

+notebook

VIRGINIA G. PIPER CHARITABLE TRUST

|

September 2009

A man wearing a light-colored baseball cap and khaki pants is bent over, using a shovel to work in a garden bed. The garden bed is filled with dark soil and some small plants. In the background, there are other garden beds, some with white signs, and a building. The sky is blue with some clouds.

The Growth of
Valley Philanthropy
over the Past 10 Years



notebook

September 2009

Piper Notebook is a magazine published three times each year by Virginia G. Piper Charitable Trust to inform the community about the work of the Trust and its grantees in Maricopa County, Arizona.

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ON THE COVER AND LEFT

A community gardener tends the Garden of Tomorrow in South Phoenix just after harvest. The AZ Community Garden Alliance is an ongoing client of the Technical Assistance Partnership (TAP), a service of health conversion foundation St. Luke's Health Initiatives. Capacity building is just one of the key efforts of local philanthropy, which has seen exponential growth over the past 10 years. An overview of that growth and several Philanthropy Success Stories are the subject of this issue of *Piper Notebook*.

Just as the philanthropic sector has come into bloom in this decade, symbols of progress in the Valley of the Sun are visible in advancements like the light rail system (left) at Washington Street and Central Avenue in downtown Phoenix that opened at the beginning of 2009.

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Of Note

BY JUDY JOLLEY MOHRAZ, Ph.D.
President and CEO



No one except Charlie Brown of Peanuts fame declares, “I want to be a philanthropist when I grow up.” Few college students identify “working in a foundation” as their career goal. In fact, foundations are the “great American secret” as Joel Fleishman reminds

us in his acclaimed book, *The Foundation*. Yet foundations represented more than \$670 billion in assets nationally in 2007 and \$45.6 billion in grantmaking in 2008.

Historically foundations have flown below the radar as far as the public was concerned. In part, these distinctive institutions believed it unseemly to attract attention for themselves rather than the nonprofits they supported. Some foundations worked quietly because they feared they would be deluged with requests. A few didn’t welcome

publicity because they wanted to duck hard questions about their practices.

Accountability and Transparency

That tendency toward secrecy and inscrutable decision making is changing, and today foundations are operating much more publicly. They understand that accountability and transparency are essential to preserve the public’s trust in one of this nation’s most powerful, and peculiarly American, institutions.

In Arizona, foundations have arrived recently and gained collective impact only in the past 10 years. A decade ago it would have been rare for foundation representatives to sit with community leaders to plan and support ambitious goals for the state’s future. This *Notebook* offers a glimpse of the history and growth of organized philanthropy in Greater Phoenix and profiles a few of the projects that foundations have funded and the donors who have made the work possible.

Because local foundations developed in an environment of public expectations for more



Virginia Galvin Piper
1911-1999



Irene "Peggy" Flinn
1900-1978



Nina Mason Pulliam
1906-1997

transparency and less isolation, the philanthropic spirit here is dominated by openness, responsiveness, and often, collaborations with other foundations and the public sector.

None of the financial power would have occurred without generous donors; individuals and couples who believed their wealth should be directed to the future benefit of the community, not simply to gratify personal desire for material possessions. Today, many of the major philanthropic investments locally come from living donors, some of whom are profiled in the following pages.

The seven Philanthropy Success Stories in this issue represent just a sampling of hundreds of possible stories about the work of philanthropy in the Valley.

Three Women, Three Foundations

Three donors, now deceased, who established foundations stand out as symbols of the power of charitable individuals as transformational agents. They also underscore the major role women have played in the growth of Valley philanthropy:

Virginia Galvin Piper, Peggy Flinn and Nina Mason Pulliam.

Two of the women grew up in modest circumstance; one always had personal wealth. What they all had was a belief that it was their responsibility to dedicate their fortunes to their adopted community. These smart intellectually curious women wanted their money to be spent carefully, thoughtfully, and in some cases, for transformational goals.

Virginia Piper's words could have been written by any of the three women:

"For me, managing the stewardship of charitable giving is a moment-to-moment dignified responsibility of a truly high calling in human affairs and human relations."

May this community continue to benefit from women and men committed to the "truly high calling" of philanthropic generosity. *



A newly installed sculpture in downtown Phoenix Civic Space Park, created by artist Janet Echelman, was inspired by saguaro cactus flowers and Arizona monsoon clouds. A quotation from Ralph Waldo Emerson named the piece: “Adopt the pact of nature; her secret is patience.”



The Growth of Valley Philanthropy over the Past 10 Years

Arizona has a spectacular history in geologic time and many millennia with the ebb and flow of native civilizations. Yet as a modern state, Arizona is very young indeed. Within this youthful society, the rise of philanthropy is a fairly tender plant beginning to bloom.


