program was directed toward using computers to improve student achievement in local schools.

The multiple-year funding for *Technology, Communications and Community* is one part of the Education Program’s effort last year to support programs that forge new learning paths into communities often blocked from traditional educational opportunities. Grantmaking also has focused on programs that can effectively deliver learning during nontraditional school hours.

Healthy, livable communities in the past have been—and in the future must be again—the essence of America’s true cathedral. That cathedral is shaped by schools and families that convey the values of this land to its young people and give them the skills and knowledge they need to believe in themselves and in the dignity of others. It is given form by policies and practices that open wide the doors of opportunity and deliver on the promise that all may enter regardless of their gender, their race, their ethnicity, their differences.

It is given life by places of worship freely attended that uplift the human spirit and comfort the aching heart, by cultural institutions that send our imaginations soaring, by parks and open spaces that celebrate the natural world, and by the gathering places where we come together as a common people. It is born, in other words, from real and tangible things—institutions, policies and places that we can either shape or ignore, strengthen or weaken, to our benefit or peril.

The health of the cathedral, and of the idea it celebrates, is up to us.

Appearing on public television shortly after September 11, my friend Fred Rogers was asked how adults could help children cope with the terrible news and images suddenly spilling from television sets into their homes and lives. Fred replied that, when he was a child and would see frightening news photographs, his mother would tell him, “Look for the helpers. You will always find people who are helping.”



*"I appreciate what you're saying, Sharon—sometimes that old line about sticks and stones breaking bones but names never hurting isn't going to wash. Names do hurt, don't they, class? So, let's talk about what Sharon can do with that anger. O.K. Lots of hands. Yes, Troy first. Then Kayla and Jimmy..."*

*—Maggie Lewis, fifth-grade teacher at Martin Luther King Elementary,  
leading her class in "Different and the same," an anti-prejudice course*

The 22 students in Class E-6 at Martin Luther King Elementary sit transfixed in front of a large TV as a video titled *Sticks and Stones*, one of a series from the *Different and the Same* program, introduces that day's lesson with the use of colorful puppets and clever dialogue that make concepts like "prejudice" and "bigotry" safe topics for discussion.

In this episode, young Cat-a-lion is having a flashback to a scene on the school playground when he was called "Mophead" by his classmates. Later, Ms. Chung, the school principal, introduces a new student, Arthur, who looks different from many of the other puppets. Several puppets welcome him warmly, but Cat-a-lion tries to get others who look like him to make fun of Arthur's differences. When they refuse, Cat-a-lion decides to do it himself and causes Arthur to cry. Ms. Chung overhears the mistreatment and questions Cat-a-lion about his mean behavior. He tells her about the insults he's suffered, his feelings of being a "scaredy-cat" and how making Arthur feel bad makes him feel better—but only for a while. Ms. Chung tells Arthur about her childhood experiences as a Chinese-American and being called horrible names. Cat-a-lion realizes he has not been fair and resolves to make it up to Arthur.

The *Different and the Same* program was created in 1992 with a Heinz Endowments grant that developed the video series. It was

designed to reach young people beginning in the first grade, before they begin internalizing prejudicial behavior, and to continue building at each level until junior high school. The goal in each year is to help children recognize, discuss and prevent bigoted behavior. The program has proven so successful that school districts and youth groups in 47 states are teaching it. There has been widespread participation in southwestern Pennsylvania in the Pittsburgh City Schools since 1995 when the program was field tested, certified by an advisory board of elementary education and child psychology experts and then introduced to teachers.

"With a program like this, the kids feel very comfortable responding, and they even challenge one another a little bit," says Lewis, an elementary school teacher for 24 years. "This is a very powerful teaching tool, but it has to be, because so many of these kids are getting the opposite messages at home."

*Different and the Same* is one of a series of efforts in last year's Children, Youth & Families Program strategy that commit to the earliest possible intervention with children to develop better learning and socialization skills. Hundreds of helpers like Maggie Lewis in dozens of programs benefiting from CY&F funding have been provided with tools and training to help children realize their full potential.

That spirit—so real and so American—is both the glue that binds community and the most valuable product of it. At its best, ours is a nation of helpers. Some wear the uniforms of fire, police, rescue and military personnel, and the honor they have received since September 11 is well-deserved and long overdue. Some are like the doctors, nurses, counselors and paramedics I met at Pier 94, amazing men and women working around the clock to help anyone who needed them.

Others have no uniforms. They are professionals who contribute their services to charitable organizations. They are volunteers who offer their time to work in a homeless shelter or serve on a community committee. They are people who stand in line to give blood or write checks higher than they can afford to aid individuals and families they have never met. They are the millions of Americans who go out of their way each and every day to help their communities become better places.

And they are the stuff of which the living American cathedral is made.

There has been a great deal of discussion about what Americans can do to help our country move forward in these anxious times. Much has been made of what we can buy and spend to keep our economy going and people working. But just as pertinent is what we can continue to *give*—in the way of our time, our energy, our ideas, our help. Our response will decide our fate as a nation.



*"Our challenge is to help create the conditions that allow the community to imagine how the rivers can define Pittsburgh's sense of place. It's all about the space that will be created in the fusion of private and public domains around the waterfronts."*

*—Lisa Schroeder, managing director of Pittsburgh's Riverlife Task Force*

When Lisa Schroeder (on left) moved in December from deputy to the top staff job for the 42-member Riverlife Task Force, there were a lot of calls and e-mails that began with “Congratulations,” and ended with “I think.” It’s not an easy job directing a group made up of the region’s most powerful leaders. There is the daunting charge from Mayor Tom Murphy, the convener, to come up with development and design wonders around the rivers. There are the daily pressures from determined stakeholders, impatient reporters and a distracted public.

But the headaches involved with implementing one of the most ambitious regional planning visions in the country pale in comparison to the ultimate satisfaction. “I love this job because we’re helping to reshape the waterfronts with such wonderful attention to design and people use,” says Schroeder, “that the rivers are becoming *the* guiding metaphor for Pittsburgh and the surrounding region. I feel like I’m getting another graduate school education with some of the best minds in the country.”

The shaping of that vision by the task force, a process underwritten, in part, by The Heinz Endowments, has resulted in the creation of a blueprint for Three Rivers Park, a ten-mile-long “grand urban river park,” as master planner Alex Krieger describes it. The new park would extend from

Pittsburgh’s fabled Point and move uninterrupted along the Ohio, Monongahela and Allegheny Rivers, encompassing more than 200 acres of developable land and water. Bringing private development together with public interests under a uniform set of principles, the plan envisions a broad range of waterfront uses—from marinas to office buildings to restaurants, sports stadiums, a newly built convention center and public trails. “This park will finally do justice to the unique asset represented by Pittsburgh’s three rivers,” says Schroeder, “and give people a vibrant new center of urban life.”

Three Rivers Park has the potential to transform the way Pittsburghers view themselves and the way outsiders view the city. The Endowments’ ongoing support for Riverlife and its vision is part of the foundation’s emerging Civic Design initiative, a multi-program agenda to support design projects that move our region toward becoming a more beautiful, environmentally sound and economically competitive place. The initiative is in keeping with a Heinz Endowments tradition that dates back to the foundation’s role in creating Pittsburgh’s Cultural District, a downtown arts district where high design standards are helping to reinvent the city’s urban core.

“The terrorists are trying to break down the fabric of the U.S.,” Jordan’s King Abdullah warned the *Times*’ Thomas L. Friedman in the days following the attack. “They want to bring down what America stands for.”

For us at The Heinz Endowments, September 11 and its aftermath underscored the importance of our work to support community. As long as America continues to build strong communities—diverse places that dignify people and their varied aspirations as human beings—the terrorists will fail.

We will remain a nation of helpers, with open hearts and heads held high. Not immune to life’s twisted lines, but able, together, to smooth them out—to find some sense of God’s straight writing within. The American idea will continue to survive and prosper, and it is to that ultimate goal that we dedicate our work.

*Teresa Heinz*

E-6

### Classroom Philosophy

We believe that everyone should be treated with respect and not to take our pain out on other people.

When we hurt someone, we hurt everyone. We should treat others as we would want to be treated.

We believe that we should treat people the way that we want to be treated. We think we should do things

equally and not separate everyone. All people are special in many different ways, but no one is perfect.

We believe that if we don't know someone, we shouldn't judge him or her by the way that they look.

We believe that all people should be treated fairly.

We believe that people shouldn't tease or judge other people by the way they look. We can prevent prejudices by taking the time to stop and think before we react to someone else's hurt feelings. We should increase the peace and try to get along with one another because we know everyone likes to have lots

of friends.

We believe we should not hurt others just because we are hurting. We believe that words hurt just as much as sticks and stones do.

Kayla Leake

Amy Jackson

Jiana Holiday

Naval Bone

April Davis

Devin Brown

Brandon Moore

Kevin Smith

Miranda Weismantle

Nico Niram

Jimmy Sevcik

Ernest Hardman

Shameal Mitchell

Eric Williams

Alicia Walker

Shamirra Fowler

Mrs Carter

Steph Hagan

Mrs Lewis

Valerie Diggs

Shamarra Naylor

Asharon Kenney

This "Belief Statement" was written and signed by an entire class of sixth graders in Martin Luther King Elementary School on Pittsburgh's North Side. The project follows a lesson from *Different and the Same*, an anti-prejudice curriculum described in detail on page 17.

# A FINER SENSE OF MISSION

JAMES M. WALTON, CHAIRMAN  
VIRA I. HEINZ ENDOWMENT



Last year, in our *Report 2000*, we posed a question for our region to consider as it navigates what may very well become known as Renaissance III, a third great period of renewal and reinvention in a town that helped to pioneer the concept. The question was this: What sort of community do we want to create?

The apparent simplicity of that inquiry is deceiving, as we learned at The Heinz Endowments when we made it the focus of our own strategic planning effort during the past two years. The question can be answered in so many ways that agreeing on a manageable number of meaningful responses is difficult. In our case, it challenged us—as we hoped it would—to identify the values that we hold most dear and that we regard as most critical to the future of this particular community.

For instance, quite often in our deliberations, cities such as Boston or Seattle would be cited as examples of places we should want to emulate. But then we would ask: Emulate in what way? Certainly, we aspired to the energy and vibrancy of such places, the buzz that seems to animate their streets and light up their reputations.

But what about the working families who can't afford to live in cities like San Francisco or Boston anymore? And what about the rampant, landscape-gobbling growth of metropolitan areas like Denver and Atlanta?



*"If science teachers don't start addressing what students are interested in and helping them answer their own questions, we're going to be killing their curiosity. And if we do that, we'll be losing a lot of good scientists."*

*—Dr. Barbara Manner, professor of geological science,  
Duquesne University; scientist in residence, ASSET Program*

Duquesne University Science Professor Barbara Manner (center) could have gone to any number of exotic locales around the world for her year's sabbatical from teaching, but she surprised some of her colleagues when she chose a challenging project just a few miles from campus. Last year, she was a resident scientist working with high school science teachers in the suburban Pittsburgh offices of ASSET, the Allegheny Schools Science, Education and Technology Program, to teach them a new way of engaging students in science learning.

Based on a pilot effort begun by the Bayer Corp. in 1992, the ASSET teaching method has since grown, with the help of funding partners like The Heinz Endowments, to include 34 of Allegheny County's 43 school districts, as well as 35 school districts in eight surrounding counties in western Pennsylvania. The program has reached some 90,000 students, and has been cited as the primary force in how the region's fifth graders bested their peers in the United States and several European countries, equaled those in Japan and were just behind top-rated Singapore and Korea.

Much of that success can be traced to how well more than 2,500 teachers have accepted the collaborative approach to science learning that is at the heart of the ASSET program. "There's a huge transformation that's required from a teacher who has been used to dispensing a lesson plan based on textbooks, worksheets and tests," says Dr. Manner. "The ASSET method makes the teacher a facilitator or a guide. The teacher leads the student down the path that will help him or her arrive at an answer to a problem."

Not only does this approach motivate students, it prompts them to understand the value of mastering analytical, mathematical and organizational skills. Students learn the value of cooperation and teamwork in solving problems they care about. Increased support from the Endowments last year will provide for the testing of new curricula that will integrate the scientific inquiry method with student explorations of natural and built-in environments.

ASSET embodies the long-term strategy of The Heinz Endowments' Education Program, which is to encourage innovative teaching methods that will motivate young students to learn better, learn more and apply their learning to the world around them.

Was our challenge really as simple as mimicking the perceived gains of other regions? Or did we have something else in mind for our community?

In a way, it may seem naive to worry about such things at a time when, as the 2000 census revealed, our region's population is aging and its numbers declining. But this is precisely the moment to focus on the future. Southwestern Pennsylvania is already in the process of aggressively reinventing itself, already implementing decisions about how to reposition itself for the years ahead.

If we are not asking ourselves right now where we want to go as a community, then our range of options will dwindle with every passing day. Land that might have been preserved will be consumed; high-profile development projects that might have been inspiring in their design will be mediocre or worse; natural resources that might have been protected will be lost; people who might have shared in the expansion of economic opportunity will be left behind. Deciding what sort of community we want to become is the defining challenge of the present—not of some distant future.

