



NEIGHBORHOOD **ALLIES**

Q3 2019

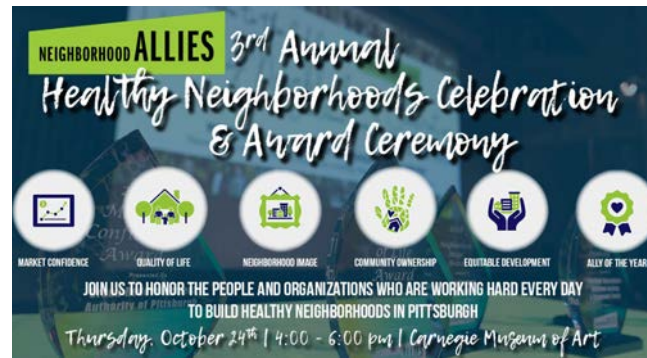
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## Community Spotlight

On behalf of the Neighborhood Allies staff, board and all of our allies who submitted nominations, we'd like to congratulate this year's awardees! These individuals and organizations will be honored at the 3rd Annual Healthy Neighborhoods Celebration in October! Get your tickets today! [Read more.](#)



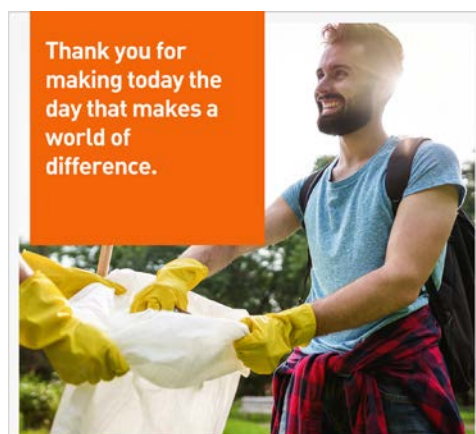
## Grantee Spotlight

With the support of a \$15,000 Catalytic Grant, Willissae's Agency for Vision and Empowerment (WAVES) implemented its homeownership workshops for individuals residing in Larimer. Not only did the homeownership training course improve Quality of Life for several residents in Larimer, it surpassed its anticipated results. Doubling the number of expected participants, 76 Larimer residents completed the 6-week long course! Out of the 76 workshop participants, 37 actively continued to participate in WAVES programming. [Read more.](#)



## Funder Spotlight

PNC is a long-time supporter of Neighborhood Allies, and has stepped up in a big way in 2019, supporting us in our work to create and implement bold multi-dimensional approaches to break the cycle of poverty, close the wealth gap and improve the overall quality of life of Pittsburgh residents with not only a \$50,000 grant in support of our Economic Opportunity for All Work, but also as the Presenting Sponsor of our 3rd Annual Healthy Neighborhoods Celebration! [Read more.](#)



PNC is proud to support Neighborhood Allies' 3rd Annual Healthy Neighborhoods Celebration. Thank you for making our Community a better place.



MARKET CONFIDENCE



QUALITY OF LIFE



NEIGHBORHOOD IMAGE



COMMUNITY OWNERSHIP



EQUITABLE DEVELOPMENT



ALLY OF THE YEAR



## Market Confidence | Shared Real Estate Talent At Work On the Ground in Millvale

The Millvale CDC (MCDC) has been working with Tom Hardy, one of our Shared Real Estate consultants, for the past two years. Together, they have been implementing a restructuring plan that focuses on selling assets to community serving uses, making significant progress in the community's redevelopment efforts. With the support of the Shared Real Estate Talent Program, MCDC was recently able to unlock \$500,000 in grant funding, positioning them to pursue the redevelopment of two highly visible properties along the business corridor. Later this fall, the MCDC will also be charting a new course with strategic visioning and development work in order to really launch strongly in 2020 as a viable organization that is again ready to take a leadership role in Millvale's redevelopment efforts. They are now on track and positioned to achieve the redevelopment vision set by residents for the neighborhood.



## Quality of Life | Pittsburgh Financial Empowerment Center Shows Significant Participation Thus Far. Looks Forward to Continued Success

Since opening its doors in March, the Pittsburgh Financial Empowerment Center (FEC) has helped residents from across the region start to build their savings, establish and improve their credit, reduce their debt, and connect to safe and affordable banking products. Within the first few months of service, the FEC has already positively impacted the lives of many.

