

ANNUAL REPORT ISSUE



FLIGHT 93 MEMORIAL

Designing National Remembrance

The Magazine of The Heinz Endowments

INSIDE: Power4Kids: Remedial Reading's Holy Grail?

No Child Left (on his / her) Behind: Foundations Fight Childhood Obesity

inside

A well-told story is always better remembered than a ponderous report.

That's the premise behind our decision two years ago to fold our annual report into an issue of *h*, our quarterly magazine. I'll gladly take the several notes we received from foundation executives to the effect that "it's a lot harder to toss a good magazine in the wastebasket ..." as supreme validation of our decision.

But we've also heard from many grantees who welcome the magazine mode for the attention it brings to their work. While there's always some foundation self-congratulation hovering over the financials in annual reports, we want to believe that the shift to good story-telling trains more of the spotlight on the people we serve.

For many grantees, there is a constant struggle to get their defining messages out to the larger community. Often, their success depends on how well stories are told and presented.

For that reason, I want to commend the talented writers, photographers and designers who labor well beyond their contracts to put an exquisitely human face on philanthropy.



Editor

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

The Heinz Endowments is based in Pittsburgh, where we use our region as a laboratory for the development of solutions to challenges that are national in scope. Although the majority of our giving is concentrated within southwestern Pennsylvania, we work wherever necessary, including statewide and nationally, to fulfill our mission. That mission is to help our region thrive as a whole community — economically, ecologically, educationally and culturally — while advancing the state of knowledge and practice in the fields in which we work.

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

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 grantmaking 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 Braund, Nancy Grejda, Maxwell King, Maureen Marinelli, Grant Oliphant, Douglas Root. Design: Landesberg Design

About the cover An American flag draped over a section of fence is the lone marker of sacred ground on a windswept field in Stoneycreek Township in Somerset County. Plans call for a national memorial to take over the field where United Airlines Flight 93 was brought down on Sept. 11, 2001.

Cover photography Joshua Franzos



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Closing the Reading Gap

National experts believe intensive teacher training and tailored remedial instruction are the solutions to reading problems. Now they're trying to prove it in Pittsburgh.

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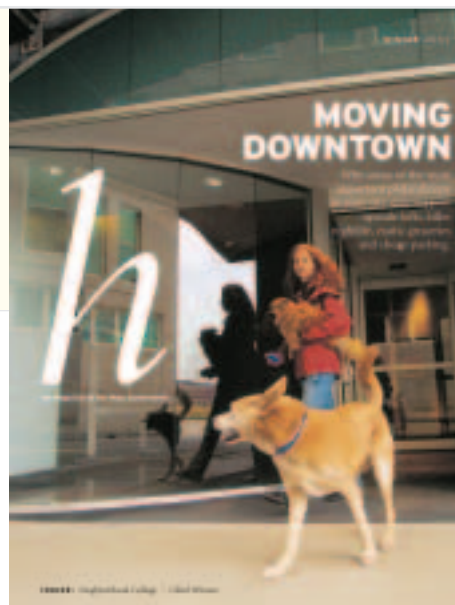
Green With Envy

From Melbourne, Australia to Cleveland, Ohio, Pittsburgh's greatest export may be its expertise in green building and sustainable development.



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Our Winter 2005 cover featured Joy, at right, holding Cassidy and walking Ringo in a tribute to downtown living. We also looked at the future of community colleges and reported on a program that counsels children exposed to violence.



From Winter 2005

Teresa Heinz Message

From my experience as a staff member for state Sen. Connie Williams and as an officer and board member of several civic organizations committed to the revitalization of downtown Lancaster, I was very gratified that Teresa Heinz understands how important healthy downtowns are to the well-being of entire regions.

The main point of Mrs. Heinz's essay, that the key to downtown improvement is promoting residential living, echoes a position that I have been espousing for many years.

In the course of my work in Lancaster, I often have run into sharp differences with those who believe the revitalization emphasis should be on bringing businesses downtown to supply instant tax revenue and jobs as well as to attract suburban shoppers.

My firm belief always has been that if people live downtown, they will shop downtown and work downtown. But I suppose that the hard work of attracting residents isn't as sexy for elected officials and developers as having their names associated with a big-ticket business development project. This seems to be the case no matter how remote the prospect of good-paying jobs, or how much the public is forced to give up in the form of tax abatements and other incentives.

So, my message to Mrs. Heinz and others of her high profile is: Keep saying it! Maybe someone will listen.

All our cities in this part of the country are facing similar problems. But there are trends indicating that when downtowns provide good housing and attractive amenities, they can be the location of choice for new residents, or those shifting from the

suburbs. While some downtowns have problems specific to themselves, there are so many other issues that apply to all. Surely we could gain valuable knowledge in sharing ideas that have brought revitalization progress.

Is there some umbrella organization where Pennsylvania cities can share information on successes and failures? While the many municipalities in the state tend to be very territorial, we have much more to gain through cooperation. I'm hoping that Mrs. Heinz and The Heinz Endowments will keep up the great work in the downtown improvement efforts in Pittsburgh but also share successful ideas with other Pennsylvania cities.

Kathy Connors
Lancaster

Home Town

As one of those supposedly sought-after "younger professionals" who chose Pittsburgh's downtown neighborhood to call home a year ago, I was fascinated by Chris O'Toole's story on how local foundations are funding marketing and research to encourage more people like me to make the move.

While I'm all for amenities and promotional efforts, I hope nonprofit marketing groups and for-profit developers stick to selling basic quality-of-life advantages.

Here's one that I bet the promoters haven't considered: At the recent production of *Hairspray* at the Benedum, audience members were stuck in long lines for the rest rooms. But I only had to walk out the door and walk less than a block down Penn Avenue to the privacy of my own apartment bathroom at the Penn-Garrison. And I was back at the theater with time to spare.

Other basic selling points that convinced me, a urologist, new to a busy group practice, to make the downtown district my home:

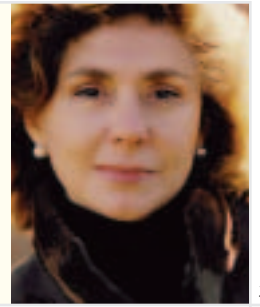
- Commuting on the opposite side of rush-hour traffic. I am one city bridge and a few blocks away from my patients at Triangle Urological Group based at Allegheny General Hospital.
- Walking to some of the best restaurants in the city. If I feel like kicking back at home instead of eating out, I need only call as I leave work and a fantastic meal is waiting for pick-up as I walk to my apartment.
- Hosting great nightlife and cultural experiences. When guests are visiting from out of town, they don't have to worry about driving unfamiliar streets to enjoy some of the best museums, theaters and clubs in the region.
- Experiencing urban living. I live in a building with great character and history. Parking is convenient and I don't use my car as much as I would in the suburbs. The downtown architecture offers fantastic views.

It's for these basic advantages that I chose the center city over more conventional, Shadyside-suburban neighborhoods. Downtown living may not be for everyone, but I'm convinced word of mouth about the unique quality-of-life benefits will drive demand.

Christopher J. Chermansky, M.D.
Pittsburgh

message

By Teresa Heinz
Chairman, Howard Heinz Endowment



3

THE FIELD WHERE FLIGHT 93 crashed on 9/11 already has the feel of hallowed ground. For now, there isn't much to see beyond the classic Pennsylvania landscape: patchwork meadows rolling beneath an often cloud-strewn sky, a thick line of trees standing guard against the wind, solitary visitors wandering by in silent tribute.

But for those who know the story of what happened in that place—and it seems everyone who makes the pilgrimage there knows it—the air vibrates with memories, and the breeze itself seems to whisper homage. The countryside evokes comparisons with the sacred ground 130 miles to the east where the heroes of another time fell in brave battle on the fields of Gettysburg.

I can imagine no more daunting task than to erect a fitting memorial on such a spot. No one has ever captured the nature of that type of challenge better than Abraham Lincoln in the Gettysburg Address. Speaking of how his countrymen could pay proper tribute to the fallen, he acknowledged, “But, in a larger sense, we cannot dedicate... we cannot consecrate... we cannot hallow this ground. The brave men, living and dead, who struggled here have consecrated it, far above our poor power to add or detract.”

His words echo poignantly across the years. How could our own poor power to memorialize or any monument we produce do justice to the events that culminated on that field and to what they symbolize in the life and history of our nation?

Yet that is precisely the task that has been facing Somerset County and the small town of Shanksville almost from the moment the plane went down. Talk of a memorial emerged within days, and suggestions, inquiries and offers of help came pouring in from around the world at a rate that would have overwhelmed any town or city in America.

Our cover article for this issue tells how this small western Pennsylvania community and the victims' families they embraced have risen to the challenge in exemplary fashion.

Their story makes me proud, as a Pennsylvanian and as an American.

And also as a philanthropist. To help the community overcome the significant organizational hurdles involved in the memorial project, The Heinz Endowments provided funding for a coordinator to be hired. We also contributed support for a design competition, which helped gather ideas from across the nation and produced the finalists' concepts showcased here.

That approach is typical of how we try to work. The Endowments believes that the best philanthropy gives people the inspiration and means to reach beyond what they otherwise might think or be able to do themselves. With the Flight 93 memorial, that meant supporting the search for a truly excellent design that, in honoring the dead, would also inspire the living. Obviously that was a special case, but it is a philosophy that we believe can be applied to all of our work.

This special annual report issue features several examples taken from last year's grantmaking. I am particularly proud of the story behind “Green With Envy,” a photographic essay on Pittsburgh's green-design revolution. A decade ago, when the Endowments' Environment Program began supporting green-building efforts, such environment-friendly design was rarely a consideration for major construction projects in our region.

Today, Pittsburgh is a national leader in the green-design movement, and is home both to the largest green building in the country and, soon, to the nation's first green hospital. Not only is that good for the health of our residents and environment, it is also positive for the region's image,

signaling that we once again can be a cradle of innovation and transformation.

Running in the same vein is another story in this issue, “Economies of Scale,” which details our support for the Pittsburgh Life Sciences Greenhouse. This ambitious effort to leverage Pittsburgh’s distinct strengths in research, information technology and medicine is helping to give our region’s economy a potent new source of growth and well-paying jobs.

It is a risky venture. Bold initiatives usually are. This one comes with a high price tag, plenty of competition from other regions scrambling to create their own life-sciences industries, and no guarantees of success. But those risks are worth taking. In fact, they are the currency of survival in the modern economy.

A city once known as “hell with the lid off” can be reborn as a national leader in green building and witness a renaissance along its riverfronts. A region built on a backbone of steel can reinvent itself as a center of health care, finance and, now, life sciences.

That is an important truth for Pittsburgh—and for every community struggling to find its place in an era of global competition. In a region that has experienced significant economic dislocation over the past three decades, as ours has, it can be tempting to focus solely on softening the blow of difficult change.

Yielding to that temptation is to fall into the trap of managing decline—a downward cycle of constantly seeking to mitigate pain rather than forthrightly responding to the trends that are causing it. Projects like the Life Sciences Greenhouse, which would have been impossible without significant funding from Pittsburgh’s foundation community, are designed to help

our region prosper by meeting the opportunities of economic transformation head on.

At the Endowments, helping people and communities think more broadly about the realities they face is the essence of what we do. We want to help our region and its remarkable people see past the difficulties and constraints of the moment to the immense opportunities that always lie within the grasp of human creativity.

I would like to think that every grant reported here contains some element of that. Each was intended as a gift not so much of money, but of hope, inspiration and faith in the abilities of our grantees and our community.

In Pittsburgh, we know how powerful that can be. A city once known as “hell with the lid off” can be reborn as a

national leader in green building and witness a renaissance along its riverfronts. A region built on a backbone of steel can reinvent itself as a center of health care, finance and, now, life sciences.

The poet and writer Muriel Rukeyser wrote, “The universe is made of stories, not of atoms.” These are the stories we should be telling ourselves, and authoring through our actions: the stories of possibility. As the novelist Salman Rushdie has noted, “Those who do not have power over the

stories that dominate their lives, power to retell them, rethink them, deconstruct them, joke about them and change them as times change, truly are powerless because they cannot think new thoughts.”

Helping people think new thoughts is a great role for philanthropy to play. Nothing is impossible—for people or communities—when we learn to tell ourselves new stories about the future. *h*

message

By James M. Walton
Chairman, Vira I. Heinz Endowment



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With reviewing any year's grantmaking by this foundation, one of our most important measures of success is how closely our work for the common good in the community matches up with the actual "good works" practiced by the Heinz family members who established The Heinz Endowments.

Today, just a glance at a local newspaper or TV news broadcast tells us that community needs are much more serious and problems more intractable than even those of 20 years ago, when the Vira I. Heinz Endowment was making its first grants. Certainly, the business side of philanthropy is more complicated than in past decades when wealthy families with names like Heinz were known in the community as much for individual acts of charity as for their founding of hugely successful businesses.

But no matter how philanthropy evolves at the Endowments, we always look inside the grand strategies to see if the Heinz family values—those that drove charitable gifts and acts of civic-cultural leadership beginning nearly a century ago—are faithfully represented. For me, this is especially important because of my friendship with Mrs. Vira Heinz, whose \$80 million endowment established after her death in 1983 has since grown along with her brother-in-law Howard Heinz's endowment to make our two foundations among the largest in the country with a focus on regional philanthropy.

As a steward of Mrs. Vira Heinz's legacy, I am pleased to report that last year's grantmaking not only reached the high bar set by her personal philanthropy in life, but it exceeded her fondest hopes for what a foundation established in her name might accomplish for future generations.

This is especially true in two areas in which Mrs. Vira Heinz's endowment played a key role, and that tie directly into critical leadership roles she devoted herself to in life: developing a reliable public-private safety net to respond to community emergencies, and coaxing faith-based organizations to put religious creeds into action by serving the secular good.

Last September, the remnants of Hurricane Ivan devastated dozens of communities in the region. Thousands of homes and businesses were destroyed; public services were strained to the breaking point; and emotional wounds ran deep for many who were the least able to recover from such a disaster.

In southwestern Pennsylvania, government and relief agency estimates list 11,682 homes as destroyed or having suffered significant damage; 9,494 of these are in Allegheny County. Scores of businesses have been lost. Statewide, business and personal property losses total nearly \$265 million.

But the quick and full-measured response from us and other Pittsburgh-based foundations reflected Mrs. Vira Heinz'

personal ideal of the most effective philanthropy: \$200,000 from her endowment went quickly to two trusted grantees who would ensure that the money would go directly to those who need it most. North Hills Community Outreach was formed in response to a 1986 flood disaster and now has grown to some 1,200 volunteers who address basic human needs in the face of a disaster. Beaver County-based Hosanna Industries specializes in repair and rebuilding of damaged homes throughout the region.

And as a national leader in religious education, another cause specified for grantmaking in Mrs. Vira Heinz's instructions for the endowment, she would be especially heartened by these two organizations' faith-based missions. At North Hills Community Outreach, the relief work is done "in a manner that preserves personal dignity and demonstrates the love of God." Hosanna Industries, which began in 1990 as a community service project of the First Presbyterian Church of Bakerstown, today claims hundreds of volunteers from many faiths.

Several months after these emergency grants, the Howard Heinz Endowment contributed another \$500,000 to a foundations-Allegheny County government program providing nearly \$2 million in financial relief to affected businesses.

Among the many groups that Mrs. Vira Heinz spent personal time advising and significant amounts of money supporting was the Pittsburgh Chapter of the American Red Cross. As a board member of the organization in 1949, she met frequently with political and business leaders to champion a well-funded, rapid-response system for community emergencies. In setting up her endowment, she also directed that support be given to institutions that alleviate human suffering.

Beyond disaster relief, there were dozens of similar faith-based groups funded last year by the Endowments that focused on, among other areas, preventing violence among troubled youth, educating at-risk children, and counseling low-income families on how to establish credit and build financial assets.

In each of these cases, the laborers in these fields are content to let their public contributions promote their faith, not the other way around. Indeed, there is no Jewish way to tutor a child, nor an Episcopalian way of job coaching a single mother, nor a Catholic or Islamic way to hang drywall in a house.

The Heinz family's spiritual values and personalized sense of giving back to the community set that standard decades before the creation of the two endowments. It is heartening to know that, even in complex and demanding times, the personal act guided by faith can be more powerful than the grandest philanthropic strategy. *h*



Third- to fifth-grade students in Janine Colaizzi's Reading Intervention class in the Deer Lakes School District have gained self-confidence from overcoming reading problems. Surrounding Colaizzi are, clockwise from upper left, Bobby Bertha, Alexa Kudlach, Sidney Petroff, Valerie Zivcovich and Marisa Werner.

AS SCHOOLS STRUGGLE TO MEET NEW READING PROFICIENCY STANDARDS, A LANDMARK STUDY REFLECTS LAST YEAR'S

CLOSING

WORK OF THE ENDOWMENTS' EDUCATION PROGRAM: INTENSIVE TEACHER TRAINING AND TAILORED REMEDIAL INSTRUCTION

THE

THAT STRIVES TO MAKE EVERY CHILD A READER. BY ANN BUTLER PHOTOGRAPHY BY ANNIE O'NEILL AND JOSHUA FRANZOS

reading

GAP

As winter melts into spring in southwestern Pennsylvania, the sky on view through the classroom window is an uncharacteristic blue instead of gray, and the click of the intercom brings word that recess will be outdoors later this day for the 460 students at Deer Lakes School District's East Union Intermediate Center.

In Janine Colaizzi's Reading Intervention classroom, third-grade students Bobby Bertha, Sidney Petroff and Alexa Kudlach react with wide grins, but Colaizzi doesn't let them miss a beat, quickly refocusing their attention on the day's reading exercise as they respond in unison to her rapid-fire questions: "Next sound? *Sh*. What sound? **Snap**. Yes, *Sh*. Next sound? *Ch*. What sound? **Snap**. Yes, *Ch*..." The cadence is a rap-like rhythm but the exercise demands concentrated effort. The teacher watches and listens closely to each student, while the group, in turn, strives to respond correctly on cue. In fact, students typically give 12 to 20 responses *per minute* in this class as opposed to zero to two responses *per class session* in the traditional learn-to-read setting. This "Word Attack" drill is just one phase of a scripted, structured reading intervention known as "Corrective Reading."

Colaizzi, a 27-year veteran of elementary special education, was trained in the teaching method last year when she signed on to be part of the Power4Kids Reading Initiative, a national research study designed to demonstrate that highly effective, remedial reading interventions will teach all but a small fraction of children to read.

The comprehensive Power4Kids study represents an unprecedented, foundations-driven response to a national education crisis: 10 million kindergarten-through-12th-grade children, 20 percent of the country's school-age population, cannot read at grade level. Only a minority of students—whether in 4th, 8th or 12th grade—reach proficiency as measured by the Education Department's National Assessment of Educational Progress. On a scale that has three levels—basic, proficient and advanced—most students score at the basic level or even below basic in every subject.

In the Pittsburgh region, where several foundations have joined to make reading improvement a signature component of education grantmaking, the stakes are just as high: one out

in lead grants for the \$9 million Power4Kids project and partnered with Grover J. Whitehurst, director of the Institute of Education Sciences at the U.S. Department of Education, who approved a \$4.2 million grant for the project. In all, 12 regional and national funders signed on, including Pittsburgh's Grable Foundation and the national W.K. Kellogg and Smith Richardson foundations.

Gerry Balbier, a senior officer in the Endowments' Education Program, remembers being “blown away” by the implications of Power4Kids at a concept presentation to potential funders by Cindy Haan, who conceived the study and chairs the San Francisco-based Haan Foundation for Children. Haan, herself the mother of a son who had to overcome a reading deficiency, formed the foundation with the mission of identifying the most effective instructional methods and technology by way of scientific research and then providing them to educators and parents.

“From the end of that first meeting, I knew our goal had to be getting that initiative to Pittsburgh,” says Balbier. “It was

Next sound? *Sh.* What Next sound? *Ch.*

of three fifth-graders cannot perform at the standards set for that education level in reading and math.

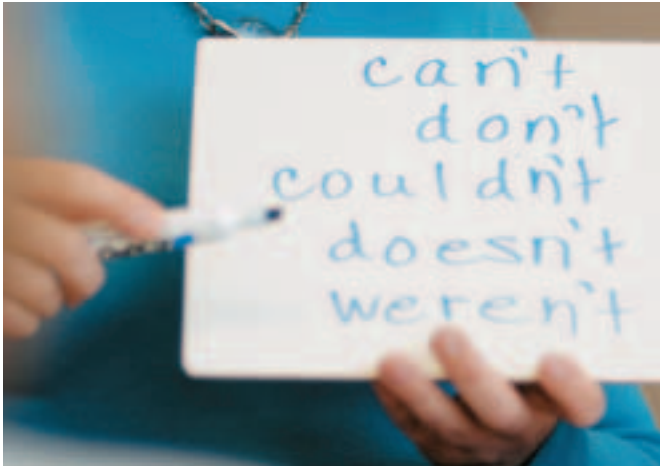
Classroom teachers across southwestern Pennsylvania are well acquainted with the plight of the struggling reader. Some students may have difficulty decoding words. Others may read well, but have difficulty with comprehension. Ideally, a teacher would choose from a repertoire of strategies to help each struggling reader overcome a particular reading deficiency. Even if these were bundled up and dropped off in classrooms, many regular education teachers are not reading specialists. Typically, they have limited knowledge of remediation strategies. And, many corrective practices are geared to the general domain of reading instruction rather than to one student's specific needs.

With the goal of empowering reading teachers, The Heinz Endowments, in 2003 and last year, made a total of \$1 million

clear that the region that landed the study would be first in line to benefit from its findings.” Balbier and other Endowments program staff brought the Power4Kids research team to Pittsburgh in 2002, a year before the study would begin, and won over key educators and funders, ensuring that the Pittsburgh region would be the study ground.

“Once Heinz committed, well, it's all quite a miracle,” says Haan, who is confident that even preliminary results from last year's intensive tutoring will provide teachers and parents across the country with reliable methods to address specific reading deficiencies. Before Power4Kids, says Haan, educators had to guess at which targeted reading intervention worked best for a particular learn-to-read problem.

“Cindy Haan created this project from her own real-world experience, which is the best insurance for success,” says



Amie O'Neill

sound? **Snap.** Yes, *Sh.* What sound? **Snap.** Yes...

Endowments President Maxwell King. “She comes to this as a mother who has struggled with her own child’s reading problem and as someone who has experienced the frustration of teachers who need better tools and training.”

As the largest rigorous science-based study of remedial reading instruction ever conducted in public schools, it uses a randomized field trial, the gold-standard methodology in social science research. Conducted during the 2003–04 school year, it

covered 44 teachers and 772 students in schools throughout suburban Pittsburgh and Allegheny County. Each teacher received intensive training in one of

four remedial reading methods: Spell Read, Wilson Reading and Failure Free Reading, in addition to Corrective Reading.

While results of the study are still being analyzed, Deer Lakes School District administrators have been so pleased with the informal outcomes that they are continuing Corrective Reading this year, even though funding for their portions of the study ended last year. In fact, eight of the 27 school districts that participated in the field trial last year adjusted their budgets this school year to continue Power4Kids reading strategies.

“The kids are happy. The parents are excited. There’s been so much success,” says Barbara Tomlinson, Deer Lakes’ director of special education and Colaizzi’s supervisor.

“I have students who are moving from ‘at risk’ to ‘some risk’ to ‘low risk,’” says Colaizzi, who also is bolstered by rave reviews of progress from parents, fellow teachers, even the school psychologist. While students in the program may not be aware

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Percentage of all fourth-graders in the nation who were not proficient in reading in 2003, according to the National Center for Education Statistics (*The Nation’s Report Card*)



Joshua Franzos



of specific measurements of their progress, they know they are succeeding and that they are having fun in the process.

Nine-year-old Bobby Bertha, with his Harry Potter–like hairstyle and glasses, hunches over his textbook, tracking words with his “pointer finger” during a Corrective Reading lesson. He will tell you that recess is the best part of school. But he’s told his mom that he loves his extra reading class. His mother,

Laura, has been gratified to see her son add reading to his list of favorite activities —now in the same mix with soccer, science, video games and the Boy Scouts. It’s a dramatic change from last year’s nightly battles over homework, with Laura finally realizing that his reluctance to deal with homework stemmed from embarrassment at not being able to

read. His struggle with words was a mystery to her. “I knew he was smart as a whip,” she says. But this year, Bobby is doing his homework on his own. No wonder the new confidence. On this day in Colaizzi’s class, Bobby is reading smoothly at 122 words per minute, a dramatic increase from the halting 94 words per minute he was reading when timed three months ago at the beginning of the course.

And, when he returns to his regular third-grade classroom and his teacher calls on him to read, he’ll be able to do it. No sweat. No embarrassment.

This is huge. Bobby knows what it feels like to be in second grade, listening to classmates reading aloud, and feeling his stomach twist into knots as the anxiety grows. When will the teacher call on him? How will he get through his turn? Will the other students make fun of his word stumbles and slow

reading pace? It was like that in first grade, too. Kindergarten was worst of all, Bobby remembers, because everybody else was getting it. “It makes you mad,” Bobby says. “And sad.”

That lesson plan for individual failure is repeated each day in thousands of classrooms across the country. Nationally, about 37 percent of fourth-graders cannot read at competency level. “Educational researchers consider this grade level the tipping point,” says Balbier. “If you aren’t achieving basic competency in reading by fourth grade, then future success in school is going to be limited.”

That’s why so much of the Endowments’ and other foundations’ grantmaking efforts to improve reading programs and teacher training are directed to the preschool-through-elementary grades.

As teachers face the enormous challenge of meeting standards set by the federal No Child Left Behind Act, namely, that 100 percent of all children perform with proficiency at their grade level in reading and math by 2014, the Endowments and other foundations are stepping in with additional strategies beyond Power4Kids.

A regional foundation partnership funds the county-wide Reading Achievement Center, where staff has coordinated the Power4Kids study but also manages a range of other initiatives, including student tutoring and state-of-the-art teacher training. For the Endowments, which has awarded a total of \$600,000 through the past three years toward the center’s \$650,000 average annual operating budget, the programs are key ingredients in the foundation’s Early Literacy Strategy, a joint initiative of the Education and the Children, Youth & Families Programs. The Endowments and partners—Pittsburgh, Alcoa and Hillman foundations—support the Achievement Center’s development, while the Grable Foundation has joined the Endowments and other national organizations in supporting the Power4Kids component.

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Percentage of Pennsylvania’s fifth-grade students who are not proficient in reading, according to newly released data from the 2004 PSSA and PASA reading tests



Intensive teacher training is being tested as part of the Power4Kids study. It's believed to be one of the most effective ways to improve students' reading ability. Far left: Melissa Simon of the Allegheny Intermediate Unit's Reading Achievement Center teaches the teachers in the latest instructional techniques. Middle: A reading instructor ranks words from best to worst in a class exercise. Immediate left: Highlands School District's Learning Support Program teachers Katie Nee and Judy Beresik confer on a student exercise.

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But the tie that binds all the work of the Achievement Center is teacher training, says Director Rosanne Javorsky, who came to the center after a long career in special education where, she says, 80 percent of the students can't read. "You try this and you try that. Teachers are always trying to find out what works, and we're about offering a structured way to do that." Today, she leads a team of 10 educational specialists dedicated to providing teachers with instructional strategies that work.

Debbie Beresik, a Title I reading specialist with 26 years in the classroom, took her place at one of the Achievement Center's "student" desks last year by signing on for the K-3 Apprenticeship Model. The two-year teacher-training program offers rigorous review of teaching performance, expert mentoring and innovative on-site support.

"This is truly *sustained* professional development, where someone comes to your classroom and watches you and helps you implement the strategy to make sure you are teaching it the right way," says Beresik, a teacher of struggling first- and second-grade readers in Deer Lakes School District's Curtisville Primary Center. Her experience began with three weeks of intensive training, followed by once-a-week, on-site coaching. She also participated in monthly meetings with fellow apprentices—29 teachers, from school districts throughout the county—demonstrating varying levels of expertise. At the end of the year, there was an additional week of leadership training to help her become a stronger mentor and coach to other reading teachers who would turn to her when facing problems.

Diane Maxwell, a third-grade teacher at Avalon Elementary in Pittsburgh's northern suburbs, says her teacher training through the Power4Kids study was the factor that kept her from quitting this year, as she faces one of the most challenging classes of troubled readers in her 17-year

career. "Sometimes I wonder how some of these students made it this far," she says. But applied against these toughest cases, Maxwell says her training has made a dramatic difference in individual student progress.