At the Endowments, we ultimately settled on three answers to this question about the sort of community we want to help create. The first is that our region should embrace and realize a vision of itself as a highly successful place both to work *and* to live. It should be home to what David McCullough has called "big work,"



*“There is a special satisfaction in helping a region with our history get on the national map as a model for green design. You work project by project, from architect to engineer to contractor to chief executive. The best sign of success is when they start calling us for advice on their next green project.”*

*—Rebecca Flora, executive director, Green Building Alliance*

One of the principles guiding staff at the Green Building Alliance is that if an environmentally focused building movement can flourish in Pittsburgh—once known as the Smoky City—it can succeed anywhere in the country. Through the efforts of scores of building professionals, the Alliance is creating healthier, more livable homes and workplaces by winning over private developers in southwestern Pennsylvania.

The organization, headed by Rebecca Flora, who is also a board member of the U.S. Green Building Council, seeks to promote sustainable site planning, development and operation practices. The end goal is to see significant increases in buildings that minimize impact on the environment while improving overall building performance.

As a result of the Alliance's efforts, Pittsburgh has been lauded as a national leader in “certified green” buildings, including the country's first environmentally conscious convention center, a financial operations center,



architectural offices and a food bank warehouse. “What we try to do from the beginning in each of these projects is to educate the owner, then supplement existing project teams with appropriate expertise and assistance,” says Flora. “And the team works to make it as smooth an experience as possible for the building owners, who are willing to be what I refer to as ‘green champions.’”

The Alliance was created several years ago with support from The Heinz Endowments. “Teresa Heinz was a real pioneer in this field when she had her family office and family foundation space designed as an entirely green office,” explains Flora. “One of the things that she and the Endowments realized coming out of that experience was the need for an organization that could help designers and builders see the merits of following in their green design footsteps.”

That remains the goal of the Endowments' continued support for the Alliance—to ensure that other green building project grantees and regional developers have a first point of contact for technical expertise and resources. Flora and her team offer that point of contact, and in the process are helping to encourage a thoroughly integrated approach to development of the built and natural environments.

work that matters and that provides a region and its people with a deep sense of pride and relevance. But at the same time, the region should offer a distinctive quality of life. It should be rich in cultural and natural amenities, and protective of its environment and its natural beauty.

Increasingly, this convergence of “big work” and quality of life is how Americans are judging and choosing their communities, and it should be central to our ambitions as a region. As a practical matter, this is a strategy to attract and retain knowledge workers, the most mobile members of America's workforce and increasingly the most sought-after. In that respect, it is a formula for ensuring our continuing economic viability as a region.

But it is also fundamentally and inherently right, a vision of community as serving the whole person: both our need for meaningful work and our need for a rewarding life outside of work. This has been a core value for generations of the Heinz family, none more so than Vira I. Heinz. Her passionate support for the arts was not simply a matter of personal enjoyment; she was motivated by a deep conviction that culture was essential to a well-rounded life.

Our second answer about the sort of community we want to help create is that Pittsburgh should be a center of learning and educational excellence. Truly great communities are about more than jobs and



*"People drive by one of these urban gardens and a great feeling comes over them. It can be on one of the worst streets of the city and the impression is going to be that this is a neighborhood that cares. It's one of the richest community-building experiences I can think of."*

*—Kitty Spangler, community garden steward, Lawrenceville*

The stretch of land known as the Doughboy Square Community Garden in Lawrenceville is a strange shape—151 feet long and 15 feet wide—thanks to sporadic development forces that have created an open field in the midst of one of the busiest neighborhoods in the city. Surrounding the plot are office buildings, antique shops and one of the most successful townhouse projects in the region. But what thrills Kitty Spangler about the location of the community garden she captains with about two dozen volunteers is its showcase status across from the bustling intersection of Butler Street and Penn Avenue.

“People drive past this all day and they just love it. If they see us working, they honk and roll down the windows and tell us how beautiful it is,” says Spangler. “And we yell back, trying to talk them into putting in a couple of hours.” Every growing season, a few drive-by gardeners do end up returning after they’ve finished their errands, she says. And why wouldn’t they? Rows of black-eyed Susans and blue coelestinums, packed in around Russian sage, do have a way of catching the eye, says Spangler, a painter and four-year resident of Lawrenceville who’s going into her second year as community garden steward.

The Doughboy Square garden is one of some 35 sprouting around the city, thanks to volunteer helpers like Spangler and management

strategy through the Green Neighborhood Initiative. Groups like the Western Pennsylvania Conservancy, Conservation Consultants Inc. and The Heinz Endowments have come together through the Initiative to find innovative ways to bring sustainable development principles to city neighborhoods. The community gardens program fosters neighborhood cohesion, allowing residents to come together around a common goal. “Gardening supersedes gender, race, economic status—just about any dividing line you can think of,” says the Conservancy’s Josie Gaskey. “There is a place for every person in one of these projects.” In addition to bringing people together, the gardens help define the character of the neighborhood. They serve to fill in embarrassing gaps in neighborhood streetscapes; they provide inexpensive landscaping around parklets and memorials; and they offer positive impressions in neighborhoods weighed down by bouts with crime and economic downturns.

The Green Neighborhood Initiative is a key component of the Environment Program’s long-term funding strategy that seeks to provide city neighborhoods with the resources to improve living environments—from flower beds to energy-efficient housing—so that urban Pittsburgh is a premier place to live and work.

amenities; they are also about the future. They prepare their children for school, educate them well and help them keep their skills current as adults. They do not guarantee success in life, but they do try to guarantee real opportunity—and not just for a few, but for all.

In that same spirit, our third answer is that diversity and inclusion should become defining elements of our region’s character. More than ever before, today’s truly successful regions are not built on a homogenous base. They are increasingly diverse, or at least open to becoming so. They value and cultivate the skills and potential of all their residents—young and old, black and white, Hispanic and Asian, well-off and struggling. This was the ethic that, a century ago, built Pittsburgh; it should be our ethic again.

These, then, are the three shared goals toward which we have decided to work as a foundation. We want to help create a region that prospers through a simultaneous emphasis on quality of work and quality of life, that is committed to equipping all its citizens with the knowledge and skills they need to succeed, and that benefits from and embraces the many contributions of a varied populace.

These goals are in no way replacements for our five grantmaking programs. They are, rather, a tool to help those programs work together in new ways and with an even finer sense of shared mission. They also provide a standard against which we can measure our



*"For African-Americans—especially for women—rowing has been stigmatized as elitist, and that's a shame. There's an incredible precision in teamwork...incredible self-confidence you can build from pushing yourself beyond what you thought you could do."*

*—Robert Chambers, director of community programs, Three Rivers Rowing Association*

When Robert Chambers joined the Three Rivers Rowing Association staff to manage its diversity initiative, he already was well acquainted with what it means to be a helper with young people and sports—especially involving African-American girls. His front-line work includes developing the first City Basketball League for the Salvation Army in Pittsburgh, starting a Holiday Basketball Tournament for youth at risk for gang involvement and being the first coach to introduce academic achievement and awards incentives to Little League Football in the city.

With all that grounding in sports with heavy African-American participation, Chambers' decision to move into rowing, where he had little experience, raised some eyebrows among friends. "They'd say, 'What are you doing over there? That's a white sport.' And I'd say, 'Well, not anymore.'"



When he convinced some of these critics to watch how well young women used their teamwork skills and excelled at the sport, then they understood. "This is the perfect mix of learning about yourself, testing yourself and learning about how you deal with others," says Chambers.

The Three Rivers Rowing Association is at the midpoint of a three-year support grant designed to offer competitive and recreational rowing to groups traditionally distanced from the sport. The special outreach to African-American youth and girls was a critical part of Children, Youth & Families grantmaking last year. The overarching goals in this program are to encourage diversity but also to encourage recreational use of the rivers as part of the planning strategy of The Heinz Endowments-funded Riverlife Task Force.

progress and hold ourselves accountable as an institution. And they reflect our desire to help create the sort of healthy, resilient and complete community that Teresa Heinz describes so eloquently in her opening message.

We have no illusions about how challenging these goals are, or how lofty they might sound. We do not imagine that Pittsburgh can become some mythical "city on the hill," gleaming with social perfection. That place doesn't exist, here or elsewhere.

But our town, our region, certainly can become that rare community that succeeds by valuing what is right and best about itself. In the end, we cannot and should not seek merely to emulate Boston or Seattle or any other place; learn from them, yes, but not copy them. Instead, we should seek to become the best possible version of what we uniquely are: Pittsburgh.

To do so, we must be willing to hold in our minds and in our hearts an image of this region not as a marginally better place, but as a genuinely great place. That, it most assuredly can be.

James M. Walton

MAXWELL KING  
THE HEINZ ENDOWMENTS



## FROM THE EXECUTIVE DIRECTOR

Excellence has been a cornerstone of The Heinz Endowments' grantmaking philosophy since Howard Heinz founded the first of the endowments in 1941. Howard's father, H.J. Heinz, the founder of the H.J. Heinz Company, famously described his success as the result of striving "to do a common thing uncommonly well." While certainly neither H.J. nor his son ever saw philanthropy as "a common thing," they nonetheless had high expectations for their philanthropic activities.

As symbolized by such enduring signature projects as the Sarah Heinz House and Heinz Memorial Chapel, they had high expectations for their community as well. Even as they participated in making Pittsburgh a dynamic center of entrepreneurship and innovation, they understood that economic vitality alone was not sufficient to make their community truly great. They envisioned a place whose economic goals were matched with a caring heart and a respect for the varied needs of the human soul. This was a vision very much shared by Vira I. Heinz when she founded the second Heinz family endowment nearly a half-century later.

In 2001, the Howard Heinz Endowment turned 60, and the Vira I. Heinz Endowment marked its 15th year of active grantmaking. In the spirit of our founders, the boards and staff of the Endowments took the occasion of these anniversaries to examine our commitment to excellence and its implications for our mission in a new century.

We began by listening. We surveyed civic leaders, funding partners and our grantee community, including organizations that had been rejected for funding, to get their objective take on our performance and priorities. During a yearlong series of planning retreats and meetings, we challenged our staff and board members to define what they believed our common agenda was currently and what it should be in the future. And we revisited the strong Heinz family values that have guided this institution since its inception.

*Excellence  
has very specific  
implications.*

*No community  
exists in isolation,  
and no one region  
has a monopoly  
on good ideas.*

We also reminded ourselves of how our responsibility as a foundation has evolved and grown over the years. Throughout the entire first decade of its existence, the Howard Heinz Endowment made just under \$3 million in grants; as detailed in this report, in the year 2001 alone the grantmaking of the combined Heinz Endowments exceeded \$55 million. Ensuring that this money is well-spent, in a way that is simultaneously consistent with both the wishes of our founders and the needs of our community as it exists today, was a top priority in our deliberations.

This process underscored that, for us as a foundation, excellence has very specific implications. It means having a clear focus, insisting on performance and results, being adamant about learning from success and failure alike, and setting high standards for the outcomes we seek.

With these criteria in mind, we took six specific actions this year to guide us in our future work:

First, we reaffirmed the Endowments' historical commitment to our region. In doing so, however, we recognized a need to state that commitment even more affirmatively. Whereas previously we have described our mission simply as to improve the quality of life in southwestern Pennsylvania, today we see that as insufficient. Our region faces many sobering challenges, but it can overcome them only by aiming high. The goal for our region should not be just to improve, but to *thrive*—and to do so as a whole community, one that prospers economically but also ecologically, educationally and culturally.

Second, we acknowledged the importance of occasionally stepping outside our region as circumstances merit. No community exists in isolation, and no one region has a monopoly on good ideas. Strategies to inform public policy or to learn from highly informative and innovative programs necessarily require a broader scope. While our primary focus is regional, therefore, we nonetheless need to go where the work takes us. This means that, as we have in the past, we will continue to support exemplary statewide and national grantmaking where it seems appropriate.

Third, in a similar spirit, we reaffirmed our commitment to using southwestern Pennsylvania as a laboratory for the development of solutions

*Foundations,  
in addition to being  
engines of change,  
must also be engines  
of learning.*

to challenges that are national in scope. This enhancement of our mission was originally set forth more than a decade ago by Senator John Heinz during his tenure as chairman of the Howard Heinz Endowment. Well before the idea gained its present currency, he argued that foundations, in addition to being engines of change, must also be engines of learning. By documenting and sharing the lessons it learns, a foundation such as ours can greatly extend its reach—and we embrace that as a goal of this institution.

Fourth, we agreed that this notion of information gathering and dissemination was so important that it deserved an explicit place in our mission. In addition to working to help our region prosper, therefore, we also see a responsibility to advance the state of knowledge and practice in our fields of emphasis. We want our funding and the insights it produces to contribute to a growing body of information about approaches that work—and those that don't—in bringing about desired change.

Fifth, consistent with this emphasis on learning and accountability, we decided to strengthen our commitment to evaluation. This is a challenging area for foundations, given that our “bottom line” is so much more difficult to measure than in the for-profit world. But we, along with a growing contingent of our peers, are actively examining how to set more specific expectations for our work, measure our progress against them, assess the viability of our strategies, understand the impact of our grantmaking, and use all of this information to improve how we and the field do business in the future.

Sixth and finally, we identified and began pursuing the three cross-cutting, organizational goals described by Jim Walton in the preceding message. These goals express the extraordinary values of the Heinz family, as well as the profound faith of The Heinz Endowments in this region's capacity to excel. As Jim points out, these goals are ambitious—they set a high bar for our region and for every organization involved in shaping its future—but we believe rightly and necessarily so. If there is one clear mandate for southwestern Pennsylvania in the years ahead, it is performance. The opportunity for our community to flourish anew is real, but opportunities must be met, not merely received. Only by setting bold targets, and then holding ourselves

*If there is one  
clear mandate for  
southwestern  
Pennsylvania in the  
years ahead,  
it is performance.*

*Pittsburgh is a  
proud community  
with enviable  
strengths, laudable  
assets and—if we  
can but choose it—  
a bright future.*

accountable for reaching them, will our region be able to make the most of the chance it has been given.