Pittsburgh Financial Empowerment Center By the Numbers:

- 270 unique clients served
- 519 total sessions
- 249 follow-up sessions
- 51% (137 clients) have attended follow-up sessions to-date



### Neighborhood Image | The PGH Mobile Toolbox Continues to Make Impact During Its 3rd Season!

Thus far in its 3rd season, the PGH Mobile Toolbox has provided FREE tools and technical expertise at **32 workdays**, engaged with **11 communities**, coordinated **over 400 volunteers**, and helped create or improve **19 outdoor green spaces!** The toolbox has consistently provided the capacity, facilitation, and resources necessary for residents to take ownership over their community spaces and carry out wonderful community based projects. It has truly helped to pave the way for the repurposing of overgrown lots as spaces for community connection and greenery, as well as provide resources for the continued maintenance of these areas. In fact, many resident groups make multiple bookings per season to be able to maintain the green spaces.



### Equitable Development | Equitable Empowerment Fund Partnership with Urban Redevelopment Authority of Pittsburgh (URA)

The URA and Neighborhood Allies are partnering on the Equitable Empowerment Fund to provide technical resources to small scale, community-based developers to respond to the recently released Centre Avenue RFQ. With support from the URA, Neighborhood Allies and our Shared Real Estate Talent Team are providing technical assistance and professional support to respond to the Centre Avenue Development Opportunity. These resources are being offered through the URA's Equitable Empowerment Fund and are designated to organizations and businesses with annual revenue less than \$500,000 per year with fewer than 10 employees. Respondents meeting the criteria are eligible to receive help with items such as RFQ language/packet development, budget and proforma development, site analysis, feasibility analysis, and general project support to ensure that the vision for the parcel is feasible and fits within the community plan. Small grants of up to \$5,000 may be available for RFQ preparation costs to those who qualify.



Q3 2019 Healthy Neighborhoods Highlights

# HEALTHY NEIGHBORHOODS

## Community Ownership | Love My Neighbor! Grantees Turn Up the Heat for Summer 2019

This year, the Grassroots Grantmaking Committee (GGC) funded 47 resident projects this round, totaling \$96,073 in funding for our neighborhoods. Check out some of the hottest projects that took place in Summer 2019!

### Style Engineers Wilkinsburg Fashion Design Bootcamp

Kameron and Dominique Branson, proud residents of Wilkinsburg, wanted to find a way to serve their community while introducing middle school kids in the neighborhood to potential future careers! The pair's unique mix of business administration and fashion design experience inspired them to create a STEAM-based fashion design workshop. The goal of the two day workshop was to expose middle schoolers to careers in science, technology, engineering, art, and math through fashion design, and equip students with the skills to promote their products through entrepreneurial and business training. The course included the basics of construction, pattern making, and materials design, as well as the basics of running a fashion business. 10 kids participated in the program and even more attended the closing fashion show!

### Music in the Gardens of Millvale

Music in the Gardens of Millvale is a community concert series featuring local artists and local foods sourced straight from the Gardens of Millvale (like the awesome pie made from the garden's own husk cherries that we enjoyed there last time)! The casual events are meant to give the community a space to come together to learn more about the Gardens, hear local music, and engage with neighbors. The concerts also provide paid opportunities and exposure for local musicians, which helps to support the local arts scene.

### Zara Street Tire Garden

Carolyn Holmes' Zara Street tire garden aims to cultivate, plant, and reuse discarded items in order to reclaim a vacant lot in Knoxville. In addition to improving the neighborhood's image, Holmes wanted to bring together community members to create intergenerational relationships and ultimately encourage compassion and care between neighbors. Although Carolyn had been working to clean up her street for some years now, she now has been able to hold a community event and unveil the tire garden as a beautiful community green space!

### Harambee Ujamaa Black Arts Festival Opening Ceremony: A Second Line Parade

This year, Anita Drummond aimed to involve more East End Neighborhoods in the annual Harambee Ujamaa Black Arts Festival in Homewood. It is a well-loved event by many, and she desired to spread the celebration further to her own neighbors on Larimer Avenue. Thus, she decided to hold a parade that would march through Larimer and East Liberty and end in Homewood at the festival. The parade would not only be another way to celebrate, but would also encourage her neighbors to join in as they marched and attend the Black Arts Festival together! The parade would also give youth in the neighborhood a chance to display their talents and adults a chance to network across communities!

## SHORE Hosts Its First Ever House Tour

This August, the Schenley Heights Organized Revitalization Effort (SHORE) hosted its first ever House Tour to showcase and explore collaborative community revitalization initiatives as well as some of the completed and upcoming projects happening throughout the community.

Over 50 people gathered throughout the day in Schenley Heights to experience and learn about the revitalization efforts happening throughout the community. The guided tour included 12 homes which ranged from nearly completed projects, future homes to be completed, and current rehabs done with our SHORE partners.

