



NEIGHBORHOOD **ALLIES**

Q4 2019

Report  
to  
Funders

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## Community Spotlight

Every year, Neighborhood Allies recognizes an individual or organization that embodies what it means to be a “neighborhood ally” by genuinely partnering and collaborating with our organization to help advance our mission of supporting the people, organizations and partnerships committed to creating and maintaining healthy neighborhoods. Our 2019 Ally of the Year is Ms. Denise Edwards—a strong and dedicated resident leader and activist, Grassroots Grantmaking Committee Member, Real Estate Co-Powerment Series Graduate, and Opportunity Fund Community Panelist. [Read more.](#)



## Grantee Spotlight

Recently re-launched in the Hilltop, the Beams to Bridges program established a cohort of residents who, after a 9 month learning experience, will be equipped to address their own mental health needs as well as the concerns of their neighbors. Over the past few months, the current Beams to Bridges cohort has achieved certification in Mental Health First Aid; held bi-weekly meetings to discuss topics surrounding personal mental health, community trauma, and how to support and share resources with fellow community members; held a Collaborative Resource Fair in Beltzhoover; and planned and hosted their first community conversation and panel discussion focused on black mental health. [Read more.](#)



## Funder Spotlight

The Heinz Endowments recently awarded Neighborhood Allies and the Office of Public Art a \$190,000 grant to carry out its second public art collaboration – Public Art and Communities 2.0! We are beyond excited to once again connect artists with community organizations and to support the creation of public art projects that make an impact in communities. Thank you to The Heinz Endowments for believing in us and in this project from the very beginning. From TPAP to PAC, they’ve stood by us. And thank you to our new supporter – National Endowment for the Arts – for providing us with a \$150,000 grant through the Our Town, creative placemaking grants program! We can’t wait to see what this new project brings to our communities! [Read more.](#)





## Market Confidence | The Roxian Theatre is Awarded the 2019 ULI Catalytic Place Award!

On Friday, October 18th, the Urban Land Institute (ULI) in Pittsburgh awarded The Roxian Theatre with their Catalytic Place Award during the 7th Annual Placemaking Awards for Excellence. The Placemaking Awards for Excellence is an annual event that provides ULI the opportunity to formally recognize outstanding projects, achievements and leaders in our city who are committed to the creation and celebration of "place." The Catalytic Place honor and award is given to a project that is recognized as a place that best generates improvement and progress to the economic development and/or standard of living in a surrounding community. The Roxian Theatre embodies these characteristics, truly serving as a catalyst for positive community development and change in McKees Rocks. Neighborhood Allies/LISC provided financing, technical assistance and added capacity to support the development and completion of the Roxian Theatre. We are a proud partner and supporter of this project and the MR CDC!



## Quality of Life | Accredited Financial Counselor Training Infuses Elevated Financial Coaching and Builds Capacity within Organizations

Last Spring, Neighborhood Allies partnered with Pittsburgh Community Services, Inc. to invest in an inaugural cohort of aspiring financial professionals who will use their skills to give back to the community. To become certified financial counselors, cohort members are required to complete online coursework, engage in 1000 hours of client time, and pass an exam. In addition, the cohort meets regularly to provide support and accountability, and to enhance learning outcomes. Thus far, two participants have successfully completed the program and received their accreditation, while two more members are preparing to take their exams! This addition of Accredited Financial Counselors to social service agencies throughout the city will build capacity within organizations and allow staff to more fully address clients' spectrum of financial needs.





### *Neighborhood Image | Pilot Workshop for the Intro to Public Art and Communities (PAC) in Millvale*

On Saturday, November 16th, we spent the day in the Triboro Ecodistrict at the Millvale Food + Energy Hub with our allies at Office of Public Art and The Borough of Millvale, PA for the pilot workshop of Intro to Public Art and Communities (PAC)! This workshop marked the launch of Public Art and Communities: Placemaking Strategies at Work - a new two-year program to engage public art as a strategy to realize community goals and objectives. Building on the success of the highly popular Temporary Public Art and Placemaking program, Public Art and Communities (PAC) will partner artists with community organizations to develop public art and placemaking projects that reinforce and build on existing planning frameworks. Stay tuned for workshops in our other focus neighborhoods!



