FROM FARM TO TABLE:
Growing the Local Food Economy
About the Foundation

The Claude Worthington Benedum Foundation is an independent foundation established in 1944 by Michael and Sarah Benedum, natives respectively of Bridgeport and Blacksville, West Virginia. The Foundation’s assets at year-end 2009 were just over $330,000,000. Since its inception in 1944, the Foundation has made almost 7,400 grants totaling over $365,000,000.
To scan today’s news is to conclude that, despite its essential role in human survival for at least 35,000 years, “local food” has suddenly achieved celebrity. News reports and authors like Michael Pollan and Barbara Kingsolver praise locally grown products, and describe how the rise of industrial agriculture, which has made American food abundant and cheap, has also diminished its nutritional value. Grocery stores are devoting increased space to both organic and locally grown produce. Our food system, a vast, complex web that we have come to take for granted, is getting back to its roots.

Local foods are not only more evident; they also are more expensive. To the extent that local foods come from farms that generally are smaller than their mass-production counterparts, it seems certain that local foods will remain so. However, many consumers willingly pay premium prices, and it seems clear that for a number of reasons — higher quality, greater nutrition, increased safety, energy savings, and other environmental benefits, and a desire to retain agricultural lands and the family farm — the added value of local foods is motivating a partial shift away from more industrial agricultural models.

The story that follows focuses on individuals in the local food industry, and how these creative entrepreneurs are making these foods more economically competitive, and therefore making the local food movement more viable. The Benedum Foundation has supported these efforts not only because of their economic impact, but also for the many attendant benefits cited above. The local foods movement is not just about economic development, but also, and increasingly, about community development. We hope the reader will share our enthusiasm for the creativity revealed in these stories.

We also invite the reader to reflect on where the story will go from here. Can local food achieve a market share that will sustain the trend? If expansion of local foods makes local farms more viable, and increases employment opportunities in local agriculture, will young people in sufficient numbers choose the farmer’s life? And if local foods continue to gain
market share, will larger food providers find ways to capture the local foods segment—that is, will success better insure the continuation of local agriculture, or instead make it more likely that local agriculture will give way to economies of scale?

More immediate questions arise from the fact that the new economic opportunities for farmers co-exist with the drilling of the Marcellus Shale to extract the vast natural gas deposits that underlie our region. Realizing the potential of both will require careful choices. Sustainable community development means protecting our food supplies and water supplies, of course, but payments by gas drillers to landowners will raise additional issues beyond environmental concerns. For farmers nearing retirement, the prospect of gas royalties may lead them to sell their herds or leave their fields fallow.

There are positive indicators regarding some of these questions. Chapters of Future Farmers of America in rural high schools in our region are as popular as ever. Some farmers state that Marcellus revenues are making it possible to afford to keep and work their farms. And the challenges posed by smaller-scale farming, and the opportunities to achieve the social benefits of local foods, are drawing increasing numbers of creative and entrepreneurial individuals to the task.

People working in community to help themselves sustain their way of life as they provide us all with better food options—that’s a good story! Bon appétit!

William P. Getty, President
Thousands of fans first met Chef Harv as the host of “West Virginia Cooks” on WV Public Broadcasting. His vision for the potential of local foods launched a series of productive partnerships among farmers, chefs, and businesspeople all over the state, and the commercial kitchen he founded, Gourmet Central, gave farmers a way to create new products and generate new profits. A raconteur, creative force, and dynamic leader, he died in 2006. Those he inspired continue to work toward his vision of a flourishing partnership between chefs and farmers, answering his frequent question: “What can I grow for you?”

Christie believed that farmers’ pride in their work could be a compelling marketing strategy. He urged farmers to tell the stories behind the food: the tradition, care, and taste that make their products unique.

Here are some of those stories.
Upshur County carrots braise on the stove at Provence Market in Bridgeport, West Virginia, where Chef Anne Hart sources the menu locally.
“Carrots,” said the e-mail subject. And when he opened the message, Allen Arnold jumped.

Keany Produce Company, a mid-Atlantic produce wholesaler, was seeking a supplier for raw baby carrots for school lunchrooms in Washington, D.C. It wasn’t a big order, just 3,000 carrots a month, but Keany insisted they be grown locally to retain flavor and freshness. The district could use federal money, newly available for fresh, healthy school foods, to pay for weekly orders year-round. The resulting contract could be worth as much as $200,000 a year—a choice opportunity for a savvy food entrepreneur. Could West Virginia farmers deliver?

Arnold, founder of a statewide collaborative of farmers and food experts, thought they could. He fired off the e-mail to Dale Hawkins, a long time colleague. A few days later, the two sat down at Hawkins’ farm, overlooking a peaceful pond in Upshur County, and began to strategize.

Arnold, a voluble former food journalist, and Hawkins, a sunburned farmer with a chef’s deft hands, share an unlikely partnership and an ambitious goal.

As founder and chair, respectively, of the Collaborative for the 21st Century Appalachia, they aim to connect the region’s small farmers to the exploding market for fresh, locally grown foods.

The Collaborative provides new economic opportunities for West Virginia’s small farms and supports both regional tourism and regional cuisine. Founded in 2005, the grassroots effort has been in the vanguard of a national trend: Across America, demand for fresh, locally produced foods is growing faster than a backyard zucchini patch. Direct sales of agricultural products to consumers increased by nearly 50 percent between 2002 and 2007, reaching $1.2 billion.

Local foods, often defined as those grown within a few hours’ drive from their consumers, seem to solve a handful of problems at once. Environmentalists say they counter the waste inherent in the global food supply chain, in which produce loses nutrients while accumulating “food miles.” Public health experts tout fresh foods to combat obesity and chronic illness. Planners and economists see value in retaining farmland and keeping agriculture revenue in the community.
Meanwhile, cable television’s Food Network has created a new class of celebrity chefs who make good food glamorous, whetting the appetites of millions of viewers.

Arnold and Hawkins see local potential in the countrywide movement. With about 10,000 farms under 100 acres, their home state happens to have the nation’s highest percentage of small farms (those with sales under $250,000 a year), a pattern echoed in western Pennsylvania.

But making local food into business opportunity poses major challenges. Compared to the overall U.S. food bill, the billion-dollar volume of direct agricultural sales is a drop in the bucket. It represents just 0.4 percent of total U.S. agricultural sales, which are dominated by large industrial food producers. There’s plenty of opportunity to grow, but few supports for small farmers.

“Agriculture right now is a hot button, so there’s a lot of people who want to be involved,” says Craig Sweger, who’s advised farm businesses throughout southwestern Pennsylvania. “There’s a wonderful bounty of good will between the public and the farmer, but it’s been hard to realize the profits from it.”

Richard Pirog, who has studied the economic impact of the local food movement as associate director of the marketing and food systems initiative at Iowa State University, says that the local food systems he’s examined yield only “modest gains in labor income and modest gains in net jobs.” But he suggests that, in a weak economy, those gains are welcome. “These days, modest sounds really good. We can [encourage the local food sector] without smoke-and-mirror schemes. That’s why legislators around the country are willing to look at local food systems, because they see the benefits.”

The development math goes like this: If direct food sales could be expanded to capture just five percent of the $7 billion West Virginians spend on food each year, producers could create the equivalent of 5,000 full-time jobs. Kent Spellman, director of the West Virginia Community Development Hub, compares the
potential economic impact to a large manufacturing business. He admits, however, that creating 5,000 jobs in one factory might be easier than creating them on thousands of scattered farms, each an independent small business.

Pirog points out another business reality for small farmers: They’ll never compete with agribusiness giants on price or production.

Cheryl Brown, a West Virginia University economist, says that concentrating on niche market opportunities is the key to growing the local food economy. “Preserving the state’s agricultural base requires an attention to enterprises that are feasible on a small scale, such as fruits, vegetables, and other high-value alternative crops,” she reported in 2006, “along with direct-marketing strategies that allow farmers to capture a greater share of the consumer’s food dollar.” High-quality specialty products, from baby carrots to cheeses to gourmet jams and salsa, can turn small crops into cash in a handful of ways: by supplying restaurant chefs, preparing weekly orders for subscribers, adding retail value through processing, co-operating with neighboring farms, or marketing online.

