



THE  
VIRGINIA G.  
PIPER  
CHARITABLE TRUST

# + notebook

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June 2002

Finding the Common Denominator Between  
a \$125,000 Grant and a \$5 Million Grant

Centro Adelante Campesino

33 Grants Recently Awarded

Ballet Arizona

Fieldnotes: Piper Fellow Mary Lynn Kasunic

KJZZ/KBAQ

New Life Center

## CENTRO ADELANTE CAMPESINO

**Community Issue:** Minority children, particularly Hispanic, have the highest school drop-out rate in Maricopa County, and Arizona has the lowest high school graduation rate in the nation. During the 2000/2001 school year one out of seven Hispanic youth dropped out of high school, twice the Anglo rate. In the Dysart School District in Surprise, one out of five high school students leave school each year without a diploma.

**Piper Strategy:** The Trust supports mentoring programs that help students succeed academically and emphasize the importance of staying in school.

"I really like my tutor, Mr. Prendergast," volunteered Juan Ramirez, fifth grade student at Arizona Charter Academy. "He has helped me a lot. This year in math I've moved up from a fourth grade to a sixth grade level." Juan meets three times a week during the school year to work with a tutor/mentor at Centro Adelante Campesino.

Founded in 1978 by farm workers, Centro Adelante Campesino, or the Center for the Advancement of Farm Workers, is a community-supported nonprofit human services agency serving families in need, mostly in Surprise. It grew out of the recognition that displaced farm workers needed assistance as their livelihood disappeared when vast farmland turned into West Valley subdivisions.

For more than two decades, Centro's mission has been to provide services that help those displaced and their families integrate into the local, non-agricultural economy and culture. Services include English, GED and computer classes; a food bank; a youth drop-in center; employment referral; legal assistance; and holiday adopt-a-family and adopt-a-senior placements.

Executive Director Lisa Miranda-Lintz, herself a former migrant farm worker as a child, came to the agency in 1998 from Interfaith Services of Sun City where she served as home service coordinator. "As I began hiring staff for Centro," reflected Miranda-Lintz, "I saw many people who could not read or write in any language. I felt that if the adults were struggling with literacy, the kids would be going the same way. I knew I had to do something."

Seeking to find solutions to these community problems, Centro's director created a match made in heaven.

"I approached churches in Sun City and Surprise to see if their retired members might be interested in becoming after-school tutors and mentors to Centro's youth." With limited space at Centro, children in grades two through eight would be picked up at their schools in Centro's van and brought to the churches to meet with their tutors. The children would also be provided an after-school snack and returned to their homes.

The goals of the tutoring program are to enhance literacy, to prevent school dropouts and to bring reading and math skills up to the students' grade levels.

The response – from the retirees and from families eager to get their children into the program – was enthusiastic from the start. Today, the Sun Cities/Centro

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Juan Ramirez  
reads with  
tutor Gene  
Stickles at  
Centro  
Adelante  
Campesino.

Tutoring/Mentoring Program is flourishing. “We have dozens of students and an extended network of tutor/mentors,” said Miranda-Lintz. She has observed many of the volunteer tutors becoming teary-eyed during their sessions. “If you would see their faces, their reaction, when they work with young people – some retirees think they’re not needed any more...but they are!”

The children benefit from an extraordinary talent base. Tutors include college professors, special education and elementary school teachers, an elementary school principal, a ranch owner and a businesswoman. These retirees represent cities and states throughout the nation, bringing a wide range of life experiences, ability, education and hobbies to their students.

“I think it’s a very good program for the children and a satisfying experience for the tutors,” said Bob Sharp, a retired New York University sociology professor. “I think my student has increased his perspective on the value of homework and studying.”

Ray Prendergast, a retired school principal and tutoring director for the Unitarian Universalist Church of Surprise, said the tutors learned how to refine their skills during the program’s first year. “We developed a screening instrument to evaluate the children and determine needs. Each tutor filled out a progress sheet telling what he/she found about each child – their strengths and weaknesses and how they worked with them. This was useful if a substitute tutor had to carry on in the absence of the regular tutor.”

Lois Michael, a former ranch owner who coordinates the tutoring program for the Desert Palms Presbyterian Church in Sun City West, explained, “We help with homework and school projects. We help with reading comprehension; we have time, one-on-one, to ask ‘What did that mean?’ We also teach beyond the classroom. We’ve had demonstrations of Braille, singing, piano playing and playing games with learning involved.”

