

# A GOOD NEIGHBOR

The Pittsburgh Project offers help and hope to a struggling community.

ANNUAL REPORT ISSUE

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The Magazine of The Heinz Endowments

ARTIST OPPORTUNITIES | HEALTHY CHOICES | SECURE BONDS | NIFTY BUSINESS

# inside

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

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

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

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

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

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

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

**About the cover** Phylicia Ralph, 18, is putting some of what she's learned at The Pittsburgh Project into practice as she paints the porch railings of a house that's being renovated on the city's North Side. Among the opportunities the organization offers young people to get their lives on track are academic assistance and building-trades training through its YouthBuild program.

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**Volume 8 Number 3 Summer 2008**

**This issue of h magazine also includes the annual report of our 2007 grant making.**



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# feedback

Our Spring 2008 issue featured The Heinz Endowments' Pathways to Educational Excellence initiative that supports programs to improve student performance in the Pittsburgh Public Schools. We also examined efforts to protect state forests by managing deer populations and highlighted robotic technology that will make driving safer and expand economic opportunities in the Pittsburgh region.



## Wild Things

Jeffery Fraser's article "Wild Things," regarding over-populations of white-tailed deer, brought to mind an incident that occurred to me some 20 years ago. As a newly hired forester for an eastern Virginia pulp and paper company, I was given an office that was then serving as a makeshift archive for company memorabilia. As I was moving this material to another location, a yellowed newspaper clipping fell from a file onto the floor. There on this 1930s clipping from a Tappahannock, Va., newspaper was the photo of a deer hoof print on a sandy road. In a font so large most editors would have used it for announcing Judgment Day, the headline read "Possible Deer Sighting."

It's hard to imagine that less than 100 years later white-tailed deer populations pose a threat to the ecology of the country's Eastern forest. Pennsylvania's issue with deer is not unique. Nearly every state east of the Mississippi River is in some way dealing with deer over-population issues. As pointed out in Fraser's article, deer have very discerning tastes when it comes to browsing, and their chief preference tends to be for the young shoots of commercially valuable species like oak, cherry and maple.

The vast majority of Pennsylvania's forests are owned by families, not by the state, the federal government or the forest industry. As senior vice president of American Forest Foundation's Center for Family Forests, I am well aware of the pressures family forest owners endure as they try to maintain their ownerships. Our nearly 70 years of experience working with family forest owners has shown us that they will not continue to own and manage their forests if they are not economically viable. This year in the United States, deer overgrazing led to the permanent loss

of nearly 1.5 million acres of family-owned forest land and timber-related income as the property is converted to non-forest uses. As we say at our foundation, "No cash flow, no conservation."

Hunters must understand that a science-based approach to herd management in the long run will mean sustainable forests and sustainable wildlife populations. If not, they may one day find that their favorite hunting ground is now a golf course, and I seriously doubt that the duffers on the 14th hole will be very willing to let them play through.

Robert S. Simpson  
Senior Vice President  
Center of Family Forests  
American Forest Foundation

## A Promising Path

I have been fortunate to be involved with the Pittsburgh Public Schools for more than 40 years, as a teacher, a parent of three district graduates and a representative of the Pittsburgh Federation of Teachers. During those four decades, numerous campaigns have been undertaken to improve student achievement and enrich educational opportunities in our school system.

Some efforts were more successful than others, and we with longevity remember well when our district was held in higher regard than it has been for several years. While all campaigns to improve our schools were important, the current one is crucial, as the district is at a precarious juncture in its history.

It's obvious that we must improve the achievement of all students and stabilize our enrollment. A third objective is also essential, and, as described in "A Promising Path" by Christine O'Toole, philanthropies are playing a key role in improving students' quality of

life. Pittsburgh teachers see every day what research has documented: How a child lives outside of school has tremendous influence on how the child performs in school.

In many respects, the programs described in O'Toole's story represent both accomplishment and challenge for those goals. Without question, the work done thus far by the foundation community to prepare children for school, provide enriched cultural opportunities, improve health and wellness programs, and support the work of the education-advocacy group A+ Schools is already a success story.

This success, however, also underscores the seriousness of the challenges we face. For example, we know that a program like University of Pittsburgh's K-Club, designed to prepare children for kindergarten, would have much greater impact if 40 of the 50 eligible families participated, instead of 10. We also know that the tremendous potential of the Pittsburgh Promise scholarship program will be realized best only if we better prepare our students for post-high school education and training—and we generate further community and foundation fiscal support.

Some observers believe that the success of our schools can be gauged only by standardized test scores. They are wrong. Public educators know that, while test results are important, we also must ensure that every student benefits from an education that enables growth of character, physical and emotional wellness, readiness for work, ability to interact and maturity. We hope the foundation community will continue to support a richer education and improved quality of life for our students.

John Tarka  
President  
Pittsburgh Federation of Teachers



# message



Barry Lavery

By Teresa Heinz  
Chairman, The Heinz Endowments

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**A**s I was reading through the stories in this annual report issue, I was particularly moved by one featuring Rebecca Elstner, a remarkably self-directed woman who started her own small contracting business but couldn't quite break through the drywall ceiling of the construction industry to win larger jobs.

It was grossly unfair, considering that this is a woman with an extraordinary work ethic who knows her way around drywall. She began finishing it as an apprentice in the trade at age 17, and became proficient enough in other construction skills to start her own business.

Staff from the Endowments and several other Pittsburgh foundations knew well from their work around large development projects that most minority contractors and women like Rebecca were being shut out because they lacked the capacity to meet bonding and business-management requirements.

For the foundations, building that capacity became the goal. We joined with a state government agency to create a training program, a \$1 million bonding fund and a \$2 million loan fund to qualify more minority- and women-owned firms to bid on the most lucrative projects.

I encourage you to read the rest of the story to learn how Rebecca has fared, and how the program is likely to become a national model for removing similar barriers.

But this complex effort is emblematic of a key point about our larger philanthropy story from last year. While the power to grant money is an essential tool to achieve measurable quality-of-life improvements, an even more powerful tool is the power to convene.

In developing the structure for an effective assistance program for women and minority contractors, foundation staffs

had ready access to some of the most experienced leaders on this issue. There was a series of convenings with a wide range of stakeholders to collect ideas and information. Only then could we as a community begin to develop a plan for a successful training and bonding program.

So many of the 471 grants—a total of \$84 million—that went out to the region last year involved our convening, or supporting grantees in their own convenings, to gather ideas, to educate on complex issues and to build interest and enthusiasm in the community.

Jim Canales, who worked at ground level for years as a program officer before rising to become the president and CEO of the James Irvine Foundation, underscores why the power to convene is so significant:

"Foundations have the capacity to connect people and institutions, to broker relationships and to unite parties around common interests," he said at a nonprofit leaders summit several years ago. "Moreover, in a society that can be so polarized and divided on some of the big issues facing us... foundations can, consistent with their values, be an honest broker and provide a safe space for people of varied perspectives to come together."

It has been our experience that providing the all-important "safe space" does not mean we must play it safe—either in terms of the issues we decide to convene around, or in the positions we take relative to our grant making. Indeed, the need for us to

convene such groups only increased last year, even though it was clear where we stood on any number of contentious issues related to our grant making.

Unlike government agencies or corporate entities, foundations are uniquely positioned to be the conveners for addressing issues that are socially complex, technically challenging and often laden with historical baggage. A foundation's convening authority is earned from being hands-on in the work, having deep knowledge about a problem and demonstrating the courage and capacity to address it.

My late husband, John Heinz, recognized the need to earn such authority from a young age, noting how his family's convening authority in business and civic affairs depended on the community's respect for its values. As a congressman and senator, he used such gatherings—town hall meetings were

As the story, “In Good Health” attests, the first Pittsburgh conference on Women's Health & the Environment changed lives and altered behaviors more effectively and at less cost than many program grants that could have been awarded for the same ends. The conference, sponsored with Magee-Womens Hospital of UPMC and modeled after my long-standing series in Boston, even inspired a spin-off organization, Women for a Healthy Environment, which, in turn, has had its own series of public convenings—free workshops on air quality, food safety and pesticides.

Responses such as these and community demand have prompted us, as the story reports, to sponsor another Pittsburgh Women's Health & the Environment convening in September that delved even further into the environmental health issues connected to air, water, food and personal care products.

Unlike government agencies or corporate entities,  
foundations are uniquely positioned to be the conveners  
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chief among them—to shape legislation, and he made them a standard part of the work in his leadership of the Endowments.

Convenings as part of our grant making last year were instrumental in developing strategies for solving such intractable problems as the rising rate of violence among young African-American men. They led to the development of valuable new educational opportunities such as the Pittsburgh Promise scholarship program for graduates of the city's public school system. They helped neighborhoods develop the capacity to secure community benefits agreements, as in the Hill District neighborhood's sharing in opportunities created by a new hockey arena. They convinced leaders of major arts and culture institutions to develop deeper ties with one another and their audiences.

And one Endowments-sponsored convening last year awakened awareness and activism in thousands of women on environmental issues affecting their health.

Hundreds of women have reported back through surveys on the two conferences and in e-mails and letters about how valuable the information was and how important it is to be told about tools and practices to protect themselves and their families. But they also have noted in each case that the convening itself—a convention center ballroom packed with women, all sharing information, analyzing and even debating—was as important a factor as the content.

I am amazed that a one-day session on environmental health, or a series of meetings investigating the barriers to women and minorities in the construction trade, can bring about such transformative change.

These and other examples from last year's work remind me that, while the power to grant money is the power that provides, the power to convene is the power that enables. *h*

# message



By James M. Walton  
Vice Chairman, The Heinz Endowments

If readers of this annual report issue turn to the “fine print” section and scan the list of grants awarded by The Heinz Endowments last year, they will immediately sense the significant effect one foundation can have when the bulk of its grant making is dedicated to one region.

No doubt, those on the outside would be grateful to have such a philanthropic institution benefiting their home communities. But imagine how they would react knowing that southwestern Pennsylvanians live in the fourth-richest metropolitan region in terms of foundation giving per capita, a ranking based on total foundation assets of nearly \$10 billion.

What is arguably Pittsburgh’s most important “natural resource” springs from its historical good fortune as the cradle of organized philanthropy. Beginning with Andrew Carnegie, there were dozens of industrialists and financiers who amassed vast fortunes, then gave them away.

One of these was H. J. Heinz, the founder of the legendary prepared foods business. His personal philosophy of hands-on-shoulders charitable work was all about strengthening people and organizations—giving them the resources to solve their own problems and to take advantage of new opportunities.

That mindset was faithfully translated by his son Howard Heinz and daughter-in-law Mrs. Vira I. Heinz into the Endowments that is doing so much good today.

What is impressive about last year’s grant making is that this same strengthening philosophy was behind several strategies designed to help us meet community needs in more complex times. Chief among them has been the effort to encourage more collaboration among grantees.

Collaboration is at the heart of a strategic plan that requires us to do more with the same resources, and to do so on a faster timeline in several areas offering opportunities for progress. The plan holds us to collaborating internally and with other foundations to the same degree we expect it from grantees.

An impressive example of this last year was the Arts & Culture Program’s development of the \$5.6 million Cultural District Pooled Fund—\$2 million of which comes from the Endowments. Two key collaborations involved a foundations group—Benedum, McCune, Mellon and Pittsburgh—and a grantee group, six of the downtown Cultural District’s highest-profile

performing arts organizations.

The foundations and the cultural organizations decided together on a pooled fund as the most effective strategy for helping these groups attract new audiences and avoid financial dips.

The first project will improve marketing and ticket-selling capabilities of all six organizations. New hardware and state-of-the-art Web sites will allow Web-based conveniences such as printing tickets on home computers. Organizations will have a new way to reach ticket buyers and track their interests.

There are many other examples of strengthening philanthropy, in which grantees develop new efficiencies in operations and become more effective in carrying out their missions.

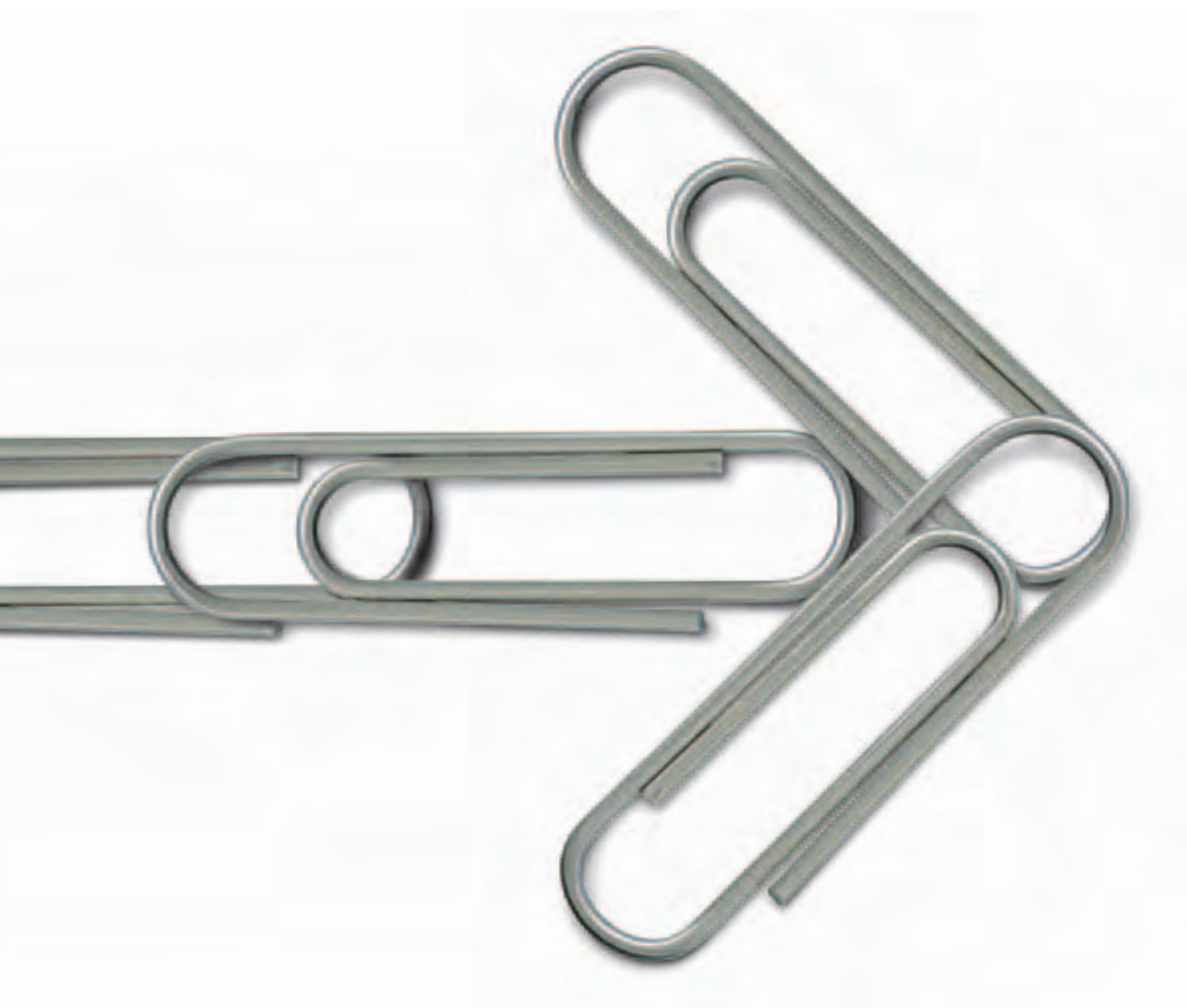
From the Education Program, a \$325,000 appropriation allowed for a restructuring and expansion of the Vira I. Heinz Scholarship Program for Women in Global Leadership. It began as part of Mrs. Vira Heinz’s hands-on philanthropy in 1954, in which she wrote the \$1,000 checks for each winner.

Now, the program centers on leadership-training and career-exploration components. Administrative costs have been reduced, allowing more money to go to travel stipends. Also, the number of participating universities has increased from 12 to 15.

From the Children, Youth & Families Program, a \$150,000 grant through the Forbes Funds will enable managers of after-school programs the technical capacity to collect data that will help them improve the effectiveness of their programs.

Also, a \$12,500 Arts & Culture grant developed last year and just now being implemented will provide training for the members of the City of Pittsburgh Art Commission. These volunteers, who are responsible for reviewing some of the city’s most important projects, will learn how to develop sound policies, adopt best practices and collaborate more effectively with other arts organizations in the city.

At a time when foundations are being petitioned to do so much more with limited resources, we cannot afford to create new organizations that duplicate the missions of those we are already funding. Grants that strengthen grantee capacity by coaxing more collaboration stand a better chance of long-term success. They also validate the wisdom of our looking back frequently to study how those original donors rocked the cradle of organized philanthropy. *h*





WITH SUPPORT FROM  
LOCAL FOUNDATIONS  
AND BUSINESSES,  
A NATIONAL  
ENTREPRENEURSHIP  
PROGRAM IS TEACHING  
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AREA HIGH SCHOOL  
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PERFORMANCE IN THE  
CLASSROOM AND  
ON THE JOB.  
BY JENNIFER BAILS  
PHOTOGRAPHY  
BY JOSHUA FRANZOS

## BIZ KIDS

The bell clangs inside the fluorescent-lit hallways of Carrick High School on this bright spring morning, signaling a dozen students to scramble for their chairs at computer pods set up throughout the lab. → “Opportunity is all around you,” reads the sign in large blue and yellow letters above the blackboard, where a projector screen has been lowered for today’s class. → Some of the students open Microsoft PowerPoint on their computers and furiously begin making last-minute changes to the presentations they must give this period. Others keep their heads down as they browse the Internet for their favorite music or chat online with their friends. Finished or not, no one wants to be called on to go first. → Seated at the front of the class, quietly talking to each other, are five suit-clad investment managers and market analysts from downtown Pittsburgh-based Fragasso Financial Advisors. Also with them is the firm’s president, Robert Fragasso. This morning marks the fourth visit made by Fragasso and his colleagues to this 10th-grade classroom, which includes students from some of the low-income neighborhoods in the southern section of Pittsburgh. During the past semester, these financial professionals have invested their time and hope in the teenagers by working with each of them to write a business plan that provides a road map for how to launch a small business. → The project is the culmination of an innovative high school curriculum developed by the National Foundation for Teaching Entrepreneurship, known widely by its abbreviated name, NFTE, pronounced “nifty” by participants and others familiar with the program. → Founded more than 20 years ago in New York City, the nonprofit group has been steadily spreading its message of self-empowerment by reaching thousands of primarily disadvantaged youth with its entrepreneurship education program. Trade executive-turned-public school teacher Steve Mariotti started NFTE as a way to keep at-risk students in school and to improve their academic performance by helping connect their classroom experience with practical applications to their everyday lives.



As president of Fragasso Financial Advisors in Pittsburgh, Robert Fragasso helps people make sound investment choices. He and colleagues from his firm also mentor students at his alma mater, Carrick High School, through the National Foundation for Teaching Entrepreneurship, or NFTE, program. The business professionals show the teenagers how to develop a plan for launching a small business.