Pennsylvania has targeted small farmers with new grants and loans to promote their products, and the Pennsylvania Association for Sustainable Agriculture, a nonprofit founded in 1992, is recognized as a national leader in the local food movement. But Pennsylvania small farmers have the same questions as their counterparts in West Virginia: Farmers are good at growing, but how do they become entrepreneurs? Two approaches—one based on family tradition, the other on high technology—suggest the future of farming.
“MY GREAT-GREAT-GRANDFATHER SET THE FIRST APPLE TREES IN HAMPShIRE COUNTY.”

Iraq and Afghanistan Marine veteran Calvin Riggleman trucks his peaches to weekly farmers markets in Washington, D.C. Whole Foods sells his Bigg Riggs peach butter and other products.
sheltered by the South Branch ridge that crests West Virginia’s eastern panhandle, Calvin Riggleman’s family has farmed Hampshire County for eight generations. The shale in the fertile soil here makes the valley ideal for growing fruit. As Calvin shows off an heirloom variety called a transparent apple, the sunlight seems to shine right through its pale yellow skin. “My great-great-grandfather set the first apple trees in Hampshire County,” says Riggleman proudly. His grandmother has run the family’s Route 50 fruit stand, with the farm’s ripe Glen Glow peaches scenting the counter, since 1940.

On a hot Tuesday morning, Riggleman is already sweating as he loads a box truck with okra, tomatillos, cherry tomatoes, and peaches. The fresh produce is bound for an evening farmers market in Washington, D.C., along with dozens of glass jars: ramp mustard, pumpkin-pie butter, apple-cinnamon syrup, and more, all bearing a Bigg Riggs label. The ingredients for Bigg Riggs products come from the farm, but the ingenuity goes back to Riggleman’s service with the Marine Corps in Iraq.

During his tour of duty during Operation Iraqi Freedom, where his fellow Marines dubbed him “Big Rigg,” Riggleman entertained his platoon with tales of farm life. “They were all from the city, and they actually felt they had missed out” on the rural experience, Riggleman remembers. “They thought I should share that with more people.” When Calvin explained that hometown fruit didn’t travel, his fellow Marines suggested capturing the taste in jam. When he returned to the farm in 2004, he created his first batch of peach butter, pricing each jar at $6. “They sold so fast we had to make it again,” he recalls. Over the next two years, he began selling at farmers markets, attending small farm conferences, and asking for advice. He soon realized that the profit margin on specialty items was worth the extra effort. “If you have a pound of ugly tomatoes, you can’t sell ‘em [at a farmers market],” he explains. “But you can make a bottle of Bloody Mary mix and sell it for $10.”

Riggleman returned from a second tour of duty in Anbar Province to put the farm online. He launched a website with an online catalog; his Facebook page gained fans. Tracking his sales via spreadsheets stored in his iPhone, he now manages the business with the
help of his wife and two part-time employees. The transparent apples he prizes bruise easily—“keeping them looking good on the shelf is tough,” he admits—so he cooks them, adding the applesauce to his 26-product line. The brand has sold so well at individual Whole Foods stores that the national chain now stocks his products by the pallet at its regional distribution center in Landover, Maryland.

Through hard work and geographic good fortune, Riggleman has made a marketing leap that other West Virginia farmers might envy. His location near Romney puts him within a three-hour drive of Washington, D.C. Access to a metropolitan market of five million people is a challenge for farmers to the west and south, who must look farther for fewer customers. For farmers in southern Monroe County, the nearest big market is Charleston. They must drive two hours to reach a city one-tenth the size of Washington. And rural communities can't yet rely on broadband and mobile phone service to counter their isolation.

Kent Spellman of the West Virginia Community Development Hub believes that adding Internet capacity is the key to connecting farmers with consumers. Meanwhile, his group has helped four small towns to organize new farmers markets this year.

The popular new markets deliver social benefits; they promote a sense of community and improve nutrition. They provide a low-cost entry to the retail system for farmers, but cost them time. “Farmers markets are good in a lot of ways, but they're not efficient,” says consultant Craig Sweger. “They take a lot of time away from the farmer while she's selling her wares.”

Enhancing productivity with new technologies, a new farming operation in western Pennsylvania plans to turn the traditional farm model upside down.

Business efficiency has been B.J. Miller's specialty for 12 years. He's helped large corporations streamline supply chain and distribution efforts as a consultant on SAP®, the world's largest business software system. Now he's building a 21st-century farming operation from the ground up, applying those principles to growing produce in Washington County, Pennsylvania.

Miller and investor Mark Miller (no relation) saw a convergence of economic trends and opportunities, and created a business that will sow its first crops indoors early in 2011.
“When oil prices went to $140 a barrel last year, food prices went up, mainly due to the miles our food travels from other countries,” explains Miller. “And with their own use of diesel, kerosene, and fertilizer, farms’ net energy usage is high. Well, guess what we’re sitting on: lots and lots of energy.”

Miller refers to the Marcellus Shale, the vast store of natural gas that underlies the region. He believes that Venetia Hills, a 20-acre indoor farming operation, could generate its own heat, and soon electricity, from gas under the property. Miller will grow highly perishable produce like lettuces, microgreens, and tomatoes year-round in unheated high tunnels and maintain a hydroponics operation.

Distribution will be equally streamlined. Targeting the Pittsburgh–Morgantown corridor, Miller will pinpoint businesses that require predictable supplies of fresh produce. “We envision an online system for custom growing. A restaurant or caterer could log on to the system and see that a crop will be ready in six weeks, and place an order to use it. We can manage that,” he says confidently. The partners are investing up to $600,000 in a system of about 300 tunnels and greenhouses. Craig Sweger, working with the University of Pittsburgh’s Institute for Entrepreneurial Excellence, helped them refine their business model. With support from the Benedum Foundation, the Institute developed a program for agricultural entrepreneurs in Washington and Greene Counties, headed by Sweger until this year.

“Craig’s expertise helped us to think outside just the farming endeavor,” says B.J. Miller. “We started to consider distribution and processing by local growers.” He believes that Venetia Hills can sell another homegrown product: the software that will connect growers and buyers online.

As Miller and Riggleman have learned, strong connections with buyers and distributors are the key to business success. Creating a reliable supply chain is essential to growing the local foods sector. Local farmers say they need strategic public investment in processing and distribution to bring more product to market.

“ONE CAN’T THINK THE WAY FARMERS HAVE TRADITIONALLY THOUGHT. YOU HAVE TO DIVERSIFY TO FIND DIFFERENT REVENUE STREAMS.”

Dale Hawkins packs weekly market boxes for 80 West Virginia members of the community supported agriculture program of Fish Hawk Acres.
Dale Hawkins used to be local farmers’ best customer. In his former career as executive chef at Stonewall Resort, he bought $300,000 worth of fresh food annually from dozens of farmers in the surrounding counties. The experience convinced him that farmers could meet the demands for guaranteed weekly shipments of specialty vegetables, flowers, fruits, and herbs—if they worked together. He has put that theory into practice at the New Appalachian Farm and Research Center, headquartered in his hometown of Rock Cave.

“There’s a push and pull between growers and users that didn’t exist five years ago,” he says. “That’s an opportunity to develop entrepreneurs. Through coaching and modeling, we’re helping the farmers who are part of the Fish Hawk Acres family to increase their bottom line, establishing a new market for them.”

Hawkins recruited a dozen other farmers within a 40-mile radius of his 3.5-acre farm, Fish Hawk Acres, proposing that they unite under a common brand. Each farmer could pursue his or her own individual markets. C.D. Cole could open his cornfields for a pick-your-own operation and a corn maze attraction; 14-year-old Seth Shaver could sell his Little Stingers honey at farmers markets and to a few wholesale accounts; Scott and Flo Little could sell their shitake mushrooms to the Greenbrier and Stonewall Resorts. But all would collaborate to supply weekly produce deliveries to customers, learning how to sustain production through a nine-month season. They adopted a popular national model called community supported agriculture, or CSA, in which members purchase a share of farm produce in advance of the growing season. The arrangement gives farmers the early income to plant and nurture their crops. In return, members receive a weekly share of the harvest.

A two-year grant from the Benedum Foundation has helped the center pilot methods to extend the growing season. Hawkins also continues to work with the Collaborative for the 21st Century Appalachia to develop training videos for farmers throughout the state. On a hot Thursday in July, Hawkins enlisted Lewis Jett, a WVU extension agent, for an on-camera
AGRICULTURAL TOURISM

Agricultural tourism is a new name for an old pastime: driving to the country to cut down a Christmas tree, pick a pumpkin, or visit a winery. Income from tourism is another potential source of revenue for farms. In West Virginia, Monroe County is using its long farming history and scenic back roads to attract visitors. Online visitors to the Monroe Farm Market site can follow a link to Travel Monroe County, with suggestions for local attractions, lodging, and restaurants. To the north, VisitPA has launched “Keystone Country,” branding driving routes with country markets, country fairs, and farms that welcome visitors.