"I had a little girl who was a complete non-reader. When she finally learned, she was a totally new person. And her parents—when they came to thank me, they both had tears in their eyes. 'Finally,' they said, 'finally, someone has been able to get through to her.'"

Intensive teacher training, whether through ongoing programs offered through the Achievement Center or those specific to Power4Kids, is producing many other dramatic success stories in classrooms across the Pittsburgh region. But foundation officials and education researchers expect more quantitative validation to come in the numbers and measurements of the Power4Kids first-year tracking report this summer.

The data from the first year's results will help foundations determine which remedial reading strategies are worth funding for large-scale implementation. Students involved in the study will continue to be tracked for the next two years to further evaluate progress.

"Our plan will be to encourage more school districts in the region to send teachers for specialized training at the Achievement Center," says Balbier. "But we'll also be following Power4Kids closely. It may be the best tool we have to ensure that even students with severe reading difficulties will be able to learn."

Perhaps at no other time in the history of education grantmaking in this region has so much concerted effort been trained on developing system-wide remedial reading strategies that can be tailored to individual students. But then, even those school districts most obsessed with standardized testing can recognize the value of remedial instruction that aims to keep every student at pace for reading.

Certainly, there's no need to explain that to Colaizzi,

Bobby Bertha's teacher, whose eyes filled with tears when he announced he'd rather read a book than watch a video, or Bobby's mother, who now must make sure that her son's favorite book, *The Adventures of Captain Underpants*, is on board for every car trip. *h*

I/3

One out of three fifth-graders in the Pittsburgh region is not proficient in reading



AUDIENCE ON STAGE

After years of nurturing high-quality arts institutions and talented performers, the Endowments' Arts & Culture Program turned up the house lights last year with several projects that seek to better engage those who come to the shows. A story on how one modest program may help grow audiences in a static market.

By Ann Curran Photography by Dennis Marsico

City Theatre Girls Night Out

The Gorden Lounge is wall-to-wall women during an intermission of the play *Bad Dates*. The program, featuring massages, Tarot card readings and sales of jewelry and cosmetics, is one of the winning proposals in The Heinz Endowments' Arts Experience Initiative.





Andy Warhol would expect the museum named after him to be constantly inventing new ways to enhance devotees' experience. Among the museum's offerings: Teenagers become curators of museum works; patrons empty pockets and purses to create artistic collections; and members share opinions at event mixers like this one held after the dedication of the Seventh Street Bridge in Andy's name.

The Warhol Patron Mixer

Out in Oakland, Pittsburgh's friendliest dinosaur, *Diplodocus carnegii*, sports a long black-and-gold scarf as it stands sentinel beside the Carnegie Music Hall. The silent, leaf-loving creature is the symbol of one of the city's manias—anything dinosaur; the scarf is a symbol of another—the Pittsburgh Steelers.

Across Forbes Avenue at the University of Pittsburgh, playwright, professor and arts consultant Lynne Conner ponders the devotion sports fans exude. "Why is it that people are willing to spend \$80 for a hockey ticket, but they won't spend \$20 for a theater ticket or \$40 for a symphony ticket?"

Answering her own question, Conner says, "I think what people really love about sports is being able to debate, to analyze, to learn more about it." The media hype is constant. Fans congregate at the water cooler and the neighborhood bar. Bettis and Roethlisberger shirts show up in church on Sundays. Even Pittsburgh Symphony Pops impresario Marvin Hamlisch dares to wear the rookie quarterback's shirt while conducting at Heinz Hall in the thick of the NFL playoffs.

It's not just sports events that garner large, vocal and dedicated audiences. There's popular music, too: rap, hip-hop, country-western, punk rock and a dozen other genres.

Janet Sarbaugh, director of the Arts & Culture Program at The Heinz Endowments, calls Conner "the inspirational force" that has led to the Arts Experience Initiative, an Arts & Culture-funded project that seeks to adopt more of the buzz-generating enthusiasm that is basic to the fan culture in sports and pop music.

While in past years, Arts & Culture Program endeavors concentrated on building theaters and arts organizations, says Sarbaugh, the Experience Initiative, begun last spring, is all about the audience: "What are theater fans' needs? What are ballet lovers' interests? What would make the city's rich cultural life more accessible to devotees of modern dance? What would be more inviting? Less forbidding? Less elitist appearing?"

The effort to train arts group managers' attention onto consumers has taken time and research. In 1998, the Arts & Culture Program hired researchers from the Harvard Business School's Mind of the Market Laboratory to determine what people want in the arts. Among the discoveries in their report: "We participate in the arts for meaning, for self-worth, for self-definition, for understanding of others and for understanding ourselves."

The Endowments' Arts & Culture staff took guidance, too, from the Wallace Foundation, a national leader in support of greater public participation in the arts. Wallace staff funded research by RAND Corp. Senior Social Scientist Kevin F. McCarthy, which resulted in the recent publication of *Gifts of the Muse*. The work makes a case for the benefit of the arts, says Rory MacPherson, senior program officer at Wallace. Not only do individuals privately benefit from arts, entire communities do, too, he says. Certainly there is an economic impact and quality of community life is enhanced as people develop higher levels of empathy and social bonding.

With such research providing the philosophical underpinnings, the Experience Initiative addresses how the performing arts community can free itself from the "exclusive-elitist" tag tied to it by those who don't get much exposure to cultural productions. Its other goal is to target the dedicated audience members by making their experiences more rewarding.

In launching the initiative, the Arts & Culture staff invited 10 arts organizations to submit proposals for funding after attending an orientation. "We ended up having to turn some away," says Sarbaugh. She went with the organizations that "showed the most interest and came back quickly" with plans.

The Endowments awarded a \$50,000 grant to each of five organizations—The Andy Warhol Museum, City Theatre, Carnegie Museum of Art, Pittsburgh Ballet Theatre and Pittsburgh Symphony Orchestra—to fund programs that would enrich the arts experiences of a segment of their audiences.

Like Sarbaugh, Conner stresses that the initiative is "not about getting a whole lot of people into the auditorium." It's about giving them experiences before, after—even during—the arts event, she says, to help them have greater enjoyment of the event itself.

Conner cites the introduction of stage lighting into theaters in the late 19th century as the point when the audience became less engaged. When the lights came up in theaters, audiences were literally left in the dark. It was, she says, "a deliberate effort to get people to shut up."

"We have put the audience in a position where it simply cannot influence the event in any way," says Conner. "That's an elitist notion about the value of art and the artist and the arts event. This thing doesn't want to be messed with. You watch it. That's fine. Please applaud long and loudly at the end. And certainly do not fall asleep, but aside from that, please be still, please be quiet, because otherwise, you are going to

negatively impact what we [insiders in the arts organization] are doing here."

Sarbaugh points out that the Arts & Culture Program staff learned from Conner's research that "audiences have become passive vessels." They don't understand the art form. They don't feel that they can comment on it. If a critic liked it, they hesitate to disagree.

Because the Pittsburgh area is not a growing region, arts organizations need to pay particular attention to their audiences. In order to grow those audiences, the organizations need to deepen relationships, Sarbaugh says. "Pittsburgh has an arts community that would be the envy of any city, but quality isn't worth much if people don't see it and feel connected to it. Arts groups need to "make the arts more welcoming and make the process of attending more active," she says.

The five arts organizations had those marching orders. They set off to discover their audiences—old and new—and to engage them; enrich them; make them members of the family.

While audience participation is not a new idea to the arts organizations, the ability to devote consistent attention to it has been lacking.

The Warhol has done painstaking interactive programming around such controversial exhibits as a photographic history of lynchings in the United States and images connected to the Abu Ghraib prisoner abuse scandal in Iraq. In lighter programming, the museum allows teenagers to curate shows, a practice that would cause more traditional museum administrators to blanch.

But the Experience Initiative has stretched the organizations far beyond earlier, sporadic efforts.

The Pittsburgh Ballet Theatre, which previously held luncheons and parties for subscribers, staged "Tutu Cool" last November at its Strip District headquarters, a smartly renovated former rag factory that they opened for a group of dance devotees available during a workday. Costumier Janet Campbell showed how she fits a costume for the wear and tear it must withstand during each performance.

"[The participants' comments] we have gotten to date have been accolades, just superlative," says Mary Ellen Miller, who was the ballet's director of development during the project. "People loved it."

In a program called "Stage-struck," audience members were welcomed on stage during the final technical construction of the huge *Nutcracker* set. They talked with the production

manager and later watched the dress rehearsal. In another, some 80 stayed after a Friday evening performance of *Dracula* to meet Artistic Director Terrence Orr and principal dancers.

Both longtime subscribers and the company's board members signed up for "Beginning Ballet with Bob," featuring Artistic Administrator Bob Vickery, and billed as "a completely nonthreatening class." No tights or toe shoes required.

The Warhol managers received their Experience Initiative grant just as they were considering re-hanging the collection. They have used some of the funding to reconfigure space and have hired consultants from the University of Pittsburgh Center for Learning in Out of School Environments to tape visitors' conversations and evaluate whether the new configuration has enhanced the experience for visitors.

In its first interactive Experience Initiative project, the museum's staff created "Andy Warhol's Time Capsules," an exhibition focused on collecting as art and Warhol's well-deserved reputation as a packrat. Museum staffers put their personal collections in the hallways leading into the Warhol collection. Visitors could make 11" x 17" photocopies from the contents of their purses or pockets and display them. Some put their licenses, credit cards and rosary beads on display. One added a Barbie doll.

For Warhol Director Tom Sokolowski, the Experience Initiative intensifies the museum's ability "to give up authority," to allow the viewers to come to their own understanding about the art.

Meanwhile, managers of City Theatre on the city's South Side, have taken a more conventional approach in the use of their initiative grant. Staff has been able to expand on existing planning, marketing and audience enrichment events. During last season's run of the one-woman autobiographical show, *2.5-Minute Ride*, a crowd of 100 of the theater's devotees scrambled to take part in a writing workshop on developing a drama based on an individual's biography.

At the marketing end, event planning meshes neatly with direct mail wooing of single-ticket buyers. Instead of bland postcards announcing the next show, occasional City Theatre-goers receive *City Playmates*, a breezy and colorful guide providing basic information on the upcoming play, the playwright and information on events surrounding the performance—pre-show mixers, panel discussions, workshops, band performances and little audience surprises. Last fall, for example, after *Outlying Islands*, a play about two naturalists

surveying birds on a remote Scottish island, the company brought in a few birds from the National Aviary to ruffle some audience members' feathers.

For *Bad Dates*, the theater collaborated with Pittsburgh Single Volunteers Network to offer a speed-dating session. Women had five- to seven-minute conversations with a series of men to see if they may want to pursue dating any of them.

Friday-night "City Specials," free and open to the public, have featured jazz singers, a Scottish band, and a Latino/salsa band, intended, says Marketing Director Lisa Remby, to attract a diverse audience as well as people who have never attended a City Theatre performance.

Carlyn Aquiline, City Theatre's literary manager and dramaturg, believes that "when audience members see that they have access to the creators of the work, it gives them more ownership, and it makes them more comfortable talking about the work. It gives them a broader experience and deeper insight."

Even before the Experience Initiative began, Robert Moir, vice president of artistic planning for the Pittsburgh Symphony Orchestra, printed a large sign for his office door: IT'S THE AUDIENCE, STUPID!

"It's the single issue... on which our efforts are going to succeed or fail," says Moir.

Now, with the initiative grant, the symphony has launched Talk-Back sessions in which audience members mingle with some orchestra members and staff in the grand tier bar after a concert for coffee, drinks, sweets and conversation about the performance.

In April, the symphony began concert messaging—with screens mounted to the left and right of the stage, briefing the





Pittsburgh Ballet Theatre Insights

Ballet subscribers mingle with choreographer Dwight Rhoden (center) as part of the organization's Arts Experience Initiative program, which encourages audience members to gain a greater understanding of the elements of production ahead of the performance. Some of the events are scheduled to allow patrons to watch the dress rehearsal.

audience on everything from musical highlights to such personal trivia as “It’s the principal oboist’s birthday.”

So what happens next year when the funding runs out? Sarbaugh pegs the initiative as “one of those grand experiments—to see if we can use our dollars to help organizations think differently.” She says that the challenge to the art groups is this: If we give you two years of modest project support, do you think you can begin to incorporate some of these ideas into the ongoing life of your organization? Some groups already are making plans for permanent programming stemming from the initiative; others have further to go. But all five organizations are enjoying enthusiastic audience response.

Carnegie Mellon University graduate student Katie Zawrotniak was only an occasional symphony-goer, though a devoted musician herself. She felt disconnected from the performances, even to the point of “falling asleep sometimes,” she admits.

Then, when a friend convinced her to attend a concert recently, Zawrotniak decided to stay on for one of the Experience Initiative Talk-Back sessions. She was surprised to hear participants grappling with the same hot-button issues that symphony managers face each day—from the merits of pairing Bach and Stravinsky to new strategies for getting young people to the concerts.

“They really wanted to know how we felt. They cared,” says Zawrotniak. “The Talk-Back made the whole evening a much more enjoyable experience.” In fact, Zawrotniak was so taken with the extra layer of interaction that she stepped up her concert attendance and served as a facilitator after a recent performance.

The woman who once counted napping as part of her symphony experience was now keeping the conversation going and the ideas flowing, and passing the appreciation on to others. *h*

SACRED

In shaping a national memorial to the flight brought down in Pennsylvania on 9/11, two foundations recognize its power to heal

At 10 a.m. on
field along U.S. 30 in rural
the borough of Shanksville
a rolling, thatchy strip-
in-progress, unremarkable
Three minutes and
of United Airlines 93
and the anonymous
field was forever

G R O U N D

and its obligation to stand the test of time. A report on a key project of the Endowments' Civic Design Initiative. By Jeff Fraser

September 11, 2001, the Stonycreek Township near was as it had been for years: mine-reclamation-project-in purpose and appearance. 11 seconds later, the engines screamed, the earth shook southwestern Pennsylvania transformed.

The Stage 1 jury for the Flight 93 Memorial Design Competition consisted of four design professionals, two local community members and two representing victims' families. At right: Juror M. Paul Friedberg, founder and professor emeritus of the Urban Landscape Architecture Program at City College of New York.

Far right, from left: Jurors W. Cecil Steward, dean emeritus of the University of Nebraska School of Architecture; Don Stastny, advisor to the panel; Sarah Wainio of Maryland, whose sister Elizabeth was on Flight 93; and Richard Haag, founder of the University of Washington's School of Landscape Design.

Bottom right: Just a sampling of the 1,011 submissions that jurors had to whittle down to five.

Sarah Wainio was in her freshman French class at Catonsville High School near Baltimore on that horrific morning when 19 al Qaeda terrorists hijacked four commercial airliners for choreographed suicide missions against an America they despised.

W. Cecil Steward was working in his Lincoln, Neb., home. In the peaceful Blue Ridge Mountains, near Asheville, N.C., Jeffrey Reinbold was running a National Park Service workshop. In San Francisco, Helene Fried had risen early to work from home. A continent away, in Rome, Ken Lum, an architecture student from Toronto, was in a classroom as part of a semester abroad. In Danville, Calif., Carole O'Hare already was on the phone, frantic for information about United 93, her mother's flight, which had departed Newark, N.J., more than an hour earlier.

Foundation. The finalists will have the summer to refine their concepts before the September judging that sends one design to the secretary of the interior.

The crash placed enormous responsibility on the shoulders of public officials and residents of Somerset County. They were the first emergency responders. They helped to secure the crash site and assisted in recovery efforts. The coroner drew the difficult duty of retrieving and identifying remains. There was the historical record to preserve, packs of reporters to respond to, thousands of visitors to manage and, above all else, the grieving families of passengers and crew to comfort.

Within days of the crash, there was talk of creating a memorial. Unsolicited donations poured in, including one child's contribution—his first written check—along with some 200 drawings and designs of what the memorial might look like.

“I am sorry you died,”
wrote a 7-year-old.
“You were very brave.”

Three years later, the paths of all these people would cross at the lonely field near Shanksville, with each playing a key role in the international design competition for a Flight 93 national memorial park. United 93 was the only hijacked jet that failed to reach its target, believed to have been the U.S. Capitol or the White House. The four hijackers were defeated by an uprising among the 40 passengers and crew, who fought to retake the plane. No one survived the crash.

“There is nothing more difficult for a designer than trying to memorialize human circumstances such as these,” says W. Cecil Steward, dean emeritus and emeritus professor of architecture and planning at the University of Nebraska, chosen as a juror in the competition.

In February, five designs were selected as finalists from the 1,011 submissions entered in the competition, which was supported by \$550,000 in grants from The Heinz Endowments and a \$500,000 grant from the John S. and James L. Knight

“When we saw that the world was coming, we knew we had to do this [planning for a memorial],” says Somerset County Commissioner Pamela Tokar-Ickes. “Our concern was that it was beyond the county's ability.”

Endowments staff stepped in to offer support for a competition, based on the foundation's experience with similar processes that have shaped public projects and yielded exemplary design and important lessons. More important, however, was the opportunity to respond to needs and issues identified in Somerset County. The Endowments awarded an additional \$50,000 grant to help fund a memorial coordinator position.

“Design is very important, and art and architecture are very important,” says Endowments President Maxwell King. “But it's the aspect of being responsive to the local community that is most important to our board of directors.”

The communities in Somerset County, he says, “quickly understood the need for a memorial of national significance



and that they would need a lot of help to do it right. That is one of the reasons their response has been so impressive.”

Months before Congress passed the 2002 legislation authorizing the Flight 93 National Memorial, Somerset County commissioners initiated planning by appointing the Flight 93 Memorial Task Force, whose 90 members include relatives of the passengers and crew, design professionals, county residents, educators and first-responders.

From the beginning, the project has been one of inclusion. Some 600 people are involved in the diverse partnership, making the decisions and doing the considerable legwork necessary to create a fitting memorial.

The design competition was open to everyone, regardless of experience, age or nationality. It was divided into two stages, each with its own jury. The first-stage jury chose the five design finalists, identified strengths and weaknesses of each concept and offered suggestions. A second jury will select the winning design.

To guide the process, a mission statement was drafted by the project partners. The chief reference for jurors and designers, it outlined the purpose and significance of the memorial, and themes to consider and emphasizes an understanding of the context—the events of September 11 and the drama that unfolded aboard United 93 during its 79-minute, 11-second flight.

The Boeing 757 left Newark International Airport at 8:42 a.m., 42 minutes late. It carried a crew of seven and 37 passengers, including salesmen, executives, vacationers, students and four young Middle Eastern men who boarded with one-way tickets to San Francisco, small knives or box-cutters and the advantage of surprise.

As the plane ascended, passengers on the right side of the cabin could glimpse the towers of the World Trade Center. Five minutes later, the first jetliner hijacked that day, American Airlines 11 out of Boston slammed into 1 World Trade Center,



Berkeley, Calif. landscape architects Leor and Gilat Lovinger's and Paul Scardina's **Disturbed Harmony** features a 2.5-mile-long Bravery Wall that would guide visitors to the site of impact and also provide a timeline of 9/11 events.



Canadian Ken Lum's **(F)Light** centers on a partially enclosed, horizontal landscape element taking visitors on a defined pathway that recreates United 93's flight from Newark, N.J. to Somerset County. Significant events would be etched into a marble-frosted glass roof and the end point would be a memorial courtyard pointing to the sacred ground.



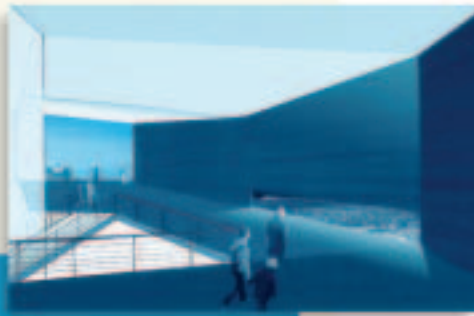
Columbus, Ohio landscape architect Laurel McSherry and Los Angeles architect Terry Surjan offer **Fields, Forests, Fences**, which makes use of trees, plantings and man-made fencing to serve as markers, barriers and contemplation zones across the site.



Los Angeles architects Paul and Milena Murdoch's **The Crescent of Embrace** has two defining elements: a Tower of Voices at the gateway, described as a small chapel featuring 40 silver wind chimes; and at the ridge is a crescent of 40 red maple trees shading a curved walkway, which is the viewing platform for the sacred ground.



Architect-academics Frederick Steiner, E. Lynn Miller, Jason Kentner and Karen Lewis present **Memory Trail**, which also follows Flight 93's path over the landscape. A visitor's center provides a funneled overview of that ground. The structure's tunnel-like form gives the impression of a foreign element on the landscape.



the north tower. Later, another would be flown into the south tower, and a third would strike the Pentagon.

For 46 minutes, the passengers and crew of United 93 were unaware of the chaos unfolding in the eastern skies behind them. But at 9:28, as the plane cruised westward over Ohio, the hijackers attacked, gaining the cockpit after a violent struggle. Flight 93 then abruptly headed southeast.

Passengers and flight attendants began making calls to family and friends. They reported the hijacking, prayed and said their good-byes. They also learned that two airplanes had crashed into the World Trade Center. Five callers reported that an uprising was planned. One reported that they had taken a vote. Flight attendant Sandra Bradshaw told her husband she was boiling water to scald the hijackers. Honor Elizabeth Wainio, 27, a district manager of the Discovery Channel stores, called her stepmother in Baltimore. "Mom, we're being hijacked. I just called to say good-bye." She ended the call saying, "They're getting ready to break into the cockpit. I have to go. I love you. Good-bye."

They revolted at 9:57 a.m. over western Pennsylvania, the sounds of their struggle captured on the cockpit voice recorder. Ziad Jarrah, the terrorist believed to have been at the controls, rolled the plane to the left and to the right, presumably in an attempt to quell the uprising. The tactic failed. He pitched the nose up and down. Still, the passengers battered the cockpit door. At 10:02:23, the plane rolled and, with the sounds of the counterattack continuing, crashed into the field near Shanksville less than a minute later.

THE FINALISTS

Clockwise from top center: **Memory Trails** team leader Frederick Steiner stands with arms around Jason Kentner and Karen Lewis. At pillar, **Disturbed Harmony's** Paul Scardina stands behind Leor Lovingier. **Crescent of Embrace** team member Warren Byrd leans on railing with Breck Gastinger at right, and Milena and Paul Murdoch seated in front. Seated to their left is **Fields, Forests, Fences** team: top center is Luke Kautz with Teresa Durkin, lower left, and Laurel McSherry, lower right. Randall Mason sits between them, and to his right is Marita Roos. At top left are members of **(F)Light** team: Ken Lum, with arms folded, Yvonne Lam leaning on railing and Dennis Fanti behind her.



At right: Finalists on a detailed tour of the design memorial site during an April 15–16 meeting in Somerset. Far right: Remnants of the horrific battle over Somerset County skies and a key reason for the crash zone being designated sacred ground.

Visitors began arriving at the crash site almost immediately, and more than 150,000 have come each year since, including Americans from every state and citizens of dozens of nations. They are greeted by volunteer “ambassadors” from Somerset County communities, many of them elderly, who staff the temporary memorial year-round, regardless of weather. A 40-foot chain-link fence holds the tributes visitors feel compelled to leave: “I am sorry you died, you were very brave,” a 7-year-old wrote, just one of some 20,000 personal expressions left at the fence.

The idea of holding a design competition surfaced early in Flight 93 Memorial Task Force planning and was endorsed by the other partners. Previous competitions had resulted in such successes as the memorial to victims of the bombing of the Alfred P. Murrah Federal Building in Oklahoma City.

The Flight 93 families, in particular, favored a design competition open to all. “It had to be,” says Carole O’Hare, a first-stage juror and daughter of passenger Hilda Marcini.

26 communities meet higher demands for services in the wake of September 11. The design support reflected an “ideological belief that the heroes of Flight 93 needed to be memorialized,” says Julie Tarr, Knight’s community liaison program officer for Philadelphia and State College.

The Flight 93 competition embraced characteristics the Endowments officials believe are essential for exemplary design: thoughtful advance planning, experienced consultants, knowledgeable jurors who are above reproach and clear communication in all aspects of the process.

Four key partners are involved in creating the memorial: the memorial task force; the 15-member Flight 93 Advisory Commission, which is charged by Congress with recommending a memorial and a management plan, and includes Flight 93 relatives, county residents, the National Park Service director and others; the Families of Flight 93, Inc., a private nonprofit created to help develop a memorial; and the National Park Service.

“...it says something about
our society that there is such
willingness to help and comfort.”

Helene Fried Consultant, Helene Fried Associates

“This event affected all of America and the world, and everyone should have the right to participate.”

“A design competition can yield great results when it is a fair, non-partisan, competitive, high-quality process,” says the Endowments’ Mary Navarro, senior program officer of Arts & Culture grantmaking and coordinator of its Civic Design Task Force. “We felt an open competition could be an important dynamic—that giving people a chance to participate could be part of the healing.”

Among the Endowments’ successes in encouraging community shaping of high-quality design is the 1998 international competition for the design of Pittsburgh’s David L. Lawrence Convention Center.

The Knight Foundation’s contribution was made separate from the \$10 million fund it set up to help nonprofits in

Broad public input was sought. A website anchored news and other information about the developing memorial. Workshops and open houses were held in Somerset County and on the west coast, where many Flight 93 families reside.

In hiring Helene Fried and Donald Stastny, planners gained consultants whose experience with design competitions for national memorials was both deep and recent. Fried, an educator and founder of Helene Fried Associates of San Francisco, and Stastny, a founder and CEO of StastnyBrun Architects in Portland, Ore., were advisors to the design competition for the Oklahoma City National Memorial.

They found no shortage of help. Somerset County again mustered an army of volunteers. They received the design submissions, unwrapped and cataloged each, built display frames, set up hundreds of submissions for public exhibition,



staffed the exhibit—all while continuing to receive visitors at the temporary memorial, gather their tributes and prepare them for the memorial archives.

“In all of the projects I’ve done, in all of the cities I’ve worked in, I’ve never seen anything like this,” says Fried. “Part of it may be that it’s a small community, and the values that are here. Part of it may have to do with having been present when something so terrible happened. But it says something about our society that there is such willingness to help and comfort.”

Applicants were given the option of proposing a “memorial expression”—anything from a piece of art to a larger treatment of the landscape—or interpreting the entire 2,200-acre park. They were invited to guided site visits and briefings on the local history. They were provided with a competition manual, guidelines, a mission statement, topographical maps, aerial photographs and the flight path of United 93. The mission statement set important parameters. Access will be confined to a gateway along U.S. 30, for example, to divert traffic from narrow country roads. An on-site interpretive center is planned to help tell the story and update the memorial.

“We don’t pretend we know all of the answers right now,” says Jeffrey Reinbold, project manager for the National Park Service. “It’s difficult to write a mission statement that does justice to significance when you are only a few years removed. The Park Service usually waits almost 50 years before trying to understand an event.”

The crash site itself, which lies in the lower meadow against a grove of hemlocks, is the final resting place of the passengers and crew, and is considered sacred ground—restricted. The memorial is to be a place of respect, honor and learning.

“There is a delicate balance to be achieved,” says Gary Singel, retired superintendent of the Shanksville-Stonycreek School District and member of the National Memorial Task Force. “You have to consider the families’ need for private areas. ... On the other hand, there’s the feeling that this was the first act by Americans to thwart terrorism, and it should be celebrated.”

Finalist Ken Lum, inspired by what he saw as a sacrificial gesture on the part of the passengers and crew, wanted to capture courage, hope and loss in a sculptural form. His design,

“(F)Light,” proposes a luminous roofscape that spirals as it descends upon the sacred ground, opening gracefully to reveal the landscape and sky. “After 9/11, some placed wreaths, some had prayer gatherings. As an architect, I felt designing a memorial could be my gesture.”

The supervising panels chose the jurors—six design professionals, two relatives of Flight 93 passengers and a National Park Service official—who arrived in Somerset on the last weekend of January for three days of deliberation. Each was to view every entry submitted by the professionals, students and designers of no experience who participated.

Divided into teams, each viewed blocks of 300 or more entries at a time, identifying those worthy of further discussion. They took notes, deliberated and voted to pare the field to 26. The following morning, they toured the crash site in the bitter cold, learned about the nearby communities at the Somerset County Historical Center and resumed deliberations into the evening before cutting the field to eight designs.

Steward found that the mix of design professionals and family members provided a “rich exchange of the emotional and visual aspects” of design. “As professionals, we have a trained eye for design quality. But the heartfelt expressions of what they were seeing and feeling told us something we could never know.”

