

## Good Works

Compiled by  
Lindsay Smith

Calling all do-gooders. We know you don't do good stuff just to get attention, but we think you deserve it. And we'll give it to you on this page. Send photos and news for consideration to Good Works via mail to Washington Business Journal, 1555 Wilson Blvd., Suite 400, Arlington, Va. 22209, fax to (703) 258-0802 or e-mail to [washingtonbusinessleads@bizjournals.com](mailto:washingtonbusinessleads@bizjournals.com). Photos cannot be returned.



**BIG MONEY:** PNC President Michael Harreld, left, presents a check to Skip McMahon, executive director of Building Bridges Across the River, a nonprofit formed to develop and manage Thearc D.C.

**WHO'S GIVING:** PNC Bank in D.C.

**WHO'S RECEIVING:** The Town Hall Education, Arts and Recreation Campus (Thearc) in D.C.

**WHAT'S BEING GIVEN:** \$100,000

**BACKGROUND:** PNC Greater Washington President Michael Harreld was impressed when he visited The Town Hall Education, Arts and Recreation Campus last October. "I was taken with the physical facility and the approach they were taking," Harreld says, noting that many arts programs geared toward disadvantaged youth usually just take students on field trips to plays or shows, while the 110,000-square-foot Thearc is in the heart of the neighborhood it serves. PNC Bank donated \$100,000 to the One in a Million Campaign for Thearc. The goal of the campaign, which began Oct. 18 and runs through 2007, is to raise \$10 from 1 million citizens to alleviate the financial burden on Thearc's nine sponsors. It

takes about \$500,000 a year to keep Thearc open. Bank of America, The Carter and Melissa Cafritz Charitable Trust, The Eugene and Agnes E. Meyer Foundation and Friedman, Billings, Ramsey each contributed \$25,000. PNC Bank will accept donations for Thearc in its more than 60 Washington-area branches.

**A FEW WORDS FROM THE SPONSOR:** "Thearc is one of the unique opportunities in this country to marry the arts and arts education in a neighborhood," says PNC Greater Washington President Michael Harreld. "We believe this uniqueness warrants communitywide support to ensure financial stability and to see if it's a laboratory for other venues of similar scope."

**WHO'S GIVING:** FedEx Special Delivery and the American Red Cross of the National Capital Area

**WHO'S RECEIVING:** Community for Creative Non-Violence shelter

**WHAT'S BEING GIVEN:** 15 blankets

**BACKGROUND:** The American Red Cross collected 15 blankets for the Community for Creative Non-Violence shelter during the Trick or Heat blanket drive Oct. 31. Washington-area FedEx Special Delivery representatives took the blankets to the shelter. "FedEx does a lot with [the American Red Cross] in general," says Cameron Ballantyne, Red Cross director of communications and media relations. "They wanted to do more on the local level." The blanket drive also was an opportunity to spread information about winter preparedness. "Having a blanket is one of many things you need for winter," Ballantyne, says. Some other things include disaster supplies, a working smoke alarm, emergency food stores and prescription medication.

**A FEW WORDS FROM THE SPONSOR:** "The Red Cross doesn't collect blankets or in-kind donations nor-