



NEIGHBORHOOD **ALLIES**

Q4 2020

*Report
To Our
Allies*



TABLE OF CONTENTS

THE SPOTLIGHT IS ON...

THE SPOTLIGHT IS ON... -Community Spotlight -Grantee Spotlight -Funder Spotlight	1
HEALTHY NEIGHBORHOODS FRAMEWORK -Equitable Development -Quality of Life -Neighborhood Image -Community Ownership -Market Confidence -2020 Impact	2 - 4
PARTNERSHIP HIGHLIGHT	5
TEAM MEMBER HIGHLIGHTS	6
NEW FUNDING AWARDS	7
PUBLICATIONS & MEDIA	8
YOUR ALLIES	9
FUNDERS	10

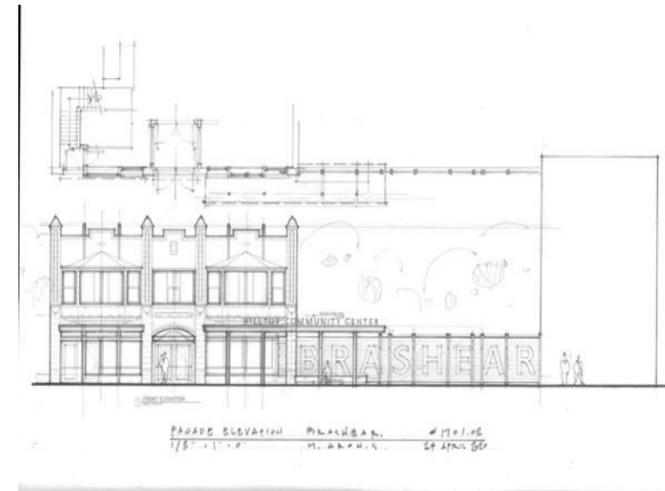
Community Spotlight

Our CARE Fund focuses on providing financial support to organizations that are working to address food, health and safety needs in our neighborhoods. Macedonia FACE is one of our CARE fund grantees who stepped up to create a positive impact during the COVID-19 pandemic by expanding their basic programming dramatically to reach the increasing need of families. [Read more.](#)



Grantee Spotlight

Later this year, the Brashear Association will open up a brand new facility and community center that will serve the residents of the Hilltop communities for years to come. Thanks to a \$75K Catalytic Grant from Neighborhood Allies that supported a deep community engagement process, this new facility has been developed and designed with residents' wants and needs at the foundation. [Read more.](#)



Funder Spotlight

Thank you to the Henry L. Hillman Foundation for awarding a \$1.25 million grant to Neighborhood Allies in direct support of our new Equitable Growth Guarantee Fund — a game-changing tool of the recently launched Centralized Real Estate Accelerator that aims to help real estate developers of color, and community-based developers, raise private capital for their projects. Through the growth guarantee fund, we hope to support 70 projects with \$19 million in loan guarantees for Black developers and communities over the next ten years. We are thrilled to have the support of the Henry L. Hillman Foundation as we embark on this journey to a more equitable Pittsburgh! [Read more.](#)





Equitable Development | Equitable Development Awardee: Hill District Federal Credit Union/Richard Witherspoon

Since 1970, the Hill District Federal Credit Union has served those living in the Hill and beyond by providing financial services. When you join the Hill District Federal Credit Union, you become part of a member-owned organization built on the philosophy of people with a common bond, helping each other.

For the past 50 years, the Hill District Federal Credit Union (HDFCU) has been assisting those who live, work and worship in the Hill District to build credit and savings through innovative products and services, helping them to overcome financial barriers and meet life goals such as buying a house and going to college. Not just a financial institution, HDFCU is the only African American owned and operated financial institution in the tri-state area and provides access to credit-builder loans and emergency loans for nonprofit workers impacted by COVID-19.



Quality of Life | Community Empowerment Association/T. Rashad Byrdsong

Community Empowerment Association (CEA) was founded in 1993 in order to establish an organized, structural approach to address the specific needs of at-risk youth and families in distressed, marginalized communities. Their mission is to restore, reclaim and transform distressed communities through strategic planning, collaboration, advocacy, education, and training.

