

Breathing Room

The Tiffany & Co. Foundation's urban parks program helps develop and preserve green spaces for city dwellers.



The Chelsea Grasslands section of the High Line was created with funding from The Tiffany & Co. Foundation.



The foundation's most recent urban parks grant will help protect the view of the Hollywood sign and the plants and animals surrounding it.

Since its founding in 2000, The Tiffany & Co. Foundation has done much to support organizations that work for the good of the environment and decorative arts. The urban parks program is the foundation's newest undertaking, getting its start in 2003 with a grant to Bette Midler's New York Restoration Project for the Family Garden in East Harlem. The mission of Midler's organization was in keeping with that of the urban parks program—to support infrastructure improvements and beautification efforts in existing parks and the creation of additional green spaces. Since that first project, the foundation has supported 12 organizations' urban parks projects and awarded more than \$8 million to help revitalize and build new parks.

"The urban parks program really combines two of our basic missions—our commitment to the environment and preserving the natural heritage and important landmarks in urban areas," says Fernanda Kellogg, President - The Tiffany & Co. Foundation. "It's also a lovely way to give back to the communities in which our stores are located."

Tangible Results

In 2008, the foundation presented grants to three organizations—Hermann Park Conservancy, Parkways Foundation and The Vizcayans. Hermann Park Conservancy in Houston received a grant for \$1 million for The Tiffany & Co. Foundation Bridge at Lake Plaza. The bridge was unveiled in April 2009 and serves as a park centerpiece, offering beautiful views from a newly accessible vantage point. The Parkways Foundation received \$1.25 million for the creation of The Tiffany & Co. Foundation Celebration Garden in Chicago's Grant Park. The park's rose garden was transformed into a formal garden and event space adjacent to Buckingham Fountain. Lastly, The Vizcayans, on behalf of Vizcaya Museum and Gardens in Miami, received \$500,000 for the restoration of the Sutri Fountain and garden. Built between 1914 and 1917, Vizcaya is a subtropical interpretation of a classic Italian villa with 10 acres of gardens and is designated as a National Historic Landmark.

In 2007, the foundation awarded a \$1 million grant to Friends of the High Line to assist in the revitalization of lower Manhattan. The first section of the High Line opened to the public in June 2009. It is a

1½-mile-long, elevated railway that runs along the West Side of Manhattan. Friends of the High Line, working in partnership with the City of New York, transformed this abandoned railway into a beautiful urban park. The Chelsea Grasslands section of the High Line was created with funding from The Tiffany & Co. Foundation.

The foundation's most recent urban parks contribution was a \$1 million grant to The Trust for Public Land (TPL) in February to save Cahuenga Peak, home of the famous Hollywood sign in California. The grant will go toward TPL's purchase and conservation of the 138-acre Cahuenga Peak, which lies just left of the sign's letter "H." The land will become part of the adjoining 4,200-acre Griffith Park, permanently protecting the view of the Hollywood sign and the native plants and animals that live there.

Honoring Our Mission

The urban parks program also allows Tiffany to honor its commitment to community, as outlined in our company's mission statement: "We will respect the laws, customs and values of our host communities and work to enrich those communities through the participation of our employees in civil society and through our financial support of community aspirations."

Tiffany employees personify this part of our mission by volunteering their time and energy to numerous local charities and urban parks projects throughout the world. For example, several members of the Wall Street store, the New York flagship and Manhattan corporate offices volunteered to help clean up the High Line. This is just one example of the personal dedication of Tiffany employees to the communities in which we do business.

"We recognize the role that green spaces and cultural sites play in lifting spirits and providing a sanctuary of natural beauty and elegance in the midst of urban life," Kellogg says. The Tiffany & Co. Foundation's efforts in this area are expanding, with funding for urban parks projects outside of the United States on the horizon.

For more information about The Tiffany & Co. Foundation's urban parks program, visit tiffanyandcofoundation.org. ■

Tiffany Strategy examines key business strategies and initiatives.

BY JUANITA ROBINSON