Town along the Great Allegheny Passage, a recreational trail that cuts through Pennsylvania’s southwest corner, see a direct link between tourism and local food sales. Vicki Marietta says that “a large percentage” of the customers at her Lincoln Street Market in Ohiopyle are visitors cycling the trail or camping in the state park. “It doesn’t matter where my customers come from,” she says. “They all love locally made.” After selling her Backyard Gardens mustards and pepper butters at farmers markets, she asked the vendors she met to supply her retail operation. Now in its third season, the market has added four part-time employees and will extend its season through December.

demonstration of greenhouse techniques and tips on using natural pest management methods in garden beds. For the latter, Jett recommended a border of bright annual flowers on the edges of vegetable beds. “They serve a dual purpose,” he told Hawkins as the cameras rolled. “They diversify the environment, and summer bouquets provide another product.”

Hawkins, who says he “put his hands in the dirt” four years ago, took the opportunity to get advice from Jett on sustaining the baby carrot crop. What would it take to generate the quantities required to meet the Keany Produce order? Jett estimated that about 3,000 square feet of glass-roofed cold frames or unheated high tunnels could produce the required harvest. And he urged Hawkins’ growers to take advantage of their agility to supply other special varieties. “With carrots, you can grow purple, red, or yellow—a rainbow!” he chuckled. “Those aren’t commonly grown, so they give you other opportunities.” A few days later, Hawkins and a three-person crew gathered for a weekly ritual: packing the market boxes for the brand’s 80 CSA subscribers. Crowded into the back room of the IGA Supermarket in Rock Cave, the crew assembled squash, broccoli sprouts, mushrooms, and cucumbers. Hawkins swiftly trimmed ears of corn with a large knife, then added a fist-sized Candy onion and bunches of purple and green basil to each box. Cooled with ice packs, each box was topped with a friendly list of recipes Hawkins tailored to this week’s harvest. In two hours, a cold storage room was filled with completed orders, ready for the mail truck.

Fish Hawk Acres has conquered the problem of delivery to customers by using the U.S. Postal Service. The priority mail shipments usually arrive at customers’ doors the next day, saving the CSA hours of driving time. Though the arrangement adds about $12 in expense for each customer delivery, it allows the brand to serve a wider market.

After its first season in 2009, the Fish Hawk Acres family took inventory. In total, the group increased its overall production by 38 acres and added five new specialty crops to its product line. The result: Sales for 2009 topped $1 million, a 48 percent increase over the previous season.
While the results greatly exceeded Hawkins’ expectations, they fueled new ambitions. He now wants to build a database of specialty food preferences at restaurants and institutions across the state, and has received a USDA grant to build a small commercial kitchen to process Fish Hawk Acres jams, sauces, and breads. Fees for kitchen use will help sustain the brand’s growth.

During the 2010 growing season, Hawkins began calling on restaurants throughout the region to expand its outlets. “I think one of the things we’ve learned is that to be successful, one can’t think the way farmers have traditionally thought,” says Hawkins. “You have to diversify to find different revenue streams.”

Craig Sweger agrees, based on his experience with southwestern Pennsylvania farmers. “Change requires them to rethink what they’ve dedicated their lives to—the equipment, the livestock, the things they think work.” During his stint with the University of Pittsburgh project, working with nearly 200 farmers on raising efficiency and profits, he found that farmers willing to make a tactical shift could benefit.

Iowa State’s Pirog says it’s not just farmers who need to realign their goals. “Look at the California wine industry,” he says. “Its success is not just grapes and climate, it’s all the other support industries that are well-organized. How do we use that thinking on a regional level? We have to bring the parts together and do more comprehensive marketing.”
Cristy Christie, owner of Gourmet Central, a commercial kitchen in Romney, West Virginia, processes fresh green beans from Laurel Vista Farm for farmer Rita Resnick. Resnick sells the jarred beans only within a 100-mile radius of the Somerset County, Pennsylvania farm to limit food miles.

“I asked our customers to bring us a new customer base, and they stepped up to help.”
Riggleman liquefied his imperfect tomatoes for Bigg Riggs Bloody Mary Mix, turning more of his crop into profits. Cooking, smoking, and preserving farm products adds to their retail value, and “value-added” has become a buzzword for farm entrepreneurs who want to expand their product lines. Because most young businesses can’t afford a six-figure investment in large-scale cooking equipment, they take raw produce to commercial kitchens—when they can find them.

By luck, Riggleman’s farm is just 15 miles from Gourmet Central, one of West Virginia’s few commercial kitchens. The 3,000-square-foot facility in Romney’s industrial park offers him an FDA-approved facility with automated equipment to cook and preserve small-batch orders. When Riggleman’s cucumber crop came in, in mid-July, Gourmet Central produced 1,400 jars of pickles for his brand.

“The young farmers who are successful are doing value-added,” says Cristy Christie, Gourmet Central’s owner. Christie’s 20 years of experience and vast network of friends benefit small farmers in many ways. Christie’s late husband, Chef Harv Christie, was one of the state’s earliest proponents of the local food movement, and she continues that effort, showcasing local products at her catering company’s events and providing the creators with immediate feedback. In return, her customers have helped her sustain Gourmet Central since her husband’s death in 2006. She likens their support to a barn raising. “I asked our customers to bring us a new customer base, and they stepped up to help. They’re our best marketing force.” Despite the recession, her business has grown steadily, with four full-time and seven part-time employees.

Hampshire County wooed Gourmet Central from Monroe County to Romney 12 years ago. The orchards that shade the South Branch Valley provide one in every ten jobs here, but as farm profits dwindled, so did farmland. Sprawl from the Washington area threatened a two-century tradition. County planners recognized that a commercial kitchen could help stabilize the local economy.
“We see this as hand in hand with our goals for county planning,” says Les Shoemaker of the Hampshire County Development Authority, which owns the industrial park. “We’re keeping agriculture viable.”

Kitchen owner Christie has more than 50 Appalachian farmers as customers. Some, like Dale Hawkins at Fish Hawk Acres, travel hours to use her facility, because the region has no other commercial kitchen available. That will change in 2011, when a huge space in Huntington will re-open.

Mountain Bounty opened in 2006, offering entrepreneurs a 14,000-square-foot, state-of-the-art facility. Users were slow to adopt the new space, and the center closed in 2008. A new business plan calls for the kitchen to share the space with the culinary arts program at Mountwest Community & Technical College (see sidebar). For farmers seeking to expand onsite processing operations, the Natural Capital Investment Fund in Shepherdstown offers debt and equity financing for the expensive equipment that helps food businesses grow.

Cattle farmers need processors, too. Sophisticated plants with USDA certification are in short supply, and without that federal endorsement, farmers can’t sell their meats across state lines. While the USDA has tried to increase food processing with mobile units, only one such unit is currently available for the northeastern United States. Meanwhile, fewer than ten meat processing companies serve West Virginia and western Pennsylvania.

Dave McElhaney, who raises grass-fed, hormone-free cattle near the Pennsylvania–Ohio border, transports his meat nearly 200 miles to Smucker’s Meats in eastern Pennsylvania. The Lancaster County firm provides the dry aging and cryo-vacuum packing he demands. “We specialize in high quality, and so do they,” he says. He notes that Smucker’s has also begun to offer value-added processing, like converting McElhaney’s beef into chili.
Dave McElhaney raises grass-fed shorthorn cattle on his family farm in Hookstown, Pennsylvania, then takes his beef to Smucker’s Meats in Lancaster County for dry aging and vacuum packing. The meats are a popular staple at the Sewickley Farmers’ Market and others in the Pittsburgh region.
Chef Anne Hart puts Kennebec potatoes grown by C.D. Cole in Jane Lew, West Virginia, on the menu at the Provence Market. “I prepare them roasted with other seasonal vegetables, or mashed, with truffle oil and a bit of truffle salt.”

