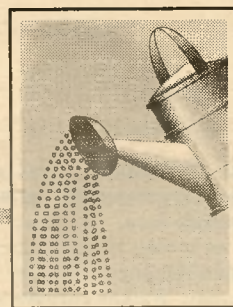


# Fund Raising

14 • Philanthropy Journal of North Carolina



Who does the asking?

A new survey by the National Society of Fund Raising Executives shows 60 percent of its members are women.

OCTOBER 1993

## Public philanthropy



Smedes York finds himself always on the run in his business and his philanthropy.

Photo by John Rottet

## The public and private missions of Smedes York

Raleigh's former mayor heads the third generation of a prominent family business. He's also one of the Triangle's leading civic leaders and philanthropists. People wonder what makes Smedes York run. He says he's simply driven by a devotion to family and community.

BY C.E. YANDLE

Every morning, after rising at 6, Smedes York jogs through a landscape that defines and drives him.

He trots down the driveway of the Craig Street home his father built in 1946. He passes Cameron Village, the suburban shopping center his father built after World War II. He runs down Oberlin Road, past nondescript

office buildings that bear the York name. He passes St. Mary's College, the all-girls preparatory school started by his maternal great-great-grandfather. He lopes through the campus of his alma mater, N.C. State University, past the prominent brick bell tower his grandfather erected.

The landscape of Raleigh is the landscape of the Yorks. That's true of the bricks and mortar built by three generations of Yorks. It's also

true of the civic leadership whose mantle has passed to Smedes York.

At 52, the former two-term Raleigh mayor runs one of the Triangle's big development companies. He serves on public and civic bodies. And he routinely heads up civic projects.

"I don't know many people who give of themselves and their assets as Smedes does," says Wake County Manager Richard Stevens.

To many, including his closest friends, what drives York is a mystery. Some say that York wants to shake off the shadow of a powerful father.

Others suggest he has his eye on the governor's mansion or the U.S. Senate.

Still others say he simply embodies the ideal of a philanthropist -

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### Boone selected State to get its sixth NSFRE chapter

North Carolina's newest chapter of the National Society of Fund Raising Executives is about to be born in Boone, bringing educational programs and speakers to an isolated but growing group of fundraisers.

BY KATHERINE NOBLE

North Carolina's mountain community soon will be home to the state's newest chapter of the National Society of Fund Raising Executives.

If all goes as planned, the Boone chapter should be up and running soon after the first of the year, says Jerry Moretz, president of the new chapter and vice president for development and public relations at Boone's Watagua Medical Center.

"We felt many folks who could benefit were not participating because it was too far to go for meetings," Moretz says. The closest chap-

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### Higher giving Fund raising on rise by colleges, universities

Giving to higher education grew last year. Growth is expected to continue at a moderate pace as the economy searches for direction and competition heats up for charitable dollars.

BY TODD COHEN

Colleges and universities in the U.S. and in North Carolina enjoyed a fund-raising surge last year, but school officials shouldn't rest on their laurels. Keeping up the pace could prove tough, a national study suggests.

In the year ended June 30, 1992, U.S. higher education raised \$10.7 billion. That was up half-a-billion dollars from the previous year, an increase of 4.9 percent, according to the annual report on voluntary support of education by the Council on Aid to Education.

The New York-based organization said that, short of a stock market boom and a jumpstart for the economy, fundraising should grow modestly in the face of increased competition for charitable dollars.

In North Carolina, giving to higher education grew 6.8 percent, to \$346 million. North Carolina's bounty was the result in large part of capital campaigns under way or recently completed at a host of schools.

Duke University, for example, which recently completed a \$221 million capital campaign, raised \$127.2 million in the period covered by the report.

#### EDUCATION

In the U.S., alumni donations to higher education grew 6 percent and accounted for 27 percent of giving; giving by individuals other than alumni grew 8.2 percent and accounted for 23 percent of all support; corporate giving grew 1.3 percent and accounted for 21 percent of all support; and foundation giving grew 3 percent and accounted for 20 percent of all contributions.

Four-year public colleges and universities showed a higher rate of growth in giving than their private counterparts, and the survey predicts that trend will continue.

The survey predicts that growing competition among different types of

schools probably will result in schools defining their missions and their fund-raising more sharply, and in donors better targeting their giving.

Atlanta fundraising consultant Doug Alexander attributes the big increase in giving in North Carolina to the large number of aggressive capital campaigns by public and private colleges and universities in the state.

In addition, says Alexander, president of Alexander O'Neill Haas & Martin, a surging stock market likely resulted in bigger-than-expected gifts through bequests, which typically designate a percentage of an estate to charity. Increases in stock values thus translates into larger bequests.

He predicts that, despite increases in giving in the future, colleges and universities will have to make some tough choices because donors increasingly will restrict the use of their gifts.

"What that's going to do is hurt the pay-the-light-bill kind of gifts," Alexander says.

"You're going to see an increase in the numbers from the development office, but the institutions are going to say those are not the dollars to do what we need to do."

### No. 8 in U.S. Duke top NC fundraiser

Duke University in Durham raised \$127.2 million in the year ended June 30, 1992, just over one-third the total raised by all Tar Heel colleges and universities.

Nationally, Duke, ranked 8th among all U.S. schools in its fundraising, according to the Council on Aid to Education. And only the University of Wisconsin at Madison raised more money from corporations than did Duke.

Wisconsin raised \$49.5 million in corporate dollars, compared with \$49.4 million for Duke. Duke ranked sixth nationally in the level of foundation support, at \$34.9 million.

Duke far exceeded the national average in the proportion of dollars raised from corporations and foundations — 38.8 percent and 27.4 percent, respectively. Nationally, on average, corporations accounted for 21 percent of giving to higher education, while foundations accounted for 20 percent.

The average U.S. college or university raised 27 percent of its dollars from alumni and 23 percent from individuals other than alumni. That compares with 14.7 percent from alumni at Duke and 14 percent from individuals other than alumni.