The \$35,000 that Centro received from the Piper Trust supports the material and transportation costs of the program for one year. “The Trust feels that Centro’s mentoring program, particularly the multicultural and intergenerational element, provides an innovative approach to addressing the actual needs of many Hispanic youth in the community,” explained Marilee Dal Pra, Program Officer for the Trust.

“The beauty of the program,” adds Director Lisa Miranda-Lintz, “is that we’ve tapped into the great retiree resources in Sun City and Surprise.” Or, as tutor Lois Michael put it, “I’m always smiling when I come home, because when you teach a child, you change a life forever.”

For more information on Centro Adelante Campesino please call (623) 583-9830.

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**Children from Centro Adelante Campesino benefit from both mentoring and tutoring provided by Surprise and Sun City retirees.**



## FINDING THE COMMON DENOMINATOR BETWEEN A \$125,000 GRANT AND A \$5 MILLION GRANT



**Judy Jolley Mohraz**  
President and CEO

Just as The Virginia G. Piper Charitable Trust is evolving, so is the Piper Notebook. Beginning with this issue, we will explore strategies the Trust has developed to respond to community issues as we highlight various organizations that have become our partners. Our goal is twofold: We want the community to understand our thinking about critical needs in the Valley, and we also believe vibrant nonprofits deserve more publicity.

Two important grants merit special emphasis because they serve as examples of a strategy we hope to encourage: collaboration. We support collaboration not simply for the sake of collaboration, or because it is a trendy buzzword among funders, or, according to some skeptics, to save money, but because we believe collective efforts can have a multiplier effect in responding to difficult and complex problems.

Two recent collaborations offer excellent examples of the benefits, even though the two projects are dramatically different in purpose and scope.

The first is the \$5,000,000 grant the trustees committed over the next five years to the Arizona Bioscience and

Biomedicine Institutes (ABBI) - recently renamed the Translational Genomics Research Institute (TGRI). This public/private collaboration involves the three state universities, state, county, local and tribal governments, corporations, hospitals, foundations, and individual philanthropists coming together to offer nearly \$100 million in funding.

We believe that TGRI can provide state of the art genetic research in the field of cancer and also become an engine for Arizona's economic development in the exploding field of biotechnology. This is a "Big Hairy Audacious Goal" in every sense of the word, and there is no way it could have been realized without this historic collaboration.

The second collaboration involves three local child crisis centers. Although the dollars are relatively modest, we believe the consequences cannot be overestimated. Here is the situation that prompted the collaboration: Today when a child is admitted to a crisis shelter only a medical check up is required. The three crisis centers concluded that there should also be a standardized assessment tool that would identify a child's social and emotional well being as well as previous medical evaluations, treatments and services. The grant will underwrite the development of such an evaluation tool and the standardized procedures the centers will use when admitting a child. This information will be shared with the other centers if the child is later admitted to one of them and also with Child Protective Services.





PHOTO COURTESY OF CHILD CRISIS CENTER - EAST VALLEY

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**Some of the short term residents at the Child Crisis Center - East Valley enjoy one of the many activities provided by the Center.**

We know that not every community concern will always benefit from collaboration, and certainly not every collaboration is successful. Collaborations are hard, entailing a great deal of time, and requiring new, often unnatural levels of trust among the participants. Such efforts may require a planning grant to determine the feasibility and identify best practices before organizations can develop a significant collaboration.

Herb Paine, a consultant to nonprofits, recently interviewed a number of local arts leaders about their thoughts on collaboration. Not surprisingly, the responses were mixed. Some wondered if collaboration “serves to divert attention from the more fundamental need to invest in the infrastructure and stabilization of arts organizations.” Others saw interesting possibilities in the bundling of services such as printing, technology, and marketing.

The Trust is prepared to support collaboration by underwriting worthy proposals from nonprofits and also by following its own advice. Currently the Piper Trust, the Flinn Foundation and the J.W. Kieckhefer Foundation have commissioned a study to delineate the future of the arts in Arizona and determine whether a common framework for funding among the foundations might be developed.

We look forward to other opportunities to defy conventional thinking, mathematical truths, and show how 2+2 can equal 5, 6, or even 7 in the nonprofit world.