When Virginia Galvin Piper, the founder of the Virginia G. Piper Charitable Trust, died in 1999, Arizona was a state still defined by the opportunities and challenges of its frontier roots. Philanthropy hardly penetrated the topsoil of the community. Foundations were few and assets were modest compared with those in more established metropolitan areas.

“It is really remarkable if you think about how young the philanthropic sector is in Arizona,” said Judy Jolley Mohraz, Ph.D., president and CEO, Piper Trust. “Yet this philanthropic community is not just new, it’s also diverse with living philanthropists and endowed foundations—all making an impact, often through powerful collaboration.”

Some notable statistics:

- In 2006, the most recent tax year reported, Arizona had 1,111 grantmaking organizations with combined assets of nearly \$6 billion.
- That same year, Arizona had 2 percent of U.S. population but less than 0.8 percent of total foundation assets, ranking in the bottom 10 states, with \$645 in foundation assets per capita.
- **Far more encouraging is the 1000 percent explosion in grants of private and public foundations and corporate grantmakers. In 1993, total annual grantmaking was \$44 million. In 2006, it was \$450 million.**

It wasn’t always so. In the 1980s, Steve Mittenenthal, CEO of the Arizona Community Foundation (ACF), and John Murphy, former CEO of the Flinn Foundation, have recalled that decade as one in which the local foundation CEOs could have held meetings in a telephone booth. ACF was attracting donor-advised funds and increasing its discretionary dollars for community investment but generally working alone.



The Desert Botanical Garden connects Valley residents to their desert environment.

Grantmaking in the 1990s, with the exception of Flinn's investments in large-scale medical research and community health programs, arts funding and the Flinn Scholars program, could be characterized as good individual grants to organizations to meet immediate needs or build buildings. In other words, the Valley had strong charitable giving but not strategic philanthropy designed to produce long-term impact.

Expansion into the New Century

The late 1990s and the early years of this century marked a great expansion of organized philanthropy in the Valley.

- Two hospital conversion foundations appeared—St. Luke's Health Initiatives (originally St. Luke's Charitable Trust) in 1995 and BHHS Legacy in 2001. St. Luke's targeted public health policy and educating the community about healthcare, and BHHS Legacy converted hospital assets into a healthcare philanthropy.
- Among private foundations, Pulliam, with an asset base of \$368 million, half of which was dedicated to grants in Phoenix and the other half in Indianapolis, was founded in 1998. The following year, Piper Trust was funded with nearly \$600 million, establishing it as the largest foundation in Arizona and at the time one of the 100 largest in the nation.
- Joining the philanthropic community were also the Dorrance Family Foundation (1992), the Stardust Foundation (1993), the Lodestar Foundation (1999) and the Rodel Charitable Foundation of Arizona (1999), all reflecting large-scale philanthropy by living donors—Bennett Dorrance, Jerry Bisgrove, Jerry Hirsch and Donald Budinger, respectively.
- Helios Education Foundation, a student loan conversion foundation with assets of nearly \$600 million, became a major force as a public charity supporting education in Arizona and Florida by 2005.

Individuals, of course, give much more than foundations and corporations combined—about 85 percent of all giving each year is from individual donors. Arizonans gave approximately \$4.5 billion

in charitable contributions, or \$730 per capita, for the most recent tax year reported, 2006. Approximately half of individual giving goes to faith-based organizations.

The growth in the 1990s of individual philanthropy through new vehicles like donor-advised funds increased the size and impact of the Arizona Community Foundation. As a public charity grantmaker, ACF grew 10-fold from a \$43 million asset base in 1993 to over \$500 million in managed assets in 2008. Today, the Phoenix-based community foundation has 13 affiliates statewide and over 1,000 individual funds.

Growth will continue. **“There are substantial assets and substantial passions around engaging children and grandchildren in philanthropy,”** said Deborah Whitehurst, interim CEO of Arizona Community Foundation. “I now hear fewer people say that they are leaving their money to the Art Institute of Chicago.”

Strategic Philanthropy

Individual and family philanthropy derive from the passions of people to give back to others. The meaning of the word philanthropy in Greek after all is love of mankind. While living donors actively direct their giving, an endowed foundation follows the original donor's intent in awarding grants long after the founder's death.


The Flinn Foundation, established in 1965 by Dr. Robert Flinn and Irene “Peggy” Flinn, gave to numerous medical and health concerns in their lifetimes. Healthcare has been a continuing theme of Flinn philanthropy, and as the foundation's first president John Murphy said, “The Flinns saw this bottom-line issue as investing in the future of Arizona.”

In fact, high-impact strategic philanthropy emerged first from the Flinn Foundation as it shifted to focused work in the field of bioscience early in this decade, embracing the hands-on approach of an operating foundation. After an exhaustive review of Arizona's healthcare needs, the Flinn Foundation board and staff decided in 2001 to narrow the grant making focus in order to have a greater impact in one key area and help build a knowledge-worker economy in Arizona.