### *Community Ownership | Homewood Progressive Dinner Highlights Homewood-based Businesses*

On Saturday, October 19th, the Homewood-Brushton Business Association, in partnership with Neighborhood Allies, held the 2nd Homewood Progressive Dinner – a unique culinary experience and social affair that moved attendees through five different businesses in Homewood and offered food from five different Homewood-based caterers. From appetizers, to custom cocktails, to dessert, the event allowed attendees to truly get a taste of the neighborhood! The Homewood Progressive Dinner aimed to show attendees the exciting landscape of businesses and cuisine that exists within the Homewood neighborhood. Making up the heart of the neighborhood, these hidden gems are part of what makes Homewood – Homewood. From soul food at Ms. Sandy's Kitchen and New Orleans inspired cuisine from Roux Orleans Catering, to the African American centered and multi-ethnic missional community at House of Manna and the budding event spaces at Cabaret Banquet Hall, these small businesses are helping to shape Homewood as a true cultural destination with so much to offer.



*Equitable Development | Interview With Kellie Ware-Seabron, Diversity and Inclusion Policy Analyst for the City of Pittsburgh*  
Earlier this year, Pittsburgh Councilmembers R. Daniel Lavelle and Rev. Ricky Burgess introduced legislation that will require City of Pittsburgh Departments to embed equity and inclusive practices into their operations. The Councilmembers, on behalf of the Pittsburgh Black Elected Officials Coalition (PBEOC), worked with Mayor Peduto and the Pittsburgh All-In Cities' Equitable Development Collaborative to draft the legislation.

The legislation consists of four primary components:

- A resolution declaring the City of Pittsburgh to be an “All-In” city;
- An ordinance supplementing the Pittsburgh Code to add equity reporting requirements of Department Directors;
- A Resolution establishing an Equity and Inclusion Implementation Team
- An ordinance amending the Pittsburgh Zoning Code to require Affordable Housing Impact Statements

All-In Pittsburgh caught up with Kellie Ware-Seabron, Diversity and Inclusion Policy Analyst for the City of Pittsburgh, to see how the legislation is coming to life in the day-to-day operations.

Kellie Ware-Seabron is working hard to create a more equitable Pittsburgh, a city, according to Ware-Seaborn, where your race, the neighborhood you live in, your finances, your sexual orientation, your gender identity or expression, your immigration status and your education level doesn't determine your quality of life. It's a Pittsburgh where all communities are doing well, and every resident is meaningfully participating in and enjoying the city's success.

**“Equitable development is a priority for the City of Pittsburgh. The City is still figuring out what that looks like and how to get there, but it is a priority, in part because it's the right thing to do, but also in part because there's this increasing awareness that you can't sink half of a ship and if the city allows certain segments of the population to sink, we all go down together.”**

-Kellie Ware-Seabron

[Read the full one-on-one interview with Kellie Ware-Seabron](#) to see how the legislation is coming to life in the day-to-day operations.



## Opportunity Zone Association of America Holds Community Workshop and Catalyst Event in Pittsburgh



The Opportunity Zone Association of America (OZAA) held a community workshop on Thursday, October 31st, followed by a full-day catalyst event on Friday, November 1st.

Both events aimed to discover the impacts of Opportunity Zones (OZs) in other communities nationally, hear from national experts and policy makers, and help inform

Pittsburghers about ways to leverage OZs overall.

The Pittsburgh Catalyst Event and Community Workshop are part of OZAA's Road Show that will continue across the United States in 2020. The goal of the Road Show is to share the ways in which Opportunity Zones are improving communities across the country and provide attendees with valuable insights regarding how to access national resources and apply success stories to their locale. It aims to gather, educate, and galvanize developers, investors, government representatives, and community advocates interested in using the federal OZ incentive to make meaningful investments in disinvested communities.

With planning that began in May, OZAA gathered many of Pittsburgh's OZ stakeholders to discuss the region's OZ assets, community strengths, and challenges, informing the programming of the two-day event. The workshop and event focused on practical application, best practices, and lessons learned from early OZ leaders.

