



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

VIRGINIA G. PIPER

#PiperTrustMoments

Celebrating 20 Years of Moments

AUGUST 20, 2019

#PiperTrustMoments, 4th Edition

One of Piper Trust’s core funding areas is grantmaking that serves older adults. This stems from Virginia Piper’s history of grant support for children and older adults, as they are often the most vulnerable. Preventative healthcare, pursuit of lifelong learning, and community engagement can help older adults remain healthy, productive, and independent. Engaged older adults are an invaluable human resource—their experience can bridge generations and strengthen communities. The great work of local nonprofit [Experience Matters](#) is evidence—in fact, this year marks its 10th year connecting the talents of experienced adults with nonprofits in our community, Benevilla being one such example.

With its social enterprise offerings and intergenerational day care for children and older adults, Benevilla offers numerous programs that support the health and well-being of older adults. We think you’ll enjoy hearing what Benevilla president and CEO Joanne Thomson has to say about the organization’s range of truly pioneering work that helps enrich life for fragile older adults and provides aging boomers with programs that explore new ways to live a productive later life.

Speaking of embracing new ways to live better, Jeri Royce, president and CEO of [Esperança](#), graciously shared a #PiperTrustMoments story about a special, yet simple, program that made a positive impact on the health of an older woman who then “paid it forward.” Have you paid something forward recently?



View video: pipertrust.org/pipertrustmoments

Warmly,

Mary Jane Rynd
President and CEO

GRANTMAKING SPOTLIGHT

JOANNE THOMSON OF BENEVILLA



Benevilla president and CEO Joanne Thomson (center) and volunteer coordinator Paula Barron (right) celebrate Volunteer of the Quarter, Vincenzo, for his service to Benevilla.

[Benevilla](#) enriches the lives of older adults, adults with disabilities, children, and the families who care for them. Over the years, Piper Trust has supported its evolution to meet the changing needs of those they serve.

A \$300,000 grant helped Benevilla renovate its adult day centers for older adults with dementia or intellectual and developmental disabilities, and enhance programming to appeal to a changing set of retirees. “We realized we needed to reimagine ourselves to be ready for the baby

(continued)

boomer population because they're going to expect something completely different from what the Greatest Generation expected," said Joanne Thomson, Benevilla's president and CEO.

This involved both a change in programming—Benevilla now offers tai chi, yoga, and extensive art classes—and a change in culture. Adult day centers are now Life Enrichment Centers, participants are called members, and nurses are Health and Wellness Specialists. Technology was also enhanced, so members can use Wi-Fi to operate phones and tablets or to Skype.

The “encore” concept—engaging people age 50+ in roles that combine personal meaning with social impact—is critical to Benevilla's work. As a 2014 Piper Trust Encore Prize awardee, Benevilla was recognized for its effective engagement of encore adults who helped develop Birt's Bistro, a thriving on-site restaurant and community space, as well as a bookstore and boutique. These social enterprises have become significant revenue sources for Benevilla, supporting many programs and services.

Benevilla also took part in Piper Trust's [ATLAS](#), a program designed to increase the operational capacity and organizational resilience of nonprofits. “The ATLAS program was truly amazing,” Thomson said. “It allowed



Dan Reed on trumpet and his intergenerational band draw a crowd at Benevilla's Birt's Bistro.

our board of directors to prioritize our finances, plan strategically, and focus on infrastructure.”

As a result, Benevilla enhanced the Human Resources department, conducted a compensation study, and adopted electronic medical records to streamline data gathering.

“I honestly don't know where we'd be without Piper Trust and their forward-thinking support,” Thomson said. “They've understood our needs but also asked wonderfully probing questions that have broadened our horizons, so we can serve the community in a better way. It would be a different Maricopa County without them.”

A SPECIAL VIRGINIA PIPER MOMENT



Virginia Piper's grandmother, Cora V. Higley (left).

Perhaps Virginia's desire to support the health and dignity of older adults grew from the very close relationship she had with her grandmother, Cora Higley. She described Cora as “a strong, indomitable woman who made speeches, who drove an automobile long before other women, who championed human rights.” Virginia sought her grandmother's wisdom and honored her words throughout her life—she referred to her grandmother's handwritten letters for more than 70 years.

THERE ARE ALL KINDS OF
MOMENTS IN GIVING

SHARE YOURS

#PiperTrustMoments

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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