For juror Sarah Wainio, the 17-year-old sister of United 93 passenger Honor Elizabeth Wainio, the insight of design professionals helped her manage what seemed an overwhelming responsibility. “Their takes on design were incredible—thoughts I never would have come up with on my own that made so much sense.”

On Jan. 26, a final polling identified five design finalists, advancing the march toward a national memorial on that common field near Shanksville, the power and significance of which was clear to Reinbold the first moment he saw it. “It must have been five degrees out,” he says of that winter day in 2003. “The wind was howling. There was a volunteer standing there in a coat, with no shelter. There were five or six cars in the parking lot and none of them had Pennsylvania plates. You knew right then that this was someplace special.” *h*

ECONOMIES OF

FOR DECADES, THE PITTSBURGH REGION HAS BEEN TIED TO AN ECONOMY ILL-EQUIPPED FOR EXPANSION INTO HIGH-TECH INDUSTRIES. BUT LAST YEAR'S WORK OF THE ENDOWMENTS' ECONOMIC OPPORTUNITY PROGRAM CONTINUED A BOLD INVESTMENT WITH FOUNDATIONS, ACADEMIA AND GOVERNMENT IN NEW-ECONOMY INFRASTRUCTURE.

BY THOMAS BUELL, JR.
PHOTOGRAPHY BY TOM GIGLIOTTI



>> SEEGRID Corp. Chief Scientist Hans Moravec is the dream prototype for the new worker envisioned in Pittsburgh's two high-tech greenhouse incubators: part solidly grounded academic, part ground-breaking entrepreneur. He poses with one of the Homewood-based company's hottest products, a robotic device that uses stereoscopic cameras and 3D-mapping technology to navigate through warehouse, factory or office building.



n the lower levels of the SEEGRID Corp. lab in Pittsburgh's Homewood section sits one of the world's most technologically advanced robots, but you'd never know to look at it. At first glance, it looks more like the machine used to drag shopping carts from parking lot to store. In fact, that's exactly what it is. It's known as a tugger.

What makes this particular tugger so advanced is the piece of high-tech hardware attached to its top. A set of stereoscopic

cameras linked to a computer allow the machine to create a digital map of its surroundings and navigate through a warehouse, factory or office building. It could carry a wagonload of parts from loading dock to production line, or deliver items between departments, all without human guidance. No wires, no lasers, no magnets.

The first products using SEEGRID's revolutionary technology will go on sale later this year in the unglamorous but enormous materials-handling equipment market, which by industry estimates tops \$60 billion a year in the United States alone. Employment at SEEGRID is expected to grow from its current head count of nine to more than 200 people in the next few years, according to CEO and co-founder Scott Friedman.

A few miles away, in the Oakland facilities of Agentase LLC, employees are assembling a palm-sized plastic sensing device that resembles a shoe polish applicator, complete with a small sponge, and all under a transparent cover. Once again, looks are deceiving. This seemingly simple tool already is being used by U.S. soldiers in war zones and by emergency first-responders in this country to detect the presence of nerve agents. It's quick, reliable and relatively inexpensive.

Later this year, Agentase plans to release a kit of sensors with expanded capabilities to detect a full spectrum of nerve, blood and blister agents. Sensors containing other enzymes capable of detecting urine and spoiled seafood also are being marketed to the health care and food packaging industries. Sales are expected to jump from thousands of units per year to millions of units, and Agentase's employment could nearly triple by the end of next year from its current level of 25 people, according to CEO and co-founder Keith LeJeune.

By converting innovative ideas developed at the University of Pittsburgh and Carnegie Mellon University into commercially viable products, SEEGRID and Agentase have established themselves as two of many high-tech success stories in the Pittsburgh region.

They also represent the dream examples of two new industrial sectors establishing footholds in a region that historically has been more comfortable managing "same-old" manufacturing and service industries. Now, with the assistance of economic development programs supported by Pittsburgh's foundation community, including The Heinz Endowments, the region is learning to compete in new economic territory.

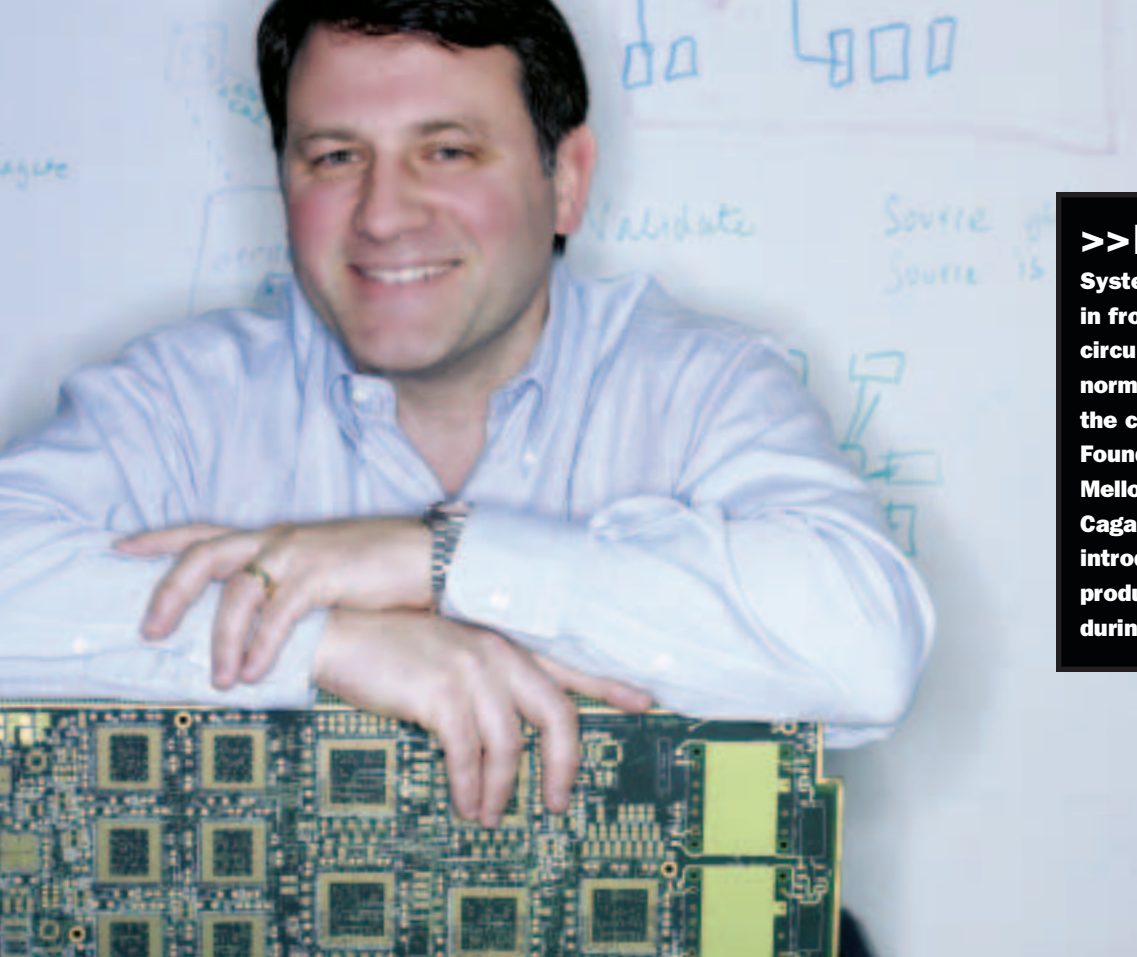
Robotics and biotechnology, along with advanced electronics, cyber security and regenerative medicine, have become important drivers of a new regional economy fueled by local universities and a growing community of entrepreneur-innovators. "Technology-based economic development is the best way to grow," says Brian Kelley, former director of the Endowments' Economic Opportunity Program, whose seven-year tenure was marked by funding the infrastructure for this new economic sector and supporting its growth.

The creation of this new sector, which has involved key partnerships with the Richard King Mellon, Claude Worthington Benedum, McCune, Alcoa, Hillman and Pittsburgh foundations, has been dedicated to breaking the region's economy from the downward spiral in traditional manufacturing and low-wage service economies.

Two of the most influential programs are the Technology Collaborative, formerly known as the Pittsburgh Digital Greenhouse, which was created in 1999 in response to efforts to build more sophisticated computer chips, and the Pittsburgh Life Sciences Greenhouse, founded in 2002, which uses a similar model to support business development in health care-connected fields.

The Technology Collaborative was formed through a merger with the Robotics Foundry, reflecting the interrelationship between advanced electronics and a growing cluster of local companies focused on all aspects of the robotics industry.

These nonprofit organizations were founded as collaborations among state government, private industry, foundations and three academic institutions—Carnegie Mellon, Pitt and



>>DesignAdvance

Systems CEO Randy Eager poses in front of an example of a printed circuit board produced in half the normal development time by way of the company's CircuitSpace system. Founded by Eager and Carnegie Mellon University professor Jonathan Cagan, DesignAdvance plans to introduce three or four other new products and add 130 workers during the next five years.

Transfer Center. "I'm not aware of any other place that has an arrangement like that. It really makes for a stronger region."

The Technology Collaborative includes

Pennsylvania State University. Also through Pitt, the region's largest medical research institution, the University of Pittsburgh Medical Center, was a key partner in life sciences. Each greenhouse is co-chaired by Pitt Chancellor Mark A. Nordenberg and Carnegie Mellon President Jared L. Cohon.

Providing the key resources are the foundations and state government. Since the creation of the Digital Greenhouse six years ago, state government has contributed \$27.8 million and the foundations have awarded \$5.2 million, with the Endowments supplying \$2.6 million of that funding.

Since 2002, the state's contribution to the Life Sciences Greenhouse totals \$33.3 million. In that same time period, the foundations have committed \$48 million, which includes \$16 million already paid by The Heinz Endowments.

The Greenhouses were designed to improve efforts by the universities to generate commercial ventures out of their research programs. Pitt conducts about \$500 million worth of sponsored research annually, while Carnegie Mellon receives about \$240 million in research funding. Both schools report that more than 120 new inventions or ideas stemmed from their respective research programs last year. Pitt spun off 10 new companies; Carnegie Mellon spun off four, but expects to add another 11 to the list this year.

"When you think about it, Pitt and Carnegie Mellon complement each other nicely because their respective strengths—Pitt in medicine and Carnegie Mellon in technology—combine to create all kinds of interesting opportunities," says Robert Wooldridge, director of Carnegie Mellon's Innovation

46 member companies; the Life Sciences Greenhouse reports 27 members. Those lists include established companies with thousands of employees, as well as very small new companies with significant growth potential.

Both organizations provide seed money or matching funds for startups, and they fund innovation projects at universities and existing companies, if they see commercial potential. Investments usually range from \$100,000 to \$250,000, and often require internal or external matching funds. The greenhouses also oversee recruitment and professional development programs; they provide office and lab space for fledgling companies, and they link entrepreneurs with long-term investors and other sources of funding.

The Technology Collaborative has awarded a total of \$15.9 million to nearly 100 research or technology commercialization projects, according to Collaborative records. The organization also has advised in the development of college programs to teach system-on-a-chip technology at the graduate and undergraduate levels, which has led to the hiring of 27 new faculty members and an equal number of support staff. Those programs have generated millions of dollars in new payroll, tuition and directed research funding. Sixteen new companies have started up in the sector, eight of which have received first funding or significant support from the Collaborative.

"We've figured out what we're good at and what markets we're going to serve, and we've really focused on those strengths," says CEO David Ruppertsberger. "What we've done here in Pittsburgh is unique because of the particular strengths of the

MAKING CONNECTIONS

A key factor in Pittsburgh's leading the state's early success in advancing a new, high-tech employment center is the careful choices made in top leadership for its industry incubators. In picture, standing at left, is Technology Collaborative CEO David Ruppertsberger, who helped orchestrate the merger of the Pittsburgh Digital Greenhouse with the Robotics Foundry. Next to him is Life Sciences Greenhouse CEO Doros Platika, a former neurologist at Massachusetts General Hospital and faculty member at Harvard and Albert Einstein Medical Schools, who branched off from medicine to form his own bio-tech company.



universities and the community. A lot of other cities have come looking to copy this, but they can't recreate it out of whole cloth because they don't have the assets that we do. They have their strengths, but they don't have our strengths."

Since its inception, the Life Sciences Greenhouse has invested \$1.7 million in 18 companies, including six startups. Those companies leveraged those investments into more than \$50 million in additional funding. The Greenhouse also invested \$13.7 million in university research facilities, which has leveraged additional outside investments of \$58 million.

"Our goal is to build on our new natural resources in the Pittsburgh region," says Doros Platika, president and CEO of the Life Sciences Greenhouse. "Instead of the coal and the limestone and the iron ore, today's natural resources are the universities that create the technologies and spin off the companies. Growing new industries, keeping graduates here and attracting new people are the steps that will reverse the cycle of decline. That is our challenge."

Dennis Yablonsky, who founded both the Digital and Life Sciences Greenhouses before taking his current post as Pennsylvania's secretary of community and economic development, says the two organizations will play an increasingly important role in creating new economic opportunities in the region.

"We've already seen some short-term results, and I think that will get bigger and bigger and spiral on us in a positive way," he says. "We know that the bulk of job growth comes from companies with 25 to 200 employees, and it would be great to have large baseline companies and use them as a base to grow from. Of course, those large companies often start out as small companies. You want to take a good, balanced strategy."

In addition to providing essential funding, the greenhouses also provide valuable connections to other local companies, suppliers or customers doing similar work, or industry experts and others who can advise on successful business strategies. Their goal is to create new industries and new opportunities, allowing Pittsburgh to develop successful economic alternatives instead of duplicating the outdated models and attitudes that have contributed to the region's decline.

SEEGRID grew out of advanced robotics research conducted by Hans Moravec, an adjunct professor at Carnegie Mellon's Robotics Institute and former director of the university's Mobile Robot Lab. He formed the company in 2003 by teaming up with Friedman, a medical doctor-turned-executive who had already started and sold a successful medical records software company.

How important was the Digital Greenhouse, now the Technology Collaborative, in SEEGRID's development?

"We would not be here without the Greenhouse," says CEO Friedman. "The guidance they gave us, especially in the other companies they hooked us up with, has made all the difference."

Friedman believes that the Pittsburgh region is ripe for growth in the technology sector. It's just a matter of making the connections between the people with ideas and the people with business experience.

"I know of 10 good new technologies in town that I think would make nice business opportunities," he says. "We just need 10 good business people who could make them successful. Technology startups require a different mindset, but that's starting to change here."

Agentase's core technology grew out of chemical engineering research LeJeune was doing with Dr. Alan Russell at the University of Pittsburgh, where LeJeune earned his bachelor's and master's degrees, and later at Carnegie Mellon, where he earned his doctorate. LeJeune and Russell co-founded Agentase in 1999.

Funding from the Life Sciences Greenhouse was an important addition to military research contracts used to launch the company, LeJeune says. "But they helped introduce us to a testing facility here in the area that could do work that we'd been having done in Missouri," he says. "And I've gotten tremendous benefit from their Executive-In-Residence program," which allows startup executives to work with veteran industry executives.

LeJeune believes that the momentum being built by the Greenhouses and the universities will continue to produce more technology success stories by reinforcing the region's credibility as a good place to start certain types of high-tech companies.

“If we get a reputation for creating models for the way technologies are developed into companies, that will bring great benefits to the region as a whole,” he says. “People will see our success outside the old models, and we can then use that as leverage, which will have a dramatic impact on the number of new companies that start here.”

Many local high-tech companies in Pittsburgh have stories about how the Technology Collaborative or the Life Sciences Greenhouse has made a difference in their growth.

Randy Eager, CEO and co-founder of DesignAdvance Systems, says a contact he made through the Digital Greenhouse proved to be the turning point in his decision to join Carnegie Mellon Professor Jonathan Cagan to start the company, which recently unveiled a program to cut in half the time required to design new printed circuit boards.

While attending a Greenhouse function, Eager met Ted Vucurevich of Cadence Design Systems, a world leader in electronic design automation technology based in California’s Silicon Valley. It was also one of the founding companies behind the Pittsburgh Digital Greenhouse.

“He said if you can do these three or four things, then you have something,” Eager recalls. “And that was my last day of due diligence, because I knew we could do those things. It was amazing. Everyone in Silicon Valley is standing in line to meet

Ted Vucurevich, and I got to meet him in Pittsburgh, thanks to the Greenhouse.”

DesignAdvance expects to introduce three or four new products over the next five years, and to boost employment to about 130 people.

Eager says his company’s success illustrates how technology companies can take hold in places other than Silicon Valley.

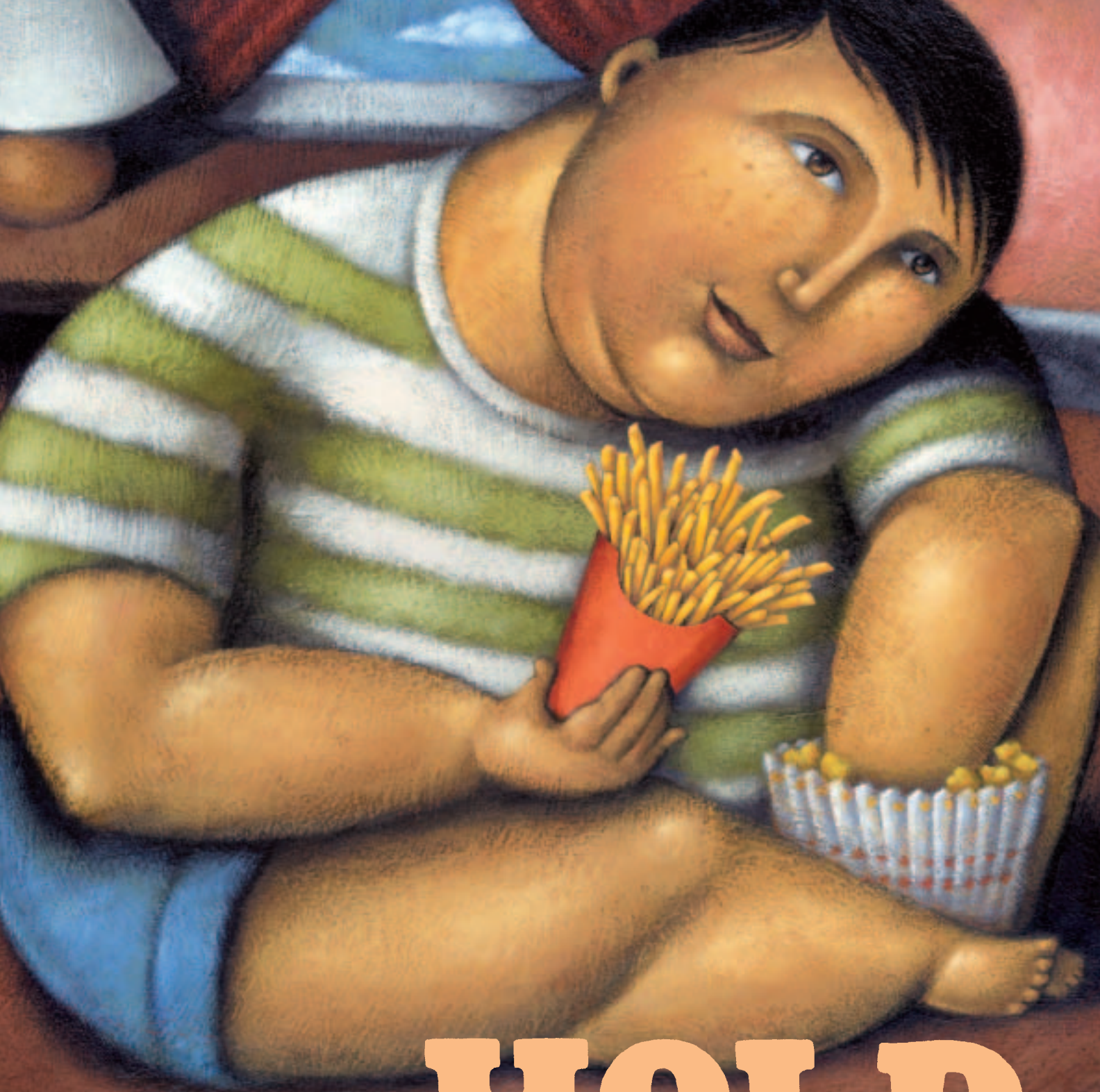
“We’re a poster child for what the Greenhouses and the universities are trying to do,” he says. “We’re taking a good new idea and commercializing it locally. If we were in Silicon Valley, we might be further along, but Pittsburgh was a great place to do this. We didn’t even consider moving.”

Yablonsky says it’s companies like SEEGRID, Agentase and DesignAdvance that prove the importance of investment in the Greenhouses and other technology-related economic development programs.

“Pittsburgh has been blessed with a large and active foundation community dedicated to the region, and notably to the Greenhouses,” he says. “Without foundation support, they would not be able to accomplish what they’re doing. I think the payoff has really begun.” *h*

>>Agentase CEO Keith LeJeune displays a tray of nerve gas sensors. The device, which employs enzymes to detect the presence of nerve agents, already is in use by the U.S. military and emergency first-responders. LeJeune, who received his doctorate from Carnegie Mellon University, predicts that the 25-member company will triple in size by the end of next year.





HOLD

IN A NATIONAL CHILDHOOD OBESITY CRISIS MARKED BY CHILDREN INTERRUPTING VIDEO GAME-PLAYING ONLY TO DOWN BIGGIE-SIZE FAST-FOOD MEALS, FOUNDATIONS ARE NOW WEIGHING IN. LAST YEAR, THE ENDOWMENTS' CHILDREN, YOUTH & FAMILIES PROGRAM BEGAN PLANNING STRATEGIES THAT ADDRESS THE TOUGHEST CHALLENGE: CHANGING LIFESTYLES IN THE YOUNG BY CHRISTINE H. O'TOOLE
ILLUSTRATIONS BY JANET ATKINSON PHOTOGRAPHY BY JOSHUA FRANZOS

n Sept. 2 of last year, Rooney Middle School went cold turkey.

Students lining up for such lunchtime staples as Pittsburgh-style french fries with hot cheese sauce, meat nachos and cartons of sugary iced tea instead found choices like fresh strawberries, low-fat milk and baked chips. Menu items aimed for less than 100 calories from fat per serving.

The immediate response among the Pittsburgh school's 322 students: loud complaints, as might be expected on almost any school topic by a group of pre-teens, but no mutiny. When pressed, the students now admit that their new options are a lot healthier than the old. Rooney, a public school on the city's North Side, has become a laboratory for promoting better choices—at lunchtime, in the gym and at home—to improve nutrition and health. Down the hall from the cafeteria, boot-camp calisthenics are being traded for mini-trampolines and jump ropes in the gym, and pedometers are replacing push-ups.

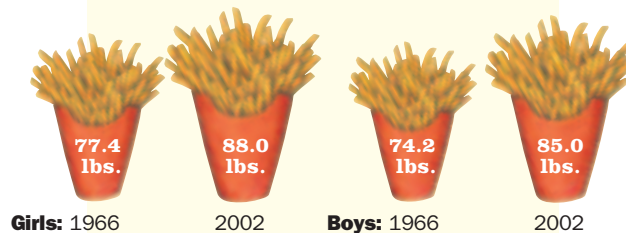
The aim of several new programs led by The Heinz Endowments and several other foundations in western Pennsylvania is to get kids to grow up without growing out. Around Pittsburgh, embarrassed as the ninth-fattest city in the nation last year, 32 percent of children are now considered overweight, and more than 4 percent are at risk for type 2 diabetes. Minorities and low-income kids are disproportionately vulnerable.

Type 2 diabetes was formerly tagged “adult-onset,” since so few children developed the disease. Now its signs may appear in those in their late teens who are overweight. With added pounds also come higher risks for high blood pressure, high cholesterol and stroke. Higher risks of asthma, cancer, orthopedic problems and depression also accompany extra weight.

It's a health epidemic that can't be addressed in hospitals, yet costs the system millions of dollars. More than 80 percent of overweight kids carry those extra pounds into adulthood. As they do, the regional costs for treating the results of obesity are soaring. Local insurer Highmark estimates a price tag of \$306 million for 2002 alone.

THE FRIES

10-YEAR-OLDS: TIPPING THE SCALES



According to the National Center for Health Statistics, the average weight of children, ages 6 to 19, has risen 14–15 percent in the last 36 years. About 16 percent of kids today are overweight, and another 15 percent are at risk of becoming too heavy, which increases their chance of ailments such as type 2 diabetes, high blood pressure and high cholesterol.

“If you want to know why health care costs are skyrocketing, look at the cost of treating diabetics compared to non-diabetics,” says U.S. Rep. John Murtha, D-Johnstown, who expresses alarm at the evidence linking obesity to diabetes. “We have to teach kids to get a little bit of exercise and eat right.”

The Endowments is stepping up. Two recent local grants, to Girls on the Run and Healthy Class 2010, aim to fill Murtha’s national prescription. The Endowments has paired that \$350,000 (another \$100,000 grant was approved in May) with support for a statewide strategy targeting school- and restaurant-menu choices. The \$80,000 grant supports Pennsylvania efforts by the Center for Science in the Public Interest, the national health and nutrition advocacy group. The joint efforts push the Endowments to the front lines of the battle against childhood obesity.

For Carmen Anderson of the Endowments’ Children, Youth & Families Program, the call to combat came in one blunt factoid presented at a human services briefing: unless the trend is reversed, the current kindergarten-through-12th-grade students may be the first not to live longer than their parents.

“That was the defining moment,” says Anderson, the program officer developing grantmaking to address the crisis. “The statistics are alarming. The adult obesity rate has doubled over the past 20 years, but the prevalence in children has nearly tripled.”

For Dr. Stephen Thomas, director of the Center for Minority Health at the University of Pittsburgh, early action is key. “Targeting kids who are not obese,” he says. “That’s the best way to prevent obesity.” Prevention has become a national campaign. The Robert Wood Johnson Foundation has made halting childhood obesity by 2015 a top priority and has invested \$80 million nationally to promote healthy foods and opportunities for recreation (see “Fresh Thinking,” page 36).

Like other national health initiatives, the Robert Wood Johnson initiative focuses down to the local level.

“When you’re facing an intractable problem like obesity in large numbers of children, you address it through concentric circles,” says the Endowments’ Marge Petruska, director of Children, Youth & Families. “We look first at individuals, then

families, then communities to ask, what are the forces preventing wellness? We’ve done it successfully in dealing with gang violence and infant mortality and lack of early childhood programs. But changing ingrained patterns of behavior in children is very tough.”

Anderson concurs. “We’ve always approached helping families holistically. But when we hear that physical education, especially for young children, is being pushed out of schools, then

this is a much bigger issue. It’s important that we modify our strategy to act faster.”

Pittsburgh foundations are not alone in their concern about the school-age population. The percentage of overweight children and adults has accelerated so dramatically worldwide that the problem is now being called “globesity.” The rise of junk food and sedentary lifestyles—what Silvia Arslanian, director of the Pediatric Center for Weight Management and Wellness at Children’s Hospital of Pittsburgh, cites from other sources as the “Coca-Colonization” of the world—has communities searching for models to address a public health crisis.

The regional programs supported by the Endowments adopt elements of successful pilots elsewhere, supporting them with research conducted here by the National Institutes of Health and the federal Centers for Disease Control. The Endowments also has joined a wider regional effort fusing philanthropy into education, primary care and research to fight the problem.

The good news is that no starvation diets or triathlons are required. One study of young overweight girls showed that as little as an extra hour of activity a week reduced their body mass index, a measurement of body fat based on height and weight. Such a simple finding has led to a natural focus on revving up the content of school physical education—a movement one local gym teacher describes as “No Children Left on Their Behinds”—as well as frequency.

“There was a time when gym class reflected a military mentality. We were doing push-ups and long runs,” recalls Sarah Jameela Martin, who has led the introduction of a cooler, more lighthearted version of physical education and health instruction in city schools. At the elementary level, the ambitious



GET PHYSICAL

The Endowments' anti-obesity programs for children in Pittsburgh come out of commissioned national research studies and interviews with professionals who interact with at-risk children. In physical education classes at Arthur J. Rooney Middle School, students Rebecca Searight, left, and Brandon Lee, above, are attracted to activities far removed from push-ups and forced track runs. Below left: Rooney student Zachary Buggey makes a healthier food choice in the school cafeteria as part of the Healthy Class 2010 Campaign. The goal: to turn middle-schoolers into nutritionally aware and physically active young adults by high school graduation. Below right: Bellevue Elementary students Chelsea Dungan, left, and Danielle D'Amico participate in a "Girls on the Run" session.



new curriculum, funded by Highmark Blue Cross Blue Shield, combines two winning programs. San Diego's Sports, Play and Active Recreation for Kids complements nutrition units known as Food Re-education for Elementary School Health, developed by the Johns Hopkins Bayview Medical Center. The San Diego program also has been introduced in middle schools and is expanding into high schools through Highmark and Pittsburgh's Grable Foundation. "Our goal is getting kids active, participating and moving for the maximum amount of time," stresses Martin. "We need them to understand that they must be active seven days a week—not just once a week in gym class."