## GRANT ANNOUNCEMENTS



**Terrence R. Meersman**  
Executive Vice President and  
Director of Programs

The grant announcements made from April through June, 2002 reflect the continued wealth of ideas that we receive daily from the community of nonprofits in Maricopa County. The grants reflect the continued goal of the Trust to work with nonprofit organizations in the Valley. For the next several years our immediate focus is to:

- Help ensure the quality of life for the youngest members of the community;
- Offer productive out of school activities that promote resiliency and reduce risk factors among youth;
- Promote independence and quality of life among vulnerable seniors; and
- Strengthen the organizational, marketing and technical capabilities of organizations that add artistic and cultural vitality to this community.

How do we go about the difficult process of selecting from the many requests we receive? In short, we look for organizations that have taken a long-term look at the needs in the community and at their own organizational capacity, and have made a thoughtful request to the Trust about

how to support a portion of their overall effort to contribute to a community-wide solution.

It might be the Foundation for Blind Children, responding to the incredible growth in infants surviving premature birth and requiring additional support in reaching early developmental milestones; or the Marc Center, responding to the needs of a growing population of aging adults with disabilities and their aging caregivers.

It could be Actors Theatre, recognizing its need for strengthened administrative systems to keep up with its artistic program; or the Golden Gate Community Center seeking to support its Board in managing a leadership transition; or Phoenix Day, working to complete a capital campaign for its facility renovation.

Small or large, we look for institutions that have taken their future seriously and seek out collaborative partners, including this Trust, to help support that future.

Increasingly, we find applicants are calling us for advice before sending their inquiries. We encourage these conversations. Partnering even in the early phase of applying for a grant can help ensure a clear understanding of our guidelines and mutual goals. In an attempt to encourage thoughtful proposal development, we have eliminated our grantmaking deadlines and will now accept proposals at any time. As a general rule, we will make grant decisions quarterly.

## GRANT RECIPIENTS

### Early Childhood

Total grants awarded in this area:  
\$1,107,382

#### Arizona Community Foundation

www.azfoundation.org  
24 Months/\$100,000

To provide a portion of the matching funds for the Child Abuse Prevention License Plate Program which provides funding to agencies serving children and families.

#### Arizona Humanities Council

www.azhumanities.org  
12 Months/\$50,000

To support Motherhead, a family literacy program serving children ages 6-12 in Maricopa County.

#### Community Information & Referral

www.cirs.org  
12 Months/\$20,000

To provide matching funds to develop a management information system for agencies serving homeless children, adults, families, and the elderly in Maricopa County.

#### The Crisis Pregnancy Centers of Tucson

www.wpctucson.com/cpc  
36 Months/\$30,000

To support programs for pregnant and parenting women in the Tucson area.

#### Foundation for Blind Children

www.the-FBC.org  
12 Months/\$250,000

To support a capital campaign to build an East Valley facility that will house an early intervention program for infants and preschoolers who are blind or visually impaired.

#### Golden Gate Community Center

www.goldengatecenter.org  
12 Months/\$20,466

To assist in the transition of new leadership for the Golden Gate Community Center in West Phoenix.

#### Marcus House

(602) 222-9966  
24 Months/\$20,000

To support a shelter for abused, neglected and abandoned children under the age of five in Maricopa County.

#### Mesa Public Schools

www.mesa.k12.az.us  
12 Months/\$14,464

To support the development of a parent education program for Mesa Public Schools' Pre-Kindergarten Program promoting parental involvement in preparing children for school.

#### Mobile C.A.R.E.

(773) 890-7130  
12 Months/\$50,000

To strengthen mobile medical services for children with asthma in Chicago, Illinois.

#### Phoenix Day

www.phoenixday.org  
12 Months/\$327,452

In support of a capital campaign to complete renovations to the facility in Central Phoenix which offers child care and family health services.

#### West Valley

Child Crisis Center, Inc.  
www.wvccc.org

12 Months/\$125,000

To encourage a collaborative venture by three child crisis centers to develop standardized assessment criteria to meet the needs of children placed in shelter care and to share resources.

#### Youth ETC

www.youthetc.org  
24 Months/\$100,000

To expand a model violence prevention program to serve pre-kindergarten children in the Glendale School District.



### Youth

Total grants awarded in this area:  
\$1,153,841

#### All-Star Kids Tutoring

www.askt.org  
12 Months/\$10,000

To strengthen an after-school tutoring program that provides reading support to at-risk elementary school children in the Valley.