Flinn supported a robust communications effort and a strong facilitation role, generating compelling research and reports and convening key stakeholders to create public-private partnerships in advancing Arizona in the competitive field of



A light rail train
speeds over Tempe
Town Lake at dusk.



Interfaith Community Care opened a facility in Surprise in 2009 as a venture in social entrepreneurship.

Tom Payton photo

bioscience. *Arizona's Biosciences Roadmap*, originally designed to inform the foundation's strategy, grew into a statewide public and private effort across Arizona.

Collegial, Informal, Entrepreneurial

Organized philanthropy in Arizona is different from other places around the country. Harriet Ivey, president and CEO of Nina Mason Pulliam Charitable Trust, sees that contrast traveling between Arizona and Indiana.

"When I came here, I felt a spirit of collegiality and informality in this community among foundations and also with nonprofit organizations," she said. **"Arizona does not have a lot of the walls built up in bureaucracy, organizations and institutions because it is much younger, because people have come here for a reason or they wanted a new opportunity."**

The climate, the land itself and the ethos of the community, Ivey notes, are based on pragmatism. "Organizations here have to be scrappy because they don't have the capital base or a lot of the underpinnings that create a strong support system in other metropolitan areas," she said.

Arizona has also engendered new kinds of philanthropic responses. Two entrepreneurs brought distinctive models.

Based on his career as a businessman and wanting to make the greatest possible impact, Jerry Hirsch created the Lodestar Foundation, introducing philanthropy focused on collaboration and support of greater nonprofit efficiencies.

Jerry Bisgrove chose Maricopa County over 20 other locations around the country to start his special enterprise. He created a foundation as the beneficiary of a for-profit real estate enterprise.

"I really believe firmly in the philanthropy emergence in the Valley. There is a lot of talent here, and we have several people looking at things differently to address the needs of the state—we're not a one-trick pony," concluded Bisgrove.

Professional Approach

With the increase in the number of philanthropies came the beginning of a much more professional approach to philanthropy. And, suddenly, a critical mass of foundations had emerged that were prepared to support a staffed Arizona Grantmakers Forum (AGF) in 2001.

From a handful of foundation employees in the late 1990s, the number of Arizona foundation staff today has grown to more than 200, according to Marissa Theisen, AGF executive director. AGF began to commission reports on Arizona philanthropy, convene foundations and bring in national speakers. The organization's progress impressed the Kellogg Foundation, which awarded a three-year grant to further build organized philanthropy in Arizona.

The changes were more than skin deep. New foundation leadership brought new ways of supporting the nonprofit community.

"From my perspective, the whole atmosphere changed positively away from the ivory tower and toward community connectivity," said Gene D'Adamo, vice president, community relations, The Arizona Republic. "The level of partnership among foundations and corporations is vastly different than before and there is much more dialogue with nonprofits and community partners."

Piper Trust for one focused on being open and transparent in its early work in the community. Judy Mohraz tells stories of sitting as a supplicant in the offices of national philanthropies in her former role as president of Goucher College. As she said, "I brought that experience with me, and Piper Trustees and staff established a very different style of operation, one that is transparent and responsive in order to foster long-term, sustaining relationships."

Piper Trust eliminated most deadlines and encouraged potential grantees to work directly with program staff before submitting any proposal. Through community information meetings, as well as one-on-one meetings, phone and email exchanges, Piper Trust significantly decreased the number of grant requests that were not a fit with

funding guidelines, eliminating unproductive work for the nonprofits.

Building Strength in Nonprofits

The sheer growth of Maricopa County and Arizona has meant an increase not only in philanthropy but the number of nonprofits, too.

“Two years ago, before the change in economic dynamics, 2,000 new nonprofits started up each year,” said Robert F. Ashcraft, Ph.D., executive director and associate professor of nonprofit studies, ASU Lodestar Center for Philanthropy & Nonprofit Innovation. “There was an increased competition for dollars and, at the same time, a lack of a supportive infrastructure for nonprofits.

“In this new environment, nonprofits felt a greater push to prove themselves—to show empirically that they were making a difference in the community,” Ashcraft added.

The Lodestar Center, formerly the Center for Nonprofit Leadership and Management, opened in 1999 to build the capacity of the social sector, providing knowledge and tools for those who lead, manage and support nonprofits. The center provides research, leadership education, convenings and a range of technical assistance programs for nonprofits.

St. Luke’s Health Initiatives started the successful Technical Assistance Partnership in 1997, since then bringing hundreds of Valley nonprofits into learning groups around technical assistance of mutual concern.

Other foundations have joined in building strength among nonprofit organizations from the Lodestar Foundation’s work in nonprofit collaboration to the Piper Trust’s Fellows program and research and evaluation services. In 2004, the Alliance of Arizona Nonprofits also opened its doors to serve the sector.