The Healthy Class 2010 campaign developed by the Center for Minority Health in 2003 reinforces that message with city middle-schoolers. The six-year initiative, officially titled "Billions of Steps for Healthy Students: the Class of 2010," aims to transform pre-teens into physically active, nutritionally aware adults by high school graduation.

"I pack a lunch," says Zachary Buggey, a freckled seventh-grader and a member of the cross-country team. "No red meat," says classmate Julia Johnson, who now lifts weights at home with her G.I. uncle. "I don't biggie-size" fast food meals, adds eighth-grader Brandon Lee.

Rooney got valuable reinforcement for the Healthy Class program last fall, when it became one of seven national research centers for a National Institutes of Health program examining the role of activity in reducing insulin levels.

"There's evidence that suggests that when there's a sustained level of moderately vigorous physical activity—getting kids' heart rates to 140 beats per minute—insulin levels decrease," says Dr. Beth Venditti, a co-investigator for the project at the University of Pittsburgh and Western Psychiatric Institute & Clinic. Though she says early results show that "we did not get heart rates as high as we would have liked to have seen," some benefits of the program will last. Funding through the National Institutes of Health gave Rooney a \$14,000 windfall of equipment that adult health club members would envy: stair steppers, mini-trampolines, heart rate monitors, jump ropes and cart-loads of fresh basketballs.

While that program provides equal equipment access for boys and girls, another program specifically directed at getting girls moving is Girls On the Run, an after-school activity that teaches self-respect and body awareness to third-through-fifth-graders. First developed in Charlotte in 1996, the program was adopted by Magee-Womens Hospital, which runs spring and summer camp sessions at 17 sites in western Pennsylvania. At Cornell Intermediate School in McKeesport, it's so popular that third-year enrollment has been capped at 100 students. The Endowments' support gives scholarships to more than half the Cornell participants.

With no other recreation activities for her students, Cornell teacher Mary Ann LaFever sees the program as a

FRESH THINKING



As the Robert Wood Johnson Foundation demonstrates through its Active Living by Design program, now under way in 25 communities, access to sidewalks, green space and public transportation keeps communities healthy. The Endowments' programs in civic design and environment play a role in nutrition and activity at the local level.

In promoting sustainable urban design, a hallmark of its Environment and Arts & Culture Programs, the Endowments supports parks, trails and water recreation, particularly through the Riverlife Task Force, to benefit users of all ages.

(While Pittsburgh ranks ninth nationally in terms of obesity, it was also ranked as the ninth-healthiest city, mainly for its abundant public parks.) For Pittsburgh Public Schools, Carnegie Mellon University is developing a geographic information system that maps recreation opportunities within a half-mile of schools.

A recent grant to Grow Pittsburgh, a community gardens project from the Endowments' Environment Program, will provide locally grown produce. It's expected to particularly benefit low-income communities with limited access to grocery stores and farmers markets, meshing with new initiatives in environmental health.

SUPER-SIZE



Independent filmmaker Morgan Spurlock, who chronicled his month-long diet of McDonald's food in the documentary *Super Size Me*, says the Oscar-nominated film would be an ideal teaching tool in health classrooms. The 2004 production, which shows Spurlock's subsequent 25-pound weight gain and illness, is being readied as an educational DVD for sixth- to 12th-graders. He's working with foundations to provide free copies to schools.

low-key inducement to learn about nutrition, teamwork and good health. Her students view it differently.

"No boys," grins Lynette Reilly, an apple-cheeked sixth-grader who'll join the more sophisticated Girls on Track program this spring. "No homework. And lots of new friends." For 10 weeks each spring, girls progress from team walks to longer runs, interspersed with talks about body image, food choice and friendships. Families—even brothers—are invited to join the girls and teachers at the program's final three-kilometer event.

"We have a lot of kids being raised by grandparents, so there's not a lot of physical activity at home," explains LaFever, who has recruited other Cornell teachers to coach the program. "Our kids have a gym class every seventh school day."

Cornell's schedule is not unusual. Most Pennsylvania schools allot only 30 minutes a week to gym. While the state mandates that physical education must be taught each year, it doesn't specify class frequency. A 2002 study showed that only 1 percent of state elementary schools met national guidelines for 150 minutes of physical education each week. Nationally, only 8 percent of schools hit that mark.

The Minority Health Center's Thomas says that making youngsters enthusiastic about activity begins with extending the invitation.

"It's wrong to assume that kids want to be couch potatoes. When you give them the right environment, they love [being active]. We've shortchanged them by making assumptions. When they get an opportunity to do the right thing, most of the time they do it."

School districts have for decades supplemented bland basics with à la carte snacks and commercial vending machine treats. Now there's an attempt to wean both students and schools from those extras. Some schools, like Rooney, have eliminated vending machines completely, a decision that Congressman Murtha calls "appropriate."

But if students aren't tempted by lunch-line munchies, school districts lose money. Rooney saw an immediate loss of \$80 a day in its food revenues when it switched to a healthier menu. "We found that when you [offer] healthier choices, it will cost the schools more money," says district food service supervisor Danny Seymour.

The Child Nutrition Reauthorization Act signed by President Bush last year dictates writing wellness policies to govern foods sold on school campuses, a fresh-produce pilot program (through which Rooney and other city schools now receive healthy extras like strawberries) and programs to promote physical activity, along with nutrition.

Some critics blame students' tastes on food advertisers that bombard kids with messages for junk food. The Center for Science in the Public Interest estimates that marketing budgets for foods aimed at children have risen from \$7 billion to \$15 billion in the past decade, embedded in television programs, movies and other product placements.

The Endowments supports a Center for Science campaign in Pennsylvania: pushing schools and fast food restaurants to post nutrition content for menu items. The policy change would reinforce foundations' goals for changes in local schools, but the Endowments also is advocating state-level involvement.

That interest bolsters the efforts of coalitions such as Pennsylvania Advocates for Nutrition and Advocacy, which is readying background for schools to begin a statewide growth screening program in September. School nurses will chart height and weight measurements for all children, computing a body mass index that districts will report to parents.

The effort brings reminders of past reports to parents that their children were overweight. Those met with the kind of outraged howls heard in the Rooney lunchroom. Districts like North Allegheny in suburban Pittsburgh quickly learned a lesson: if a school district chooses to tell parents its findings, it had better do so very carefully.

"Information has to be presented like a gift," says the Pittsburgh Schools' Martin. "You have to prepare parents: 'This is what we're doing. This is why.'" The Endowments' Petruska sees a role for foundations, using grant money to deliver important baseline information on students to parents and educators, then using incentives to foster change in institutional systems like schools.

"Frankly, I don't care if people find some of this hard to hear and some of the necessary changes difficult to make," she says. "We're talking about the health of our children here and, as they go, so will go the well-being of our society." *h*

Sometimes, it takes an outsider coming in from out of the blue to set the value of what you've done; it takes someone with no vested interest, no favor to seek, no personal connections other than an appreciation for the work and a desire to share in it.

After a decade-long preoccupation with advancing green building and other sustainable development principles, community leaders in the Pittsburgh region should take heart from the head count of recent admirers. A lot of somebodies from around the country and across the world are marveling at our environmental transformation — perhaps even more so than we.

Even more impressive, they want to take our patterns and practices and transfer them to their own cities to enjoy the benefits of smartly designed buildings with environmentally friendly materials and health-promoting amenities.

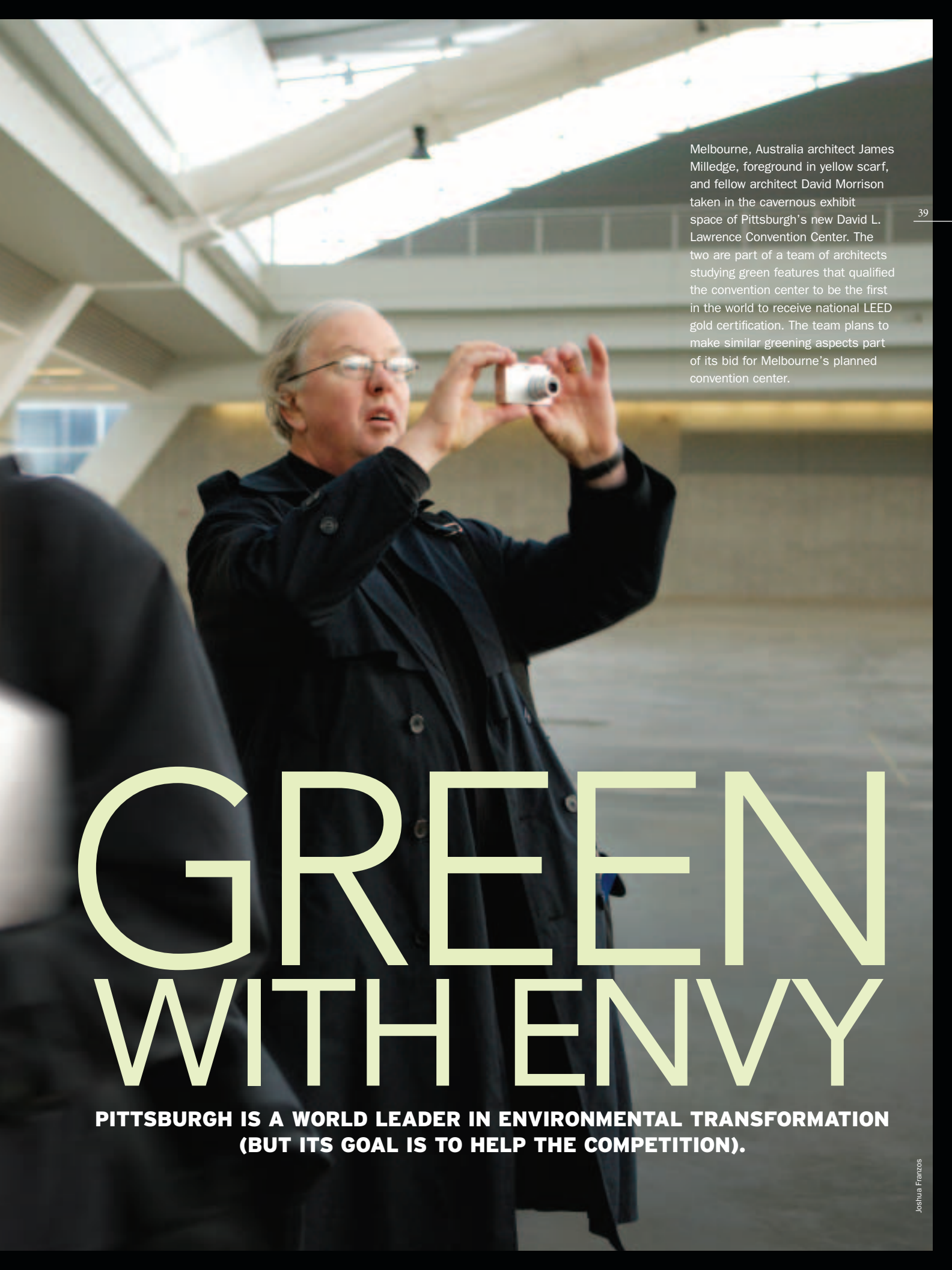
From the perspective of the Endowments' Environment Program, which labored last year among many other community leadership groups to advance the cause of good stewardship in development, the more the merrier.

A lot of flattering words have been written about the region's leading the nation in green building, about how our universities are developing ground-breaking programs and research applications in sustainable development.

Our goal, of course, isn't to keep hold of a ranking but to establish southwestern Pennsylvania as a place where concern for the relationship between residents and the environment is essential to quality of life.

As you will see from this photo essay, we're also big on exporting what we've learned, believing that, for environmental good or ill, what goes around the world eventually comes back around to us.



A man with glasses and a black coat is holding a small camera up to take a photo. He is standing in a large, modern architectural space with concrete beams and a high ceiling. The lighting is bright and even.

Melbourne, Australia architect James Milledge, foreground in yellow scarf, and fellow architect David Morrison taken in the cavernous exhibit space of Pittsburgh's new David L. Lawrence Convention Center. The two are part of a team of architects studying green features that qualified the convention center to be the first in the world to receive national LEED gold certification. The team plans to make similar greening aspects part of its bid for Melbourne's planned convention center.

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GREEN WITH ENVY

**PITTSBURGH IS A WORLD LEADER IN ENVIRONMENTAL TRANSFORMATION
(BUT ITS GOAL IS TO HELP THE COMPETITION).**



MELBOURNE The yellow line marks the section of prime land fronting Melbourne, Australia's downtown skyline and the Yarra River that will be the footprint for a new convention center. At left: One of three architect-developer teams selected to submit a design for the Melbourne center tour state-of-the-art green features in Pittsburgh's David L. Lawrence Convention Center. An earlier Pittsburgh visit by a delegation headed by Hon. John Pandazopoulos, Minister for Tourism of the state government of Victoria, makes it certain that many of the Pittsburgh center's green-building essentials will be the standard for Melbourne.



SHANGHAI The potential power of green building in China is only hinted at in this demonstration project, opposite—the Skyway Oasis (Jin Yulan), a hotel and apartment complex that is expected to qualify for U.S. LEED certification this year. The building is one of the first to emerge from a new sustainable development movement in Shanghai. Rebecca Flora, executive director of Pittsburgh's Green Building Alliance, an Endowments grantee, guided Chinese officials in creating the country's first green building council, which opened last year.





Joshua Franzos

✓ **CLEVELAND** To make a bold statement to the community in the green renovation of this historic 1918 masonry bank building to house the Cleveland Environmental Center, Sadhu Johnston, then the organization's executive director, made several trips to Pittsburgh. He met with the Endowments-funded Green Building Alliance and toured CCI Center, home of Conservation Consultants Inc. and the hub for leading environmental agencies in the city. Not only did Johnston adopt many of the green-design principles involved in the CCI project, he went several steps beyond by including a green roof, a geothermal heating and cooling system and permeable pavement.



Doty & Miller Architects



<<

PITTSBURGH Richard Piacentini, executive director of Phipps Conservatory, points out green features in the renovated 1893 building as part of a tour offered to attendees of the Engineering Sustainability Conference. The April event showing off the latest technology for green construction and sustainable water use was sponsored by the Mascaro Construction Co.'s Sustainability Initiative. The nonprofit project is funded by CEO Jack Mascaro and the Endowments through the University of Pittsburgh's School of Engineering. Convinced that engineers and managers in his industry must become leaders in green engineering, Mascaro says the Sustainability Initiative's programs influence engineers and policymakers throughout the world. Among the outside attendees at the conference were two on the Phipps tour: at center, Beverly Dyer of the U.S. Department of Energy's Energy Management Program; and to her right, Eva Lucia of San Francisco's East Bay Municipal District. In foreground is Pittsburgh-based IKM architect Julie Wagner, who worked on the Phipps renovation.

<<

MORRIS PLAINS, NJ Brazilian native David Col Debella, far left, consults with Turner Construction Corp. senior project engineer C.R. Moore and project engineer Lisa Moving on an office building project that will incorporate many state-of-the-art green-design features in construction. This is Col Debella's first significant assignment after graduating last year with a master's degree from the University of Pittsburgh's Program in Construction Management & Sustainability.

>>

NEW YORK Shooting skyward at 945 feet and reflecting smaller office buildings at its base, the Bank of America Tower promises to be—at 54 stories and 2.2 million square feet—the preeminent example of sustainable architecture on earth. But at least some of its interior green-design inspiration can be traced to PNC Financial Services Group's Firstside Center in Pittsburgh. A team from Gensler Architects, Design & Planning Worldwide, responsible for the interior makeup of the \$1 billion tower toured Firstside in preparation for their work on the project. The group was impressed with green features of the 650,000-square-foot, silver LEED-certified building housing back-office administrative staff, especially day-lighting features popular with employees.

He is in the first class of graduates actively working in the field as a specialist in blending green engineering into the traditional business of construction. The Pitt program was created with the help of Heinz Endowments funding, and Col Debella received a scholarship through the Alcoa Foundation.

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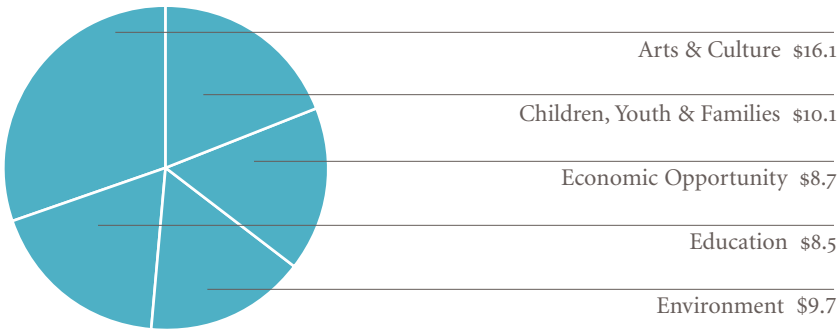


financial summary

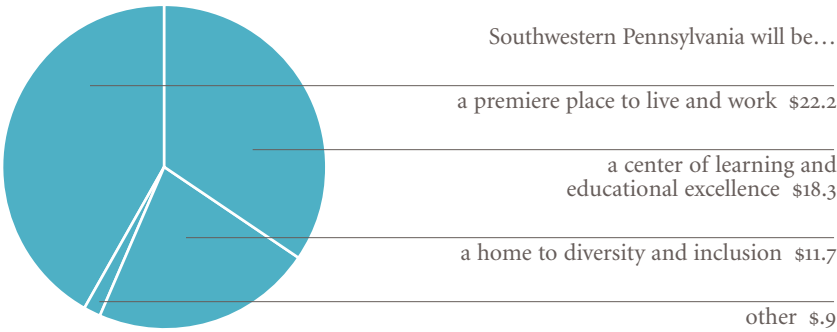
This is a combined financial summary for the Howard Heinz Endowment and the Vira I. Heinz Endowment. The 2004 amounts indicated here have not yet been audited.

By Program Area

Total Combined Approved Grants for 2004 (in millions) = \$53.1

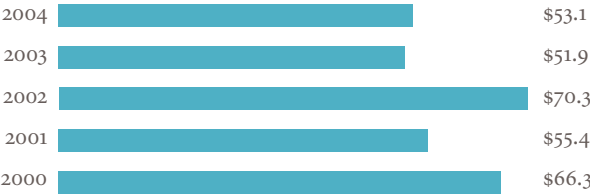


By Organizational Goal



Total Combined Approved Grants
(in millions)

Historical Perspective



Total Combined Net Assets
(in billions)



year in review

By Maxwell King
President, The Heinz Endowments



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In following the hundreds of millions of philanthropic dollars spread throughout western Pennsylvania by its regional foundations each year, you would have to get out your magnifying glass to find the tiny grant awarded to a scrappy group of high school students in one of Pittsburgh's struggling rust-belt communities.

I'm aware of it because it came from The Heinz Endowments. But even from our pot, from which about \$65 million is dispensed annually, the \$6,000 awarded by our Education Program to equip McKeesport Area Technical High School's Team 1708 for a regional robotics tournament warrants only a few words' reference on our "approved grants" list.

Still, that comparison is only in financial terms. As I've discovered time and again in the work of philanthropy, big grants do not always yield big results. Conversely, some small-grant recipients have astounded us with their outsized impact.

In fulfilling the underlying mission of Endowments grantmaking last year—investing in programs and services that push the region beyond settling for "good enough" and renewing passions for growth and renewal—it's the smaller grantees working in the shadow of large institutions that often are better positioned to inspire such change.

There is an especially instructive story in the journey of 11 McKeesport Area Tech School students who formed Team 1708 and found themselves behind the curve in training for a regional competition in March involving 32 teams from the eastern United States and Canada.

The competition, part of the national FIRST program (For Inspiration and Recognition of Science and Technology), which the Endowments funded locally with a \$200,000 grant last year, is exciting but also intimidating, even for the experienced, well-funded teams that compete regularly.

When the fledgling McKeesport team scanned the sophisticated FIRST web site, there was a lot of trepidation. "I just said to them, 'Do you want to do this? Do you believe you can gain something important, just from competing?'" remembers engineering teacher and team coach Mike Dischner.

The students poured hearts and souls into preparation. In the beginning, the goal was "to do the research and try to have a good time," says Dischner. But the competitive spirit took hold early. The students came up with their own distinctive

team name to spice up the bland "1708" designation assigned for the competition: "Natural Selection," referring to Charles Darwin's theory of evolution and its "survival-of-the-fittest" tenet. Even the robot they built and programmed in dozens of evening and weekend work sessions is named "Charles."

"These guys started with their heads down but they caught on fire," says Dischner. "That seemed to make a difference in our lack of experience." When the team carted Charles into the Petersen Center on March 10 for the weekend competition, they were carrying repair tools in a Shop 'n Save grocery bag. But the team did have the makings of a winning strategy, concentrating on forming alliances and specializing in defensive moves in a contest that requires robots to stack large pyramid-shaped game pieces on a grid in a specific sequence.

By sticking to its strategy—forging alliances with other teams and making the most of unforeseen opportunities—Team 1708 went from near bottom of the pack of 30 teams

"Look. We're coming out of McKeesport. We're not as experienced or well-equipped as some of the others out there. But we have some things to offer, and we're going to go the whole way, and we're going to compete with the best."

Mike Dischner teacher-coach of McKeesport Area Technical High School's Robotics Competition Team 1708

to win the regional competition and a trip to Atlanta for the finals. The Endowments' Economic Opportunity Program followed up with a grant to cover some of the costs.

In that contest, where experience and resources run at the highest level, Team 1708 finished a respectable 23rd out of 85 teams. Still, Dischner feared that his students would be discouraged after sitting as non-winners through two hours of a closing awards ceremony. Instead, after a breakfast stop on the long drive back to Pittsburgh, the students presented their teacher with a new robot design they had sketched out on the back of a placemat.

I pull out Team 1708—Natural Selection and the FIRST Robotics Competition program from among the hundreds of other 2004 grantees because, together, they offer dramatic fulfillment of a key goal of our grantmaking last year: to spur southwestern Pennsylvanians to take on a competitive drive and passion that rejects the lifestyle of reduced expectations and demands the highest quality-of-life standards.

Certainly, that has been the case in programs funded last year through our Civic Design Initiative, which promotes quality design for public spaces in the built and natural environments. At its inception four years ago, the initiative was envisioned by Howard Heinz Endowment Chairman Teresa Heinz as a grantmaking vehicle to push the region to demand the best of itself by insisting on world-class design and green, user-friendly components in public projects.

Since then, the initiative's highest hopes have become the standards. With the international competition that resulted in New York architect Rafael Viñoly's award-winning design of the new David L. Lawrence Convention Center as a model, several other high-profile public projects have followed with their own competitions. Chief among them: the nationally celebrated design for the Pittsburgh Children's Museum on the city's North Side, guided by Rebecca Flora, head of the Green Building Alliance, an Endowments grantee, and the remarkably inclusive design selection process for the national Flight 93 Memorial, recognizing southwestern Pennsylvania's tragic connection to September 11.

In concrete-and-asphalt-dense Oakland, the Endowments was among several foundations contributing to the Schenley Plaza green-space project, with more than \$1 million in total

The people of southwestern Pennsylvania have proved their ability to survive and evolve. Now, it's time to compete for the best.

appropriations to the Pittsburgh Parks Conservancy. The plan calls for an Oakland community green that serves as a public gathering place but also as a grand entrance to Schenley Park.

Beyond the physical landscape, our efforts to instill high quality-of-life expectations and a culture of confidence in the region's ability to meet them also progressed last year in our traditional grantmaking areas.

The Endowments directed \$1.5 million in grants to a new Environmental Health Initiative that promises to make Pittsburgh a national pioneer in green hospital practices; establishes a research and education base in environmental connections to health through the University of Pittsburgh's Graduate School of Public Health; and supports advocacy groups to mitigate air and water pollution in the region.

The Environment Program also moved forward last year in a long-running strategy to promote smart growth and

more livable cities with about \$1 million in support to the statewide environmental group 10,000 Friends to create the Campaign to Renew PA, an organization committed to implementing the recommendations of the Endowments-William Penn Foundation-funded Brookings Institution report, "Back to Prosperity: A Competitive Agenda for Renewing Pennsylvania." Its release two years ago generated widespread public support for addressing serious economic problems tied directly to decades-old policies that promote sprawl and fragmented government.

Staff in the Arts & Culture and Economic Opportunity Programs also developed grantmaking strategies that attempted to push the region to thinking beyond daily negative headlines around the City of Pittsburgh's financial crisis, fragmented county government, poor tax structure and a lackluster regional economy.

In a show of confidence, the Endowments' Economic Opportunity Program continued work to move local governments to more efficient and productive footing with \$300,000 in funding to the Pennsylvania Economy League for research into the potential benefits of city and county government consolidation.

In the arts and culture arena, the Endowments moved forward with a \$4 million planning and construction grant in anchor support of the planned \$33 million African American Cultural Center to be located in the heart of downtown. Another vote of confidence in the future of downtown

Pittsburgh came in the awarding of \$1 million toward the construction of new dance studios and performance space at center-city-based Point Park University.

Sprinkled around these large grants was sustainability funding for scores of small arts groups. Arts & Culture staff also guided Cultural District performance groups in developing new ways to address chronic budget problems.

Similar large-and-small-grantee funding was adopted by the Education Program last year to improve educational systems in southwestern Pennsylvania. A second \$1 million grant to St. Vincent College in Latrobe, Westmoreland County, was awarded to support construction of an early childhood education center named after the late children's television luminary, Fred Rogers. The center, which will provide training for early childhood educators, was balanced with another \$1 million grant, formed through a collaboration of our Education and



At the Endowments, weekly staff meetings are key to successful grantmaking.

Children, Youth & Families programs, going directly to a state-wide advocacy effort to encourage Pennsylvania school districts now receiving state aid to create pre-kindergarten programs.

In support of a collaboration between the Education and Environment Programs, \$1 million was awarded to replace the aging fleet of watercraft in the Pittsburgh Voyager program, a rivers-based, youth science-and-environment–education program. In other education grantmaking, a total of \$700,000 went to two groups committed to developing more charter school opportunities in the state; and a total of \$350,000 went to community partnerships that improved access to wireless networks and information sharing. A new Endowments grantee, A+ Schools, was supported with a total of \$600,000 in funding to further its efforts to act as an independent community monitor and guide for improving education in the Pittsburgh Public Schools.

Anxious to develop new sources of economic opportunity in the region, the Endowments continued its partnership with several regional foundations in funding the Pittsburgh Life Sciences Greenhouse. Last year, our \$1.5 million contribution ensured continued growth of the universities–state government–foundations collaboration to turn biomedical research spinoffs into a new industry for the region.

But our investments in Pittsburgh’s economic future did not distract us from working to meet the needs of the existing employment base by assisting younger workers struggling to compete in a global economy. As Vira I. Heinz Endowment Chairman James Walton wrote in this magazine last year: “Every time one new worker is added to the workforce or another augments his training and moves to a better job, the region itself becomes more competitive.”

To that end, the Endowments provided nearly \$1 million for several nonprofit organizations’ programs offering technical training and work-skills development. In addition, a significant portion of the more than \$300,000 awarded in several grants to the Community College of Allegheny County were directed at laying the groundwork for a new initiative to improve management and teaching at each of the region’s five community colleges.

Young people in some of Pittsburgh’s most troubled neighborhoods also were at the center of a new \$100,000 Endowments-funded partnership with Allegheny County’s Department of Human Services, the first response to a record 122 homicides recorded in Allegheny County last year, most involving young African-American men.

In responding to a more insidious health threat to the region’s young people—childhood obesity—the CY&F staff also began seed funding last year—an \$80,000 grant—for research into the causes behind the alarming increase in numbers of obese children in the region. The CY&F Program also responded to another community emergency, joining with other regional grantmakers and Allegheny County government to provide relief to business owners and residents devastated in last fall’s flooding from Hurricane Ivan. The Endowments awarded a total of \$200,000 to two local non-profit groups assisting residents in recovery efforts. An additional \$500,000 from the foundation went to a county program managed through the Pittsburgh Foundation that has provided no-interest loans to repair damaged businesses.