#### Back-To-School Clothing Drive Association

www.backtoschoolclothingdrive.com  
24 Months/\$30,000

To support a program that provides school uniforms for children of low-income families in the Valley.

#### Goodwill Industries of Central Arizona

www.goodwillaz.org  
12 Months/\$127,541

To assist in the renovation and enhancement of the Youth Services Department of the Goodwill facility in Phoenix.

#### Johns Hopkins University

www.jhu.edu  
12 Months/\$137,300

To establish a Center for Talented Youth site at Arizona State University and to develop a special preparatory outreach program aimed at underserved minority students.

#### Neighborhood Ministries, Inc.

www.neighborhoodministries.org  
12 Months/\$10,000

To support a program in Central Phoenix which assists inner-city youth in completing school.



**Phoenix Zoo**

[www.phoenixzoo.org](http://www.phoenixzoo.org)  
 12 Months/\$300,000  
 In support of a capital project to create the 'Enchanted Forest' which is designed to stimulate children's imagination and appreciation of the natural world.

**Teach For America**

[www.teachforamerica.org](http://www.teachforamerica.org)  
 12 Months/\$150,000  
 To train an additional 25 corps members to teach in low-income public schools in Maricopa County during a two-year program.

**Tumbleweed Center for Youth Development**

[www.tumbleweed.org](http://www.tumbleweed.org)  
 36 Months/\$225,000  
 To provide centralized educational and job development services for homeless youth in Phoenix.

**Valle del Sol, Inc.**

[www.valledelsol.com](http://www.valledelsol.com)  
 24 Months/\$164,000  
 To establish a year-round culture and arts program for high-risk elementary students in the Murphy School District.

**Elderly**

Total grants awarded in this area:  
 \$228,000

**Chandler Christian Community Center**

(480) 963-1423  
 12 Months/\$10,000  
 To purchase a replacement vehicle to pick up food from stores, churches, schools, and individuals in Chandler and deliver it to those in need.

**Marc Center**

[www.MarcCenter.com](http://www.MarcCenter.com)  
 12 Months/\$200,000  
 In support of a capital campaign to construct a building for programs serving children, adults and seniors with disabilities in the East Valley.

**Mountain View Lutheran Church**

(480) 893-2579  
 12 Months/\$18,000  
 To provide in-home assessments and case management to assist elderly persons in Ahwatukee remain in their homes.

**Arts and Culture**

Total grants awarded in this area:  
 \$586,338

**Actors Theatre**

[www.atphx.org](http://www.atphx.org)  
 24 Months/\$221,438  
 To assist Actors Theatre realize its strategic planning goals by fostering board development, strengthening management, and establishing marketing initiatives.

**East Valley Children's Theatre**

[www.evct.org](http://www.evct.org)  
 12 Months/\$5,000  
 To strengthen East Valley Children's Theatre's marketing capacity.

**Fountain Hills Community Theater, Inc.**

[www.fountainhillstheater.com](http://www.fountainhillstheater.com)  
 12 Months/\$59,900  
 To support the development of a capital campaign to expand theater programs in Fountain Hills.

**Heard Museum**

[www.heard.org](http://www.heard.org)  
 12 Months/\$200,000  
 To create an audience development initiative designed to draw more local residents and families with children to the Heard Museum on a year-round basis.

**Theater Works**

[www.theaterworks.org](http://www.theaterworks.org)  
 12 Months/\$100,000  
 To assist Theater Works in adapting its program planning to address the growing needs for theater in the West Valley.

**Other**

Total grants awarded in this area:  
 \$5,080,000

**Arizona Bioscience and Biomedicine Institutes (ABBI)**

60 Months/\$5,000,000  
 To support a statewide public/private collaboration to establish Arizona Bioscience and Biomedicine Institutes and attract the International Genomics Consortium.

**Arizona Community Foundation**

[www.azfoundation.org](http://www.azfoundation.org)  
 12 Months/\$50,000  
 To support training and technical assistance for nonprofit agencies utilizing a new computerized system for prospective donors.

**Arizona Grantmakers Forum**

[www.arizonagrantmakersforum.org](http://www.arizonagrantmakersforum.org)  
 12 Months/\$5,000  
 To assist the Arizona Grantmakers Forum in providing information and coordination among funders of nonprofit agencies.