We could not carry out this work without the support of our funders. Each of these funders is dedicated to maintaining and creating affordable housing in the Hill District. For example, Dollar Bank has supported several partnerships along their quest for more affordable housing, such as providing funding to the Hill CDC, Rebuilding Together Pittsburgh, the Schenley Heights Collaborative, and Neighborhood Allies to carry out this and related important work, working with the Schenley Heights Collaborative to finance complex mortgages for residents, and serving as a trusted lending and banking partner for many Hill District residents.

*“The goal of this tour was to lift up and showcase both the opportunities and successes that are happening on the ground by and for residents in the community.”*  
 -Glenn Grayson, Jr., Neighborhood Allies



The SHORE partnership grew out of a proven alignment among the five partnering organizations’ work. Together, we are attempting to tackle the important concern of affordable homeownership in the Hill District while also actively engaging current community members in any community development process. Our goal is to continue our collaboration in the Hill District and work to revitalize the community with the input of residents and valued community organizations.

## New Team Members



### Chelsea Contino

Chelsea joins Neighborhood Allies as the Communications and Outreach Program Coordinator. Chelsea served as our PULSE Fellow prior to this position and has done a tremendous job in helping our organization as well as our partners and grantees share and develop their own stories, promote their work and even raise additional funds. In her new role, she will be assisting with program-specific messaging, outreach and storytelling for both Neighborhood Allies and our external partners and assist outside organizations in managing effective communications strategies, tactics and tools. In this role, she will team-up with our Director of Communications and Storytelling to deploy our deep communications capacity to the system through a newly launched affordable fee for service model where we are offering ala carte as well as full-service communications capacity to our community development partners!

More information on our Shared Communications Platform:

### NEIGHBORHOOD ALLIES HELPS ORGANIZATIONS DEVELOP & MANAGE EFFECTIVE COMMUNICATIONS STRATEGIES

BY COMMUNICATING AND CELEBRATING COMMUNITY PROGRESS AND SUCCESS

1. Create the tools to support and generate new and diversified funding sources  
**LANGUAGE AND CONTENT | WEBSITE DEVELOPMENT | SOCIAL MEDIA | COLLATERAL MATERIALS**
2. Document progress and tell the success stories of your organization  
**NEWS ARTICLES | ENEWSLETTERS AND EBLASTS | SOCIAL MEDIA CAMPAIGNS | MEDIA/PRESS EVENTS**
3. Develop a system to track and measure the impact of communications strategies and tactics  
**GOOGLE ANALYTICS | MAILCHIMP REPORTS | SOCIAL MEDIA INSIGHTS | CUSTOM REPORTS**

### MENU OF SERVICES

FOR NONPROFIT ORGANIZATIONS

<b>CONTENT CREATION &amp; WRITING:</b> <ul style="list-style-type: none"><li>•Packaged Articles &amp; Blogs</li><li>•Newsletter and website content</li></ul>	<b>PHOTOGRAPHY &amp; VIDEOGRAPHY:</b> <ul style="list-style-type: none"><li>•High quality photography</li><li>•Small-scale/social videography</li></ul>
<b>COLLATERAL DEVELOPMENT:</b> <ul style="list-style-type: none"><li>•Brochures</li><li>•Flyers</li><li>•Reports</li><li>•Presentations/Powerpoints</li><li>•Miscellaneous templates</li></ul>	<b>WEBSITE:</b> <ul style="list-style-type: none"><li>•Design</li><li>•Planning</li><li>•Management</li></ul>
<b>SOCIAL MEDIA:</b> <ul style="list-style-type: none"><li>•Creation of profiles/pages</li><li>•Outreach Strategies/Planning</li><li>•Establishing editorial calendars</li></ul>	<b>MONITORING AND REPORTING:</b> <ul style="list-style-type: none"><li>•Google Analytics</li><li>•Google My Business</li><li>•Social Media Insights</li><li>•Mailchimp Reports</li><li>•Custom Reports</li></ul>
<b>ENEWSLETTERS/EBLASTS:</b> <ul style="list-style-type: none"><li>•Template creation</li><li>•Outreach Strategies/Planning</li></ul>	<b>WORKSHOPS &amp; TRAINING:</b> <ul style="list-style-type: none"><li>•Half-day topical workshops</li><li>•One-on-one custom training</li></ul>

Contact [taliam@neighborhoodallies.org](mailto:taliam@neighborhoodallies.org) for more information

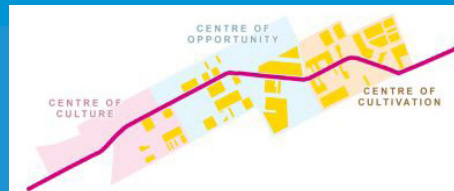
## Neighborhood Allies Quarter 3, 2019 Grant Awards