The emergency flood relief work is just one example of first-level grantmaking—meeting such pressing needs as natural disaster recovery, worker retraining and ending youth homicides with the goal of rescuing the region from its deficits.

The second and much more complicated level of our work is to provide guidance and fund programs that challenge this region to strive for more than stability. We must develop the confidence to take risks and embrace national competition for new businesses and new residents even when all the resources might not be in place.

It’s heartening that these two levels of philanthropy come together with such powerful results for the 11 high school students of Team 1708–Natural Selection, the FIRST program and the communities around them. As the Endowments works to achieve a similar outcome for the region as a whole, I would offer only one revision – that we need not be bound to the “natural selection” label. The people of southwestern Pennsylvania have proved their ability to survive and evolve. Now, it’s time to compete for the best. [h](#)

2004 grants

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ARTS & CULTURE

African American Cultural Center of Greater Pittsburgh

To support the planning and implementation of a leadership convention surrounding diversity in the arts

Vira I. Heinz Endowment

\$20,000

African American Cultural Center of Greater Pittsburgh

To support program development for 2004–05

Howard Heinz Endowment

\$200,000

African American Cultural Center of Greater Pittsburgh

For the African American Cultural Center's capital campaign

Howard Heinz Endowment

\$4,000,000

Aliquippa Alliance for Unity & Development

To support after-school and summer arts programming from August 2004 through July 2005

Vira I. Heinz Endowment

\$37,500

Allegheny Conference on Community Development

To support the development of streetscape standards for Atwood Street and development of a bike route plan for Oakland

Vira I. Heinz Endowment

\$20,500

Allegheny Conference on Community Development

To support costs associated with the French & Indian War's 250th commemoration

Howard Heinz Endowment

\$50,000

Americans for the Arts

For the Americans for the Arts Monograph entitled *Public Art: An Essential Component of Creative Communities*

Howard Heinz Endowment

\$15,000

Associated Artists of Butler County

To support the part-time education coordinator, expanded enrollment and improvements to the after-school arts program from fall 2004 through summer 2005

Vira I. Heinz Endowment

\$10,000

Calliope House, Inc.

To support weekly after-school music lessons in guitar and harmonica at Career Connections Charter School in 2004

Vira I. Heinz Endowment

\$7,500

Calliope House, Inc.

For consultant fees to aid in the development of a business plan for education expansion and space acquisition

Vira I. Heinz Endowment

\$12,300

Carnegie Institute

For renovation, capital purchases and moving expenses related to the Three Rivers Arts Festival's relocation to 937 Liberty Avenue

Vira I. Heinz Endowment

\$28,000

Carnegie Institute

For the Arts Education Collaborative for 2005 and 2006

Howard Heinz Endowment

\$600,000

Carnegie Institute

For a Pittsburgh sculpture park

Howard Heinz Endowment

\$20,000

Carnegie Institute

To support the Liberty Lab performances

Vira I. Heinz Endowment

\$27,000

Carnegie Institute

For coordination of the acquisition program for public art for the Convention Center

Vira I. Heinz Endowment

\$7,500

Carnegie Institute

For a strategic plan for the Carnegie Museums

Vira I. Heinz Endowment

\$50,000

Carnegie Institute

For general operating support

Howard Heinz Endowment

\$8,000

Carnegie Institute

To fund the 2004 public art program of the Three Rivers Arts Festival

Vira I. Heinz Endowment

\$50,000

Carnegie Institute

To underwrite a portrait to memorialize Ellsworth Brown's presidency at the Carnegie Institute

Vira I. Heinz Endowment

\$5,000

Carnegie Institute

For general operating support

Vira I. Heinz Endowment

\$3,000

Carnegie Mellon University

For the exhibition *Groundworks—Environmental Collaboration in Contemporary Art* at the Miller Gallery from January 14 to March 15, 2005

Howard Heinz Endowment

\$50,000

Cave Canem

To support the 2004 Cave Canem Workshop/Retreat at the Greensburg campus of the University of Pittsburgh

Vira I. Heinz Endowment

\$10,000

Chatham Baroque Inc.

To support artistic expenses and related marketing and administrative costs for the 2004–05 and 2005–06 Pittsburgh concert seasons

Howard Heinz Endowment

\$50,000

City Lore

For support of the Andy Warhol film project

Vira I. Heinz Endowment

\$100,000

City Theatre Company Inc.

To support the development of a branding campaign for City Theatre

Vira I. Heinz Endowment

\$50,000

City Theatre Company Inc.

For three-year operating support (2005–07)

Howard Heinz Endowment

\$235,000

Committee to Protect Journalists

To support the journalist assistance program

Vira I. Heinz Endowment

\$20,000

Community Design Center of Pittsburgh

To support research, documentation, administration and educational activities for the Civic Design Coalition

Howard Heinz Endowment

\$5,000

Construction Junction, Inc.

To support the 2004 SALVO Festival of the Arts on October 2, 2004 at Construction Junction

Vira I. Heinz Endowment

\$10,000

Creative Nonfiction Foundation

To support 412: The Pittsburgh Creative Nonfiction Literary Festival, held in November 2004

Vira I. Heinz Endowment

\$5,000

The Downtown

Management Organization

For support of the Strawberry Way Enhancement Initiative, Phase Two

Howard Heinz Endowment

\$75,000

The Downtown**Management Organization**

To support predevelopment costs associated with downtown development

Howard Heinz Endowment

\$50,000

The Downtown**Management Organization**

For operating support for 2004 and 2005

Vira I. Heinz Endowment

\$50,000

East Liberty Presbyterian Church

To support programming and technical assistance efforts at Hope Academy for Music and the Arts from 2004–05 to 2006–07

Howard Heinz Endowment

\$105,000

Gateway to the Arts

To support a New Residencies Conference in partnership with Meet the Composer in Pittsburgh in June 2004

Vira I. Heinz Endowment

\$16,400

Gateway to the Arts

To support a fund raising feasibility study and for interim operating support

Vira I. Heinz Endowment

\$26,000

Greater Pittsburgh Arts Alliance, Inc.

To hire a consultant to explore the feasibility of a strategic alliance with ProArts

Vira I. Heinz Endowment

\$26,000

Historical Society of Western Pennsylvania

For three-year operating support (2005–07)

Howard Heinz Endowment

\$215,267

Historical Society of Western Pennsylvania

To support the grand opening of the new Smithsonian wing and Western Pennsylvania Sports Museum

Howard Heinz Endowment

\$7,500

Historical Society of Western Pennsylvania

For general operating support

Vira I. Heinz Endowment

\$3,000

Imani Christian Academy

To support the Men With a Vision summer and after-school arts program from June 2004 through May 2005

Vira I. Heinz Endowment

\$10,000

Local Initiatives Support Corporation

For the Eastside II project

Howard Heinz Endowment

\$250,000

Mattress Factory

For three-year operating support (2005–07)

Vira I. Heinz Endowment

\$203,000

Mid Atlantic Arts Foundation

For the Pennsylvania Performing Arts on Tour program

Vira I. Heinz Endowment

\$340,000

Mon Valley Media

For artist Curtis Reaves to document several Creative Heights projects between fall 2004 and December 2005

Vira I. Heinz Endowment

\$10,000

Multicultural Arts Initiative

For the Multicultural Arts Initiative for 2005

Howard Heinz Endowment

\$500,000

National Park Foundation

To begin the Flight 93 Memorial competition process

Vira I. Heinz Endowment

\$50,000

National Park Foundation

For the Flight 93 Memorial competition and implementation

Vira I. Heinz Endowment

\$500,000

Nego Gato, Inc.

To support a six-month residency with the Brazil-based Agnaldo Soares beginning in March 2005

Howard Heinz Endowment

\$20,000

New England Foundation for the Arts

For support of the Creative Economy Initiative

Vira I. Heinz Endowment

\$25,000

Northside Leadership Conference

To support design development for the Allegheny Commons Pilot Enhancement Project and \$5,000 for staffing for restoration

Vira I. Heinz Endowment

\$25,000

Pittsburgh Arts and Lectures, Inc.

To support six events in the American Shorts Reading Series from March through August 2004

Vira I. Heinz Endowment

\$10,000

Pittsburgh Ballet Theatre, Inc.

For three-year operating support (2005–07)

Vira I. Heinz Endowment

\$568,218

Pittsburgh Ballet Theatre, Inc.

For support to engage an executive search firm to retain a new managing director

Vira I. Heinz Endowment

\$35,000

Pittsburgh Ballet Theatre, Inc.

For a performance at the Joyce Theater

Vira I. Heinz Endowment

\$50,000

Pittsburgh Center for the Arts

Major sponsor table for Pittsburgh Center for the Arts' Cultural Awards Celebration 2004

Howard Heinz Endowment

\$2,500

Pittsburgh Chamber Music Society

For planning and presentation of a Bartok Festival in 2005

Vira I. Heinz Endowment

\$50,000

Pittsburgh Children's Museum

For additional consulting services for the New Hazlett Theater project

Vira I. Heinz Endowment

\$15,000

Pittsburgh Children's Museum

For three-year operating support (2005–07)

Vira I. Heinz Endowment

\$200,000

Pittsburgh Community Broadcasting Corporation

For the capital campaign to construct a new broadcast facility

Vira I. Heinz Endowment

\$500,000

Pittsburgh Cultural Trust

For support of the Performing Arts Exchange in Pittsburgh in October 2004

Vira I. Heinz Endowment

\$20,000

Pittsburgh Cultural Trust

For general operating support

Vira I. Heinz Endowment

\$10,000

Pittsburgh Cultural Trust

For general operating support

Howard Heinz Endowment

\$2,500

Pittsburgh Cultural Trust

For 2005 operating support

Howard Heinz Endowment

\$850,000

Pittsburgh Cultural Trust

To support the Pittsburgh Cultural Trust's annual special event on October 2, 2004

Howard Heinz Endowment

\$7,500

Pittsburgh Cultural Trust

For First Night 2005

Howard Heinz Endowment

\$15,000

Pittsburgh Cultural Trust

For general operating support

Vira I. Heinz Endowment

\$5,000

Pittsburgh Dance Alloy

To support a part-time Development Consultant position

Vira I. Heinz Endowment

\$15,000

Pittsburgh Film-Makers, Inc.

To complete a documentary film about photographer Duane Michals

Vira I. Heinz Endowment

\$50,000

Pittsburgh Film-Makers, Inc.

To study the feasibility of the creation of a media corridor and to provide for an option on a media corridor building

Vira I. Heinz Endowment

\$30,000

Pittsburgh Glass Center Inc.

For funding to develop a strategic plan for achieving financial stability

Vira I. Heinz Endowment

\$20,500

Pittsburgh Musical Theater

To support fourteen student matinee performances in the 2004–05 season

Vira I. Heinz Endowment
\$25,000

Pittsburgh New Music Ensemble

To support the 2004 season
Howard Heinz Endowment
\$50,000

Pittsburgh Opera Inc.

For three-year operating support (2005–07)
Howard Heinz Endowment
\$550,000

Pittsburgh Opera Theater, Inc.

To support the 2004–05 season
Vira I. Heinz Endowment
\$30,000

Pittsburgh Public Theater Corporation

In support of the New Play Fund
Vira I. Heinz Endowment
\$55,000

Pittsburgh Public Theater Corporation

For general operating support
Vira I. Heinz Endowment
\$2,000

Pittsburgh Symphony Society

Pianist Table for *The Music of Fred Rogers* Gala Celebration
Howard Heinz Endowment
\$10,000

Pittsburgh Symphony Society

For general operating support
Howard Heinz Endowment
\$14,000

Pittsburgh Symphony Society

For three-year operating support (2005–07)
Howard Heinz Endowment
\$575,000

Pittsburgh Youth Symphony Orchestra Association Inc.

To support the orchestra's two-week European tour in June 2005
Vira I. Heinz Endowment
\$50,000

Point Park University

For the construction of a new building housing dance studios and a converted performance space
Vira I. Heinz Endowment
\$1,000,000

Port Authority of Allegheny County

For the Gateway Station project
Howard Heinz Endowment
\$1,000,000

ProArts

To support the Greater Pittsburgh Artists Opportunity Fund
Vira I. Heinz Endowment
\$50,000

ProArts

To hire a consultant to explore the feasibility of a strategic alliance with the Greater Pittsburgh Arts Alliance
Vira I. Heinz Endowment
\$26,000

ProArts

To support a special event honoring the new chair of the Pennsylvania Council on the Arts
Vira I. Heinz Endowment
\$1,500

ProArts

For the merger with the Greater Pittsburgh Arts Alliance
Vira I. Heinz Endowment
\$180,000

ProArts

For staffing and planning costs associated with the merger with the Greater Pittsburgh Arts Alliance
Vira I. Heinz Endowment
\$50,000

Quantum Theatre

To support the 2004–05 and 2005–06 seasons
Howard Heinz Endowment
\$75,000

River City Brass Band, Inc.

For three-year operating support (2005–07)
Howard Heinz Endowment
\$125,664

Riverlife Task Force

For Point State Park planning Stage II and associated staff assistance
Howard Heinz Endowment
\$200,000

Riverlife Task Force

For planning costs relating to public art in Three Rivers Park
Vira I. Heinz Endowment
\$61,000

Storyswap, Inc.

To support storytelling workshops and performances in collaboration with up to twenty area libraries and 200 middle school youth during summer 2004
Vira I. Heinz Endowment
\$14,200

The Thomas Merton Center

For support of the video documentary *Jonny Gammage: Enough is ENOUGH*
Vira I. Heinz Endowment
\$20,000

Tickets for Kids Foundation

For 2004 operating support
Vira I. Heinz Endowment
\$10,000

University of Pittsburgh

To support the creation of the Turkish Nationality Room
Vira I. Heinz Endowment
\$10,000

University of Pittsburgh

To support the African American Arts Project in the 2004–05 and 2005–06 academic years
Howard Heinz Endowment
\$85,000

University of Pittsburgh

For a symposium on world culture on the occasion of the Carnegie International exhibition
Vira I. Heinz Endowment
\$50,000

University of Pittsburgh

For the Music Department Series in Heinz Chapel and special support for the Bach and Baroque series
Vira I. Heinz Endowment
\$17,000

Uptown Community Action Group

To support the public artwork by James Simon on the Forbes Avenue site
Vira I. Heinz Endowment
\$10,000

Virginia Center for the Creative Arts

To support southwestern Pennsylvania visiting artists applying to the VCCA between January 2005 and May 2006
Vira I. Heinz Endowment
\$40,000

WQED Pittsburgh

For *On Q* for 2005
Howard Heinz Endowment
\$300,000

WQED Pittsburgh

For general operating support
Vira I. Heinz Endowment
\$2,000

Arts & Culture**Arts Experience Initiative****Carnegie Institute**

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Carnegie Institute

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

City Theatre Company Inc.

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Pittsburgh Ballet Theatre, Inc.

To support the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Pittsburgh Symphony Society

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Arts & Culture**Creative Heights****Carnegie Institute**

For a 2004–05 residency with artist Steve O'Hearn
Vira I. Heinz Endowment
\$38,000

Pittsburgh Opera Inc.

To support a collaborative project with artist Phat Man Dee
Vira I. Heinz Endowment
\$7,000

Pittsburgh Opera Theater, Inc.

For a residency with composer Matthew Rosenblum
Vira I. Heinz Endowment
\$40,000

Pittsburgh Youth Symphony Orchestra Association Inc.

For a production grant for a residency with composer David Stock
Vira I. Heinz Endowment
\$40,000

Point Park University

For a residency with artists Rick Kemp and Heath Lambert
Vira I. Heinz Endowment
\$40,000

Quantum Theatre

For a residency with composer Jackie Dempsey
Vira I. Heinz Endowment
 \$6,000

Arts & Culture**Small Arts Initiative****Artists and Cities, Inc.**

To support Pittsburgh Dance Connection's presentation of *Rewind* in March 2005
Howard Heinz Endowment
 \$3,500

Artists Image Resource

For the 2005 Resident Artist program
Howard Heinz Endowment
 \$12,000

Associated Artists of Pittsburgh

To support the Challenge exhibitions, February–April 2005
Howard Heinz Endowment
 \$5,000

Autumn House Press

For the 2005 Master Poets Series and readings by local poets
Howard Heinz Endowment
 \$10,000

Bodiography Contemporary Ballet Co.

To support a new work by guest choreographer Johan Renvall, presented in April 2005
Howard Heinz Endowment
 \$8,500

Bricolage

To support the production of *Holler* by David Turkel in August 2004
Howard Heinz Endowment
 \$10,000

Bulgarian–Macedonian National Educational and Cultural Center, Inc.

For a series of workshops with guest artists from April 2005 through May 2006 to further the artistic development of the Bulgarian Folk Ensemble
Howard Heinz Endowment
 \$12,000

Gemini Theater Company

To support artist stipends in the 2005–06 Children's Theater season
Howard Heinz Endowment
 \$12,000

Guitar Society of Fine Art

To support artist fees associated with the Pittsburgh Live Music & Chamber Orchestra project from September 2004 through April 2005
Howard Heinz Endowment
 \$13,500

The Jewish Theatre of Pittsburgh

To support the production of *Lebensraum* in March 2005
Howard Heinz Endowment
 \$8,000

Junction Dance Theatre

For support of the *Mission* concert held in October and November 2004
Howard Heinz Endowment
 \$8,000

Laboratory Company Dance, Inc.

To support Labco's work with guest choreographers, culminating in a November 2004 performance
Howard Heinz Endowment
 \$11,000

Laboratory Company Dance, Inc.

To support the production of *Mimoun* by Andre Koslowski and Doug Levine from June 30 to July 3, 2005
Howard Heinz Endowment
 \$10,000

Lesbian and Gay Film Festival of Pittsburgh, Inc.

To support guest filmmakers and speakers at the 19th Annual Pittsburgh International Lesbian and Gay Film Festival in October 2004
Howard Heinz Endowment
 \$5,250

Mattress Factory

To support a Cuban film series, coordinated by Bill Judson, from October 2004 through April 2005
Howard Heinz Endowment
 \$6,000

New Horizon Theater, Inc.

To support New Horizon's May–June 2005 production
Howard Heinz Endowment
 \$12,000

North Pittsburgh Civic Symphony

To support the hiring of two professional string chairs and to engage an associate conductor for the 2004–05 season
Howard Heinz Endowment
 \$4,000

Northside Leadership Conference

To support Attack Theatre's production of *This Ain't the Nutcracker: The Fitting Room* at the Hazlett Theater in December 2004
Howard Heinz Endowment
 \$8,500

The Pittsburgh Camerata

To support *Fair House of Joy* concerts in October and November 2005
Howard Heinz Endowment
 \$7,560

Pittsburgh Film-Makers, Inc.

To support the project *The Majesty of Man: Clyde Hare's Pittsburgh*
Howard Heinz Endowment
 \$13,750

Pittsburgh Film-Makers, Inc.

To support the film *Lift* by Hugues Dalton and Jeff Garton
Howard Heinz Endowment
 \$13,750

Pittsburgh Playback Theatre

For support of actor training with visiting artists in 2004–05
Howard Heinz Endowment
 \$6,000

Prime Stage

To support artistic elements of the production of *The Cay*, including specialized scenic design and sound effects, performed in April 2005
Howard Heinz Endowment
 \$7,500

Renaissance & Baroque Society

To support performances by *The English Concert* and *Lionheart* in October 2004 and February 2005
Howard Heinz Endowment
 \$13,750

Renaissance City Choirs

To support a Pittsburgh premiere, a guest artist, a recording and a professional development workshop in the Choirs' 20th anniversary season
Howard Heinz Endowment
 \$8,500

Squonk Opera

To support a self-produced, three-week developmental run of *Rodeo Smackdown* in September–October 2004
Howard Heinz Endowment
 \$11,000

The Trilateral Commission

To support a staged reading of *Saffronia* in March 2005
Howard Heinz Endowment
 \$5,000

Umoja African Arts Company

To support the presentation of *Kikombe Cha Umoja* in January 2005
Howard Heinz Endowment
 \$10,000

United Jewish Federation

To support the Pittsburgh Jewish Musical Festival's June 2005 concert titled *Sephardic Suites*
Howard Heinz Endowment
 \$12,000

United Jewish Federation

To support the Pittsburgh Jewish–Israeli Film Festival in March–April 2005
Howard Heinz Endowment
 \$12,000

University of Pittsburgh

To support the Music on the Edge Ensemble performing works by Pulitzer Prize–winning composer Paul Moravec and Argentinean composer Osvaldo Golijov in October 2004
Howard Heinz Endowment
 \$8,500

The Unseam'd Shakespeare Company

To support the production of *Othello* in June 2005
Howard Heinz Endowment
 \$10,000

Xpressions Contemporary Dance Company

To support the *Peace/movement contemplations* performance in April 2005
Howard Heinz Endowment
 \$10,000

CHILDREN, YOUTH & FAMILIES

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

To develop a parent engagement program targeting African-American and low-income families in the Pittsburgh Public Schools
Vira I. Heinz Endowment
\$100,000

Action Against Crime and Violence Education Fund

To support the work of Fight Crime: Invest in Kids in Pennsylvania, an organization that educates the public on the benefit of a quality early care and education system
Howard Heinz Endowment
\$125,000

Allegheny County Department of Human Services

For a community-based approach to youth violence prevention in Allegheny County
Vira I. Heinz Endowment
\$100,000

Allegheny County Department of Human Services

To support expansion of after-school programs to Duquesne School District
Vira I. Heinz Endowment
\$75,000

American Association for the Advancement of Science

To develop and pilot public education materials that promote the science of having healthy babies
Vira I. Heinz Endowment
\$100,000

Beginning With Books

For the Read! 365 project
Howard Heinz Endowment
\$100,000

Boys & Girls Clubs of Western Pennsylvania

For a second round of support for the arts-based literacy program in Lawrenceville
Vira I. Heinz Endowment
\$60,000

Carnegie Hero Fund Commission

To support A Century of Heroes, an event to celebrate the Commission's centennial
Howard Heinz Endowment
\$5,000

Center for Science in the Public Interest

To support a planning process and advocacy campaign to address childhood obesity in Pennsylvania
Vira I. Heinz Endowment
\$80,000

Civil Society Institute, Inc.

To develop a \$10 million public-private funding initiative to expand high-quality pre-kindergarten programs throughout Pennsylvania
Howard Heinz Endowment
\$1,000,000

Community Human Services Corporation

For general operating support
Howard Heinz Endowment
\$10,000

Contact Pittsburgh

To support a youth depression and suicide prevention initiative
Howard Heinz Endowment
\$80,000

Council on Foundations

Dues for 2004
Howard Heinz Endowment
\$30,600

Council on Foundations

Dues for 2004
Vira I. Heinz Endowment
\$14,400

Council on Foundations

To support the Building Strong and Ethical Foundations: Doing It Right initiative
Vira I. Heinz Endowment
\$50,000

East End Cooperative Ministry

To support the organization's transition to a volunteer-based youth development and academic support program
Vira I. Heinz Endowment
\$100,000

Ebenezer Baptist Church of Pittsburgh

To support the disaster fund to rebuild the church
Vira I. Heinz Endowment
\$25,000

Family Communications, Inc.

For the Girls, Math & Science Partnership's community-wide engagement of girls through the CLICK! adventure game
Howard Heinz Endowment
\$100,000

Family Resources

For a second round of support to the public housing after-school literacy initiative
Howard Heinz Endowment
\$100,000

Forbes Regional Hospital

To support the relocation of Forbes Hospice to The Residence on Fifth
Vira I. Heinz Endowment
\$250,000

Grantmakers for Children, Youth & Families Inc.

For annual operating support
Howard Heinz Endowment
\$5,000

Greater Pittsburgh Community Food Bank

To support the Hunger Education Project and an after-school outreach initiative
Vira I. Heinz Endowment
\$50,000

Heritage Health Foundation, Inc.

To create a 4 Kids Endowment to continue program quality
Howard Heinz Endowment
\$400,000

Hosanna House, Inc.

To create an early learning endowment to continue program quality
Howard Heinz Endowment
\$400,000

Hosanna Industries, Inc.

To support the agency's \$2.8 million plan to assist southwestern Pennsylvania in flood recovery
Vira I. Heinz Endowment
\$100,000

Institute for Socio-Financial Studies

To evaluate the Children, Youth & Families' Program's financial literacy strategy
Vira I. Heinz Endowment
\$50,000

Jubilee Association, Inc.

For general operating support
Howard Heinz Endowment
\$10,000

Lancaster Osteopathic Health Supporting Organization

For a second round of support to the Heinz Challenge for Children in Lancaster County
Howard Heinz Endowment
\$450,000

Life'sWork of Western Pennsylvania

To fund a job coach to help train at-risk youth for jobs in the service and hospitality industries
Vira I. Heinz Endowment
\$50,000

Lydia's Place, Inc.

For support services for pregnant inmates at the Allegheny County jail
Howard Heinz Endowment
\$8,000

Magee-Womens Hospital

For a second round of support for the Girls on the Run healthy growth and development program
Howard Heinz Endowment
\$60,000

North Hills Community Outreach, Inc.

To support the agency's efforts in flood relief in the northern part of Allegheny County
Vira I. Heinz Endowment
\$100,000

One to One, The Mentoring Partnership of Southwestern PA

To support a faith-based mentoring initiative
Vira I. Heinz Endowment
\$80,000

Parental Stress Center, Inc.

To support the Dishing Out Science project
Howard Heinz Endowment
\$9,555

Pennsylvania Council on Economic Education

To support the Mon Valley financial literacy pilot
Howard Heinz Endowment
\$200,000

Pittsburgh Children's Museum

To help underwrite the cost of Healthy Smile Days for 2004
Howard Heinz Endowment
\$5,000

The Pittsburgh Foundation

For the Human Services Integration Fund's support of the HumanServices.net program
Howard Heinz Endowment
\$100,000

The Pittsburgh Foundation

For support of the Human Services Integration Fund to fund the search for a new Allegheny County Jail Warden
Howard Heinz Endowment
\$10,000

The Pittsburgh Foundation

To support the W. K. Plunkett Fund of The Pittsburgh Foundation
Howard Heinz Endowment
 \$3,500

Pittsburgh Mercy Foundation

To improve the system of health care for children in foster placement
Vira I. Heinz Endowment
 \$100,000

The Pittsburgh Project

To expand non-school hours academic support programs
Vira I. Heinz Endowment
 \$300,000

Policylink

To support a weak market regional equity research project
Howard Heinz Endowment
 \$35,000

The Program for Female Offenders, Inc.

To launch a financial literacy initiative for women returning from incarceration
Vira I. Heinz Endowment
 \$60,000

Robert Morris University

To support a middle school financial literacy program targeted to African-American youth
Howard Heinz Endowment
 \$80,000

Sarah Heinz House Association

For annual operating support
Howard Heinz Endowment
 \$1,100,000

Sarah Heinz House Association

To support the capital campaign to create a LEED-certified physical environment that supports the overarching social mission of Sarah Heinz House
Vira I. Heinz Endowment
 \$500,000

Temple University

To support a public education financial literacy/public education campaign targeted to western Pennsylvania students
Vira I. Heinz Endowment
 \$50,000

Tides Center—**Western Pennsylvania**

For operating support and expansion of arts programming for the YouthPlaces Initiative
Howard Heinz Endowment
 \$300,000

Tides Center—**Western Pennsylvania**

To support the 2005 National Summer Senior Games—Senior Olympics
Howard Heinz Endowment
 \$25,000

United Cerebral Palsy of Pittsburgh

For a second round of support for the Family Support Project to demonstrate that focused support to families can keep children with significant disabilities included in all aspects of community
Howard Heinz Endowment
 \$160,000

United Way of Allegheny County

For the direct benefit of various homeless shelters
Vira I. Heinz Endowment
 \$10,000

United Way of Allegheny County

For general operating support
Howard Heinz Endowment
 \$8,000

United Way of Allegheny County

For annual operating support of youth-serving agencies through the United Way's Impact Fund and to connect United Way's provider and service data with Allegheny County's HumanServices.net online resource
Howard Heinz Endowment
 \$700,000

United Way of Allegheny County

For the direct benefit of the Extra Mile Foundation
Vira I. Heinz Endowment
 \$5,000

United Way of Allegheny County

For the direct benefit of the Bishop's Education Fund
Vira I. Heinz Endowment
 \$5,000

United Way of Allegheny County

For general operating support
Howard Heinz Endowment
 \$5,000

United Way of Westmoreland County

To support a school readiness initiative in Westmoreland County
Howard Heinz Endowment
 \$100,000

University of Pittsburgh

To support Keystone Stars, a partnership with the state to improve the quality in early care and education programs
Howard Heinz Endowment
 \$375,000

University of Pittsburgh

For an evaluation cohort with the Forbes Fund and The Heinz Endowments
Howard Heinz Endowment
 \$10,000

University of Pittsburgh

To support the 11th Annual Family Support Conference on April 28, 2004
Howard Heinz Endowment
 \$2,000

University of Pittsburgh

For core support for the Office of Child Development
Howard Heinz Endowment
 \$500,000

University of Pittsburgh

To provide matching funds to the Office of Child Development for a U.S. Department of Health and Human Services grant that will target 10,000 preschoolers in Wilkinsburg, Braddock, McKees Rocks and the Hill District
Vira I. Heinz Endowment
 \$150,000

Urban League of Pittsburgh, Inc.