Mr. Byrdsong of Community Empowerment Association, Inc. is the lead principle on a collaborative project with Pitt Public Health entitled, "Live Longer, Empowering Pittsburgh Communities". The project is geared towards identifying health issues in low income communities that are the causes of premature deaths to the citizens living in those low income communities, thereafter providing viable solutions to help those same citizens understand and make changes to their lifestyle to prolong their lives. From youth-focused after-school programs, to providing families with basic necessities, to workforce development, CEA serves as a welcoming and trusted space for Homewood residents and a resource center for all of Allegheny county.



Q4 2020 Healthy Neighborhoods Highlights

HEALTHY NEIGHBORHOODS

2

3

Q4 2020 Healthy Neighborhoods Highlights



Based in McKees Rocks, BlackTeaBrownSuga is a force in giving a voice to the people through access to space, media, and technology for Black creatives. The BlackTeaBrownSuga Network (BTBSN) is empowering members of the community to challenge and correct injustices, whether they be social or judicial, community wide or personal. Overall, they seek to give members of the community the resources, knowledge, and confidence to be pro-active, change-makers.

Launching in McKees Rocks just over a year ago, The BlackTeaBrownSuga Network serves as an accessible and affordable creative hub for local youth as well as adults. Located on Broadway Avenue in McKees Rocks, BTBSN converted an old law office to a beautiful media facility equipped with all of the equipment and software needed to create podcasts, music, videos and more. Having a background in psychology, founder Eszquire Harris has a vision for this space to not only provide a place for people to express themselves and tell their own story, but also to provide a platform for recognizing global issues, bringing awareness to how they affect the community, and providing solutions.



Community Ownership | Kevin Alton (The Way Organization) & Martel Hedge (Daddy's Hands)

As active, contributing members of Neighborhood Allies' Grassroots Grantmaking Committee (GGC), Martel Hedge and Kevin Alton have gone above and beyond in their roles, volunteering 4+ hours every week throughout April-June to interview residents seeking a Love My Neighbor! Grant in addition to spearheading their own initiative to hand out meals to children and senior citizens in their South Hilltop communities during COVID-19. Oftentimes, Martel and Kevin were both just returning home from their day of feeding the community only to log on and interview an aspiring Love My Neighbor! Grantee. They truly create community by supporting and connecting with neighbors and helping to co-power residents to become active players in making their neighborhood better in all that they do. In addition, Kevin and Martel both run their own successful youth-focused organizations in the Hilltop.



Market Confidence | Cocoapreneur PGH

The mission of Cocoapreneur is to foster an environment of economic prosperity in order to ensure more sustainable neighborhoods for the historically African American communities and neighborhoods around Pittsburgh, PA. Through support to businesses via advertising, marketing and consulting, Cocoapreneur aims to normalize the idea of entrepreneurship—making becoming a business owner a more feasible and attainable goal for African Americans in the greater Pittsburgh area.

Khamil Scantling of Cocoapreneur Pgh is a community leader who supports small, Black-owned businesses in combating the negative aspects of gentrification and in building a successful business. In addition to her day-to-day work of supporting small businesses, she also has jointly launched initiatives, like Greenwood Week Pittsburgh, which is a collaborative project between Cocoapreneur PGH, LLC and SYLA Pittsburgh, aimed at making information about running a small business accessible to minorities, women, and other systematically disadvantaged demographics who are often left out of programs that address similar needs.



2020 Impact | EAT Initiative

Founded in 2015, the EAT Initiative was birthed out of Chef Claudy Pierre's vision to help feed and sustain food insecure communities. Since then, EAT's primary focus has been to inject cultural competency and food education into communities in Pittsburgh and around the world.

Upon immediately learning about the shutdown, and before most larger organizations had an organized plan, Chef Claudy and his team launched into go mode and cooked and provided 15,000 meals to residents in the Northside, Hill District, East Liberty, Southside, and beyond in the first months of the COVID-19 pandemic. This effort is still active to this day and his team is still preparing meals for hungry families. Chef has produced around 50,000 meals since March 2020 and is working with multiple community partners and elected officials to cement these efforts and transform this project into a long term solution.