“NOW CUSTOMERS ARE ASKING, ‘IS THIS LOCAL LAMB? WHERE ARE YOU GETTING THIS?’”
Anne Hart’s bustling café in downtown Bridgeport seats only 42 diners, but her impact on the local food scene has been exponential. Hart, the owner and chef of Provence Market Café, embodies the synergy between chefs and farmers. She contracts with local growers and suppliers, features their items on her French-influenced menu, and helped found the town farmers market, where she hosts cooking demonstrations with vendors’ wares. Recently selected as a delegate to a food festival in Dijon, France, Hart has seen her reputation grow in West Virginia, where she’s captured a number of awards at West Virginia’s Cast Iron Cook-Off.

The Cast Iron Cook-Off provides the sizzle for innovative regional cuisine. Recognizing that a brand name for inspired regional gastronomy would raise the profile of both local foods and local chefs, Allen Arnold conceived an annual event to showcase what he dubbed “New Appalachian cuisine.” Now in its sixth year, the event, co-sponsored by West Virginia Division of Tourism, the state department of agriculture, and ProStart, a statewide culinary arts training program, attracted more than 350 attendees last year. “Just as Tamarack showcases West Virginia’s arts, the Cook-Off showcases regional ingredients and world-class cuisine,” explains Arnold. The benefit raises money for the Collaborative for the 21st Century Appalachia. The Collaborative, a Benedum Foundation grantee since 2006, has created a tourism map of 101 buy-local restaurants throughout the state, commissioned studies on potential markets for local foods, packaged a series of educational videos for small farmers, and created an online community, WVFarm2U, with a farmers market directory.

The Cook-Off helps build the state market for culinary tourism. Last year’s participants included chefs from in-state resorts, like Stonewall and the Greenbrier, as well as ambitious newcomers. “People hadn’t heard of me, so it opened some eyes. It exposed me to people who don’t live here,” says Hart. As the cachet of local food spreads, Hart notices more questions from diners about her menu, and she encourages their curiosity. “Now they’re asking, ‘Is this...
local lamb? Where are you getting this?’” Consumers carry their newfound interest to supermarkets, where they now expect to find local produce.

Supermarket and restaurant chains are the toughest market for local farmers to penetrate, because they demand a steady, year-round supply of sorted and standardized products with just-in-time delivery. Over the past two years, The Progress Fund has worked with two major Pittsburgh area retailers to open their doors to local farmers. Benedum is backing the Fund, a nonprofit lender in the region’s rural communities, to combat a common problem.

“The first thing I ask farmers is, ‘Are you being distributed right now?’ The majority don’t have the means of getting product to market,” says Jamie Moore, director of sourcing and sustainability for Eat’n Park. The chain buys 20 percent of the produce for its restaurants and institutional catering operations locally, and Moore is the man who finds the growers and brings them into his supply chain. Small farmers who may be participating in a CSA program are his target audience. “I want them because those farmers are not going to stay small. Let me work with them for two years, develop relationships, and maybe start having them deliver to one of our locations.” Moore says his company now buys about $17 million annually in local produce, dairy, and meat products. An active member of the Pennsylvania Association for Sustainable Agriculture, he stresses that farmers need to connect to organizations that will connect them to buyers. “Farmers in West Virginia can connect to PASA, too,” he says. “We attract farmers because they want education.”

The Progress Fund has also worked with Giant Eagle, one of the country’s top 20 supermarket chains, on a buy local initiative. The company allows individual store produce managers to arrange local buys. As a result, the firm’s Tom Eynon says, 130 farmers are now delivering to stores “on a daily basis. We highlight the farmer and location of the farm on our in-store signage. We also use vehicles, including our weekly circular, to communicate our local offerings.” Because the company channels organic products through a central buyer, The Progress Fund project
“THE MAJORITY OF [SMALL FARMERS] DON’T HAVE THE MEANS OF GETTING PRODUCT TO MARKET.”

At Paragon Foods, a regional distribution center in downtown Pittsburgh, Jamie Moore selects local peppers for Eat’n Park, a 75-restaurant chain. He helps local farmers get products to the local market, buying $17 million in local products each year.
has begun to assist Giant Eagle with those purchases. It also helps Eat’n Park assure food safety certification for farm produce and find new products.

Food safety, distribution, effective marketing, and support from chefs are all key to helping local farms flourish. The end result—fresh, healthy food—benefits not only farm businesses, but communities and food consumers. For Dale Hawkins at Fish Hawk Acres, baby carrots for Washington lunchrooms are the new product that can push his brand to the next level; for kids with cafeteria trays, they’re a crisp, nutritious snack that’s a first step to a lifetime of healthful eating.

As Fish Hawk Acres members finish the harvest this fall, they’ll craft a vendor proposal that gives both the brand and the produce distributor a fair deal. It’s a business proposition much like the homegrown carrot: healthy, sustainable, and as good for the farmer as it is for the student.

**FOOD FOR THOUGHT**
For more information on organizations that are helping the local foods industry grow, visit these websites.

**CAST IRON COOK-OFF**
www.castironcookoff.org

**COLLABORATIVE FOR THE 21ST CENTURY APPALACHIA**
www.wvfarm2u.org

**HEART AND HAND HOUSE**
www.heartandhandhouse.org

**THE INSTITUTE FOR ENTREPRENEURIAL EXCELLENCE, KURTZ GRADUATE SCHOOL OF BUSINESS, UNIVERSITY OF PITTSBURGH**
www.entrepreneur.pitt.edu

**MOUNTWEST COMMUNITY & TECHNICAL COLLEGE**
www.mctc.edu

**NATURAL CAPITAL INVESTMENT FUND**
www.ncifund.org

**NEW APPALACHIAN FARM & RESEARCH CENTER**
www.newappalachia.com/new_appalachian

**PENNNSYLVANIA ASSOCIATION FOR SUSTAINABLE AGRICULTURE**
www.pasafarming.org

**PIERPONT COMMUNITY & TECHNICAL COLLEGE**
www.pierpont.edu

**THE PROGRESS FUND**
www.progressfund.org

**WEST VIRGINIA COMMUNITY DEVELOPMENT HUB**
www.wvhub.org

**WEST VIRGINIA SMALL FARM CENTER**
www.smallfarmcenter.ext.wvu.edu

**WEST VIRGINIA UNIVERSITY EXTENSION SERVICE**
www.ext.wvu.edu
MISSION
To encourage human development in West Virginia and Southwestern Pennsylvania through strategically placed charitable resources.

GUIDING PRINCIPLES
The following principles guide the Foundation’s grants programs in those regions:

• We honor Michael and Sarah Benedum’s belief in “helping people help themselves,” and we seek opportunities to cultivate the creativity of people and communities.

• We nurture leadership within the communities we serve, and we participate in leadership when it adds value.

• We encourage planning, projects, and programs that cross geographical and political boundaries so that access to services and economic growth is maximized.

• We expect collaboration among the public, private, and nonprofit sectors in order to leverage the resources that each can bring to common concerns.

• We strive to advance innovative practices that demonstrate measurable and sustainable benefit.

• We seek projects that contribute to advancement in public policy.

THE FOUNDATION’S ROLE
In seeking to achieve our mission and acknowledging lessons learned in over 60 years of grantmaking, the Foundation has identified its role as follows:

“The Foundation largely takes on the agenda of the people we serve. Our business is to help people help themselves. This is not intended to suggest that the Foundation’s role is passive. To the contrary, we go out into the field and listen closely. We build strong and supportive relationships with grantees. We provide technical assistance. We broker ideas and institutions. We create partnerships. We undertake analyses of issues and problems, and we promote public awareness of them. We help to build broad consensus for change. We seek to empower people to develop their own capacity and the capacity of their institutions to succeed. We leverage not only funds but interest, involvement, and commitment.”

Excerpted from In the Company of Extraordinary People: A Special Report upon the Occasion of the 50th Anniversary of the Claude Worthington Benedum Foundation, 1994
In keeping with the wishes of Michael and Sarah Benedum, the Claude Worthington Benedum Foundation is a regional philanthropy focusing on West Virginia and Southwestern Pennsylvania. The Foundation generally invests two-thirds of its grant dollars in West Virginia and one-third in Southwestern Pennsylvania.

The Foundation makes grants in three program areas that span both states: Education, Economic Development, and Civic Engagement. In addition, the Foundation supports programs that are unique to each state. These program areas, both regional and state-specific, are described below.

From time to time, the Foundation revises specific areas of interest within its grants programs, and grant seekers are encouraged to view the Foundation’s website for the most current descriptions.