Today, NFTE is an international organization with programs in 21 states and 14 countries, including a Pittsburgh regional office that opened in 1995 with the help of grants from The Heinz Endowments and the Richard King Mellon, Scaife Family and McCune foundations. The Endowments has continued to support the program, awarding it 12 grants totaling more than \$1.4 million since its arrival locally.

This long-term investment is intended to help meet the Endowments' goals of promoting the professional development of teachers and enabling students who face a variety of challenges in life to achieve success in school, explains Joe Dominic, who retires as the foundation's Education Program director at the end of this year. Ultimately, he adds, the meaningful impact made by these grants could boost the quality and diversity of southwestern Pennsylvania's workforce.

"We saw it as an opportunity to expand learning opportunities for children who might not otherwise be exposed to entrepreneurship," Dominic says. "And what we're betting on is that a number of these young people will go on to make contributions to Pittsburgh and its quality of life, either as business people or as leaders in their own way."

Here's how the program works: Teachers are trained in week-long summer workshops to deliver the 40- to 80-hour NFTE curriculum as they would any other lesson plan. Typically, the course is offered in schools in urban and often financially struggling communities as an elective in business or computers.

Participants in the program—many of whom have had difficulty in the traditional classroom—learn complex business and entrepreneurial concepts through hands-on, real-world activities such as participating in a wholesale buying trip and then selling their products in a makeshift school mall. In doing so, they build critical math, reading and technology skills—along with life skills of immeasurable value.

Business teacher Yvette Cook, who taught the NFTE program at Carrick for almost a decade, says most of her students entered her classroom shy, unfocused and insecure. But going through the project-based curriculum gave them a renewed sense of self-worth and a belief in their limitless potential.

Students who previously didn't talk in class became the first to raise their hands. Others joined sports teams and after-school clubs for the first time. Some even gained the confidence to run for student office.

"It definitely had a larger impact than anyone ever dreamed it would," Cook says.

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**"NFTE gives young people an understanding of what it takes to risk one's capital and invest one's intellect and energies and time—and what the correct payback should be for people who take that risk."**

**Robert Fragasso**, president, Fragasso Financial Advisors

**“A major lesson that NFTE taught me at the age of 16 is the hard work that it takes to own your own business. You can kiss your social life goodbye, you are going to put in 80 hours a week, and you won’t be guaranteed a paycheck... But my job isn’t work.”**

**Justin Strong**, owner, 7th Movement Development Inc.

A 2002 study of the NFTE program conducted by the Harvard Graduate School of Education found that students taking the organization’s entrepreneurship course had a 32 percent higher interest in attending college than their peers who did not take it. After the course, the study said, students’ interest in getting a job that required a higher level of education also rose 44 percent.

An earlier study conducted by Brandeis University found that students who participated in NFTE gained a knowledge and understanding of business that was 20 times greater than that of their peers who had not been involved in the program. The participants also were 30 times more likely than their peers to start a business. And a follow-up evaluation found that 8 percent of the program’s alumni had started businesses, compared with the national rate for minority adults of 1 to 3 percent.

While new studies are just beginning to better analyze teacher feedback and track student progress, success stories continue to be told around the country. After attending a NFTE business camp three years ago, high school student Fantashia Stevens of Cleveland formed a company called Fizzalae Botanical Blends that manufactures bath and body products for people with sensitive skin like hers. Chicago 11th-grader Milan Alexander was 15 when he started cutting hair to afford necessities such as school supplies and clothes. During his NFTE class in 2005, he created the business plan for Exclusive Cuts Barber Service, which he launched while finishing high school.

Economy-boosting outcomes like these also dovetail with the strategy of the Endowments’ Innovation Economy Program, says Director Christina Gabriel. Pittsburgh was ranked just 48th on Entrepreneur magazine’s recent list of the 50 best large American cities for entrepreneurs, so clearly there is room for much-needed improvement. “We’re trying to stimulate the entrepreneurial economy in Pittsburgh, and NFTE is one way to do that,” Gabriel says.

In 1995, Justin Strong attended a NFTE summer BizCamp while he was a senior at Taylor Allderdice High School, one of the top high schools in the Pittsburgh school system. Unlike many participants, Strong was no stranger to the world of business; his family has owned Strong Dry Cleaners & Laundry Service in the city’s Homewood section since 1945. But he says the program’s curriculum gave him the correct terms for what he already learned informally.

Strong went on to use his newfound business skills—along with his ingenuity and creativity—to establish 7th Movement Development Inc., which operates the Shadow Lounge and the adjoining AVA Bar and Lounge in the city’s East Liberty neighborhood. These highly popular nightspots have helped to spark the ongoing renaissance of what had been a downtrodden neighborhood by offering a showcase for culturally diverse music and entertainment.

Strong regularly shares his inspirational story with groups of young participants, without sugar-coating the details. “A major lesson that NFTE taught me at the age of 16 is the hard work that it takes to own your own business,” he says. “You can kiss your social life goodbye, you are going to put in 80 hours a week, and you won’t be guaranteed a paycheck. ... But my job isn’t work.”

Justin Strong owns two popular nightspots in Pittsburgh and grew up in a family of entrepreneurs who operated a neighborhood dry cleaning service. But he says it was at a NFTE summer BizCamp he attended as a high school senior that he learned the correct business concepts that complemented what he already knew informally.



20x

NFTE participants had a 20 times greater knowledge of business than students not in the program.

32%

Students in the NFTE program had a 32 percent higher interest in attending college than their peers who were not in the program.

30x

NFTE students were 30 times more likely to start a business than their non-participating peers.

RETURN ON INVESTMENT

Of course, not every student who completes the program will become Oprah Winfrey, Bill Gates or even Justin Strong.

Jerry Cozewith, executive director of NFTE of Greater Pittsburgh, says the true power of the program can't be measured by counting how many graduates start their own businesses. At a time when more and more Americans are becoming self-employed or working for small businesses, it is crucial that schools teach students the basics of our economy and show them what place they can have in it beyond minimum wage, Cozewith says. Most important, he explains, NFTE gives young people the self-esteem and knowledge they need to access and create opportunities to improve their own lives.

Twenty-year-old Ciera Dempsey participated in the program three years ago when family troubles led to her living at the Three Rivers Youth group home on Pittsburgh's North Side. The nonprofit agency serves abused, neglected, runaway and homeless children.

During the class, Dempsey created a business plan for Obsessions Braided Creations hair salon that took first place at NFTE's regional competition. "It was the first time I was able to really have my own ideas and create something on my own, which was exciting," she says.

Growing up on the crime-ridden streets of northwest Philadelphia, Dempsey was a poor student who never dreamed of a future beyond high school. "Getting by enough to graduate" was the best she ever hoped would happen. If she were lucky, she thought, maybe she would find a job styling hair that paid better than minimum wage.

Now, Dempsey is studying psychology at Community College of Philadelphia and hopes to use the business skills she learned through NFTE to open a private therapy practice one day. "NFTE showed me that, regardless of the circumstances that you are in, you can still do something important and move forward," she says.

Still, getting Pittsburgh-area schools to buy into the program's mission has been a challenge. One major obstacle that the staff has encountered has been the school requirements under the federal No Child Left Behind Act. The regulations emphasize reading and math test scores and leave little time for less conventional instruction. Recruiting and retaining teachers who are already overworked is another hurdle. It also has been difficult to attract busy professionals to volunteer as coaches and guest speakers for NFTE students.

Yet, through the support of foundations and other charitable donors, the program now reaches more than 500 students each year in southwestern Pennsylvania, working through the Pittsburgh Public Schools as well as several private and charter schools and community organizations. The latest NFTE initiative is intended to better enable students like Dempsey to use the program as a true bridge to a career path, rather than simply as one more abstract high school course. A recent Endowments grant of \$50,000 will help the organization adapt the curriculum for middle school students and deepen the involvement of Pittsburgh's business leaders and community colleges.

"We have this dream here in Pittsburgh that one day this program will be so well regarded and so well delivered that employers will look upon a NFTE certificate as truly saying something about a person's readiness for life after high school," Cozewith says.



That dream is starting to take shape in places like Carrick High School, where the volunteer coaches from Fragasso Financial Advisors serve as judges by listening to the students present their business plans and rating their work. The top finalists in the school contest will qualify for NFTE's annual regional competition in which the winners are awarded \$2,000.

On this morning, each of the Carrick students nervously shuffles to the front of the classroom to share his or her business plan with Fragasso and his fellow judges in eight-minute presentations that they have toiled over for the past several months.

Fragasso grew up as the son of a tailor and graduated from Carrick in 1963. His firm has been one of the underwriters for the Carrick NFTE program during the past two years, and he says returning as a successful entrepreneur through the program helps to show students at his alma mater that they have the opportunity to influence their own futures just as he did.

"NFTE gives young people an understanding of what it takes to risk one's capital and invest one's intellect and energies and time—and what the correct payback should be for people who take that risk," says Fragasso, who was recently named chairman of the local organization's advisory board.

Potential risk-takers at Carrick include 15-year-old Kaiyla Shuey, who tells the judges that she aspires to sell homemade lady locks, made from a top-secret family recipe, for 25 cents apiece through her business, Kaiyla's Kookies. "My short-term goal is to finish high school, and my long-term goal is to finish college," she says. "And my business goal is to sell my lady locks at coffee shops and restaurants."

Classmate Nick Hilgert aims to use his computer skills to provide typing and printing services to his fellow students in need of help with their schoolwork, while another student, Dominique Dobbins, plans to sell iced tea at prices that undercut the school vending machines.

Each of the students talks in the universal business language of profit and loss, startup costs and selling prices. They break down their marketing research and describe their products and target consumers. And one by one, the novice public speakers all manage to make it through their presentations and gracefully field difficult questions from the judges.

"This is not necessarily about how many kids will go on to open the next Apple Computer or Fred's Deli," Cozewith says. "It's that they know they could. Or someone says to them that they should consider it, and they see the power of ownership." *h*



Kaiyla Shuey, 15, hopes to take advantage of her family's top-secret lady locks recipe by selling the sweet dessert through her company, Kaiyla's Kookies, for which she developed a business plan in her NFTE course.

**"My short-term goal is to finish high school, and my long-term goal is to finish college. And my business goal is to sell my lady locks at coffee shops and restaurants."**

**Kaiyla Shuey**, student, Carrick High School





**SEVERAL NEIGHBORHOODS ON PITTSBURGH'S NORTH SIDE COULD BE KNOWN PRIMARILY  
STEERS MANY YOUTH AWAY FROM THE VIOLENCE OF THE STREETS**



Neighborhood boys trot down Morrison Street on a sunny day without an apparent care in the world. It's an image of tranquility that The Pittsburgh Project labors to nurture in struggling communities on Pittsburgh's North Side.

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# COMMUNITY BUILDING

FOR GANGS AND POVERTY. BUT THIS IS WHERE THE FAITH-BASED PITTSBURGH PROJECT  
AND INTO PROGRAMS THAT IMPROVE THEIR LIVES BY ANDREW PETERS PHOTOGRAPHY BY JIM JUDKIS



Aging homes, like these row houses on Charles Street, blanket the North Side, where The Pittsburgh Project has set down roots.





In the summertime, Pittsburgh's Charles Street is dotted with inflatable kiddie pools and clusters of girls arguing about hopscotch. But the community along the steep, two-mile stretch between Brighton Road and Perrysville Avenue also has seen more than its fair share of hardships.

This section of Perry South has more gangs than city blocks, and gunfire is an all-too-familiar sound at night. In 2003, the main intersection, North Charles Street and Perrysville Avenue, was the site of what then-Attorney General John Ashcroft proclaimed the largest drug ring in western Pennsylvania's history. The combination of poverty, antiquated infrastructure and mostly century-old housing stock means many residents struggle to find the money to keep the water turned on, heat their homes in the winter or provide their families with three meals a day.

This is the neighborhood that 20-year-old twins Justin and Josh Reid call home. The Reid family moved from the East Hills section of the city to the North Side's Perry South when the brothers were 9. The family wanted to be near relatives, all of whom live within a block of each other on Maple Street. In a community where the quality of your life depends a lot on who you know, it was the faith-based Pittsburgh Project that helped the Reid brothers stay out of trouble.



The Pittsburgh Project's campus includes the red brick building in the center foreground above, a former Catholic school that's been converted to classroom and office space. The gray building to the left is the LEED Gold-certified, 324-bed guest house, where summer staff and volunteers stay. And in the background on the right is a former church, which contains a 275-seat, multi-purpose performance space; a commercial kitchen; and a 150-seat dining hall. Next to the dining hall is the Charles Street Café, shown below, which provides employment for students and helps support the organization's youth development programs.

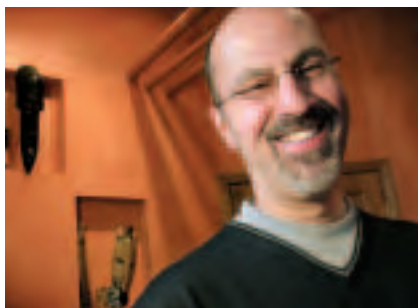






Elementary school youngsters, shown above, take a break from the Project's summer educational programs by playing a card game as their instructor, Bruce Pittman, center, watches. At left, La'Jaya Windbush, 9, waves her arms victoriously while next to her Shyann Glover, 10, is slightly less exuberant. On the right, Nasjeia Graham, 9, foreground, and Mikala Lindsey, 9, continue to focus on their cards. Below, a boy from the community who does not attend Project programs gives a winning grin after a dip in the Fowler Park pool, which the organization operates.





“Coming from a different neighborhood to the North Side, there was a lot of tension against us because we were not from there,” says Josh Reid. “[Fitting in] is about knowing your neighbors. Coming to The Pittsburgh Project, you see these people every day. ... [It] was a place where all the kids from Perry South came and got along. Kids got to know kids from different parts of the North Side who went to different schools. For those three hours after school, everyone put their differences aside to coexist.”

Not that there weren't constant temptations to make poor choices. Some of the Reid brothers' neighbors and family members were involved in gang activity and drawn into the drug trade. When their older brother started selling drugs, the twins decided it was an example they would not follow. With encouragement from their parents, the brothers chose what Justin calls “the hard way,” keeping up with their studies, staying clear of drugs, and often working two or three jobs at a time to help support the family.

The Project helped by offering alternatives that made it easier for the Reids to resist the lure of the streets. From seventh grade through high school, the brothers attended after-school programs where they received daily homework assistance and supplemental academic help. In the summer of 2004, Josh Reid also became a Leader-In-Training, an opportunity to

“In the same five block radius that has 1,500 kids, there are seven gangs. We have worked like crazy to ensure that [our] little campus... is kind of like Switzerland.”

**Saleem Ghubril**, former executive director, The Pittsburgh Project

work at the Project and received job training, mentoring and, ultimately, scholarships to higher education.

“The Pittsburgh Project paid for my first guitar, which I still have today,” he adds. “I’ve been playing for five years. Without the opportunities that [the Project] gives, a lot of people wouldn’t have anything.”

Students and community leaders give much of the credit for the impact the organization has had on the Perry South community and its residents to former Executive Director Saleem Ghubril, a 47-year-old ordained Presbyterian minister who immigrated to the United States from war-torn Lebanon when he was 16. Ghubril left the Project in September to assume leadership of a new youth initiative, the Pittsburgh Promise, a scholarship program designed to motivate city public school students to get good grades and to encourage families to stay in the district. His departure comes after his two-decade commitment to the neighborhood successfully helped turn a couple of dilapidated city blocks into a neighborhood-friendly haven for hundreds of children.

“After 23 years, it’s going to be hard to disentangle Saleem from the Project. Everyone loves him. People’s faces light up when you mention his name,” says Wayne Jones, a Children, Youth & Families program officer for The Heinz Endowments, which has granted the organization more than \$1.1 million since 1995.

But Jones adds that Ghubril might be exactly what the fledgling Promise needs to succeed. “Saleem will bring an added sense of legitimacy to the Promise because he is real and honorable and has a track record of tenacity and creativity through his work at the Project.”

The Rev. Ron Peters, director of Pittsburgh Theological Seminary’s Metro-Urban Institute, believes that the change also is a well-considered and important one for Ghubril to make.

“It’s an understandable move on his part, and I think it’s a healthy one,” says Peters, who has known Ghubril for 16 years. “In leaving, he strengthens [the] Project. Unless organizations can stay true to their main goal, they rise and fall on the strength of a particular personality. ... He has put something together there that will be well able to transcend his departure. The Bulls didn’t collapse [after] Michael Jordan.”

The Project allocates more than \$2 million every year to provide a safe environment in which young people can work, play and serve. It runs after-school programs for about 400 children every year; operates playgrounds, parks, meeting spaces and a swimming pool for Perry South’s 5,276 residents; and manages its own Charles Street Café and summer





Above, high school students along with home repair volunteer Jim Olson, center, load up a truck outside The Pittsburgh Project's colorfully painted warehouse with supplies for the houses they will work on that day. Below, a summer volunteer relaxes in one of the 20 dorm rooms in the organization's Guest House. Each room has seven sets of bunk beds, and each of the two floors containing the dorm rooms has a central bathroom. Not pictured are the building's 11 suites with private bathrooms.



# building communities, building homes

The Pittsburgh Project's home repair ministry extends beyond its immediate neighborhood. The red dots on the chart to the right represent homes that the organization's teams have repaired since 1985, with the heaviest concentration on the city's North Side. But work also has been done on homes throughout the city.

20

smoothie stand, which offer employment opportunities to children in the community. The organization also offers an academic-assistance and job-training program called YouthBuild that helps 18- to 24-year-olds in the community obtain their GED, learn building-trade skills and gain life experiences to become productive adults.

Its home repair ministry has provided free home repairs annually to more than 150 residents who are elderly or who qualify under federal poverty standards in Pittsburgh. This summer, the organization drew 2,500 teenagers from more than 25 states to repair the homes. They worked every day from 8 a.m. to 6 p.m. and lived in the Project's new "green" dormitory. Complete with recycled rain-water for irrigation and sanitary systems, solar power, radiant heating and natural ventilation, the dormitory's emphasis on sustainability is rooted in the organization's goal of being stewards of both the community and the Earth.

One-third of the group's income comes from foundations and corporations, while tuition payments from students involved in the home repair ministry or participating in after-school or summer programs account for 25 percent. Seventeen percent is from individual donations, and only 3 percent comes from churches. Eighteen percent is generated from revenue sources such as the café and the smoothie stand, with the remaining 4 percent coming from a variety of contributions.

The Project's origins can be traced to the summer of 1986 when Ghubril started bringing together groups of teenagers to help fix Perry South's dilapidated homes. Though some newspapers reported that the organization began as a program created by a coalition of Presbyterian churches, Ghubril says it started when he and two friends just wanted to help out in the community. That summer, 60 high school students from three different churches spent their time repairing homes in the neighborhood.

"There is not a shortage of people who are willing to work with kids in settings that are comfortable and safe and well-paying," says Ghubril. But his early mentor, Tony Campolo, then a sociology professor at the University of Pennsylvania, encouraged him to go where he was most needed, and to "think about not just kids in general, but kids in particular who lack the resources that all kids deserve to have in order to grow up healthy and, hopefully, with a [promising] future."