**Arizona Town Hall**

[www.aztownhall.org](http://www.aztownhall.org)  
 12 Months/\$25,000  
 To support Arizona Town Hall's semi-annual conferences addressing public policy issues.

## A CLOSER LOOK - BALLET ARIZONA

***The Challenge for Arts Organizations:*** Despite record attendance at art and cultural events across the Valley, many local arts organizations find it difficult to adequately fund the administrative and marketing infrastructure that supports their artistic programs. This has been particularly evident during the economic downturn.

***Piper Strategy:*** The Trust believes strengthening the management, marketing, and technical capacities of arts and cultural institutions can help them stabilize in good times and hard times.

“Any organization is only as good as its product,” explained Sherry New, Executive Director of Ballet Arizona. In this case, the Ballet’s product is its exceptional dance troupe. “Ib Andersen, our artistic director, has raised the level of artistry by combining classical ballet and a mixture of new and innovative styles. He was a world-class dancer, and he brings out the best in our company.”

“The reason I took this job was, first of all, I love Arizona,” said Andersen. “Secondly, I find that our company has tremendous potential. It’s sort of in its infancy. But it’s also a pioneering experience.”

Dance consumed Ib Andersen, who was born in Copenhagen, Denmark, from an early age. “I was very privileged to begin dancing when I was seven with the Royal Danish Ballet, one of the finest companies in the world,” Andersen recalled. In 1980, Andersen joined the New York City Ballet where he was a principal dancer for 10 years. “I’ve been exposed to the best in the business, and that’s what I bring to Ballet Arizona as my background.”

Andersen also brings with him critical communication skills. “It’s not just enough to have knowledge; you also have to be able to pass it on, and I feel I can do that,” he added. “My goal is to make the company the best it can

be. There should be no limit. The only limit is, of course, money and exposure.”

Ballet Arizona has an entrepreneurial philosophy – not only in Andersen’s creative leadership of the company, but in the organization’s forward-thinking approach to its role in the community.

“We show up in unexpected places,” said New. During the 2001/2002 season Ballet Arizona reached out in surprising ways. Dancers appeared at shopping malls to promote the Nutcracker, performed for professionals at lunchtime in Patriot’s Park in downtown Phoenix, danced at various schools across the Valley, and offered free performances under the stars in city parks. New believes that artists and arts organizations improve the quality of life and help to strengthen and stabilize communities. By bringing the Ballet directly to the audience, she feels the company can succeed in breaking down barriers.

In early 2001, Ballet Arizona launched “Keep Arizona Dancing,” an 18-month campaign to rebuild the Ballet’s financial stability. In response, the Piper Trust awarded a challenge grant of \$200,000 to establish a working capital reserve fund. “Half our revenue comes from the Nutcracker



Dancers rehearse  
"Skinny Puzzle."

performances in just eight weeks time," said New. "Consequently, we have to manage our money carefully. We are thrilled with the Piper grant because it provides us with the one thing we've been lacking – support for our infrastructure."

The 2002/2003 season is shaping up to be exceptional. Ballet Arizona has contracted with the Phoenix Symphony to collaborate on "Romeo & Juliet." "This is an exciting crossroad for us," said New. "This is the first time we've worked together in several years and I feel that our collaboration will benefit both organizations tremendously."

For more information on Ballet Arizona please call (602) 381-0184, or visit [www.balletaz.org](http://www.balletaz.org).



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Giselle Doecker  
and Michael Cook  
take a break.



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Qisheng Zhang  
supports wife,  
Yen-Li Chen-  
Zhang during  
rehearsal of  
"Adagietto."



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Artistic Director,  
Ib Andersen,  
brings years of  
experience and  
a fresh,  
innovative  
style to Ballet  
Arizona.

**Community Issue:** Public understanding of the services nonprofits provide is vital in gaining community support. It is difficult to raise awareness without adequate communications; yet, the costs of communicating can be prohibitively expensive.

**Piper Strategy:** The Trust believes it should encourage collaborative efforts among nonprofits with similar or compatible missions.

With a combined 85 years of listener-supported broadcasting in the Valley, three radio stations know something about collaboration and community partnerships. As KJZZ, KBAQ and Sun Sounds Radio move into a new era of combined, efficient operation using advanced technology, they are also sharing their expertise with other nonprofits in the greater Phoenix area.

