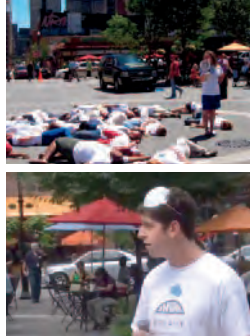


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Cue the Breathe Scene

The Endowments' youth philanthropy interns branched out into performance art this summer by conducting two "flash mobs" in Downtown Pittsburgh's Market Square to promote the Breathe Project air quality initiative. Similar to what has been done in previous years, eight teams of recent high school graduates were assigned to local non-profits where they researched a theme, evaluated project proposals and recommended grant awards totaling \$25,000 from each group. This year's theme was improving sustainability in the Pittsburgh region, and the student groups worked with Pittsburgh Filmmakers and the Saturday Light Brigade and Allegheny Front radio programs to produce short features about local sustainability issues. One team — Seth Diggs, Sami Rapp, Bennett Gould, Shavonte Parker and Tia Torres — joined the Endowments' communications intern Brett Murphy in devising ways



to encourage residents to help clean up the region's air. The group designed bumper stickers, handed out informational "tickets" to truck drivers who idled their vehicles, and choreographed two flash mobs in which about 20 students — and a few Endowments staff — pretended to cough, wheeze and pass out because of poor air quality while a narrator urged passers-by to take personal steps to reduce air pollution and to visit www.breatheproject.org for more information.

HAPPY 25TH BIRTHDAY, BENEDUM

The Pittsburgh Cultural Trust celebrated the 25th anniversary of the Benedum Center for the Performing Arts in September with a "birthday bash" that raised \$575,000 for the Trust. Headlining the event at the center was Megan Hilty, one of the stars of the Broadway musical "Wicked" and the NBC series "Smash." Among those participating in the festivities were Endowments

board members Carol Brown, the first president of the Trust, and Judy Davenport, who attended with her husband Ron. Built in 1928, the Benedum Center was originally called the Stanley Theatre. After a \$43 million restoration, which was supported by several local philanthropies, including the Endowments, the theater was reopened as the Benedum Center in 1987.

GREEN PIECE

The public art piece "Cloud Arbor," by artist Ned Kahn, is a signature attraction at the recently renovated and renamed Buhl Community Park at Allegheny Square. Located next to the Children's Museum of Pittsburgh, which spearheaded the transformation of the city-owned park, the formerly concrete space was known as Allegheny Square Park. It was redesigned by Andrea Cochran Landscape Architecture of San Francisco to include plants, grasses and trees, many native to Pittsburgh. Added was "Cloud Arbor," a collection of 64, 32-foot-high stainless steel poles, 24 of which have nozzles that emit water particles at high pressure to create fog around the poles. Named after the Buhl Foundation, a major contributor, the park also received funding from the Endowments; the Charity Randall, Grable and Claude Worthington Benedum foundations; the state of Pennsylvania; Diane and Guilford Glazer; and UPMC Health Plan.



Larry Rippel



One Young World

YOUNG WORLD VISION

Pittsburgh welcomed young leaders from around the globe in October for the One Young World Summit. Renowned leaders such as former President Bill Clinton joined about 1,200 delegates ages 18 to 30 from nearly 200 countries who participated in the four-day conference that looked at the roles young people can play in addressing global needs in areas such as health, education, business and sustainability. The Endowments was among several sponsors for the event, and supported the participation of 11 African American male delegates from Pittsburgh. As a requirement of the grants they received, the young men committed to produce local community projects based on information they gained from the summit.



GRANTEE AWARDS

WQED Multimedia, Pittsburgh's public broadcasting station and an Endowments grantee, has been awarded a Mid-Atlantic Emmy for its 30-minute documentary "Pitch Perfect" about the Afro-American Music Institute's Boys Choir, below, and the mentoring relationships the group fosters. The film was the first in a four-part series designed

to challenge negative media images of black males. The Endowments' African American Men and Boys Initiative awarded WQED \$150,000 to produce the series. "Pitch Perfect" won in the Education/Schools-Program Special category.