There is nothing obvious about this in a community that has been dealt the blows that Pittsburgh has in the past 20 years. Like many regions with a proud past rooted in an industry long since gone, it sometimes seems we have a better sense of who we once were than of who we now are or may yet become.

Too often, it seems that has translated into depression about the present and trepidation about the future. How many times have we heard that Pittsburgh should be grateful for *any* kind of development, *any* kind of jobs, *any* kind of “progress”? How many times have we heard it said that the region should “take what it can get”? Even today, this argument surfaces with alarming frequency.

This is the psychology of defeat, and it is time to banish it once and for all. As the newfound energy emerging in the region is already demonstrating, Pittsburgh is not some down-on-its-luck has-been whose best days are behind it. Pittsburgh is a proud community with enviable strengths, laudable assets and—if we can but choose it—a bright future.

We do not need to settle for whatever comes along, or tolerate “good enough” as a standard of performance. We can aspire to excellence. And, in fact, it is only by doing so that we will be able to realize our region’s potential in a new century.

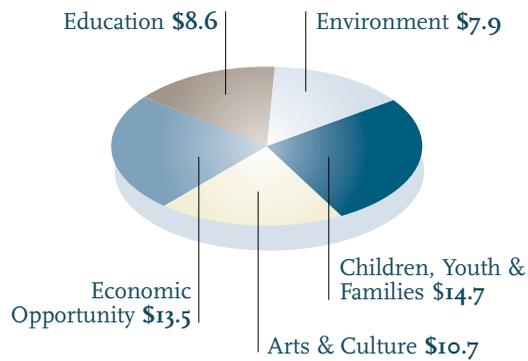


FINANCIAL SUMMARY

This is a combined financial summary for the Howard Heinz Endowment and the Vira I. Heinz Endowment. The 2001 amounts indicated here have not yet been audited. A complete audited financial statement for 2001 will be available on our web site ([www.heinz.org](http://www.heinz.org)) in the "Library" section by June 2002.

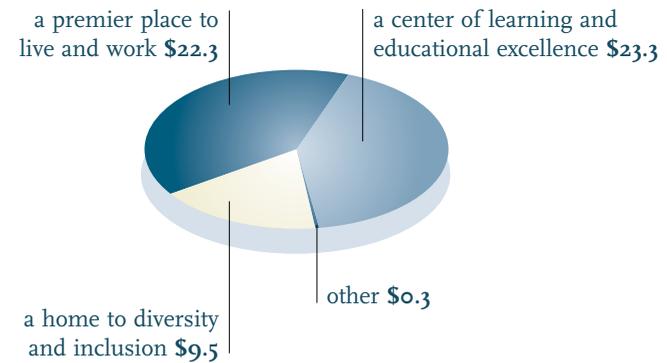
**Total Combined Approved Grants for 2001 (in millions) = \$55.4**

**By Program Area**



**By Organizational Goal**

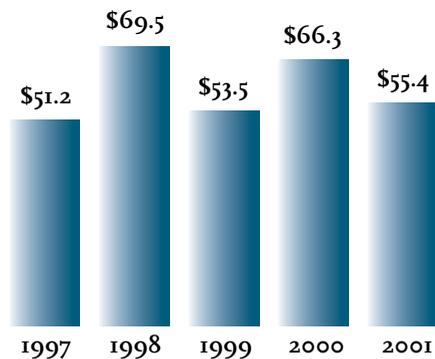
Southwestern Pennsylvania will be...



**Historical Perspective**

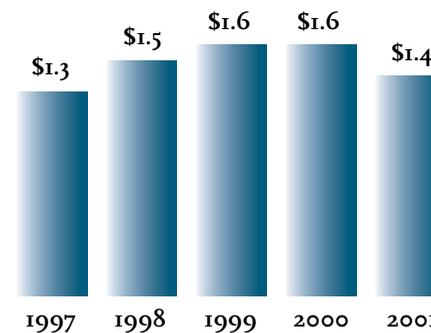
**Total Combined Approved Grants**

*In millions*



**Total Combined Net Assets**

*In billions*



## 2001 GRANTS

“Look for the helpers.  
You will always find people  
who are helping.”

## Arts &amp; Culture

ALIQUIPPA ALLIANCE FOR  
UNITY & DEVELOPMENT

For the 9th Annual *Aliquippa Embraces*  
Art festival

Howard Heinz Endowment \$5,000

## ARTISTS AND CITIES, INC.

For Junction Dance Theatre's  
performance of *Memory* in June 2002  
at the Kelly-Strayhorn Theater

Howard Heinz Endowment \$6,000

## ARTISTS AND CITIES, INC.

For the documentary *W. Eugene Smith's*  
*Pittsburgh: The Unfinished Symphony*

Vira I. Heinz Endowment \$10,000

## ARTISTS AND CITIES, INC.

To support the production of  
*Talkin' East Liberty* by the East Liberty  
Grassroots Theatre in November 2001

Howard Heinz Endowment \$6,000

## ARTISTS IMAGE RESOURCE

To support the 2002 artist-in-residence program

Howard Heinz Endowment \$10,000

## ASSOCIATED ARTISTS OF PITTSBURGH

For financial planning and technical assistance

Howard Heinz Endowment \$10,000

## ASSOCIATED ARTISTS OF PITTSBURGH

For debt reduction

Howard Heinz Endowment \$50,000

## AUTUMN HOUSE PRESS

For support of a visiting artists poetry  
reading and workshop series in 2002

Howard Heinz Endowment \$4,000

## BACH CHOIR OF PITTSBURGH

To support the October 2001 concert and the  
Summer Choral Institute in July 2001

Howard Heinz Endowment \$9,000

## BREW HOUSE ASSOCIATION

For expenses for visiting performers at  
the *Black Sheep Puppet Festival* in Fall 2001

Howard Heinz Endowment \$9,000

## BREW HOUSE ASSOCIATION

To support the 2001–02 exhibition season  
at the SPACE 101 gallery

Howard Heinz Endowment \$9,000

## BREW HOUSE ASSOCIATION

For building renovations

Howard Heinz Endowment \$400,000

## BREW HOUSE ASSOCIATION

For strategic planning

Howard Heinz Endowment \$20,000

## BRICOLAGE

For the play *Wild Signs* (May 1–19, 2002)  
to be performed in the Strip District

Howard Heinz Endowment \$6,000

BULGARIAN-MACEDONIAN NATIONAL  
EDUCATIONAL AND CULTURAL CENTER, INC.

To support continued artistic development  
of the Bulgarian Folk Ensemble including  
expanded rehearsals during 2002

Howard Heinz Endowment \$6,000

## THE CARNEGIE

For documentation of the *Without Sanctuary:*  
*Lynching Photography in America* exhibit

Vira I. Heinz Endowment \$11,000

## THE CARNEGIE

Underwriting for the *Without Sanctuary:*  
*Lynching Photography in America* exhibition

Vira I. Heinz Endowment \$14,000

## CARNEGIE INSTITUTE

To support the Arts Education  
Collaborative in 2002

Vira I. Heinz Endowment \$250,000

## CARNEGIE INSTITUTE

For general operating support

Howard Heinz Endowment \$5,000

## CARNEGIE INSTITUTE

For general operating support

Vira I. Heinz Endowment \$2,500

## CARNEGIE INSTITUTE, MUSEUM OF ART

For additional operating support

Vira I. Heinz Endowment \$20,000

CARNEGIE INSTITUTE,  
THREE RIVERS ARTS FESTIVAL

To support a planning process scheduled  
for summer and fall 2001

Howard Heinz Endowment \$14,000

CARNEGIE INSTITUTE,  
THREE RIVERS ARTS FESTIVAL

To support an exhibition by Magdalena  
Abakonowicz in June 2001

Howard Heinz Endowment \$50,000

## 2001 GRANTS

|   |           |   |           |  |           |
|---|-----------|---|-----------|--|-----------|
| CARNEGIE MELLON UNIVERSITY<br>To improve database and technology capabilities in regional arts organizations<br>Howard Heinz Endowment                          | \$60,000  | THE DOWNTOWN MANAGEMENT ORGANIZATION<br>For funding support for Fifth and Forbes <i>Quick Fixes</i> —Phase One<br>Howard Heinz Endowment                                  | \$20,000  | GREATER PITTSBURGH ARTS ALLIANCE, INC.<br>For Greater Pittsburgh Arts Alliance Operations and Phase II of the awareness campaign<br>Howard Heinz Endowment   | \$120,000 |
| CHATHAM BAROQUE INC.<br>For a Small Arts Initiative momentum grant for the executive director's salary<br>Howard Heinz Endowment                                | \$50,000  | EARTHOMES PRODUCTIONS<br>To produce a documentary film entitled <i>Signal of Intention: the Work &amp; Vision of William McDonough</i><br>Vira I. Heinz Endowment         | \$10,000  | GREATER PITTSBURGH CONVENTION & VISITORS BUREAU EDUCATION FOUNDATION, INC.<br>To support the Office of Cultural Tourism<br>Howard Heinz Endowment  | \$500,000 |
| CHATHAM BAROQUE INC.<br>To support guest artists for the 2001–02 concert season<br>Howard Heinz Endowment   | \$8,500   | EDGEWOOD SYMPHONY ORCHESTRA, INC.<br>For recording and sheet music expenses plus soloists fees for the final two concerts of the 2001–02 season<br>Howard Heinz Endowment | \$1,500   | HISTORICAL SOCIETY OF WESTERN PENNSYLVANIA<br>For three year operating support (2002–04)<br>Howard Heinz Endowment   | \$197,000 |
| CHILDREN'S FESTIVAL CHORUS<br>For general operating support<br>Howard Heinz Endowment   | \$20,000  | FIRST NIGHT PITTSBURGH, INC.<br>To support artists' projects for First Night 2001<br>Howard Heinz Endowment   | \$20,000  | HISTORICAL SOCIETY OF WESTERN PENNSYLVANIA<br>For general operating support<br>Vira I. Heinz Endowment   | \$2,500   |
| CITIZENS FOR THE ARTS IN PENNSYLVANIA<br>To implement the new strategic plan<br>Howard Heinz Endowment  | \$50,000  | FRIENDS OF DRESDEN, INC.<br>For the documentary film <i>Dresden, The Bells Toll for Thee</i><br>Vira I. Heinz Endowment   | \$50,000  | HISTORICAL SOCIETY OF WESTERN PENNSYLVANIA<br>To support the development of the Spring 2003 exhibit, <i>High Tech Town</i><br>Vira I. Heinz Endowment  | \$50,000  |
| CITY THEATRE COMPANY INC.<br>For three-year operating support (2002–04)<br>Howard Heinz Endowment   | \$215,000 | GATEWAY TO THE ARTS<br>To implement the strategic plan in 2001–03<br>Howard Heinz Endowment   | \$180,000 | INDIANA UNIVERSITY OF PENNSYLVANIA<br>To support the <i>New Works/New Europe</i> exhibition at Associated Artists of Pittsburgh and Brew House Association from June 2 to July 2, 2001<br>Howard Heinz Endowment | \$2,000   |
| CITY THEATRE COMPANY INC.<br>To support the 2001–02 season of the <i>Hamburg Partner Program</i><br>Howard Heinz Endowment                                      | \$10,000  | GATEWAY TO THE ARTS<br>For implementation of the strategic plan<br>Howard Heinz Endowment   | \$48,500  | LABORATORY COMPANY DANCE, INC.<br>To support dancers' compensation for the 2001–02 Evolution–Revolution Season<br>Howard Heinz Endowment   | \$6,000   |
| CIVIC LIGHT OPERA<br>To hire a fundraising consulting firm for several arts organizations to develop a shared planned giving program<br>Vira I. Heinz Endowment | \$4,000   | GATEWAY TO THE ARTS<br>For the long-range planning process<br>Vira I. Heinz Endowment   | \$9,250   | LABORATORY COMPANY DANCE, INC.<br>For Attack Theater's <i>This Ain't the Nutcracker</i> in December 2001 / January 2002 at the Hazlett Theater<br>Howard Heinz Endowment   | \$8,000   |
| COMMUNITY MEDIA<br>For the <i>First Fridays</i> series at the Carnegie Library's Homewood Branch in 2002<br>Howard Heinz Endowment                              | \$4,000   | GRANTMAKERS IN THE ARTS<br>For operating support<br>Vira I. Heinz Endowment   | \$50,000  |  |           |