For the African-American leadership development program
Howard Heinz Endowment
 \$100,000

Wireless Neighborhoods

For the Pittsburgh LEARNS parent engagement initiative targeting parents in the East End and the Hill District
Howard Heinz Endowment
 \$150,000

Women's Center & Shelter of Greater Pittsburgh

For a second round of support for the expansion and final phase of the evaluation of the Hands & Words Are Not For Hurting Project
Vira I. Heinz Endowment
 \$60,000

YMCA of Greater Pittsburgh

To strengthen the YMCA's capacity to deliver high-quality non-school hours programming for adolescents
Vira I. Heinz Endowment
 \$100,000

YouthWorks

To provide year-round youth employment and training programming for the City of Pittsburgh/Allegheny County region
Howard Heinz Endowment
 \$300,000

YWCA of Greater Pittsburgh

To support the implementation of the Asset Development Initiative
Vira I. Heinz Endowment
 \$100,000

Zero to Three: National Center for Infants, Toddlers & Families

To support a national leadership development initiative to impact early childhood education and health policy
Howard Heinz Endowment
 \$150,000

ECONOMIC OPPORTUNITY**The African American Chamber Foundation of Western Pennsylvania**

To support a minority business mentoring program
Howard Heinz Endowment
 \$50,000

Allegheny Conference on Community Development

For the Agenda Development Fund and operating support
Howard Heinz Endowment
 \$225,000

Black Contractors Association

For operating support for a construction employees training project
Howard Heinz Endowment
 \$50,000

Butler County Community College Education Foundation

To support a regional community college recruiting and career counseling initiative
Howard Heinz Endowment
 \$300,000

Carnegie Mellon University

For program development at the Innovations Exchange Center
Howard Heinz Endowment
 \$200,000

Carnegie Mellon University

To help increase federal linkages and resources for regional and Carnegie Mellon University initiatives
Vira I. Heinz Endowment
 \$100,000

Carnegie Mellon University

To support a statewide review of research university technology transfer performance
Howard Heinz Endowment
 \$10,000

Carnegie Mellon University

For the Sustainable Computing Consortium and CyLab
Howard Heinz Endowment
 \$100,000

Catalyst Connection

To support a new product development initiative for small manufacturers
Vira I. Heinz Endowment
 \$250,000

Cleveland Foundation

To provide match funding to increase collaboration between Pittsburgh and Cleveland economic and workforce development initiatives
Vira I. Heinz Endowment
 \$35,000

Community College of Allegheny County Educational Foundation

For a minority student recruitment and retention initiative
Howard Heinz Endowment
 \$200,000

Community College of Allegheny County Educational Foundation

For a workforce and academic leadership development initiative
Vira I. Heinz Endowment
 \$100,000

Community College of Allegheny County Educational Foundation

To support CCAC's inauguration of a new president and related community events
Vira I. Heinz Endowment
 \$10,000

Community College of Beaver County Foundation

To help regional community colleges join a multi-state community college marketing research project
Howard Heinz Endowment
 \$26,000

Cornell University

To enable Cornell University's Institute for Community College Development to work with SWPA's five community colleges
Howard Heinz Endowment
 \$22,000

Coro Center for Civic Leadership

For a regional young adult public affairs leadership training program
Howard Heinz Endowment
 \$500,000

Corporation for**Owner–Operator Projects**

To provide matching funds for a rural business development initiative and incubator
Vira I. Heinz Endowment
 \$150,000

Duquesne University

To help create manufacturing jobs in low-income communities through the Community Manufacturing Initiative
Howard Heinz Endowment
 \$250,000

Duquesne University

To support the Career Literacy for African-American Youth (CLAAAY) initiative
Howard Heinz Endowment
 \$225,000

El Centro Hispano/Latino: The Hispanic Latino Center, Inc.

For a Hispanic community recruitment and workforce placement initiative
Howard Heinz Endowment
 \$250,000

Grantmakers for Effective Organizations

For efforts to advance the organizational effectiveness of grantmakers
Vira I. Heinz Endowment
 \$8,000

The Idea Foundry

For a multi-foundation software/cybersecurity economic development initiative
Vira I. Heinz Endowment
 \$300,000

Jewish Family & Children's Service of Pittsburgh

To support the Pittsburgh Regional Immigrant Assistance Center
Howard Heinz Endowment
 \$300,000

MIT Enterprise Forum of Pittsburgh

To support expanded participation by college students
Howard Heinz Endowment
 \$15,000

Mon Valley Education Consortium

For the Mon Valley career literacy initiative, The Future is Mine
Howard Heinz Endowment
 \$150,000

MPC Corporation

For a joint CMU/Pitt tech transfer prototype development initiative
Vira I. Heinz Endowment
 \$200,000

MPC Corporation

To support a pilot research and development center recruitment program
Vira I. Heinz Endowment
 \$50,000

New Century Careers

For operating support for a regional manufacturing workforce training initiative
Howard Heinz Endowment
 \$300,000

Oakland Planning & Development Corporation, Inc.

For the Hill District–Oakland health care workforce initiative
Howard Heinz Endowment
 \$150,000

Pennsylvania Economy League, Inc.

For support to improve the region's municipal government structures
Howard Heinz Endowment
 \$250,000

Pennsylvania Economy League, Inc.

To support the initial work to improve the region's governmental structures
Howard Heinz Endowment
 \$50,000

Pennsylvania Economy League, Inc.

For a joint foundation-sponsored evaluation of Pittsburgh Life Sciences Greenhouse
Vira I. Heinz Endowment
 \$50,000

Pennsylvania Low Income Housing Corporation

For support to help change public policy regarding disposition of vacant and abandoned property
Howard Heinz Endowment
 \$50,000

Pittsburgh Digital Greenhouse, Inc.

To support a merged job creation initiative in the IT and robotics sectors
Vira I. Heinz Endowment
 \$300,000

Pittsburgh Gateways

For regional startup support in the high-tech manufacturing sector
Howard Heinz Endowment
 \$250,000

Pittsburgh Life Sciences Greenhouse

To provide operating support for entrepreneurial and incubator programs
Howard Heinz Endowment
 \$850,000

Pittsburgh Life Sciences Greenhouse

To provide operating support for entrepreneurial and incubator programs
Vira I. Heinz Endowment
 \$400,000

Pittsburgh Partnership for Neighborhood Development

For operating support
Howard Heinz Endowment
 \$300,000

Pittsburgh Partnership for Neighborhood Development

To support the Vacant Property Intervention Phase II project
Howard Heinz Endowment
 \$45,000

Pittsburgh Regional Alliance

To support international business development activities
Vira I. Heinz Endowment
 \$50,000

Powerlink, Inc.

To support the growth of women-owned businesses
Howard Heinz Endowment
 \$50,000

Smart Futures, Inc.

To support a high school WorkKeys workplace skills testing initiative
Vira I. Heinz Endowment
 \$300,000

Soldiers & Sailors Memorial Hall and Museum Trust, Inc.

For the Soldiers & Sailors Memorial Day Salute
Howard Heinz Endowment
 \$2,000

Three Rivers Rowing Association

To support the 2004 Head of the Ohio event
Howard Heinz Endowment
 \$50,000

Three Rivers Workforce Investment Board

For the development of a ten-county Regional Workforce Consortium
Howard Heinz Endowment
 \$300,000

Three Rivers Workforce Investment Board

For a regional college internship development and recruitment program
Howard Heinz Endowment
 \$200,000

University of Pittsburgh

For support of entrepreneurial training at the Katz Graduate School of Business
Howard Heinz Endowment
 \$150,000

University of Pittsburgh

For a regional human capital public education program at the Institute of Politics
Howard Heinz Endowment
 \$100,000

University of Pittsburgh

To support the Office of Enterprise Development, Health Sciences
Vira I. Heinz Endowment
 \$200,000

University of Pittsburgh

To support the Drew Mathieson Entrepreneurship Fund
Vira I. Heinz Endowment
 \$150,000

World Affairs Council of Pittsburgh

To support an international diversity and community building initiative
Vira I. Heinz Endowment
 \$100,000

EDUCATION**3 Rivers Connect**

For support of K–12 computer-based learning programs and operating support
Vira I. Heinz Endowment
 \$300,000

3 Rivers Connect

For expansion of new data system
Howard Heinz Endowment
 \$250,000

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

For school building reuse initiative
Howard Heinz Endowment
 \$100,000

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

For support of a school leadership initiative
Vira I. Heinz Endowment
 \$500,000

Allegheny County Library Association

For business planning support of area libraries
Vira I. Heinz Endowment
 \$100,000

Allegheny Intermediate Unit

For the Pittsburgh pilot of Power4Kids, a national reading research project
Howard Heinz Endowment
 \$500,000

Allegheny Intermediate Unit

For support of the Reading Achievement Center
Vira I. Heinz Endowment
 \$400,000

Asset, Inc.

For support of a K–4 science education initiative
Vira I. Heinz Endowment
 \$300,000

Carnegie Mellon University

For a middle-grades robotics initiative
Howard Heinz Endowment
 \$100,000

Carnegie Mellon University

For redesign of cognitive tutor for math for elementary and middle-grades teachers
Howard Heinz Endowment
 \$120,000

Carnegie Mellon University

For general operating support
Vira I. Heinz Endowment
 \$4,000

The Communications Network

For institutional support of the Network's mission to promote communication in service to the field of philanthropy
Vira I. Heinz Endowment
 \$10,000

Community Human Services Corporation

For the Cyber Café community learning center
Howard Heinz Endowment
 \$30,000

Community Loan Fund of Southwestern Pennsylvania

For a working capital fund to develop and strengthen alternative schools
Howard Heinz Endowment
 \$500,000

Community Loan Fund of Southwestern Pennsylvania

For City Charter High School expansion
Vira I. Heinz Endowment
 \$200,000

Community Loan Fund of Southwestern Pennsylvania

For expansion of a Phase 4 alternative high school
Howard Heinz Endowment
 \$150,000

Duquesne University

For support of a civil rights forum to commemorate the 50th anniversary of *Brown vs. Board of Education*
Howard Heinz Endowment
 \$50,000

Duquesne University

For a training initiative to improve teachers' technology skills
Vira I. Heinz Endowment
 \$50,000

East Liberty Development, Inc.

For the pedestrian bridge project
Howard Heinz Endowment
 \$50,000

Extra Mile Education Foundation, Inc.

For program development
Howard Heinz Endowment
 \$15,000

Extra Mile Education Foundation, Inc.

For improving math/science teaching in Extra Mile elementary schools
Vira I. Heinz Endowment
 \$98,000

Extra Mile Education Foundation, Inc.

For general operating support
Howard Heinz Endowment
 \$25,000

Fund for the Advancement of Minorities Through Education

For minority student scholarships to attend Pittsburgh-area independent schools
Vira I. Heinz Endowment
 \$200,000

Grantmakers for Education

For program and operating support
Howard Heinz Endowment
 \$7,000

Grantmakers of Western Pennsylvania

Dues for 2004
Howard Heinz Endowment
 \$20,000

Grantmakers of Western Pennsylvania

To support pilot program phase of Impact Manager, a system for monitoring grant outcomes
Howard Heinz Endowment
 \$50,000

Greater Pittsburgh Literacy Council

For a family literacy program
Vira I. Heinz Endowment
 \$100,000

Manchester Craftsmen's Guild

For general operating support
Howard Heinz Endowment
 \$30,000

Manchester Craftsmen's Guild

For general operating support
Howard Heinz Endowment
 \$10,000

Manchester Craftsmen's Guild

For program and operating support
Howard Heinz Endowment
 \$150,000

Manchester Craftsmen's Guild

For general operating support
Vira I. Heinz Endowment
 \$1,000

Manchester Craftsmen's Guild

For general operating support
Howard Heinz Endowment
 \$5,000

The Minneapolis Foundation

Gift in memory of Emmett Carson, Sr.
Vira I. Heinz Endowment
 \$100.00

Mon Valley Education Consortium

For operating support
Vira I. Heinz Endowment
 \$150,000

Mon Valley Education Consortium

For Apangea Learning, an online math tutor initiative
Vira I. Heinz Endowment
\$150,000

National Board for Professional Teaching Standards

For teacher certification program in Pittsburgh Public Schools
Howard Heinz Endowment
\$103,000

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

To support a distinctive entrepreneurship program for inner-city youth in Pittsburgh
Vira I. Heinz Endowment
\$100,000

Negro Educational Emergency Drive

For the scholarship program
Howard Heinz Endowment
\$150,000

Negro Educational Emergency Drive

For scholarships
Vira I. Heinz Endowment
\$20,000

Pennsylvania Department of Education

For the Pennsylvania Educational Technology Expo
Vira I. Heinz Endowment
\$9,000

The Philanthropy Roundtable

For support of the Philanthropy Roundtable
Vira I. Heinz Endowment
\$5,000

Pittsburgh Board of Public Education

For improvement of math achievement in the early grades
Howard Heinz Endowment
\$150,000

The Pittsburgh Chess Club

For program support for the 2004–05 school year
Howard Heinz Endowment
\$15,000

Pittsburgh Life Sciences Greenhouse

For a regional life science economic development initiative
Howard Heinz Endowment
\$250,000

Reading Is Fundamental Pittsburgh

For an after-school early reading program
Howard Heinz Endowment
\$100,000

Robert Morris University

For the Center for Nonprofit Management technology training program
Howard Heinz Endowment
\$50,000

Saint Vincent College

For the design competition to construct the Fred M. Rogers Center
Vira I. Heinz Endowment
\$50,000

Saint Vincent College

For construction of the Fred M. Rogers Center
Vira I. Heinz Endowment
\$1,000,000

Schenley Heights Community Development Program

For the Hill District's learning cooperative
Vira I. Heinz Endowment
\$150,000

Sewickley Academy

For support of Summerbridge, a supplemental learning program for urban youth in the middle grades
Vira I. Heinz Endowment
\$50,000

Tech-Link Program of Pittsburgh

To support the Fall 2004 Robotic Camp
Howard Heinz Endowment
\$20,000

University of Maryland Foundation, Inc.

To distribute *American Journalism Review* and *Columbia Journalism Review* to journalism students at Penn State University, Temple University and the University of Pittsburgh
Vira I. Heinz Endowment
\$12,000

University of Pittsburgh

For support of the program in Latin American Archaeology
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For LRDC capacity-building projects in education
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of Faith Tech, a church-based technology training program
Vira I. Heinz Endowment
\$100,000

University of Pittsburgh

For support of a civil rights forum to commemorate the 50th anniversary of *Brown vs. Board of Education*
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of the field studies program in Latin American Archaeology
Howard Heinz Endowment
\$43,000

University of Pittsburgh

To support benchmarking activities at LRDC for grantmaking in early learning and principal leadership
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of the Heinz Memorial Chapel
Howard Heinz Endowment
\$150,000

University of Pittsburgh

For support to LRDC to improve the capability of grantees to monitor work quality and report on progress
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of the Heinz grants program in Latin American archaeology
Howard Heinz Endowment
\$93,000

University of Pittsburgh

To support the America Reads Challenge tutoring program
Howard Heinz Endowment
\$5,000

University of Pittsburgh Medical Center, Braddock

To support the Health for Life Summer Camp
Howard Heinz Endowment
\$30,000

Urban League of Pittsburgh, Inc.

To support DigiPin, a computer training program for high school students
Howard Heinz Endowment
\$11,000

U.S. Foundation for the Inspiration and Recognition of Science & Technology

For Pittsburgh's participation in regional robotics competition
Howard Heinz Endowment
\$200,000

Wireless Neighborhoods

For support of a high-speed nonprofit network
Howard Heinz Endowment
\$200,000

WQED Pittsburgh

For general operating support
Howard Heinz Endowment
\$2,500

Education

Travel Study Awards

Arcadia University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Bethany College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$10,000

Carnegie Mellon University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Chatham College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Duquesne University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Temple University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Thiel College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh

To support the Vira I. Heinz Travel/Study Program at the University of Pittsburgh
Vira I. Heinz Endowment
 \$40,000

University of Pittsburgh at Bradford

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh at Greensburg

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh at Johnstown

For the Vira I. Heinz Travel Study Award
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh at Titusville

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$5,000

Washington & Jefferson College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

Waynesburg College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

Wilberforce University

For the Vira I. Heinz Travel Study Award
Vira I. Heinz Endowment
 \$15,000

ENVIRONMENT**1000 Friends of Maryland**

For support of work in Pennsylvania on Maryland growth-induced sprawl
Vira I. Heinz Endowment
 \$50,000

10,000 Friends of Pennsylvania

For agenda development and startup of implementation activities related to Brookings Institution's Smart Growth report for Pennsylvania
Vira I. Heinz Endowment
 \$50,000

10,000 Friends of Pennsylvania

For coordination of the implementation strategy for a Brookings Institution report recommendations on sound land use and economic competitiveness
Howard Heinz Endowment
 \$225,000

10,000 Friends of Pennsylvania

For the Campaign to Renew Pennsylvania, to promote implementation of the recommendations in the Brookings Institution report, Back to Prosperity
Howard Heinz Endowment
 \$750,000

3 Rivers Wet Weather Program

For stormwater and wet weather flow management demonstration projects, education and outreach in Allegheny County
Vira I. Heinz Endowment
 \$275,000

Allegheny College

For operating support for the Center for Environmental and Economic Development
Vira I. Heinz Endowment
 \$90,000

Allegheny Conference on Community Development

For Oakland transportation and Junction Hollow land use planning
Vira I. Heinz Endowment
 \$150,000

Allegheny Conference on Community Development

For Oakland transportation planning
Howard Heinz Endowment
 \$100,000

Allegheny Land Trust

For study of the physical characteristics of hillside lands in the City of Pittsburgh, in support of the HillSides Advisory Committee
Howard Heinz Endowment
 \$50,000

Allegheny Land Trust

For capacity- and stewardship-building
Howard Heinz Endowment
 \$50,000

Allegheny Land Trust

For preacquisition costs for a priority parcel as part of the implementation of the Emerald Link project on Mount Washington
Howard Heinz Endowment
 \$20,000

The Athena Institute International

To create a benchmark for green buildings in Pittsburgh using Life Cycle Analysis
Vira I. Heinz Endowment
 \$10,000

Brookings Institution

For research and outreach support for an implementation strategy for Brookings report recommendations
Vira I. Heinz Endowment
 \$200,000

Carnegie Institute

For the sustainable facilities development initiative at Powdermill Nature Reserve
Vira I. Heinz Endowment
 \$100,000

Carnegie Library of Pittsburgh

Information for Action on Environmental Health—research and development for the creation of a cutting-edge, publicly accessible data system on toxins and human health
Vira I. Heinz Endowment
 \$50,000

Carnegie Library of Pittsburgh

For research and development of the Environmental Health Initiative Information System
Howard Heinz Endowment
 \$50,000

Carnegie Mellon University

Research on regional environmental health and expert consultation for The Heinz Endowments' environmental health strategy by Dr. Devra Lee Davis
Howard Heinz Endowment
 \$50,000

Carnegie Mellon University

To support the 2004 Cornerstones Symposium
Howard Heinz Endowment
 \$10,000

Carnegie Mellon University

Seed funding for research on engaging adolescents as agents of environmental change
Howard Heinz Endowment
 \$50,000

Carnegie Mellon University

For the planning process, to define the Urban Lab agenda for regionally focused education and campus-wide research initiatives and the role of the Urban Lab among partner organizations in increasing the quality of civic design in the community
Howard Heinz Endowment
 \$50,000

Children's Hospital of Pittsburgh Foundation

For the Environmental Health Planning: Preparing for the Future in a Green Building
Howard Heinz Endowment
 \$50,000

Citizens for Pennsylvania's Future

For support of the Environmental Communications Resource Center for Western Pennsylvania
Howard Heinz Endowment
 \$146,000

Clean Air Task Force

For midwest power plant and diesel pollution reduction in southwestern Pennsylvania
Howard Heinz Endowment
 \$350,000

Clean Water Fund

For the Allegheny County Air Toxics Project, air pollution monitoring and community education
Howard Heinz Endowment
 \$100,000

Community Foundation of Greater Johnstown

For the western Pennsylvania Green Business Initiative
Vira I. Heinz Endowment
 \$200,000

Community Foundation of Greater Johnstown

For education of citizens and elected officials regarding the impact of deer overpopulation on Pennsylvania's natural resources
Howard Heinz Endowment
 \$40,000

Community Foundation of Greater Johnstown

Early-stage funding for Next Generation Choices education of youth and families about environmental health
Howard Heinz Endowment
\$50,000

Community Foundation of Greater Johnstown

For the Western Pennsylvania Watershed Program
Howard Heinz Endowment
\$150,000

Conservation Consultants, Inc.

For support of the Green Neighborhood Initiative and public education on the environmental benefits of energy conservation
Howard Heinz Endowment
\$250,000

Consultative Group on Biological Diversity

For 2004–05 membership in this affinity group that provides opportunities for networking and sharing of information with national and regional foundation colleagues on issues and funding strategies related to the goals of the Environment Program
Vira I. Heinz Endowment
\$15,000

The Downtown Management Organization

To support the Downtown Circulation Assessment and Improvement Project
Vira I. Heinz Endowment
\$50,000

Earth Force, Inc.

For 2005 operating support of the Lake Erie–Allegheny Earth Force environmental education program
Howard Heinz Endowment
\$100,000

East End Neighborhood Forum

To support the Pittsburgh Transportation Equity Project
Howard Heinz Endowment
\$50,000

East End Neighborhood Forum

To support the Pittsburgh Transportation Equity Project
Howard Heinz Endowment
\$50,000

Ecologic Development Fund

For general operating support
Vira I. Heinz Endowment
\$10,000

Engineers' Society of Western Pennsylvania

For support of outreach activities on sewer and water issues in western Pennsylvania
Howard Heinz Endowment
\$40,000

Environmental Defense, Incorporated

For completion of the Conestoga River Nutrient Trading Pilot Project
Vira I. Heinz Endowment
\$50,000

Environmental Defense, Incorporated

To support public education on exposure to air pollution
Howard Heinz Endowment
\$50,000

The Foundation for California University of Pennsylvania

For the Partners for Fish & Wildlife Switchgrass for Bioenergy Program
Howard Heinz Endowment
\$50,000

The Foundation for California University of Pennsylvania

For support to maintain the Watershed Protection and Ecosystems Management Program
Howard Heinz Endowment
\$100,000

Friends of the Riverfront, Inc.

To support the 2004 membership development program
Howard Heinz Endowment
\$45,000

Funders' Network for Smart Growth and Livable Communities

For 2004–05 membership in this affinity group that provides opportunities for networking with foundation colleagues on issues related to the goals of the Environment Program, and for a specific project to organize a meeting of Pennsylvania funders on smart growth
Howard Heinz Endowment
\$25,000

The Glades Conservation Alliance, Inc.

To support the Slippery Rock and Connoquenessing Creek Corridor Preservation Demonstration Program
Howard Heinz Endowment
\$50,000

Green Building Alliance

For continued operating support for green building and sustainable site development
Howard Heinz Endowment
\$300,000

Green Building Alliance

For initial support of the *Greening of an Industrial City* project to communicate the story of western Pennsylvania's environmental transformation
Howard Heinz Endowment
\$50,000

Group Against Smog & Pollution

For general operating support and development of a regional pollution strategy
Howard Heinz Endowment
\$150,000

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

For general operating support
Vira I. Heinz Endowment
\$20,000

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

For general operating support
Vira I. Heinz Endowment
\$10,000

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

For continued funding of the State of the Nation's Ecosystems project
Vira I. Heinz Endowment
\$150,000

Healthy Home Resources

For funding for preventing lead poisoning, asthma and other indoor environmental health problems
Howard Heinz Endowment
\$350,000

Interfaith Works

For the Interfaith Power & Light project in Pittsburgh
Vira I. Heinz Endowment
\$50,000

Learning Disabilities of America

To support a regional conference on environmental health in spring 2005
Howard Heinz Endowment
\$47,000

Local Government Academy

For operating support and training of local elected officials on land use and environmental planning
Vira I. Heinz Endowment
\$100,000

Local Government Academy

To support the multi-municipal planning assistance program
Vira I. Heinz Endowment
\$130,000

Mount Washington Community Development Corporation

For support activities related to the Emerald Link project
Howard Heinz Endowment
\$22,000

Mountain Watershed Association

To support development of a strategic plan for the Coalition for Coalfield Justice
Howard Heinz Endowment
\$20,000

National Council of Jewish Women

For the *Race for the Cure: Investigating the Environmental Links to Breast Cancer*
Howard Heinz Endowment
\$20,000

The Natural Step

For management, organizational and marketing consulting services to increase professional competence and effectiveness of the Natural Step organization
Vira I. Heinz Endowment
\$250,000

PennEnvironment Research & Policy Center

To support the Energy Efficient Pennsylvania campaign
Vira I. Heinz Endowment
\$50,000

Pennsylvania Conservation Voters Education League

For capacity-building and operating support
Howard Heinz Endowment
\$50,000

Pennsylvania Environmental Council

On behalf of the Pennsylvania Alliance for Restoration and Conservation for education of the public about the need for funding support for farm and forest land conservation and other environmental purposes
Howard Heinz Endowment
\$50,000

2004 grants

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ARTS & CULTURE

African American Cultural Center of Greater Pittsburgh

To support the planning and implementation of a leadership convention surrounding diversity in the arts

Vira I. Heinz Endowment
\$20,000

African American Cultural Center of Greater Pittsburgh

To support program development for 2004–05

Howard Heinz Endowment
\$200,000

African American Cultural Center of Greater Pittsburgh

For the African American Cultural Center's capital campaign

Howard Heinz Endowment
\$4,000,000

Aliquippa Alliance for Unity & Development

To support after-school and summer arts programming from August 2004 through July 2005

Vira I. Heinz Endowment
\$37,500

Allegheny Conference on Community Development

To support the development of streetscape standards for Atwood Street and development of a bike route plan for Oakland

Vira I. Heinz Endowment
\$20,500

Allegheny Conference on Community Development

To support costs associated with the French & Indian War's 250th commemoration

Howard Heinz Endowment
\$50,000

Americans for the Arts

For the Americans for the Arts Monograph entitled *Public Art: An Essential Component of Creative Communities*

Howard Heinz Endowment
\$15,000

Associated Artists of Butler County

To support the part-time education coordinator, expanded enrollment and improvements to the after-school arts program from fall 2004 through summer 2005

Vira I. Heinz Endowment
\$10,000

Calliope House, Inc.

To support weekly after-school music lessons in guitar and harmonica at Career Connections Charter School in 2004

Vira I. Heinz Endowment
\$7,500

Calliope House, Inc.

