

# A Journey to Building Healthy Neighborhoods in Pittsburgh

Neighborhood Allies 2017 Report to the Community

NEIGHBORHOOD **ALLIES**

Proud local Southwestern Pennsylvania affiliate of

**LISC**

# Our mission is to support the people, organizations and partnerships committed to creating and maintaining healthy neighborhoods.

We do this by:



## Letter to our Allies:

At Neighborhood Allies, we believe that Pittsburgh's future is built upon healthy inclusive neighborhoods and the residents that call them home. We are so committed to this belief, that our new strategic framework is focused around ensuring that there are healthy, opportunity-rich, safe neighborhoods of choice for all of Pittsburgh's residents to live in and enjoy.

In 2017, along with our partner, Local Initiatives Support Corporation (LISC) we invested over \$4.3 million into our neighborhoods. We introduced our Healthy Neighborhoods Framework, which identifies five elements that will yield healthier more inclusive neighborhoods. This framework is already laying the foundation to ensure that all residents have improved access to quality housing, jobs and economic opportunities. We also launched neighborhood-level strategies that clearly and concisely communicate our comprehensive and strategic approach in each neighborhood. Working with our allies, these strategies serve as a roadmap to supporting each of our priority neighborhoods on the path to achieving and measuring success. We hosted the 1st Annual Healthy Neighborhoods Celebration & Award Ceremony, where we honored six individuals or organizations who are doing exemplary work in building Healthy Neighborhoods in Pittsburgh. We launched The Partnership Network, a multi-organizational initiative that is designed to change the way community-serving intermediaries are working together to create positive impact in the community development sector. And, we continued along the path to an All-In Pittsburgh, forming and convening the Equitable Development Steering Committee, that is leading the charge to change public policy and local systems to ensure everyone participates in and benefits from our region's economic transformation.

In closing, thank you to our funders, community partners, residents, Board of Directors and dedicated and talented staff of professionals. None of this work is possible without you. Together we will continue to provide leadership and a network of resources to champion strategies that foster inclusive prosperity, revitalized neighborhoods, and important regional issues that are critical to the success of our most vulnerable residents. If you are not yet a partner, we invite you to join us in this important and powerful commitment to the people, places and potential of a healthy and inclusive Pittsburgh.

Sincerely,

Presley Gillespie  
President

Michele Rone Cooper  
Board Chair

# Healthy Neighborhoods Framework

In 2017, we formally introduced our [Healthy Neighborhoods Framework](#), to serve as the north star and foundation of all of our work. This framework was created using an adapted version of the [Healthy Neighborhood Approach developed by national neighborhood strategist David Boehlke](#). Using this approach, and taking into account the local environment and state of neighborhoods in Pittsburgh, we identified five elements that encompass and reflect the qualities that are at the foundation of healthy communities and neighborhoods in the Pittsburgh region.



**Market Confidence:** The neighborhood will include a strong housing market for all income levels and a thriving business district that contributes to rising housing values and residential sales prices. Market forces are managed to prevent displacement of people and local businesses. The neighborhood is a place where people want to live and invest time, resources and capital.



**Quality of Life:** Residents are able to access the larger economy and quality neighborhood amenities. They are able to build assets, accumulate wealth and connect to economic opportunities. The neighborhood is safe and the environment and social determinants of healthy positively impact the wellbeing of residents.



**Neighborhood Image:** The neighborhood is a place that is visually appealing and desirable to all, celebrating and attracting new people and investment while retaining new and long-term residents.



**Community Ownership:** Residents, small business owners, community organizations and institutions are active participants and key decision-makers in projects aimed to revitalize their neighborhood. They have the capacity and community power to create positive change and shape the future of their neighborhood.



**Equitable Development:** Everyone participates in and benefits from the region's economic transformation -- especially low-income residents, communities of color, immigrants and others at risk of being left behind. It requires and intentional focus on eliminating racial inequities and barriers and making investments that yield healthy, safe and opportunity-rich neighborhoods that reflect their culture.