Ghubril decided to focus on Perry South because, in the mid-1980s, he worked at a church in a suburb north of Pittsburgh that had an outreach to the community. And if he was looking for a setting that was less than safe and comfortable, he found it in Perry South.

The neighborhood is deeply impoverished, with nearly 50 percent of its households earning less than \$25,000 per year and 45 percent of its children living below the poverty line. With an average of three to five homicides annually from 2002

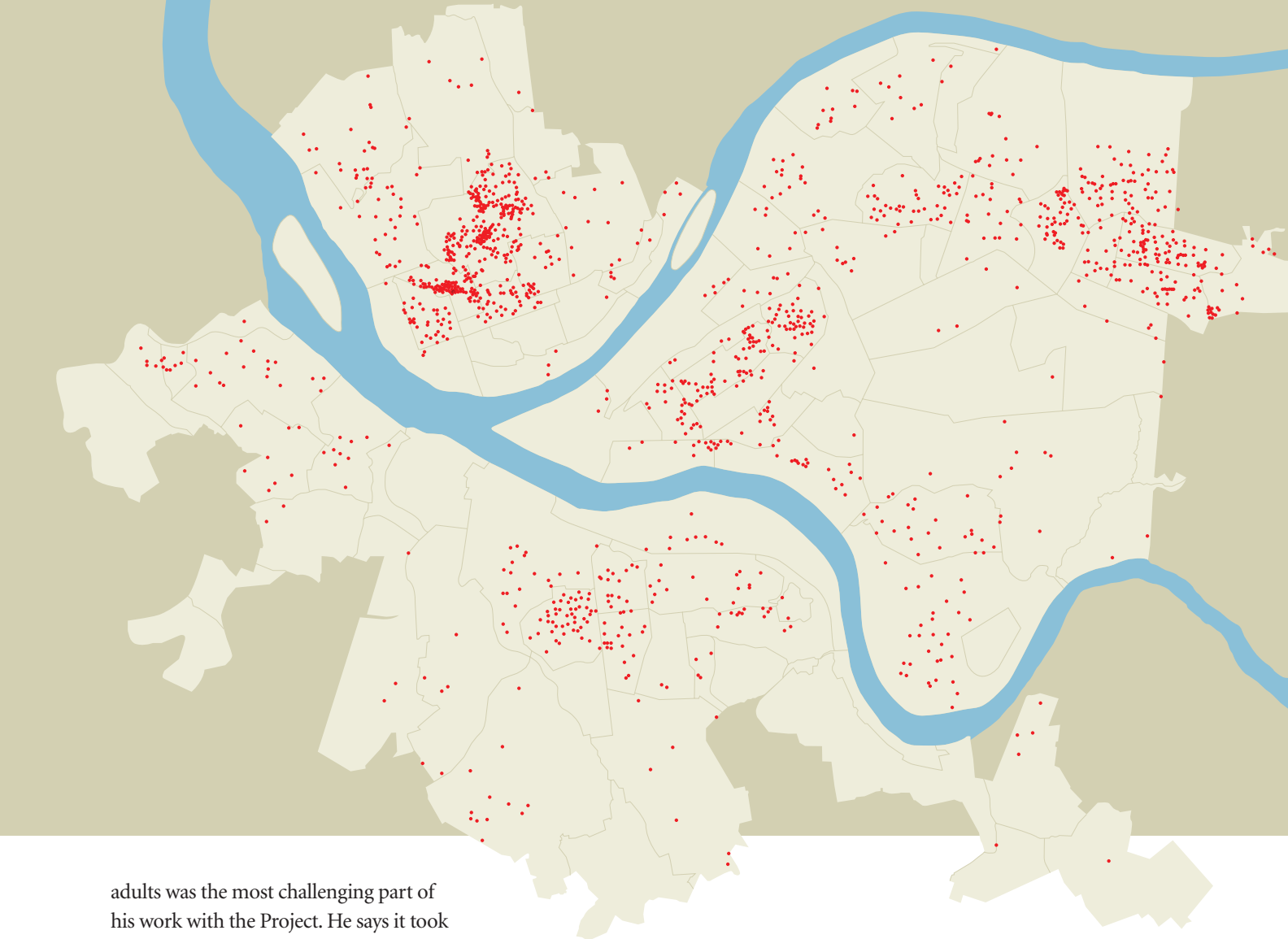
through 2005, Perry South and neighboring Northview Heights accounted for nearly 12 percent of all of Pittsburgh's homicide victims during that period. In the first six months of this year, the community had seen 96 felonies and 229 misdemeanors.

The human losses behind the statistics hit home for Project staff most recently in January when program participant and middle school student Jolesa Barber was gunned down while visiting her sister in a nearby North Side neighborhood. The 12-year-old's death sent waves of sadness and frustration throughout the community.

"In the same five-block radius that has 1,500 kids, there are seven gangs," says Ghubril. "We have worked like crazy to ensure that [our] little campus... is kind of like Switzerland. This is neutral territory."

And even with these efforts, residents are cautious. Ghubril relates a story about trying to rally attendance at a block party earlier this year. His staff went from house to house inviting neighbors to come. When responding to questions about safety, the staffers said that there would not be police protection at the party, and some people—including those who lived close to the Project—refused to come. They were unwilling to walk even two blocks through a rival gang's territory to the organization's campus.

Ghubril believes that establishing close, working relations with youth and



adults was the most challenging part of his work with the Project. He says it took about 13 years before he felt like he was not a stranger, even though his family lives three blocks from the organization's headquarters in the old Annunciation Roman Catholic Church on Charles Street and his children graduated from Perry High School.

"Why did it take so long to earn trust?" Ghubril muses. "There has been so much traffic in and out of communities like this... so many great, brilliant ideas pitched and marketed, but so few lasted. So the perception here was, 'You're going to be another one who comes in with his good idea, and you'll do your thing until you get something better and you won't last.'"

Despite initial tension between the Project and local residents, Ghubril eventually earned the neighborhood's respect, says Keith Lunsford, 27, who was involved with the organization as a youth and now is on staff.

"Saleem had to adjust to this community," says Lunsford. "He had to meet the community's needs for the people who live here."

For Lunsford, that moment came in eighth grade, when Pittsburgh was experiencing a spike in gang activity. His friend Norvel Jennings was shot and killed in a gang fight only three blocks from the Project. After Jennings died, Lunsford knew he had to decide whether or not to follow his friends into gangs. It was the organization's influence that helped him to realize he didn't have to do everything his friends were doing.

"It's definitely a place that saved my life," he says. "If it wasn't for [The Pittsburgh Project], I'd either be dead or in jail."

Peter Dobkin Hall, senior research fellow and an expert on nonprofit organizations at Harvard's Kennedy

School of Government, says the Project is "a faith-based organization that doesn't seem like a faith-based organization."

He explains that, unlike most faith-based groups, which usually are attached to congregations, the Project is separate from a specific church or denomination. Compared with its peer organizations, it also is focused much less on explicit religious or devotional rhetoric. Hall puts it in the same mold as Habitat for Humanity and the American Friends Service Committee, both faith-based groups with Christian values but an emphasis on human services rather than on proselytizing.

Peters believes Ghubril and The Pittsburgh Project have tapped into a rich American tradition of faith-based organizations serving at the forefront of most social movements, including the





The Project's YouthBuild program requires students to use the building-trade skills they're learning to provide affordable housing in the community. Above, Beverly Hardrick, 21, is helping to tear down a wall in a donated house that is being gutted and renovated by students. The work is scheduled to be completed this fall, and the house will be sold at cost to a family that lost its home in a fire. Below, Hardrick, front, and Todd Thomas, 17, remove debris from the same house.





“I think to understand [The Pittsburgh Project’s] impact, you need to imagine what that neighborhood would be like without the presence of that institution.”

**Gregg Behr**, executive director, the Grable Foundation

Abolition Movement, Prohibition and the Civil Rights Movement. He has a special name for the type of work the Project performs: public ministry. If the role of the church is to call people together to pray, he explains, then the role of public ministry is to call them together to work and serve.

“It is out of this tradition that clergy like Saleem get a sense of passion and urgency,” Peters says. “The bottom line for [the Project] is really getting people to know one another, so that the elderly—rather than sitting in dilapidated houses behind closed doors with a leaky ceiling and a toilet that doesn’t work, and fearing the young people outside—can actually remember that there are young people who are not intimidating, who are willing to help.”

The organization is guided by the philosophy of John Perkins, a Mississippi-born minister recognized in many religious circles as an expert on applying Biblical principles to community development efforts in impoverished areas. Perkins’ approach is based on what he calls “the three R’s” of community development: relocation into communities of need; reconciliation between God and people and among individuals across racial, ethnic and economic lines; and redistribution of resources to benefit low-income areas.

Ghubril and the Project’s team have embedded themselves in the Perry South and Perry Hilltop neighborhoods in a way few other community organizations have matched. In addition to Ghubril and his family, two-thirds of the staff members live within walking distance of the organization’s campus, allowing them to understand the community, its residents and its challenges on a personal level.

“They have high ideals and high visions, but then at the same time, the organization’s staff and board are well grounded,” says Hank Buekema, executive director of the McCune Foundation, one of the Project’s supporters. “They are realistic: They don’t lose track of who they are, what they are doing and who the people are that they work with. Saleem brings some unique qualities to that work. Other people put it up on the chalkboard, but they don’t execute it the way he does.”

Gregg Behr, executive director of the Grable Foundation, puts the organization on a par with successful community programs like Harlem Children’s Zone in New York. Since 1994, Grable has supported the Project with more than

\$1 million in grants. “I think to understand its impact, you need to imagine what that neighborhood would be like without the presence of that institution,” says Behr.

As Ghubril assumes a new role in the city, he leaves behind a homegrown group of young leaders to carry on his work in Perry South. They include the Reid brothers, who recently returned from a tour of duty with the U.S. Marines in Iraq and spent the summer working with middle and high school students as Project staffers.

“You’re not [doing this] because of the paycheck. You do it because this is what you want to do,” says Josh Reid. He and his brother believe that they have to give something back after benefiting from Project opportunities. But that also means that, at some point, the twins will have to part with the organization again, at least temporarily, as they make plans to attend college.

“There’s no way you can come through The Pittsburgh Project,” says Justin Reid, “and not be motivated to do something in life.” *h*



*In Good Health*



o the famous cosmetic  
 conundrum—“Does she... or doesn’t she?”  
 —Sheila Fine answered in the stylish affirmative for  
 over a decade. But on April 20, 2007, the 68-year-old Pittsburgher  
 summoned the courage to say goodbye to dye. • Fine knew the over-  
 the-counter cream that regularly turned her gray hair brown added more  
 than conditioners and color. Analysis by a cosmetic safety database had  
 linked it to cancer, neurotoxicity and chemicals that disrupt hormonal function,  
 and warned that the effects lingered in body tissues. • “When I would sit there getting  
 my hair colored, the chemicals would soon turn dark brown, and they dyed my scalp, as  
 well as my hair. And the rest went down the drain. Just think about all the products we put  
 on our skin: hormone replacement therapy patches, acne creams, antibiotic creams, cor-  
 tisonone creams,” says the Fine Family Foundation board member. “I didn’t like the idea of  
 this dye entering my system.” • The event that pulled the trigger on Fine’s decision to ditch  
 the dye was Pittsburgh’s first conference on Women’s Health & the Environment, held last  
 year. She was among 2,300 participants who eagerly crowded Pittsburgh’s convention  
 center to learn about the environmental hazards women are exposed to every day—even  
 in their cosmetics—and the immediate actions they can take to protect themselves  
 and their families. The conference was co-sponsored by Teresa Heinz, The Heinz  
 Endowments, the Johnson Family Foundation and Magee-Womens Hospital  
 of UPMC. • “We did not just talk about being smarter consumers. That’s  
 important, but we wanted to make it clear that we could not shop our  
 way out of this crisis,” says Teresa Heinz. “We need smart science  
 and smart policy, as well as smart consumers. And on all  
 three fronts, we wanted women to feel empowered  
 — as individuals and as a group.”

Nobody wants to believe that deciding to use a popular perfume or munch on  
 a tasty snack could make you sick. But a growing body of research is now available  
 to show women how to make healthier choices for themselves and their families.

Those in Pittsburgh also have had the chance to learn more at two  
 “new science, new solutions” conferences held in the city. By Christine H. O’Toole



## Personal Care Products

**Synthetic chemicals can cause reproductive and systemic problems, and can be difficult to avoid because of their prevalence in products such as plastic containers, cosmetics and hair dyes.**



The conference jump-started 18 months of grassroots efforts to encourage women who attended the event to continue making choices that protect their health. Organizers of these activities have seen an increased desire among women in the Pittsburgh area to learn and do more to live healthier. This work was amplified at a second regional conference held in Pittsburgh in September.

"Mrs. Heinz recognized that the first conference motivated women in southwestern Pennsylvania to get involved with environmental health concerns that were not being adequately addressed," says Caren Glotfelty, director of the Endowments' Environment Program. "This next conference enabled us to build on that energy and momentum with information on the most up-to-date science and public policy and with even more practical measures women can take to protect their health."

Fine agrees that the women's health conference last year helped solidify some of her thoughts about taking steps to improve her health, including the resolution to no longer dye her hair. "Why keep contributing to something that is putting toxins in my body and our environment?"

She's stepping back from an all-American belief in better living through chemistry, and her simple personal decision feels right. "It would be obsessive and difficult to 'cold-turkey' everything," she argues. "But if we do some homework and slowly adjust what we use and purchase for ourselves and our family, change is very workable." As for her image transformation, from "bottle brunette" to all natural, she says with a laugh, "It's the most liberating thing I've ever done."

Environmental health researchers say toxins that enter the human body at very low levels — what scientists call "physiological levels" — can persist over time, triggering disease or change at the cellular level years or even generations after initial exposure.

John Peterson Myers, a speaker at last year's conference and founder and CEO of Environmental Health Sciences, notes that diseases he refers to as "today's epidemics" — hormone-related cancers, endometriosis, infertility, obesity, diabetes and

asthma — are being linked to this process of bioaccumulation. Also of concern are endocrine disruptors, which are synthetic chemicals that act like natural hormones in the body, but can trigger a variety of reproductive and systemic problems. Found in products like plastic containers, cosmetics, hair dyes, flame retardants, pesticides and herbicides, their prevalence makes it difficult for a consumer to dodge their effects.

"We are beginning to understand that very low doses at the wrong time, even early in embryonic development, can have profound effects," says Devra Davis, director of the Center for Environmental Oncology at the University of Pittsburgh Cancer Institute. She cites research presented at a recent conference, which reported four cases of infertility in granddaughters of women who took the synthetic hormone diethylstilbestrol, or DES, during their pregnancies. The drug had already been proven to impair the reproductive system of the women's daughters, but the new study showed that its effects persisted decades later into a third generation. At the same conference, researchers reported cases of ovarian cancer in pre-pubescent girls as young as 10.

"That, I think, has been really shocking but not surprising," says Davis, who also was a speaker at both women's health conferences in Pittsburgh. "We could make sense of those rare events, because we had prior evidence on DES. That is a signal that there may be other serious long-term hazards out there, and we must pay more attention. We've made progress in stepping back from the paradigm that says the only proof [of environmental hazards] that we can accept is sick or dead people."

Ann McGuinn, a board member with the city's Children's Institute, is among those who see the need for more consumer information as a call to action.



“We were all at a tipping point,” recalls McGuinn of her impressions after the first Pittsburgh conference. “We were like spokes of the wheel, coming from different directions to the same conclusion: that toxicity in our environment has dramatically affected family and women’s health. So that [conference] was a pivotal moment, to have this information presented without sugar coating. But the speakers also talked about solutions—that struck all of us. They’re not just worrying about air and water, women’s cancers and decreasing fertility for men and women—which all make perfect sense, once you understand what’s happening with the chemistry—but suggesting ways that we can protect ourselves.”

McGuinn has taken the helm of an ad hoc women’s network on the environment and women’s health to organize more public information sessions and to ask public health officials, school administrators and legislators to respond to these issues, stressing concrete solutions.

Magee-Womens Hospital officials have folded environmental issues into patient and staff education programs since 2005. The hospital is a member of the network and coordinated plans for the second citywide conference (see sidebar “The Next Chapter”). In recognition of its early leadership on environmental issues (see “Nature and Nurture,” Winter 2007, *h* magazine), Magee shared a national award from the Environmental Protection Agency last year with Children’s Hospital of Pittsburgh of UPMC. They were two of only 10 organizations that received a Children’s Environmental Health Excellence Award for outstanding commitment to protecting children from environmental health risks.

Joyce Lewis, Magee’s director of community and governmental affairs, says she’s noticed that consumer knowledge is already increasing. “In our pre-natal and baby basics classes, folks come in with more information—especially when there’s an item on the news,” she says. “People are calling our education department and enrolling for workshops. They’re paying attention.”

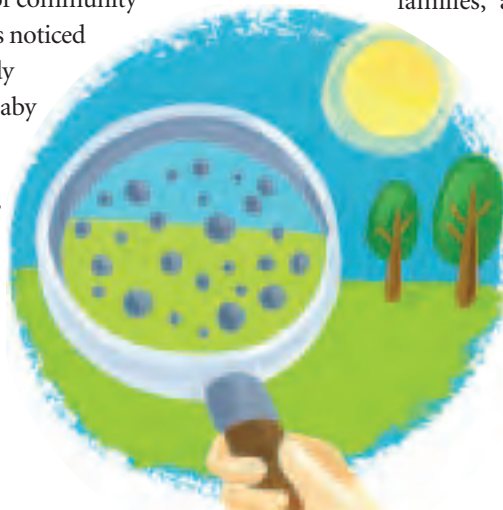
Endowments-supported informational sessions on practical strategies for protecting health sparked lively discussions throughout the spring and summer in Pittsburgh. Among the speakers at a June 25 session called “Safe Air Quality: Is it OK to Inhale?” were Caren Glotfelty, top left, the Endowments’ Environment Program director; Rachel Filippini, top center, executive director of the Group Against Smog and Pollution, or GASP; Conrad Schneider, bottom center, advocacy director for Clean Air Task Force; and Ashleigh Deemer, bottom left, program organizer for Clean Water Action. To the right, audience members at the meeting discuss the presentations.

Magee sends home tips on environmental health with the families of all newborns—a massive audience, since half of all Pittsburghers have been born at the hospital. Its safe cosmetics workshops are attracting teenagers, and it is developing an online tool kit for obstetricians to use to understand environmental health risks.

This year, the hospital also is partnering with the Endowments to offer small-scale information sessions that tie today’s alarming headlines to research updates and safe, practical strategies for protecting health. More than 100 savvy consumers have turned up at each of the weekday-evening meetings to ask pointed questions.

Organizers of the May 15 safe food session must have seemed prescient. Just five weeks later, a salmonella scare squashed sales of fresh tomatoes nationwide. The federal government warning to avoid certain tomatoes was lifted in July, though officials continued to caution against eating hot peppers into August.

But in the spring, those filling the auditorium at the Carnegie Science Center auditorium weren’t worried about tainted produce. They were seeking “reasonable choices for healthy families,” as the program was billed.



