

COMMUNITY FOCUS

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SECTION C



Bass pledges \$100,000 to help children and youth



Marshall B. Bass, president of Marshall B. Bass & Associates, described the Children's Fund as a catalyst to strengthen children's organizations within the community at Cafe Piaf on Thursday, Jan. 29.

"In a family of eleven children, we had to learn to give in order to survive."

— Marshall B. Bass, president of Marshall B. Bass & Associates



Ron Drago, president and CEO of the United Way of Forsyth County, honored the commitment of Marshall B. Bass and offered hope that his generosity will serve as a magnet for other donors with a passion for the cause.



The Rev. Father Clifford C. Coles, Ed. D., Rector of St. Stephen's Episcopal Church where Marshall B. Bass attends, congratulated Bass for another worthwhile contribution to the community.



(Left to right) Robert Brandquist of the advisory board; Robert Emken, retired from RJR-Nabisco; Ron Drago, president and CEO of the United Way of Forsyth County, and Lee Hampton of Winston-Salem State University greeted one another during the opening reception at Cafe Piaf on Thursday, Jan. 29.

The United Way of Forsyth County officially announced the establishment of the Marshall B. Bass Children's Fund on Thursday, Jan. 29 at Cafe Piaf. Marshall B. Bass, president of Marshall B. Bass & Associates, pledged \$100,000 to the Fund, a special initiative of the United Way of Forsyth County that will strengthen organizations that serve children and youth. "Children need to be helped in order that they can become better adults. Without help, we leave it to chance," Bass said.

One motivating factor for Bass' lifestyle of giving involves a spiritual component which came from family teachings where he grew up in Goldsboro, N.C.

"To whom much is given, much is required is a scriptural principal ... the more I give, the more blessings I receive in one way or another," he said. Bass expressed gratitude for people in the community who share his vision such as Jean Irvin of the Juvenile Justice Council and Virginia K. Newell who brought Bass into a shared discourse with Ron Drago, president and CEO of United Way of Forsyth County.

Ron Drago noted that it was difficult to put Bass into a category as a contributor to the United Way. Bass' generous, passionate opinion that his pledge be used for children's organizations was understood early in the process. "We honor and appreciate what makes Mr. Bass unique. He is very hands-on; he rolls up his sleeves and makes it happen, and he will continue to stay involved and provide great leadership," Drago said. Drago expects that the Fund will serve as a magnet for other donors with a "passion for the cause" and will be a model for replication. Drago recognized the 75-year history of the United Way, working in the community in partnership with other collaborative efforts. "We will make sure that these dollars have optimal impact," Drago said.

According to Susan Harris, major gifts director, Bass is the first Black American to be included in the Alexis de Tocqueville Society, named after a French nobleman of the early 19th Century who traveled through the United States. Struck by the volunteerism of Americans, Tocqueville wrote about their efforts. Thus the United Way established a program in his honor to recognize those who contributed \$10,000 annually to the organization. As it is a national recognition program, the United Way of Forsyth County has participated for more than 10 years. Harris noted that Bass' contribution sends a clear message to the community about the needs within it. She hopes that his gift will inspire others who have the capability to give to come forward.

According to John B. Conrad, Director/Marketing and Communications, the \$100,000 pledge is the largest single gift