



NEIGHBORHOOD **ALLIES**

Q3 2020

*Report
to
Funders*



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Community Spotlight

2020 has been a tough and unprecedented year. In the face of the challenges this year has presented, many organizations and community members have stepped up to answer the needs of their community or continued their crucial work to create healthy neighborhoods across Pittsburgh. We are so very pleased to share our 2020 Healthy Neighborhood Awardees with you! [Read more.](#)



Grantee Spotlight

When artist and Meshwork Press founder and co-owner, Haylee Ebersole, applied for a Love My Neighbor! grant in March, she planned to purchase iPads and other materials to hold in-person summer workshops for youth in Wilksburg. However, with the need to adapt to COVID-19 safety precautions, she successfully pivoted to a completely virtual youth arts experience this past summer! The program included partnerships with the Wilksburg and Braddock Youth Projects to create zines and a wheat paste mural at the intersection of Mill Street and Franklin in Wilksburg! [Read more.](#)



Funder Spotlight

McAuley Ministries has recently awarded Neighborhood Allies \$150,000 over the next three years to continue our work creating and maintaining healthy neighborhoods across Pittsburgh! Neighborhood Allies will focus on deepening our connections in neighborhoods through capacity building efforts, program execution, strategic investments, and executing on new, innovative cross-sector partnerships. We strive to deepen and align our work with partners, connect residents to existing resources and eliminate inequities – ultimately creating a city in which all of our residents live in healthy, opportunity-rich, safe neighborhoods of choice. We are led by residents' voices and supported by trusted collaborative partners with shared visions as we work together to transform communities. [Read more.](#)

McAULEY 
MINISTRIES
A HERITAGE OF HOPE

Get Online and Grow Online (GOGO) Small Business Program



Equitable Development | GOGO Impact Spotlight: Shirtz and Thangz, Inc.

Carmella Jones, owner of Shirtz and Thangz, Inc. and participant of the URA and Neighborhood Allies' Get Online and Grow Online Program (GOGO Program), worked to create an online presence and operate back-end apps with the help of GOGO technical assistance.

"My technical assistance provider was a perfect fit for me. From our first virtual meeting, we hit it off. She allowed me to express my needs for my business and we began to create goals to achieve during my time in the program. She also taught me how to operate Google drive, Canva, and other useful applications. When I was struggling to balance family and business, my technical assistance provider helped me find productive resources that would help get my business running smoothly while also raising my family. She helped me find my sparkle again." [Read more.](#)



Quality of Life | Financial Inclusion Means Accessibility for All

When we say "economic opportunity for all," we really mean for all. That's why our Director of Economic Opportunity, Sarah Dieleman Perry, recently helped to form the local Financial Inclusion and Disability Awareness Working Group. After a successful Financial Inclusion Summit put on by the National Disability Institute in November of 2019, the working group came together, set up monthly meetings and began to work on building their focus priorities which include disability awareness and sensitivity for financial professionals and understanding public benefits, among other things. The group also recently received funding from the Heinz and Fisa Foundations to address financial inclusion. With this funding, they have planned a series of workshops, with the goal of educating local financial institutions on issues that those with disabilities may face when accessing their financial services and help them address the inequities present there. Because inclusion of people with disabilities is an equity issue. [Read more.](#) [Register for the workshops.](#)

Q3 2020 Healthy Neighborhoods Highlights

HEALTHY NEIGHBORHOODS

Q3 2020 Healthy Neighborhoods Highlights



Neighborhood Image | The Homewood Experience Artwalk

The Homewood Experience Campaign, being implemented by the talented team at Pyramid Pgh, LLC and Soleil Branding Essentials, is working with local artists to add art pieces that reflect and celebrate the culture of the neighborhood to Homewood. The very first mural installation happened at the Oasis Project Aquaponics Center with Artwalk Project Director and artist, Camerin "Camo" Nesbit!

Very Local Pittsburgh's The Slow Podcast interviewed Camerin about all of his work, including his involvement with The Homewood Experience. [Listen to the full interview.](#) Since this interview, he has added even more art pieces!