## Air Quality

**There’s no question that Pittsburgh’s skies are a lot clearer than they were more than 50 years ago. But the region’s level of microscopic pollutants is so high that an American Lung Association study found it had the worst 24-hour soot levels of any metropolitan area in the country this year.**

## Diet

**As a growing number of families become more conscious about the quality of their food, nutrition experts are touting the advantages of locally grown produce, vegetables cultivated without pesticides and antibiotic-free meat.**



Colorful handouts from Pittsburgh's Rachel Carson Institute offered suggestions for growing native plants, a primer on pesticides and an overview of endo-

crine disruptors. Everyday action tips included admonitions such as, "Do not give young children soft plastic teethers," and "Grow more vegetables to reduce your shopping bill, increase the quality of the food you eat and reduce global warming" by reducing the energy consumed by trucking produce across the country. The pamphlets emphasized common-sense solutions to growing problems.

David and Theresa Kantz of Wexford settled into their seats, seeking ways to raise their garden vegetables without pesticides. Theresa, a nurse with Highmark Blue Cross Blue Shield, a large regional health insurer, says she's also buying more organic foods and is taking classes in macrobiotic cooking.

Sitting a few rows away and equally vigilant about her family's diet was Karina Winters-Hart, with sons Andrew and Alex in tow. Andrew, age 7, has a nut allergy, which makes him part of a growing demographic. In the past five years, the incidence of peanut allergies has doubled, according to the Food Allergies and Anaphylaxis Network, and research is investigating whether environmental factors may be a cause.

Due to what George Washington University nurse practitioner Barbara Boston calls the "focusing" of contemporary diets, our immune systems are less able to deal with the constant influx of the same foods. The more a pregnant woman eats certain processed foods, particularly those with known allergens like nuts, the more likely her fetus may become sensitized to that food.

The speaker that evening was Lance Price, director of the Center for Metagenomics and Human Health at the Translational Genomics Research Institute in Phoenix, Ariz. The center applies findings of the Human Genome Project to the development of diagnostics, prognostics and therapies for cancer, neurological disorders, diabetes and other complex diseases.

Price delivered an arresting statistic to the group in his discussion of the links between antibiotics used in industrial meat production and the leap in antibiotic-resistant infections in

humans. "MRSA [methicillin-resistant *Staphylococcus aureus*] now kills more people than AIDS. The national estimate for 2005 was more than double the MRSA prevalence of 2000."

While an individual response might be to become vegetarian, a common-sense community response is a change in food safety regulations. Audience member Jeanne Clark of PennFuture, an environmental action group, gave participants an update on pending Pennsylvania legislation that would ban the use of antibiotics on healthy animals in livestock factories and volunteered a Web site address, [www.keepantibioticsworking.org](http://www.keepantibioticsworking.org), which could provide background on the issue.

Another national health issue with regional implications, safe air, was discussed at a session on June 25. The Endowments' Glotfelty introduced the program with a rueful acknowledgment: "Once again, Pittsburgh is right there at the top of the list of metro areas with the worst air quality."

From 2003 to 2005, the region's air-quality monitors recorded the nation's highest levels of fine-particle pollution, which can pass invisibly into human lungs and bloodstreams. Pollution, too, is a women's health issue: Long-term exposure to fine-particle air pollution is associated with a higher incidence of cardiovascular disease and death among post-menopausal women. And overall, southwestern Pennsylvania leads the nation in deaths linked to particulates from coal-powered power plants.

"I work as a respiratory therapist, and I have a respiratory problem," says Brenda Patrick, 50, who lives in the Pittsburgh suburb of Penn Hills. "My husband, my daughter and my son all have respiratory issues. I was surprised [to learn] about the particulate problem. We ignore the problem when we can't see it. That has to change."

The desire of Patrick and the others to learn more and to protect their patients and families is a trend that the Center for Environmental Oncology's Davis believes has become widespread, increasing the need for sharing practical ways to make healthier life choices.

"The preventive thrust hits home with a lot of people," says Davis. "We are asking, 'Isn't it time for us to build fences to keep people from falling off the cliff?' There's a sense that we're figuring out how to build those fences." *h*



Top and bottom right: Hundreds of women snapped up all the materials they could on protecting their health and were enthusiastically engaged in the presentations at last year's conference. Co-sponsor Teresa Heinz, bottom left, urged women in the audience to work together on addressing environmental health risks.

# 07 Conference Highlights

Last year, Pittsburgh's first Women's Health & the Environment conference drew nearly 2,300 people to listen to experts from around the country discuss the best thinking in health, public policy and advocacy.



Joshua Franzos

## THE NEXT CHAPTER

Pittsburgh's second "Women's Health & the Environment: New Science, New Solutions" conference was held Sept. 25, 2008, at the David L. Lawrence Convention Center. More than 2,100 people showed up to continue the discussion about environmental health risks and the protective steps women can take that was launched during the first standing-room-only conference at the convention center. Organizers of that inaugural event turned away 400 would-be participants. This year's conference took a more in-depth look at environmental hazards in air, water, food and personal care products.

Keynoting the all-day session was Nancy Nichols, a Boston journalist and pancreatic cancer survivor whose book, "Lake Effect: Two Sisters and a Town's Toxic Legacy," will debut this fall. Moderating the morning and afternoon sessions was Bev Smith, a popular radio commentator on the American Urban Radio Networks. Diane MacEachern, author of "Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World," delivered the day's closing address.


Among other speakers were Charlotte Brody, executive director of Commonweal, a California environmental health and research group; Jane Houlihan of the Environmental Working Group; Bruce Hill, senior scientist for the Clean Air Task Force; Conrad "Dan" Volz of the University of Pittsburgh's Graduate School of Public Health; and Carolyn Raffensperger of the Science and Environmental Health Network.

"Because women use more cosmetics and personal and household products than men, we have greater exposure to chemicals that cause cancer and other illnesses," notes Teresa Heinz, who again co-sponsored the conference along with The Heinz Endowments and Magee-Womens Hospital of UPMC. "Because of our physiology, we are especially vulnerable to those exposures. And because of our gender, medical science until recently had little interest in the unique ways in which our bodies react to various types of medicine, chemicals and pollutants.... Our goal with this conference was to link what we know about the challenges facing women's health with actions we can take to meet those challenges."

# BOND SHELTER

AFTER YEARS OF BEING SHUT OUT ON MAJOR BUILDING CONTRACTS IN PITTSBURGH, SOME MINORITY- AND WOMEN-OWNED FIRMS ARE FINALLY GETTING A BIGGER SHARE OF LOCAL CONSTRUCTION PROJECTS. A FOUNDATION-SUPPORTED PROGRAM IS HELPING THEM OBTAIN THE BONDING THEY NEED SO THEY CAN BID ON THE JOBS THEY WANT. BY JEFFERY FRASER PHOTOGRAPHY BY TERRY CLARK

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Contractor Rebecca Elstner examines an emergency roof repair that her firm has completed at the U.S. Army Reserve Center in Washington, Pa. On the roof are Dave Horvat, left, and John Biggio, inspectors from the 99th Regional Readiness Command of the Army Reserve in Coraopolis. As a woman contractor, Elstner had to overcome many obstacles to get her company off the ground, including difficulty in obtaining the bonding needed to bid on projects.









“ I COULDN'T GET A BIG JOB.  
I WAS STUCK DOING A WHOLE LOT OF  
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BECAUSE I COULDN'T GET BONDING  
TO BE THE PRIME [CONTRACTOR]. ”

**Rebecca Elstner**, president, Elstner Construction Co.

Rebecca Elstner and Army Reserve staff Dave Horvat, left, and John Biggio take their inspection of the U.S. Army Reserve Center in Washington, Pa., indoors. In addition to roof repairs, Elstner's construction company completed renovations of the facility that included painting, removing asbestos and installing new flooring throughout. It's the type of large-scale project her firm now bids on because she can get bonding with the help of a foundation-supported program.

# R

ebecca Elstner had just graduated from high school when she got into the construction industry at age 17. She learned to finish interiors while on the job, working long hours on back-aching tasks until she was able to finish drywall with the best of the men who worked alongside her.

She started her own company in 2000 to allow for a more flexible schedule after she was granted custody of her grand-daughter. More than once, she fashioned a playpen from plastic buckets so she could watch the child while completing a job. She sold her Harley-Davidson motorcycle—“the dream of my life”—to buy a house she hoped would make her more financially stable in the eyes of surety companies, whose blessing she needed to secure the bonding necessary to bid as a prime contractor on jobs that could ease her struggle to make ends meet.

And yet, time and again, bid and performance bonds—and the commercial construction jobs that required them—eluded her. “I couldn’t get a big job,” says Elstner, a lifelong Pittsburgher whose parents came to the city from Mexico. “I was stuck doing a whole lot of little stuff and just running crazy because I couldn’t get bonding to be the prime [contractor].”

Bonding is a hurdle most of the estimated 400 minority and women contractors in the region are unable to clear, leaving them on the outside looking in when contracts for large commercial or publicly financed projects are awarded. A bid bond guarantees that a contractor will honor the bid he or she submits.

A performance bond guarantees that the contractor will complete the contract according to its terms, including price and time.

Most minority- and women-owned companies in southwestern Pennsylvania haven’t acquired the levels of experience and financial capacity necessary to be considered for large jobs as prime contractors. And contractors short on experience and capacity are not likely to secure the bonding many of those jobs require.

“You’ve got to bid to win, and you’ve got to have a bond to bid,” says Clarence Curry, senior diversity coordinator with the Sports & Exhibition Authority of Pittsburgh and Allegheny County, which is overseeing construction of the new \$300 million hockey arena in the city’s Hill District neighborhood. The arena is part of a recent citywide building boom that also includes construction of the August Wilson African American Cultural Center and a tunnel beneath the Allegheny River connecting downtown to Pittsburgh’s North Shore.

For Marc Little, being denied a performance bond on a contract worth about \$1.5 million to his company, Lorraine Construction, was an eye-opener. “I knew then I had limitations,”

says Little. “I knew I’d be in a subcontractor role for most of my business career without the right surety and the proper financing.

“Every high-profile project that we wanted to bid on that required a bond was a hurdle for me. I tried everything I could as a business owner in terms of joint-venture relationships, in terms of building equity in my company by performing jobs. But it was to no avail. I couldn’t build up enough quickly enough. I had to seek other options.”

Those options included creating the Minority & Women Educational Labor Agency, a nonprofit focused on improving the participation of minorities and women in the building trades. Last year, the organization began a sheltered bond program to address issues that block companies like Little’s and Elstner’s from growing, even when most multi-million-dollar public projects embrace goals for hiring firms like theirs.

The program is built around a \$1 million bond fund that surety companies can count as a financial asset of the 25 selected contractors in the program. Sureties are responsible for paying claims against a contractor they’ve bonded who fails to satisfy a contract or honor a bid. They look for assurances that contractors have the experience and resources to complete the job. They require collateral, and they investigate a contractor’s work experience, the company’s financial stability and the contractor’s personal finances, including home ownership, credit scores, and bill and tax payment histories.

The sheltered bond program addresses these issues by helping each participating contractor build up to \$1 million in bonding capacity backed by the fund, which was created through grants from the Pennsylvania Department of Community and Economic Development and philanthropies such as The Heinz Endowments and the Pittsburgh and Richard King Mellon foundations. The fund makes it more likely that small contractors will secure bonding for jobs because, if necessary, a surety company can draw on the fund to pay any claim filed against contractors in the program. This enables the surety to take on a higher level of risk than it would ordinarily take.

In a little less than 10 months, Elstner and seven other participating contractors had secured their first bid or performance bond with the backing of the sheltered bond fund.

Seventeen bonds were issued to those contractors for construction jobs they were awarded. The total value of those contracts exceeded \$7.4 million.

To help cash-strapped contractors pay their bills at the start of a job, the program includes a \$2 million loan fund with the nonprofit Community Loan Fund. Another partner, the University of Pittsburgh’s Joseph M. Katz Graduate School of Business, designed a building trades-specific curriculum for contractors that includes instruction on issues ranging from basic bookkeeping to strategies for growing their business. Twenty-one contractors graduated from the program in July.

“Foundations, in particular, feel a need to find ways to lift all boats and address issues to make sure there is opportunity for all people in the economy,” says Christina Gabriel, director of the Endowments’ Innovation Economy Program, which gave \$200,000 to support the sheltered bond program last year. “We saw this [program] as a way to remove a barrier to participating in the construction industry—a critical industry in the region—for a socially diverse group of people who need jobs and who would benefit from economic development.”

The private foundation support the sheltered bond program receives also sets it apart from similar efforts across the country that usually rely on government funding. Few foundations in the United States have ventured into the arena of helping minority- and women-owned firms secure bonding, making the Minority & Women Educational Labor Agency’s approach uniquely comprehensive. Little says he’s been talking with state officials about expanding the program statewide.

“I wish every contractor who wants to jump into the fray would have access to something like it,” says Don Morse, surety bond manager for the Harrisburg-based Aegis Security Insurance Co., which is working with contractors in the program.

Minority and women contractors across the nation have long struggled to claim a fair share of the construction market. In one study, Pitt researchers found that minority businesses accounted for only 3 percent of the prime contracts worth \$25,000 or more awarded in 2004 by local governments in Pittsburgh and Allegheny County. The problem, they discovered, was that few minority firms bid on the contracts for reasons that included not



Marc Little, executive director of the Minority & Women Educational Labor Agency, discusses the day's business during a staff meeting at the nonprofit's office in Pittsburgh's Lawrenceville neighborhood.

35

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COMPANY BY PERFORMING JOBS.  
BUT IT WAS TO NO AVAIL.”

**Marc Little**, executive director, Minority & Women Educational Labor Agency





Nine members of the African-American Workers Union were arrested in July 1999 after picketing peacefully at the site of PNC Park. The protestors said black people were being denied skilled labor jobs and contracts in the baseball stadium's construction.

being aware of opportunities, lack of contacts related to the projects and belief that discriminatory practices made bidding not worthwhile.

In 1999, members of the African-American Workers Union were arrested for preventing access to the Pittsburgh Pirates baseball stadium site where they had set up pickets, claiming that black people were being denied skilled labor positions as well as contracts in the construction of the baseball park. At one point, nearly 800 individuals signed up with the union because they were hoping to go through apprenticeships that would prepare them for construction jobs on the project, but the training opportunities never materialized, says Calvin K. Clinton Sr., founder and president of the independent, Pittsburgh-based union.

"We appealed to the community at large, and to the African-American community in particular, to support our efforts because it was their children, their men, their women who were not going to get the opportunity to be trained and develop careers that could mean the difference between whether the economic level and poverty level of African Americans were going to stay the same."

In 2000, lawsuits and a Pittsburgh Post-Gazette investigation suggested that, in some cases, efforts had been made to skirt the city set-aside rules for minority and women contractors by offering them "pass-through" payments for not working on the stadium. Later that year, a disparity analysis commissioned by the City of Pittsburgh failed to find a single minority or woman contractor who had received a city construction contract worth more than \$250,000 between 1996 and 1998.

The PNC Park protest bought the union court dates and widespread criticism, but did little to rally support for its cause or promote the widespread reform Clinton felt was needed.

ing. Anybody who drives by, walks by a construction site today, even in the African-American community, will find very few African Americans participating."

Before the stadium construction, the city already had a goal of 18 percent minority and 7 percent female participation on city contracts of more than \$250,000. Following the protest and ensuing controversy, steps were taken to better assure those goals were met, including tighter monitoring of city contracts, which is today done by the city Equal Opportunity Review Commission.

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TO BE TRAINED AND DEVELOP CAREERS...”

**Calvin K. Clinton Sr.**, founder and president, African-American Workers Union

The first trade contracts for the new Penguins hockey arena were awarded this summer, with more than \$32 million, or 25.4 percent, going to minority contractors and nearly \$6 million, or 4.7 percent, going to women-owned firms. When the selection of contractors is completed, the Sports & Exhibition Authority's set-aside goals call for giving 35 percent of the work to minority and women contractors. That's more than \$100 million in contracts, some worth in excess of \$10 million.

To meet set-aside goals, the authority is requiring majority-owned prime contractors who are given large contracts to subcontract a share of their work to minority- and women-owned companies. Subcontractors typically don't need bonding. In addition, the authority hopes to recruit minority- and women-owned companies as prime contractors on smaller contracts for

interior finishing, painting, drywall and other work. Those prime contractors will need to secure bonding.

The Minority & Women Educational Labor Agency's program is the chief reason Aegis has bonded eight participating contractors since last August. "From my memory, there probably is only one [contractor] who we might have bonded outside of the program," says Morse. "All of the other ones we would not have done without the backing and the support the program offers."

Because the program leverages bonds for all 25 participating contractors, any claims against one or more contractors pose a risk to the health of the \$1 million bond fund. To lessen that risk, full-time inspectors and a control fund manager monitor each job, including progress, income and expenses.

Inspectors visit job sites at least once every two weeks. And payments pass through the control fund manager who checks to make sure bills are being paid and the job is on schedule before paying the contractor. So far, no claims have been filed against any of the bonds issued through the program using this system of quality control.

The financial help that the Community Loan Fund provides includes offering short-term loans to contractors who need cash to help them get through the early weeks of a job, when startup expenses, such as payroll and supplies, are incurred before the first job payment rolls in.

"If you can find financing and get bonding, you'll get more contracts. And if you get more contracts, you'll get more revenue, and you can bid on the next larger contract," says Mark Peterson, Community Loan Fund president. "The contracting business is really incremental growth."

Contractors in the sheltered bond program go through a six-month curriculum that staff at the Institute of Entrepreneurial Excellence in Pitt's Katz Graduate School of Business designed to give them the basics of running a business and a hand with plotting a course toward future growth.

"It's not all about the day-to-day, putting out the fires, getting the work done," says Christine Kush, associate director of the institute. "That's very important, but you do have to take time to work on your business, to work ahead and incorporate strategy in your business."

Those courses inspired Sandy Burkett to think more broadly about growing her custom sign business. "It's certainly going to encompass a market segment that I might not have focused on. I'm doing a lot of corporations and small businesses. That might open the door for me with the construction industry, if I have that capability and understanding and I've built that bonding capacity."

Her Robinson-based company, Vital Signs, was bonded through the program for a job supplying the August Wilson Center with interior signs.

"The goal is to help these businesses bid and complete the jobs successfully so that they can go on to bid on other larger jobs, build a track record and build equity in their businesses," says Jane Downing, who as senior program officer for Economics and Community Development at The Pittsburgh Foundation helped to raise money for the sheltered bond fund. "I'm fairly optimistic that, over time, we are going to be able to help connect the dots and help these businesses grow."

Elstner is the poster child for that potential. She started at the bottom of the drywall business as the teenage bride of a construction worker with a jealous streak. "When he went to work, he took me with him. So I learned how to finish dry-wall. I wasn't going to sit there and do nothing all day."

She stuck with the trade after divorcing her husband and overcame nearly two decades of financial hardship that comes with being limited to small contracts and having bond applications denied one after another. Less than one year after joining the sheltered bond program, she's working as a prime contractor. She's had seven contracts bonded worth \$5.5 million, and, by the end of this year, her company will do more than \$7 million in business, topping her previous record of \$280,000.