### Equitable Empowerment Fund

A partnership of:

NEIGHBORHOOD ALLIES

ura  
Urban  
Redevelopment  
Authority  
of Pittsburgh



#### URA of Pittsburgh \$200,000

A \$200,000 contract with the Urban Redevelopment Authority of Pittsburgh is supporting Neighborhood Allies and our Shared Real Estate Talent Team to provide technical assistance and professional support to respond to the Centre Avenue Development Opportunity. These resources are being offered through the URA's Equitable Empowerment Fund and are designated to organizations and businesses with annual revenue less than \$500,000 per year with fewer than 10 employees. Respondents meeting the criteria are eligible to receive help with items such as RFQ language/packet development, budget and proforma development, site analysis, feasibility analysis, and general project support to ensure that the vision for the parcel is feasible and fits within the community plan.

#### Wells Fargo Foundation \$60,000

A \$60,000 grant will directly support the growing Love My Neighbor! program and help to fund projects carried out by residents, for residents!

#### PNC Bank \$50,000

A \$50,000 grant from PNC Bank is supporting our work to create and implement bold multi-dimensional approaches to break the cycle of poverty, and close the wealth gap through our Economic Opportunity for All Work.

# Q3 2019 Media Coverage



- All-In Cities: Building an Equitable Cities Movement | PolicyLink
- Free art workshops offered at Millvale Library | Pittsburgh Trib Live
- Did you know about the city’s free financial counseling services? | New Pittsburgh Courier
- Pittsburgh Urban Initiatives and East Liberty Development, Inc. Invest in Affordable For-sale Housing in East End Neighborhoods | Urban Redevelopment Authority
- 26 affordable homes are coming to East Liberty and Larimer. Here’s how it came together. | Next Pittsburgh

- URA Takes A Different Approach To Revitalization Of Centre Avenue | 90.5 WESA
- Improving your financial health—Rep. Wheatley, state treasurer say it’s all about saving money | New Pittsburgh Courier
- Artist Completes Public Work Celebrating Hill District Residents | 90.5 WESA



## *Team Members*

Presley L. Gillespie, President

Stephanie Chernay, Chief Operating Officer

Sarah Dieleman Perry, Director of Economic Opportunity

Talia DePasquale, Director of Communications and Storytelling

Shad Henderson, Director of Equity and Community Partnerships

Demi Kolke, Senior Program Manager of Corridor Revitalization

Glenn Grayson Jr., Senior Program Manager for Neighborhood Development

Cait Lee, Program Manager for Grants and Investments

Tamara Cartwright, Program Manager for Social Impact Design

DeOndra Parker, Executive Assistant/Office Manager

Ben Emswiler, Program Associate for Neighborhood Engagement and Community Capacity Building

Chelsea Contino, Communications and Outreach Program Coordinator

## *Board Members*

Michele Rone Cooper, Chairperson

Gerald Dickinson, Vice Chairperson

Karris M. Jackson, Secretary

David Serafini, Treasurer

Jane Downing

Dr. Roderick Harris

Abigail Horn

Sallyann Kluz

Carolina Pais-Barreto Thor

Mark Peterson

Robert Rubinstein

Laurel Shaw Randi

Tammy Thompson

## *Investment Advisory Committee*

Mamadou Balde

Gerald Dickinson

Jane Downing

Sallyann Kluz

Majestic Lane

Henry Horn-Pyatt

Laurel Shaw Randi

Michael Sider-Rose

## Core Funders

Anonymous Donor  
The Heinz Endowments  
The Pittsburgh Foundation

## Program Funders

Annie E. Casey Foundation  
Bank of America  
Bank of New York Mellon  
BNY Mellon Foundation of Southwestern Pennsylvania  
The Birmingham Foundation  
The Buhl Foundation  
Cities for Financial Empowerment Fund  
City of Pittsburgh, Community Development Block Grant  
Dollar Bank  
First Commonwealth Bank  
First National Bank of PA  
Grable Foundation  
Hillman Family Foundation  
KeyBank  
KeyBank Foundation  
Local Initiatives Support Corporation (LISC)  
McAuley Ministries  
National Equity Fund (NEF)  
National League of Cities  
Opportunity Fund  
PNC Bank  
PNC Foundation  
PNC Charitable Trusts  
Roy A. Hunt Foundation  
ReedSmith, LLP  
Staunton Farm Foundation  
Urban Redevelopment Authority  
Wells Fargo

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