# 1st Annual Healthy Neighborhoods Celebration & Award Ceremony

Using our Healthy Neighborhoods Framework as the inspiration, the [Healthy Neighborhoods Celebration](#), honors and celebrates examples of exemplary work in the following categories—Market Confidence, Quality of Life, Neighborhood Image, Community Ownership, Equitable Development, and Ally of the Year.

In its inaugural year, the event brought together over 150 attendees, ranging from local residents and nonprofit professionals to artists and executives at the beautiful Carnegie Museum of Art in Oakland and created a platform for honoring and lifting up the people and organizations who are working hard every day to build healthy neighborhoods across Pittsburgh. Six awards were given, each accompanied by a short video, highlighting the awardees work and how they are contributing to building Healthy Neighborhoods. We also celebrated the 2nd cohort of graduates of our Real Estate Co-Powerment Series with a mini ceremony, and showcased the artists and projects from our Temporary Public Art & Placemaking Program, as part of the celebration event.

## Meet our 2017 Awardees:



MARKET CONFIDENCE | NEW SUN RISING



NEIGHBORHOOD IMAGE | THE MISSION CONTINUES



QUALITY OF LIFE | FOCUS PITTSBURGH



COMMUNITY OWNERSHIP | LOVE MY NEIGHBOR!



EQUITABLE DEVELOPMENT | ACTION HOUSING INC.



ALLY OF THE YEAR | OFFICE OF PUBLIC ART

# Neighborhood Level Strategies & Our Role

Since every neighborhood is unique, with varying conditions, goals and visions, we have developed tailored strategies toward achieving healthy neighborhoods in each of our priority geographies. Our neighborhood-specific strategies and action plans have been, and will continue to be, informed by conversations with our partners, current neighborhood plans, research, data and our organizational capacity. The strategies are solid yet fluid, as conversations with community organizations, residents and experts will continue to inform them.

To ensure that we're able to achieve impact and follow through with these strategies, we have assigned a Neighborhood Allies Team Member as a lead for each of our neighborhoods to effectively deploy our complete capital model. Team Leads will spend significant time on the ground working in their respective communities.

**Our role as a community partner at the neighborhood level is to:**

- **Act as convener to support the collective neighborhood vision and strategy**
- **Support and connect aligned activities and expand broader partnerships**
- **Establish shared measurements**
- **Build public will and social capital**
- **Introduce best practices and serve as thought leaders on policy coordination**
- **Seek, develop, and mobilize Complete Capital for high-impact neighborhood projects**



1. Hill District
2. Hilltop
3. Homewood
4. Larimer
5. Millvale
6. Wilkinsburg

# Market Confidence

## 2017 Impact By the Numbers

\* Loans Provided by Local Initiatives Support Corporation (LISC)



**\$2.1 Million**  
in Loans  
Originated



**\$349 Thousand**  
in Recoverable  
Grants



**66 Units**  
of Affordable Housing  
Under Construction



**\$1.2 Million**  
Affordable Housing  
Preservation Impact Fund  
Launched



**10,000 sq. ft.**  
of Commercial Space  
Being Rehabilitated



**25 Units**  
of New Affordable  
Housing Being  
Rehabilitated

## Market Confidence At Work On the Ground | Real Estate Co-Powerment Series



[The Real Estate Co-Powerment Series](#) is an education platform co-created by Neighborhood Allies and our partners at Omicelo Cares. The program demystifies the real estate development process, explains its associated terminology and brings to light the productive role community members and organizations play in real estate and economic development inside their neighborhoods. Course topics include real estate basics, proforma development, transactional law, tax credits, financial training, land use, and green building among others. An overarching goal of the education series is to shrink the technical proficiency gap that exists between real estate developers and community leaders that are involved in local development projects.

The 2017 pilot series graduated 23 students (2 cohorts) from neighborhoods on the cusp of significant change, including our 6 priority geographies as well as additional participants from other local neighborhoods. Students range from community residents, CDC/CBO staff members, non-profit board members, small business owners, and each have varying levels of exposure to the real estate discipline.