"Without bonding, you don't get those jobs. You go and beg for work, and you have to take it for what they give," says Elstner. But now those days appear to be behind her. "This job turned into that job. It just all of a sudden started [to improve]." *h*



# Mary Mazziotti

The 57-year-old visual artist employs ingenuity as well as creativity in her work by searching diligently for programs to further develop her craft. Using an Endowments-funded Greater Pittsburgh Artist Opportunity Grant of \$1,200 that she received last year, Mazziotti participated in the Sydney Olympic Park Residency Program in Australia.



Thanks to foundation support, more artists, like suit-clad corporate employees, are signing up for professional training.

Because many don't have the money to pay for programs to improve their craft, philanthropies in Pittsburgh and elsewhere are stepping in to cover the bill.

by Monica Haynes photography by Karen Meyers

# individual investment

Mary Mazziotti walks over to the bookcase in her Pittsburgh studio and picks up a round plastic container with a taupe-colored lid. It's the kind that might normally hold leftover peas or chicken salad. However, in this instance it is filled with clear glass beads bearing the numbers 1 to 122 painted in red.

She takes a few beads out and scatters them along the baseboards to demonstrate how she plans to use them in a future installation. The numbers represent the human life span from one year to the age of the oldest person on record.

"You see a random number and pick it up. Any of those numbers could be your number," she explains.



More precisely, any of them could be when your number is up, according to the current theme of Mazziotti's work. It's called "memento mori," a genre of art that started in classical Greece and Rome and is intended to remind people of their mortality.

"All through history, you'll find artwork that has references to death," Mazziotti says. "That is to remind you to either seize the day or repent."

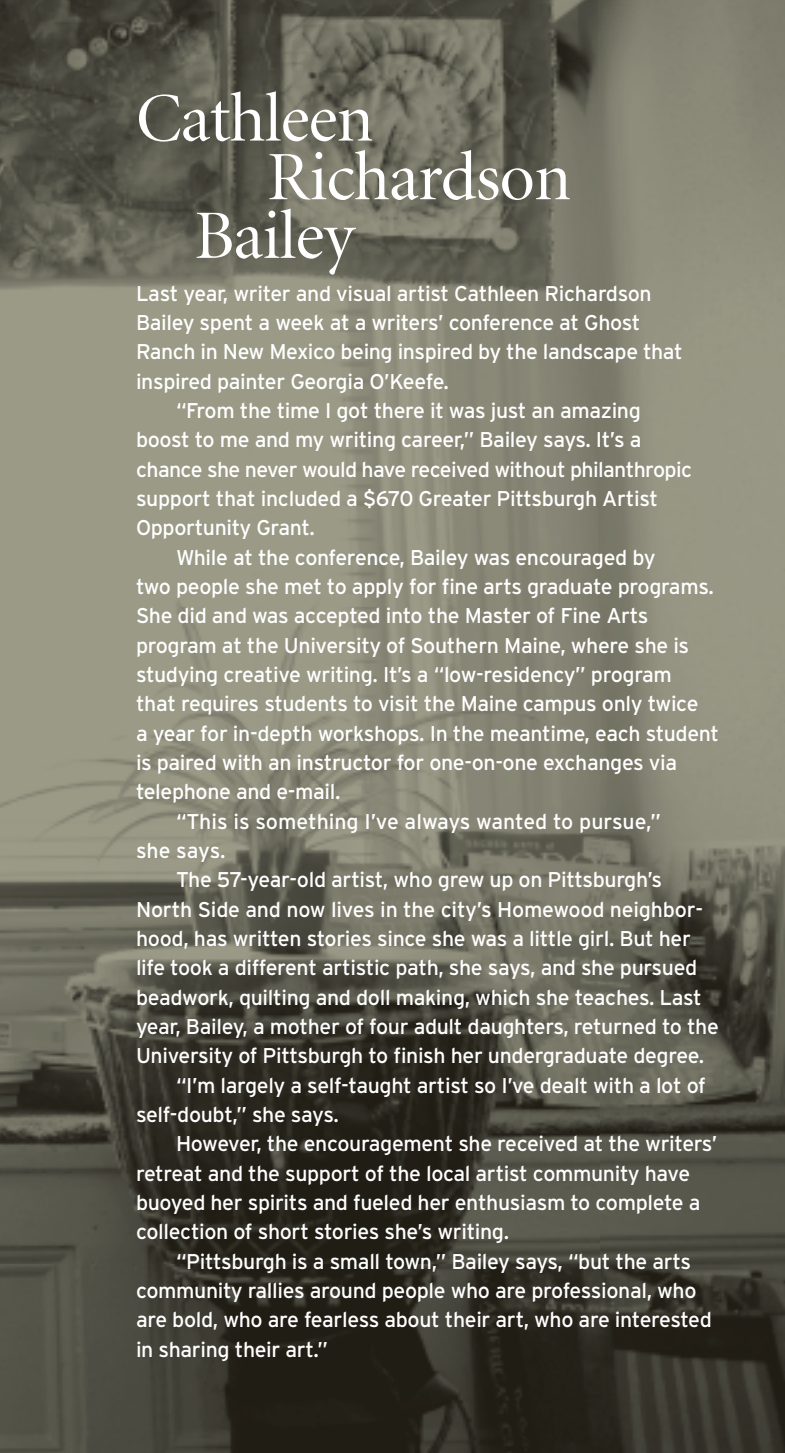
The 57-year-old visual artist, who works in a variety of media from acrylic paint on panels to embroidered textiles, spends two to three hours a day perusing the Internet for

opportunities to seize: jury shows, galleries, residencies. One that she availed herself of last year was the Greater Pittsburgh Artist Opportunity Grant awarded by the Greater Pittsburgh Arts Council and funded by The Heinz Endowments.

Mazziotti used the \$1,200 she received to participate in the Sydney Olympic Park Residency Program in Australia. "[The Artist Opportunity grant] is one of the very few out there that gives money to individual artists," she says.

As arts groups and venues across the country grapple with attracting patrons during an economic downturn, individual artists often feel the financial pinch more acutely as they try to





# Cathleen Richardson Bailey

Last year, writer and visual artist Cathleen Richardson Bailey spent a week at a writers' conference at Ghost Ranch in New Mexico being inspired by the landscape that inspired painter Georgia O'Keefe.

"From the time I got there it was just an amazing boost to me and my writing career," Bailey says. It's a chance she never would have received without philanthropic support that included a \$670 Greater Pittsburgh Artist Opportunity Grant.

While at the conference, Bailey was encouraged by two people she met to apply for fine arts graduate programs. She did and was accepted into the Master of Fine Arts program at the University of Southern Maine, where she is studying creative writing. It's a "low-residency" program that requires students to visit the Maine campus only twice a year for in-depth workshops. In the meantime, each student is paired with an instructor for one-on-one exchanges via telephone and e-mail.

"This is something I've always wanted to pursue," she says.

The 57-year-old artist, who grew up on Pittsburgh's North Side and now lives in the city's Homewood neighborhood, has written stories since she was a little girl. But her life took a different artistic path, she says, and she pursued beadwork, quilting and doll making, which she teaches. Last year, Bailey, a mother of four adult daughters, returned to the University of Pittsburgh to finish her undergraduate degree.

"I'm largely a self-taught artist so I've dealt with a lot of self-doubt," she says.

However, the encouragement she received at the writers' retreat and the support of the local artist community have buoyed her spirits and fueled her enthusiasm to complete a collection of short stories she's writing.

"Pittsburgh is a small town," Bailey says, "but the arts community rallies around people who are professional, who are bold, who are fearless about their art, who are interested in sharing their art."

generate income from their work. Although the idea of the struggling artist is not new, it can include hardships such as being unable to afford opportunities to further nurture creative skills—even while receiving praise for cultural contributions.

In a 1963 speech given in honor of the late poet Robert Frost, President John F. Kennedy declared, "I see little of more importance to the future of our country and our civilization than full recognition of the place of the artist."

Janet Sarbaugh, senior director of the Endowments' Arts & Culture Program, describes artists as "the bedrock of community cultural life."

"Without them, we have no fuel for our many cultural institutions," she says.

In a recently released National Endowment for the Arts report titled "Artists in the Workforce 1995–2005," Dan Gioia, the organization's chairman, writes: "The time has come to insist on an obvious but overlooked fact—artists are workers. They make things and perform services, just like other workers, and these goods and services have value—not merely in lofty spiritual terms but also in dollars and cents."

Artists contribute not only to the cultural vitality of the country, he says, but also to its economic prosperity.

Despite these endorsements, individual artists have had their share of difficulties over the last two decades trying to gain support. The "culture wars" of the 1990s that drew the arts into political debates about values and morality also led Congress to enact legislation that eliminated NEA funding for individual artists except for its literature and translation fellowships and lifetime achievement honors.

It was partly in response to Congress's 1995 action that private philanthropic groups began to examine how to fill the void. Organizations such as LINC—Leveraging Investments in Creativity—and the Creative Capital Foundation were created around this time, and the Urban Institute report "Investing in Creativity" was commissioned.

The Endowments' Arts & Culture Program staff also began looking at ways to broaden the foundation's vision for arts giving.

"We realized that our definition of a vibrant arts 'ecology' had to include local individual artists," Sarbaugh says.

The foundation opted to support the artists by working primarily through intermediaries such as the Greater Pittsburgh Arts Council and the Virginia Center for the Creative Arts in Amherst, Va., rather than develop the staffing and administrative structures that would have been needed to fund artists directly. Still, that decision placed the Endowments among the few foundations in the region to make financial support consistently available for individual artists. So far, it has provided funding to nearly 200 artists by awarding roughly \$2.2 million in grants to current and former intermediaries.

Patrick Jordan, an actor, producer and artistic director of the Pittsburgh theater company barebones productions, says he's

benefited from such collaborations. He received a \$1,000 Artist Opportunity grant from the arts council to travel to Edinburgh, Scotland, and perform in the Edinburgh Festival Fringe, touted as the largest arts festival in the world.

“There are companies from 40-plus different countries,” Jordan says. “I did a lot of networking while I was there. I saw 30, 40 different shows. Some of them were new works that I plan on producing in Pittsburgh, which is one of the more exciting things.”

Since the Seattle-based Grantmakers in the Arts held its first annual conference in 1985, the organization has promoted giving to individual artists and encouraging ideas

The Mid-Atlantic Arts Foundation, an Endowments grantee, offers fellowships for residencies to two artists from each of its member states, which include Pennsylvania, Washington, D.C., New Jersey and New York. The foundation also gives an annual cash award to a jazz master in the mid-Atlantic region. At the national level, the Multi-Arts Production Fund, established by the Rockefeller Foundation in 1988 and administered by the Creative Capital Foundation, assists individual artists in developing live performance projects.

The Pennsylvania Council on the Arts awards individual artists fellowships annually ranging from \$5,000 to \$10,000. And support in the Pittsburgh region includes \$10,000 grants

**“One of the first things we did was talk to artists  
about what they needed. One of the things they  
said they wanted was an opportunity  
to learn about their field.”**

**Janet Sarbaugh**, senior director, The Heinz Endowments’ Arts & Culture Program

for how that can be done, says Anne Focke, the organization’s executive director.

“I think that over the years, giving tended to be to non-profit arts institutions, but giving to artists is [one of] the themes that among GIA members has been important from the start,” she says.

And the ways organizations support artists range broadly, Focke notes. The Artists Trust in Seattle, for example, was formed by a group of artists and arts supporters more than 20 years ago and has granted \$3.1 million directly to 1,400 Washington state artists. As a coalition of several arts foundations in the San Francisco bay area, the Creative Work Fund supports collaborations between artists and arts organizations to create new work.

from The Pittsburgh Foundation, via an anonymous donor, to three or four local artists. The foundation also funds arts organizations.

The Heinz family’s interest and support of arts and culture dates back to before the formation of the first Heinz endowment in the 1940s. The mission initially focused on funding major cultural institutions and Pittsburgh’s downtown Cultural District, but later broadened to include the support of artists and the organizations that make their work possible. In 1998, the Endowments began an in-depth review of how it could best serve individual artists.

“One of the first things we did was talk to artists about what they needed,” Sarbaugh says. “One of the things they said they wanted was an opportunity to learn about their field.” That included traveling to other places to present their work, training with master artists and participating in residencies.



## Richard Murrell

Between teaching the trumpet, playing gigs and tending to his duties as a husband and father of three, Richard Murrell is lucky to have time to breathe much less time to undertake intensive study of a baroque instrument.

But in June, Murrell, who lives in Pittsburgh's Morningside neighborhood, got the chance to spend a week studying with baroque trumpet maestro Barry Baugess at the Oberlin Conservatory of Music in Oberlin, Ohio, thanks to an \$1,100 Greater Pittsburgh Artist Opportunity Grant.

"It's just a fantastic opportunity for me," says Murrell, who teaches modern trumpet to 25 to 30 students a week and plays on the weekends for suburban Pittsburgh churches such as St. Bernard Roman Catholic Church in Mt. Lebanon and Memorial Park Presbyterian Church in Allison Park. He also has performed with the Pittsburgh Symphony Orchestra and with orchestras in Mexico and Iowa in the early days of his career.

Murrell, 51, says the grant allowed him to take a week off from his daily obligations to study an instrument he's been enamored with since he was a kid growing up in Muncie, Ind.

"I always had an interest in it. I listened to Edward Tarr, one of the pioneers of the revival of the natural, the baroque trumpet," Murrell says. The distinctive-looking brass instrument is long and has no valves.

In 1996, he got the opportunity play with Baugess for a series of baroque performances at Heinz Chapel.

"I have progressed steadily over the years from there, and I tried to get more and more instruction and better instruments to play as time allows," he says.

As a result of obtaining the grant and his association with Baugess, Murrell says he was just hired to play for an opera in Philadelphia next May.

He is hoping other employment opportunities will arise as a result of his continued training on the baroque trumpet.

"Everything is natural in its purest form, like they did it for thousands of years before the valve was invented," Murrell says. "I do it all with my lips and my wind. It's a kind of very exacting science."



“Artists don’t often get a chance to remove themselves from the day-to-day and reconnect with the kind of immersion in being an artist that allows a lot of ideas to flow,” explains Susan Blackman, director of arts programs for the Greater Pittsburgh Arts Council, which has received \$131,000 from the Endowments since 2004. What the arts council panel looks for in awarding the Artist Opportunity grant, Blackman says, is an experience that would not otherwise be available to the artist.

The Virginia Center for the Creative Arts came to the Endowments’ attention after Craig Pleasants, the center’s

“[The artists] just do whatever they think is important for them to do,” says Pleasants. “It’s just very concentrated time, and what happens is they get a momentum going. Because of that momentum, they just get more work done and more high-quality work done.”

He estimates that it costs between \$135 and \$160 per day for an artist to attend the center, which has an annual budget of \$1 million. Artists who are not being funded are asked to contribute \$40 a day to defray the costs. Some are able to pay and some are not, he says.

**“Artists don’t often get a chance to remove themselves from the day-to-day and reconnect with the kind of immersion in being an artist that allows a lot of ideas to flow.”**

**Susan Blackman**, director of arts programs, Greater Pittsburgh Arts Council

program director, served on a panel for the foundation’s Arts & Culture Program. Pleasants told Sarbaugh about the Geraldine R. Dodge Foundation’s funding of residencies at the center for New Jersey artists. Sarbaugh and Endowments staff thought the residency program would be a good fit for western Pennsylvania artists as well.

In the past four years, the Endowments has given a total of \$152,500 to support two-week residencies at the Virginia center for artists from the Pittsburgh region. The center provides living and work space, meals and an environment conducive to productivity, and can accommodate 23 artists at a time. That number normally includes 10 visual artists, 10 writers and three composers.

Barbara Weissberger, who was a resident at the center last year, agrees that the conditions there make it easier for artists to nurture their craft. “The setting is bucolic, so there’s a lot about it that’s geared toward giving you time, space and environment to focus on work.”

Another benefit of the residency is the camaraderie that develops among participants, says the 47-year-old visual artist, who moved to Pittsburgh from Hoboken, N.J., six years ago.

“You start to have very fruitful conversations about your own work, the work of others, cultural issues in general that impact your work. ...It’s a very organic thing. It’s not forced.”

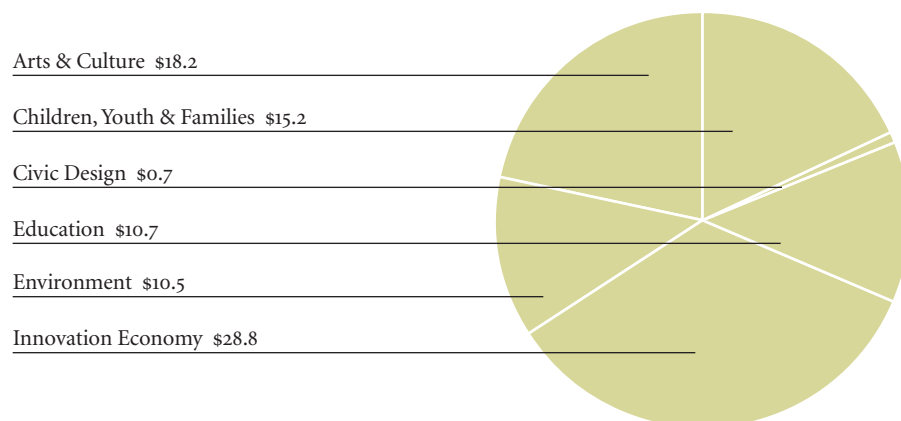
Sarbaugh says it’s this kind of feedback that lets her know that the Endowments’ relatively small investment has provided big returns in terms of the positive impact on artists. “For many artists, it’s been really important to their careers and their sense that they can live and work in Pittsburgh and succeed.” *h*

# financial summary

## Total Grants for 2007: \$84.1 million

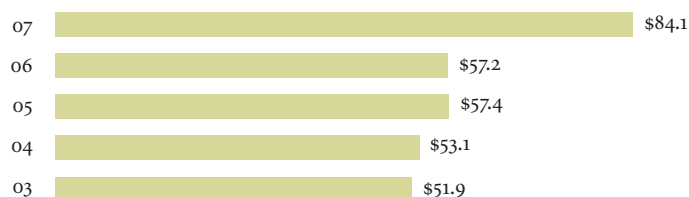
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By Program Area (in millions)

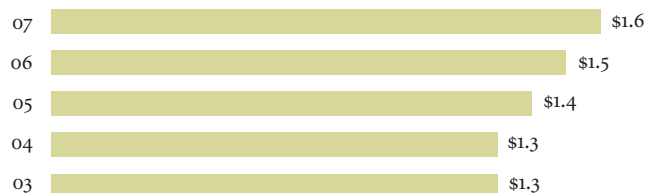


## Historical Perspective: 2003–07

Total Approved  
Grants (in millions)



Total Net Assets  
(in billions)



The 2007 amounts indicated on this financial summary have not yet been audited. The most recent certified financial statements and 990-PF forms are available on the Financials page of our Web site at [www.heinz.org/about\\_financials.aspx](http://www.heinz.org/about_financials.aspx).