**EDUCATION**

The Benedum Foundation seeks to promote successful learning throughout the educational system, from pre-kindergarten to post secondary education. Academic achievement and preparation for the 21st-century workforce are the ultimate objectives of this program.

The Foundation places a high priority on teacher quality and the most advanced instructional tools. Because schools do not function in isolation, the Foundation also looks to the resources of community organizations, business, and higher education to reinforce the learning objectives of the classroom. In recognition of the rising demands of the workplace, the Foundation supports efforts to prepare all students to enter some form of post-secondary education.

Although the Foundation is interested in any significant opportunity to improve the education system, specific areas of interest include:

- Programs that improve teacher quality through professional development and innovative instructional strategies.
- Arts education, the integration of arts into other disciplines, and the partnership of community arts groups and higher education with the PreK-12 education system.
- Career education that aligns secondary and post-secondary programs to high-demand, high-wage occupations.

**ECONOMIC DEVELOPMENT**

Innovation will be the cornerstone of the future success of the economy in West Virginia and Southwestern Pennsylvania. The Foundation supports economic development activities based upon the region’s strengths in research, technology, and advanced manufacturing. The Foundation’s agenda seeks to promote regional planning and cooperation, recognizing that with respect to any endeavor, “region” should mean whatever area is most appropriate to optimize the available opportunity, without reference to historic, geographic, or political boundaries. The expected outcomes of the Foundation’s Economic Development grants are the creation and growth of innovative, wealth-producing businesses and high quality jobs.

In addition, many of the communities in the region served by the Foundation are rural, and enjoy abundant natural assets that provide economic opportunities that complement centers of technology-based growth. The Foundation supports efforts to advance agriculture, outdoor recreation, artisanship, and cultural tourism. Specific areas of Foundation interest include:

- Promotion of entrepreneurship.
- Projects that promote technology-based economic development.
- Programs to promote the growth and accessibility of new capital for businesses in distressed communities and areas of high unemployment.

**CIVIC ENGAGEMENT**

Communities function most effectively when all citizens participate in civic affairs to the greatest extent possible. The Foundation supports programs that:

- Promote, plan, and implement regional cooperation.
- Increase grass-roots participation in community affairs.
- Advance cooperation among governments, and between the government, business, and nonprofit/civic sectors.
WEST VIRGINIA GRANTS PROGRAM

In addition to the areas of interest discussed above, in West Virginia the Foundation also makes grants in Health & Human Services and Community Development.

HEALTH & HUMAN SERVICES

West Virginia will benefit when all families have access to high-quality health care and human services. The best possible resources are required for families to raise their children to be productive members of their communities. Emphasis in this program area is placed on disadvantaged children and on families living in rural communities. Collaborative efforts involving communities, businesses, and public agencies are encouraged through technical assistance, program development, research, and public policy. Specific areas of interest include:

- State-level policy development, enhanced scope and quality of preventive and primary healthcare services for children and families, and improved perinatal care.
- Enhanced early childhood education with a focus on children birth to three, and reduction of child abuse and neglect.
- Improvement of oral health, especially for children and pregnant women.
- Innovations in healthcare delivery systems, a larger and better-trained workforce in rural practice, and community-based health promotion, especially with regard to chronic disease prevention and management.

COMMUNITY DEVELOPMENT

The Benedum Foundation promotes the economic well-being and quality of life of West Virginia communities. Improving capabilities of leaders, organizations, and interested citizens to address challenges and opportunities will help communities be more prosperous through their own efforts. Specific areas of interest include:

- Activities that engage citizens from diverse groups in the civic life of the community.
- Efforts that help communities organize, plan, and implement ambitious but achievable improvement strategies.
- Leadership development.

- Programs that improve the effectiveness and accountability of nonprofit and public organizations.
- Efforts to expand technology access, affordability, and utilization.
- Activities that provide decent, safe, and affordable housing through home construction, repair, financing, and education programs.

SOUTHWESTERN PENNSYLVANIA GRANTS PROGRAM

The Southwestern Pennsylvania grants program serves Allegheny, Washington, Greene, and Fayette Counties. This four-county area is a natural connector between Pittsburgh and West Virginia, and contains rural communities that may benefit from the Benedum Foundation’s experiences in West Virginia. The Foundation encourages projects that cross state lines so that resources and ideas originating in either West Virginia or Pennsylvania can benefit both.

In addition to the Education, Economic Development, and Civic Engagement program areas described above, the Foundation believes that the arts play a significant role in economic development, and that Pittsburgh’s exceptional arts community, and the Pittsburgh Cultural District, provide a competitive advantage to the region’s economy. The Foundation supports the major performing organizations within the Cultural District, as well as specific projects that add value to the Cultural District, especially through cooperative ventures of resident organizations.
**HOW TO APPLY FOR A GRANT**

Before applying for a grant, applicants should carefully review the Foundation’s Mission and Guiding Principles, and our grants program descriptions. Seeking a grant from the Benedum Foundation is a highly competitive process. As you might expect, the Foundation receives more applications each year than we are able to fund, which means that even some proposals that fit within the description of the Foundation’s grants program may not be selected for funding.

**RESTRICTIONS**
The Foundation generally does not make grants in support of:

- Organizations located outside West Virginia or Southwestern Pennsylvania
- Individuals
- Organizations not exempt from taxation under Internal Revenue Code Section 501(c)(3)
- Student aid, fellowships, or travel
- Construction or equipment
- Endowment
- Ongoing operating expenses
- National organizations
- Biomedical research
- Religious organizations for religious purposes
- Individual elementary and secondary schools
- Annual appeals, membership drives, or festivals
- Conferences, films, books, and audio-visual productions, unless an integral part of a Foundation-supported program

**APPLICATION PROCESS — WHAT TO EXPECT**

After reviewing the information listed above, we strongly recommend that you submit your application using the Foundation’s online grant application process found on our website (www.benedum.org).

The Foundation does not have submission deadlines, and applications are accepted throughout the year. Once we receive your completed online application, an automated reply will be sent to you acknowledging receipt. You should receive a response to your application within 60 days, at which time you will be notified if your project is not one the Foundation can consider, or if additional information is needed.

If you do not have the ability to submit an online application, you may complete the Foundation’s Grant Application Form found on our website, or send a brief application that includes:

- Copy of evidence of organization’s tax-exempt status with the IRS
- Short description of organization
- Organization address (including telephone, fax, and e-mail addresses)
- Name and title of contact person
- Clear, concise description of the project
- Expected outcomes
- Anticipated implementation schedule
- Total project costs, other funding sources, and the specific amount that will be requested from Benedum
- Plan for continuance or self-sufficiency of program at the conclusion of proposed grant.

Send one copy of your application to:

Grants Administrator
Claude Worthington Benedum Foundation
1400 Benedum-Trees Building
223 Fourth Avenue
Pittsburgh, PA 15222
2009 GRANTS
Although some of our grants have impact in both West Virginia and Southwestern Pennsylvania, for ease of reference, grants authorized in 2009 are listed below alphabetically by region of primary benefit.

Readers, especially grant seekers, should be aware that the emphasis of the Foundation’s grants program evolves over time and that grants as reported may not be indicative of the Foundation’s future program emphasis.

WEST VIRGINIA

EDUCATION
Appalachian Education Initiative Foundation
Morgantown, WV
Program support for a statewide arts education intermediary
$100,000

College Summit, Inc.
Washington, DC
Expansion of a college enrollment / retention program to four new school districts in West Virginia
$86,000

Eastern West Virginia Community and Technical College
Moorefield, WV
Creation of a Wind Energy Technology Training Program (over two years)
$150,000

The Education Alliance — Business and Community for Public Schools, Inc.
Charleston, WV
Pilot of school dropout reduction plan in five West Virginia counties
$90,000

EdVenture Group Inc.
Morgantown, WV
Development of energy-related career pathway modules for middle and high school students
$51,000

Hope Community Development Corporation
Charleston, WV
Participation by a West Charleston team in the Harlem Children’s Zone conference
$13,000

Oglebay Institute
Wheeling, WV
Expansion of an after-school arts program in partnership with a network of community-based arts organizations
$45,500

University of Pittsburgh
Pittsburgh, PA
Development of an evaluation framework for the Benedum Foundation’s education grants
$65,000

Regional Education Service Agency (RESA II)
Huntington, WV
Training of school-based coaches in the implementation of 21st Century Learning Standards
$74,500

West Virginia Council for Community and Technical College Education
Charleston, WV
Program to increase community college enrollment for first-generation college-going high school students
$33,000