Each of the three radio stations fills a valuable niche in local broadcasting. Fifty-year-old KJZZ (FM 91.5) provides jazz and blues music as well as news and talk from National Public Radio and Public Radio International. KBAQ (FM 89.5), on the air since 1993, offers classical music and opera. Twenty-five year old Sun Sounds Radio serves the needs of Valley residents with visual, physical or learning impairments by reading printed and electronic text over the airwaves. All three radio stations are nonprofit, listener-supported, non-commercial services provided by Rio Salado College and Maricopa Community Colleges.

For years the stations have operated from separate, cramped facilities with aging equipment. To meet the demands of a growing audience base and advances in broadcasting technology, the stations launched a capital campaign to consolidate their operations and administration under one roof and bring their broadcast capabilities up to digital standards.

In response, the Piper Trust awarded KJZZ/KBAQ a \$250,000 grant; \$175,000 to support a new 19,000 square foot, state-of-the-art broadcasting facility at Rio Salado College in Tempe, and \$75,000 to establish a collaborative marketing program that assists nonprofit groups throughout the Valley.

“KJZZ/KBAQ has been insightful in realizing that serving nonprofits' marketing needs is good business,” said Terry Meersman, Executive Vice President and Director of Programs for the Trust. “The Trust is excited about helping KJZZ/KBAQ broaden its own underwriting customer base in a way that strengthens both the stations and the nonprofit community.”

“We want to encourage nonprofit organizations who have little or no advertising budget to gain on-air exposure and visibility,” said Bob Glazar, KJZZ/KBAQ Senior Development Officer. “We can help them promote their special events and create



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**Rosemary Walsh of Childsplay, Inc., a professional theatre company, discusses an ad to promote “Apollo: To the Moon” with Bob Glazar, Senior Development Officer for KJZZ/KBAQ.**

awareness of their organization. These are not PSAs, which are unscheduled; this is an underwriting buy, which airs at a specific time and is logged. I don't think this has been done in the Valley, or perhaps even elsewhere.”

According to Glazar, nonprofits receive a dollar for dollar match for their spot to be produced and aired on KJZZ or KBAQ. Ballet Arizona, Scottsdale Center for the Arts and Childsplay, Inc. were among the first to take advantage of this Piper Trust - facilitated program.

For further information on KJZZ/KBAQ please call (480) 834-5627, or visit [www.kjzz.org](http://www.kjzz.org).



## FIELDNOTES: MARY LYNN KASUNIC

The Virginia G. Piper Charitable Trust established the Piper Fellows Program in an effort to recognize the contributions of our community's exemplary nonprofit leaders and to help them maintain their professional vitality and strengthen their leadership skills.

Established in 2001, the program offers a maximum of five awards each year of up to \$30,000 to support the professional development of outstanding senior executives of nonprofit organizations serving the people of Maricopa County in the fields of human services, health, education, religion, and arts and culture.

"The Piper Fellowship is the most rewarding professional gift I've ever received," said Mary Lynn Kasunic, Executive Director of the Area Agency on Aging Region One and a 2001 Piper Fellow. "I approached the Fellowship as a journey – wherever it would take me, I was just open to the process."

Kasunic is a 25-year veteran in the field of aging, having served as the agency's executive director since 1990. Although she jokes, "I grew up in aging," in truth her longevity and impressive track record as a nonprofit leader and service provider made her a strong candidate for the Piper Fellows Program.

She's seen her agency grow from a small staff to one with nearly 90 employees, 45 programs, over 70 subcontractors and a \$24 million annual budget. And if that's not dramatic growth and change, Kasunic says, just wait until the Baby Boomers enter the aging arena.

When the Trust announced the Piper Fellowship for nonprofit executives, she felt it would be a good opportunity for her to help rethink and retool for the demands of the future. "I needed the 'think time,' away from the day-to-day activities of running the agency," said Kasunic.

Her plan for the Piper-funded sabbatical was daunting: Visit 23 Area Agencies on Aging throughout the nation, set aside time for quality professional reading, host a retreat on local aging issues for Valley leaders and attend the Center for Creative Leadership in Colorado.

Kasunic spent two months preparing to be away from the agency, then fully turned operations over to the deputy director when she started her travels in February. She did not try to distance-manage (although she did stay in the loop during negotiations for purchase of an office building). "Everything went well. You have to have confidence in your staff. It's a compliment to your leadership, guidance, and training that they can function well in your absence," said Kasunic. "Although," she added, "I did have the deputy director email me once a week about office news, like who had a baby and things like that."