# 2007 grants

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## ARTS & CULTURE

### Afrika Yetu Inc.

To support the Artistic Excellence & International Education Exchange & Mentoring Program  
\$20,000

### Andrew Carnegie Free Library

To support the library and music hall's capital campaign  
\$100,000

### Artists Image Resource, Inc.

For two-year operating support  
\$50,000

### Artists Image Resource, Inc.

For a promotional video production  
\$10,000

### Artists Upstairs

To support "American Humbug" production  
\$40,000

### Asian American Film Festival of Pittsburgh

To support the 2007 Film Festival  
\$25,000

### Attack Theatre

For support to take barebones' production of "Cherry Smoke" to the 2007 Edinburgh Festival Fringe in Edinburgh, Scotland, August 5 through 27  
\$9,000

### August Wilson Center for African American Culture

For 2007-08 operating support and to establish the position of director of community affairs  
\$275,000

### August Wilson Center for African American Culture

To launch a strategic planning process  
\$30,000

### Bodiography Contemporary Ballet Co.

For a promotional video  
\$8,200

### Brew House Association

To support the new position of executive director  
\$75,000

### Brew House Association

For capital support  
\$175,000

### Carnegie Institute

To support the 97th Annual Associated Artists of Pittsburgh Historical Retrospective and its accompanying catalogue  
\$20,000

### Carnegie Institute

For a planning grant to preserve the architectural cast collection  
\$50,000

### Carnegie Institute

For the Three Rivers Arts Festival's transition from Point State Park to downtown Pittsburgh locations  
\$100,000

### Carnegie Institute

To support the Arts Education Collaborative's planning and assessment of arts education in the Pittsburgh Public Schools  
\$150,000

### Carnegie Institute

To produce a book on the Frank House to accompany an upcoming exhibition  
\$60,000

### Carnegie Institute

For renovations to the Museum of Art  
\$3,000,000

### Carnegie Institute

To support Phase II of the Friends of Art for the Pittsburgh Public Schools restoration project  
\$20,000

### Cave Canem Foundation

To support the 2007 summer workshop / retreat  
\$20,000

### Children's Festival Chorus

For 2007 through 2009 programming  
\$75,000

### City of Pittsburgh

For a town hall meeting to gather public input about the casino  
\$10,000

### City Theatre Company Inc.

For funds to support the facilitation and development of a new strategic plan  
\$20,000

### City Theatre Company Inc.

For operating support for 2008 through 2010  
\$250,000

### Community Design Center of Pittsburgh

To support expansion of the Design Center's physical space  
\$47,000

### Creative Nonfiction Foundation

To support the 2007 412 Creative Nonfiction Festival  
\$10,000

### The Downtown Management Organization

To support participation in the 2007 International Downtown Association Conference  
\$50,000

### The Downtown Management Organization

For the creation of the Vacant Upper Floors Loan Fund  
\$1,750,000

### Dreams of Hope

For artists and venue fees for the free public performance on January 27, 2008, and a series of public performances to follow  
\$11,000

### Duquesne University

To support the 2007 Jazz and Fiddle Camp  
\$3,000

### Focus on Renewal

For a feasibility study on the youth arts center  
\$25,000

### Gateway to the Arts, Inc.

For three-year operating support and to support a research effort  
\$400,000

### Gemini Theater Company

For the DVD/MP3 Project  
\$6,600

### Greater Pittsburgh Arts Council

To support the Office of Public Art  
\$130,000

### Grist Mill Productions

For support to underwrite the cost of a new ticketing and development software system  
\$50,000

### Hill House Association

To support the Martin Luther King Jr. East Busway Community Mural Project  
\$20,000

### Historical Society of Western Pennsylvania

For transitional operating support  
\$250,000

### Historical Society of Western Pennsylvania

For the exterior signage of the Senator John Heinz History Center  
\$50,000

### Historical Society of Western Pennsylvania

For operating support for 2008 through 2010  
\$228,000



**Historical Society of Western Pennsylvania**  
For the endowment fund  
\$2,000,000

**Jazz Workshop, Inc.**  
For 2007–08 program support  
\$17,500

**Kingsley Association**  
To support the video series “East of Liberty” by Chris Ivey  
\$10,000

**Laboratory Company Dance, Inc.**  
For promotional materials  
\$6,600

**Laboratory Company Dance, Inc.**  
For promotional materials  
\$3,400

**Manchester Craftsmen's Guild**  
To support “Ceramik” Pittsburgh  
\$30,000

**Mattress Factory**  
To support the Arts Experience Initiative  
\$20,000

**Mattress Factory**  
For operating support for 2008 through 2010  
\$215,000

**Mattress Factory**  
For the strategic plan for 2008 through 2010  
\$25,000

**Mendelssohn Choir of Pittsburgh, Inc.**  
For the inaugural concert performance and a board retreat  
\$15,000

**Mid Atlantic Arts Foundation**  
For the Artists and Communities program for 2008  
\$75,000

**Multicultural Arts Initiative**  
To support 2008 programs  
\$375,000

**Nego Gato, Inc.**  
For staffing support  
\$50,000

**Oakland Catholic High School**  
To support the “Leading Ladies” celebration  
\$5,000

**Pittsburgh Ballet Theatre, Inc.**  
For operating support for 2008 through 2010  
\$614,000

**Pittsburgh Board of Public Education**  
For the CAPA Collaborative Opera Project  
\$4,750

**Pittsburgh Chamber Music Society**  
For the Arts Experience Initiative  
\$30,000

**Pittsburgh Children's Museum**  
For operating support for 2008 through 2010  
\$216,000

**Pittsburgh Children's Museum**  
For the enhancement of the Federal Street underpass with a public art project  
\$246,400

**Pittsburgh Cultural Trust**  
For support of the new arts education center, The James E. Rohr Building  
\$50,000

**Pittsburgh Cultural Trust**  
For the 2008 Pittsburgh International Festival of Firsts  
\$100,000

**Pittsburgh Cultural Trust**  
2008 operating support  
\$850,000

**Pittsburgh Dance Alloy**  
For the Arts Experience Initiative  
\$30,000

**Pittsburgh Dance Alloy**  
For funding to support a three-year strategic plan  
\$10,000

**Pittsburgh Film-Makers, Inc.**  
To support The Freedom House Project  
\$20,000

**The Pittsburgh Foundation**  
To support the creation of a Cultural District Pooled Fund  
\$2,000,000

**Pittsburgh Glass Center, Inc.**  
For an independent organizational assessment and plan to address any structural or organizational issues  
\$11,000

**Pittsburgh History and Landmarks Foundation**  
For the Granada Theater project  
\$200,000

**Pittsburgh History and Landmarks Foundation**  
For the development of working drawings for renovations to the New Granada Theater  
\$45,000

**Pittsburgh Irish and Classical Theatre Inc.**  
For the strategic planning process  
\$4,500

**Pittsburgh Musical Theater**  
For student matinees and other educational programming and for the development of a plan for a capital campaign  
\$65,000

**Pittsburgh New Music Ensemble**  
For the Arts Experience Initiative  
\$30,000

**Pittsburgh New Music Ensemble**  
To support the 2007 season  
\$35,000

**Pittsburgh Opera Inc.**  
For operating support for 2008 through 2010  
\$594,000

**Pittsburgh Opera Theater, Inc.**  
For support for the upcoming “Fusion Festival” at the Andy Warhol Museum  
\$35,000

**Pittsburgh Opera Theater, Inc.**  
To support the 2007–08 season  
\$50,000

**Pittsburgh Symphony Society**  
For operating support for 2008 through 2010  
\$621,000

**Pittsburgh Symphony Society**  
To support the data-mining project  
\$12,000

**Pittsburgh Symphony Society**  
To conduct capital improvement estimates of Heinz Hall in preparation for a capital campaign  
\$25,000

**Pittsburgh Youth Symphony Orchestra Association Inc.**  
For 2007 through 2009 operating support  
\$60,000

**Point Park University**  
For the ULI Advisory Service Panel to provide recommendations for proposed university expansion  
\$50,000

**Quantum Theatre**  
For the Arts Experience Initiative  
\$30,000

**Regional Dance America**  
To support the National Dance Festival in Pittsburgh in April 2007  
\$5,000

**Renaissance and Baroque Society**  
For a promotional DVD/MP3  
\$10,000

**River City Brass Band, Inc.**  
For operating support for 2008 through 2010  
\$130,000

**River City Brass Band, Inc.**

For a strategic planning process  
\$11,000

**Royal Tribe Music**

To support the "Stand Up Now" tour  
\$8,000

**Silver Eye Center for Photography**

For the Arts Experience Initiative  
\$30,000

**Silver Eye Center for Photography**

For two years of exhibition programming and professional development for staff in 2007–08 and 2008–09  
\$50,000

**Society for Arts in Crafts**

For the Arts Experience Initiative  
\$30,000

**Society for Arts in Crafts**

2007 operating support  
\$60,000

**Squonk Opera**

For a video production project  
\$9,650

**The Thomas Merton Center**

To support a panel discussion and the formatting of the documentary "Enough is ENOUGH: The Death of Jonny Gammage" for airing on WQED-TV in January 2008  
\$10,000

**Tickets for Kids Foundation**

To support Tickets for Kids Foundation's "Living and Learning in Our Neighborhood" program  
\$10,000

**Touchstone Center for Crafts**

For an executive director search  
\$19,150

**Virginia Center for the Creative Arts**

To support southwestern Pennsylvania visiting artists who will be in residence at the Virginia Center for the Creative Arts from June 2007 to May 2008  
\$30,000

**Western Pennsylvania Conservancy**

To support the Greening Pittsburgh's Golden Triangle project  
\$33,990

**Westmoreland Museum of Art**

For a new strategic plan and implementation of a formal planned giving program  
\$40,000

**Westmoreland Museum of Art**

To support the exhibitions "Seeing the City: Sloan's New York" and "Painting in the United States"  
\$75,000

**WQED Pittsburgh**

To support high definition digital production center upgrade  
\$350,000

**WQED Pittsburgh**

For a documentary on naturalist/writer Peter Matthiessen  
\$50,000

**WQED Pittsburgh**

For "On Q" for 2008  
\$200,000

**ARTS & CULTURE PITTSBURGH 250 PROJECT****Afro-American Music Institute Inc.**

To support the Pittsburgh Spirit & Soul Weekend in honor of the 250th anniversary of Pittsburgh  
\$25,000

**August Wilson Center for African American Culture**

To create oral histories of important regional African-American artists  
\$25,000

**Calliope House, Inc.**

To support a folk festival to commemorate the city's 250th anniversary  
\$25,000

**Carnegie Institute**

To support Pittsburgh's 250th anniversary with a time capsule project  
\$25,000

**Children's Festival Chorus**

To commission a new work titled "Pittsburgh Portraits"  
\$12,500

**City of Asylum Pittsburgh**

To commission a new work celebrating the Pittsburgh 250 anniversary  
\$25,000

**Creative Nonfiction Foundation**

To support the "Pittsburgh in Words" project  
\$22,800

**Pittsburgh Film-Makers, Inc.**

To support a series of short films to celebrate the history of Pittsburgh Center for the Arts and its artists  
\$24,000

**Renaissance and Baroque Society**

To support a special project titled "The Battle of Fort Duquesne"  
\$8,000

**Squonk Opera**

To support the Astro-Rama project in celebration of Pittsburgh's 250th anniversary  
\$25,000

**ARTS & CULTURE SMALL ARTS INITIATIVE****Afrika Yetu Inc.**

To support the 2008 African Music Series featuring artists Hugh Masekela and Femi Kuti  
\$9,000

**Afro-American Music Institute Inc.**

For support of two performances in the "Come Sunday" series, November 2007 through July 2008  
\$4,000

**Artists Upstairs**

For the OUTSIDE IN series, spring and summer 2008 — a three-part exhibition focused on multi-media, performance and visual arts  
\$7,500

**Attack Theatre**

To support "wanna holla," premiered in fall 2007  
\$7,500

**Bach Choir of Pittsburgh**

For artistic support for the 2007–08 "No Turning Bach" season  
\$13,000

**Bodiography**

**Contemporary Ballet Co.**  
To commission a new work by James Martin, performed at the Byham in April 2008  
\$9,000

**Brew House Association**

To support the artistic and educational programming for 2007  
\$11,000

**Bulgarian-Macedonian National Educational and Cultural Center, Inc.**

To support the School for Folk and Character Dance and the work of choreographer Alexander Zankin  
\$9,000

**Cabaret Pittsburgh, Inc.**

For the Inspiring Artists Series and the reintroduction of the Local Showcase Series  
\$10,000

**Carnegie Institute**

For a new work by Zany Umbrella at the 2008 Three Rivers Arts Festival  
\$9,000

**Carnegie Mellon University**

To support the presentation of "ActionStation #2 The Desert" at the New Hazlett Theater in September 2007  
\$15,000

**City of Asylum Pittsburgh**

To support the annual free Jazz-Poetry Concert and Block Party in September 2007

\$5,000

**Community Theater Project Corporation**

To support the Kente Arts Alliance's project "The Jazz Legacy Series—the Pittsburgh Connection," September 28 and 29 and November 9 and 10, 2007

\$7,500

**Community Theater Project Corporation**

For the revival production of "Dr. Goddess Goes to Jail," July 1 through 15, 2007

\$7,500

**Community Theater Project Corporation**

To support the production of a new musical, "Only Me," to be performed at the Kelly-Strayhorn Theater, June 2008

\$5,600

**The Ellis School**

To support the "From a Woman's Hand" ceramics exhibit at the Ellis School, March 19 through 22, 2008

\$4,535

**Gemini Theater Company**

For the 2007–08 Children's Theater Season

\$9,000

**Guitar Society of Fine Art**

For support of a consortium between Global Beats and the Guitar Society of Fine Arts to host "Global Beats World Music Night" in 2008

\$5,000

**Guitar Society of Fine Art**

For support of the final three concerts in the six-concert series including International Guitar Night at Manchester Craftsmen's Guild

\$15,000

**Laboratory Company Dance, Inc.**

To support the 2007 fall concert, November 30 through December 2, 2007

\$15,000

**Mattress Factory**

For support of "The Tom Museum"

\$8,000

**Mon Valley Media**

To support Phase I of a video documentary project on African-American sacred a cappella music by Bessie Sewell-Hudson titled "A Charge to Keep"

\$5,000

**Open Stage Theatre**

For the production of Susan-Lori Parks' "The America Play"

\$3,000

**The Pittsburgh Camerata**

For "Rosa Mundi: Women in Music," February 15 through 17, 2008

\$7,700

**Pittsburgh Community Broadcasting Corporation**

For "Pittsburgh: Getting to our Bottom of the Blues," a documentary and CD

\$10,000

**Pittsburgh Concert Chorale**

For support of two concerts presenting the work of the "German Romantics" in March 2008

\$5,500

**Pittsburgh Festival Orchestra**

To support one noontime concert at Smithfield United Church of Christ in downtown Pittsburgh

\$2,000

**Pittsburgh Film-Makers, Inc.**

For the Pittsburgh Society of Sculptors' 2008 National Open Exhibition at Manchester Craftsmen's Guild, July 11 through September 7, 2008

\$10,000

**Pittsburgh Film-Makers, Inc.**

To support the production of "The Ride," a new short film by Robert Buncher

\$10,000

**Pittsburgh Lesbian and Gay Film Society, Inc.**

To support program expansion and growth

\$10,000

**Pittsburgh Playwrights Theatre Company**

For the "Theatre Festival in Black and White" in October 2007

\$4,000

**Pittsburgh Society of Illustrators**

For the "Pittsburgh Recast" exhibition at the Heinz History Center, November 2007

\$10,000

**Prime Stage**

To support the 2007–08 season featuring "Inherit the Wind" and "Of Mice and Men"

\$15,000

**Renaissance and Baroque Society**

For the performances by El Mundo, November 10, 2007, and Il Fondamento, March 29, 2008

\$10,000

**Squonk Opera**

For Phase I of "Big Bang Broadcast," August through December 2007

\$15,000

**Storyswap, Inc.**

For support of "Decameron Nights" to be presented at Tellabration, November 17, 2007

\$3,000

**Tuesday Musical Club**

To support "Mary Shelley and Her Frankenstein" at the New Hazlett Theater on November 12, 2008

\$10,000

**UMOJA African Arts Company**

For the "African Arts in the Park" 2007 project, August 11–12, 2007

\$7,000

**United Jewish Federation**

To support the Pittsburgh Jewish Music Festival 2008 season, May 21 through June 1, 2008

\$12,000

**United Jewish Federation**

To support the 2008 Pittsburgh Jewish-Israeli Film Festival, March 27 through April 13, 2008

\$14,000

**University of Pittsburgh**

For the 2007–08 Music on the Edge concert series

\$5,000

**Unseam'd Shakespeare Company**

For production costs and artists fees for "Out of this Furnace" at Open Stage Theatre in June 2008

\$8,000

**CHILDREN, YOUTH & FAMILIES****A+ Schools: Pittsburgh's Community Alliance for Public Education**

To support a media campaign

\$25,000

**A+ Schools: Pittsburgh's Community Alliance for Public Education**

To support the Campaign for Student Success

\$31,000

**Allegheny County Department of Human Services**

To support "One Vision, One Life," a community-based violence prevention program in Allegheny County

\$100,000



**Allegheny County  
Department of Human Services**  
To provide academic, career and life skills support to youth transitioning out of the foster care system to independent living  
\$300,000

**Allegheny County  
Department of Human Services**  
A contribution for its 10th-year celebration  
\$1,500

**Allegheny County  
Department of Human Services**  
For a second round of support for the HUD Supportive Services Fund  
\$200,000

**Allegheny County  
Department of Human Services**  
For the launch of a new family support center  
\$200,000

**American Heart Association**  
Sponsorship for the Heart Ball Gala event  
\$50,000

**The American Prospect**  
To support the “Early Childhood as a National Policy Challenge” project  
\$25,000

**Beginning with Books**  
To promote early literacy of children served by Mon Valley schools participating in Pre-K Counts  
\$100,000

**Berks County Intermediate Unit**  
For an early childhood assessment and accountability project  
\$500,000

**Carnegie Institute**  
For the Girls in Math & Science Partnership—Gender Equity Toolkit Dissemination  
\$100,000

**Carnegie Mellon University**  
To support the Fitwits nutrition and physical activity program for pre-adolescents  
\$195,000

**Center for Victims of Violence and Crime**  
To support the first phase of system redesign for victims of violence and crime in southwest Pennsylvania  
\$50,000

**Center for Victims of Violence and Crime**  
To support the second phase of system redesign for victims of violence and crime in southwest Pennsylvania  
\$90,000

**Central Susquehanna Intermediate Unit**  
To support an evaluation model of School/Family/Community Partnerships in targeted western Pennsylvania districts  
\$75,000

**Children's Home of Pittsburgh**  
To pilot the Transitional Pediatric Care program  
\$200,000

**Children's Hospital of Pittsburgh Foundation**  
To create the Pediatric Environmental Medicine Center  
\$5,000,000

**Civil Society Institute, Inc.**  
For the fourth round of PA BUILD for 2008 and 2009  
\$350,000

**Council on Foundations**  
For 2007 Council on Foundations dues  
\$45,000

**East Liberty Family Health Care Center**  
To develop an infrastructure with an associated business plan to expand The Birth Circle program  
\$42,000

