

# CAMPAIGN OVERVIEW



One hundred and fifty years ago, the relentless pursuit of technology—paired with a legendary work ethic—created a steel industry unrivaled anywhere in the world. Not only did it build the infrastructure of the 20th century and win world wars, it created a culture that endures today.

Rivers of Steel, a nonprofit that champions the industrial and cultural heritage of Southwestern Pennsylvania, continues that legacy—boldly and creatively building for the future and strengthening communities united by their shared past. As stewards of the Carrie Blast Furnaces National Historic Landmark, we seek to transform the iron-producing heart of the illustrious Homestead Works into a world-class destination where visitors from all walks of life are inspired, educated, and entertained.

Rivers of Steel is embarking on an ambitious \$42 million campaign to leverage the site's significant cultural and heritage capital, both at the Carrie Blast Furnaces site and throughout the eight-county Rivers of Steel National Heritage Area, to create the nation's premier venue for exploring industrial history, cultural heritage, and the arts.

## OVER THE COURSE OF THE NEXT SEVERAL YEARS, RIVERS OF STEEL SEEKS TO INVEST:

**\$33**  
million

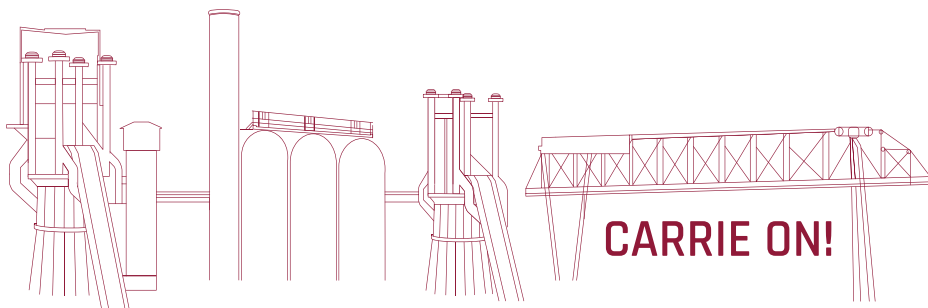
\$33 million in capital improvements to (1) stabilize, preserve, and transform the site's two primary buildings—the AC Power House and Blowing Engine House—into an events center, visitors center, exhibitions, and museum spaces; (2) construct a new Arts and Operations building that will feature large metal working and fabrication studios, instructional space, and demonstration areas; and (3) further develop the thirty acre park-like site with river and trail access.

**\$7**  
million

\$7 million in endowment funds to sustain and maintain these large, historic structures, the site, and our expanded programs into the future.

**\$2**  
million

\$2 million in reserve funds to take advantage of new programs and partnership opportunities that will maximize the potential of the expanded campus and safeguard our fiscal health.



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623 East Eighth Avenue  
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Currently only operable during the warmer months of the year, upgraded facilities and additional square footage (from 25,000 to 85,000 sq.ft.), will dramatically increase annual attendance to 100,000+ and expand the scope and scale of programs; boost our overall capacity to support community partners and mission-based activities; and create new earned revenue opportunities that directly support future preservation. The landmark site will expand economic opportunity for the region and the nation as a locus for education in the arts and environmental science, workforce development for skilled trades (metalworking, masonry, and carpentry), and gatherings for new technologists.

Significant stabilization and rehabilitation efforts are already underway as part of phase one to preserve the landmark's historic structures, and these efforts will continue throughout the life of the campaign. While the work of long-term historic preservation never really ends, phase two of the *Carrie On!* campaign will shift to overall site development and interior renovation of the new event center and visitors center, followed by a final phase dedicated to new construction and completion of the arts, education and operations building between 2026–2030. Full operations of the transformed Carrie Blast Furnaces are anticipated to be online in 2030.

This special campaign offers donors numerous high-profile naming opportunities, which begin at \$25,000.