## 2001 GRANTS

|  |           |   |             |   |           |
|--|-----------|---|-------------|---|-----------|
| MATTRESS FACTORY<br>For a strategic planning process<br>Vira I. Heinz Endowment  | \$30,000  | NORTHSIDE LEADERSHIP CONFERENCE<br>To support a cultural planning charette<br>for the North Side<br>Vira I. Heinz Endowment                                   | \$10,000    | PITTSBURGH CENTER FOR THE ARTS<br>To continue the Arts in Community Division<br>Howard Heinz Endowment  | \$200,000 |
| MATTRESS FACTORY<br>For three-year operating support (2002–04)<br>Vira I. Heinz Endowment                                  | \$185,000 | OPEN STAGE THEATRE<br>For production of <i>Love's Labour Wonne</i><br>at the Heymann Theatre in May 2002<br>Howard Heinz Endowment                            | \$5,000     | PITTSBURGH CHAMBER MUSIC PROJECT LTD.<br>To support a four-concert series of chamber<br>music at The Andy Warhol Museum from<br>October 2001 to April 2002<br>Howard Heinz Endowment            | \$4,000   |
| McKEESPORT SYMPHONY SOCIETY<br>To fund additional string rehearsals during<br>the 2001–02 season<br>Howard Heinz Endowment | \$7,500   | PENNSYLVANIA ART EDUCATION ASSOCIATION<br>To support the 2001 PAEA Conference<br>to be held in Pittsburgh in October<br>Vira I. Heinz Endowment               | \$5,000     | PITTSBURGH CHAPTER AIA<br>CHARITABLE ASSOCIATES<br>For the Pittsburgh bridge barrier project<br>Howard Heinz Endowment  | \$113,000 |
| MENDELSSOHN CHOIR OF PITTSBURGH, INC.<br>For the long-range plan<br>Howard Heinz Endowment                                 | \$17,560  | PHIPPS CONSERVATORY, INC.<br>To support Campaign 2000:<br><i>Bringing Phipps into Full Flower</i><br>Howard Heinz Endowment                                   | \$1,000,000 | PITTSBURGH CHAPTER AIA<br>CHARITABLE ASSOCIATES<br>For the Steel Valley Revitalization charrette<br>Howard Heinz Endowment  | \$9,500   |
| MID ATLANTIC ARTS FOUNDATION<br>For the <i>Artist as Catalyst</i> program<br>Vira I. Heinz Endowment                       | \$120,000 | PITTSBURGH ARTS AND LECTURES, INC.<br>To support the <i>Greater Pittsburgh Poem</i><br><i>Chase</i> from May 1, 2001 to May 1, 2003<br>Howard Heinz Endowment | \$2,500     | PITTSBURGH CHILDREN'S MUSEUM<br>For three-year operating support (2002–04)<br>Vira I. Heinz Endowment   | \$150,000 |
| MON VALLEY MEDIA<br>For completion of <i>Shake 'Em Up</i> to<br>35mm film<br>Howard Heinz Endowment                        | \$8,000   | PITTSBURGH BALLET THEATRE<br>For three-year operating support (2002–04)<br>Vira I. Heinz Endowment  | \$520,000   | PITTSBURGH CONCERT CHORALE<br>To support the world premiere of a musical<br>cantata, <i>Hadassah</i> , and for vocal training for<br>volunteer singers during 2001–02<br>Howard Heinz Endowment | \$4,000   |
| MON VALLEY MEDIA<br>For eight concurrent environmental<br>art exhibitions in fall 2001<br>Howard Heinz Endowment           | \$15,000  | PITTSBURGH BALLET THEATRE<br>To support a new production of the <i>Nutcracker</i><br>Howard Heinz Endowment   | \$500,000   | PITTSBURGH CULTURAL TRUST<br>For operating support for 2002<br>Howard Heinz Endowment   | \$950,000 |
| MON VALLEY MEDIA<br>For the production phase of the project<br><i>Elders: Embracing Wisdom</i><br>Howard Heinz Endowment   | \$7,500   | PITTSBURGH BOARD OF PUBLIC EDUCATION<br>For planning for the proposed CAPA<br>High School in the Cultural District<br>Howard Heinz Endowment                  | \$100,000   | PITTSBURGH CULTURAL TRUST<br>For general operating support<br>Vira I. Heinz Endowment   | \$1,000   |
| NEGO GATO INC.<br>To support <i>Kilombo</i> (May 24–26, 2002<br>at the Hazlett Theater)<br>Howard Heinz Endowment          | \$10,000  | THE PITTSBURGH CAMERATA<br>To support an increase in paid section members<br>and guest artist fees, for the 2001–02 season<br>Howard Heinz Endowment          | \$3,500     | PITTSBURGH CULTURAL TRUST<br>For general operating support<br>Vira I. Heinz Endowment   | \$5,000   |
| NEW HORIZON THEATER, INC.<br>For the production of <i>Get Ready</i><br>(May 17–June 19, 2002)<br>Howard Heinz Endowment    | \$6,000   |   |             |   |           |

## 2001 GRANTS

|  |           |  |           |  |           |
|--|-----------|--|-----------|--|-----------|
| PITTSBURGH CULTURAL TRUST<br>To create the <i>Carol R. Brown Programming Fund</i> of the Pittsburgh Cultural Trust<br>Howard Heinz Endowment                               | \$20,000  | PITTSBURGH MUSICAL THEATER<br>To support the 2001–02 through 2003–04 business plan to eliminate debt and stabilize administrative and financial operations<br>Howard Heinz Endowment | \$200,000 | RENAISSANCE AND BAROQUE SOCIETY<br>For a strategic marketing plan<br>Howard Heinz Endowment  | \$15,000  |
| PITTSBURGH CULTURAL TRUST<br>To create the <i>Carol R. Brown Programming Fund</i> of the Pittsburgh Cultural Trust<br>Vira I. Heinz Endowment                              | \$10,000  | PITTSBURGH NEW MUSIC ENSEMBLE<br>To support a two-year transition to develop a resident company of musicians (2001–02 through 2003–04)<br>Howard Heinz Endowment                     | \$100,000 | RENAISSANCE AND BAROQUE SOCIETY<br>To fund three collaborative performances during the 2001–02 season<br>Howard Heinz Endowment  | \$8,000   |
| PITTSBURGH DANCE ALLOY<br>For a search for a new executive director<br>Vira I. Heinz Endowment   | \$22,000  | PITTSBURGH OPERA<br>For three-year operating support (2002–04)<br>Vira I. Heinz Endowment  | \$480,000 | RENAISSANCE CITY CHOIRS<br>To support a vocal training workshop in March 2002 and commissioning / production expenses for the spring 2002 concerts<br>Howard Heinz Endowment | \$5,000   |
| PITTSBURGH FILMMAKERS<br>To support <i>Faces of Pittsburgh</i> and development of a neighborhoods component in 2001<br>Howard Heinz Endowment                              | \$6,000   | PITTSBURGH PLAYBACK THEATRE<br>For support of the 2001–02 subscription series at the Lester Hamburg Studio<br>Howard Heinz Endowment   | \$4,000   | RIDC SOUTHWESTERN PENNSYLVANIA GROWTH FUND<br>For oversight of North Shore Park project<br>Howard Heinz Endowment  | \$25,000  |
| THE PITTSBURGH FOUNDATION<br>For the <i>Multi-Cultural Arts Initiative</i> for 2002<br>Howard Heinz Endowment  | \$500,000 | PITTSBURGH SYMPHONY SOCIETY<br>For three-year operating support (2002–04)<br>Howard Heinz Endowment  | \$510,000 | RIVER CITY BRASS BAND, INC.<br>For three-year operating support (2002–04)<br>Howard Heinz Endowment  | \$115,000 |
| PITTSBURGH INTERNATIONAL CHILDREN'S THEATRE<br>To support the transition of the executive director<br>Howard Heinz Endowment   | \$35,000  | PITTSBURGH SYMPHONY SOCIETY<br>For general operating support<br>Howard Heinz Endowment   | \$10,000  | RIVERLIFE TASK FORCE<br>For operating support for 2002<br>Vira I. Heinz Endowment  | \$300,000 |
| PITTSBURGH INTERNATIONAL CHILDREN'S THEATRE<br>For a planning process focusing on future programming and leadership<br>Vira I. Heinz Endowment                             | \$10,000  | POINT PARK COLLEGE<br>For the International Summer Theatre<br>Vira I. Heinz Endowment  | \$3,000   | RIVERLIFE TASK FORCE<br>Consulting for Riverlife Task Force<br>Vira I. Heinz Endowment   | \$11,500  |
| PITTSBURGH IRISH AND CLASSICAL THEATRE INC.<br>For the production of <i>She Stoops to Conquer</i> , July 11–27, 2002 at City Theatre's Mainstage<br>Howard Heinz Endowment | \$10,000  | PRIME STAGE<br>For the production of <i>Number the Stars</i> (April 12–21, 2002 at the Hazlett Theater)<br>Howard Heinz Endowment  | \$5,000   | SILVER EYE CENTER FOR PHOTOGRAPHY<br>For three exhibitions during 2002: <i>Assignment; Fellowship 2002; Along the Ohio</i><br>Howard Heinz Endowment                         | \$11,000  |
|  |           | PRIME STAGE<br>For development and production of <i>Heroes to Life</i> (July 2001 at the Hazlett Theater)<br>Howard Heinz Endowment  | \$6,500   | SOCIETY FOR ARTS IN CRAFTS<br>For Phase II of the capital campaign<br>Howard Heinz Endowment   | \$150,000 |
|  |           |  |           | SRISHTI DANCES OF INDIA<br>For the production of the dance drama <i>Chitrangada</i> at the Eddy Theatre in October 2001<br>Howard Heinz Endowment                            | \$7,500   |

## 2001 GRANTS

|   |             |  |              |  |           |
|---|-------------|--|--------------|--|-----------|
| <b>STARLIGHT PRODUCTIONS</b><br>For the production of <i>Desire Under the Elms</i><br>(March 13–24, 2002 at the Hazlett Theater)<br>Howard Heinz Endowment  | \$9,000     | <b>THE UNSEAM'D SHAKESPEARE COMPANY</b><br>For artistic fees for an expanded<br>four-play 2002 season<br>Howard Heinz Endowment  | \$11,000     | <i>Children, Youth &amp; Families</i>  |           |
| <b>STRATEGIC REGIONAL DEVELOPMENTS INC.</b><br>To support policy research and a gap<br>financing mechanism for the creation<br>of downtown housing<br>Vira I. Heinz Endowment   | \$1,000,000 | <b>URBAN LEAGUE OF PITTSBURGH, INC.</b><br>For support of <i>Freedom Corner</i><br>Howard Heinz Endowment  | \$15,000     | <b>ALLEGHENY YOUTH DEVELOPMENT</b><br>To support a high school youth leadership<br>and mentoring program targeted to<br>African-American males<br>Howard Heinz Endowment   | \$55,000  |
| <b>SWEETWATER ART CENTER</b><br>For a fundraising consultant from<br>September 2001 through August 2002<br>Vira I. Heinz Endowment  | \$24,000    | <b>WESTERN PENNSYLVANIA<br/>PROFESSIONALS FOR THE ARTS</b><br>To build a comprehensive database of<br>individual artists to be shared among<br>regional cultural organizations<br>Vira I. Heinz Endowment                                    | \$21,700     | <b>BEGINNING WITH BOOKS</b><br>A final grant to support the implementation<br>activities of the <i>Ready for Life</i> book drive<br>Vira I. Heinz Endowment  | \$90,000  |
| <b>TIMES PROJECT</b><br>For the <i>Hill District Public Art Project</i><br>Howard Heinz Endowment   | \$7,200     | <b>WESTERN PENNSYLVANIA<br/>PROFESSIONALS FOR THE ARTS</b><br>For the Arts Management<br>Enhancement Service<br>Vira I. Heinz Endowment  | \$70,000     | <b>CARLOW COLLEGE</b><br>To help underwrite the <i>Expanding Your Horizons</i><br>Conference 2002 to be held on March 16, 2002<br>Howard Heinz Endowment   | \$10,870  |
| <b>UNIVERSITY OF PITTSBURGH</b><br>For renovation of the Stephen Foster<br>Memorial Theatre<br>Howard Heinz Endowment   | \$250,000   | <b>WESTERN PENNSYLVANIA<br/>PROFESSIONALS FOR THE ARTS</b><br>For the Arts Management<br>Enhancement Service<br>Vira I. Heinz Endowment  | \$70,000     | <b>CARLOW COLLEGE</b><br>To help underwrite the <i>Expanding Your Horizons</i><br>conference to be held on March 3, 2001<br>Howard Heinz Endowment   | \$10,242  |
| <b>UNIVERSITY OF PITTSBURGH</b><br>For 2001–02 music programming in<br>Heinz Chapel<br>Vira I. Heinz Endowment  | \$10,000    | <b>WOMEN OF VISIONS, INC.</b><br>To support <i>Symmetry: Voices and Images</i><br>from March to December of 2002<br>Howard Heinz Endowment   | \$2,000      | <b>COMMUNITY HUMAN<br/>SERVICES CORPORATION</b><br>For general operating support<br>Howard Heinz Endowment   | \$5,000   |
| <b>UNIVERSITY OF PITTSBURGH</b><br>For support of Kuntu Repertory<br>Theatre's 2001–02 season<br>Howard Heinz Endowment   | \$9,000     | <b>WQED PITTSBURGH</b><br>For general operating support<br>Vira I. Heinz Endowment   | \$1,000      | <b>THE WILLIAM J. COPELAND FUND</b><br>To support a community-wide capacity-<br>building initiative for faith-based institutions<br>Howard Heinz Endowment   | \$300,000 |
| <b>UNIVERSITY OF PITTSBURGH</b><br>To support a training residency in Summer<br>2001 and a new production, <i>Freedom Express-ed</i><br>for the Shona Sharif African Dance and<br>Drum Ensemble<br>Howard Heinz Endowment | \$6,000     | <b>XPRESSIONS CONTEMPORARY<br/>DANCE COMPANY</b><br>To support <i>Movement &amp; Motion</i><br>(April 18–20, 2002 at the Kelly-Strayhorn<br>Theater), guest artist residency and two<br>professional guest dancers<br>Howard Heinz Endowment | \$8,000      | <b>EDUCATION POLICY &amp; ISSUES CENTER</b><br>To continue the work of <i>Pathways</i> , a professional<br>training and career development initiative<br>for the early care and education field<br>Vira I. Heinz Endowment | \$250,000 |
|   |             | <b>YOUTHWORKS</b><br>For training / program development<br>for Youth ArtWorks<br>Vira I. Heinz Endowment   | \$22,500     | <b>FAMILY COMMUNICATIONS INC.</b><br>To support the planning and internship<br>activities associated with science-and-math<br>thematic approach to public-space signage<br>Howard Heinz Endowment                          | \$50,000  |
|   |             | <b>TOTAL ARTS &amp; CULTURE</b>  | \$10,657,710 |  |           |