**Every Child, Inc.**  
To pilot doula services for pregnant adolescents with mental health disabilities or involvement in the juvenile justice system  
\$150,000

**Family Resources**  
For funding toward sponsoring the Child Abuse Prevention Month Awards Benefit  
\$2,000

**Family Resources**  
To support the Family Nurturing Program at the Family Retreat Center  
\$100,000

**The Forbes Fund**  
To support leadership development and capacity building in the health and human services and the community development fields  
\$100,000

**The Forbes Fund**  
To support a technical assistance fund to improve after-school providers' capacity to collect and use information  
\$150,000

**Grantmakers for Children, Youth & Families Inc.**  
For continuing operating support  
\$5,000

**Grantmakers for Children, Youth & Families Inc.**  
For annual operating support  
\$5,000

**Grantmakers of Western Pennsylvania**  
To pilot a health and wellness education program in 12 nonprofit organizations  
\$16,800

**Greater Pittsburgh Community Food Bank**  
To support a gap study and organizational capacity building  
\$100,000

**Hill House Association**  
To support a pilot series, “Girls, We Need to Talk,” utilizing public access television  
\$6,000

**Hosanna House, Inc.**  
To support agency sustainability  
\$300,000

**Human Services Center Corporation**  
To support expansion of the Emerging Leaders Program, an after-school program serving youth in the Mon Valley  
\$30,000

**Jubilee Association, Inc.**  
To support building renovations and repairs in Polish Hill  
\$200,000

**Jumpstart Coalition for Personal Financial Literacy**  
To support a financial education curriculum index  
\$20,000

**Magee-Womens Hospital**  
For a second round of support for doula services for pregnant teens served through the clinics  
\$150,000

**Mt. Ararat Community Activity Center, Inc.**  
For support to expand the “Urban Male Mentoring Project”  
\$100,000

**National Women's Law Center**  
To support the center's Progressive Leadership and Advocacy Network for Women  
\$7,000

**One to One: The Mentoring Partnership of Southwestern PA**  
For sponsorship of the recognition event on October 18, 2007, honoring Bill Isler  
\$7,500

**Pennsylvania Partnerships for Children**

To support the Pennsylvania 2007 Pre-K Campaign  
\$50,000

**Pittsburgh Board of Public Education**

For pre-kindergarten audit  
\$100,000

**Pittsburgh Board of Public Education**

For the development of parent communications materials and a small grants incentive program  
\$75,000

**Pittsburgh Children's Museum**

To support Healthy Smile Days for 2007  
\$10,000

**The Pittsburgh Project**

To support after-school programs  
\$300,000

**Saint Margaret Memorial Hospital Foundation**

To support Pittsburgh United Against Life-Saving Emergencies  
\$10,000

**Sarah Heinz House Association**

For annual operating support plus support for events and activities to commemorate the opening of the new facility  
\$1,300,000

**Sarah Heinz House Association**

Sponsorship of the Sarah Heinz House grand opening ceremony  
\$5,000

**Smart Futures, Inc.**

To support the integration of the financial literacy curriculum into the online career literacy initiative  
\$150,000

**Temple University**

To support a roundtable conference on African-American Males and Education  
\$63,545

**United Way of Allegheny County**

For campaign support  
\$800,000

**United Way of Westmoreland County**

To support pre-kindergarten initiatives in three counties  
\$100,000

**University of Pittsburgh**

To research and pilot postpartum depression screening and treatment for adolescents  
\$150,000

**University of Pittsburgh**

To support the "Healthy Class of 2010" school-based health education program  
\$100,000

**University of Pittsburgh**

To support the expansion of the young fathers initiative  
\$150,000

**University of Pittsburgh**

To support Keystone Stars, a partnership with the state to improve the quality in early care and education programs  
\$300,000

**University of Pittsburgh**

To build awareness and increase community involvement in providing complementary learning supports for students in Pittsburgh Public Schools  
\$200,000

**University of Pittsburgh**

To support the Allegheny County Family Support Policy Board's 2007 Family Conference  
\$5,000

**University of Pittsburgh**

For scholarships for students to participate in the Great Allegheny Passage grand opening bike ride  
\$4,500

**University of Pittsburgh**

To support improvements in the UPMC health delivery system for adolescent mothers  
\$200,000

**University of Pittsburgh**

To continue core support for 2008, 2009 and 2010  
\$500,000

**University of Pittsburgh**

To support Partnerships for Family Support  
\$150,000

**University of Pittsburgh**

To support consultation to the Pittsburgh Public Schools for the development of culturally sensitive disciplinary practices and professional development  
\$16,000

**The Women and Girls Foundation of Southwest Pennsylvania**

To seed the creation of an initiative to increase women's representation and involvement in corporate leadership in Pittsburgh  
\$50,000

**Yoga in Schools**

To support a yoga program in the Pittsburgh Public Schools as a model of health and wellness  
\$150,000

**Your Sister's Project, Inc.**

To support One Hood, a local organization of African-American men, in their hosting of "The Gathering," a national movement to address juvenile incarceration  
\$6,000

**YouthPlaces**

To support after-school programs in Allegheny County and the Violence Prevention Collaborative's Summer 2007 Community Service Project  
\$400,000

**YouthPlaces**

To support the co-location of six youth-serving agencies  
\$250,000

**YouthWorks**

To support youth development programs  
\$200,000

**CHILDREN, YOUTH & FAMILIES SUMMER YOUTH PHILANTHROPY PROGRAM**

**Carnegie Institute**

For The Andy Warhol Museum's work with teens to create public art on the North Shore  
\$8,000

**Carnegie Library of Pittsburgh**

For the creation of a public artwork involving youth at branches of the Carnegie Library  
\$7,120

**The Forbes Fund**

To support two teams of Heinz Endowments Summer Youth Philanthropy interns  
\$71,870

**The Neighborhood Academy**

For creation of a public artwork involving youth  
\$8,000

**North Hills Community Outreach, Inc.**

To support two teams of interns for the 2007 Summer Youth Philanthropy Internship Program  
\$84,388

**Pittsburgh Children's Museum**

For creation of a public artwork involving youth  
\$6,250

**United Way of Allegheny County**

To support a team of Heinz Endowments Summer Youth Philanthropy interns  
\$46,867

## CIVIC DESIGN

### **Bike Pittsburgh, Inc.**

For production and distribution of a bicycle map for Pittsburgh  
\$49,200

### **CEOs for Cities**

Matching support for the Pittsburgh delegation  
\$12,500

### **The Downtown Management Organization**

To support the downtown retail market analysis  
\$50,000

### **Hill House Association**

To support expenses for a joint advocacy effort among community leaders in the Hill District to ensure that developments associated with the new Pittsburgh Penguins arena will be carried out in a way that is most beneficial to the community  
\$10,000

### **Pittsburgh Community Reinvestment Group**

For support to implement a communications strategy to promote community involvement and understanding of a Market Value Analysis  
\$50,000

### **Pittsburgh Parks Conservancy**

To support Find the Rivers in engaging the community in a design process for Arcena Street  
\$25,000

### **Pittsburgh Partnership for Neighborhood Development**

To provide bridge funding to help support the Pittsburgh Community and Neighborhood Information System project as it prepares to implement its three-year business plan  
\$45,000

### **Pittsburgh Partnership for Neighborhood Development**

To support program collaboration in multi-neighborhood corridors of market opportunity and impact  
\$200,000

### **Riverlife Task Force**

To support the Casino Storm Water Project  
\$149,669

### **Smart Growth America**

For support of the National Vacant Properties Campaign's first national conference, "Reclaiming Vacant Properties: Strategies for Rebuilding America's Neighborhoods," held in Pittsburgh, September 24 and 25, 2007  
\$10,000

### **Urban Redevelopment Authority of Pittsburgh**

To support a staff position to promote Green Design  
\$50,000

## EDUCATION

### **3 Rivers Connect**

For operating support and program development  
\$300,000

### **A+ Schools: Pittsburgh's Community Alliance for Public Education**

For support of Pittsburgh Community Alliance to improve public education  
\$200,000

### **Allegheny Intermediate Unit**

For support of the Reading Achievement Center  
\$300,000

### **ASSET, Inc.**

For support of a science education initiative for kindergarten through fourth grade  
\$150,000

### **Carnegie Library of Pittsburgh**

To support the library's new communications/marketing initiative  
\$50,000

### **Carnegie Library of Pittsburgh**

For support of renovation and construction projects in three communities  
\$2,000,000

### **Carnegie Library of Pittsburgh**

To support the Gregorian luncheon  
\$5,000

### **Carnegie Mellon University**

For a study of Pennsylvania student achievement as a result of teachers having met higher certification standards  
\$120,000

### **Carnegie Mellon University**

For Robot 250 initiative  
\$300,000

### **Carnegie Mellon University**

To support the early stages of Robot Diaries  
\$150,000

### **The Center for Effective Philanthropy**

For preparation of Staff Perception and Grantee Perception Report for The Heinz Endowments  
\$41,600

### **Communications Network**

For continued institutional support of the network's mission to promote communication in service to the field of philanthropy  
\$25,000

### **Communities in Schools of Pittsburgh-Allegheny County, Inc.**

For support of alternative learning academies  
\$150,000

### **Community Loan Fund of Southwestern Pennsylvania**

For working capital fund to develop and strengthen alternative schools  
\$500,000

### **Consortium for Public Education**

To support the operation of the Mon Valley Education Consortium  
\$100,000

### **Council on Foundations**

To support professional development for officers of the council  
\$5,000

### **EDSYS, Inc.**

For leadership development at City High Charter School  
\$110,000

### **Extra Mile Education Foundation, Inc.**

For ongoing evaluation and improvement of Extra Mile elementary schools  
\$50,000

### **Families and Work Institute, Inc.**

To purchase a table for its event on June 11, 2007, honoring the Work Life Legacy Awards  
\$5,000

### **Fort Ligonier Association**

For support of a history education program  
\$225,000

### **Foundation Center**

For program and operating support  
\$15,000

### **Grantmakers for Education**

For program and operating support  
\$10,000

### **Grantmakers of Western Pennsylvania**

Support for 2007  
\$20,000



**Grantmakers of Western Pennsylvania**

To support the 2007 Nonprofit Summit  
\$20,000

**Grantmakers of Western Pennsylvania**

For funding to support the executive director search  
\$3,000

**Greater Pittsburgh Diversity Festival**

To provide opportunities for citizens and civic leaders to learn about the importance of growing a more diverse city and region  
\$10,000

**Greater Pittsburgh Literacy Council**

For a family literacy program and learning English as a second language  
\$200,000

**Imani Christian Academy**

To support development and implementation of business plan and improve fundraising capabilities  
\$200,000

**The Looking Glass Institute**

For a review and study of Pittsburgh's nonprofit organizational leadership and the development of leadership capacity  
\$8,000

**Manchester Craftsmen's Guild**

For permanent endowment to provide program and operating support  
\$2,000,000

**Manchester Craftsmen's Guild**

For support of the Guild's Youth Arts program and implementation of a new business plan  
\$150,000

**National Foundation for Teaching Entrepreneurship to Disadvantaged & Handicapped Youth**

To support a distinctive entrepreneurship education program for inner-city youth  
\$50,000

**Negro Educational Emergency Drive**

For the college scholarship program  
\$200,000

**The Neighborhood Academy**

To support development and implementation of a business plan and improve fundraising capabilities  
\$200,000

**New Hazlett Center for the Performing Arts**

For the cityLIVE event series  
\$15,000

**The Philanthropy Roundtable**

For yearly dues  
\$10,000

**Pittsburgh Board of Public Education**

For support of the Pittsburgh Board of Public Education's Excellence For All reform agenda  
\$1,004,649

**Pittsburgh Board of Public Education**

For the superintendent's fund for the Pittsburgh Public Schools  
\$7500

**The Pittsburgh Chess Club**

To support the Chess-for-Pittsburgh-Youth program  
\$15,000

**Pittsburgh Voyager**

To support river-based education programs  
\$250,000

**Technology Affinity Group**

For affinity group dues  
\$1,500

**University of Maryland Foundation, Inc.**

To distribute American Journalism Review and Columbia Journalism Review to journalism students at Penn State University, University of Pittsburgh and Temple University  
\$36,000

**University of Pittsburgh**

For evaluation of education program initiatives  
\$145,000

**University of Pittsburgh**

To provide sustained leadership training for school principals  
\$200,000

**University of Pittsburgh**

For planning and development to strengthen Vira I. Heinz Travel/Study program  
\$40,000

**University of Pittsburgh**

For development and testing of concept to improve online literacy tutoring  
\$400,000

**University of Pittsburgh**

For support of a new endowment for cardiology research  
\$10,000

**University of Pittsburgh**

For partial support of a yearlong regional forum for school superintendents on leadership  
\$25,000

**University of Pittsburgh**

For support of the Heinz Memorial Chapel  
\$140,000

**University of Pittsburgh**

To support the Institute of Politics  
\$35,000

**University of Pittsburgh**

To support distinctive internship programs for undergraduates  
\$25,000

**US Foundation for the Inspiration and Recognition of Science & Technology**

For Pittsburgh's participation in the US First Robotics Competition  
\$200,000

**World Affairs Council of Pittsburgh**

To support the council's International Affairs Education Program  
\$100,000

**EDUCATION WOMEN IN GLOBAL LEADERSHIP AWARDS**

**Arcadia University**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Bethany College**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$10,000

**Carnegie Mellon University**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Chatham College**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Duquesne University**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Temple University**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Thiel College**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**University of Pittsburgh**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$20,000

**University of Pittsburgh at Bradford**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**University of Pittsburgh at Greensburg**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$10,000

**University of Pittsburgh at Johnstown**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**University of Pittsburgh at Titusville**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Washington & Jefferson College**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Waynesburg College**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**Wilberforce University**

For the Vira I. Heinz Scholarship Program for Women in Global Leadership  
\$15,000

**ENVIRONMENT****10,000 Friends of Pennsylvania**

To support RenewPA  
\$250,000

**3 Rivers Wet Weather Inc.**

To support the "Consolidating Sewage Infrastructure Management" project  
\$250,000

**Allegheny Land Trust**

For initial funding to develop the trust's Greenprint Regional Conservation Agenda  
\$50,000

**Allegheny Land Trust**

For funding to build capacity to implement the Strategic Plan including the trust's Greenprint  
\$170,000

**Breast Cancer Fund**

To support costs affiliated with the latest commissioned report, "The Falling Age of Puberty in the United States"  
\$10,000

**Brookings Institution**

For general operating support of the Brookings Metropolitan Policy Program  
\$150,000

**Carnegie Institute**

For an architect selection process for the Eco.Experience project  
\$100,000

**Carnegie Institute**

For Powdermill Nature Reserve's Geographic Information Systems Lab  
\$100,000

**Carnegie Mellon University**

For 2007–08 support for technical and professional assistance for the advancement of environmental building projects in Pittsburgh  
\$100,000

**Carnegie Mellon University**

To support a project that links WaterQUEST with Pittsburgh RiverQuest  
\$56,354

**Carnegie Mellon University**

To support Carnegie Mellon's participation in the 2007 Solar Decathlon competition  
\$25,000

**Carnegie Mellon University**

For the Campus Carbon Control Project  
\$100,000

**Carnegie Mellon University**

For green chemistry curriculum  
\$200,000

**Carriage House Children's Center**

For support to develop a case study of the LEED for Existing Buildings certification process of child care facilities  
\$37,500

**Center for Coalfield Justice**

For funding to further promote social and environmental justice in Pennsylvania's coalfields  
\$95,000

**Center for Public Integrity**

To support the "Mining Influence" project  
\$100,000

**Center for Victims of Violence and Crime**

For funding to develop a comprehensive strategic plan for an environmental education project known as Enlightened Voices for Environmental Awareness  
\$35,000

**Children's Institute of Pittsburgh**

To support a Center for Autism  
\$125,000

**Clean Air Task Force**

To support the Healthy School Bus Fund  
\$500,000

**Citizens for Pennsylvania's Future**

For operating support  
\$747,000

**Clean Air Task Force**

For support to the campaign for healthy air in southwestern Pennsylvania  
\$170,000

**Clean Water Fund**

To support clean air initiatives  
\$175,000

**Commonweal**

For continued support of the Collaborative on Health and the Environment in Pennsylvania and the Women's Health and Environment Initiative  
\$175,000

**Community Foundation of Greater Johnstown**

For the Green Business Initiative  
\$150,000

**Conemaugh Valley Conservancy, Inc.**

For funding to support the Benson/Hollsopple Community Design Workshop Action Plan Implementation Project  
\$100,000

**Conservation Consultants, Inc.**

For funding of board development  
\$39,205

**Consultative Group on Biological Diversity**

For the Health and Environmental Funders Network  
\$33,000

**County of Allegheny**

For operating support for the Grow Pittsburgh Project  
\$19,925

**Duquesne University**

For partnership in the universities' Carbon Neutral project  
\$40,000

**Earth Force, Inc.**

For funding to incorporate the Earth Force program into the curriculum of the Pittsburgh Public Schools

\$140,000

**Foundation for Pennsylvania Watersheds**

For small watershed program grants

\$235,000

**Friends of the Riverfront, Inc.**

To support stewardship, land and water trail development/usage

\$100,000

**Funders' Network for Smart Growth and Livable Communities**

For affinity group dues

\$20,000

**Grantmakers of Western Pennsylvania**

For support of "The Pittsburgh Region Re-Imagined" project

\$15,000

**Green Building Alliance**

For operating and program support

\$250,000

**Green Building Alliance**

For second-year funding for the Green Building Products Initiative

\$100,000

**Group Against Smog & Pollution**

For program support

\$100,000

**H. John Heinz III Center for Science, Economics and the Environment**

For support to increase the capacity in fundraising and communications

\$150,000

**Healthy Home Resources**

For funding to support the effort to prevent in-home environmental hazards facing families in Allegheny County

\$150,000

**Learning Disabilities of America**

To support the Healthy Children Project

\$50,000

**Local Government Academy**

For support to continue implementing the regional business plan and foster multi-municipal planning

\$200,000

 **Magee-Womens Hospital**

For funding to be used in the areas of education, facilities greening, outreach / advocacy programs and research

\$150,000

 **Magee-Womens Hospital**

To provide funds for programmatic follow up and evaluation of the women's environmental health conference

\$50,000

**Mount Washington Community Development Corporation**

To support the implementation of the Grand View Scenic Byway Park operating plan

\$150,000

**Mountain Watershed Association**

For funding to restore the Indian Creek Watershed and to support public outreach on coal life cycle issues

\$110,000

**Nine Mile Run Watershed Association Inc.**

For operating support and project funding

\$250,000

**Pennsylvania Conference for Women**

To support the annual Governor's Conference for Women

\$30,000

**Pennsylvania Environmental Council**

For funds to support stormwater management, Green Pittsburgh, riverfront and natural infrastructure projects in Allegheny County