The Future in Arizona

If life as a nonprofit has always been difficult in Arizona, the economic recession has further strained capacity. Nonprofits face lower revenues as government shrinks, funder endowments decline and individual contributions dip. The idea of doing less with less demands major adaptations among mission-driven organizations.

“Nonprofits aren’t going to be able to survive with business as usual,” said ASU’s Ashcraft. “They must look at new business models,

nonprofit collaboration to bring greater efficiencies and new enterprises to bring social returns on products and services.”

Foundations also face tough choices.

“The challenge for foundations is to find a way to keep what’s working,” said Ivey of Pulliam. She predicted it would take a number of years to rebuild the foundation’s endowment after dropping almost a quarter during the downturn.

“The Nina Scholars program, one of our major investments, is now taking 15 percent of our annual grant budget as tuition costs rise,” said Ivey. “Next year, our grants budget will be 25 percent less than it was this year. You can do the math. You can see the problem and the pressure on the grants budget.”

A bright spot has been funder collaborations. Foundations and corporations over the last 10 years have joined to sponsor joint projects like BenefitsCheckup.com that brought Piper Trust, BHHS Legacy and St. Luke’s together to introduce this online benefits resource for older adults. More recently, 10 foundations led by Pulliam created a Choose To Help Funders’ Collaborative in April 2009 to raise \$1.6 million for greatly stressed nonprofit organizations providing basic human services in the community.

“It is really important that foundations know we have a lot more to give away than money,” said Bisgrove of Stardust. “While our endowments have gone down based upon an average rate of return, we are really quite ahead of where we started 10 years ago in the state of Arizona.

“So, we need to put our arms around those executive directors and the others in the trenches, let them know their value and then keep involved in what they’re doing,” he concluded.

Valley philanthropy is still young. And the future may well rest on the continued ability to grow and flower from the roots of pragmatism and collaboration planted in the Arizona experience. *

ON THE NEXT PAGES
ARE EXAMPLES OF
PHILANTHROPY
SUCCESS STORIES

FLINN FOUNDATION

Early Medical Role Leads to *Arizona's* *Biosciences Roadmap*

When John Murphy arrived in Phoenix in 1981 as the first CEO, the Flinn Foundation had about \$2 million in assets and was expecting another \$25 million with the fairly recent death of Irene “Peggy” Flinn. Her grandfather was a railroad and oil tycoon and her first husband, Norvin Green, had left her as the woman with the largest holding of IBM stock.

Mrs. Flinn and her second husband, Dr. Robert Flinn, had established the foundation in 1965 to improve the quality of life in Arizona to benefit future generations. Dr. Flinn and his father before him practiced medicine in Arizona for 50 years each, so it came as no surprise that the Flinns chose to focus their grantmaking primarily on improving the quality of healthcare in the state.

The younger Dr. Flinn practiced cardiology at Phoenix hospitals. According to Murphy, a natural storyteller, he was frustrated by the numerous vital-sign measurements required in managing cardiac patients over several weeks in the hospital, and asked his wife:

“Peggy, isn’t there something that your friend Mr. [Thomas] Watson at IBM could do with the computer in medicine so we could maybe monitor these patients in a different way?” Watson responded that Mayo Clinic was working on something right then. Reportedly, Dr. Flinn said, “Peggy, let’s go to Mayo Clinic, find out who those people are and bring them to Phoenix.”

During the Flinns’ lifetimes, the foundation promoted technology-driven medical care programs and recruited top physician specialists to Arizona. Through the foundation, they supported the emergence of Arizona’s medical school and awarded scholarships to help students prepare for careers in the health professions.

The Flinn Foundation went on to refine its focus on making Arizona a center for the biosciences, commissioned *Arizona’s Biosciences Roadmap* and has helped direct these efforts in the state through the current decade.

John Murphy retired from the foundation in June 2009 after 28 years, and Jack Jewett, former president of the Arizona Board of Regents and five-term member of the Arizona House of Representatives, succeeded him. *



John Murphy

William Gartner (right) founded Provista Life Sciences in 2006 to develop new medical diagnostic technologies for breast cancer and Alzheimer’s disease. In 2008, the Phoenix firm was named the state’s Bioscience Company of the Year, a tribute to the company’s success and the unfolding of *Arizona’s Biosciences Roadmap*, a pivotal project of the Flinn Foundation.





BHHS LEGACY FOUNDATION

School-Based Clinics Help Bring Community Health



A young patient gets important preventive dental care at Chris-Town YMCA. Part of a network of school-based clinics in Phoenix provides preventive medical and dental care to uninsured and underserved children, these clinics are a key initiative of BHHS Legacy, a healthcare conversion foundation, supporting some 8,000 children's clinic visits since 2001.