## INVESTMENT & IMPACT

According to the Hill Group's Economic Impact Studies, the Carrie Blast Furnaces development will drive \$40M in private and local investment over eight years, adding \$9.77M in annual spending, \$7.77M million in spending from support industries and secondary businesses, and \$531K in state and local taxes.

Visitor capacity can increase

210%

from 50,000 to 105,000  
people/year

Program and event space will grow

340%

from 25,000 to 85,959 sqft

Workshop + instructional  
capacity can grow by

300%

from 475 to 1,425 participants

Youth + community learning  
programs can serve

187%

more individuals from 3,200  
to 5,984 participants

Permanent collections and  
exhibition space will increase

375%

from 4,000 to 15,000 sqft

Earned revenue from events,  
rentals, + programs, can grow by

225%

from \$900,000 to \$2.4M per  
year

# SITE RENDERINGS



INTERIOR RENDERING OF THE AC POWER HOUSE EVENTS CENTER



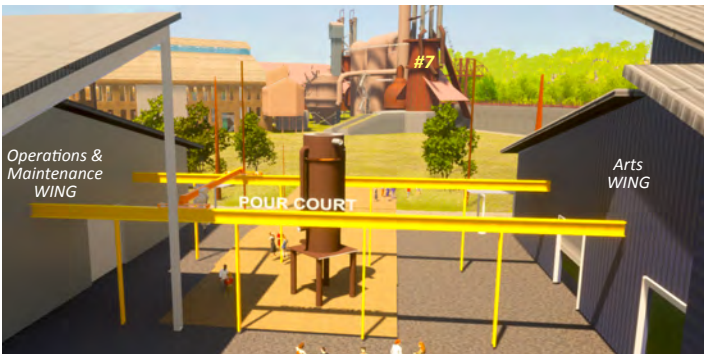
EXTERIOR VIEW OF THE NEW ARTS AND OPERATIONS HOUSE



THE AC POWER HOUSE EVENT CENTER (LEFT) AND THE BLOWING ENGINE HOUSE VISITORS CENTER (RIGHT)



CROSS SECTIONAL RENDERING OF THE CARRIE BLAST FURNACES NATIONAL HISTORIC LANDMARK SHOWING THE CENTRAL COURTYARD AND CAST HOUSE #6



THE NEW IRON POUR COURTYARD WITH VIEWS OF THE LANDMARK FURNACES



INTERIOR RENDERING OF THE BLOWING ENGINE HOUSE VISITORS CENTER



AERIAL VIEW OF THE NEW CARRIE BLAST FURNACES CAMPUS



EXTERIOR RENDERING OF THE BLOWING ENGINE HOUSE VISITORS CENTER



# ARTS IN ACTION



The Carrie Deer sculpture located at the Carrie Blast Furnaces is one of Pittsburgh's most popular works of public art, drawing visitors from across the region.



Local youth pose with Rivers of Steel Graffiti Arts staff in front of a mural created in 2024 at the culmination of their after-school program.



Rivers of Steel metal artists cast molten iron at the Carrie Blast Furnaces during the annual Festival of Combustion, attracting thousands of attendees each year to the landmark site.



Each year, Rivers of Steel works with local, national, and international muralists to bring exciting public art into communities surrounding the Carrie Blast Furnaces. This mural completed in 2024, features the work of Peruvian artist, Sef 1, and greets visitors to the borough of Braddock, Pennsylvania.



# Education & Environmental Sciences



Student groups visit the Carrie Blast Furnaces Cast House #6 during a tour of the landmark. Rivers of Steel hosts thousands of students each year to learn about industrial history and preservation.



Middle school students examine particulates and microorganisms found in a sample pulled from the Monongahela River.



Rivers of Steel hosts local school students aboard its Explorer Riverboat to study the health of Pittsburgh's waterways and the evolution of its biodiversity over time.



In 2024 Rivers of Steel launched a suite of environmental science on the river programs located at the Carrie Blast Furnaces. Made possible via a newly opened river access location, students from nearby school districts can now experience and learn about our region's unique watersheds and their relationship to Pittsburgh's industrial past.