\$200,000

**Pennsylvania Low Income Housing Corporation**

For support of the Reclaiming Abandoned Pennsylvania Initiative

\$100,000

**Pennsylvania Resources Council, Inc.**

For continued support of the Household Hazardous Waste project

\$50,000

**Pennsylvania Resources Council, Inc.**

For the Steel City Biofuels project

\$50,000

**Phipps Conservatory, Inc.**

Funding for the Living Building Challenge

\$100,000

**Pittsburgh Community Broadcasting Corporation**

For the "Allegheny Front" radio program

\$85,000

**Pittsburgh Gateways Corporation**

For support to develop the switchgrass-based fuel pellet prototype plant in Westmoreland County

\$150,000

**Pittsburgh Parks Conservancy**

To support the 2008 International Urban Parks Summit titled "Body & Soul: Urban Parks and the Health of Great Cities," held in Pittsburgh in September 2008

\$50,000

**Pittsburgh Voyager**

To provide funds for program and operating expenses and to prepare for delivery of a new green vessel

\$50,000

**The Public Health Institute**

To support the Pennsylvania Blue Green Alliance

\$150,000

**Rachel Carson Homestead Association**

For funding to expand the environmental education and outreach program and the Rachel Carson Legacy Challenge

\$70,000

**Rachel Carson Homestead Association**

For funding for the Rachel Carson Legacy Celebration

\$40,000

**Rainforest Alliance**

For a new project titled "Building the FSC Supply Chain: Economic Development in Western Pennsylvania through Sustainable Forestry and Wood Products"

\$100,000

**Rainforest Alliance**

For support of the project, "Building the FSC Supply Chain: Economic Development in Pennsylvania through Sustainable Forestry and Wood Products"

\$100,000

**Redevelopment Authority of Allegheny County**

For Oakland transportation project

\$200,000

**Regional Trail Corporation**

For funding toward acquisition and trail construction to complete the Great Allegheny Passage Trail

\$500,000

**Rockefeller Family Fund, Inc.**

For 2007 affinity group dues for Environmental Grantmakers Association

\$3,680



**Susan G. Komen Breast Cancer Foundation**

For funding to continue the breast cancer and the environment program

\$50,000

**Sustainable Pittsburgh**

For 2008 operating support

\$200,000

**Team Pennsylvania Foundation**

For support of the Governor's Outdoor Conference, March 18 through 20, 2007

\$50,000

**Turtle Creek Watershed Association**

To build organizational capacity to create higher visibility and greater credibility among residents and elected officials in the Turtle Creek watershed and to sustain the long-term work of the association on stormwater management issues

\$25,000

**U.S. Green Building Council**

For affinity group dues, 2007

\$500

**University of Pittsburgh**

To support visualization technology for land use planning along the Route 30 corridor in Westmoreland County

\$25,000

**University of Pittsburgh**

To promote uses of the Senator H. John Heinz III Archives at Carnegie Mellon University for public policy education

\$35,000

**University of Pittsburgh**

To support Phase II of the Institute of Politics water initiative

\$50,000

**University of Pittsburgh**

For continued support of the Center for Healthy Environments and Communities

\$100,000

**University of Pittsburgh**

To support water planning and management in southwestern Pennsylvania

\$50,000

**University of Pittsburgh**

To support the determination of levels of metals and other toxic elements in various fish species tissue, sediment and water

\$50,000

**University of Pittsburgh Cancer Institute**

For funding to expand the capacity of the Center for Environmental Oncology

\$750,000

**University of Pittsburgh Cancer Institute**

For funding to examine the correlation between environmental chemical exposures and epidemiological disease patterns and to reduce their adverse biological effects

\$317,370

**University of Pittsburgh Cancer Institute**

For participation in the 2007 Hillman Cancer Center Gala, "Destination Hope... A Future Without Cancer"

\$5,000

**UPMC Presbyterian Shadyside**

To support continued operations of UPMC Environmental Initiative program

\$125,000

**Venture Outdoors**

For program operating/program support

\$50,000

**Virginia Organizing Project**

For an environmental health news service

\$250,000

**Wild Waterways**

**Conservancy, Inc.**

For operating support to the land protection program

\$50,000

**INNOVATION ECONOMY**

**African American Chamber Foundation of Western Pennsylvania**

To support the Business Institute program

\$30,000

**Allegheny Conference on Community Development**

For the 3 Rivers: One Future campaign

\$90,000

**Allegheny Conference on Community Development**

For research and education on more effective cooperation between city and county governments

\$200,000

**Allegheny County Airport Authority**

For efforts to stimulate competition among air carriers, improve air service and educate citizens

\$300,000

**Carlow University**

To support the creation of an Advanced Simulation Technology lab for training health care workers in the region

\$125,000

**Carnegie Mellon University**

For Hazelwood technology, community and development project and the Remaking Cities Institute

\$300,000

**Carnegie Mellon University**

Seed funding for the Innovation Fellows pilot project

\$175,000

**Carnegie Mellon University**

Seed funding to expand enterprise creation capability at the Center for Technology Transfer

\$220,000

**Carnegie Mellon University**

For economic development pilot project with the Atom Transfer Radical Polymerization (ATRP) Consortium

\$100,000

**Carnegie Mellon University**

To support a pilot project focused on exploring the commercial potential of technologies for agile robotics and human-computer interaction at the Center for Technology Transfer

\$50,000

**Carnegie Mellon University**

For an economic development project, with the College of Fine Arts leveraging the region's arts and culture strengths

\$47,680

**Carnegie Mellon University**

To support regional economic development following from the Tartan Racing project in the Field Robotics Center

\$650,000

**Carnegie Mellon University**

To support capacity-building for Next-Generation Computing in the Department of Computer Science

\$400,000

**Carnegie Mellon University**

To support the capital campaign

\$5,000,000

**Carnegie Mellon University**

To support the capital campaign

\$13,000,000

**Carnegie Mellon University**

For a lending library in the Quality of Life Technology Center to enable technology validation pilot projects

\$50,000

**City of Pittsburgh**

To support a pension summit meeting among elected officials and civic leaders from municipalities throughout the region  
\$7,000

**Community College of Allegheny County Educational Foundation**

To support professional development and a continuing education program for health care workers in the region  
\$100,000

**Community College of Allegheny County Educational Foundation**

To support African-American student recruitment and retention, including match for scholarship endowment  
\$160,000

**Community College of Allegheny County Educational Foundation**

For the 2007 presidential search  
\$30,000

**Community College of Allegheny County Educational Foundation**

To support moving expenses and public relations for the new president  
\$10,000

**Community College of Beaver County Foundation**

To strengthen workforce preparedness programs and expand the capacity of college employees to respond to workforce needs  
\$150,000

**Community College of Beaver County Foundation**

For Achieving the Dream implementation  
\$50,000

**Community College of Philadelphia**

For Achieving the Dream implementation  
\$50,000

**Community Loan Fund of Southwestern Pennsylvania**

To support a sheltered bond program to assist minority and women contractors  
\$200,000

**Consortium for Public Education**

To strengthen links between educational institutions and technology-sector employers in southwestern Pennsylvania  
\$175,000

**Consortium for Public Education**

For the Gateway to College project  
\$100,000

**Coro Center for Civic Leadership**

For operating support for the Regional Internship Center  
\$50,000

**Coro Center for Civic Leadership**

For specific project support and seed funding within a new strategic plan  
\$280,000

**Corporation for Owner-Operator Projects**

Matching funds for Keystone Innovation Zone and technology validation pilot project  
\$150,000

**Council for Adult and Experiential Learning**

For final year of support for pilot project to create lifelong learning accounts for southwestern Pennsylvania health care workers  
\$200,000

**Delaware County Community College Educational Foundation**

For Achieving the Dream implementation  
\$50,000

**Duquesne University**

Matching support to enable the successful launch of the Pittsburgh Central Keystone Innovation Zone  
\$100,000

**Duquesne University**

Operating support for the Career Literacy for African American Youth — CLAAY — initiative  
\$100,000

**East Liberty Development, Inc.**

To support a February 2008 conference called “Build the Hill” that will engage the community in workshop discussions to educate them about sound community planning and development  
\$25,000

**Good Jobs First**

For an eight-state comparative study of taxpayer-funded economic development incentives  
\$218,000

**Grantmakers for Effective Organizations**

For efforts to advance the organizational effectiveness of grant making  
\$8,000

**Green Building Alliance**

For projects to stimulate growth of the green building products industry sector  
\$150,000

**Hill District Consensus Group**

To support Historic Hill District community transition  
\$125,000

**Hill House Association**

To support an independent program for diversity monitoring and training within city and county government and their contractors  
\$8,500

**Historical Society of Western Pennsylvania**

To support an exhibit on innovation  
\$100,000

**The Idea Foundry**

Seed funding for a commercialization initiative with a focus on education, training or entertainment industries  
\$75,000

**The Idea Foundry**

To enable the rapid development of three complementary technology concepts that promise high-quality job creation in Pittsburgh’s Hill District  
\$75,000

**Immigrant Center of the Greater Pittsburgh Region**

Final year of seed funding for a multi-ethnic immigrant welcome and community support center  
\$50,000

**Independent Sector**

To support nonprofit accountability efforts  
\$15,000

**Innovation Works, Inc.**

To create a data correlation, analysis and visualization capability to support technology-based industry cluster growth  
\$50,000

**Jewish Family & Children's Service of Pittsburgh**

For continued support of the Pittsburgh Regional Immigrant Assistance Center  
\$150,000

**Kingsley Association**

To support the Mary L. Stone Black College Tour  
\$50,000

**MDC**

To provide data facilitator services to the seven Pennsylvania Achieving the Dream community colleges  
\$136,625

**Montgomery County Community College Foundation**

For Achieving the Dream implementation

\$50,000

**National Academy of Sciences**

For partial support for study of regional economic development programs nationwide, in care of the National Research Council STEP—Science, Technology and Economic Policy—Board

\$150,000

**National Foundation for Teaching Entrepreneurship to Disadvantaged & Handicapped Youth, Inc.**

To support a pilot project to expand entrepreneurship education, experiential learning and mentorship

\$50,000

**Northampton County Area Community College Foundation**

For Achieving the Dream implementation

\$50,000

**Northside Civic Development Council, Inc.**

For collaboration among riverfront communities to encourage development

\$150,000

**Oakland Planning and Development Corporation, Inc.**

Operating support for the Hill–Oakland Workforce Collaborative to train entry-level health care workers

\$100,000

**Pennsylvania Assistive Technology Foundation**

For a one-time communications and outreach effort

\$20,000

**Pennsylvania Commission for Community Colleges**

For statewide policy work for all 14 Pennsylvania community colleges

\$75,000

**Pittsburgh Board of Public Education**

To support the implementation of Project Lead the Way within the Lincoln Elementary School Pre-engineering Program

\$50,000

**The Pittsburgh Foundation**

To support the Pittsburgh Public Service Fund

\$250,000

**Pittsburgh Gateways Corporation**

For a feasibility study for regional technology-based economic development effort that will make use of the original Westinghouse facility in Wilmerding, Pa.

\$42,000

**Pittsburgh Gateways Corporation**

To support the growth of early-stage, tech-based enterprises and regional industry clusters

\$270,000

**Pittsburgh Life Sciences Greenhouse**

To support regional job creation in life sciences companies through competitive process

\$400,000

**Pittsburgh Life Sciences Greenhouse**

To support university programs

\$1,000,000

**Pittsburgh Partnership for Neighborhood Development**

For continued operating support

\$250,000

**PowerLink, Inc.**

To support the growth of women-owned businesses

\$50,000

**Smart Futures, Inc.**

To support Keys2Work, an e-mentoring and career development initiative

\$100,000

**Team Pennsylvania Foundation**

To support expenses for a meeting among participants in Pennsylvania's Keystone Innovation Zone program

\$7,500

**The Robotics Foundry and Digital Greenhouse**

To support commercialization of assistive living and quality-of-life technologies in the southwestern Pennsylvania region

\$100,000

**University of Pittsburgh**

To support the Mascaro Sustainability Initiative

\$250,000

**University of Pittsburgh**

To support the Institute for Entrepreneurial Excellence at the Katz Graduate School of Business

\$150,000

**University of Pittsburgh**

For seed funding of the Corporate Scholars program

\$200,000

**University of Pittsburgh**

For a new regional workforce and technology development program for the energy industry sector

\$300,000

**University of Pittsburgh**

To provide support for the Science2007 regional conference

\$10,000

**University of Pittsburgh**

For regional benchmarking work in the University Center for Social and Urban Research

\$75,000

**University of Pittsburgh**

For a collaborative economic development project with the law school and the business school

\$150,000

**University of Pittsburgh**

For compilation of trend data on entry-level health care employment to inform workforce development programs

\$100,000

**University of Pittsburgh**

For a study of the evolution of the anterior cruciate ligament in human and animal anatomy

\$50,000

**University of Pittsburgh**

To provide partial support for a project that will make specific policy recommendations to improve the efficiency and effectiveness of local government

\$100,000

**University of Texas Foundation**

To provide coaching services to the seven Pennsylvania Achieving the Dream community colleges

\$136,050

**Urban League of Pittsburgh, Inc.**

To support planning a pilot of the Center for Urban Economic Empowerment Excellence

\$50,000

**Westmoreland County Community College Educational Foundation**

To support systemic change in the college, including developmental education and college hiring practices

\$130,000

**Total** \$84,146,222



# history

*The foundation's work is grounded in the legacy established by the two endowments from which it was formed. Founded more than four decades apart, the Howard Heinz Endowment and the Vira I. Heinz Endowment were each the product of a family commitment to community that began with H. J. Heinz and continues to this day.*



## **Howard Heinz 1877–1941**

Howard Heinz, the son of Henry John and Sarah Young Heinz, was born near Sharpsburg, a suburb of Pittsburgh, on August 27, 1877. After graduating from Shady Side Academy and Yale University, he began working full time for the H. J. Heinz Co. in 1900, serving as advertising manager, sales manager, vice president and eventually president.

Long before creating the endowment that would lead to large-scale philanthropy, Mr. Heinz was actively engaged in personal charitable and civic improvement efforts. He took a special interest in programs that would better the lives of young people. As a young college graduate, he established Covode House, a clubhouse for boys, near the Heinz plant. He also served as an active director of Sarah Heinz House, a larger development club for boys and girls on Pittsburgh's North Side that continues to thrive. As president of one of the world's most recognized businesses, he was one of the founders of the Community Fund, one of the early efforts to create organized community-based philanthropy in the United States. He also was a director or fundraising chairman for dozens of national organizations and campaigns, including service as a trustee for the Carnegie Endowment for International Peace.

Despite frequently being tapped by governors and presidents to lead various projects, Mr. Heinz made time for city and regional concerns. All his professional life, he served on the boards of important community institutions. He was a director 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 also served as a ruling elder of Shadyside Presbyterian Church.

Mr. Heinz was a leader in the creation of Heinz Chapel on the University of Pittsburgh campus as a memorial to his parents. The church serves as a spiritual resource for university students but also is considered one of the country's architectural gems.

Mr. Heinz died on Feb. 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. She was born Vira M. Ingham in what is now Pittsburgh's Brighton Heights neighborhood. In 1932, she married Clifford S. Heinz, son of Henry J. Heinz, founder of the food processing company. Clifford Heinz died in 1935.

During the next five decades, Mrs. Heinz was 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. A few of the more prominent included serving as vice president of the World Council of Christian Education and becoming 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 on the boards of the Pittsburgh Chamber Music Society, Pittsburgh Opera and Pittsburgh Symphony Society.

Mrs. Heinz received the Chancellor's Medal from the University of Pittsburgh and honorary degrees from 11 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 H. J. Heinz Co. board of directors, she was the first woman board member of a multinational corporation headquartered in Pittsburgh.

In the spirit of generosity that characterized her life, Mrs. Heinz provided in her will for the establishment of a charitable foundation.

# board and staff

## **BOARD OF DIRECTORS**

Teresa Heinz, *Chairman*  
James M. Walton, *Vice Chairman*  
André T. Heinz  
Christopher D. Heinz  
H. John Heinz IV  
Sasha L. Heinz  
Damon Aherne  
Carol R. Brown  
Frank V. Cahouet  
Judith M. Davenport  
Franco Harris  
Wendy Mackenzie  
Shirley M. Malcom  
Barbara Robinson DeWitt  
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Drue Heinz, *Director Emeritus*

## **STAFF**

### **Management**

Robert F. Vagt  
*President*  
Jack E. Kime  
*Vice President,  
Finance & Administration*  
Donna J. Evans  
*Executive Assistant*  
Bonnie J. Gazda  
*Executive Secretary*

### **Arts & Culture**

Janet L. Sarbaugh  
*Senior Program Director*  
Mary A. Navarro  
*Senior Program Officer*  
Justin D. Laing  
*Program Officer*  
Cindi A. Stueber  
*Administrative Secretary*

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

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*Senior Program Director*  
Carmen A. Anderson  
*Senior Program Officer*  
Wayne A. Jones  
*Program Officer*  
Linda F. Hall  
*Administrative Secretary*

### **Innovation Economy**

Christina Gabriel  
*Program Director*  
Bomani M. Howze  
*Program Officer*  
Virginia A. Graziano  
*Administrative Secretary*

### **Education**

Stanley W. Thompson  
*Program Director*  
Joseph F. Dominic  
*Program Director,  
1986–December 2008*  
Melanie R. Brown  
*Program Officer*  
Joann L. Clark  
*Administrative Secretary*

### **Environment**

Caren E. Glotfelty  
*Program Director*  
Anna Marie Lozer  
*Administrative Secretary*

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*Director of Communications*  
Carmen J. Lee  
*Communications Officer*  
Linda S. Braund  
*Communications Manager*  
Linda C. Bannon  
*Administrative Secretary*

### **Human Resources**

Stuart B. Redshaw  
*Director of Human Resources*  
Nancy A. Grejda  
*Administrative Secretary*

### **Finance & Administration**

Jack E. Kime  
*Vice President,  
Finance & Administration*  
Ann C. Plunkett  
*Controller & Director of Payroll  
and Benefits Administration*  
Cheryl L. Dabat  
*Operations & Systems Manager*  
Denise Ficorilli  
*Accountant*  
Kimberly H. Gillespie  
*Administrative Secretary*  
Linda G. Jones  
*Administrative Services Assistant*  
Connie M. Raymond  
*Receptionist and Grants Assistant*

#### **Statement on Diversity**

The Heinz Endowments values diversity in its many forms. We believe that the future of our community depends on its ability to attract and retain an increasingly diverse population. As a foundation working to advance the common good in this community and in our broader society, we have a responsibility to embrace a commitment to inclusiveness as a fundamental operating principle. Therefore, through our grant making and business activities, we seek to promote inclusive practices that broaden the range of perspectives, opinions and experiences available to our grantees, our partners and ourselves.

Consistent with this philosophy, the Endowments is an equal opportunity employer. Ability and performance are the primary criteria for success at the foundation. Candidates for employment are considered on the basis of job qualifications without regard to race, religion, color, gender, age, national origin, sexual orientation or disability. Promotions and advancement opportunities are also based on the employee's actual performance, not on any of the above characteristics. Specific responsibility for enforcing this policy has been assigned to the president of the foundation.



THE HEINZ ENDOWMENTS

Howard Heinz Endowment  
Vira I. Heinz Endowment  
625 Liberty Avenue  
30th Floor  
Pittsburgh, PA 15222-3115

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