Poor children often receive no preventive care.

Their families may take them to a hospital emergency room to get treated for chronic conditions like allergies and asthma—but only immediate symptoms can be treated and they may return in a short time.

Painful dental disease may prevent children from eating, so they can become malnourished or anemic.

In answer to this health dilemma, BHHS Legacy Foundation helps fund school-based health clinics in low-income areas in Phoenix. The clinics offer primary medical care and dental services to children who are often uninsured in the Alhambra, Osborn and Washington school districts. A school clinic frequently is the only healthcare they have other than trips to the emergency room.

“We found that children in these economically underserved areas were not receiving appropriate access to healthcare until it was a serious emergency,” says Gerald Wissink, Legacy’s chief executive officer. “We felt that providing preventive care was vital to these families.”

BHHS Legacy Foundation, established in 2001 following the sale of Baptist Hospitals and Health Systems Inc., works to benefit the health needs of Arizonans in the areas the hospitals serve. The school-based health clinics program is a key initiative to meet this mission and has provided over 8,000 children’s clinic visits since the program’s inception at the start of the decade.

The program operates in collaboration with Abrazo Health Care and the Arizona Department of Health Services, as well as the St. Vincent de Paul Dental Clinic and Chris-Town YMCA.

“We are pleased that we are able to help children maintain a level of healthcare that enhances their ability to learn and to grow up to have bright and healthy futures,” said Wissink. *

**VIRGINIA G. PIPER
CHARITABLE TRUST**

Parent Education Advances with Innovative Newborn Kit

An early Piper Trust priority was educating parents about early childhood development. Initial grants though proved limited in the total number of families served.

After investigating evidence-based parent education models, the Trust adopted California's Kit for New Parents as a model program in 2004. The Arizona Parent Kit includes a video, resource guide with important parenting tips and "baby's" first book. Birthing hospitals were the obvious distribution sites where new parents are a captive audience.

Piper tested the model at two hospitals before rolling it out on a larger scale. The project was so successful—measurably improving parent knowledge—that, like drug trials that prove highly effective before the end of the research, the pilot was stopped and the full program implemented in Maricopa County.

Experts in the field had warned that labor and delivery nurses were too busy to hand out kits to new parents. The experts were wrong. Healthcare providers became the strongest kit advocates, and all hospitals and birthing centers in the county signed on as partners to distribute kits to new parents.

"This is a time when it was in the best interest of Piper Trust to assume a program management role," said Marilee Dal Pra, program director. "This vital kit provides a universal language to communicate the most basic healthy child development practices to parents."

As of May 2009, more than 162,000 Arizona Parent Kits have been distributed to new parents in Maricopa County.

Piper Trust is currently transitioning the Parent Kit project to First Things First, a state agency, which will make the program available to new parents statewide. *



New parents at Banner Estrella Medical Center, Phoenix, like all new parents at Maricopa County birthing hospitals, receive an Arizona Parent Kit. Since Piper Trust launched the program in 2004, some 162,297 kits have been distributed to provide child development information to families. Piper Trust is transitioning the program to state agency First Things First, which will offer the kit statewide.





STARDUST FOUNDATION

Entrepreneur Presents Unique Philanthropic Model



Jerry Bisgrove

George Maracas (left), Ph.D., Arizona State University professor of Electrical, Computer and Energy Engineering, directs a Science Foundation Arizona solar project that sits atop the Biodesign Institute at ASU. Community leadership from Rodel Foundation's Don Budinger and public and private contributions like Stardust Foundation's \$25 million grant helped build SFAz.

Entrepreneur Jerry Bisgrove looked at lots of metropolitan areas before he chose Maricopa County to start his special Stardust enterprise. He had a unique paradigm in mind: find a good real estate market, invest in real estate to build an economic engine and then use 100 percent of the profits to fund a foundation to improve the quality of life in the Greater Phoenix community.

He came to Phoenix in 1991, founded Stardust Real Estate Holdings in 1992 and started the Stardust Foundation in 1993.

He says simply, "It worked."

Over 15 years, the real estate holding company transferred profits to the foundation where they were invested. "We started with \$5 million and have now distributed about \$150 million to make life better for the citizens of Arizona," said Bisgrove.

One hallmark of Stardust's giving has been making large grants that do not require a request for proposal process. "We actively search for investments that provide community benefit and leverage Stardust dollars."

His gift of \$25 million to Science Foundation Arizona has generated eight times that investment in additional public and private dollars. SFAz is playing a pivotal role in managing investments in purpose-driven research and innovation for Arizona's knowledge-based economy to grow and prosper, including information and communications technology, sustainable systems and biomedical research.

Bisgrove hopes his template is one that others try. He is also looking at other new models such as creating a vehicle for philanthropists who want to work in the human services area.