***“The Real Estate Co-Powerment Series is one the most worthwhile experience I have had in a long time. It is practical and it’s instructors are actual practitioners. This allows one to obtain knowledge while building a professional network at the same time. Upon completing the series, I am confident that I will be fully equipped to become successful in my development efforts.”***

*-Jacqueline Hill, Co-Powerment Graduate*

# Quality of Life

## 2017 Impact By the Numbers



620 Clients  
Enrolled in a  
Financial Opportunity  
Center



356 people  
placed in  
employment



323 people  
had an increase in  
their income, credit  
score, or net worth



250 residents  
participated in  
resident-led projects



\$44 Thousand  
granted to support 25  
Love My Neighbor!  
Projects

## Quality of Life At Work On the Ground | Creating Economic Opportunity



[Financial Opportunity Centers](#) bundle three core services together – employment services, access to benefits and financial coaching – to improve the financial bottom line for low- to moderate-income individuals. Staff teams at Mon Valley Initiative, Northside Common Ministries and Oakland Planning & Development Corporation work with clients to boost earnings, reduce expenses and build credit, resulting in increased financial stability and new opportunities to acquire assets and get ahead.

[Fund My Future](#), the children's savings account program created by Propel Schools, was launched publicly as a county-wide initiative in October 2017 with staff support from Neighborhood Allies. At program launch, we announced the support of the Allegheny County Executive and the Mayor of Pittsburgh, and introduced 12 community partner organizations that work with us to enroll families. Research shows that savings habits build hope that improves children's future outcomes.

***"My twins have been enrolled in Fund My Future for 2 years. They deposit \$5 per week and this is our first time ever winning anything! Fund My Future is the most motivational program for a child to learn how to manage their money. I am so grateful for this program and everyone who stands behind it!"***

***-FMF Parent Participant***

# Neighborhood Image

## 2017 Impact By the Numbers



**27 Communities**  
engaged



**10 Sessions**  
of the Placemaking  
Academy Completed



**6 Public Art**  
Projects in 6 different  
communities



**Launched**  
a city-wide mobile  
resource trailer



**25 Spaces**  
brought to life



**46 Workdays**  
completed



**1000 Hours**  
of volunteer work

## Neighborhood Image At Work On the Ground | Temporary Public Art & Placemaking



[The Temporary Public Art and Placemaking Program \[TPAP\]](#), a partnership between Neighborhood Allies and the Office of Public Art, resulted in a series of six temporary works of public art that were created in each of our target neighborhoods. TPAP is supported by The Heinz Endowments and Hillman Foundation. The projects are the result of in-depth collaboration between the artists and the community-based organizations [CBOs] selected to participate in this program. The vision, form, location, installation duration, and materials for the projects were determined through the collaboration of the artists and communities.

In 2017, we unveiled three of the six public art projects across 4 neighborhoods. Those projects will be on display and actively programmed throughout 2018. The remaining projects in the other neighborhoods will be unveiled in Spring of 2018!

***"I think all of the partners, artists and residents involved are inspired by the way these projects are supporting each other in such a collaborative way. It's not every day you get to see and experience the power of organizations and residents working alongside to achieve common goals."***

***-Shad Henderson***

# Community Ownership

## 2017 Impact By the Numbers



**\$44 Thousand**  
granted to support  
Love My Neighbor!  
Projects



**8 New Leaders**  
joined the Grassroots  
Grantmaking  
Committee



**25 resident-led**  
projects funded in  
9 neighborhoods



**\$200 Thousand**  
deployed via our  
Community Capacity  
Building Program



**Launched**  
The Partnership  
Network



**3 Community-Based**  
Organizations with  
increased capacity

## Community Ownership At Work On the Ground | Love My Neighbor!



Neighborhood Allies believes that one of the most important strategies for the equitable development of historically disadvantaged communities is identifying and unleashing the gifts and talents of the people living in them. We are guided by the belief that all residents have strengths and aspirations that when nurtured and supported, define community goals and drive and sustain neighborhood transformation.