West Virginia Department of Education
Charleston, WV
For RESA-based teacher teams to design methods of student assessment aligned with 21st Century Learning Standards
$100,000

Modification of career and technical education programs for emerging green jobs
$80,000

West Virginia Department of Education and the Arts
Charleston, WV
Expansion of the Globaloria computer game design curriculum (payable over two years)
$250,000

West Virginia University Foundation, Inc.
Morgantown, WV
Development of a curriculum and certification for teacher coaches (payable over two years)
$125,000

HEALTH & HUMAN SERVICES
Camcare Health Education and Research Institute, Inc.
Charleston, WV
Development of the KEYS 4 Healthy Kids initiative, a collaborative effort designed to decrease childhood obesity in three targeted neighborhoods
$25,000

Dollar Energy Fund, Inc.
Pittsburgh, PA
Marketing and fundraising initiatives for the West Virginia Utility Assistance Program to increase participation by low-income households
$100,000

Eastern Area Health Education Center, Inc.
Martinsburg, WV
Development of a program to reduce childhood obesity by increasing activity and use of recreational spaces, and better access to fresh food for schoolchildren
$25,000

Healthy Smiles of the Eastern Panhandle
Martinsburg, WV
Creation of a dental center to improve oral health care services to the uninsured and underinsured residents of the Eastern Panhandle with a focus on serving Medicaid and CHIP eligible children
$90,000

Kids in Distressed Situations, Inc.
New York, NY
In collaboration with Mountaineer Food Bank, to continue statewide distribution of new clothing, school supplies, books, and other items to needy children in West Virginia
$25,000

Marshall University Foundation, Incorporated
Huntington, WV
Development of a statewide oral health plan through collaborative efforts with West Virginia Department of Health & Human Resources and other key stakeholders
$45,000
Marshall University Research Corporation  
Huntington, WV  
Oral health project to increase preventive dental services to children through school–community partnerships involving private providers  
$140,000  
Technical assistance to school-based health centers in 24 counties and continued development of adolescent self-management tools to improve health behaviors, especially related to obesity and asthma  
$175,000

Mission West Virginia, Inc.  
Hurricane, WV  
Development of the Kinship Navigator Program to assist relatives who are caregivers of at-risk children  
$75,000

Mountaineer Food Bank, Inc.  
Gassaway, WV  
General support, facility expansion planning, and evaluation of feeding programs  
$150,000

Team for West Virginia Children, Inc.  
Huntington, WV  
Promotion and coordination of statewide efforts to reduce child abuse and neglect  
$175,000  
Development of a statewide system of in-home family education through training, technical assistance, and research  
$150,000

Vision Shared, Inc.  
Charleston, WV  
Enable Partners Implementing an Early Care and Education System (PIECES) to conduct organizational planning and development necessary to serve as State Advisory Council on Early Childhood Education and Care to meet requirement of the HSSR Act of 2007  
$35,000

West Virginia Association of Free Clinics, Inc.  
Charleston, WV  
Capacity-building program to help nine free clinics become medical homes for patients  
$75,000

West Virginia Center on Budget and Policy, Inc.  
Charleston, WV  
Policy analysis of tax, budget, and other issues aimed at improving the lives of low- and moderate-income families and vulnerable populations  
$100,000

West Virginia Community Voices, Inc.  
Charleston, WV  
West Virginia Perinatal Partnership outreach education and research projects focused on high-risk pregnant women and infants  
$45,000  
Promotion of the development of a statewide Long Term Care System  
$150,000

West Virginia Council of Churches  
Charleston, WV  
Support of the West Virginia Healthy Kids and Families Coalition to improve access to child health care, including oral health, through outreach  
$125,000  
Support for CARE-NET to help organizations assist West Virginia military members and their families with deployment and/or reintegration into their communities  
$50,000

West Virginia Health Right, Inc.  
Charleston, WV  
Expansion of WVRx, the statewide pharmaceutical mail-order dispensary for the uninsured poor  
$225,000

West Virginia Kids Count Fund, Inc.  
Charleston, WV  
Launch Business on Board with Childcare!, a statewide initiative to engage businesses in championing high-quality childcare and to recognize businesses that provide childcare-friendly workplaces  
$50,000

West Virginia Rural Health Care Partnership, Inc. dba Cabin Creek Health Systems  
Dawes, WV  
Development of a senior medical home initiative and training program for senior medical assistants in conjunction with Bridgemont Community and Technical College  
$100,000

West Virginia Telehealth Alliance, Inc.  
Scott Depot, WV  
Establishment of telehealth outreach coordinators to educate and engage users and potential users of telehealth applications throughout West Virginia  
$200,000

West Virginia University Foundation, Inc.  
Morgantown, WV  
Establishment of statewide, electronic registry of advance care planning documents through the West Virginia Centralized Hospital Emergency Medical Triage & Coordination Center  
$100,000  
Oral Health Initiative to improve oral health through leadership and programming developed by the West Virginia University School of Dentistry  
$250,000

WV Alliance for Sustainable Families, Inc.  
Charleston, WV  
Continued support for the statewide campaign to expand utilization of the Earned Income Tax Credit  
$75,000  
Expansion of the Asset Building Coalition, a network of partners promoting policy change, program development, and research for asset-building and economic sustainability for low-income families  
$75,000
COMMUNITY DEVELOPMENT

**Berea College**
Berea, KY
Scholarships for West Virginia participants from 20 communities to attend the Brushy Fork Annual Institute
$15,000

**CommunityWorks in West Virginia, Inc.**
Charleston, WV
Campaign for Excellence, to establish internships at selected universities to build leadership capacity in the affordable housing industry and enhance the capacity of member organizations to develop leadership
$106,000

**Greater Kanawha Valley Foundation**
Charleston, WV
Sustainable Kanawha Valley Initiative, to provide a funding pool to strengthen ties between various sectors in Kanawha and Putnam Counties
$10,000

**Greenbrier Habitat for Humanity**
Lewisburg, WV
Staffing to sustain and grow the organization (over two years)
$60,000

**One Economy Corporation**
Washington, DC
Creation of a statewide broadband adoption program to increase Internet use and digital literacy among West Virginians
$250,000

**Roark-Sullivan Lifeway Center**
Charleston, WV
Transitional housing for homeless veterans
$125,000

**Southern Appalachian Labor School Foundation, Incorporated**
Kincad, WV
Administrative and operating support for low-income housing initiatives in 2010
$45,000
Matching funds to purchase building materials for Fayette County homes being repaired by group work camps
$40,000

**Vision Shared, Inc.**
Charleston, WV
Advancement of a statewide coalition of leadership organizations to retain, attract, and advance talented young adults
$50,500

**West Virginia Community Development Hub, Inc.**
Clarksburg, WV
Development of a standardized tool kit for the Community Development Model, including a coach’s guide, to be used to engage local communities
$25,000
Continuation and expansion of the West Virginia Community Development Model and connection of targeted communities with resources, tools, best practices, and evaluation
$175,000

**West Virginia Department of Environmental Protection**
Charleston, WV
Provision of energy and water conservation, waste reduction, pollution prevention, and other sustainability services to the Community Development Hub target communities
$125,000

**West Virginia Development Office**
Charleston, WV
Matching funds and program enhancements for the 2009 West Virginia Flex-E-Grant Program, including priority grantmaking to 20 Community Development Hub communities
$100,000

**West Virginia Grant Makers Association, Inc.**
Weston, WV
Development of a business plan to support the creation of a statewide nonprofit association, in collaboration with the West Virginia Community Development Hub
$34,000

**West Virginia University Foundation, Inc.**
Morgantown, WV
West Virginia Uncovered: Multimedia Journalism from the Mountains, a project designed to help small newspapers adapt to the demands and opportunities of the digital age
$85,000
West Virginia Brownfields Revitalization Mini Grant Projects, to foster brownfield development
$225,000

ECONOMIC DEVELOPMENT

**Collaborative for the 21st Century Appalachia, Inc.**
Charleston, WV
Local foods summit to enhance efforts and identify new opportunities to maximize the economic impact of local food system development
$16,145
To market culinary tourism in West Virginia
$100,000

**I-79 Development Council, Inc.**
Fairmont, WV
Expansion of the West Virginia Angel Network to connect high-wealth investors with early-stage and startup entrepreneurs
$42,000

**The Mid-Atlantic Technology, Research and Innovation Corporation (MATRIC)**
South Charleston, WV
South Charleston Technology Accelerator Program
$146,000