"We are maturing as a philanthropy community," said Bisgrove. "Just think what it will be like in another 10 years. Philanthropy will be a major player in development for the future of our citizens." *

**NINA MASON PULLIAM
CHARITABLE TRUST**

Nina Scholars Pursue Higher Education Goals

Education shaped the life of Nina Mason who was born to educated parents living in rural southern Indiana. She and her five sisters and one brother graduated from a one-room schoolhouse and then took up lodging in the closest town to go to high school.

“The high standards by which they had been raised gave them the tools to excel,” said Carol Peden Schilling, Nina’s niece and trustee of the Nina Mason Pulliam Charitable Trust, “and the seven children who had challenged and entertained each other throughout childhood became a source of support and encouragement to each other.

“They helped each other through high school and enabled each other to go on to college—and it was rare for young people of that day to attend college,” she added. Young Nina Mason, a journalist, went on to help create a newspaper empire starting in Indiana with husband Eugene C. Pulliam.

The Nina Mason Pulliam Legacy Scholars program builds on the founder’s commitment to education. Beginning in 2001, the program has provided education opportunities for individuals in Arizona and Indiana who might not receive scholarship support otherwise. They include adults over 25 with dependents, college-age young people with disabilities, and young adults ages 18 to 25 raised in the child welfare system and responsible for their own support.

Nina Scholars receive tuition and fees, books and supplies, and a living allowance. Scholars have coordinated services and support through the schools, a cohort support group and tutorial assistance.

Each new Nina Scholars cohort consists of 15 students at Maricopa County Community College District and eight at Arizona State University. The scholarships are renewable for up to four years at the community college and for up to six years at the university. As of May 2009, 64 Nina Scholars have earned associate and bachelor degrees.

The average impact of a college degree on each Nina Scholar graduate translates to career earnings of \$557,000 over those who do not to earn a college degree. *

Tarina Wood (right), a young single mother, was the first Arizona graduate of the Nina Mason Pulliam Charitable Trust college scholarship program. She earned a bachelor’s degree in 2004 and a master’s degree in 2005 from the College of Public Programs and School of Social Work at Arizona State University. For several years, Wood has worked at Arizona Child Protection Services.





LODESTAR FOUNDATION

Collaboration Prize Awards Nonprofit Cooperation

Jerry Hirsch, businessman and founder of Lodestar Foundation, approaches philanthropy with an innovative and entrepreneurial slant. He started the second chapter of Social Venture Partners in Phoenix, bringing together a network of engaged individual philanthropists who believe that they can have a positive impact on their communities through grantmaking, volunteerism, nonprofit capacity building and philanthropic education.

One of Hirsch's key focuses in his own philanthropy is on nonprofit mergers and collaborations. "The reason that our foundation works in this area is because we live in a world of limited resources, and we wanted a strategy that gave us the most leverage and impact," he said.

Hirsch, also the benefactor behind the Lodestar Center for Philanthropy and Nonprofit Innovation at Arizona State University, said the foundation is supporting several collaborations among local nonprofits currently although he admits it is a very gradual process.

Collaboration among nonprofits has become a point of discussion throughout the country, according to Hirsch. "One thing that has happened, and hopefully it will have an effect here in Phoenix, is that about 10 U.S. communities are now beginning to create funds to support nonprofit collaborations in their areas."

In 2008, Lodestar launched The Collaboration Prize, a \$250,000 national award recognizing nonprofit collaborations that achieve exceptional impact and significantly eliminate duplication of efforts.

Designed to inspire nonprofit cooperation, the collaboration contest drew 600 nominations from around the country. Collaboration Prize partners and judges are representatives of the Arizona-Indiana-Michigan (AIM) Alliance—ASU Lodestar Center, the Center for Philanthropy at Indiana University and the Johnson Center for Philanthropy and Nonprofit Leadership at Grand Valley (Michigan) State University.

In March 2009, Lodestar presented the inaugural year prize to the Museum of Nature and Science, a merger of three museums in Dallas; and to the YMCA/JCC Integration, a merger of Jewish Community Center and the YMCA of Greater Toledo. *

Businessman and philanthropist Jerry Hirsch (left) launched the Collaboration Prize in 2008 to focus on a key mission of the Lodestar Foundation to encourage and support nonprofit mergers and collaborations. The first year's contest drew 600 nominations from around the country.

ST. LUKE'S HEALTH INITIATIVES

TAP Program Grows Valley Nonprofits

TAP, the Technical Assistance Partnership created by St. Luke's Health Initiatives, has partnered with hundreds of Valley organizations—many of them more than once—to create nonprofit networks and provide technical assistance since 1997.

This nationally recognized capacity-building program is a model for collaborative learning. Groups of three to 10 organizations commit to working together as teams to discover potential solutions for common issues and problems and then execute them together. The process is self-initiated, self-selecting and self-sustaining, and consultants team up to help them through any challenges.