## 2001 GRANTS

|   |   |   |
|---|---|---|
| <p><b>FAMILY HEALTH COUNCIL, INC.</b><br/>To support <i>Teen STAR</i>, a program for teen parents who have dropped out of the Pittsburgh schools<br/>Howard Heinz Endowment \$50,000</p>  | <p><b>LANCASTER OSTEOPATHIC HEALTH SUPPORTING ORGANIZATION</b><br/>To continue the Endowments' early care and education state-wide strategy to support an ECE model in Lancaster<br/>Howard Heinz Endowment \$300,000</p> | <p><b>PENNSYLVANIA PARTNERSHIPS FOR CHILDREN</b><br/>To develop a strategic communications and public education plan to gain support for ECE statewide<br/>Howard Heinz Endowment \$200,000</p>                               |
| <p><b>FAMILY RESOURCES</b><br/>For the development of a social marketing prototype for child abuse prevention<br/>Howard Heinz Endowment \$100,000</p>  | <p><b>MAGEE-WOMEN'S HOSPITAL</b><br/>For the <i>Girls on the Run</i> healthy growth and development project<br/>Howard Heinz Endowment \$75,000</p>   | <p><b>PITTSBURGH ASSOCIATION FOR EDUCATION OF YOUNG CHILDREN</b><br/>To expand organizational capacity in order to strengthen the early childhood profession in western Pennsylvania<br/>Howard Heinz Endowment \$300,000</p> |
| <p><b>GATEWAY TO THE ARTS</b><br/>To support the <i>Ready for Life Arts-and-Literacy Mini-Grants Program</i>, aimed at strengthening the role of the arts in early childhood education for children, birth through age 8<br/>Vira I. Heinz Endowment \$70,000</p> | <p><b>THE MENTORING PARTNERSHIP OF SWPA</b><br/>To support the expansion of a regional faith-based mentoring initiative<br/>Vira I. Heinz Endowment \$60,000</p>  | <p><b>PITTSBURGH BOARD OF PUBLIC EDUCATION</b><br/>To support <i>Literacy Plus</i>, a comprehensive effort to improve reading instruction and student achievement<br/>Howard Heinz Endowment \$600,000</p>                    |
| <p><b>GRANTMAKERS OF WESTERN PENNSYLVANIA</b><br/>To support GWP's strategic plan which addresses enhancing services to its members and the community<br/>Howard Heinz Endowment \$40,000</p>   | <p><b>THE NATIONAL CONFERENCE FOR COMMUNITY AND JUSTICE</b><br/>To support a youth leadership mini-grants program<br/>Vira I. Heinz Endowment \$75,000</p>  | <p><b>THE PITTSBURGH FOUNDATION</b><br/>For the September 11th fund<br/>Vira I. Heinz Endowment \$100,000</p>   |
| <p><b>GREATER PITTSBURGH FATHERHOOD INITIATIVE</b><br/>To promote responsible fatherhood through interfaith church ministries<br/>Howard Heinz Endowment \$50,000</p>   | <p><b>PB X, INC.</b><br/>For <i>Healthy Homes for Families</i>, an environmental health collaborative<br/>Vira I. Heinz Endowment \$125,000</p>   | <p><b>THE PITTSBURGH FOUNDATION</b><br/>To continue support of the Human Services Integration Fund for the restructuring of the Allegheny Department of Human Services<br/>Howard Heinz Endowment \$75,000</p>                |
| <p><b>HILL HOUSE ASSOCIATION</b><br/>To strengthen the Hill House's after-school literacy programming<br/>Vira I. Heinz Endowment \$175,000</p>   | <p><b>PENNSYLVANIA ECONOMY LEAGUE</b><br/>To support the development of a literacy-focused transition model that links early child care and schools in the Wilksburg community<br/>Howard Heinz Endowment \$100,000</p>   | <p><b>PITTSBURGH PASTORAL INSTITUTE</b><br/>For a faith-based smoking prevention program for adolescents<br/>Howard Heinz Endowment \$75,000</p>  |
| <p><b>HILL HOUSE ASSOCIATION</b><br/>To pilot a father-son mentoring and literacy program<br/>Howard Heinz Endowment \$80,000</p>   | <p><b>PENNSYLVANIA PARTNERSHIPS FOR CHILDREN</b><br/>To develop a school readiness report for Pennsylvania<br/>Howard Heinz Endowment \$100,000</p>   | <p><b>PROGRAM TO AID CITIZEN ENTERPRISE</b><br/>To support the development of an African-American youth leadership program for seventh graders<br/>Vira I. Heinz Endowment \$100,000</p>                                      |
| <p><b>THE KINGSLEY ASSOCIATION</b><br/>To support an African-American leadership program for adolescent males<br/>Vira I. Heinz Endowment \$100,000</p>   |   |   |

## 2001 GRANTS

|  |             |   |           |  |              |
|--|-------------|---|-----------|--|--------------|
| <b>RAND CORPORATION</b><br>To design a blueprint for the 21st-century delivery of maternal / child health services in Allegheny County<br>Howard Heinz Endowment                 | \$380,000   | <b>UNITED WAY OF PENNSYLVANIA</b><br>To continue the work of the Business Roundtable for statewide early care and education<br>Howard Heinz Endowment   | \$75,000  | <b>UNIVERSITY OF PITTSBURGH</b><br>To perform the management of the ECI model demonstration in two communities, Braddock and Wilkinsburg, to the Office of Child Development at the University of Pittsburgh<br>Howard Heinz Endowment | \$6,000,000  |
| <b>SARAH HEINZ HOUSE ASSOCIATION</b><br>For annual operating support<br>Howard Heinz Endowment   | \$977,000   | <b>UNITED WAY OF SOUTHWESTERN PENNSYLVANIA</b><br>For general operating support<br>Howard Heinz Endowment   | \$5,000   | <b>URBAN LEAGUE OF PITTSBURGH, INC.</b><br>To support the start-up of the African-American Leadership Development Program<br>Howard Heinz Endowment  | \$75,000     |
| <b>SARAH HEINZ HOUSE ASSOCIATION</b><br>To support the continuation of a youth leadership mini-grants program<br>Vira I. Heinz Endowment   | \$100,000   | <b>UNIVERSITY OF PITTSBURGH</b><br>To support the Family Support Policy Board 2002 retreat<br>Howard Heinz Endowment  | \$6,000   | <b>WESTMORELAND-FAYETTE WORK FORCE INVESTMENT BOARD</b><br>For career literacy survey work specifically of parents with daughters<br>Vira I. Heinz Endowment   | \$5,000      |
| <b>A SECOND CHANCE, INC.</b><br>For <i>Bridges to Learning</i> , a Saturday non-school-hour program, which targets children in out-of-home placements<br>Howard Heinz Endowment  | \$150,000   | <b>UNIVERSITY OF PITTSBURGH</b><br>To continue core support for 2002-04 and to provide technical assistance to 30 family support centers in Allegheny County<br>Howard Heinz Endowment  | \$500,000 | <b>YMCA OF MCKEESPORT</b><br>To support <i>Teen LEAD</i> , a youth leadership and employment program<br>Howard Heinz Endowment   | \$50,000     |
| <b>SHADY LANE SCHOOL</b><br>To support <i>Start with the Arts</i> , a comprehensive initiative to support arts programming in early childhood centers<br>Vira I. Heinz Endowment | \$300,000   | <b>UNIVERSITY OF PITTSBURGH</b><br>To help the School of Social Work celebrate the contributions of social work professionals, the school, and David E. Epperson<br>Howard Heinz Endowment  | \$5,000   | <b>YOUTHWORKS</b><br>For annual operating support of youth employment programming and the Youth ArtWorks program<br>Vira I. Heinz Endowment  | \$200,000    |
| <b>SMALL SEEDS DEVELOPMENT, INC.</b><br>For expansion of a faith-based violence prevention program<br>Vira I. Heinz Endowment  | \$100,000   | <b>UNIVERSITY OF PITTSBURGH</b><br>For family center expansion in one or more communities and the development of a reading intervention program for kindergarten and first grade students in family support centers in Allegheny County<br>Howard Heinz Endowment | \$300,000 | <b>YOUTHWORKS</b><br>For year-round youth training and employment programming for 40 youth<br>Howard Heinz Endowment   | \$200,000    |
| <b>TIDES CENTER — WESTERN PENNSYLVANIA</b><br>To support quality improvements in YouthPlaces programs<br>Vira I. Heinz Endowment   | \$200,000   | <b>UNIVERSITY OF PITTSBURGH</b><br>For the Interdisciplinary Fellowship Program in Policy and Evaluation<br>Howard Heinz Endowment  | \$250,000 | <b>YWCA OF GREATER PITTSBURGH</b><br>To support the <i>TechGYRLS</i> program aimed at increasing girls' interest in math and science in the City of Pittsburgh's middle schools<br>Vira I. Heinz Endowment                             | \$150,000    |
| <b>UNITED WAY OF ALLEGHENY COUNTY</b><br>Annual support of 2001-02 annual campaign<br>Howard Heinz Endowment   | \$1,000,000 | <b>UNIVERSITY OF PITTSBURGH</b><br>To support the Family Support Conference taking place on May 21, 2001<br>Howard Heinz Endowment  | \$1,000   | <b>TOTAL CHILDREN, YOUTH &amp; FAMILIES</b>  | \$14,760,112 |

## 2001 GRANTS

## Economic Opportunity

|   |           |  |             |   |           |
|---|-----------|--|-------------|---|-----------|
| THE AFRICAN AMERICAN CHAMBER FOUNDATION OF WESTERN PENNSYLVANIA<br>To support a business mentoring program<br>Vira I. Heinz Endowment   | \$50,000  | CARNEGIE MELLON UNIVERSITY<br>Operating support for the Center for Economic Development and development of university–economy partnerships<br>Vira I. Heinz Endowment  | \$150,000   | COMMUNITY FOUNDATION SILICON VALLEY<br>To support holding the 2001 National Alliance for Regional Stewardship Conference in Pittsburgh (May 10–11, 2001)<br>Vira I. Heinz Endowment | \$20,000  |
| ALLEGHENY CONFERENCE ON COMMUNITY DEVELOPMENT<br>For the Agenda Development Fund, a regional multi-foundation initiative<br>Vira I. Heinz Endowment                                 | \$160,000 | CARNEGIE MELLON UNIVERSITY<br>To support a Carnegie Mellon/CCAC information technology skills training initiative<br>Vira I. Heinz Endowment   | \$750,000   | CORO CENTER FOR CIVIC LEADERSHIP<br>Operating support for the Coro Civic Leadership program<br>Howard Heinz Endowment   | \$300,000 |
| ALLEGHENY INTERMEDIATE UNIT<br>For the Steel Center Vo-Tech to respond to machining workforce needs in the Mon Valley<br>Howard Heinz Endowment                                     | \$200,000 | CARNEGIE MELLON UNIVERSITY<br>Operating and research support in medical robotics and information technology<br>Howard Heinz Endowment  | \$1,000,000 | CORO CENTER FOR CIVIC LEADERSHIP<br>Operating support for the Coro Civic Leadership Program<br>Vira I. Heinz Endowment  | \$200,000 |
| BLACK CONTRACTORS ASSOCIATION<br>To support a construction business and employment initiative through the <i>Youth Construction Initiative</i><br>Howard Heinz Endowment            | \$75,000  | CARNEGIE MELLON UNIVERSITY<br>To support the Carnegie Mellon Graduate School of Industrial Administration Entrepreneurship Education Program<br>Howard Heinz Endowment                                       | \$150,000   | DUQUESNE UNIVERSITY<br>For labor force research on low-income communities and regional immigration strategies<br>Vira I. Heinz Endowment  | \$250,000 |
| THE CARNEGIE<br>To support an expanded low-income community outreach and recruitment effort for National Engineering Week at the Carnegie Science Center<br>Vira I. Heinz Endowment | \$15,000  | COMMUNITY COLLEGE OF ALLEGHENY COUNTY EDUCATIONAL FOUNDATION<br>To support an inner-city machining and welding employment training initiative<br>Howard Heinz Endowment                                      | \$225,000   | DUQUESNE UNIVERSITY<br>To develop effective recruitment and financial aid strategies for skills training in minority communities<br>Howard Heinz Endowment                          | \$225,000 |
| CARNEGIE MELLON UNIVERSITY<br>For a planning grant to support creation of <i>The Idea Foundry</i> , an innovative tech-transfer initiative<br>Vira I. Heinz Endowment               | \$20,000  | COMMUNITY COLLEGE OF ALLEGHENY COUNTY EDUCATIONAL FOUNDATION<br>To develop a biotech /life sciences workforce training program<br>Vira I. Heinz Endowment  | \$150,000   | DUQUESNE UNIVERSITY<br>Operating support for the <i>Community Manufacturing Initiative</i><br>Howard Heinz Endowment  | \$400,000 |
| CARNEGIE MELLON UNIVERSITY<br>Support to develop significantly expanded CMU–federal partnerships<br>Vira I. Heinz Endowment   | \$250,000 | COMMUNITY COLLEGE OF ALLEGHENY COUNTY EDUCATIONAL FOUNDATION<br>To support curriculum planning and employer networking necessary to initiate CCAC biotech course offerings in 2001<br>Howard Heinz Endowment | \$20,000    | EDUCATION POLICY & ISSUES CENTER<br>To research ways to better understand and effectively manage the high school to workforce transition<br>Vira I. Heinz Endowment                 | \$150,000 |
|   |           |  |             | EL CENTRO HISPANO/LATINO: THE HISPANIC LATINO CENTER, INC.<br>To support recruitment and employment services in the Hispanic community<br>Howard Heinz Endowment                    | \$200,000 |

