

Smithsonian Institution Affiliations Program



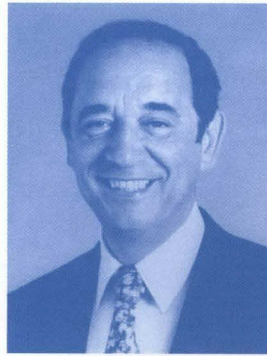
The Right Moment in Time

Capital Campaign Co-Chairs

Martin G. McGuinn, Chairman & CEO, Mellon Financial Corporation &

Alain J.P. Belda, Chairman & CEO, Alcoa

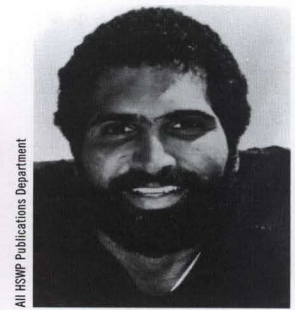
In 1999, Heinz History Center President and CEO Andy Masich led the Board of Trustees, staff, and community leaders in developing a Long Range Plan for the institution. A priority of this strategic plan was to finish the original concept for the History Center, making it a facility that reflects the greatness and unique contributions of Pittsburgh to the history of the United States and the world.



Alain J.P. Belda



Martin G. McGuinn



Franco Harris

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With PNC Park and Heinz Field opening in 2001, construction on the expanded convention center progressing, and dramatic changes taking place on the North Shore, City Center, South Side, and Strip District, the History Center was poised to become a key player in ensuring that the city and the region seize the unique moment in the area's growth and economic development. This leadership was especially appropriate considering that 2004 marked the 250th anniversary of the French & Indian War and the 125th anniversary of the Historical Society of Western Pennsylvania, the History Center's parent organization.

The plan included construction of a 50,000-square-foot Smithsonian wing that would house the 20,000-square-foot Western Pennsylvania Sports Museum, an Education Center and Theater, a major exhibit gallery for national traveling exhibits from the Smithsonian Institution, and a Special Collections Gallery for the History Center's important corporate and ethnic collections.

To support this effort, in May 2001 the History Center launched a \$27 million capital/endowment campaign which included \$20 million for construction of the new wing and exhibitions, \$6 million for endowment, and \$1 million for transitional operating support.

As co-chairs of this campaign, we are assisted by a 50-member Campaign Leadership Committee representing corporate, foundation, and civic sectors. A Champions Committee, led by Franco Harris with co-chairs Arnold Palmer, Suzie McConnell Serio, Stan Musial, Chip Ganassi, Bill Mazerowski, and Mario Lemieux is made up of Western Pennsylvania's legendary sports figures, historians, sports writers, and authors.

Audrey Brouman of A.L. Brouman Associates serves as Fundraising Counsel for this campaign, offering guidance from the very beginning of the project. Key History Center participants in the campaign effort are Betty Arenth, Senior Vice President, and Rob DeOrio, Director of Development, leading the Development Department of Lorry Perkins, Niccole Cook, Allison Ruppert, Michelle Mooney, Mary Riethmiller, and Susan Henry.

The capital/endowment campaign currently stands at 93 percent of goal, representing a public/private partnership with 39 percent from government sources, 46 percent from foundations, 9 percent from corporations, and 6 percent from individuals.

Major donors include the Commonwealth of Pennsylvania, The Heinz Endowments, Richard King Mellon Foundation, Eden Hall Foundation, the History Center's Board of Trustees, Mellon Financial Corporation, Alcoa and Alcoa Foundation, H.J. Heinz Company Foundation, and The Hillman Foundation. Other notable grants have come from the National Endowment for the Humanities and the Institute of Museum and Library Services. Some 55 gifts to the campaign range from \$3.2 million to \$25,000.

To launch the public and final phase of the campaign, a prestigious Kresge Challenge Grant of \$600,000 was sought. This past June, the History Center was awarded one of only 142 grants across the country by The Kresge Foundation. We are now reaching out to the entire community for gifts of \$250 to \$10,000 to complete the campaign. The community is invited to support the campaign by autographing baseball bats, baseballs, hockey pucks, or footballs. Bronze plaques on the "Black and Gold Wall" can honor individuals, families, teams, or clubs. Trading cards are also available to preserve a child's greatest sports moment or commemorate a past accomplishment. These donor items will be prominently displayed in a special fan recognition section of the Sports Museum.

Since the History Center is truly Pittsburgh's time capsule, donors have the opportunity to purchase a time capsule that they can fill with their own special mementos and treasures. Permanently housed at the History Center, these time capsules will be available to visit during family reunions or special occasions.

When presented with this unique opportunity and facing a decision for the future, the History Center's leadership seized the moment and forged a path for the institution. Now, as we near the completion of this campaign, we will finish the job of making the History Center one of the truly outstanding history, education, and exhibition facilities in the country. ☼