“Over 600 organizations have come through the TAP program over 13 years,” said Roger Hughes, St. Luke's Health Initiatives executive director, “and their participation is predicated on organizations working together even to get into the project.”

TAP has had many success stories through the years. Hundreds of organizations progressed from fledgling agencies where there was no room for error to robust and productive community organizations, with leaders making and maintaining new network connections in the bargain. Seven domestic violence shelters developed a common database with reporting functions that allows them to monitor bed availability throughout the domestic violence system.

A cadre of local South Phoenix organizations developed nearly a half-dozen community gardens that today produce not just fresh produce for area residents but, just as importantly, reconnect disparate members of the community to each other.

Three times each year, TAP Talk meetings provide networking opportunities and interactive educational sessions for nonprofit attendees on topics of general interest such as evaluation, social entrepreneurship and identifying organizational assets. *



Community volunteers have created a network of community gardens, joined together as the AZ Community Gardens Alliance. Volunteers called stakeholders earn fresh produce and connect with other community members. The garden alliance has sought help from the Technical Assistance Partnership at St. Luke's Health Initiatives.





Arts and Culture

Total grants awarded in this area: \$316,680

Actors Theatre of Phoenix

\$20,000/12 months

www.actors theatrep h x .org

To support implementation and evaluation of a new marketing strategy focused on increasing the organization's public awareness.

Arizona Community Foundation

\$5,000/12 months

www.azfoundation.org

To support the arts and culture initiative, myartscommunity.org, to raise funds for 16 Valley arts and culture organizations.

Arizona Theatre Company

\$220,000/24 months

www.arizonatheatre.org

To support the purchase and implementation of an integrated customer relationship management software system including conversion and training.

Ballet Arizona

\$10,000/12 months

www.balletaz.org

A Piper Academy grant to support consulting services to assess the Ballet's patron and donor databases to identify new donors, retain existing donors and increase donated revenues.

City of Mesa Arts and Culture Department

\$10,000/12 months

www.mesaartscenter.com

A Piper Academy grant to support a three-agency collaborative, Mesa Arts Center, Arizona Museum for Youth and Museum of Natural History, to create new leadership among young professionals, to mine donor data and to provide board development.

East Valley Children's Theatre

\$12,500/12 months

www.evct.org

To support marketing to expand the patron base and identify future directions for effective development.

Phoenix Art Museum

\$20,000/12 months

www.phxart.org

To support the Strategic Planning Initiative.

Phoenix Boys Choir

\$19,180/12 months

www.boyschoir.org

To support a website redesign to increase professionalism, incorporate social media tools and expand the number of participants.

Children

Total grants awarded in this area: \$366,720

A New Leaf

\$10,000/12 months

www.prehab.org

A Piper Academy grant to acquire software to identify qualified donors for major and planned gifts and increase the total number of donors.

Big Brothers Big Sisters of Central Arizona

\$75,000/12 months

www.bbbsaz.org

To fund volunteer recruitment and training of mentors for disadvantaged youth.

Boys & Girls Clubs of the East Valley

\$150,000/24 months

www.clubzona.org

To support the Guardians for Kids Program to serve low-income families in the East Valley.

Friendly House, Inc.

\$10,000/12 months

www.friendlyhouse.org

A Piper Academy grant to support a three-agency collaborative, Chicanos por la Causa, Friendly House and Valle del Sol, for five board training modules delivered by ASU Lodestar Center for Philanthropy & Nonprofit Innovation.

Homeward Bound

\$10,000/12 months

www.hbphx.org

A Piper Academy grant to provide one-on-one coaching and board engagement training to enhance fundraising success.



Save the Family Foundation of Arizona
\$101,720/24 months

www.savethefamily.org

To support a new program to assist youth in overcoming problems associated with poverty and homelessness.

UMOM New Day Centers
\$10,000/12 months

www.umom.org

A Piper Academy grant to redesign and upgrade UMOM's website to allow online donations and event registration, enhance volunteer recruitment and expand the agency's catering business.

Education

Total grants awarded in this area: \$75,000

New Global Citizens
\$75,000/12 months

www.newglobalcitizens.org

To streamline recruitment and training efforts to expand the global education and action program to 20 additional high schools across Maricopa County.

Healthcare and Medical Research

Total grants awarded in this area: \$205,000

A.T. Still University of Health Sciences
\$75,000/12 months

www.atsu.edu

To provide preventative and restorative dental and oral healthcare to uninsured older adults.

Arizona Commission on the Arts
\$55,000/12 months

www.azarts.gov

A Trust initiated request to purchase and install Automatic External Defibrillators for medical emergencies at arts and cultural venues in Maricopa County.

Foundation for Blind Children
\$75,000/12 months

www.seeitourway.org

To provide comprehensive low-vision exams and optical aids to 75 visually impaired children.