## 2001 GRANTS

|  |                  |  |                  |   |                    |
|--|------------------|--|------------------|---|--------------------|
| <p><b>INNOVATION WORKS, INC.</b><br/>To support the initial development of an Indian entrepreneurial organization in Pittsburgh<br/>Howard Heinz Endowment</p>                 | <p>\$25,000</p>  | <p><b>PENNSYLVANIA ECONOMY LEAGUE, INC.</b><br/>To support planning for a statewide <i>Choices for Pennsylvania's Economic Future</i> project<br/>Vira I. Heinz Endowment</p>                      | <p>\$20,000</p>  | <p><b>ROBERT MORRIS COLLEGE</b><br/>To help recruit girls and minorities to science and technology education programs<br/>Vira I. Heinz Endowment</p>                                     | <p>\$100,000</p>   |
| <p><b>JEWISH FAMILY &amp; CHILDREN'S SERVICE OF PITTSBURGH</b><br/>To help expand regional immigration support services<br/>Vira I. Heinz Endowment</p>                        | <p>\$200,000</p> | <p><b>PITTSBURGH COUNCIL FOR INTERNATIONAL VISITORS</b><br/>To help support and retain international college students, and create an international resident website<br/>Howard Heinz Endowment</p> | <p>\$200,000</p> | <p><b>STRATEGIC INVESTMENT FUND PARTNERS</b><br/>For a second round of funding of the Strategic Investment Fund<br/>Vira I. Heinz Endowment</p>   | <p>\$1,000,000</p> |
| <p><b>MANUFACTURING INSTITUTE</b><br/>Supporting a regional-national partnership promoting manufacturing careers in SWPA<br/>Vira I. Heinz Endowment</p>                       | <p>\$75,000</p>  | <p><b>PITTSBURGH GATEWAYS CORPORATION</b><br/>To research the need for and operating challenges of developing a regional biotech incubator capacity<br/>Howard Heinz Endowment</p>                 | <p>\$30,000</p>  | <p><b>STRATEGIC INVESTMENT FUND PARTNERS</b><br/>For a second round of funding of the Strategic Investment Fund<br/>Howard Heinz Endowment</p>  | <p>\$1,000,000</p> |
| <p><b>MON VALLEY EDUCATION CONSORTIUM</b><br/>For the Mon Valley Vo-Tech Career Recruiting Partnership<br/>Vira I. Heinz Endowment</p>   | <p>\$100,000</p> | <p><b>PITTSBURGH GATEWAYS CORPORATION</b><br/>To provide technical assistance for university-based business startups<br/>Howard Heinz Endowment</p>  | <p>\$300,000</p> | <p><b>TECHNOLOGY DEVELOPMENT AND EDUCATION CORPORATION</b><br/>For sponsorship of the September, 2001 State Science and Technology Institute conference<br/>Howard Heinz Endowment</p>    | <p>\$20,000</p>    |
| <p><b>NEW CENTURY CAREERS</b><br/>To support a regional manufacturing workforce recruiting and training collaborative<br/>Howard Heinz Endowment</p>                           | <p>\$400,000</p> | <p><b>PITTSBURGH PARTNERSHIP FOR NEIGHBORHOOD DEVELOPMENT</b><br/>For PPNP operating support and Pittsburgh neighborhood CDCs<br/>Howard Heinz Endowment</p>                                       | <p>\$300,000</p> | <p><b>TECHNOLOGY DEVELOPMENT AND EDUCATION CORPORATION</b><br/>To help increase public sector research funding for emerging small businesses<br/>Howard Heinz Endowment</p>               | <p>\$200,000</p>   |
| <p><b>PENNSYLVANIA ECONOMY LEAGUE</b><br/>For operating support, e-government and regional tax study projects<br/>Howard Heinz Endowment</p>                                   | <p>\$250,000</p> | <p><b>PITTSBURGH REGIONAL ALLIANCE</b><br/>To support <i>PROWL</i> and a large-scale regional internship initiative<br/>Howard Heinz Endowment</p>   | <p>\$150,000</p> | <p><b>TECHNOLOGY DEVELOPMENT AND EDUCATION CORPORATION</b><br/>To build a wide range of effective relationships between industry and learning providers<br/>Howard Heinz Endowment</p>    | <p>\$300,000</p>   |
| <p><b>PENNSYLVANIA ECONOMY LEAGUE</b><br/>To support <i>Workforce Connections</i>, a regional multi-foundation workforce development initiative<br/>Howard Heinz Endowment</p> | <p>\$350,000</p> | <p><b>PITTSBURGH REGIONAL ALLIANCE</b><br/>To support regional economic development activities<br/>Vira I. Heinz Endowment</p>   | <p>\$300,000</p> | <p><b>TECHNOLOGY DEVELOPMENT AND EDUCATION CORPORATION</b><br/>To support a national employee recruiting initiative and review of tech transfer practices<br/>Vira I. Heinz Endowment</p> | <p>\$225,000</p>   |
| <p><b>PENNSYLVANIA ECONOMY LEAGUE, INC.</b><br/>To support <i>Choices for Pennsylvania's Future</i><br/>Howard Heinz Endowment</p>   | <p>\$150,000</p> | <p><b>PITTSBURGH TISSUE ENGINEERING INITIATIVE, INC.</b><br/>To support tissue engineering internships and sectoral initiative activities<br/>Vira I. Heinz Endowment</p>                          | <p>\$150,000</p> |   |                    |

## 2001 GRANTS

|   |   |   |
|---|---|---|
| <p><b>TECHNOLOGY DEVELOPMENT AND EDUCATION CORPORATION</b><br/>To increase the visibility and attendance of Pittsburgh's emerging biotech cluster at <i>Biotech 2001</i>, a joint PA / NJ regional conference<br/>Howard Heinz Endowment \$20,000</p> | <p><b>UNIVERSITY OF PITTSBURGH</b><br/>To support Katz Business School entrepreneurial education programs<br/>Howard Heinz Endowment \$150,000</p>                        | <p><i>Education</i></p>   |
| <p><b>TIDES CENTER — WESTERN PENNSYLVANIA</b><br/>For the <i>Sprout Fund</i>, a grassroots-oriented community initiatives fund<br/>Howard Heinz Endowment \$87,500</p>  | <p><b>WESTMORELAND COUNTY COMMUNITY COLLEGE</b><br/>For a rural manufacturing workforce training initiative<br/>Howard Heinz Endowment \$100,000</p>                      | <p><b>3 RIVERS CONNECT</b><br/>To upgrade technology-assisted learning initiatives in five communities<br/>Vira I. Heinz Endowment \$150,000</p>          |
| <p><b>TIDES CENTER — WESTERN PENNSYLVANIA</b><br/>To support a regional <i>WorkKeys</i> employment skills assessment initiative for high school students<br/>Vira I. Heinz Endowment \$250,000</p>  | <p><b>WOMEN'S INSTITUTE FOR SECURE RETIREMENT</b><br/>To support a regional SWPA survey of the economic status of residents<br/>Howard Heinz Endowment \$50,000</p>       | <p><b>ALL OF US CARE</b><br/>To cover the cost of the computer learning center<br/>Howard Heinz Endowment \$20,000</p>                                    |
| <p><b>UNIVERSITY OF PITTSBURGH</b><br/>To support the <i>Mini-MBA for Biomedical Scientists</i> program<br/>Vira I. Heinz Endowment \$50,000</p>  | <p><b>WORLD AFFAIRS COUNCIL OF PITTSBURGH</b><br/>To support a regional initiative on the importance of international diversity<br/>Vira I. Heinz Endowment \$150,000</p> | <p><b>ALLEGHENY INTERMEDIATE UNIT</b><br/>For support of <i>PA Educator Net</i> online teacher recruitment<br/>Vira I. Heinz Endowment \$50,000</p>       |
| <p><b>UNIVERSITY OF PITTSBURGH</b><br/>To support the expansion of the McGowan Institute for Regenerative Medicine<br/>Howard Heinz Endowment \$1,250,000</p>   | <p><b>TOTAL ECONOMIC OPPORTUNITY</b> \$13,462,500</p>   | <p><b>ALLEGHENY INTERMEDIATE UNIT</b><br/>To support <i>Smart START</i>, a program to prepare substitute teachers<br/>Howard Heinz Endowment \$15,000</p> |
| <p><b>UNIVERSITY OF PITTSBURGH</b><br/>To support a bioengineering new products incubator and job creation in the bioengineering sector<br/>Howard Heinz Endowment \$250,000</p>  |   | <p><b>ALTOONA AREA SCHOOL DISTRICT</b><br/>For the school performance initiative<br/>Vira I. Heinz Endowment \$75,000</p>                                 |
| <p><b>UNIVERSITY OF PITTSBURGH</b><br/>To support the Office of Technology Management graduate student internships with emerging companies<br/>Howard Heinz Endowment \$300,000</p>   |   | <p><b>APEX CONSORTIUM INC.</b><br/>For performance-based teacher development<br/>Howard Heinz Endowment \$150,000</p>                                     |
|   |   | <p><b>ASSET, INC.</b><br/>For support of a practice-based K-12 science education initiative<br/>Vira I. Heinz Endowment \$150,000</p>                     |
|   |   | <p><b>ASSET, INC.</b><br/>To develop and implement environmental education curricula in elementary schools<br/>Howard Heinz Endowment \$150,000</p>       |

## 2001 GRANTS

|  |             |  |           |   |           |
|--|-------------|--|-----------|---|-----------|
| BEAVER COLLEGE<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment  | \$4,000     | CARNEGIE MELLON UNIVERSITY<br>For the computing workshop program<br>for special-needs students<br>Howard Heinz Endowment   | \$20,000  | COMMUNITY COLLEGE OF ALLEGHENY<br>COUNTY EDUCATIONAL FOUNDATION<br>For <i>Fast Runners</i> , a web-based network<br>to support school performance efforts in<br>four school districts<br>Howard Heinz Endowment | \$200,000 |
| BEDFORD AREA SCHOOL DISTRICT<br>For initiatives to improve school performance<br>Vira I. Heinz Endowment   | \$75,000    | CARNEGIE MELLON UNIVERSITY<br>For a high-school–based robotics and science<br>education program at the National Robotics<br>Engineering Consortium<br>Howard Heinz Endowment | \$250,000 | COMMUNITY LOAN FUND OF<br>SOUTHWESTERN PENNSYLVANIA<br>For the working capital fund to develop<br>and strengthen alternative schools<br>Vira I. Heinz Endowment   | \$250,000 |
| BETHANY COLLEGE<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment   | \$4,000     | CARNEGIE MELLON UNIVERSITY<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment  | \$4,000   | COMMUNITY LOAN FUND OF<br>SOUTHWESTERN PENNSYLVANIA<br>For a working capital fund to develop and<br>strengthen alternative public schools<br>Howard Heinz Endowment   | \$250,000 |
| CARNEGIE INSTITUTE<br>For development of an online system<br>to support the <i>School Performance Network</i><br>Vira I. Heinz Endowment                                 | \$150,000   | CARNEGIE MELLON UNIVERSITY<br>For operating support<br>Vira I. Heinz Endowment   | \$3,000   | DUQUESNE UNIVERSITY<br>For the Charter School Project<br>Vira I. Heinz Endowment  | \$75,000  |
| CARNEGIE INSTITUTE<br>For support of the Science and Technology<br>Festival to include exhibits in local<br>neighborhoods<br>Howard Heinz Endowment                      | \$130,000   | CARNEGIE MELLON UNIVERSITY<br>For support of a computer training initiative<br>serving students with special needs<br>Howard Heinz Endowment                                 | \$20,000  | DUQUESNE UNIVERSITY<br>For a technology training initiative to<br>improve teachers' skills in Pittsburgh<br>parochial schools<br>Vira I. Heinz Endowment  | \$150,000 |
| CARNEGIE LIBRARY OF PITTSBURGH<br>For expansion of the <i>eiNetwork</i> ,<br>a computer network of libraries, schools<br>and community groups<br>Vira I. Heinz Endowment | \$1,000,000 | CHATHAM COLLEGE<br>For <i>Pittsburgh Teachers Institute</i> ,<br>a professional development initiative<br>Vira I. Heinz Endowment  | \$50,000  | DUQUESNE UNIVERSITY<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment  | \$4,000   |
| CARNEGIE MELLON UNIVERSITY<br>For support of a computer training initiative<br>serving students with special needs<br>Vira I. Heinz Endowment                            | \$130,000   | CITIZENS TO ABOLISH DOMESTIC APARTHEID<br>For support of the <i>Computer Explorers</i><br>summer programs<br>Howard Heinz Endowment  | \$20,000  | EAST LIBERTY DEVELOPMENT, INC.<br>For support of high-speed technology<br>development plans and strategies<br>for nonprofits<br>Howard Heinz Endowment  | \$12,000  |
| CARNEGIE MELLON UNIVERSITY<br>To defray the cost of the <i>Leading the Way</i><br>forum<br>Howard Heinz Endowment  | \$5,000     | COMMUNITIES IN SCHOOLS OF<br>PITTSBURGH — ALLEGHENY COUNTY, INC.<br>For initiatives to strengthen alternative<br>models of schooling<br>Vira I. Heinz Endowment              | \$70,000  |   |           |