Q4 2020 Healthy Neighborhoods Highlights

HEALTHY NEIGHBORHOODS PARTNERSHIP HIGHLIGHT

Steel Smiling/Julius Boatwright Recognized as our 2020 Ally of the Year



Steel Smiling is an exemplar grantee and partner to Neighborhood Allies. Julius and his team have spent well over a year in the Hilltop creating space for Black neighbors to process, share and make sense of their pasts, truths, and

lived experiences. The Beams to Bridges program promotes advocacy and awareness around mental health, and builds on-ramps for local Black people to seek culturally and racially competent services, that may otherwise be unbeknownst or inaccessible. This centering and prioritization of the individual needs of Black community members is a stark divergence from the traditional mental health system's standard practice, which does little to acknowledge the various ways that race permeates delivery and/or perceptions of service. Julius' approach, led by Black people and for Black people, advances a person-centered model, and truly seeks to understand each individual cohort participant in the full context of their lived experience and environment. The Beams to Bridges program also empowers a new cadre of resident-leaders, who are referred to as "Mental Health Champions." Mental Health Champions are past cohort participants interested in sharing the information and resources they have acquired with their immediate spheres of influence, including their friends, family and neighbors. After the incredible success of the Beams to Bridges program in the 2019-2020 year, Steel Smiling will be scaling the initiative to four new neighborhoods, all of which are in Neighborhood Allies' shared priority areas: Wilkinsburg, Larimer/Lincoln, Homewood and the Hill District.

Additionally, Neighborhood Allies and Steel Smiling collaborate extremely well on a host of other endeavors. Aside from serving as Steel Smiling's fiscal sponsor, Neighborhood Allies has explored (and secured!) joint fundraising efforts together. We have explored and continue to consider pathways for aligned programming. We continue to share strategy, resources and ideas. In all aspects of nonprofit work – programming, organizational, strategic alignment, etc – Julius is always thinking of ways to share the light, that light he carries within, with others around him. Time and time again, Julius proves himself to be one of Neighborhood Allies' and the larger Pittsburgh region's most invaluable partners. We're honored to align our efforts with such a phenomenal organization, mission and leader!

'Steel Smiling's Beams to Bridges is More Than A Program. It's a Lifestyle'

[Read the full Interview](#) with Hilltop Cohort Leader Rick Bigelow.



Board Member Highlights

Congratulations and Thank You to Our Incoming and Exiting Members of the Board of Directors!

Join us congratulating Sallyann Kluz, Carolina Pais-Barreto Thor, David Serafini and Karris Jackson on being elected to serve as Executive Officers. We also welcomed back Jerry Dickinson to the Board of Directors and said farewell to Michele Rone Cooper, who is retiring after an incredible tenure at McAuley Ministries and as Neighborhood Allies Board Chairperson.

Team Member Highlights

Neighborhood Allies President Presley Gillespie Joins Grantmakers of Western Pennsylvania Board of Directors

Please join us in congratulating Presley on being appointed to the Grantmakers of Western Pennsylvania Board of Directors!



Neighborhood Allies Welcomes Jael Jones to the Team!

Jael joins our team as the Senior Program Manager for Real Estate Services. In this role, Jael will help to build the Centralized Real Estate Accelerator (CREA) program infrastructure, build coalitions to advance change, develop a client pipeline and direct services toward clients, and be a thought leader in regional community development. She will play a key role in Neighborhood Allies' effort to transform community development in the Pittsburgh region by advancing a systems-level change agenda while also providing ground-up support to communities and small developers. [Read more.](#)



Chelsea Contino is Awarded the Q4 2020 President's Special Initiative Award!

Chelsea has gone above and beyond throughout 2020 to respond to our organization's ever-changing and often times fast-moving/reactive communications and storytelling needs. In addition to bringing her enthusiastic and helpful attitude and ideas to each and every conversation to help our staff develop strategies to showcase their work, this quarter she stepped up and took the lead on implementing a brand new and creative approach to the annual Healthy Neighborhoods Celebration. She brought and implemented creative ideas, managed multiple teams and took a leadership role in ensuring that this year's event, even though it looked different, was the best yet.