For consultant fees to aid in the development of a business plan for education expansion and space acquisition

Vira I. Heinz Endowment
\$12,300

Carnegie Institute

For renovation, capital purchases and moving expenses related to the Three Rivers Arts Festival's relocation to 937 Liberty Avenue

Vira I. Heinz Endowment
\$28,000

Carnegie Institute

For the Arts Education Collaborative for 2005 and 2006

Howard Heinz Endowment
\$600,000

Carnegie Institute

For a Pittsburgh sculpture park

Howard Heinz Endowment
\$20,000

Carnegie Institute

To support the Liberty Lab performances

Vira I. Heinz Endowment
\$27,000

Carnegie Institute

For coordination of the acquisition program for public art for the Convention Center

Vira I. Heinz Endowment
\$7,500

Carnegie Institute

For a strategic plan for the Carnegie Museums

Vira I. Heinz Endowment
\$50,000

Carnegie Institute

For general operating support

Howard Heinz Endowment
\$8,000

Carnegie Institute

To fund the 2004 public art program of the Three Rivers Arts Festival

Vira I. Heinz Endowment
\$50,000

Carnegie Institute

To underwrite a portrait to memorialize Ellsworth Brown's presidency at the Carnegie Institute

Vira I. Heinz Endowment
\$5,000

Carnegie Institute

For general operating support

Vira I. Heinz Endowment
\$3,000

Carnegie Mellon University

For the exhibition *Groundworks—Environmental Collaboration in Contemporary Art* at the Miller Gallery from January 14 to March 15, 2005

Howard Heinz Endowment
\$50,000

Cave Canem

To support the 2004 Cave Canem Workshop/Retreat at the Greensburg campus of the University of Pittsburgh

Vira I. Heinz Endowment
\$10,000

Chatham Baroque Inc.

To support artistic expenses and related marketing and administrative costs for the 2004–05 and 2005–06 Pittsburgh concert seasons

Howard Heinz Endowment
\$50,000

City Lore

For support of the Andy Warhol film project

Vira I. Heinz Endowment
\$100,000

City Theatre Company Inc.

To support the development of a branding campaign for City Theatre

Vira I. Heinz Endowment
\$50,000

City Theatre Company Inc.

For three-year operating support (2005–07)

Howard Heinz Endowment
\$235,000

Committee to Protect Journalists

To support the journalist assistance program

Vira I. Heinz Endowment
\$20,000

Community Design Center of Pittsburgh

To support research, documentation, administration and educational activities for the Civic Design Coalition

Howard Heinz Endowment
\$5,000

Construction Junction, Inc.

To support the 2004 SALVO Festival of the Arts on October 2, 2004 at Construction Junction

Vira I. Heinz Endowment
\$10,000

Creative Nonfiction Foundation

To support 412: The Pittsburgh Creative Nonfiction Literary Festival, held in November 2004

Vira I. Heinz Endowment
\$5,000

The Downtown

Management Organization

For support of the Strawberry Way Enhancement Initiative, Phase Two

Howard Heinz Endowment
\$75,000

The Downtown**Management Organization**

To support predevelopment costs associated with downtown development

Howard Heinz Endowment

\$50,000

The Downtown**Management Organization**

For operating support for 2004 and 2005

Vira I. Heinz Endowment

\$50,000

East Liberty Presbyterian Church

To support programming and technical assistance efforts at Hope Academy for Music and the Arts from 2004–05 to 2006–07

Howard Heinz Endowment

\$105,000

Gateway to the Arts

To support a New Residencies Conference in partnership with Meet the Composer in Pittsburgh in June 2004

Vira I. Heinz Endowment

\$16,400

Gateway to the Arts

To support a fund raising feasibility study and for interim operating support

Vira I. Heinz Endowment

\$26,000

Greater Pittsburgh Arts Alliance, Inc.

To hire a consultant to explore the feasibility of a strategic alliance with ProArts

Vira I. Heinz Endowment

\$26,000

Historical Society of Western Pennsylvania

For three-year operating support (2005–07)

Howard Heinz Endowment

\$215,267

Historical Society of Western Pennsylvania

To support the grand opening of the new Smithsonian wing and Western Pennsylvania Sports Museum

Howard Heinz Endowment

\$7,500

Historical Society of Western Pennsylvania

For general operating support

Vira I. Heinz Endowment

\$3,000

Imani Christian Academy

To support the Men With a Vision summer and after-school arts program from June 2004 through May 2005

Vira I. Heinz Endowment

\$10,000

Local Initiatives Support Corporation

For the Eastside II project

Howard Heinz Endowment

\$250,000

Mattress Factory

For three-year operating support (2005–07)

Vira I. Heinz Endowment

\$203,000

Mid Atlantic Arts Foundation

For the Pennsylvania Performing Arts on Tour program

Vira I. Heinz Endowment

\$340,000

Mon Valley Media

For artist Curtis Reaves to document several Creative Heights projects between fall 2004 and December 2005

Vira I. Heinz Endowment

\$10,000

Multicultural Arts Initiative

For the Multicultural Arts Initiative for 2005

Howard Heinz Endowment

\$500,000

National Park Foundation

To begin the Flight 93 Memorial competition process

Vira I. Heinz Endowment

\$50,000

National Park Foundation

For the Flight 93 Memorial competition and implementation

Vira I. Heinz Endowment

\$500,000

Nego Gato, Inc.

To support a six-month residency with the Brazil-based Agnaldo Soares beginning in March 2005

Howard Heinz Endowment

\$20,000

New England Foundation for the Arts

For support of the Creative Economy Initiative

Vira I. Heinz Endowment

\$25,000

Northside Leadership Conference

To support design development for the Allegheny Commons Pilot Enhancement Project and \$5,000 for staffing for restoration

Vira I. Heinz Endowment

\$25,000

Pittsburgh Arts and Lectures, Inc.

To support six events in the American Shorts Reading Series from March through August 2004

Vira I. Heinz Endowment

\$10,000

Pittsburgh Ballet Theatre, Inc.

For three-year operating support (2005–07)

Vira I. Heinz Endowment

\$568,218

Pittsburgh Ballet Theatre, Inc.

For support to engage an executive search firm to retain a new managing director

Vira I. Heinz Endowment

\$35,000

Pittsburgh Ballet Theatre, Inc.

For a performance at the Joyce Theater

Vira I. Heinz Endowment

\$50,000

Pittsburgh Center for the Arts

Major sponsor table for Pittsburgh Center for the Arts' Cultural Awards Celebration 2004

Howard Heinz Endowment

\$2,500

Pittsburgh Chamber Music Society

For planning and presentation of a Bartok Festival in 2005

Vira I. Heinz Endowment

\$50,000

Pittsburgh Children's Museum

For additional consulting services for the New Hazlett Theater project

Vira I. Heinz Endowment

\$15,000

Pittsburgh Children's Museum

For three-year operating support (2005–07)

Vira I. Heinz Endowment

\$200,000

Pittsburgh Community Broadcasting Corporation

For the capital campaign to construct a new broadcast facility

Vira I. Heinz Endowment

\$500,000

Pittsburgh Cultural Trust

For support of the Performing Arts Exchange in Pittsburgh in October 2004

Vira I. Heinz Endowment

\$20,000

Pittsburgh Cultural Trust

For general operating support

Vira I. Heinz Endowment

\$10,000

Pittsburgh Cultural Trust

For general operating support

Howard Heinz Endowment

\$2,500

Pittsburgh Cultural Trust

For 2005 operating support

Howard Heinz Endowment

\$850,000

Pittsburgh Cultural Trust

To support the Pittsburgh Cultural Trust's annual special event on October 2, 2004

Howard Heinz Endowment

\$7,500

Pittsburgh Cultural Trust

For First Night 2005

Howard Heinz Endowment

\$15,000

Pittsburgh Cultural Trust

For general operating support

Vira I. Heinz Endowment

\$5,000

Pittsburgh Dance Alloy

To support a part-time Development Consultant position

Vira I. Heinz Endowment

\$15,000

Pittsburgh Film-Makers, Inc.

To complete a documentary film about photographer Duane Michals

Vira I. Heinz Endowment

\$50,000

Pittsburgh Film-Makers, Inc.

To study the feasibility of the creation of a media corridor and to provide for an option on a media corridor building

Vira I. Heinz Endowment

\$30,000

Pittsburgh Glass Center Inc.

For funding to develop a strategic plan for achieving financial stability

Vira I. Heinz Endowment

\$20,500

Pittsburgh Musical Theater

To support fourteen student matinee performances in the 2004–05 season

Vira I. Heinz Endowment
\$25,000

Pittsburgh New Music Ensemble

To support the 2004 season
Howard Heinz Endowment
\$50,000

Pittsburgh Opera Inc.

For three-year operating support (2005–07)
Howard Heinz Endowment
\$550,000

Pittsburgh Opera Theater, Inc.

To support the 2004–05 season
Vira I. Heinz Endowment
\$30,000

Pittsburgh Public Theater Corporation

In support of the New Play Fund
Vira I. Heinz Endowment
\$55,000

Pittsburgh Public Theater Corporation

For general operating support
Vira I. Heinz Endowment
\$2,000

Pittsburgh Symphony Society

Pianist Table for *The Music of Fred Rogers* Gala Celebration
Howard Heinz Endowment
\$10,000

Pittsburgh Symphony Society

For general operating support
Howard Heinz Endowment
\$14,000

Pittsburgh Symphony Society

For three-year operating support (2005–07)
Howard Heinz Endowment
\$575,000

Pittsburgh Youth Symphony Orchestra Association Inc.

To support the orchestra's two-week European tour in June 2005
Vira I. Heinz Endowment
\$50,000

Point Park University

For the construction of a new building housing dance studios and a converted performance space
Vira I. Heinz Endowment
\$1,000,000

Port Authority of Allegheny County

For the Gateway Station project
Howard Heinz Endowment
\$1,000,000

ProArts

To support the Greater Pittsburgh Artists Opportunity Fund
Vira I. Heinz Endowment
\$50,000

ProArts

To hire a consultant to explore the feasibility of a strategic alliance with the Greater Pittsburgh Arts Alliance
Vira I. Heinz Endowment
\$26,000

ProArts

To support a special event honoring the new chair of the Pennsylvania Council on the Arts
Vira I. Heinz Endowment
\$1,500

ProArts

For the merger with the Greater Pittsburgh Arts Alliance
Vira I. Heinz Endowment
\$180,000

ProArts

For staffing and planning costs associated with the merger with the Greater Pittsburgh Arts Alliance
Vira I. Heinz Endowment
\$50,000

Quantum Theatre

To support the 2004–05 and 2005–06 seasons
Howard Heinz Endowment
\$75,000

River City Brass Band, Inc.

For three-year operating support (2005–07)
Howard Heinz Endowment
\$125,664

Riverlife Task Force

For Point State Park planning Stage II and associated staff assistance
Howard Heinz Endowment
\$200,000

Riverlife Task Force

For planning costs relating to public art in Three Rivers Park
Vira I. Heinz Endowment
\$61,000

Storyswap, Inc.

To support storytelling workshops and performances in collaboration with up to twenty area libraries and 200 middle school youth during summer 2004
Vira I. Heinz Endowment
\$14,200

The Thomas Merton Center

For support of the video documentary *Jonny Gammage: Enough is ENOUGH*
Vira I. Heinz Endowment
\$20,000

Tickets for Kids Foundation

For 2004 operating support
Vira I. Heinz Endowment
\$10,000

University of Pittsburgh

To support the creation of the Turkish Nationality Room
Vira I. Heinz Endowment
\$10,000

University of Pittsburgh

To support the African American Arts Project in the 2004–05 and 2005–06 academic years
Howard Heinz Endowment
\$85,000

University of Pittsburgh

For a symposium on world culture on the occasion of the Carnegie International exhibition
Vira I. Heinz Endowment
\$50,000

University of Pittsburgh

For the Music Department Series in Heinz Chapel and special support for the Bach and Baroque series
Vira I. Heinz Endowment
\$17,000

Uptown Community Action Group

To support the public artwork by James Simon on the Forbes Avenue site
Vira I. Heinz Endowment
\$10,000

Virginia Center for the Creative Arts

To support southwestern Pennsylvania visiting artists applying to the VCCA between January 2005 and May 2006
Vira I. Heinz Endowment
\$40,000

WQED Pittsburgh

For *On Q* for 2005
Howard Heinz Endowment
\$300,000

WQED Pittsburgh

For general operating support
Vira I. Heinz Endowment
\$2,000

Arts & Culture**Arts Experience Initiative****Carnegie Institute**

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Carnegie Institute

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

City Theatre Company Inc.

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Pittsburgh Ballet Theatre, Inc.

To support the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Pittsburgh Symphony Society

For support of the Arts Experience Initiative
Howard Heinz Endowment
\$50,000

Arts & Culture**Creative Heights****Carnegie Institute**

For a 2004–05 residency with artist Steve O'Hearn
Vira I. Heinz Endowment
\$38,000

Pittsburgh Opera Inc.

To support a collaborative project with artist Phat Man Dee
Vira I. Heinz Endowment
\$7,000

Pittsburgh Opera Theater, Inc.

For a residency with composer Matthew Rosenblum
Vira I. Heinz Endowment
\$40,000

Pittsburgh Youth Symphony Orchestra Association Inc.

For a production grant for a residency with composer David Stock
Vira I. Heinz Endowment
\$40,000

Point Park University

For a residency with artists Rick Kemp and Heath Lambert
Vira I. Heinz Endowment
\$40,000

Quantum Theatre

For a residency with composer Jackie Dempsey
Vira I. Heinz Endowment
 \$6,000

Arts & Culture**Small Arts Initiative****Artists and Cities, Inc.**

To support Pittsburgh Dance Connection's presentation of *Rewind* in March 2005
Howard Heinz Endowment
 \$3,500

Artists Image Resource

For the 2005 Resident Artist program
Howard Heinz Endowment
 \$12,000

Associated Artists of Pittsburgh

To support the Challenge exhibitions, February–April 2005
Howard Heinz Endowment
 \$5,000

Autumn House Press

For the 2005 Master Poets Series and readings by local poets
Howard Heinz Endowment
 \$10,000

Bodiography Contemporary Ballet Co.

To support a new work by guest choreographer Johan Renvall, presented in April 2005
Howard Heinz Endowment
 \$8,500

Bricolage

To support the production of *Holler* by David Turkel in August 2004
Howard Heinz Endowment
 \$10,000

Bulgarian–Macedonian National Educational and Cultural Center, Inc.

For a series of workshops with guest artists from April 2005 through May 2006 to further the artistic development of the Bulgarian Folk Ensemble
Howard Heinz Endowment
 \$12,000

Gemini Theater Company

To support artist stipends in the 2005–06 Children's Theater season
Howard Heinz Endowment
 \$12,000

Guitar Society of Fine Art

To support artist fees associated with the Pittsburgh Live Music & Chamber Orchestra project from September 2004 through April 2005
Howard Heinz Endowment
 \$13,500

The Jewish Theatre of Pittsburgh

To support the production of *Lebensraum* in March 2005
Howard Heinz Endowment
 \$8,000

Junction Dance Theatre

For support of the *Mission* concert held in October and November 2004
Howard Heinz Endowment
 \$8,000

Laboratory Company Dance, Inc.

To support Labco's work with guest choreographers, culminating in a November 2004 performance
Howard Heinz Endowment
 \$11,000

Laboratory Company Dance, Inc.

To support the production of *Mimoun* by Andre Koslowski and Doug Levine from June 30 to July 3, 2005
Howard Heinz Endowment
 \$10,000

Lesbian and Gay Film Festival of Pittsburgh, Inc.

To support guest filmmakers and speakers at the 19th Annual Pittsburgh International Lesbian and Gay Film Festival in October 2004
Howard Heinz Endowment
 \$5,250

Mattress Factory

To support a Cuban film series, coordinated by Bill Judson, from October 2004 through April 2005
Howard Heinz Endowment
 \$6,000

New Horizon Theater, Inc.

To support New Horizon's May–June 2005 production
Howard Heinz Endowment
 \$12,000

North Pittsburgh Civic Symphony

To support the hiring of two professional string chairs and to engage an associate conductor for the 2004–05 season
Howard Heinz Endowment
 \$4,000

Northside Leadership Conference

To support Attack Theatre's production of *This Ain't the Nutcracker: The Fitting Room* at the Hazlett Theater in December 2004
Howard Heinz Endowment
 \$8,500

The Pittsburgh Camerata

To support *Fair House of Joy* concerts in October and November 2005
Howard Heinz Endowment
 \$7,560

Pittsburgh Film-Makers, Inc.

To support the project *The Majesty of Man: Clyde Hare's Pittsburgh*
Howard Heinz Endowment
 \$13,750

Pittsburgh Film-Makers, Inc.

To support the film *Lift* by Hugues Dalton and Jeff Garton
Howard Heinz Endowment
 \$13,750

Pittsburgh Playback Theatre

For support of actor training with visiting artists in 2004–05
Howard Heinz Endowment
 \$6,000

Prime Stage

To support artistic elements of the production of *The Cay*, including specialized scenic design and sound effects, performed in April 2005
Howard Heinz Endowment
 \$7,500

Renaissance & Baroque Society

To support performances by *The English Concert* and *Lionheart* in October 2004 and February 2005
Howard Heinz Endowment
 \$13,750

Renaissance City Choirs

To support a Pittsburgh premiere, a guest artist, a recording and a professional development workshop in the Choirs' 20th anniversary season
Howard Heinz Endowment
 \$8,500

Squonk Opera

To support a self-produced, three-week developmental run of *Rodeo Smackdown* in September–October 2004
Howard Heinz Endowment
 \$11,000

The Trilateral Commission

To support a staged reading of *Saffronia* in March 2005
Howard Heinz Endowment
 \$5,000

Umoja African Arts Company

To support the presentation of *Kikombe Cha Umoja* in January 2005
Howard Heinz Endowment
 \$10,000

United Jewish Federation

To support the Pittsburgh Jewish Musical Festival's June 2005 concert titled *Sephardic Suites*
Howard Heinz Endowment
 \$12,000

United Jewish Federation

To support the Pittsburgh Jewish–Israeli Film Festival in March–April 2005
Howard Heinz Endowment
 \$12,000

University of Pittsburgh

To support the Music on the Edge Ensemble performing works by Pulitzer Prize–winning composer Paul Moravec and Argentinean composer Osvaldo Golijov in October 2004
Howard Heinz Endowment
 \$8,500

The Unseam'd Shakespeare Company

To support the production of *Othello* in June 2005
Howard Heinz Endowment
 \$10,000

Xpressions Contemporary Dance Company

To support the *Peace/movement contemplations* performance in April 2005
Howard Heinz Endowment
 \$10,000

CHILDREN, YOUTH & FAMILIES

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

To develop a parent engagement program targeting African-American and low-income families in the Pittsburgh Public Schools
Vira I. Heinz Endowment
\$100,000

Action Against Crime and Violence Education Fund

To support the work of Fight Crime: Invest in Kids in Pennsylvania, an organization that educates the public on the benefit of a quality early care and education system
Howard Heinz Endowment
\$125,000

Allegheny County Department of Human Services

For a community-based approach to youth violence prevention in Allegheny County
Vira I. Heinz Endowment
\$100,000

Allegheny County Department of Human Services

To support expansion of after-school programs to Duquesne School District
Vira I. Heinz Endowment
\$75,000

American Association for the Advancement of Science

To develop and pilot public education materials that promote the science of having healthy babies
Vira I. Heinz Endowment
\$100,000

Beginning With Books

For the Read! 365 project
Howard Heinz Endowment
\$100,000

Boys & Girls Clubs of Western Pennsylvania

For a second round of support for the arts-based literacy program in Lawrenceville
Vira I. Heinz Endowment
\$60,000

Carnegie Hero Fund Commission

To support A Century of Heroes, an event to celebrate the Commission's centennial
Howard Heinz Endowment
\$5,000

Center for Science in the Public Interest

To support a planning process and advocacy campaign to address childhood obesity in Pennsylvania
Vira I. Heinz Endowment
\$80,000

Civil Society Institute, Inc.

To develop a \$10 million public-private funding initiative to expand high-quality pre-kindergarten programs throughout Pennsylvania
Howard Heinz Endowment
\$1,000,000

Community Human Services Corporation

For general operating support
Howard Heinz Endowment
\$10,000

Contact Pittsburgh

To support a youth depression and suicide prevention initiative
Howard Heinz Endowment
\$80,000

Council on Foundations

Dues for 2004
Howard Heinz Endowment
\$30,600

Council on Foundations

Dues for 2004
Vira I. Heinz Endowment
\$14,400

Council on Foundations

To support the Building Strong and Ethical Foundations: Doing It Right initiative
Vira I. Heinz Endowment
\$50,000

East End Cooperative Ministry

To support the organization's transition to a volunteer-based youth development and academic support program
Vira I. Heinz Endowment
\$100,000

Ebenezer Baptist Church of Pittsburgh

To support the disaster fund to rebuild the church
Vira I. Heinz Endowment
\$25,000

Family Communications, Inc.

For the Girls, Math & Science Partnership's community-wide engagement of girls through the CLICK! adventure game
Howard Heinz Endowment
\$100,000

Family Resources

For a second round of support to the public housing after-school literacy initiative
Howard Heinz Endowment
\$100,000

Forbes Regional Hospital

To support the relocation of Forbes Hospice to The Residence on Fifth
Vira I. Heinz Endowment
\$250,000

Grantmakers for Children, Youth & Families Inc.

For annual operating support
Howard Heinz Endowment
\$5,000

Greater Pittsburgh Community Food Bank

To support the Hunger Education Project and an after-school outreach initiative
Vira I. Heinz Endowment
\$50,000

Heritage Health Foundation, Inc.

To create a 4 Kids Endowment to continue program quality
Howard Heinz Endowment
\$400,000

Hosanna House, Inc.

To create an early learning endowment to continue program quality
Howard Heinz Endowment
\$400,000

Hosanna Industries, Inc.

To support the agency's \$2.8 million plan to assist southwestern Pennsylvania in flood recovery
Vira I. Heinz Endowment
\$100,000

Institute for Socio-Financial Studies

To evaluate the Children, Youth & Families' Program's financial literacy strategy
Vira I. Heinz Endowment
\$50,000

Jubilee Association, Inc.

For general operating support
Howard Heinz Endowment
\$10,000

Lancaster Osteopathic Health Supporting Organization

For a second round of support to the Heinz Challenge for Children in Lancaster County
Howard Heinz Endowment
\$450,000

Life'sWork of Western Pennsylvania

To fund a job coach to help train at-risk youth for jobs in the service and hospitality industries
Vira I. Heinz Endowment
\$50,000

Lydia's Place, Inc.

For support services for pregnant inmates at the Allegheny County jail
Howard Heinz Endowment
\$8,000

Magee-Womens Hospital

For a second round of support for the Girls on the Run healthy growth and development program
Howard Heinz Endowment
\$60,000

North Hills Community Outreach, Inc.

To support the agency's efforts in flood relief in the northern part of Allegheny County
Vira I. Heinz Endowment
\$100,000

One to One, The Mentoring Partnership of Southwestern PA

To support a faith-based mentoring initiative
Vira I. Heinz Endowment
\$80,000

Parental Stress Center, Inc.

To support the Dishing Out Science project
Howard Heinz Endowment
\$9,555

Pennsylvania Council on Economic Education

To support the Mon Valley financial literacy pilot
Howard Heinz Endowment
\$200,000

Pittsburgh Children's Museum

To help underwrite the cost of Healthy Smile Days for 2004
Howard Heinz Endowment
\$5,000

The Pittsburgh Foundation

For the Human Services Integration Fund's support of the HumanServices.net program
Howard Heinz Endowment
\$100,000

The Pittsburgh Foundation

For support of the Human Services Integration Fund to fund the search for a new Allegheny County Jail Warden
Howard Heinz Endowment
\$10,000

The Pittsburgh Foundation

To support the W. K. Plunkett Fund of The Pittsburgh Foundation
Howard Heinz Endowment
 \$3,500

Pittsburgh Mercy Foundation

To improve the system of health care for children in foster placement
Vira I. Heinz Endowment
 \$100,000

The Pittsburgh Project

To expand non-school hours academic support programs
Vira I. Heinz Endowment
 \$300,000

Policylink

To support a weak market regional equity research project
Howard Heinz Endowment
 \$35,000

The Program for Female Offenders, Inc.

To launch a financial literacy initiative for women returning from incarceration
Vira I. Heinz Endowment
 \$60,000

Robert Morris University

To support a middle school financial literacy program targeted to African-American youth
Howard Heinz Endowment
 \$80,000

Sarah Heinz House Association

For annual operating support
Howard Heinz Endowment
 \$1,100,000

Sarah Heinz House Association

To support the capital campaign to create a LEED-certified physical environment that supports the overarching social mission of Sarah Heinz House
Vira I. Heinz Endowment
 \$500,000

Temple University

To support a public education financial literacy/public education campaign targeted to western Pennsylvania students
Vira I. Heinz Endowment
 \$50,000

Tides Center—**Western Pennsylvania**

For operating support and expansion of arts programming for the YouthPlaces Initiative
Howard Heinz Endowment
 \$300,000

Tides Center—**Western Pennsylvania**

To support the 2005 National Summer Senior Games—Senior Olympics
Howard Heinz Endowment
 \$25,000

United Cerebral Palsy of Pittsburgh

For a second round of support for the Family Support Project to demonstrate that focused support to families can keep children with significant disabilities included in all aspects of community
Howard Heinz Endowment
 \$160,000

United Way of Allegheny County

For the direct benefit of various homeless shelters
Vira I. Heinz Endowment
 \$10,000

United Way of Allegheny County

For general operating support
Howard Heinz Endowment
 \$8,000

United Way of Allegheny County

For annual operating support of youth-serving agencies through the United Way's Impact Fund and to connect United Way's provider and service data with Allegheny County's HumanServices.net online resource
Howard Heinz Endowment
 \$700,000

United Way of Allegheny County

For the direct benefit of the Extra Mile Foundation
Vira I. Heinz Endowment
 \$5,000

United Way of Allegheny County

For the direct benefit of the Bishop's Education Fund
Vira I. Heinz Endowment
 \$5,000

United Way of Allegheny County

For general operating support
Howard Heinz Endowment
 \$5,000

United Way of Westmoreland County

To support a school readiness initiative in Westmoreland County
Howard Heinz Endowment
 \$100,000

University of Pittsburgh

To support Keystone Stars, a partnership with the state to improve the quality in early care and education programs
Howard Heinz Endowment
 \$375,000

University of Pittsburgh

For an evaluation cohort with the Forbes Fund and The Heinz Endowments
Howard Heinz Endowment
 \$10,000

University of Pittsburgh

To support the 11th Annual Family Support Conference on April 28, 2004
Howard Heinz Endowment
 \$2,000

University of Pittsburgh

For core support for the Office of Child Development
Howard Heinz Endowment
 \$500,000

University of Pittsburgh

To provide matching funds to the Office of Child Development for a U.S. Department of Health and Human Services grant that will target 10,000 preschoolers in Wilkinsburg, Braddock, McKees Rocks and the Hill District
Vira I. Heinz Endowment
 \$150,000

Urban League of Pittsburgh, Inc.

For the African-American leadership development program
Howard Heinz Endowment
 \$100,000

Wireless Neighborhoods

For the Pittsburgh LEARNS parent engagement initiative targeting parents in the East End and the Hill District
Howard Heinz Endowment
 \$150,000

Women's Center & Shelter of Greater Pittsburgh

For a second round of support for the expansion and final phase of the evaluation of the Hands & Words Are Not For Hurting Project
Vira I. Heinz Endowment
 \$60,000

YMCA of Greater Pittsburgh

To strengthen the YMCA's capacity to deliver high-quality non-school hours programming for adolescents
Vira I. Heinz Endowment
 \$100,000

YouthWorks

To provide year-round youth employment and training programming for the City of Pittsburgh/Allegheny County region
Howard Heinz Endowment
 \$300,000

YWCA of Greater Pittsburgh

To support the implementation of the Asset Development Initiative
Vira I. Heinz Endowment
 \$100,000

Zero to Three: National Center for Infants, Toddlers & Families

To support a national leadership development initiative to impact early childhood education and health policy
Howard Heinz Endowment
 \$150,000

ECONOMIC OPPORTUNITY**The African American Chamber Foundation of Western Pennsylvania**

To support a minority business mentoring program
Howard Heinz Endowment
 \$50,000

Allegheny Conference on Community Development

For the Agenda Development Fund and operating support
Howard Heinz Endowment
 \$225,000

Black Contractors Association

For operating support for a construction employees training project
Howard Heinz Endowment
 \$50,000

Butler County Community College Education Foundation

To support a regional community college recruiting and career counseling initiative
Howard Heinz Endowment
 \$300,000

Carnegie Mellon University

For program development at the Innovations Exchange Center
Howard Heinz Endowment
 \$200,000

Carnegie Mellon University

To help increase federal linkages and resources for regional and Carnegie Mellon University initiatives
Vira I. Heinz Endowment
 \$100,000

Carnegie Mellon University

To support a statewide review of research university technology transfer performance
Howard Heinz Endowment
 \$10,000

Carnegie Mellon University

For the Sustainable Computing Consortium and CyLab
Howard Heinz Endowment
 \$100,000

Catalyst Connection

To support a new product development initiative for small manufacturers
Vira I. Heinz Endowment
 \$250,000

Cleveland Foundation

To provide match funding to increase collaboration between Pittsburgh and Cleveland economic and workforce development initiatives
Vira I. Heinz Endowment
 \$35,000

Community College of Allegheny County Educational Foundation

For a minority student recruitment and retention initiative
Howard Heinz Endowment
 \$200,000

Community College of Allegheny County Educational Foundation

For a workforce and academic leadership development initiative
Vira I. Heinz Endowment
 \$100,000

Community College of Allegheny County Educational Foundation

To support CCAC's inauguration of a new president and related community events
Vira I. Heinz Endowment
 \$10,000

Community College of Beaver County Foundation

To help regional community colleges join a multi-state community college marketing research project
Howard Heinz Endowment
 \$26,000

Cornell University

To enable Cornell University's Institute for Community College Development to work with SWPA's five community colleges
Howard Heinz Endowment
 \$22,000

Coro Center for Civic Leadership

For a regional young adult public affairs leadership training program
Howard Heinz Endowment
 \$500,000

Corporation for**Owner–Operator Projects**

To provide matching funds for a rural business development initiative and incubator
Vira I. Heinz Endowment
 \$150,000

Duquesne University

To help create manufacturing jobs in low-income communities through the Community Manufacturing Initiative
Howard Heinz Endowment
 \$250,000

Duquesne University

To support the Career Literacy for African-American Youth (CLAAAY) initiative
Howard Heinz Endowment
 \$225,000

El Centro Hispano/Latino: The Hispanic Latino Center, Inc.