[Love My Neighbor!](#) is a grassroots grantmaking program that invests in resident-led projects that aim to improve neighborhoods and engage neighbors. In 2017, we funded 25 resident-led projects totaling over \$44,000 across nine neighborhoods. The Love My Neighbor! program reverses traditional philanthropic practices by placing decision-making power in the hands of residents instead of in an organization. The Grassroots Grantmaking Committee, a body of residents, reviews proposals, interviews resident applicants, and makes decisions on all projects.

Enjoy this [short video](#) and meet Gordon Hodnett [1st 3rd Mural] & Naomi Chambers [FlowerHouse], two Love My Neighbor! grant recipients who were also awarded our 2017 Community Ownership Healthy Neighborhood Award. These resident leaders have harnessed community power and resident capacity to create positive change and shape the future of their neighborhoods.

# Equitable Development

## 2017 Impact By the Numbers



**Launched**  
Multi-sector Equitable  
Development Collaborative



**Developed**  
a results-based  
framework



**Hired**  
a Community Impact  
Manager



**Formed Action  
Teams**  
to lead implementation



**Convened 3**  
Steering Committee  
Meetings

## Equitable Development At Work On the Ground | All-In Pittsburgh



In 2017, we continued along the [path to an All-In Pittsburgh](#) that we created in partnership with the national research and policy experts at PolicyLink and our local allies at UrbanKind Institute, Urban Innovation21 and Mongalo-Winston Consulting, LLC.

Throughout 2017, we made great strides—engaging individuals, organizations, policymakers and decision-makers in the conversation; building consensus around what equitable development looks like in Pittsburgh; and prioritizing a set of policy strategies and action items to propel us towards implementation. We also formed and launched the Pittsburgh Equitable Development Steering Committee, which is comprised of a diverse set of residents and well respected leaders from both the public, private and nonprofit sectors dedicated to advancing racial equity and equitable development to drive the overall strategy and implementation of our [Path to an All-In Pittsburgh Report](#).

### **Priorities of the steering committee include:**

- Institutionalizing an equitable development approach throughout city government
- Expanding access to entrepreneurship and employment opportunities on development projects
- Improving pathways to sustainable homeownership
- Increasing tenant ability to stay in redeveloping neighborhoods through tenant co-powerment
- Devoting land for equitable development initially through the selection of a development project to produce equitable development outcomes

# Community Capacity Building

Our [capacity building program](#) serves all CDBG-eligible communities in the city of Pittsburgh and exists to:

1. Cultivate resident change makers
2. Develop the skills of community organizations
3. Build strong networks and collaborations
4. Identify and share community resources



**NEIGHBORHOOD ALLIES COMMUNITY CAPACITY BUILDING**  
*Improving Places and People*

We define community revitalization as the improvement of both geographic **place** and its **people**. Without placing people at the foundation of our work, we would be creating bricks and mortar, technical solutions to complicated long-term social problems. Our purpose in building community capacity is for residents to move upward with the economic development of their community.

NEIGHBORHOOD ALLIES' COMMUNITY CAPACITY BUILDING PROGRAM EXISTS TO:

1. Cultivate resident change makers
2. Develop the skills of community organizations
3. Build strong networks and collaborations
4. Identify and share community resources

Our capacity building efforts align with our *Healthy Neighborhoods Framework*:

MARKET CONFIDENCE

QUALITY OF LIFE

CELEBRATED NEIGHBORHOOD IMAGE

COMMUNITY OWNERSHIP

EQUITABLE DEVELOPMENT

These Neighborhood Allies programs are our vehicle to achieving goals that contribute to the elements that build healthy neighborhoods:

<p><b>AFFORDABLE HOUSING IMPACT FUND</b>                  By focusing on raising incomes and creating opportunities while producing and preserving affordable housing, we will enhance market confidence and neighborhood image to empower the community to ensure that the development in their neighborhood is equitable.</p> <p>REAL ESTATE CO-POWERMENT SERIES                  REAL NETWORK</p>	<p><b>ASSET BUILDING NETWORK</b>                  FINANCIAL OPPORTUNITY CENTERS                  Employment assistance and financial coaching leads to income and wealth increases and improvements to credit scores, which allow for building assets and accumulating wealth. Employment brings steady income; financial empowerment brings savings toward asset accumulation. All of these together lead to a better quality of life.</p> <p>NATIONAL LEAGUE OF CITIES                  PGH MOBILE TOOLBOX                  TEMPORARY ART &amp; PLACEMAKING</p>	<p><b>AFFORDABLE HOUSING IMPACT FUND</b>                  PGH MOBILE TOOLBOX                  By equipping residents and community groups with tools, resources and expertise needed to target blight and vacancy at a neighborhood level, and making this resource mobile and accessible, we create a celebrated neighborhood image created by and for residents.</p> <p>PITTSBURGH BLIGHT BOOTCAMP                  TEMPORARY ART &amp; PLACEMAKING</p>	<p><b>GRASSROOTS GRANTMAKING COMMITTEE</b>                  LOVE MY NEIGHBOR!                  By honoring residents' creativity and ideas and allocating and providing grant funds towards their efforts, we spark community ownership and residents become active participants in the stabilization and revitalization of their neighborhoods.</p> <p>PGH MOBILE TOOLBOX                  PITTSBURGH BLIGHT BOOTCAMP                  REAL ESTATE CO-POWERMENT SERIES                  REAL NETWORK                  TEMPORARY ART &amp; PLACEMAKING</p>	<p><b>AFFORDABLE HOUSING IMPACT FUND</b>                  ASSET BUILDING NETWORK                  FUND MY FUTURE                  REAL ESTATE CO-POWERMENT SERIES                  By matching real estate opportunities with the community's most important assets, the people, through a community-centric education, we transfer an agent of generational wealth to the neighborhoods where there is significantly underutilized human capital to begin to achieve equitable development.</p> <p>REAL NETWORK</p>
--	---	---	--	--

For more information on our Community Capacity Building Program contact [shikha@neighborhoodallies.org](mailto:shikha@neighborhoodallies.org)

We define community revitalization as the improvement of both geographic place and its people. Without placing people at the foundation of our work, we would be creating bricks and mortar technical solutions to complicated long-term social problems. Our purpose in building community capacity is for residents to move upward with the economic development of their community.

## The Partnership Network

The Partnership Network is a network of intermediary organizations that provide skill and knowledge building opportunities to the community development sector.

In all our work, the Partnership Network focuses on building the capacity of community-based organizations to improve the lives of residents across the City of Pittsburgh and surrounding boroughs. Neighborhood Allies convened and launched The Partnership Network and now serves as a participant working alongside intermediary organizations to mobilize the community development network to create the conditions for change and solve complex community challenges.

