INVESTING IN COMMUNITY CHANGE :
A FUNDER'S EXPERIENCE

The Virginia G. Piper Charitable Trust
Scottsdale, Arizona
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Virginia G. Piper

"Managing the stewardship of charitable giving is a moment-to-moment dignified responsibility of a truly high calling."
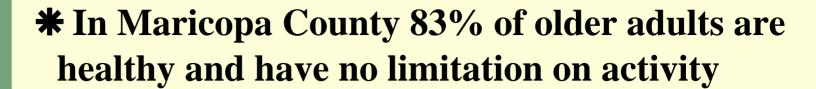
Program Areas

- **Healthcare and Medical Research**

- **Children**

- **Older Adults**

- **Arts and Culture**

- **Education**

- **Religious Organizations**

After the Gold Watch?

✳ **In Maricopa County 83% of older adults are healthy and have no limitation on activity**

✳ **There are few programs to assist older adults to transition to this third stage of their lives**

✳ **Most public programs target frail older adults**

Successful Aging

1. **Prevention of disease and disability**

2. **Attainment of peak physical and psychological functioning**

3. **Participation in rewarding, productive activities**

Successful Aging, Rowe and Kahn

Rewarding/Productive Activities

- **Next Chapter Projects** – four grants to provide meaningful options for older adults – 2 libraries, 2 community colleges

- **Experience Corps** – two projects that train older adults to assist at-risk readers - 1 library

- **Career Transition Center** – Gateway Community College to retrain in careers in education, healthcare or social work

- **National Council on Aging** – work with 10 nonprofits to utilize older adults to achieve agency mission – 1 library

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Next Chapter/ Life Options

- **Life planning**
- **Lifelong learning**
- **Meaningful volunteer and paid opportunities**
- **Links to services**
- **Places and spaces to gather**
- **Leadership Development**
- **Employment and Careers**
- **Computer Information**
- **Health and Fitness**
- **Caregiving**
- **Financial Planning**
- **Relationships**
- **Spirituality**

Value of Boomers to Nonprofits

- **Experienced**
- **Desire to help community – help fulfill agency mission**
- **Flexible hours**
- **Provide more management capacity**
- **Potential mentors to staff**
- **Volunteers often turn into donors**

BUT - -

- **Nonprofits and the public sector do not know how to use these older adults**

NCOA Nonprofit Project

- **Mentor new nurses for chronically ill, medically fragile infants and children**
- **Establish school sites for Big Brothers & Big Sisters**
- **Develop diversity programs for three arts institutions**
- **Develop science curriculum and projects for children and adults at Science Center**
- **Develop balanced menu options for adults with developmental disabilities**

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Piper Trust Lessons Learned

- **Older adults are seeking active, purposeful, engaged life of learning, service and community connections – paid and unpaid, full or part time**

- **Business and nonprofit organizations are unprepared - require time, commitment and a different way of doing business**

- **Marketing/branding and language are critical**

- **Institutional change is complex and takes longer than expected – planning grants and technical assistance are key**

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National Lessons Learned

- **Importance of collaboration**
- **Advisory committees helpful**
- **Older adults are engaged though not necessarily in visible ways – especially in minority community**
- **Technical assistance to nonprofits**
- **Recruitment incentives**
- **Asset-based approach**
- **Multi-generational approaches**
- **Time-intensive and financial resources**
- **Great local and national interest in this issue**

And More Lessons…

Atlantic Philanthropies' Community Foundation Effort

- **Older adults are not all the same – social status, economic status, culture, gender, religion, education, ethnicity**

- **Labels are problematic – no agreed-upon name for the group**

- **There are barriers to civic engagement – health, transportation, care-giving, income**

- **Institutions are not prepared – public, private, nonprofit**

Role of a Foundation

- **Search for models**
- **Take risk**
- **Act as the local catalyst**
- **Support planning**
- **Support implementation phase**
- **Provide on-going technical assistance**
- **Assist with evaluation**
- **Collaborate to share best practices**

California's Aging Opportunity

Office of the Governor

Identifies action steps:

- **Launch a communications campaign and matching program**
- **Prepare the capacity and infrastructure of public and nonprofit sectors**
- **Establish "life options centers"**
- **Provide incentives for intensive service**
- **Reform state policy**

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Libraries Can…

- **Act as a collaborative partner**
- **Act as a community catalyst and convener**
- **Focus on lifelong learning**
- **Recognize new type of older adults**
- **Provide meaningful volunteer opportunities to provide better library services**
- **Connect older adults with other community programs**

Are you prepared??

- **Leadership committed to creating meaningful positions that provide personal fulfillment?**

- **Open to change?**

- **Recruitment strategies – appropriate messages?**

- **Role of volunteer coordinator integral?**

- **Staff resistance?**

- **Flexible opportunities – project related, part-time, seasonal, virtual**

- **Benefits? – health insurance, stipends, expenses, training, educational credit, honorarium**

- **Value recognition – clear job descriptions, ability to shape projects, business cards?**

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Call to Action

- **Recognize time, talent expertise of older adults**

- **Identify ways older adults can help to better achieve your mission**

- **Think about flexible, project-related tasks**

- **Market and recruit to attract these individuals**

- **Consider a small stipend or recognition of their efforts**

- **Link to local and national efforts – benefit from experience**

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