Older Adults

Total grants awarded in this area: \$58,400

Neighbors Who Care, Inc.
\$58,400/24 months

www.neighborswhocare.com

To support increased coordination services for homebound older adults in need of assistance to continue independent living.

Other

Total grants awarded in this area: \$75,200

St. Luke's Health Initiatives
\$75,200/24 months

www.slhi.org

A Trust initiated request to create and support a technical assistance program for Latino nonprofits.

Religious Organizations

Total grants awarded in this area: \$17,500

Mountain View Lutheran Church
\$10,000/12 months

www.mvlutheran.org

To create the Mind, Body and Soul Program that will engage Boomers in outreach and existing community programs.

The Salvation Army
\$7,500/6 months

www.tsasw.org

To support the annual Salvation Army Water Drive that supplies hydration stations in Maricopa County.



Piper Academies Expand to Include Technical Assistance

Periodically, Piper Trust invites experts to Phoenix to introduce new ideas to the Valley or make thought-provoking presentations. These Piper Academies offer professional development opportunities for nonprofit staff and board members and a forum to share best practices.

In 2009, Piper's 10th anniversary year, the Trust increased the number of academies and focused on topics for nonprofits managing in difficult economic times. The Trust also has designed follow-on grants and technical assistance to increase the benefit of the programs for attendees.

Reynold Levy April Academy: Fundraising and Board Development Grants

Reynold Levy, president of the Lincoln Center for the Performing Arts in New York, brought an upbeat message about making the most of the recession by streamlining operations and preparing for better times.

Following Levy's presentation, Piper Trust sent a simplified request for proposal to those attending, offering grants of up to \$10,000 to implement some of Levy's recommendations. Forty-nine participating organizations sent proposals, and the Trust made six \$10,000 grant awards.

Grants went to two three-agency collaboratives: **Friendly House, Valle del Sol** and **Chicanos Por la Causa**, as well as **Mesa Arts Center, Arizona Museum for Youth** and **Museum of Natural History**. Four other individual agencies received technical assistance funding: **A New Leaf, UMOM New Day Centers, Homeward Bound** and **Ballet Arizona**. *





Victor d'Allant May Academy: Social Media Workshops

A May Piper Academy on social media and storytelling for nonprofit organizations covered the broad-brush of Web 2.0 techniques and tools from small bytes of information on Twitter to podcasting on YouTube. Presenter Victor d'Allant offered a number of dramatic examples of effective social marketing from his work as executive director of Skoll Foundation's worldwide online community, Social Edge.

The Piper Academy provided a perfect platform for follow-on technical assistance workshops. Jeff Goodman (standing left) of Blabbermouth social media consulting firm presented five workshops to 50 representatives from 30 organizations that decided to pursue additional training after the initial presentation.

The hands-on sessions helped attendees create social media properties and gain tailored advice. *

Arts and Culture Spaces in Valley to Receive Life-Saving Defibrillators



People trained in traditional cardio pulmonary resuscitation (CPR) can be found at most gathering places in the Greater Phoenix area including theaters and museums. But the newer pieces of equipment that can save more lives are Automatic External Defibrillators (AEDs)—and these are less readily available in public spaces.

A recent Piper Trust grant to the Arizona Commission on the Arts will fund AED equipment purchase and installation, state registration and training, and maintenance for some 40 arts and cultural nonprofit groups to ensure this new level of health and safety to their patrons.

Sudden cardiac arrest is one of the leading causes of death in the United States, causing approximately one death every two minutes—more than 200,000 American deaths every year. AED machines significantly increase the rate of survival by analyzing the victim's heart rhythm and advising the rescuer how to proceed.

The Commission will select qualified nonprofit, government or educational arts organizations—open to the public—that agree to continue maintenance and employee training. The application is available on the Commission's website, www.azarts.gov, as of September 1. *

**VIRGINIA G. PIPER
CHARITABLE TRUST**

Virginia G. Piper Charitable Trust is a private, independent foundation committed to honoring Virginia Galvin Piper’s legacy of supporting organizations whose work enhances the lives of people in Maricopa County, Arizona. By investing in nonprofits and encouraging strategic planning for the future, Piper Trust strives to make Maricopa County a stronger, more nurturing and vibrant community. Piper focuses grantmaking on healthcare and medical research, children, older adults, arts and culture,



education and religious organizations. As a place-based philanthropy concentrating on one geographic area, Piper Trust works to be more than a grantmaker. The Trust convenes groups to address community issues, brings national thought leaders to meet with nonprofit executives and fosters collaboration in the philanthropic sector. Piper Trust introduced the Piper Fellows Program in 2001 to enable nonprofit leaders to take sabbaticals for renewal and professional development.

Piper Trust has invested nearly \$250 million in nonprofits and programs since 2000. *



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