



“Managing the stewardship of charitable giving is a moment-to-moment dignified responsibility.”

VIRGINIA G. PIPER

#PiperTrustMoments

Celebrating 20 Years of Moments

JANUARY 21, 2020
#PiperTrustMoments, 9th Edition

Happy New Year! You may recall, as part of honoring our 20th Anniversary serving Maricopa County, Arizona, our Trustees decided that the Trust would [invest \\$20 million](#) in the organizational capacity of its grantees over the next four years. This investment—our “2020 Initiative” as we call it—is above and beyond the Trust’s annual grantmaking.

The 2020 Initiative is inspired by the national movement to dispel the “Overhead Myth”—viewing nonprofits critically if they spend funds on tools and talent that help them reach new levels of excellence for their missions.

The [Society of St. Vincent de Paul](#) was selected to receive one of these intensive Trust-initiated investments for a few key reasons.

First, it is an institutional human services organization in our community that provides comprehensive services directly to vulnerable populations in large numbers. Second, its leadership team is willing to challenge their thinking, reimagine programs and processes, and commit to change.

Third, virtually all St. Vincent de Paul revenue comes from charitable contributions and philanthropy which offers the opportunity to test new ideas that could support financial longevity.



St. Vincent de Paul’s Steve Zabalski (middle) and Shannon Clancy (right) discuss the mission and impact of the organization with Channel 12 news anchor Mark Curtis (left).

This issue of [#PiperTrustMoments](#) highlights the transformation St. Vincent de Paul has undergone on its way to building a more resilient Maricopa County. We also think it illustrates how the Trust’s 2020 Initiative can strengthen the entire community.

Warmly,

Mary Jane Rynd
 President and CEO

GRANTMAKING SPOTLIGHT

ST. VINCENT DE PAUL

Nonprofits like [St. Vincent de Paul](#) are experts in the work they do for the community. But without resources, and without the opportunity to take risks and try new things, they will do good work, but maybe not reach their full potential.



New branding on St. Vincent de Paul’s trucks provided more than advertising; it offered a morale boost for staff.

A 2012 Trust-initiated pilot grant invested funds in the brand and redesign of St. Vincent de Paul’s fundraising and marketing activities. This deep, and sometimes grueling, work gave St. Vincent de Paul tools, skills, and a confidence boost to tell their story in a bigger way, so that they could serve on a bigger scale. The rebrand and marketing strategy significantly increased revenue, which in turn was then pumped into programs to expand the work that they do. “We rebranded throughout the process, but not in a way that changed our story,” said Mary Chou-Thompson, St. Vincent de Paul’s marketing director. “The rebranding provided a modern, accessible way to talk about an institution that’s been around for a very long time.”

The new storytelling skills illuminated St. Vincent de Paul’s work and asked people in the community to join forces. “This grant instilled fresh thinking and outlooks.

(continued)



Thanks to the 2020 Initiative grant, St. Vincent de Paul is creating more face-to-face opportunities to serve people who have a need.

We felt emboldened to dream big, to professionalize our services and offerings in new ways, and to have a voice at the table and contribute to tackling complex community problems,” said Steve Zabilski, St. Vincent de Paul’s executive director.

“Typically, this type of exploratory investment is reserved for other types of institutions—those with a revenue stream that a community-based organization doesn’t have,” said Shannon Clancy, St. Vincent de Paul’s associate executive director and chief philanthropy officer.

Now, the 2020 Initiative grant St. Vincent de Paul received offers a way to further that journey—a journey that the organization is guiding itself. St. Vincent de Paul provides an inspiring example of what can happen when a nonprofit understands and articulates its worth. When this message is added to the already critical work the organization does, community awareness soars, and people feel inspired both to invest and to volunteer.

The 2020 grant fosters St. Vincent de Paul’s values-driven ambition, so the organization can become a long-term, anchor organization that’s always here to serve its mission and be a sought-after community partner. “For the first time in our history, we are asking how we can ensure that we will be here, not for the next year or two or five or 10, but for the next 50, 100, 200, forever,” Zabilski said.

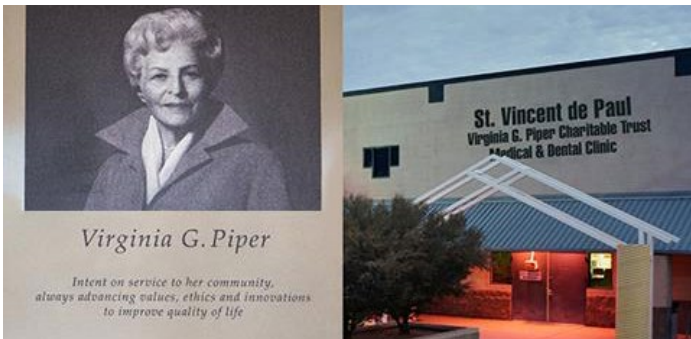
Piper Trust senior program officer Ellen Solowey said, “Humility, love, and dignity are big parts of who St. Vincent de Paul is. The rebranding project took them on a journey where they learned that they could be all of that and more—they could be humble and ambitious at the same time.”

Accordingly, St. Vincent de Paul has two primary goals for its 2020 Initiative grant. One is to build an endowment of \$80 million by the organization’s 80th anniversary in 2026. The second is to grow St. Vincent de Paul’s annual revenue to \$26 million a year by 2026.

But there is a tertiary goal that is interesting. St. Vincent de Paul wants to engage donors to become volunteers and volunteers to become donors. “We’re recognizing that St. Vincent de Paul’s model has become a community in and of itself by offering people an opportunity to come together in like-minded and like-hearted ways to make the community better,” Clancy said.

In the process, St. Vincent de Paul is taking the drivers of Catholicism and making them accessible to everyone. So it’s not only dignity and love for those who need services but dignity and love for those who genuinely want to give to those services. “When you take those values and combine them with these new professional skills, St. Vincent de Paul is unstoppable,” Solowey said.

A SPECIAL VIRGINIA PIPER MOMENT



A plaque at the entrance of St. Vincent de Paul’s Medical & Dental Clinic shares a message about Virginia Piper’s deep care for the community; the Clinic has provided quality healthcare to uninsured people for over 30 years.

In 1949, St. Vincent de Paul established a location in Maricopa County. It has quietly been here, serving our community, maintaining humility, and treating all with exceptional dignity. Virginia believed the best philanthropy was visionary, strategic, and integrated—that it would provide lasting benefit. We believe St. Vincent de Paul exemplifies her thinking.

THERE ARE ALL KINDS OF MOMENTS IN GIVING

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ABOUT

Virginia G. Piper Charitable Trust supports organizations that enrich health, well-being, and opportunity for the people of Maricopa County, Arizona.

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