Big Brothers Big Sisters of Greater Pittsburgh, an Endowments grantee, was one of two agencies within the 355-affiliate Big Brothers Big Sisters of America to recently receive the Pinnacle Award in recognition of high-quality service to children while increasing revenue for two consecutive years. The Pittsburgh affiliate also was named Mid-Sized Agency of the Year to honor its operational and programmatic excellence.



BOARD AND STAFF HONORS Harvard University's John F. Kennedy School of Government has awarded Endowments Chairman Teresa Heinz, below, its Rachel Carson Advocacy Award. Mrs. Heinz was honored during a John F. Kennedy Jr. Forum titled "The Science and Policy of Environmental Toxics & Breast Cancer," a topic chosen in recognition of the 50th anniversary of the late environmentalist Rachel Carson's landmark book, "Silent Spring."

The Pittsburgh Association for the Education for Young Children and the Allegheny Family Support organization have honored Marge Petruska, senior director of the Endowments' Children, Youth & Families Program, with an award created in her name. The Margaret M. Petruska Transforming Communities Award will be given every other year at the PAEYC and Allegheny Family Support conference to individuals who reflect Petruska's commitment to improving the lives of children and their families and communities.



Tom Fitzsimmons

SIGNALS OF PROGRESS Business leader and philanthropist Henry L. Hillman, below, chairman of the Henry L. Hillman Foundation, was among the Pittsburgh dignitaries at a September news conference who praised a Carnegie Mellon University signalization pilot project that has yielded dramatic reductions in traffic congestion and harmful vehicle emissions. The Traffic21 Program at Carnegie Mellon's H. John Heinz III College developed groundbreaking technology that allows signals to communicate with one another and adapt to the traffic in real time, reducing congestion. The technology was used in traffic-clogged sections of the city's East Liberty neighborhood, resulting in a 40 percent drop in vehicle wait time, a nearly 26 percent reduction in travel time, and a 21 percent drop in vehicle emissions. Pittsburgh Mayor Luke Ravenstahl said he would like to see the signalization program expanded throughout the city. The Hillman Foundation supported creation of Traffic21,



Joshua Franzos

which received \$170,000 in grants from the Endowments through the Breathe Project air quality initiative.

HEINZ AWARDS Endowments Chairman Teresa Heinz and the Heinz Family Foundation, which Mrs. Heinz also chairs, honored winners of the 18th annual Heinz Awards in October. The individuals recognized for outstanding contributions in the five award categories were: Mason Bates, arts and humanities, the 2012-13 Composer of the Year for the Pittsburgh Symphony; Dr. Richard Jackson, environment, a UCLA public health professor and an advocate for smarter community design; Freeman Hrabowski III, human condition, president of the University of Maryland, Baltimore County, and a champion of diversity in science education; KC Golden, public policy, director of public policy for the Seattle-based Climate Solutions and architect of responsible climate policies; and Jay Keasling, technology, the economy and employment, a leading pioneer of synthetic biology through his positions as a professor at University of California, Berkeley; CEO of Joint BioEnergy Institute; and associate laboratory director of the Lawrence Berkeley National Laboratory. Each honoree received an unrestricted cash prize of \$250,000.

MODELING SUCCESS

The Endowments has awarded \$900,000 to Robert Morris University to help create the RMU Research Center on Black Male Educational Student Success. The university will raise \$900,000 to match the grant. The goal of the center will be to help improve educational and career achievement among young black men by creating a model for success through documentation of the characteristics of males who have educational and economic accomplishments. The center also will conduct studies to track the experiences of black men as they move through the educational system. Rex Crawley, assistant dean of the School of Communications and Information Systems, will chair the center, making this the first endowed chair and research center at Robert Morris. The center is an outgrowth of the Black Male Leadership Development Institute, which was founded by Crawley and the Urban League of Greater Pittsburgh and receives funding from the Endowments and the Buhl Foundation. The institute provides programs for youth ages 14-18 that include leadership training and interaction with role models.