

Corporate Giving

Duke ranks high

Duke University ranks second among U.S. universities in the amount of money raised from corporations — \$49.4 million.



12 • Philanthropy Journal of North Carolina

OCTOBER 1993

Helping the bottom line

Corporations find volunteer programs can help boost corporate image, morale



Linda Griffin of Glaxo Inc. enjoys working as a volunteer pharmacist, and appreciates the support given by her employer.

Photo by Robert Miller

Employee volunteer programs that support community projects have become increasingly popular in North Carolina and the U.S. The programs come in various shapes and sizes but share the same goals - to improve morale, help companies enhance their public image and better target their charitable resources.

By BARBARA SOLOW

Once a month, Linda Griffin leaves her corporate offices at Glaxo Inc. in Research Triangle Park and heads for a health-care clinic in Raleigh.

Griffin, a senior product manager for Glaxo, is a volunteer pharmacist for the Open Door Clinic, a program providing free care for Triangle-area residents.

Besides her time, Griffin is able to offer something else to the clinic.

Thanks to a program called GIVE - short for Glaxo's Investment in Volunteer Excellence - her time is matched by a gift of money from the company.

Under the GIVE system, a charity that receives 30 to 49 hours of volun-

teer time from an employee is eligible for a \$250 grant, while one that receives 50 or more hours is eligible for a \$500 grant.

Last year, more than 300 Glaxo workers participated in the program, with GIVE grants to local 501(c)(3) nonprofits totaling \$140,000, says Glaxo's Ramona Jones.

The response has been so enthusiastic, the company recently expanded the program to include retirees and employee spouses.

The Glaxo program is just one example of how a growing number of companies are choosing to support employee volunteerism.

While some company programs are directed towards long-term goals such as improving education, others have been organized as short-term efforts, such as food drives for residents of the flood-ravaged Midwest.

A new study co-sponsored by The Conference Board and The Points of Light Foundation shows corporate volunteer programs have survived the downsizing and retrenchment occurring in many U.S. industries.

Of the 454 corporations surveyed, 92 percent said they encourage

Look for CORPORATE page 13

McCull to head drive Charlotte mulls \$30 million endowment

As it prepares to launch a big fundraising drive to build its endowment, the Arts & Science Council in Charlotte has enlisted the heaviest of heavyweights to head its campaign.

Chairing the drive will be Hugh McColl, chairman and chief executive officer of NationsBank, the fourth-largest U.S. banking company. McColl is co-chairman of the \$320 million Bicentennial Campaign at the University of North Carolina at Chapel Hill, but he has never headed a local campaign on his home turf in Charlotte.

A goal has not been announced but it is expected to total \$30 million. A feasibility study by Alexander Oneill Haas & Martin in Atlanta concluded that Charlotte's arts federation could raise \$20 million to \$40 million. (The Arts and Science Council's initial estimate was more modest, in the range of \$15 million to \$30 million.)

The council, one of the largest U.S. arts federations, will have a \$10 million

endowment with funds that were pledged as part of a \$60 million campaign in 1989-90. That drive also raised \$45 million to build the North Carolina Blumenthal Performing Arts Center and \$5 million to establish an endowment for the Blumenthal Center.

McCull and Michael Marsicano, executive director of the Arts & Science Council, currently are setting

up the campaign structure and fundraising cabinet. Planning will take about eight months, followed by private solicitations. The public phase of the campaign will begin in the fall of next year.

Annual fundraising by the Arts & Science Council has grown to \$7 million, ranking it among the top 10 united arts funds in the United States in dollars raised. The organization distributes money raised privately and contributed by the city of Charlotte and Mecklenburg County.

Todd Cohen

ARTS

Employee giving Expanding workplace campaigns

The Council of Federations recently published a guide to help corporations plan and put into effect workplace giving campaigns that include alternative funds. Research shows adding these funds increases overall charitable giving.

By KATHERINE NOBLE

Corporations that want to expand their workplace giving campaigns have a new place to turn for advice and hands-on assistance: The Council of Federations.

The Council, a nonprofit federation of 500 charitable organizations formed in 1991, recently published "Adding Value: The Case for Expanded Employee Workplace Campaigns." The publication is designed to ease the transition from a single charity campaign to a campaign that includes alternative funds.

For nearly half a century, work-

place giving campaigns have been dominated by one organization: the United Way. The problem is, United Way doesn't represent all charities, just a select few that fall under its health and human services umbrella.

But as funds for federal programs are cut and social ills proliferate, environmental, social-change, health and educational nonprofits are growing.

FUNDRAISING

So is their need for funding. And the best way to get money from individual donors is at the workplace.

In North Carolina, the United Negro College Fund, the Environmental Federation of North Carolina, Combined Health Appeal of North Carolina and North Carolina Community Shares are struggling to gain access to workplace campaigns.

They've had some success. The Council of Federations' publication may make their job easier.

According to the guide, the first

steps in expanding the workplace campaign are assessing the employer's goals, evaluating the current campaign and surveying the employees' charitable giving desires.

Once the corporation decides to add alternative funds, plugging them into the campaign is easy: identify the charities to add, decide how to manage the campaign, develop campaign materials and decide how to distribute employee contributions.

The Council will walk corporations through the process.

Don Sodo, chairman of the Council and executive director of National United Service Agencies, says that adding choice to workplace campaigns shouldn't be a burden to corporations in terms of money or dollars.

"We are set up to make what we call a seamless transition from a United Way-only campaign to one that contains our federations as well."

For a free copy of the guide, call 1-800-458-9505.

BRIEFLY

Burroughs Wellcome gives to housing

A volunteer housing project in North Orange County and a mediator training project in Durham have been awarded \$10,000 grants from Burroughs Wellcome Company. The company's community service program gives to nonprofits where employees volunteer.

Local companies boost education

More than 30 schools in Cabarrus, Mecklenburg and Union counties are part of a pilot program developed by Gift-in-Kind Clearing House and Verbatim Corporation. Under The Business Surplus for Better Schools program, businesses sponsor school memberships in a surplus buying program.

Durham company aids seniors

Paste-Ups Inc., a graphic arts and printing firm in Durham, has joined the growing number of businesses supporting the city's Council for Senior Citizens. For information about council activities, call 688-8247.

Career camp for kids

Torre Hunter of Raleigh was one of four students chosen to be part of a telecommunications career camp sponsored by Southern Bell and Auburn University this summer. Other winners were Swanda Leggett, Raeford, Veronica Higgs, Tarboro and Jason Easter, Gaston.



Photo courtesy of Southern Bell