As an intermediary nonprofit in Pittsburgh, Neighborhood Allies wants to ensure that our communities and community leaders are equitably positioned to access capital and saw the OZAA Roadshow as an opportunity to bring knowledge about OZ development opportunities and challenges to the region. Thus, we engaged with other local collaborators, such as Federal Reserve Bank of Cleveland, Pittsburgh Branch and Trailblaze Creative, to aid OZAA in creating their first ever catalyst event here in Pittsburgh.

Created as part of the Tax Cuts and Jobs Act in 2017, the Opportunity Zone (OZ) Program incentivizes investors to invest into qualified low-income communities. Following the creation of the program, Governors of U.S. States and Territories (and the mayor of the District of Columbia), were responsible for nominating census tracts that meet certain predefined qualifications. While complex, OZs can bring potentially great economic opportunities to our communities. We simply have to be sure that community voice is heard in development processes and that investments live up to their promises to our neighborhoods.



## Q4 2019 President's Special Initiative Award Winners

This quarterly award is given in recognition of a Neighborhood Allies staff member going **significantly above and beyond the responsibilities of his or her position.**



*Stephanie Chernay*

Stephanie put in tremendous time and heroic efforts to achieve truly exceptional results this quarter including guiding, directing and facilitating the successful submission of a transformative, corporate partnership that will formally be announced in the spring! This is one of the largest program grants in our history, and just as importantly this grant provides significant external validation of our organization in the corporate community. She co-designed, planned and helped facilitate the Opportunity Zone Catalyst Conference with a national partner, bringing local, regional and national attention to Neighborhood Allies as a thought leader and partner. Finally, Steph was the lead negotiator of a new partnership with the URA resulting in a \$200,000 contract for the Equitable Empowerment Fund.



*Talia Piazza  
DePasquale*

Talia has achieved exceptional results in this quarter including the successful Healthy Neighborhoods Celebration, which achieved its largest attendance, sponsorships, and overall funding in its 3-year history. The Communications Team, under her leadership, has continued to elevate this event. She also led the creation and design of multiple, important revenue-generating materials including the Centralized Real Estate Accelerator, Regional Real Estate Hub (Theory of Change), Economic Opportunity Banking Brochure, and most recently, Talia designed a brand new website to promote Pittsburgh Saves Week. Finally, she stepped up to provide pivotal and integral leadership to several events including the Opportunity Zone Catalyst conference and directed a highly detailed tour for the Deputy Secretary of HUD and other federal public officials.



Shad Henderson Delivers Keynote at 55th Annual Wilksburg Give Thanks Breakfast to 150 Attendees from Local Churches, Businesses, and Civic Organizations On Thursday, November 14th, 150 Wilksburg supporters and residents gathered for the Annual Give Thanks Breakfast at the Western Pennsylvania School for the Deaf. A holiday season tradition in Wilksburg, the breakfast included food, programming, and keynote speech from our very own Director of Equity and Community Partnerships – Shad Henderson!



## New Board Members



Diamonte Walker is the Deputy Director of the Urban Redevelopment Authority of Pittsburgh (URA), where she provides strategy, vision, operations management, team development, and leadership. Ms. Walker quickly became the driving force behind URA's MWBE strategy. Her commitment to the advancement of equitable development is demonstrated through the administration of the URA's MWBE Program, compliance monitoring, reporting functions, and other economic inclusion focused initiatives. Ms. Walker has

a career span of more than 15 years in the for-profit sector and having recently served as a business development program manager in the non-profit sector. Diamonte holds an MBA and Master of Science in Management and Leadership from Western Governors University.



Mamadou Balde is the Development Fellow for ACTION-Housing, Inc. Mr. Balde develops business plans to create MBE entity's, contributes to development team activities related to Affordable Housing Development and takes development projects from conception to completion. Prior to ACTION-Housing Mr. Balde worked as the Vice President of Office Brokerage and In-House Counsel for Colliers International. There he provided financial and analytical data to potential leasing corporations, developed real estate solutions, advise on and negotiate leases as well as compile and analyze market data. He has also held other progressive positions as an attorney. Most recently, Mr. Balde founded Fulani Development Group, a full-service real estate development company based in Pittsburgh,

PA. He also has served on Neighborhood Allies Investment Advisory Committee for the past three years. Mamadou holds a Juris Doctor from Liberty University School of Law.