TEAM MEMBER HIGHLIGHTS

NEW FUNDING AWARDS

6

7

Neighborhood Allies Quarter 4, 2020 Grant Awards

The Pittsburgh Foundation

\$225,000

To support of Our Continued Commitment to Make Neighborhoods Healthier & Stronger. This grant will support Neighborhood Allies' mission of creating and maintaining healthy neighborhoods through the following programs:

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

Responsive Programming in Uncertain Times: We are working diligently to respond to the current COVID-19 pandemic and economic crisis in a manner that is both strategic and effective. This opportunity has allowed Neighborhood Allies to bring its human and programming capital to respond to the most pressing needs. To that end, we created the Neighborhood Allies' (Covid Accelerated Relief Effort) 'CARE Package' consists of the following components: 1) Economic Opportunity Rapid Response Team; 2) Paycheck Protection Program Assistance; 3) Get-online & Grow on-line- 'GOGO', an e-commerce assistance program for small businesses; 4) The CARE Fund; and 5) Mental health support services.

Funding for the above programs is being provided by:

- Melissa S. McKee Carnahan Trust
- Regional Resources, Inc. Fund
- Norman Spang Fund
- Gilbert and Margaret McMaster Fund
- Ray H. Kohl Fund

Henry L. Hillman

Foundation \$1.25M

To support of our new Equitable Growth Guarantee Fund — a game-changing tool of the recently launched Centralized Real Estate Accelerator that aims to help real estate developers of color, and community-based developers, raise private capital for their projects.



Q4 2020 Media Coverage

- Pittsburgh Business Times | New Bank On Allegheny County program launches



A new program has debuted in Allegheny County to provide all residents with equitable access to sustainable financial products and service. Bank On Allegheny County was launched by Neighborhood Allies, in partnership with the Federal Deposit Insurance Corporation and the City of Pittsburgh's Office of Equity, with participation from Cities for Financial Empowerment Fund and the Office of the Comptroller of the Currency.

- Pittsburgh Today Live | STEM FEST: Bridging the Digital Divide



- Pittsburgh Today Live | Verizon and Neighborhood Allies Trying To Bridge Local Digital Divide



- Next City | In Pittsburgh, Publicly Owned Land Is Key to Preserving Black Commercial Corridors



Thomas Boyd, owner of Big Tom's Barbershop, plans to move from the space he's been renting into a historic property in Pittsburgh's Hill District currently owned by the city. Though he's not a developer, he's planning — with help — to renovate the two floors above into four units of affordable housing, and also create an outdoor community space next to the building.

- Next Pittsburgh | VisitPittsburgh is part of effort to make Homewood a cultural destination



Homewood may not have a major tourist destination like, say, the Duquesne Incline. But new efforts are hoping to build on the neighborhood's somewhat hidden assets and attractions and bring them to a bigger audience, both inside the city and out.

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
- Jael Jones, Senior Program Manager for Real Estate Services
- 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

- Sallyann Kluz Chairperson
- Carolina Pais-Barreto Thor, Vice Chairperson
- Karris M. Jackson, Secretary
- David Serafini, Treasurer
- Mamadou Baldé, JD
- Gerald S. Dickinson
- Jane Downing
- Dr. Roderick Harris
- Abigail Horn
- Henry Horn-Pyatt
- Mark Peterson
- Tammy Thompson
- Diamonte Walker

Investment Advisory Committee

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

FUNDERS

Core Funders

Anonymous Donor
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
The Heinz Endowments
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
Urban Redevelopment Authority
Verizon
Wells Fargo



www.neighborhoodallies.org

[f /neighborhoodallies](https://www.facebook.com/neighborhoodallies)

[t /nhbdalliespgh](https://twitter.com/nhbdalliespgh)

[i /nhbdalliespgh](https://www.instagram.com/nhbdalliespgh)