Kasunic said that although the Area Agency on Aging Region One is within the top 10 in innovation among the 660 agencies nationwide, she saw many creative ideas during her travels. "Even though I've been active in national professional associations, you only get a quick snapshot from colleagues at conferences," said Kasunic. "It was exciting to actually be there at their agencies."

One of the most immediate results from her sabbatical was the leadership retreat she hosted in early May.

According to Kasunic, 25 leaders gathered for two days to tackle some pressing issues within services provided for the aging: What are the unmet needs of their aging client population? What are the unmet needs of the organizations and the aging network system? What old paradigms need to be dealt with? What new partnerships might be available?



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**Mary Lynn Kasunic believes the Piper Fellowship transformed her life.**

Kasunic said the response by attendees was immediate. “They created task forces to study and take action on issues which emerged from the retreat.” She said the need to address “ageism” in a positive but realistic light and the need to establish “protocols” for all those who deal with the elderly were the two most critical issues identified in the retreat.

“Attending the conference at the Center for Creative Leadership was one of the most incredible aspects of the Fellowship,” explained Kasunic. “The leadership course helped me see myself as a leader, and provided me with feedback on how others perceived my leadership skills.” Kasunic said she was pleasantly surprised to learn that her peers gave her high marks in leadership, visioning, and creativity. “I was the only nonprofit executive among many corporate leaders. While the services we provide vary, I discovered our needs as leaders are no different.”

The final piece of her Piper Fellowship was a week of reflection on the Oregon coast. Kasunic said she’s accomplished all of her sabbatical goals, gained immeasurable insight and started at least one new, positive habit: She’s keeping a daily journal for new thoughts, ideas and actions.

“My Piper Fellowship transformed my life,” reflected Kasunic, “I’m not the same person I was when I left.” She believes her own transformation will promote the transformation of the Area Agency on Aging, and that together their organization will transform the community. “Aging is not just an issue for elderly citizens. It’s everybody’s issue,” said Kasunic. “We have to improve the image of aging and create a realistic, positive image for the future and ensure that all elderly clients are treated with respect.”

For further information on the Area Agency on Aging please call (602) 264-2255, or visit [www.aaaphx.org](http://www.aaaphx.org).

## NEW LIFE CENTER

**Community Issue:** Every 39 minutes in Arizona one or more children witness an act of domestic violence. Last year, nearly 3,000 women and children were served in shelters in Maricopa County. More than half were children.

**Piper Strategy:** The Trust believes in supporting programs that help children successfully and safely achieve their developmental needs to become healthy members of the community.

New Life Center in Goodyear offers new hope to a regrettably old problem: domestic violence. By providing counseling and therapy for children who arrive at the Center with their mothers, New Life aims to break the cycle of family violence.

Founded in 1991, the nonprofit agency provides shelter, counseling, education, advocacy and a wide range of vital services to the victims of domestic violence, particularly in the previously under-served West Valley. New Life Center's goal is to facilitate self-sufficiency and bolster self-esteem among women and children escaping the terror and trauma of domestic violence.

Since opening its 64-bed facility in 2001, New Life Center has become one of the largest providers of emergency shelter in Arizona. It is also one of the few facilities that accept boys, ages 12-18. Since its founding, the Center has also differentiated itself by the major emphasis it places on the juvenile victims of domestic violence.

“Last year 60 percent of the Center's residents were children,” said Paul Denial, Executive Director of New Life Center.

He explained that with the limited funding available to meet the alarming increase in demand for domestic violence services, most agencies' dollars go toward services to help abused women gain the crisis and sufficiency assistance they need. While New Life Center provides counseling, case management, employment assistance, and legal advocacy for women, it goes far beyond standard childcare services to help the youngest victims of domestic violence.

“With children, the impact of domestic violence is a multiplier if it goes without intervention,” remarked Denial. “We're bound by our mission – to eradicate domestic violence as well as to provide services to those children affected.”

In support of New Life's children's programs, the Piper Trust awarded the agency \$75,000 over the next two years to add staff and provide programs for over 300 children annually.

“What we learn from this grant will help us address the needs of child victims of domestic violence,” said Marilee Dal Pra, Program Officer for the Trust. “A few thousand children are served every year by the nine domestic violence shelters in Maricopa County. We know that children not only suffer, but in many cases grow up to become either victims or perpetrators of violence.”



