



HERITAGE HEADLINES

HERITAGE COMMUNITY INITIATIVES IS THE ONLY NONPROFIT DEDICATED TO THREE ESSENTIAL ELEMENTS OF SOCIOECONOMIC MOBILITY: TRANSPORTATION, EDUCATION, AND NUTRITION.



Heritage Community Initiatives Invests in Future Through Major Real Estate Purchase

Heritage Community Initiatives recently announced the acquisition of 4.5 acres of property located at 531 Jones Avenue in North Braddock.

This purchase will enable the organization to respond to an increasing demand for its services by allowing for the expansion of its transportation, education, and nutrition programs as well as gain greater efficiency by consolidating operations. The property was most recently the site of the Woodland Hills School District's administrative offices.

Paula G. McWilliams, the president and CEO, said the investment in North Braddock will afford the organization the ability to scale programs appropriately in response to demand, create more jobs, and streamline operations by bringing the majority of the team under one roof.

Heritage is committed to raising \$4 million, the investment necessary to repair and replace critical systems and infrastructure of the building. Two million dollars of the goal are earmarked for the expansion of the existing 619 square foot kitchen to more than 3,000 square feet – expansion necessary to meet the growing demand for meals among at-risk children and seniors. The organization anticipates that over 42 professionals

will be housed at 531 Jones Avenue by the summer of 2026, this is in addition to educators located at 404 Braddock Avenue in Braddock, the primary home of Heritage's 4 Kids Early Learning Center.

"This purchase marks a major milestone in Heritage's long-term growth and our commitment to the individuals we are privileged to serve," said David Massaro, outgoing chairman of Heritage's Board and president of Massaro Properties. "It was my honor to see this purchase through to close." Incoming Board chair, Rick Butler, senior vice president and director of Internal Audit at PNC Bank, commented, "Heritage has supported individuals throughout Allegheny County for over 42 years, and this project reinforces our long-term commitment to play a role in the 'moving forward' of Braddock, North Braddock, and the Mon Valley at large."

Building upgrades are already underway with construction slated to begin this spring. To discuss how you or your organization could invest in the future of Heritage Community Initiatives and the individuals it serves, please contact Paula McWilliams at pmcwilliams@heritageserves.org or call 412.351.0535.

Designed to Grow. Built to Lead.

As you explore this issue, you'll notice a design inspired by a blueprint. That choice is intentional. Blueprints represent growth with purpose—carefully planned, thoughtfully executed, and built to last.

At Heritage Community Initiatives, a blueprint represents our continued investment in the individuals we are privileged to serve, the communities where we work, and the employees who make our mission possible every day.

This vision of growth aligns directly with our business strategy: to grow responsibly to meet real and rising needs. We are building with intention, guided by data, experience, and our values. As always, we will continue to lead with action, turning plans into progress and commitment into measurable impact.

I hope you find this issue informative and inspiring because we truly need your support. Whether you are a long-standing donor or considering a donation for the first time, your support enables us to expand our reach, enhance our programs, and continue to serve those in need. I ask that you consider an investment in Heritage Community Initiatives. I am incredibly grateful.

Sincerely,

Paula G. McWilliams
President and CEO

Expanded Kitchen Helps Ensure At-Risk Populations in Allegheny County Won't Go Hungry



Hunger remains a critical challenge in Allegheny County, with more than 160,000 residents experiencing food insecurity, 20% of whom are children eligible for SNAP benefits. Among the individuals and families Heritage serves, food insecurity has risen to 28%, far exceeding county averages. Demand is year-round and growing.

We collaborate with nearly 25 external sites; it is our honor to partner with organizations such as the Greater Pittsburgh Community Food Bank, the YMCA, Propel Schools, Rankin Christian Center and others to provide fresh, delicious, largely scratch-made food to children and seniors in need. We also serve three meals to our own students each day, ensuring that they, too, have the nourishment needed to learn and grow.

A Proven, Scalable Business Model

Heritage Nutrition Services operates as a disciplined, mission-aligned enterprise. We demonstrate operational excellence daily and year over year, have witnessed sustained demand for our largely scratch-prepared meals. The team also has deep expertise in CACFP and SFSP compliance, a capability that has driven external contract growth.

