



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

VIRGINIA G. PIPER

#PiperTrustMoments

Celebrating 20 Years of Moments

FEBRUARY 20, 2020
#PiperTrustMoments, 10th Edition

As part of honoring our 20th anniversary serving Maricopa County, Piper Trust launched the [2020 Initiative](#), a special investment of \$20 million in programs that support the organizational capacity of our grantees.

I'm excited to talk about seven organizations that were selected to participate in our [2020 Initiative ATLAS Expansion/Enhancement programming](#). The cohort is: the [Arizona Jewish Historical Society](#), [Black Theatre Troupe](#), [Gabriel's Angels](#), [Jazz in Arizona](#), [Keogh Health Connection](#), [Neighbors Who Care](#), and [Theater Works](#).

There are some notable things about this ATLAS cohort. It is a mix of arts organizations and human-services organizations, whereas our usual ATLAS program focuses on human-services organizations. And, this cohort is comprised of smaller-than-average grantee organizations, both in terms of budget and staff size, another variation from our original ATLAS.

These organizations, small and mighty, do meaningful work with limited resources. But because they are so focused on fulfilling their missions, they can sometimes lose sight of their full potential.



Virginia Piper's legacy calls on the Trust to support a range of organizations enriching our community, from large hospitals and universities to smaller organizations. As such, this [#PiperTrustMoments](#) highlights some of the arts and culture organizations we are so proud to work with through the 2020 Initiative. In doing so, we hope to call attention to the enormous impact these smaller organizations play in our community.

Warmly,

A handwritten signature in dark ink, appearing to read "MJ".

Mary Jane Rynd
President and CEO

GRANTMAKING SPOTLIGHT

PIPER TRUST 2020 INITIATIVE: ATLAS EXPANSION/ENHANCEMENT

“This experience is a whirlwind of unleashed unlimited potential.” That’s what Joel Goldenthal, the executive director of Jazz in Arizona, had to say about his nonprofit’s experience in the [ATLAS program](#).



From left: Joel Goldenthal, executive director of Jazz in Arizona; Michael Johnson, former Phoenix vice mayor; and Lewis Nash at the grand opening of The Nash, home of Jazz in Arizona.

Through a guided self-assessment process, ATLAS allows organizations to take an in-depth look at who they are, where they’re at, and what’s holding them back. “It’s an experience of existential discovery,” said Erin Goodman, program officer at Piper Trust. “This cohort of smaller-sized organizations has a shared understanding of their roles in the community and their potential.”

At Theater Works, ATLAS is helping them take a holistic look at the organization to understand how they need to grow and change to meet future needs of the local community. Armed with that understanding, they are now focusing on a fundraising strategy and technology improvements that will position the theater well in coming years. “The process has created optimism for the future,” said Mary Farrington-Lorch, a Theater Works board member. “It came at the right time.”

For Jazz in Arizona, which operates [The Nash](#) jazz club in downtown Phoenix, ATLAS is helping the organization to understand its need to develop consistent branding and messaging for their dual function

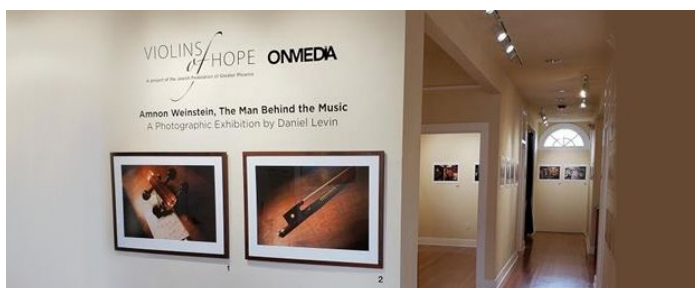
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Theater Works producing artistic director, Chris Hamby, teaches staging to Broadway Senior program students on the set of "Singin' in the Rain JR."

of providing first-rate live jazz performance and jazz education in the community. "ATLAS is a unique and transformative process," said Steve Maun, managing director of The Nash. "This 2020 Initiative version of ATLAS is offering a small nonprofit the ability to improve its operating capacity and sustainability by significant steps rather than inch by inch."

Through ATLAS, the Arizona Jewish Historical Society is able to pause and evaluate its needs. As a growing organization with limited staff resources, the nonprofit's team members serve multiple roles, which can



"Violins of Hope: Amnon Weinstein, the Man Behind the Music"—a recent Arizona Jewish Historical Society exhibition that documents Weinstein's restoration of violins played by Jewish musicians during the Holocaust.

result in a stressful sense of urgency to do all that needs to be done. The ATLAS assessment led the nonprofit to zero in on several ways to improve capacity, including upgrading computers and software, replacing an aging audio-visual system, and investing in social media outreach and publicity. "ATLAS helped to change the way we think about our organization in terms of governance, management, resources, and systems," said executive director Lawrence Bell. "It provided a conceptual model for how we analyze ourselves and how we can get board members, staff, and volunteers more engaged and effective."

Although the Black Theatre Troupe will be celebrating its 50th anniversary next season, the organization learned vital things about itself through the ATLAS experience. "The most important thing ATLAS did for us was to guide us through a close self-examination and assessment that targets and addresses critical weaknesses," said David Hemphill, the executive director of Black Theatre Troupe. "The work is difficult, time-consuming, and sometimes uncomfortable, but as you recognize your growth and success, you feel a powerful sense of organizational renewal and strength."



David Hemphill, Black Theatre Troupe's longtime executive director, is focusing on the theater's sustainability, so it can remain a significant piece of the city's cultural fabric for generations.

Piper Trust is privileged to provide these valuable cultural organizations an opportunity that will allow them to further their missions. "The ATLAS process isn't so much about figuring out what's holding them back as it is about helping them to envision what is possible," said Erin Goodman.

A SPECIAL VIRGINIA PIPER MOMENT



Virginia Piper attends an Arizona State University School of Music event with family and friends. Clockwise from top left: Virginia's sister Carol Critchfield, Claudia Critchfield, Dayton and Laura Grafman, Virginia Piper, and Paul Critchfield.

Virginia was an avid supporter of the arts in every way. She understood the importance of audience development, and she cared deeply about arts education programs for youth. Virginia saw the arts as enriching, healing, and life-changing. She also understood the economics of arts organizations' revenues. Virginia gave generous grants to arts and culture organizations, and would then buy her own tickets to a grantee venue on top of it.

THERE ARE ALL KINDS OF
MOMENTS IN GIVING

SHARE YOURS

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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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