**Natural Capital Investment Fund, Inc.**
Shepherdstown, WV
Nonfinancial capacity-building assistance to entrepreneurs in rural West Virginia
$250,000

**New Appalachian Farm and Research Center, Inc.**
Rock Cave, WV
Creation of a statewide model for an agricultural community of practice to increase capacity and sales under a common brand
$75,000
<table>
<thead>
<tr>
<th>Organization</th>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valley Ventures, Incorporated</td>
<td>Weirton, WV</td>
<td>Final year of startup and implementation of a regional entrepreneurial development program</td>
<td>$71,500</td>
</tr>
<tr>
<td>Vision Shared, Inc.</td>
<td>Charleston, WV</td>
<td>Operating and program support</td>
<td>$150,000</td>
</tr>
<tr>
<td>West Virginia High Technology Consortium Foundation</td>
<td>Fairmont, WV</td>
<td>Technical assistance and seed stage funding program to enhance technology-based economic development</td>
<td>$150,000</td>
</tr>
<tr>
<td>West Virginia University Foundation, Inc.</td>
<td>Morgantown, WV</td>
<td>Continued support for the entrepreneurship law clinic and various services that support entrepreneurship and innovation</td>
<td>$85,000</td>
</tr>
<tr>
<td>WV Coalition for Technology-Based Economic Development Inc. aka TechConnectWV</td>
<td>Cross Lanes, WV</td>
<td>Initiation of the Innovation Institutes in biometrics and advanced energy as part of the West Virginia Blueprint for Technology-Based Economic Development</td>
<td>$225,000</td>
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<tr>
<td>Southwestern Pennsylvania</td>
<td></td>
<td><strong>EDUCATION</strong></td>
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<td></td>
<td></td>
<td><strong>Advancing Academies</strong></td>
<td>Turtle Creek, PA</td>
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<td></td>
<td></td>
<td><strong>Allegheny Conference on Community Development</strong></td>
<td>Pittsburgh, PA</td>
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<td><strong>Community Action Southwest</strong></td>
<td>Washington, PA</td>
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<td><strong>Focus on Renewal Sto-Rox Neighborhood Corp.</strong></td>
<td>McKees Rocks, PA</td>
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<td><strong>Historical Society of Western Pennsylvania</strong></td>
<td>Pittsburgh, PA</td>
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<td><strong>Innovation Works, Inc.</strong></td>
<td>Pittsburgh, PA</td>
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<td><strong>Intermediate Unit 1</strong></td>
<td>Coal Center, PA</td>
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<td></td>
<td></td>
<td><strong>Mini-grants to schools that engage community-based organizations to integrate arts and technology across disciplines</strong></td>
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<td></td>
<td></td>
<td><strong>Arts integration program, in partnership with Attack Theatre, which teaches literacy and mathematics through dance and theater</strong></td>
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<td></td>
<td></td>
<td><strong>The Pittsburgh Foundation</strong></td>
<td>Pittsburgh, PA</td>
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<td></td>
<td></td>
<td><strong>RAND Corporation</strong></td>
<td>Santa Monica, CA</td>
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<td></td>
<td></td>
<td><strong>Sarah Heinz House Association</strong></td>
<td>Pittsburgh, PA</td>
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<tr>
<td></td>
<td></td>
<td><strong>Community Development</strong></td>
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<td></td>
<td></td>
<td><strong>Community Design Center of Pittsburgh</strong></td>
<td>Pittsburgh, PA</td>
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<tr>
<td></td>
<td></td>
<td><strong>The Community Foundation of Westmoreland County</strong></td>
<td>Greensburg, PA</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Family Resources</strong></td>
<td>Pittsburgh, PA</td>
</tr>
</tbody>
</table>
Jewish Healthcare Foundation  
Pennsylvania, PA  
Development of a plan for attracting active retirees to the Pittsburgh region  
$23,500

New Hazlett Center for the Performing Arts  
Pittsburgh, PA  
CityLIVE!, a free, monthly educational event series that highlights what’s happening in Pittsburgh through panel discussions and interactive experiences  
$15,000

University of Pittsburgh  
Pittsburgh, PA  
Establishment of a public policy forum to explore consolidated services between the City of Pittsburgh and 35 bordering municipalities  
$10,000

Sprout Fund  
Pittsburgh, PA  
Small grants for community projects led by young professionals and artists  
$75,000

Sustainable Pittsburgh  
Pittsburgh, PA  
Regional community development network that engages public officials and business leaders in sustainable growth practices  
$100,000

Touchstone Center for Crafts  
Farmington, PA  
Organizational assessment as a precondition for capital and program support from other foundations  
$20,000

Waynesburg Prosperous and Beautiful  
Waynesburg, PA  
Startup support of a community development corporation in Waynesburg  
$60,000

ECONOMIC DEVELOPMENT

Allegheny Conference on Community Development  
Pittsburgh, PA  
Operating support  
$175,000

Media initiative related to the G-20 Summit being held in Pittsburgh  
$15,000

Carnegie Mellon University  
Pittsburgh, PA  
Continued support of an embedded entrepreneur in the Quality of Life Technology Foundry to encourage commercialization of discoveries, shorten the concept to prototype cycle, and identify industry partnerships  
$75,000

Cleveland Development Foundation  
Cleveland, OH  
Development and implementation of a work plan for the Tech Belt Initiative, a two-state economic development strategy  
$7,500

Community Foundation of Fayette County Pennsylvania  
Uniontown, PA  
Fayette Community Growth Fund, a pooled fund that provides small grants for community-based economic development projects  
$100,000

Innovation Works, Inc.  
Pittsburgh, PA  
Innovation Adoption Grant Fund to provide financial/intellectual support to manufacturing companies in rural counties to maintain global competitiveness through new product or process research/development  
$75,000

Pittsburgh Ballet Theatre, Inc.  
Pittsburgh, PA  
Support for the 2009–10 season  
$75,000

Pittsburgh Downtown Partnership  
Pittsburgh, PA  
Public art in Downtown Pittsburgh vacant storefronts in preparation for the G-20 Summit  
$10,000

Pittsburgh Opera, Inc.  
Pittsburgh, PA  
Support for the 2009–10 season  
$75,000

Pittsburgh Public Theater Corporation  
Pittsburgh, PA  
Support for the 2009–10 season  
$75,000

Pittsburgh Symphony, Inc.  
Pittsburgh, PA  
Support for the 2009–10 season  
$100,000

The Pittsburgh Trust for Cultural Resources  
Pittsburgh, PA  
Support for the 2009 Three Rivers Arts Festival  
$10,000

The Regional Opportunity Center  
Pittsburgh, PA  
Initiative to attract and retain diverse talent to fill projected workforce gaps  
$75,000

Sustainable Pittsburgh  
Pittsburgh, PA  
Promotion of the Pittsburgh region as a global provider of sustainable energy solutions through the G-20 issue of Pittsburgh Quarterly  
$2,800

$100,000

SUPPORT OF PHILANTHROPY

The Grantmakers of Western Pennsylvania  
Pittsburgh, PA  
Operating and program support in 2009  
$17,400

Grantmakers for Effective Organizations  
Washington, DC  
2010 national conference held in Pittsburgh  
$5,000

The Foundation Center  
New York, NY  
2009 program support  
$7,500
2009 Financial Information

The Foundation's fiscal year corresponds to the calendar year. At the end of 2009, the market value of the Foundation's investments, including cash, was $340,177,241. Grants authorized during the year totaled $9,642,700. The Foundation makes multi-year commitments, with payments scheduled over as many as five years. At year-end 2009, outstanding grant commitments totaled $3,082,000.

