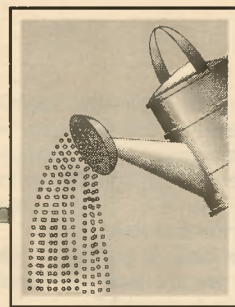


# Fund Raising

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Women are top givers

A survey by Louis Harris and Associates shows mothers believe more in charitable giving than fathers.

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## Stepping down

### Don Sanders' legacy of community philanthropy

After 34 years with Charlotte's United Way, Don Sanders is retiring this year. He leaves a legacy of connecting the United Way and the community.

By BEA QUIRK

Like most college seniors, Don Sanders didn't really know what he wanted to do after he graduated. Although he loved music and was minoring in it, it didn't grab his imagination. Problem was, neither did sociology, his major, or his other minor, psychology.

Then he visited a facility for the mentally-disabled elderly people.

"I was appalled by what I saw there, and I guess it called to my reformist spirit," says Sanders, 59, who will retire later this year after 19 years as president of the United Way of Central Carolinas Inc. in Charlotte. "It helped push me to a resolution of a career choice."

After graduating from Duke University in 1956, the native of Washington, enrolled in the School of Social Work at the University of



People need connections to one another, and the United Way is a connecting system, a way of bringing people together to solve community issues.

**DON SANDERS**  
President  
United Way of Central Carolinas

Photo by Nancy Pierce

North Carolina at Chapel Hill. He earned his master's degree two years later.

After serving two years as director of the United Fund of Aiken County in South Carolina, Sanders in 1960 joined what was then United Community Services in Charlotte.

In Charlotte, he says, he found "a commitment to the community that's more than enlightened self-interest."

"The business leadership is expected to be involved, and new people are supposed to filter themselves into the community life," he says.

Many would say Sanders' influence and leadership has helped give Charlotte that kind of spirit.

"The United Way in Charlotte has been regarded all along — and still is — as a part of

the essential good character of the city," says Gordon Berg, Sanders' predecessor and mentor who left the United Way in 1975 to become president of the Foundation For The Carolinas. "And I think that's partly a reflection of the character of Don Sanders and his great integrity."

During Sanders' tenure, the United Way of Central Carolinas has grown from 33 service agencies in Mecklenburg County and a dozen staff members to its 65 agencies in Mecklenburg, Union and Cabarrus counties and a staff of 65. During the 1993 campaign, volunteers raised \$18.05 million, the most ever for the organization, but about \$500,000 short of its goal. For 36 straight years, the goal was always met.

No one denies the importance of fundraising to the United Way, and the organization is proud of its accomplishments in this area. But it is for planning, collaboration and proactively finding solutions to community human service problems that Sanders receives his greatest kudos.

"We're not just a fundraising organization, and Don emphasized social planning very heavily," says Berg.

Ruth Shaw, vice president of corporate communications for Duke Power Co. and chairman of the United Way board, says that Sanders is a "coalition-builder."

"He has a real skill of seeing an issue and

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## On their own

### Former Ketchum fundraisers start firm

A new fundraising firm, with headquarters in Charlotte and three operating divisions, has named former Bowman Gray development chief Dallas Mackey as chairman of the board of its Winston-Salem division. First Counsel also has signed an out-of-court settlement with Ketchum Inc.

By TODD COHEN

North Carolina has a new kid on the fundraising block.

First Counsel Inc. in Charlotte was formed last May by four former employees of the Charlotte office of fundraising giant Ketchum Inc. in Pittsburgh.

The young firm has begun three operating divisions — in Winston-Salem, Atlanta and Washington — and is negotiating partnership agree-

ments with 30 to 40 fundraising professionals on the East Coast.

And it has contracts with about a dozen clients, including half a dozen that plan fundraising campaigns.

FCI recently named Dallas Mackey, former chief development officer for the Bowman Gray/Baptist Hospital Medical Center in Winston-Salem, as chairman of the board of First Counsel South, the company's Winston-Salem arm. Mackey also has been named to the FCI board.

FCI's strategy is to provide clients with fundraising professionals familiar with local communities at a lower price.

"My personal goal is to bring to the market the most professional and responsive fundraising service we possibly can within a pricing structure that makes it available to a broad range of philanthropic organizations," says Alex McNair, FCI's president.

If it is hired for a campaign, FCI

will send a partner to manage the campaign at the client's offices, typically for six to 10 months. FCI charges a flat fee based on the time that an FCI partner works with a client.

FCI also has formed alliances with Robin A. Smith Communications Inc. in Charlotte, VanDerKloot Film & Television Inc. in Atlanta and System Support Services Inc. in Charlotte. Those firms can provide FCI clients with marketing, video production and computer software services, respectively.

FCI also offers executive leasing, periodic counseling, government lob-



Dallas Mackey

bying and donor research.

The break from Ketchum by FCI's founders prompted Ketchum to file a court complaint in Charlotte, which was settled out of court.

Robert Carter, president and chief executive officer of Ketchum, says the agreement was "amicable."

"Anything they do is a reflection of what they learned at our firm," he says.

Ketchum, which will be 75 years old this year, is the world's oldest and largest fundraising firm.

McNair would not comment on the settlement, saying it prohibits the parties from discussing the dispute or settlement.

He says he and his former Ketchum colleagues believed Charlotte and the region "merited a major fundraising firm to be headquartered here that focused intensely on providing service to the Southeast from a local perspective."

## Gaining ground

### Report says alternative funds grow

A report by the National Committee for Responsive Philanthropy says that the growth in workplace giving to alternative funds is outpacing the growth in giving to the United Way.

By KATHERINE NOBLE

While giving at the workplace is a decades-old tradition in the U.S., that pattern of giving may be changing radically.

"Charity in the Workplace 1993," a report by the National Committee for Responsive Philanthropy, says

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## BRIEFLY

### Museum launches membership drive

St. John's Museum of Art in Wilmington has launched a "1500 Plus" membership drive through March. Membership support of the museum makes up 30 percent of costs of exhibits, tours, classes and lectures. Emily Barefoot will head the campaign.

### Barton College raises \$6 million plus

Barton College in Wilson raised more than \$6 million toward its \$10 million fundraising goal. The money to be raised during the five-year drive will be used for an endowment, new equipment and building improvements. K.D. Kennedy Jr. of Raleigh is chairman of the campaign Steering Committee.

### Alliance endorses donor rights

The Alliance of Nonprofit Mailers in Washington, DC is the latest organization to endorse a Donors Bill of Rights, which outlines information charitable givers have a right to expect from charities. The bill was developed by national fundraising and educational organizations.

### Appalachian State awards scholarships

Appalachian State University in Boone awarded more than \$81,000 in scholarships during the 1993-94 academic year. The college assisted 98 students through 43 scholarships supported by interest on endowments or annual contributions.

### Elon College hits \$15 million

Elon College has raised \$15 million in its \$18 million capital campaign. Funds will be used for endowments, renovation of a gymnasium, the annual leadership fund and library, science and communications facilities.

### Journal to examine capital campaigns

In March, the *Philanthropy Journal* will take a look at capital campaigns planned or underway in North Carolina. To help us make our report as comprehensive as possible, please let us know if your nonprofit is involved in a campaign. Call Barbara Solow at (919) 829-8921 by Feb. 9.