Community Ownership | First National Bank Supports Community-Driven Real Estate Projects with \$50,000 Grant to The Centralized Real Estate Accelerator

Recently launched, The Accelerator aims to help nonprofits gain control of and protect community assets, developers of color to benefit from the region's economic prosperity, and neighborhood entrepreneurs to build equity in their businesses by owning physical storefronts.

One of the 6 projects we are helping to advance is Big Tom's Barbershop: Thomas Boyd is a longtime Hill District resident and has rented his barbershop at 2042 Centre Avenue for 14 years. However, he now has the opportunity through the URA to purchase and relocate to a larger space at 2178 Centre Ave. With this new space, Mr. Boyd will also own and rent two upper-floor apartment units. The \$50,000 grant from Neighborhood Allies was matched by the URA, providing critically needed predevelopment dollars to what will become a community anchor in the Hill for years to come. [Read more.](#)



Market Confidence | Neighborhood Allies Launches a Revolutionary Community-Based Real Estate Development Pilot Designed to Benefit All Residents With Hiring of New Director of Real Estate Services



The Accelerator holds the promise of a bold and fundamental shift from our existing fragmented system to a more powerful, effective and aligned community development framework that enhances social mobility and builds wealth for residents in under-resourced and marginalized communities. The Accelerator seeks to close the pre-development, technical capacity, and performance monitoring and reporting gaps in the system.

“WE HAVE LEARNED THAT THE LACK OF TECHNICAL CAPACITY, HUMAN RESOURCES AND PRE-DEVELOPMENT FUNDING AT THE EARLY STAGES OF A COMMUNITY-BASED REAL ESTATE PROJECT ARE CRITICAL TO ADVANCEMENT, AND SIGNIFICANTLY IMPAIRS A COMMUNITY’S ABILITY TO ABSORB CAPITAL AND LEAD ITS OWN SUCCESS. THE ACCELERATOR HAS THE POTENTIAL TO TRANSFORM THE FUTURE OF EQUITABLE, COMMUNITY-BASED REAL ESTATE IN THE REGION, AND CREATE REAL VALUE THROUGH LEVERAGING NEW SOURCES OF PUBLIC/PRIVATE/CIVIC CAPITAL, INCREASING THE EFFECTIVENESS OF THE COMMUNITY DEVELOPMENT SYSTEM, AND ULTIMATELY GROWING WEALTH AND OPPORTUNITY FOR LOW-INCOME AND COMMUNITIES OF COLOR.”

-PRESLEY GILLESPIE, NEIGHBORHOOD ALLIES PRESIDENT



Spurred by the unforeseen circumstances, both with the outbreak of COVID-19 and America’s recent reckoning with the racism inherent in our societal institutions, the need for the suite of services like those offered by the Accelerator has only been amplified. The Accelerator is premised on scale, efficiency, smart and data-driven service delivery; and it is crucial now more than ever in helping the community development sector to rebuild, recover, and repair some of the harm imposed on our communities.

Neighborhood Allies and our partners have been forging the path to this system change for years—testing new ideas and implementing programs and initiatives that empower and engage residents and work to mobilize an effective, high-capacity community investment infrastructure. [Read more.](#)

Q3 2020 Healthy Neighborhoods Highlights

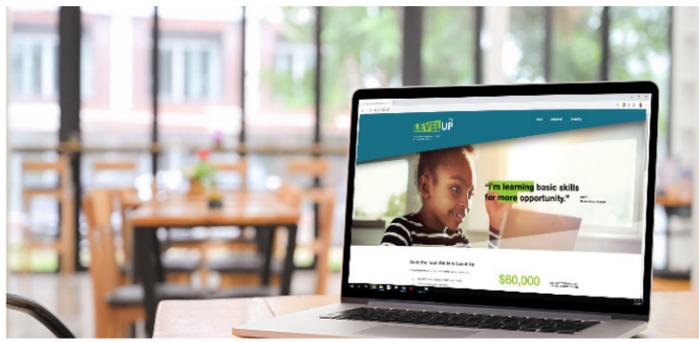
HEALTHY NEIGHBORHOODS PARTNERSHIP HIGHLIGHT

Verizon and Neighborhood Allies Launch Digital Skills Building Initiative ‘Level Up 412’

In the face of an economic downturn, increasing automation, and a year of remote schooling, the task of closing the digital divide looms larger than ever. Even before the pandemic, the need for digital skills has been on the rise, especially in the workplace. In fact, 82% of middle-income jobs require digital literacy and usage – jobs which make up 38% of all job postings and pay 17% more than their non-digitized counterparts.