^  
A child resident at New Life Center finds a creative way to express her feelings.



**A**  
**Jill Collicott,**  
**Child Trauma**  
**Specialist at**  
**New Life**  
**Center, uses**  
**art therapy**  
**as a way to**  
**connect with**  
**child victims**  
**of domestic**  
**violence.**

Within two months of receiving the Piper grant, the Center hired Child Trauma Specialist Jill Collicott as its first master's-level counselor, joining the two bachelor's-level counselors and professional childcare staff.

"I see domestic violence not just as a mom's problem but a family issue, so our children's program involves counseling, identifying related issues and identifying presenting problems – behavioral or emotional," said Collicott.

With degrees in art, art therapy and counseling, Collicott often uses art to help her vulnerable clients express their special traumas. "Art can be a diversion if children won't open up or express themselves. It's easier for them

to explain what's on paper...then we talk about what's in the picture."

The average client stay is about 45 days. The maximum is 90 days. Collicott helps child residents as young as 3 years and up to age 18 deal with violence issues and increase self-esteem and coping skills, such as problem solving, anger management and how to express feelings.

"Many of the children think they're the only ones going through this," adds Collicott. "Being in a group session helps them see they're not alone."

For more information on New Life Center please call (623) 932-4404, or visit [www.newlifecenter.org](http://www.newlifecenter.org).

### New Program Officer Joins Trust



Ivelisse Lopez-Gonzalez joined the Trust in April as a program officer. As an experienced social worker, particularly working with the elderly in her previous position with the Foundation for Senior Living in Phoenix, she brings key perspectives about a significant population that is a target for Piper funding.

A native of Puerto Rico, Lopez-Gonzalez earned her Bachelor of Arts degree from California State University, Northridge. She moved to the Valley in 1993 and received her masters in social work at Arizona State University. The Arizona Chapter of the National Association of Social Workers honored her as Social Worker of the Year in 2001.

“Given my experience with the Hispanic and aging populations, it is fitting that I’ll use this background to begin my work at the Trust,” said Lopez-Gonzalez. I am honored to work with the Piper staff and to continue to uphold Mrs. Piper’s values. I wish I’d had the opportunity to meet her.”

### Thinking of Applying for the Piper Fellows Program?

The Trust invites applications for the second class of Piper Fellows. Applications are due by September 15, 2002, and the guidelines are on the website and available in print. Please contact the Trust’s office at (480) 948-5853 for copies or if you have questions.

At an orientation meeting for prospective applicants the current Fellows offered several suggestions about developing a sabbatical project and preparing the application. These recommendations included:

1. Talk to board members about professional development opportunities they have found beneficial in the for-profit realm.
2. Don’t hesitate to talk to top leaders in one’s field to get suggestions about opportunities they believe would provide exposure to best practices.
3. To identify strong national nonprofit programs look on the websites of universities and nonprofit centers.
4. Structure time in the sabbatical proposal to process the experience and determine how to apply it to one’s organization.

### Website Update

In order to keep you better informed about Trust news and what’s going on in the community, we will be redesigning our website. To meet our growing communication needs the new website will provide grantee profiles, a search engine to allow easy access to grant descriptions, current events, and topical web links.

The new site will be launched this fall. In the meantime, please continue to visit us at [www.pipertrust.org](http://www.pipertrust.org) for news about our grantmaking and grantees. If you haven’t already done so, please sign in at [info@pipertrust.org](mailto:info@pipertrust.org) to update or provide us with your business profile.



## ABOUT THE TRUST



**Virginia G. Piper**

The Virginia G. Piper Charitable Trust was established through the philanthropy of Virginia G. Piper, a long time Paradise Valley resident and widow of Paul V. Galvin, founder of Motorola. After her marriage to Kenneth M. Piper in 1969 she supported Arizona organizations committed to children, the elderly, healthcare and medical research, education, arts and culture, and religion. Following her death on June 14th, 1999, the trustees determined that the Trust will continue Mrs. Piper's legacy by making grants to nonprofit organizations in these six areas whose work enhances the lives of people in Arizona, primarily in Maricopa County.

The Trust has chosen four initiatives for its early years of grantmaking. They include early childhood, youth, the elderly, and arts and culture.

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