## 2001 GRANTS

|  |           |  |           |  |             |
|--|-----------|--|-----------|--|-------------|
| EDUCATION POLICY & ISSUES CENTER<br>For regional analysis of school performance and education policy<br>Howard Heinz Endowment   | \$100,000 | HOMELESS CHILDREN & FAMILY EMERGENCY FUND<br>For the computer lab program in area shelters<br>Howard Heinz Endowment                               | \$30,000  | NATIONAL FOUNDATION FOR TEACHING ENTREPRENEURSHIP TO DISADVANTAGED AND HANDICAPPED YOUTHS, INC.<br>To support a distinctive entrepreneurship education program for inner-city youth<br>Vira I. Heinz Endowment | \$100,000   |
| EDUCATION POLICY AND LEADERSHIP CENTER<br>For program and operating support<br>Howard Heinz Endowment  | \$100,000 | INDIANA UNIVERSITY OF PENNSYLVANIA<br>For university-schools teacher preparation initiative<br>Howard Heinz Endowment                              | \$50,000  | NEED<br>For a minority scholarship program<br>Howard Heinz Endowment   | \$200,000   |
| EXTRA MILE EDUCATION FOUNDATION, INC.<br>For evaluation of Extra Mile elementary schools<br>Vira I. Heinz Endowment  | \$42,000  | MANCHESTER CRAFTSMEN'S GUILD<br>For program and operating support<br>Howard Heinz Endowment  | \$200,000 | PACE SCHOOL<br>For the school performance initiative regarding special-needs students<br>Vira I. Heinz Endowment   | \$250,000   |
| FOR INSPIRATION AND RECOGNITION OF SCIENCE & TECHNOLOGY<br>For Pittsburgh's participation in the U.S. First Robotics Competition<br>Howard Heinz Endowment             | \$200,000 | MANCHESTER CRAFTSMEN'S GUILD<br>For operating support<br>Howard Heinz Endowment  | \$10,000  | PENN HILLS SCHOOL DISTRICT<br>For support of initiatives to improve school performance<br>Howard Heinz Endowment   | \$100,000   |
| THE FOUNDATION CENTER<br>For 2001 program and operating support<br>Vira I. Heinz Endowment   | \$10,000  | MON VALLEY EDUCATION CONSORTIUM<br>For support to participate in a summer leadership academy at Stanford University<br>Howard Heinz Endowment      | \$2,000   | PENNSYLVANIA HUMANITIES COUNCIL<br>For a rural education initiative using technology to engage citizens<br>Howard Heinz Endowment  | \$50,000    |
| THE FOUNDATION FOR CALIFORNIA UNIVERSITY OF PENNSYLVANIA<br>For university-schools teacher preparation initiative<br>Howard Heinz Endowment                            | \$50,000  | MON VALLEY EDUCATION CONSORTIUM<br>To support the operation of the Mon Valley Education Consortium<br>Vira I. Heinz Endowment                      | \$150,000 | PENNSYLVANIA PARTNERSHIP FOR ECONOMIC EDUCATION<br>For a program to enhance learning of economic principles in K-12 schools<br>Vira I. Heinz Endowment   | \$50,000    |
| FUND FOR THE ADVANCEMENT OF MINORITIES THROUGH EDUCATION<br>For minority student scholarships to attend Pittsburgh area independent schools<br>Vira I. Heinz Endowment | \$200,000 | MON VALLEY EDUCATION CONSORTIUM<br>For an initiative to improve the quality and funding of Pennsylvania's public schools<br>Howard Heinz Endowment | \$150,000 | THE PHILANTHROPY ROUNDTABLE<br>For support of the Philanthropy Roundtable<br>Vira I. Heinz Endowment   | \$2,500     |
| HIGHLANDS SCHOOL DISTRICT<br>For a school performance initiative in early grades<br>Howard Heinz Endowment   | \$90,000  | MONACA SCHOOL DISTRICT<br>For initiatives to improve school performance<br>Vira I. Heinz Endowment   | \$30,000  | PITTSBURGH BOARD OF PUBLIC EDUCATION<br>To support <i>Literacy Plus</i> , a comprehensive effort to improve reading instruction and student achievement<br>Howard Heinz Endowment                              | \$1,000,000 |

## 2001 GRANTS

|   |           |  |           |  |             |
|---|-----------|--|-----------|--|-------------|
| PITTSBURGH BOARD OF PUBLIC EDUCATION<br>For support of health careers academy<br>at Langley High School<br>Vira I. Heinz Endowment  | \$75,000  | STEEL VALLEY SCHOOL DISTRICT<br>For school performance initiatives in<br>elementary and middle schools<br>Howard Heinz Endowment                           | \$100,000 | UNIVERSITY OF PITTSBURGH<br>For the <i>Faith Net</i> project, a church-based<br>technology learning initiative<br>Vira I. Heinz Endowment                              | \$200,000   |
| PITTSBURGH BOARD OF PUBLIC EDUCATION<br>To support <i>Literacy Plus</i> , a comprehensive<br>effort to improve reading instruction and<br>student achievement<br>Howard Heinz Endowment | \$400,000 | TECH LINK PROGRAM OF PITTSBURGH<br>To sponsor the <i>Pittsburgh F.I.R.S.T. Team</i><br>Howard Heinz Endowment  | \$20,000  | UNIVERSITY OF PITTSBURGH<br>For the development of university-school<br>partnerships to prepare quality teachers<br>Howard Heinz Endowment                             | \$100,000   |
| THE PITTSBURGH CHESS CLUB<br>For program support for the 2001–02<br>school year<br>Howard Heinz Endowment   | \$15,000  | TECH LINK PROGRAM OF PITTSBURGH<br>To sponsor the <i>Pittsburgh F.I.R.S.T. Team</i><br>Howard Heinz Endowment  | \$5,000   | UNIVERSITY OF PITTSBURGH<br>For operating support<br>Howard Heinz Endowment  | \$20,000    |
| PITTSBURGH COUNCIL ON<br>PUBLIC EDUCATION<br>To support Peabody High School's<br>orientation for incoming ninth graders<br>Howard Heinz Endowment                                       | \$15,000  | TEMPLE UNIVERSITY<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment   | \$4,000   | UNIVERSITY OF PITTSBURGH<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment  | \$4,000     |
| PITTSBURGH COUNCIL ON<br>PUBLIC EDUCATION<br>To support Peabody High School's<br>orientation for incoming ninth graders<br>Howard Heinz Endowment                                       | \$15,000  | THIEL COLLEGE<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment   | \$4,000   | USS CONSTITUTION MUSEUM<br>FOUNDATION INC.<br>In support of <i>Old Ironsides Across the<br/>Nation</i> for the Museum's visit to Pittsburgh<br>Vira I. Heinz Endowment | \$2,500     |
| PITTSBURGH COUNCIL ON<br>PUBLIC EDUCATION<br>For program and operating support<br>Howard Heinz Endowment  | \$150,000 | THE TIDES CENTER<br>For support of the Funders' Forum on<br>Environmental Education<br>Vira I. Heinz Endowment   | \$10,000  | WASHINGTON & JEFFERSON COLLEGE<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment  | \$4,000     |
| SHARON CITY SCHOOL DISTRICT<br>For school performance initiatives in<br>elementary and middle schools<br>Howard Heinz Endowment   | \$100,000 | UNIVERSITY OF PITTSBURGH<br>For support of the Institute of Politics,<br>a continuing education forum on public<br>policy issues<br>Howard Heinz Endowment | \$50,000  | WILBERFORCE UNIVERSITY<br>For the Vira I. Heinz Travel Study Award<br>Vira I. Heinz Endowment  | \$4,000     |
| SLIPPERY ROCK FOUNDATION<br>For university-schools teacher<br>preparation initiative<br>Howard Heinz Endowment  | \$50,000  | UNIVERSITY OF PITTSBURGH<br>For operating support to Heinz<br>Memorial Chapel<br>Howard Heinz Endowment  | \$105,000 | WOODLAND HILLS SCHOOL DISTRICT<br>For school performance initiatives in<br>secondary schools<br>Howard Heinz Endowment   | \$100,000   |
| SPRING COVE SCHOOL DISTRICT<br>For school performance initiatives in<br>elementary and middle schools<br>Howard Heinz Endowment   | \$75,000  | UNIVERSITY OF PITTSBURGH<br>For the School of Education's<br><i>LEADERS Project</i><br>Howard Heinz Endowment  | \$15,000  | TOTAL EDUCATION  | \$8,634,000 |

## 2001 GRANTS

## Environment

## 3 RIVERS WET WEATHER, INC.

For ecological design of storm water management

Vira I. Heinz Endowment \$200,000

## AIR AND WASTE MANAGEMENT ASSOCIATION

To promote collaboration among environmental organizations and businesses in Pittsburgh and three target cities in Central Europe

Howard Heinz Endowment \$128,000

## AMERICAN FARMLAND TRUST

To develop an approach and objectives for a comprehensive rural agricultural preservation and sustainable development strategy

Howard Heinz Endowment \$20,000

## AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS, INC.

For the American Institute of Architecture Students 2001 annual convention in Pittsburgh

Vira I. Heinz Endowment \$5,000

## BROOKINGS INSTITUTION

For "smart growth" education and assistance in southwestern Pennsylvania

Vira I. Heinz Endowment \$250,000

## CARNEGIE MELLON UNIVERSITY

For the science and technology forum follow-up grant

Vira I. Heinz Endowment \$25,000

## CARNEGIE MELLON UNIVERSITY

To continue the efforts of the Center for Building Performance and Diagnostics toward providing technical assistance for the advancement of environmental building projects in Pittsburgh

Vira I. Heinz Endowment \$50,000

## CHESAPEAKE BAY FOUNDATION

For reducing nutrient pollution to Pennsylvania waters and the Chesapeake Bay

Howard Heinz Endowment \$50,000

## CITIZENS FOR PENNSYLVANIA'S FUTURE

For the Mid-Atlantic Renewable Energy Campaign

Howard Heinz Endowment \$100,000

## CITIZENS FOR PENNSYLVANIA'S FUTURE

For support of the Western Pennsylvania Environmental Communications Resource Center and campaign for land use, and sustainable transportation in southwestern Pennsylvania

Howard Heinz Endowment \$400,000

## CLARK ATLANTA UNIVERSITY, INC.

For the Pittsburgh transit equity initiative

Howard Heinz Endowment \$100,000

## CLEAN AIR COUNCIL

For monitoring Pennsylvania's implementation of Clean Air Act

Howard Heinz Endowment \$50,000

## CLEAN AIR TASK FORCE

For protection of air quality in southwestern Pennsylvania

Howard Heinz Endowment \$250,000

## CLEAN WATER FUND

To support Pennsylvania's Clean Water Fund's *Tap into Watersheds Project*

Howard Heinz Endowment \$75,000

## CLEAN WATER FUND

To promote environmental quality and reduced emissions by industries on Neville Island

Howard Heinz Endowment \$40,000

## COMMUNITY ENVIRONMENTAL LEGAL DEFENSE FUND

For the community grassroots litigation support program for 2002

Howard Heinz Endowment \$45,000

## COMMUNITY FOUNDATION OF GREATER JOHNSTOWN

For the *Western Pennsylvania Watershed Protection Program*

Howard Heinz Endowment \$400,000

## COMMUNITY FOUNDATION OF GREATER JOHNSTOWN

For the Pittsburgh Business Efficiency Partnership

Howard Heinz Endowment \$624,000

## COMMUNITY FOUNDATION OF GREATER JOHNSTOWN

For the Museum of Natural History's Powdermill Nature Reserve consortium for the Environmental Sustainability Seed Fund

Howard Heinz Endowment \$20,000

## COMMUNITY LOAN FUND OF SOUTHWESTERN PENNSYLVANIA

To provide technical assistance to the Green Business Initiative and the Green Building Fund