The following indicates invested assets, and authorizations and payments of grants and program-related investments over the last five years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Investments Including Cash</th>
<th>Grants Authorized and Program-Related Investments*</th>
<th>Grant and Program-Related Investment Payments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$376,448,952</td>
<td>$16,877,281</td>
<td>$16,183,621</td>
</tr>
<tr>
<td>2006</td>
<td>$424,567,779</td>
<td>$21,561,740</td>
<td>$18,180,905</td>
</tr>
<tr>
<td>2007</td>
<td>$443,810,770</td>
<td>$18,718,950</td>
<td>$20,068,200</td>
</tr>
<tr>
<td>2008</td>
<td>$288,825,313</td>
<td>$21,458,369</td>
<td>$18,862,619</td>
</tr>
<tr>
<td>2009</td>
<td>$340,177,241</td>
<td>$9,642,700</td>
<td>$13,724,700</td>
</tr>
</tbody>
</table>

*includes contingent grants

The Foundation maintains a diverse portfolio. The following table summarizes the cost and fair value of Foundation's investments as of December 31, 2009. In its audited financial statements and for the federal tax return, the Foundation reports investments at fair value:

<table>
<thead>
<tr>
<th>2009</th>
<th>Cost</th>
<th>Fair Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term investments</td>
<td>$162,270</td>
<td>$162,270</td>
</tr>
<tr>
<td>Public equities</td>
<td>151,310,437</td>
<td>165,247,677</td>
</tr>
<tr>
<td>Fixed income</td>
<td>31,014,413</td>
<td>32,577,926</td>
</tr>
<tr>
<td>Hedge funds</td>
<td>41,401,120</td>
<td>49,937,037</td>
</tr>
<tr>
<td>Private limited partnerships</td>
<td>87,775,913</td>
<td>81,815,469</td>
</tr>
<tr>
<td></td>
<td>311,664,153</td>
<td>329,740,379</td>
</tr>
<tr>
<td>Program-related investments</td>
<td>4,157,794</td>
<td>4,157,794</td>
</tr>
<tr>
<td></td>
<td>315,821,947</td>
<td>333,898,173</td>
</tr>
<tr>
<td>Cash</td>
<td>6,279,068</td>
<td>6,279,068</td>
</tr>
<tr>
<td></td>
<td>$322,101,015</td>
<td>$340,177,241</td>
</tr>
</tbody>
</table>
## Summarized Financial Information

### Assets, Liabilities, and Unrestricted Net Assets

<table>
<thead>
<tr>
<th>December 31,</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments</td>
<td>$333,898,173</td>
<td>$253,268,594</td>
</tr>
<tr>
<td>Cash and equivalents</td>
<td>6,279,068</td>
<td>35,556,719</td>
</tr>
<tr>
<td>Accrued investment income and other assets</td>
<td>463,659</td>
<td>177,384</td>
</tr>
<tr>
<td>Receivables from private limited partnerships and hedge funds</td>
<td>4,880,860</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Property and equipment, net of depreciation</td>
<td>574,407</td>
<td>633,059</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$346,096,167</strong></td>
<td><strong>$294,635,756</strong></td>
</tr>
<tr>
<td><strong>Liabilities and Unrestricted Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants payable</td>
<td>$3,082,000</td>
<td>$7,354,000</td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>343,014,167</td>
<td>287,281,756</td>
</tr>
<tr>
<td><strong>Total liabilities and unrestricted net assets</strong></td>
<td><strong>$346,096,167</strong></td>
<td><strong>$294,635,756</strong></td>
</tr>
</tbody>
</table>

### Change in Unrestricted Net Assets

<table>
<thead>
<tr>
<th>Year ended December 31,</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dividends</td>
<td>$1,669,289</td>
<td>$2,726,399</td>
</tr>
<tr>
<td>Interest</td>
<td>1,829,209</td>
<td>1,927,850</td>
</tr>
<tr>
<td>Net gain (loss) on investments</td>
<td>61,665,139</td>
<td>(149,311,583)</td>
</tr>
<tr>
<td>Partnership income</td>
<td>4,082,369</td>
<td>8,595,182</td>
</tr>
<tr>
<td><strong>Total income (loss)</strong></td>
<td>69,246,006</td>
<td>(136,062,152)</td>
</tr>
<tr>
<td><strong>Grants and Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants (net of refunds)</td>
<td>$9,230,195</td>
<td>$21,112,003</td>
</tr>
<tr>
<td>Investment management and custodial fees</td>
<td>2,259,572</td>
<td>2,844,270</td>
</tr>
<tr>
<td>Grant administration</td>
<td>1,560,391</td>
<td>1,581,432</td>
</tr>
<tr>
<td>Other administration</td>
<td>592,242</td>
<td>526,957</td>
</tr>
<tr>
<td>Federal excise tax</td>
<td>(128,805)</td>
<td>730,000</td>
</tr>
<tr>
<td><strong>Total grants and expenses</strong></td>
<td><strong>13,513,595</strong></td>
<td><strong>26,794,662</strong></td>
</tr>
<tr>
<td><strong>Increase (decrease) in Unrestricted Net Assets</strong></td>
<td><strong>$55,732,411</strong></td>
<td><strong>$(162,856,814)</strong></td>
</tr>
</tbody>
</table>

*This information is summarized from the books and records of the Foundation. Copies of audited financial statements are available upon request.*
Excerpts from the Fifth Codicil to the Last Will & Testament of Michael L. Benedum

The disposition of a not inconsiderable estate is never an easy assignment. It has been a thorny & laborious problem for me because, recognizing my frailty & inadequacy, I have not been able to lose sight of the awesome responsibility involved.

If I could have looked upon my material goods as personal property, belonging to me alone, my task would have been immeasurably lighter. But I have never regarded my possessions in that light. Providence gives no fee simple title to such possessions. As I have seen it, all of the elements of the earth belong to the Creator of all things, and He has, as a part of the Divine Purpose, distributed them unevenly among His children, holding each relatively accountable for their wise use and disposition.

I have always felt that I have been only a trustee for such material wealth as Providence has placed in my hands. This trusteeship has weighed heavily upon me. In carrying out this final responsibility of my stewardship, I have sought to utilize such wisdom and understanding of equity as the Creator has given me. No one with any regard for his responsibility to his God and his fellow man should do less. No one can do more.

As I have seen it, life is but a proving ground where Providence tests the character and mettle of those He places upon the earth. The whole course of mortal existence is a series of problems, sorrows & difficulties. If that existence be rightly conducted, it becomes a progress towards the fulfillment of human destiny. We must pass through darkness to reach the light.

Throughout my adult life, day by day & year by year, I have been instilled with the conviction that wealth cannot be measured in terms of money, stocks, bonds, broad acres or by ownership of mine and mill. These cannot bear testimony to the staple of real excellence of man or woman. Those who use a material yardstick to appraise their wealth and foolishly imagine themselves to be rich are objects of pity. In their ignorance and misanthropic isolation, they suffer from shrinkage of the soul.

All of us aspire to a higher and better life beyond this, but I feel that the individual who seeks to climb the ladder alone will never find the way to Paradise. Only those who sustain the faltering ones on the rungs above and extend a helping hand to the less fortunate on the rungs below, can approach the end with the strength of sublime faith and confidence.
At the end of life each of us must face the great teacher that we call death. Stern, cold & irresistible, it walks the earth in dread mystery and lays its hands upon all. The wealth of empires cannot stay its approach. As I near my rendezvous with this common leveler of mankind, which takes prince and pauper alike to the democracy of the grave, I do so with resignation to the will of God, and with faith in His eternal justice.

Life has been sweet to me… sweet in the loved ones that have been mine, sweet in the friends who have surrounded me & rewarding in the opportunities that have come my way. I could not leave this earth with any degree of happiness and satisfaction if I felt that I had not tried to bring some of these joys to those less fortunate than I have been.

We know not where seed may sprout. In the poorest and most unregarded child who seems to be abandoned to ignorance and evil, there may slumber virtue, intellect and genius. It is our duty to sow and to nurture, leaving it to others to harvest the fruits of our efforts.

While I am conscious that my love for the land that gave me birth has been an influence in guiding the disposition of my estate, there are other practical reasons why I have favored my native state of West Virginia. It is not that I am unmindful or unappreciative of my adopted home of Pennsylvania, but rather that I have sought to appraise and balance the needs of each and the available potential for supplying those needs.

I cannot close my eyes to the realistic consideration that Pittsburgh and Pennsylvania abound in riches, having a citizenship in which men of great wealth are more common than rare. West Virginia is in a less fortunate position. There can be no question but that its needs are much greater than those of my adopted home. Consequently, in making specific provisions for West Virginia institutions, I have done so in good conscience, with a sense of equity & with recognition of a responsibility to distribute my estate in a way that will bring the greatest good to the greatest number. This decision was not made lightly or imperiously.

Conscious that in this Codicil to my Last Will & Testament, I am figuratively speaking from the grave, and that the great book of my account with the Creator has been closed beyond change or amendment, I submit my soul to His tender mercy, and my memory to the generosity & compassion of my fellow man.

_Signed by Michael L. Benedum on the 15th day of June 1957_
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