“Yet, without access to devices and internet connectivity, many residents do not have the skills necessary to access those jobs,” highlighted Presley Gillespie, President of Neighborhood Allies. “It’s time to increase opportunity along socioeconomic and racial lines with knowledge and training that prepares our community members to enter tech-based careers.”

Building upon their earlier Beyond the Laptops hardware and connectivity COVID-19 interventions, Neighborhood Allies is now ready to close the digital skills gap. This time, they’ve teamed up with Verizon to create Level Up 412 (levelup412.org) – an initiative offering digital skills training for youth and adults in topics ranging from basics, coding and software development to cybersecurity, IT support, and applied tech like 3D printing.



“FROM THE PANDEMIC EMERGED A GREATER NEED FOR DIGITALLY INCLUSIVE EDUCATION OPPORTUNITIES FROM KINDERGARTEN TO ADULthood FOR UNDER-RESOURCED COMMUNITIES TO ACQUIRE IN-DEMAND SKILLS FOR FUTURE JOBS. OUR PARTNERSHIP WITH NEIGHBORHOOD ALLIES WILL PROVIDE FAMILIES WITH DEVICES, ACCESS TO CONNECTIVITY, AND LOCAL REMOTE LEARNING PROGRAMS TO HELP SOLVE THE IMMEDIATE ISSUES ACCELERATED BY THE PANDEMIC.”

-BILL CARNAHAN, VP VERIZON STATE GOVERNMENT AFFAIRS.

In addition to this digital skills training program, a research team from the University of Pittsburgh School of Computing and Information, Neighborhood Allies, and the Homewood Children’s Village were recently funded by the National Science Foundation to study community-powered tech support interventions in the wake of COVID-19. [Read more.](#)

Welcome Matthew Madia, Director of Real Estate Services, to the Neighborhood Allies team!



After 18 months of research, strategic planning and fund development for the Accelerator, Neighborhood Allies is ecstatic to welcome Matt Madia to our team as Director of Real Estate Services. In this role, Matt will lead the efforts to build-out, test and model the products and resources needed to fully launch the Centralized Real Estate Accelerator. The buildout phase is expected to take 24 months to fully develop and capitalize. Prior to joining Neighborhood Allies, Matt served as Chief Strategy and Development Officer at Bridgeway Capital where he worked in partnership and service to many of our existing community partners by providing leadership and strategy around development opportunities. Matt brings with him a decade of financial tool development in the development sector and has raised nearly \$25M in grants and \$40M in new debt facilities. Matt also brings expertise in small business, manufacturing, and food related business needs to the team.

Team Member Promotions

Neighborhood Allies Deepens and Reaffirms Its Commitment to Equity and Inclusion With the Promotion of Shad Henderson



Please join us in congratulating Shad on his new position of Director of Equity and Inclusion!

In his new role, Shad will proactively be leading the development and implementation of equity, inclusion and advocacy efforts, across our organization's administrative and programmatic capacities. He will also lead the development of a cohesive vision and an effective strategy that champions a more centralized equity agenda within the community development system as we work alongside our partners in other sectors to advance equity at the regional level. [Read more.](#)

Ben Emswiler



Ben Emswiler, who has been our Program Associate for Neighborhood Engagement and Community Capacity Building at Neighborhood Allies, has been promoted to the position of Executive Assistant and Office Manager.

DeOndra Parker



DeOndra Parker, who has been our Executive Assistant and Office Manager at Neighborhood Allies, has been promoted to the position of Operations and Program Support Manager.

TEAM MEMBER HIGHLIGHTS

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Neighborhood Allies Quarter 3, 2020 Grant Awards



BNY MELLON FOUNDATION \$300,000

To support the expansion of Economic Opportunity Initiatives Amid COVID-19 and help us connect this work to our Digital Inclusion work. We look forward to strengthening and connecting our Financial Opportunity Centers (FOCs) and our Financial Empowerment Center (FEC) with our expanding Digital Inclusion device, connectivity, and digital skill programs. This multi-pronged approach positions Neighborhood Allies as an incredible resource and advocate for Pittsburghers most at risk for disparity, including those who have been negatively affected by Covid-19.