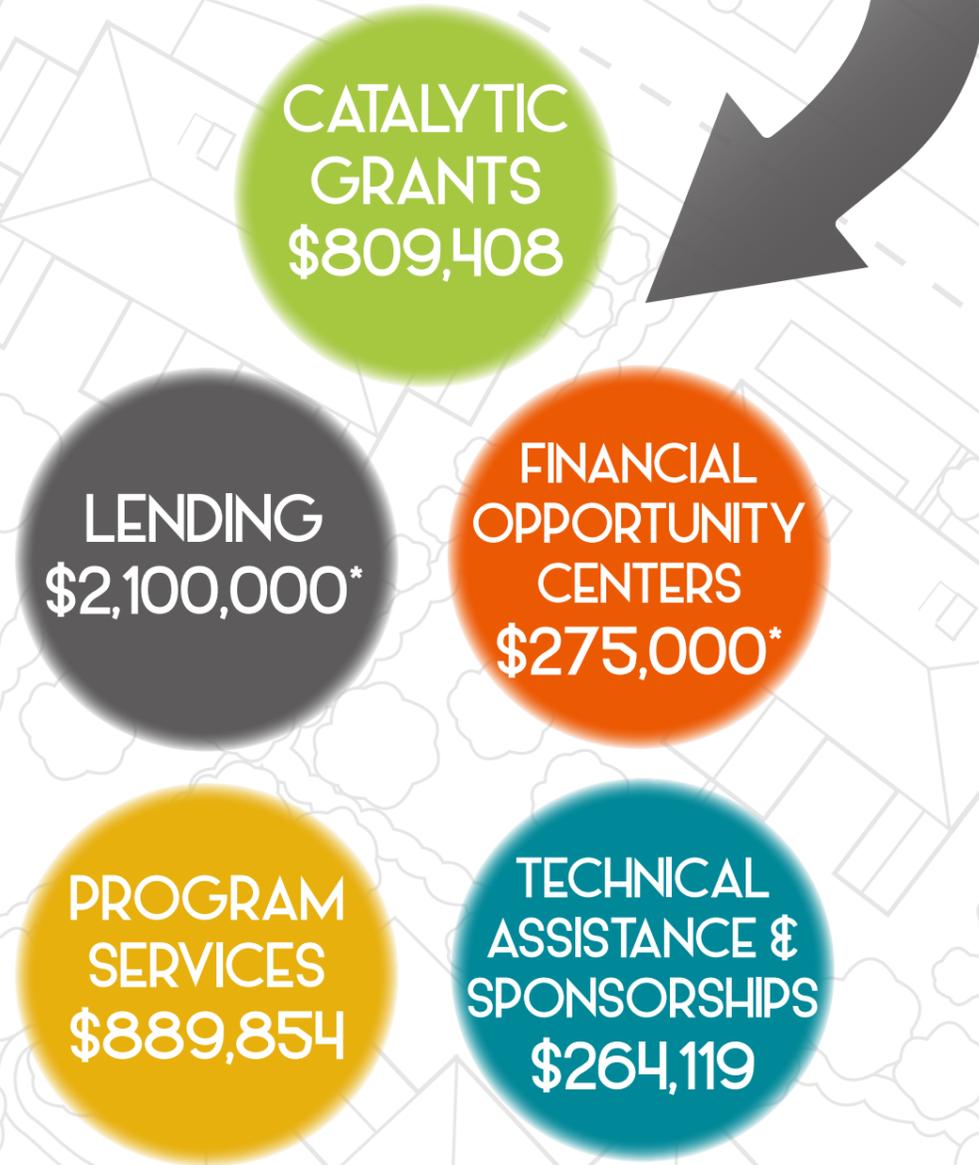
The Partnership Network includes: Coro Center for Civic Leadership, the Bayer Center for Nonprofit Management, Design Center Pittsburgh, The Forbes Funds, NeighborWorks, New Sun Rising, Program To Aid Citizen Enterprise (PACE), Pittsburgh Urban Leadership Service Experience (PULSE), and Neighborhood Allies.

# Since 2014, our Catalytic Grants have leveraged over \$6.5 million of additional investment into building Healthy Neighborhoods.

## 2017 Consolidated Financial Statement [Unaudited]

<b>ASSETS</b>	<b>\$4,131,427</b>
Cash   \$3,453,402	
Grants Receivable   \$600,059	
Other   \$74,076	
<b>LIABILITIES</b>	<b>\$228,244</b>
Grants Payable   \$149,867	
Other   \$78,376	
<b>NET ASSETS</b>	<b>\$3,903,184</b>
<b>REVENUE</b>	<b>\$2,507,110</b>
Contributions   \$2,209,500	
Government Grants   \$212,115	
Earned Revenue   \$80,094	
Other   \$5,401	
<b>EXPENSES</b>	<b>\$2,294,000</b>
Grants and Program Services   \$1,963,381	
Management and General   \$330,918	
<b>NET INCOME</b>	<b>\$213,110</b>

In 2017 alone, Neighborhood Allies/LISC invested \$4.3 million directly into Pittsburgh neighborhoods:



\* Total Financial Opportunity Center amount includes LISC Section 4 Support.  
 \* Lending capital provided directly by our partner LISC.