# Events & Tours



Through Industrial Tours of the Carrie Blast Furnaces, Rivers of Steel attracts thousands of individuals from across the globe each year to experience this unique landmark and learn about the site's iron-making technology, its workers, and their culture.



The Carrie Blast Furnaces are also a popular wedding destination providing a great source of earned income for the organization! Through the Carrie On campaign, Rivers of Steel will dramatically increase these and other venue rental opportunities, helping to directly support the sites ongoing preservation.



Through a range of events, festivals and concerts, Rivers of Steel is able to introduce the Carrie Blast Furnaces to new and ever-growing audiences from across the globe. Partnerships with organizations like the Quantum Theater (pictured above), showcases the cultural vitality of Southwestern Pennsylvania, and demonstrates the sites versatility as a premier destination capable of hosting events large and small.

# PLEDGE FORM



## PLEDGE INFORMATION

☐ YES!

**I/WE WANT TO LIGHT THE FLAME THAT WILL CARRIE ON INTO THE FUTURE!**

I/we agree to pledge \$ \_\_\_\_\_ to the Carrie On capital and endowment campaign,  
to be paid over \_\_\_\_\_ years, beginning on \_\_\_\_\_.

## PAYMENT INFORMATION

My/Our gift will be paid in

☐ Monthly (12) ☐ quarterly (40) ☐ semi-annual (2) ☐ semi-annual (2) ☐ annual (1) installments

☐ My/Our first pledge payment will begin on \_\_\_\_\_  
*RIVERS OF STEEL will send timely pledge payment reminders.*

☐ Please accept my check (payable to **Rivers of Steel**)

☐ My donation will be paid through a Donor Advised Fund

☐ Please charge \$ \_\_\_\_\_ to my credit card

Credit card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Security code: \_\_\_\_\_

☐ I/We wish to remain anonymous

☐ Please contact me about making a gift through Securities, Wire Transfer, or Family Foundation

## MATCHING GIFT

Many corporations and businesses match their employees' charitable donations. To help maximize your gift, please inquire whether your company offers this special benefit.

Company name: \_\_\_\_\_ ☐ My employer ☐ My spouse's employer

Matching gift form: ☐ Enclosed ☐ Will arrive under separate cover

Please contact me about:

☐ making a bequest ☐ hosting an event in my home/workplace ☐ volunteering ☐ other potential funders of ROS

☐ My/Our gift is ☐ in memory of or in honor of \_\_\_\_\_  
*All Memorial Gifts will be acknowledged on the **Rivers of Steel** website.*

## DONOR INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

The Internal Revenue Service recognized the Rivers of Steel as a tax-exempt organization under Section 501(c)(3). As such, all contributions are tax-deductible to the extent provided by law.

Return to Chris McGinnis

cmcginnis@riversofsteel.com

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OR PLEDGE YOUR  
GIFT ONLINE



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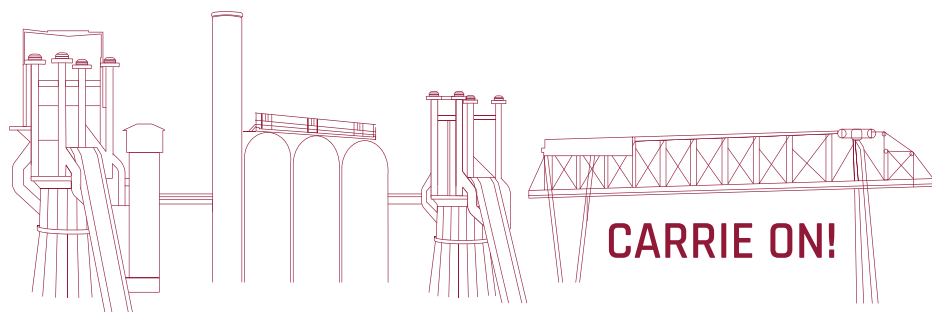
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