Howard Heinz Endowment \$50,000

## 2001 GRANTS

|   |           |  |           |  |           |
|---|-----------|--|-----------|--|-----------|
| CONSERVATION CONSULTANTS, INC.<br>For the <i>Pennsylvania Wind Map</i> project<br>Howard Heinz Endowment  | \$30,000  | ECOLOGIC DEVELOPMENT FUND<br>For general operating support<br>Vira I. Heinz Endowment  | \$10,000  | NATIONAL PARKS CONSERVATION ASSOCIATION<br>To support the participation of the<br>Heinz School in the National Parks Business<br>Initiative in Pennsylvania<br>Vira I. Heinz Endowment | \$25,000  |
| CONSERVATION CONSULTANTS, INC.<br>To support CCI's downstream dinner on<br>October 5, 2001<br>Vira I. Heinz Endowment   | \$2,500   | ENTERPRISING ENVIRONMENTAL<br>SOLUTIONS, INC.<br>For the Pennsylvania Sustainable<br>Investor's Database<br>Vira I. Heinz Endowment  | \$70,000  | THE NATURE CONSERVANCY<br>For the <i>Pennsylvania Aquatic Community<br/>Classification Project</i><br>Vira I. Heinz Endowment  | \$100,000 |
| CONSERVATION CONSULTANTS, INC.<br>To support the expansion of the<br><i>Green Neighborhood Initiative</i><br>Howard Heinz Endowment   | \$350,000 | ENTERPRISING ENVIRONMENTAL<br>SOLUTIONS, INC.<br>For continued support of the Interfaith<br>Power and Light program<br>Vira I. Heinz Endowment   | \$150,000 | NORTH AMERICAN WATER TRAILS, INC.<br>To support water trails development in<br>western Pennsylvania<br>Vira I. Heinz Endowment   | \$20,000  |
| DOLLAR ENERGY FUND<br>For energy conservation programs<br>in low-income communities<br>Vira I. Heinz Endowment  | \$150,000 | ENVIRONMENTAL DEFENSE, INCORPORATED<br>For Pennsylvania TMDL project<br>Vira I. Heinz Endowment  | \$200,000 | PB X, INC.<br>To support the CLEARCorps and the<br>Lead Safe Pittsburgh Coalition projects<br>Howard Heinz Endowment   | \$265,000 |
| THE DOWNTOWN MANAGEMENT<br>ORGANIZATION<br>For downtown holiday enhancements<br>Howard Heinz Endowment  | \$20,000  | FRIENDS OF THE RIVERFRONT, INC.<br>For riverfront trail development and<br>public education<br>Howard Heinz Endowment  | \$75,000  | PENNSYLVANIA CONSERVATION<br>VOTERS EDUCATION LEAGUE<br>To carry out voter education programs<br>on environmental issues<br>Howard Heinz Endowment                                     | \$40,000  |
| THE DOWNTOWN MANAGEMENT<br>ORGANIZATION<br>For immediate implementation activities<br>related to Pittsburgh downtown "Plan C"<br>Howard Heinz Endowment   | \$100,000 | GREEN BUILDING ALLIANCE<br>For continued operating support<br>Howard Heinz Endowment   | \$250,000 | PENNSYLVANIA ENVIRONMENTAL COUNCIL<br>For continued funding of the Council's<br>western Pennsylvania watershed protection<br>and education efforts<br>Vira I. Heinz Endowment          | \$292,000 |
| THE DOWNTOWN MANAGEMENT<br>ORGANIZATION<br>To employ a professional facilitator<br>for the purpose of determining a plan<br>for downtown Pittsburgh redevelopment,<br>focused primarily on the Forbes-Fifth<br>and Market Square district<br>Howard Heinz Endowment | \$20,000  | GROUP AGAINST SMOG & POLLUTION<br>To increase its effectiveness as a regional<br>environmental advocate working particularly<br>on air quality and environmental health issues<br>Howard Heinz Endowment | \$50,000  | PENNSYLVANIA ENVIRONMENTAL COUNCIL<br>To sponsor the Three Rivers Environmental<br>Awards Dinner on May 29, 2001<br>Howard Heinz Endowment   | \$2,500   |
| EARTH FORCE, INC.<br>For Glinodo Earth Force, Western PA<br>Expansion, Phase One<br>Howard Heinz Endowment  | \$50,000  | NATIONAL AUDUBON SOCIETY, INC.<br>For research and education in support of<br>white-tailed deer management<br>Howard Heinz Endowment   | \$80,000  | PENNSYLVANIA RESOURCES COUNCIL, INC.<br>For the Pittsburgh regional anti-litter campaign<br>and commercial waste reduction program<br>Vira I. Heinz Endowment                          | \$75,000  |

## 2001 GRANTS

|  |  |   |
|--|--|---|
| <p><b>THE PENNSYLVANIA STATE UNIVERSITY</b><br/>To enable the Penn State Center for Sustainability to develop a business / strategic plan<br/>Howard Heinz Endowment \$20,000</p>  | <p><b>SAFE ENERGY COMMUNICATION COUNCIL</b><br/>For the Pennsylvania Home Power Boosters Project<br/>Howard Heinz Endowment \$20,000</p>   | <p><b>UNIVERSITY OF PENNSYLVANIA</b><br/>To support enhancement and expansion of the Pennsylvania Flora Database on the worldwide web<br/>Vira I. Heinz Endowment \$50,000</p>        |
| <p><b>THE PENNSYLVANIA STATE UNIVERSITY</b><br/>For support of the Maurice K. Goddard Chair for natural resources and environment<br/>Vira I. Heinz Endowment \$50,000</p>         | <p><b>SECOND NATURE</b><br/>For a one-year planning grant to evaluate institutional readiness of western Pennsylvania higher education environmental literacy focus<br/>Howard Heinz Endowment \$200,000</p>                               | <p><b>UNIVERSITY OF PITTSBURGH</b><br/>For Phase II of the chemical Toxicity Testing Program at the Graduate School of Public Health<br/>Howard Heinz Endowment \$130,000</p>         |
| <p><b>PINCHOT INSTITUTE FOR CONSERVATION</b><br/>For an Appalachian Forest Workshop<br/>Howard Heinz Endowment \$40,000</p>  | <p><b>SOUTH SIDE LOCAL DEVELOPMENT COMPANY</b><br/>To support energy efficient improvements in the business district and for public space planning between South Side Works and East Carson Street<br/>Howard Heinz Endowment \$50,000</p> | <p><b>WATER KEEPER ALLIANCE, INC.</b><br/>For the third annual <i>Water Keeper Conference</i><br/>Vira I. Heinz Endowment \$12,000</p>  |
| <p><b>PITTSBURGH COMMUNITY BROADCASTING CORPORATION</b><br/>For the <i>Allegheny Front</i>, an environmental radio program<br/>Howard Heinz Endowment \$100,000</p>                | <p><b>THE TIDES CENTER</b><br/>For Chemical Strategies Partnership's work with industries in Pennsylvania<br/>Howard Heinz Endowment \$100,000</p>   | <p><b>WESTERN PENNSYLVANIA CONSERVANCY</b><br/>To conduct a user survey of the Allegheny County Park System for the Comprehensive Master Plan<br/>Vira I. Heinz Endowment \$5,500</p> |
| <p><b>THE PITTSBURGH FOUNDATION</b><br/>For the Frick Nine Mile Run Trust<br/>Howard Heinz Endowment \$1,000,000</p>   | <p><b>TIDES CENTER — WESTERN PENNSYLVANIA</b><br/>For Sustainable Pittsburgh<br/>Howard Heinz Endowment \$300,000</p>  | <p><b>WESTERN PENNSYLVANIA CONSERVANCY</b><br/>For <i>The Sideling Hill Creek Watershed Outreach Project</i><br/>Howard Heinz Endowment \$50,000</p>                                  |
| <p><b>PITTSBURGH PARKS CONSERVANCY</b><br/>For support of membership development toward implementation of the master plan for city parks<br/>Vira I. Heinz Endowment \$100,000</p> | <p><b>TIDES CENTER — WESTERN PENNSYLVANIA</b><br/>For completion of the Pennsylvania Energy Project<br/>Vira I. Heinz Endowment \$148,000</p>  | <p><b>WESTERN PENNSYLVANIA CONSERVANCY</b><br/>For continued support of the <i>Green Neighborhood Initiative</i> community garden program<br/>Vira I. Heinz Endowment \$100,000</p>   |
| <p><b>RESOURCES FOR THE FUTURE</b><br/>For the Scarcity and Growth in the New Millennium Project<br/>Vira I. Heinz Endowment \$25,000</p>  | <p><b>ULI FOUNDATION</b><br/>To build regional support for sustainable development by conducting a national symposium in Pittsburgh<br/>Vira I. Heinz Endowment \$45,000</p>   | <p><b>WILDLIFE HABITAT COUNCIL</b><br/>For support of the Three Rivers Habitat Partnership (TRHP)<br/>Vira I. Heinz Endowment \$20,000</p>  |
| <p><b>ROCKY MOUNTAIN INSTITUTE</b><br/>For general operating support<br/>Vira I. Heinz Endowment \$10,000</p>  |  | <p><b>TOTAL ENVIRONMENT</b> \$7,884,500</p>   |
|  |  | <p><b>TOTAL 2001 GRANTS</b> \$55,398,822</p>  |

## HISTORY

FOUNDED MORE THAN FOUR DECADES APART, THE HOWARD HEINZ ENDOWMENT AND THE VIRA I. HEINZ ENDOWMENT WERE BOTH THE PRODUCTS OF A FAMILY COMMITMENT TO COMMUNITY THAT BEGAN WITH H.J. HEINZ AND CONTINUES TO THIS DAY.



### *Howard Heinz 1877–1941*

Howard Heinz was born near Sharpsburg, a suburb of Pittsburgh, on August 27, 1877, the son of Henry John and Sarah Young Heinz. After graduation from Shady Side Academy and then Yale University in 1900, he entered active service with the H. J. Heinz Company, where he successfully became advertising manager, sales manager, vice president and president.

He was a director and/or trustee of the Pennsylvania Railroad, Mellon Bank, N.A., National Industrial Conference Board, Pittsburgh Regional Planning Association, Pittsburgh Chamber of Commerce, University of Pittsburgh, Carnegie Institute, Shady Side Academy, Western Pennsylvania Hospital and the Pittsburgh Symphony Society. He was a ruling elder of Shadyside Presbyterian Church.

Mr. Heinz died on February 9, 1941. He bequeathed his residual estate to the Howard Heinz Endowment for philanthropic purposes.



### *Vira I. Heinz 1888–1983*

In a city known for its active and concerned civic leaders, Vira I. Heinz was among the foremost. Born Vira M. Ingham in what is now the Brighton Heights neighborhood of Pittsburgh, in 1932 she married Clifford S. Heinz, son of Henry J. Heinz, founder of the food processing company. Clifford Heinz died in 1935.

Over the next five decades, Mrs. Heinz actively engaged in the philanthropic and civic work for which she is now remembered. She did so much for so many that it would be impossible to list the full range of her activities. To mention a few of the more prominent, she was vice president of the World Council of Christian Education and an active supporter of its work in Africa. She was a founder of the Civic Light Opera, president and principal benefactor of the Pittsburgh Youth Symphony, and a member of the boards of the Pittsburgh Chamber Music Society, the Pittsburgh Opera and the Pittsburgh Symphony Society.

Mrs. Heinz received the Chancellor's Medal from the University of Pittsburgh and honorary degrees from eleven colleges and universities. She was a trustee of Chatham College and the first woman trustee of Carnegie Mellon University. She served as a member of the board of Children's Hospital of Pittsburgh and was an honorary fellow of the American College of Hospital Administrators. As a member of the Board of Directors of the H. J. Heinz Company, she was the first woman board member of a multinational corporation headquartered in Pittsburgh. In the spirit of generosity that characterized her life, Vira I. Heinz provided in her will for the establishment of a charitable foundation.

### **Boards of Directors**

#### **Howard Heinz Endowment**

Teresa Heinz, *Chairman*  
H. John Heinz IV  
Carol R. Brown  
Frank V. Cahouet  
Howard M. Love  
Shirley M. Malcom  
William H. Rea  
Barbara K. Robinson  
Frederick W. Thieman  
Mallory Walker  
Drue Heinz, *Director Emeritus*

#### **Vira I. Heinz Endowment**

James M. Walton, *Chairman*  
Teresa Heinz  
André T. Heinz  
J. Carter Brown  
Wendy Mackenzie  
William H. Rea  
Barbara K. Robinson  
Konrad M. Weis  
S. Donald Wiley

### **The Staff**

#### **Executive Office**

Maxwell King  
*Executive Director*  
Maureen R. Marinelli  
*Executive Assistant*  
Bonnie J. Gazda  
*Administrative Secretary*

#### **Finance & Administration**

Jack E. Kime  
*Chief Financial Officer*  
Cheryl L. Dabat  
*Systems Manager*  
Patricia C. Ferrey  
*Administrative Services Manager*  
Kimberly H. Gillespie  
*Administrative Secretary*  
Linda M. Goshay  
*Administrative Services Assistant*  
Helen S. Harvey  
*Personnel and Employee Benefits Manager*  
Ann C. Plunkett  
*Controller*  
Connie M. Raymond  
*Receptionist*

#### **Planning & Communications**

Grant Oliphant  
*Planning and Communications Director*  
Douglas Root  
*Communications Officer*  
Linda S. Braund  
*Communications Associate*  
Nancy A. Grejda  
*Administrative Secretary*

#### **Arts & Culture**

Janet L. Sarbaugh  
*Program Director*  
Mary A. Navarro  
*Program Officer*  
Kerry L. Spindler  
*Program Associate*  
Cindi A. Stueber  
*Administrative Secretary*

#### **Children, Youth & Families**

Margaret M. Petruska  
*Program Director*  
Carmen A. Anderson  
*Program Officer*  
Samantha B. Roth  
*Program Associate*  
Linda F. Hall  
*Administrative Secretary*

#### **Economic Opportunity**

Brian M. Kelley  
*Program Director*  
Sharon J. Wheeler  
*Program Officer*  
Virginia A. Graziano  
*Administrative Secretary*

#### **Education Program**

Joseph F. Dominic  
*Program Director*  
Gerald F. Balbier  
*Program Officer*  
Sheila G. McCollum  
*Administrative Secretary*

#### **Environment Program**

Caren E. Glotfelty  
*Program Director*  
Melisa A. Crawford  
*Program Officer*  
Anna Marie Lozer  
*Administrative Secretary*