For a Hispanic community recruitment and workforce placement initiative
Howard Heinz Endowment
 \$250,000

Grantmakers for Effective Organizations

For efforts to advance the organizational effectiveness of grantmakers
Vira I. Heinz Endowment
 \$8,000

The Idea Foundry

For a multi-foundation software/cybersecurity economic development initiative
Vira I. Heinz Endowment
 \$300,000

Jewish Family & Children's Service of Pittsburgh

To support the Pittsburgh Regional Immigrant Assistance Center
Howard Heinz Endowment
 \$300,000

MIT Enterprise Forum of Pittsburgh

To support expanded participation by college students
Howard Heinz Endowment
 \$15,000

Mon Valley Education Consortium

For the Mon Valley career literacy initiative, The Future is Mine
Howard Heinz Endowment
 \$150,000

MPC Corporation

For a joint CMU/Pitt tech transfer prototype development initiative
Vira I. Heinz Endowment
 \$200,000

MPC Corporation

To support a pilot research and development center recruitment program
Vira I. Heinz Endowment
 \$50,000

New Century Careers

For operating support for a regional manufacturing workforce training initiative
Howard Heinz Endowment
 \$300,000

Oakland Planning & Development Corporation, Inc.

For the Hill District–Oakland health care workforce initiative
Howard Heinz Endowment
 \$150,000

Pennsylvania Economy League, Inc.

For support to improve the region's municipal government structures
Howard Heinz Endowment
 \$250,000

Pennsylvania Economy League, Inc.

To support the initial work to improve the region's governmental structures
Howard Heinz Endowment
 \$50,000

Pennsylvania Economy League, Inc.

For a joint foundation-sponsored evaluation of Pittsburgh Life Sciences Greenhouse
Vira I. Heinz Endowment
 \$50,000

Pennsylvania Low Income Housing Corporation

For support to help change public policy regarding disposition of vacant and abandoned property
Howard Heinz Endowment
 \$50,000

Pittsburgh Digital Greenhouse, Inc.

To support a merged job creation initiative in the IT and robotics sectors
Vira I. Heinz Endowment
 \$300,000

Pittsburgh Gateways

For regional startup support in the high-tech manufacturing sector
Howard Heinz Endowment
 \$250,000

Pittsburgh Life Sciences Greenhouse

To provide operating support for entrepreneurial and incubator programs
Howard Heinz Endowment
 \$850,000

Pittsburgh Life Sciences Greenhouse

To provide operating support for entrepreneurial and incubator programs
Vira I. Heinz Endowment
 \$400,000

Pittsburgh Partnership for Neighborhood Development

For operating support
Howard Heinz Endowment
 \$300,000

Pittsburgh Partnership for Neighborhood Development

To support the Vacant Property Intervention Phase II project
Howard Heinz Endowment
 \$45,000

Pittsburgh Regional Alliance

To support international business development activities
Vira I. Heinz Endowment
 \$50,000

Powerlink, Inc.

To support the growth of women-owned businesses
Howard Heinz Endowment
 \$50,000

Smart Futures, Inc.

To support a high school WorkKeys workplace skills testing initiative
Vira I. Heinz Endowment
 \$300,000

Soldiers & Sailors Memorial Hall and Museum Trust, Inc.

For the Soldiers & Sailors Memorial Day Salute
Howard Heinz Endowment
 \$2,000

Three Rivers Rowing Association

To support the 2004 Head of the Ohio event
Howard Heinz Endowment
 \$50,000

Three Rivers Workforce Investment Board

For the development of a ten-county Regional Workforce Consortium
Howard Heinz Endowment
 \$300,000

Three Rivers Workforce Investment Board

For a regional college internship development and recruitment program
Howard Heinz Endowment
 \$200,000

University of Pittsburgh

For support of entrepreneurial training at the Katz Graduate School of Business
Howard Heinz Endowment
 \$150,000

University of Pittsburgh

For a regional human capital public education program at the Institute of Politics
Howard Heinz Endowment
 \$100,000

University of Pittsburgh

To support the Office of Enterprise Development, Health Sciences
Vira I. Heinz Endowment
 \$200,000

University of Pittsburgh

To support the Drew Mathieson Entrepreneurship Fund
Vira I. Heinz Endowment
 \$150,000

World Affairs Council of Pittsburgh

To support an international diversity and community building initiative
Vira I. Heinz Endowment
 \$100,000

EDUCATION**3 Rivers Connect**

For support of K–12 computer-based learning programs and operating support
Vira I. Heinz Endowment
 \$300,000

3 Rivers Connect

For expansion of new data system
Howard Heinz Endowment
 \$250,000

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

For school building reuse initiative
Howard Heinz Endowment
 \$100,000

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

For support of a school leadership initiative
Vira I. Heinz Endowment
 \$500,000

Allegheny County Library Association

For business planning support of area libraries
Vira I. Heinz Endowment
 \$100,000

Allegheny Intermediate Unit

For the Pittsburgh pilot of Power4Kids, a national reading research project
Howard Heinz Endowment
 \$500,000

Allegheny Intermediate Unit

For support of the Reading Achievement Center
Vira I. Heinz Endowment
 \$400,000

Asset, Inc.

For support of a K–4 science education initiative
Vira I. Heinz Endowment
 \$300,000

Carnegie Mellon University

For a middle-grades robotics initiative
Howard Heinz Endowment
 \$100,000

Carnegie Mellon University

For redesign of cognitive tutor for math for elementary and middle-grades teachers
Howard Heinz Endowment
 \$120,000

Carnegie Mellon University

For general operating support
Vira I. Heinz Endowment
 \$4,000

The Communications Network

For institutional support of the Network's mission to promote communication in service to the field of philanthropy
Vira I. Heinz Endowment
 \$10,000

Community Human Services Corporation

For the Cyber Café community learning center
Howard Heinz Endowment
 \$30,000

Community Loan Fund of Southwestern Pennsylvania

For a working capital fund to develop and strengthen alternative schools
Howard Heinz Endowment
 \$500,000

Community Loan Fund of Southwestern Pennsylvania

For City Charter High School expansion
Vira I. Heinz Endowment
 \$200,000

Community Loan Fund of Southwestern Pennsylvania

For expansion of a Phase 4 alternative high school
Howard Heinz Endowment
 \$150,000

Duquesne University

For support of a civil rights forum to commemorate the 50th anniversary of *Brown vs. Board of Education*
Howard Heinz Endowment
 \$50,000

Duquesne University

For a training initiative to improve teachers' technology skills
Vira I. Heinz Endowment
 \$50,000

East Liberty Development, Inc.

For the pedestrian bridge project
Howard Heinz Endowment
 \$50,000

Extra Mile Education Foundation, Inc.

For program development
Howard Heinz Endowment
 \$15,000

Extra Mile Education Foundation, Inc.

For improving math /science teaching in Extra Mile elementary schools
Vira I. Heinz Endowment
 \$98,000

Extra Mile Education Foundation, Inc.

For general operating support
Howard Heinz Endowment
 \$25,000

Fund for the Advancement of Minorities Through Education

For minority student scholarships to attend Pittsburgh-area independent schools
Vira I. Heinz Endowment
 \$200,000

Grantmakers for Education

For program and operating support
Howard Heinz Endowment
 \$7,000

Grantmakers of Western Pennsylvania

Dues for 2004
Howard Heinz Endowment
 \$20,000

Grantmakers of Western Pennsylvania

To support pilot program phase of Impact Manager, a system for monitoring grant outcomes
Howard Heinz Endowment
 \$50,000

Greater Pittsburgh Literacy Council

For a family literacy program
Vira I. Heinz Endowment
 \$100,000

Manchester Craftsmen's Guild

For general operating support
Howard Heinz Endowment
 \$30,000

Manchester Craftsmen's Guild

For general operating support
Howard Heinz Endowment
 \$10,000

Manchester Craftsmen's Guild

For program and operating support
Howard Heinz Endowment
 \$150,000

Manchester Craftsmen's Guild

For general operating support
Vira I. Heinz Endowment
 \$1,000

Manchester Craftsmen's Guild

For general operating support
Howard Heinz Endowment
 \$5,000

The Minneapolis Foundation

Gift in memory of Emmett Carson, Sr.
Vira I. Heinz Endowment
 \$100.00

Mon Valley Education Consortium

For operating support
Vira I. Heinz Endowment
 \$150,000

Mon Valley Education Consortium

For Apangea Learning, an online math tutor initiative
Vira I. Heinz Endowment
\$150,000

National Board for Professional Teaching Standards

For teacher certification program in Pittsburgh Public Schools
Howard Heinz Endowment
\$103,000

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

To support a distinctive entrepreneurship program for inner-city youth in Pittsburgh
Vira I. Heinz Endowment
\$100,000

Negro Educational Emergency Drive

For the scholarship program
Howard Heinz Endowment
\$150,000

Negro Educational Emergency Drive

For scholarships
Vira I. Heinz Endowment
\$20,000

Pennsylvania Department of Education

For the Pennsylvania Educational Technology Expo
Vira I. Heinz Endowment
\$9,000

The Philanthropy Roundtable

For support of the Philanthropy Roundtable
Vira I. Heinz Endowment
\$5,000

Pittsburgh Board of Public Education

For improvement of math achievement in the early grades
Howard Heinz Endowment
\$150,000

The Pittsburgh Chess Club

For program support for the 2004–05 school year
Howard Heinz Endowment
\$15,000

Pittsburgh Life Sciences Greenhouse

For a regional life science economic development initiative
Howard Heinz Endowment
\$250,000

Reading Is Fundamental Pittsburgh

For an after-school early reading program
Howard Heinz Endowment
\$100,000

Robert Morris University

For the Center for Nonprofit Management technology training program
Howard Heinz Endowment
\$50,000

Saint Vincent College

For the design competition to construct the Fred M. Rogers Center
Vira I. Heinz Endowment
\$50,000

Saint Vincent College

For construction of the Fred M. Rogers Center
Vira I. Heinz Endowment
\$1,000,000

Schenley Heights Community Development Program

For the Hill District's learning cooperative
Vira I. Heinz Endowment
\$150,000

Sewickley Academy

For support of Summerbridge, a supplemental learning program for urban youth in the middle grades
Vira I. Heinz Endowment
\$50,000

Tech-Link Program of Pittsburgh

To support the Fall 2004 Robotic Camp
Howard Heinz Endowment
\$20,000

University of Maryland Foundation, Inc.

To distribute *American Journalism Review* and *Columbia Journalism Review* to journalism students at Penn State University, Temple University and the University of Pittsburgh
Vira I. Heinz Endowment
\$12,000

University of Pittsburgh

For support of the program in Latin American Archaeology
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For LRDC capacity-building projects in education
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of Faith Tech, a church-based technology training program
Vira I. Heinz Endowment
\$100,000

University of Pittsburgh

For support of a civil rights forum to commemorate the 50th anniversary of *Brown vs. Board of Education*
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of the field studies program in Latin American Archaeology
Howard Heinz Endowment
\$43,000

University of Pittsburgh

To support benchmarking activities at LRDC for grantmaking in early learning and principal leadership
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of the Heinz Memorial Chapel
Howard Heinz Endowment
\$150,000

University of Pittsburgh

For support to LRDC to improve the capability of grantees to monitor work quality and report on progress
Howard Heinz Endowment
\$50,000

University of Pittsburgh

For support of the Heinz grants program in Latin American archaeology
Howard Heinz Endowment
\$93,000

University of Pittsburgh

To support the America Reads Challenge tutoring program
Howard Heinz Endowment
\$5,000

University of Pittsburgh Medical Center, Braddock

To support the Health for Life Summer Camp
Howard Heinz Endowment
\$30,000

Urban League of Pittsburgh, Inc.

To support DigiPin, a computer training program for high school students
Howard Heinz Endowment
\$11,000

U.S. Foundation for the Inspiration and Recognition of Science & Technology

For Pittsburgh's participation in regional robotics competition
Howard Heinz Endowment
\$200,000

Wireless Neighborhoods

For support of a high-speed nonprofit network
Howard Heinz Endowment
\$200,000

WQED Pittsburgh

For general operating support
Howard Heinz Endowment
\$2,500

Education

Travel Study Awards

Arcadia University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Bethany College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$10,000

Carnegie Mellon University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Chatham College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Duquesne University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Temple University

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
\$15,000

Thiel College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh

To support the Vira I. Heinz Travel/Study Program at the University of Pittsburgh
Vira I. Heinz Endowment
 \$40,000

University of Pittsburgh at Bradford

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh at Greensburg

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh at Johnstown

For the Vira I. Heinz Travel Study Award
Vira I. Heinz Endowment
 \$15,000

University of Pittsburgh at Titusville

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$5,000

Washington & Jefferson College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

Waynesburg College

For the Vira I. Heinz Travel Study Awards
Vira I. Heinz Endowment
 \$15,000

Wilberforce University

For the Vira I. Heinz Travel Study Award
Vira I. Heinz Endowment
 \$15,000

ENVIRONMENT**1000 Friends of Maryland**

For support of work in Pennsylvania on Maryland growth-induced sprawl
Vira I. Heinz Endowment
 \$50,000

10,000 Friends of Pennsylvania

For agenda development and startup of implementation activities related to Brookings Institution's Smart Growth report for Pennsylvania
Vira I. Heinz Endowment
 \$50,000

10,000 Friends of Pennsylvania

For coordination of the implementation strategy for a Brookings Institution report recommendations on sound land use and economic competitiveness
Howard Heinz Endowment
 \$225,000

10,000 Friends of Pennsylvania

For the Campaign to Renew Pennsylvania, to promote implementation of the recommendations in the Brookings Institution report, Back to Prosperity
Howard Heinz Endowment
 \$750,000

3 Rivers Wet Weather Program

For stormwater and wet weather flow management demonstration projects, education and outreach in Allegheny County
Vira I. Heinz Endowment
 \$275,000

Allegheny College

For operating support for the Center for Environmental and Economic Development
Vira I. Heinz Endowment
 \$90,000

Allegheny Conference on Community Development

For Oakland transportation and Junction Hollow land use planning
Vira I. Heinz Endowment
 \$150,000

Allegheny Conference on Community Development

For Oakland transportation planning
Howard Heinz Endowment
 \$100,000

Allegheny Land Trust

For study of the physical characteristics of hillside lands in the City of Pittsburgh, in support of the HillSides Advisory Committee
Howard Heinz Endowment
 \$50,000

Allegheny Land Trust

For capacity- and stewardship-building
Howard Heinz Endowment
 \$50,000

Allegheny Land Trust

For preacquisition costs for a priority parcel as part of the implementation of the Emerald Link project on Mount Washington
Howard Heinz Endowment
 \$20,000

The Athena Institute International

To create a benchmark for green buildings in Pittsburgh using Life Cycle Analysis
Vira I. Heinz Endowment
 \$10,000

Brookings Institution

For research and outreach support for an implementation strategy for Brookings report recommendations
Vira I. Heinz Endowment
 \$200,000

Carnegie Institute

For the sustainable facilities development initiative at Powdermill Nature Reserve
Vira I. Heinz Endowment
 \$100,000

Carnegie Library of Pittsburgh

Information for Action on Environmental Health—research and development for the creation of a cutting-edge, publicly accessible data system on toxins and human health
Vira I. Heinz Endowment
 \$50,000

Carnegie Library of Pittsburgh

For research and development of the Environmental Health Initiative Information System
Howard Heinz Endowment
 \$50,000

Carnegie Mellon University

Research on regional environmental health and expert consultation for The Heinz Endowments' environmental health strategy by Dr. Devra Lee Davis
Howard Heinz Endowment
 \$50,000

Carnegie Mellon University

To support the 2004 Cornerstones Symposium
Howard Heinz Endowment
 \$10,000

Carnegie Mellon University

Seed funding for research on engaging adolescents as agents of environmental change
Howard Heinz Endowment
 \$50,000

Carnegie Mellon University

For the planning process, to define the Urban Lab agenda for regionally focused education and campus-wide research initiatives and the role of the Urban Lab among partner organizations in increasing the quality of civic design in the community
Howard Heinz Endowment
 \$50,000

Children's Hospital of Pittsburgh Foundation

For the Environmental Health Planning: Preparing for the Future in a Green Building
Howard Heinz Endowment
 \$50,000

Citizens for Pennsylvania's Future

For support of the Environmental Communications Resource Center for Western Pennsylvania
Howard Heinz Endowment
 \$146,000

Clean Air Task Force

For midwest power plant and diesel pollution reduction in southwestern Pennsylvania
Howard Heinz Endowment
 \$350,000

Clean Water Fund

For the Allegheny County Air Toxics Project, air pollution monitoring and community education
Howard Heinz Endowment
 \$100,000

Community Foundation of Greater Johnstown

For the western Pennsylvania Green Business Initiative
Vira I. Heinz Endowment
 \$200,000

Community Foundation of Greater Johnstown

For education of citizens and elected officials regarding the impact of deer overpopulation on Pennsylvania's natural resources
Howard Heinz Endowment
 \$40,000

Community Foundation of Greater Johnstown

Early-stage funding for Next Generation Choices education of youth and families about environmental health
Howard Heinz Endowment
\$50,000

Community Foundation of Greater Johnstown

For the Western Pennsylvania Watershed Program
Howard Heinz Endowment
\$150,000

Conservation Consultants, Inc.

For support of the Green Neighborhood Initiative and public education on the environmental benefits of energy conservation
Howard Heinz Endowment
\$250,000

Consultative Group on Biological Diversity

For 2004–05 membership in this affinity group that provides opportunities for networking and sharing of information with national and regional foundation colleagues on issues and funding strategies related to the goals of the Environment Program
Vira I. Heinz Endowment
\$15,000

The Downtown Management Organization

To support the Downtown Circulation Assessment and Improvement Project
Vira I. Heinz Endowment
\$50,000

Earth Force, Inc.

For 2005 operating support of the Lake Erie–Allegheny Earth Force environmental education program
Howard Heinz Endowment
\$100,000

East End Neighborhood Forum

To support the Pittsburgh Transportation Equity Project
Howard Heinz Endowment
\$50,000

East End Neighborhood Forum

To support the Pittsburgh Transportation Equity Project
Howard Heinz Endowment
\$50,000

Ecologic Development Fund

For general operating support
Vira I. Heinz Endowment
\$10,000

Engineers' Society of Western Pennsylvania

For support of outreach activities on sewer and water issues in western Pennsylvania
Howard Heinz Endowment
\$40,000

Environmental Defense, Incorporated

For completion of the Conestoga River Nutrient Trading Pilot Project
Vira I. Heinz Endowment
\$50,000

Environmental Defense, Incorporated

To support public education on exposure to air pollution
Howard Heinz Endowment
\$50,000

The Foundation for California University of Pennsylvania

For the Partners for Fish & Wildlife Switchgrass for Bioenergy Program
Howard Heinz Endowment
\$50,000

The Foundation for California University of Pennsylvania

For support to maintain the Watershed Protection and Ecosystems Management Program
Howard Heinz Endowment
\$100,000

Friends of the Riverfront, Inc.

To support the 2004 membership development program
Howard Heinz Endowment
\$45,000

Funders' Network for Smart Growth and Livable Communities

For 2004–05 membership in this affinity group that provides opportunities for networking with foundation colleagues on issues related to the goals of the Environment Program, and for a specific project to organize a meeting of Pennsylvania funders on smart growth
Howard Heinz Endowment
\$25,000

The Glades Conservation Alliance, Inc.

To support the Slippery Rock and Connoquenessing Creek Corridor Preservation Demonstration Program
Howard Heinz Endowment
\$50,000

Green Building Alliance

For continued operating support for green building and sustainable site development
Howard Heinz Endowment
\$300,000

Green Building Alliance

For initial support of the *Greening of an Industrial City* project to communicate the story of western Pennsylvania's environmental transformation
Howard Heinz Endowment
\$50,000

Group Against Smog & Pollution

For general operating support and development of a regional pollution strategy
Howard Heinz Endowment
\$150,000

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

For general operating support
Vira I. Heinz Endowment
\$20,000

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

For general operating support
Vira I. Heinz Endowment
\$10,000

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

For continued funding of the State of the Nation's Ecosystems project
Vira I. Heinz Endowment
\$150,000

Healthy Home Resources

For funding for preventing lead poisoning, asthma and other indoor environmental health problems
Howard Heinz Endowment
\$350,000

Interfaith Works

For the Interfaith Power & Light project in Pittsburgh
Vira I. Heinz Endowment
\$50,000

Learning Disabilities of America

To support a regional conference on environmental health in spring 2005
Howard Heinz Endowment
\$47,000

Local Government Academy

For operating support and training of local elected officials on land use and environmental planning
Vira I. Heinz Endowment
\$100,000

Local Government Academy

To support the multi-municipal planning assistance program
Vira I. Heinz Endowment
\$130,000

Mount Washington Community Development Corporation

For support activities related to the Emerald Link project
Howard Heinz Endowment
\$22,000

Mountain Watershed Association

To support development of a strategic plan for the Coalition for Coalfield Justice
Howard Heinz Endowment
\$20,000

National Council of Jewish Women

For the *Race for the Cure: Investigating the Environmental Links to Breast Cancer*
Howard Heinz Endowment
\$20,000

The Natural Step

For management, organizational and marketing consulting services to increase professional competence and effectiveness of the Natural Step organization
Vira I. Heinz Endowment
\$250,000

PennEnvironment Research & Policy Center

To support the Energy Efficient Pennsylvania campaign
Vira I. Heinz Endowment
\$50,000

Pennsylvania Conservation Voters Education League

For capacity-building and operating support
Howard Heinz Endowment
\$50,000

Pennsylvania Environmental Council

On behalf of the Pennsylvania Alliance for Restoration and Conservation for education of the public about the need for funding support for farm and forest land conservation and other environmental purposes
Howard Heinz Endowment
\$50,000

Pennsylvania Environmental Council

To support the Ohio Headwaters Initiative, including watershed protection and water-based recreation development
Vira I. Heinz Endowment
\$150,000

Pennsylvania Organization for Watersheds & Rivers

For support of the Keystone Watershed Monitoring Network project
Vira I. Heinz Endowment
\$50,000

Pennsylvania Resources Council, Inc.

For the household hazardous waste education and collection project
Vira I. Heinz Endowment
\$70,000

Pinchot Institute for Conservation

To support assessment of the feasibility of sustainable forestry certification of the Allegheny National Forest
Vira I. Heinz Endowment
\$48,400

Pittsburgh Community Broadcasting Corporation

For support of the *Allegheny Front* radio program
Howard Heinz Endowment
\$100,000

Pittsburgh Film-Makers, Inc.

To provide funding for the Donora, Pennsylvania oral history project
Vira I. Heinz Endowment
\$30,000

Pittsburgh Interfaith Impact Network

To support the Building Metropolitan Equity project
Howard Heinz Endowment
\$50,000

Pittsburgh Parks Conservancy

For completion of Schenley Plaza design, construction and bid documents
Howard Heinz Endowment
\$135,000

Pittsburgh Parks Conservancy

For program and operating support
Howard Heinz Endowment
\$100,000

Pittsburgh Voyager

To support the *Voyager's* purchase of a new vessel, and the financial stabilization campaign
Vira I. Heinz Endowment
\$1,000,000

Rachel Carson Homestead Association

Operating support and consultation fees for organizational development and growth
Howard Heinz Endowment
\$50,000

Rachel Carson Homestead Association

For community education on pesticides and health
Howard Heinz Endowment
\$100,000

Rainforest Alliance

For operating support for the Pennsylvania sustainable wood product market development project, January to June 2004
Vira I. Heinz Endowment
\$50,000

Rainforest Alliance

For support to develop and link market demand for green-building wood products in Pennsylvania and other regional and international markets with the Pennsylvania certified wood products supply
Vira I. Heinz Endowment
\$200,000

Rocky Mountain Institute

For general operating support
Vira I. Heinz Endowment
\$10,000

Silent Spring Institute

To fund phthalate testing for indoor air environment and human health for application in western Pennsylvania
Howard Heinz Endowment
\$50,000

Society of Environmental Journalists

In support of the 14th Annual SEJ Conference in Pittsburgh, fall 2004
Vira I. Heinz Endowment
\$50,000

Steel Industry Heritage Corporation

For concept development for the western Pennsylvania rivers museum and environmental park project
Howard Heinz Endowment
\$50,000

Steel Industry Heritage Corporation

To support a charrette to develop the concept of a rivers museum and environmental park in southwestern Pennsylvania
Howard Heinz Endowment
\$30,500

Surface Transportation Policy Project

For funding to continue efforts toward transportation reform in southwestern Pennsylvania
Vira I. Heinz Endowment
\$60,000

Tides Center—Western Pennsylvania

To support efforts to promote sustainable alternatives to site development on the former Dixmont State Hospital site in Allegheny County
Howard Heinz Endowment
\$25,000

Tides Center—Western Pennsylvania

To support completion of the Pennsylvania Biodiversity Conservation Plan
Howard Heinz Endowment
\$50,000

Tides Center—Western Pennsylvania

For Sustainable Pittsburgh operating support
Howard Heinz Endowment
\$150,000

Tri-State Citizens Mining Network, Inc.

For grass-roots education and outreach on underground mining issues
Howard Heinz Endowment
\$40,000

Trust for Conservation Innovation

To support expanding use of chemical management services into the pulp and paper industry in western Pennsylvania
Howard Heinz Endowment
\$50,000

The UPG Foundation

For operating support for the Smart Growth Partnership of Westmoreland County
Howard Heinz Endowment
\$50,000

U.S. Green Building Council

For affinity group dues, 2004
Howard Heinz Endowment
\$300.00

University of Pittsburgh

To support research and development for the creation of a center on regional environmental health
Vira I. Heinz Endowment
\$50,000

University of Pittsburgh

To support a multi-faceted program to track and improve the environmental health of the greater Pittsburgh region
Howard Heinz Endowment
\$200,000

University of Pittsburgh

To support research and education in green construction management
Howard Heinz Endowment
\$200,000

University of Pittsburgh

For the University of Pittsburgh Cancer Institute Environmental Health Initiative
Howard Heinz Endowment
\$50,000

Western Pennsylvania Conservancy

To support planning for the Mount Washington Emerald Link park and greenway project
Howard Heinz Endowment
\$150,000

WQED Pittsburgh

For a documentary on southwestern Pennsylvania land use issues based on the Brookings Institution report, Back to Prosperity
Howard Heinz Endowment
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history

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Founded more than four decades apart, the Howard Heinz Endowment and the Vira I. Heinz Endowment were both the products of a family commitment to community that began with H. J. Heinz and that continues to this day.



Howard Heinz (1877–1941)

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

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

Long before creating the endowment that would lead to large-scale philanthropy, Mr. Heinz was actively engaged in personal charitable and civic improvement efforts. 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 served as 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 key community institutions. 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. 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 the North Side that continues to thrive.

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

Vira I. Heinz (1888–1983)

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

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

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

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Administrative Secretary
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Connie M. Raymond, *Receptionist and Grants Assistant*

THE HEINZ ENDOWMENTS

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

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www.heinz.org

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