McAuley Ministries \$150,000

To support our continued work creating and maintaining healthy neighborhoods across Pittsburgh! Over the next three years, Neighborhood Allies will focus on deepening our connections in neighborhoods through capacity building efforts, program execution, strategic investments, and executing on new, innovative cross-sector partnerships.

First National Bank \$50,000

To support the Centralized Real Estate Accelerator. The Centralized Real Estate Accelerator, an initiative of Neighborhood Allies, fosters true community ownership and equitable development in neighborhoods across Pittsburgh by supporting the efforts of community-driven real estate projects.



Q3 2020 Media Coverage

- Media Coverage | Neighborhood Allies offers free courses to lessen digital divide in Pittsburgh
- Media Coverage | Level Up 412 offers free classes to help bridge the digital divide and get people career-ready



Shared Communications Platform

Does your organization struggle to find resources to devote to communications, storytelling, or design? Do you have a limited budget that makes it difficult to consistently communicate progress and success? Do you simply seek to increase your internal communications capacity? Our affordable fee for service model can help! [Learn more.](#)

Check out one of our recent in-house design projects!

NEIGHBORHOOD ALLIES CENTRALIZED REAL ESTATE ACCELERATOR

What We Provide:

- Project and Neighborhood Marketing and Fundraising** | We help you attract attention from investors, elected officials, and other stakeholders and win project support.
 - Storytelling that highlights the impact of your project and organization and makes the business case for investment
 - Application assistance with municipal, state, and foundation grants
 - Assembly of due diligence packages for banks and other lenders
 - Development and production of project profiles, prospectuses, and marketing collateral
- Project Management Services** | We work with you to understand risks and mitigants and help you stay on time and on budget.
 - Advice on property purchase negotiations and review of sales agreements
 - Project budget and operating proforma development
 - Recommendations for design professionals, contractors, and other members of your development team
 - Review of project scope, design documents, contracts, and leases
- Development strategy and planning** | We provide data and analysis to help you see the big picture and start your projects and initiatives on the right path.
 - Analysis of real estate market sales trends and values, identification of opportunities, and threats of displacement
 - Site acquisition or assembly strategy and conceptual design
 - Access to network of real estate professionals and potential development partners

How it works:



Who to contact:

Matt Madia, Director of Real Estate Services, 412 471-3727 x. 222, matt@neighborhoodallies.org OR Complete [this online self-assessment.](#)

The Centralized Real Estate Accelerator works with community organizations and developers that are improving outcomes for low-income people and communities of color. We support both for-profit and nonprofit developers that are revitalizing neighborhoods by investing in commercial, residential, and mixed-use projects. The Accelerator is led by a team of dedicated individuals with the resources, expertise, and connections that can help projects succeed.



PUBLICATIONS & MEDIA YOUR ALLIES

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
- Vanessa Buffry, Director of Digital Inclusion
- Matt Madia, Director of Real Estate Services
- 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, Operations and Program Support Manager
- Ben Emswiler, Executive Assistant and Office Manager
- Chelsea Contino, Communications and Outreach Program Coordinator

Board Members

- Michele Rone Cooper, Chairperson
- Sallyann Kluz, Vice Chairperson
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- Tammy Thompson
- Diamonte Walker

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- Mamadou Baldé
- Jane Downing
- Sallyann Kluz
- Majestic Lane
- Henry Horn-Pyatt
- Michael Sider-Rose

FUNDERS

Core Funders

Anonymous Donor
The Heinz Endowments
The Pittsburgh Foundation

Program Funders

Annie E. Casey Foundation
Aurora
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
Computer Reach
Dollar Bank
First Commonwealth Bank
First National Bank of PA
Google
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
The Pittsburgh Technology Council
Phillips
PNC Foundation
PNC Charitable Trusts
Richard King Mellon Foundation
Roy A. Hunt Foundation
Reed Smith, LLP
Staunton Farm Foundation
University of Pittsburgh
Urban Redevelopment Authority
Verizon
Wells Fargo



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