Henry Horn-Pyatt is the Small Business and Redevelopment Manager for Mayor William Peduto. Working in the City of Pittsburgh's Mayor's Office, Mr. Horn-Pyatt works to help Pittsburgh Neighborhoods use all the tools at their disposal to increase neighborhood economic activity, safety, amenities, community cohesion, and access to the rest of the region. Prior to joining the Peduto administration Mr. Horn-Pyatt worked in the River Wards of Philadelphia for New Kensington Community Development Corp helping to revitalize the traditional commercial corridors in that section of Philadelphia, as well as helping to implement bike infrastructure, improve streetscapes, directly assist business owners and associations, and planning and managing events like the Kensington Kinetic Sculpture Derby. He has also worked in neighborhood revitalization in East Stroudsburg Pennsylvania, and the Bloomfield, Garfield, and Friendship neighborhoods of Pittsburgh. Mr. Pyatt has served on Neighborhood Allies' Investment Advisory Committee for the

past three years. Henry is a 2005 graduate of the Urban Studies – Planning program at the University of Pittsburgh and holds a GIS certificate.

## Neighborhood Allies Quarter 4, 2019 Grant Awards



# NEW FUNDING AWARDS

### The Pittsburgh Foundation \$175,000

The Pittsburgh Foundation Awarded a \$175,000 operating grant to Neighborhood Allies in support of our continued commitment to make neighborhoods healthier and stronger. This grant will allow us to continue to lead or expand the following initiatives during 2020:

- Resident Capacity Building & Grassroots Grants
- Catalytic Grantmaking
- Community and Organizational Capacity Building
- Centralized Real Estate Accelerator
- Neighborhood Development
- Economic Opportunity for All

### The Heinz Endowments \$190,000

A \$190,000 grant to Neighborhood Allies and the Office of Public Art will support our second public art collaboration – Public Art and Communities 2.0!

### The Birmingham Foundation \$25,000

A \$25,000 grant to Neighborhood Allies will support the Love My Neighbor! Grassroots Grantmaking Program in the Hilltop communities!

### The Benter Foundation \$10,000

A \$10,000 grant will support Pittsburgh Saves 2020 activities, which encourages and incentivizes families to make a pledge to save money throughout 2020.

### First Commonwealth Bank \$10,000

A \$10,000 grant will support our Economic Opportunity for All! work throughout 2020.



## Q4 2019 Media Coverage

- Councilman Lavelle Sponsors 'Equity and Inclusion' Legislative Package | Councilman Lavelle's 2019 Year in Review Newsletter
- Opportunity Zone Trade Association Hosting Hands-On Community Workshop and OZ Catalyst Event in Pittsburgh | Business Wire
- Gormley's Viewpoint: Opportunity Zones must ensure opportunity is created for all | Pittsburgh Business Times
- Celebrating healthy neighborhoods in our community | New Pittsburgh Courier
- Local community groups help make renovated homes affordable | WPXI Channel 11 News



## 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

Mamadou Balde

Jane Downing

Dr. Roderick Harris

Abigail Horn

Henry Horn-Pyatt

Sallyann Kluz

Carolina Pais-Barreto Thor

Mark Peterson

Laurel Randi

Tammy Thompson

Diamonte Walker

## Investment Advisory Committee

Mamadou Balde

Gerald Dickinson

Jane Downing

Sallyann Kluz

Majestic Lane

Henry Horn-Pyatt

Laurel Randi

Michael Sider-Rose



# FUNDERS

## 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 Benter Foundation  
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  
JP Morgan Chase  
KeyBank  
KeyBank Foundation  
Local Initiatives Support Corporation (LISC)  
McAuley Ministries  
National Equity Fund (NEF)  
National League of Cities  
Opportunity Fund  
PNC Foundation  
PNC Charitable Trusts  
Roy A. Hunt Foundation  
Reed Smith, LLP  
Staunton Farm Foundation  
Urban Redevelopment Authority  
Wells Fargo



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