Impact Will Plateau Unless Capacity Increases

Our existing kitchen, currently located at the site of our new building, 531 Jones Avenue, limits us to preparing 1,100 meals per day. When demand increases in the summer, temporary summer workarounds are no longer viable. Without a larger kitchen, the

demand for food for Allegheny County's most hungry will far outpace our capacity to deliver.

The Solution: An Expanded Footprint that Feeds More People and Supports the Local Economy

So that we can continue to feed those most at-risk, we plan to expand our kitchen footprint at 531 Jones Avenue from 619 square feet to more than 3,000 square feet. Once completed, the new kitchen will:

- Increase meal production capacity by over 50%
- Provide significant employment opportunities moving forward
- Enable year-round service expansion and allow Heritage to accept additional high-need contracts currently being deferred

Your Help is Essential

The total cost of our kitchen expansion is \$2 million. With a goal of completing the kitchen by early 2027, we've raised nearly three-quarters of a million dollars to date. An investment in our kitchen is not only an investment in thousands of individuals in Allegheny County but an investment in a proven organization. With a larger kitchen built to meet current and future demand, Heritage Nutrition Services can continue doing what it does best: delivering reliable, nutritious meals to individuals that would otherwise go without.

Should you wish to learn more about how you can be a part of our kitchen expansion while supporting those most in need, please contact Paula McWilliams at pmcwilliams@heritageserves.org or call 412.351.0535.

One Roof. Greater Reach. Stronger Future.

By bringing the majority of the team under one roof, Heritage gains greater efficiency, collaboration, and cost savings, allowing more resources to go directly into programs. Here are the top three reasons why 531 Jones Avenue is integral to our ability to support our mission, our community, and those we serve.

1 MORE MEALS

With expanded space, we can grow our nutrition operations to meet increased demand for healthy food, ensuring more children and seniors have consistent access to nutritious food, the majority of which is largely scratch-made.

2 MORE JOBS

Additional employment opportunities will exist as we expand, fueling economic growth in Braddock and North Braddock.

3 MORE CLASSROOMS

We can now open more classrooms for infants and toddlers, providing a solid educational foundation for our youngest students.

BAIRD

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We are proud to partner with Heritage Community Initiatives in their mission to serve families in over 80 communities within Allegheny County through Transportation, Education and Nutrition.

Fleming Rodgers Group

Kim Fleming, Grant Fleming,
Rob Rodgers, Jessica Green
flemingroddersgroup.bairdwealth.com

Discover the *Baird Difference*



Property Acquisition Enables Education Expansion, Ignites Referral Campaign

Our region continues to see growing demand for high-quality early learning and Heritage Community Initiatives is committed to meeting that need.

With new classroom space now available, we launched a referral campaign asking local stakeholders, community partners, and the public to help us secure at least six early learning educators and 14 infants and toddlers. To encourage quality referrals, Heritage is offering the following cash incentives once all requirements are met:

- \$2,000 for each educator referral who is hired
- \$1,500 for each infant or toddler referral once enrollment requirements are met

Educator applicants must have a CDA credential or a high school diploma/GED



plus two years of experience working with children, along with required clearances. Once hired and all requirements are met, educators will also receive a \$1,500 hiring bonus.

Families can enroll infants and toddlers from six weeks through two years of age.

Prospective educators can view the job description by visiting heritageserves.org/about-us/careers.

Families interested in learning more should call Heritage 4 Kids Early Learning Center at 412.271.3300.

NEED TRANSPORTATION OR NUTRITION SERVICES? PARTNER WITH THE EXPERTS.



Organizations throughout the greater Pittsburgh region trust Heritage Community Initiatives for reliable transportation and high-quality nutrition services.

Heritage Transportation Solutions: Cost-Effective, Custom Transportation

Spend your time focusing on your business and let us handle your transportation operations. Book one time or recurring trips.

Heritage Nutrition Services: Fresh, Tasty, Largely Scratch-Made Meals Delivered to Your Door

Let us handle your food service needs. We provide customizable menus that include fresh, largely scratch-made meals that follow all USDA and CACFP guidelines.