# We are extremely grateful to our dedicated funders and community partners.

## Core Funders:

Anonymous Donor  
The Heinz Endowments  
The Pittsburgh Foundation

## Program Funders:

Bank of America  
Bank of New York Mellon  
BNY Mellon Foundation of Southwestern Pennsylvania  
The Birmingham Foundation  
The Buhl Foundation  
City of Pittsburgh, Community Development Block Grant  
Dollar Bank  
First Commonwealth Bank  
First National Bank of PA  
Grable Foundation  
Hillman Family Foundation  
Huntington Bank  
KeyBank  
KeyBank Foundation  
Local Initiatives Support Corporation [LISC]  
McAuley Ministries  
National Equity Fund [NEF]  
National League of Cities  
PNC Foundation  
PNC Charitable Trusts  
Roy A. Hunt Foundation  
ReedSmith, LLP  
Staunton Farm Foundation  
Urban Redevelopment Authority

## Community Partners:

Bridgeway Capital  
City of Pittsburgh, Office of the Mayor  
Coro Center for Civic Leadership [CORO]  
Design Center  
Greater Pittsburgh Nonprofit Partnership [GPNP]  
GTECH Strategies [GTECH]  
Leadership Pittsburgh, Inc.  
NeighborWorks Western Pennsylvania  
New Sun Rising  
Office of Public Art  
Omicelo Cares  
Pittsburgh Community Reinvestment Group [PCRG]  
Pittsburgh Urban Leadership Service Experience [PULSE]  
PolicyLink  
Propel Schools  
The Bayer Center for Nonprofit Management  
The Forbes Funds  
Urban Innovation21  
UrbanKind Institute  
Urban Center for Social and Urban Research [UCSUR]  
Urban Redevelopment Authority of Pittsburgh [URA]

Neighborhood Allies is proud to be the local Southwestern PA affiliate of Local Initiatives Support Corporation [LISC]. With residents and partners, LISC forges resilient and inclusive communities of opportunity across America great places to live, work, visit, do business and raise families. LISC mobilizes public and private resources to provide community development organizations with:

- loans, grants and equity investments
- local and national policy expertise
- capacity building support

**LISC**  
*Helping neighbors  
build communities*

# Meet Your Allies



[/neighborhoodallies](#)  
[/lisc.org](#)



[/nhbdalliespgh](#)  
[/LISC\\_HQ](#)



[/nhbdalliespgh](#)  
[/lisc\\_hq](#)

**NEIGHBORHOOD ALLIES**  
**225 ROSS STREET, SUITE 202**  
**PITTSBURGH, PA 15219**

[www.neighborhoodallies.org](http://www.neighborhoodallies.org)  
[www.lisc.org](http://www.lisc.org)

## Full-Time Staff:

Presley L. Gillespie  
Sarah Dieleman Perry  
Talia Piazza  
Shad Henderson  
Zak Thomas  
Doni Crawford  
Shikha Jerath  
Lillian Grate  
Cait Lee

## Interns:

Ben Emswiler  
Devlin Pippert  
Liz Reznikoff  
Claire Hortens

## Board of Directors:

Michele Rone Cooper, Chair  
Stephanie Cipriani, Vice Chair  
Mark Peterson, Treasurer  
Jane Downing, Secretary  
Erin Dalton  
Gerald Dickinson  
Ray Gastil  
Roderick Harris  
Jason Hazelwood  
Karris M. Jackson  
Kevin Jordan  
Carolina Pais-Barreto Beyers  
Robert Rubinstein  
Laurel Shaw Randi

## Investment Advisory Committee:

Mamadou Balde  
Gerald Dickinson  
Jane Downing  
Sallyann Kluz  
Majestic Lane  
Henry Pyatt  
Laurel Shaw Randi  
Michael Sider-Rose