

Design & Implementation

The initiative will distribute approximately \$9 million dollars directly to Black-led cultural organizations, including to consultants and participants that aid in program design and implementation. Grants will be informed by a steering committee comprised of local, regional and national Black artists and arts leaders as well as representatives from the POISE Foundation and the Endowments. Final grant decisions will be made by The Heinz Endowments and the board of the POISE Foundation. Additional criteria will be developed in collaboration with the steering committee and made available for the public to review.

The initiative will consist of three primary grantmaking phases:

Phase 1: Initial Grants

Grants ranging from \$500,000 to \$1 million will immediately be provided to a select group of Pittsburgh's Cultural Treasures that have served as leaders and have demonstrated a commitment to Black people, arts and culture over a significant period time. These Black-led cultural anchors have made undeniable cultural contributions to the region and are recognized as authorities in the field by both philanthropy and by the communities with whom they work and represent.

Phase #2: Capacity-Building Support

Concurrent with the community conversations described above, the Endowments will work with its partner, the POISE Foundation, and CJAM Consulting to design the program and manage asset mapping. Pittsburgh-based civic and cultural leaders as well as national and local consultants will assist in building a major funding program focused on capacity-building and implemented over multiple years with various levels of investment. The program will target a Pittsburgh cohort of organizations, in line with

Ford Foundation criteria and Pittsburgh community input. Members of the selected cohort will receive significant multi-year support and will have access to a variety of capacity-building resources. All aspects of the program will be designed in collaboration with its participants to yield self-determined outcomes. Grant levels will be determined by the plans outlined by each participating organization.

Phase #3: Funding Forward – Special Opportunity Awards

Funds will be set aside to be responsive to what is learned and in order to meet unanticipated needs as the initiative progresses. In addition, we expect that special opportunities will arise during the next three to five years that may require additional investment. We are reserving funds that will be geared toward supporting these developments.

The Heinz Endowments' Creativity program is committed to learn from the insights produced by joining the Ford Foundation in its America's Cultural Treasures Regional Challenge Initiative. We are especially interested in understanding, as a result of this effort, how to better integrate equity into our giving. We also plan to share the findings of this work with other Pittsburgh philanthropies.