CALL US! WE CAN HELP.

Contact Molly Allwein at 412.329.4339 to learn more.

Bridging the Transportation and Nutrition Gap

Collaboration is at the heart of everything we do because we understand that impact is magnified when organizations come together around a shared purpose. It is our privilege to work with these 24 outstanding organizations whose partnership strengthens our work and expands our collective reach.

Courtesy Card Recipients

- Allegheny County Housing Authority
- Allegheny Intermediate Unit/ East Allegheny Family Center
- Auberle
- Boys and Girls Club of Western Pennsylvania
- Devereux/TCV
- Dress for Success Pittsburgh
- Foundation of HOPE
- Greater Pittsburgh Community Food Bank
- Jeremiah's Place
- Milestone Centers, Inc.
- Mon Valley Initiative
- North Hills Community Outreach
- PA CareerLink Pittsburgh
- Three Rivers Community, Inc.
- UPMC Children's Hospital Empowering Teens to Thrive (ET3) Program

Heritage Transportation Solutions

- Latino Community Center
- Pittsburgh Parks Conservancy (Propel Schools after-school program)
- Bhutanese Community Association of Pittsburgh
- East End Youth Ministry

Heritage Nutrition Services

- Greater Pittsburgh Community Food Bank
- Propel Charter Schools
- Little Explorers
- Allegheny Intermediate (AIU) Braddock
- Gwen's Girls
- Latino Community Center
- Rankin Christian Center



Coming Soon: Annual Appeal to Support Individuals Who Fuel Allegheny County



This month, we are launching our second annual appeal with one simple goal: to ensure Heritage Community Initiatives can continue to meet the most urgent needs of individuals in our communities.

Donations to the Annual Appeal, which will launch later this month, are unrestricted dollars, giving Heritage the flexibility to respond where the need is greatest — whether that means helping people get to work for just 25¢, providing a strong educational foundation for future success, or keeping at-risk children and seniors fed. You will be helping those who fuel our economy, yet their income falls short of meeting essential needs.

Please consider making a one-time gift or becoming one of our recurring monthly donors. The campaign runs March 23 through May 8.

Thank you in advance for your consideration and support. If you'd like to make a donation now, please visit heritateserves.org/donate-now/

Every year, thousands of individuals and families across our region depend on Heritage Community Initiatives for reliable transportation, high quality education, and consistent access to nutritious, largely scratch-made meals. In return, they help keep our region's economy rolling.



Heritage Community Initiatives Announces New Board Chairperson

Heritage Community Initiatives announces the election of Rick Butler, senior vice president and director of Internal Audit of PNC Bank, as chairperson of its board of directors.

A respected leader with deep experience and a strong commitment to community, Butler brings a wealth of knowledge, perspective, and strategic insight to the role. As chairperson, he will work closely with the board of directors and the Heritage executive team to advance Heritage's mission of strengthening socioeconomic mobility through transportation, education, and nutrition services.

"We are honored to have such an experienced individual at the helm of our Board," said Paula G. McWilliams, president and CEO of Heritage Community Initiatives. "Rick is deeply committed to our mission and will be a tremendous partner as we continue to move the organization forward and expand our impact throughout Allegheny County."

Butler is a graduate of Duquesne University and over his 26-year career at PNC, he has held diverse leadership roles. His contributions have earned him numerous accolades, including PNC's highest honor, The Performance Award.

Our Board of Directors

Richard Butler, Chairperson
PNC Bank

John Stockhausen, Treasurer
Retired President, Snavelly Forest Products

Mary Jo Guercio, Ed.D., Secretary
CCAC

Grant Fleming
Baird

David Gumpher
Gumpher, Inc.

Ezz-Eldin Moukamal, M.D.
Allegheny Health Network

Amy Nixon
Retired Educator, Shady Side Academy

Jason Yarbrough
Meyer, Unkovic & Scott LLP

Paula G. McWilliams, President and CEO
Heritage Community Initiatives

Ex-Officio Members of the Board

William Barron
Barron Commercial Real Estate

Stanley Herman, Ph.D.



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