

ALTERNATIVE

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the growth in giving to charities outside the United Way outpaced the growth in giving to local United Ways by \$97 million in employee contributions between 1989 and 1992.

That trend may indicate "a major paradigm shift in workplace fund raising," the report says.

The report, by an organization that encourages greater choices in workplace giving campaigns, comes as local United Way affiliates are totaling figures from the first campaign since the fundraising disaster of 1992, when contributions fell 4.1 percent in the U.S. That was the first decrease in funding since World War II.

For the most part, local United Way leaders and the United Way of America attributed the dismal campaigns of 1992 to a poor economy, corporate downsizing and fallout from the scandal involving William Aramony, who was ousted as president of the United Way of America.

The report argues otherwise. The recession, says the report, was long over by the start of the 1992 United Way campaign. And it says that even if donors still were feeling a financial pinch by the fall of 1992, giving outside the United Way increased that year by 6.8 percent.

At the same time, workplace donations to charities outside the United Way increased 5.3 percent.

The number of alternative funds also is increasing rapidly.

The United Way has dominated workplace fundraising campaigns since the first one was introduced by Henry Ford in the 1940s. The first alternative fund didn't enter the picture until 1959, when a combined health appeal federation campaigned in Baltimore.

And beginning in 1980, when the

Combined Federal Campaign was launched, alternative funds have been entering the workplace campaign scene in force.

From 1980 to 1990, the number of alternative funds grew from 31 to 172. And the report says those funds project major gains in their 1993 campaigns.

In North Carolina, the Environmental Federation of North Carolina solicited funds among 19 employers, up from seven in 1992, and North Carolina Community Shares increased its workplace campaign sites by 14 — for a total of 26 employee campaigns.

Neither federation had final campaign results when the *Philanthropy Journal* went to press.

The report also outlines the different types of local and national alternative funds, and profiles several funds in each region of the U.S., as well as the organizations they support.

The report also looks at major corporations that recently have opened their doors to alternative funds, including Microsoft, Mattell, Levi Strauss, Gannet, USA Today and Whole Foods of Austin, Tex.

Copies of the report are available for \$15 from the National Committee for Responsive Philanthropy, 2001 S. Street, NW, No. 620, Washington, D.C., 20009

From 1989 through 1992, growth in giving to charities outside the United Way outpaced growth in giving to local United Ways by \$97 million.

A long journey

Mint Museum receives gift held up by Nazis

ARTS

Charlotte's Mint Museum of Art recently received the largest cash bequest in its history, thanks to political changes in Europe.

The museum will receive \$218,454 from the estate of Hans G. Cahen, a former East German who became friends with a Charlotte resident.

Cahen's father owned property in Berlin that was seized by the Third Reich during World War II.

Cahan, who died in 1983, left

\$236,000 to the Mint. In 1984, the museum received \$18,000 of that, but the remainder of the bequest was in Berlin in the hands of the German Democratic Republic.

In the wake of the reunification of Germany, that remaining property recently was returned to Cahen's estate. And now the estate has completed the bequest to the Mint.

M. Mellanay Delhom, who houses her collection of pottery and porcelain at Mint, knew Cahen when they both lived in Chicago.

"Mr. Cahen was a neighbor, friend and avid collector who sought my guidance, particularly with his holdings of Dutch tinglaze wares," says Delhom.

Cahen's bequest will be used to establish a Hans G. Cahen Endowment Fund for the support of the museum's ceramics collection.

Spotlight on giving

National surveys eye foundations

TRENDS IN

FAMILY FOUNDATIONS

Family foundations represent about \$86 billion in assets and give away more than \$5 billion each year. The Council on Foundations estimates that the vast majority of family foundations hold assets of less than \$5 million.

Forty percent of family foundation trustees are women. The remaining 60 percent most often are white, male and in their fifties.

Two-thirds of family foundation trustees surveyed do not receive compensation for their board service, although they are legally permitted to do so.

DONORS OF COLOR

Minority communities generally

are not aware of the activities of community foundations. At the same time, interest in organized philanthropy is increasing among those communities.

Community foundations should attempt to understand the differences between various racial and ethnic groups and learn more about their philanthropic traditions.

More than two-thirds of the 45 community foundations participating in the survey did not have any special outreach programs for minorities.

The report praises the Foundation For The Carolinas in Charlotte for its recent outreach efforts to minority donors.

For copies of either report, call the Council on Foundations, (202) 466-6512.

Two new reports from the Council on Foundations in Washington paint a more detailed picture of the activities of U.S. family and community foundations.

"Trends in Family Foundation Governance, Staffing and Management," looks at a segment of the foundation world that has been historically hard to research.

The report is based on information received from 227 family foundations - a category that makes up about two-thirds of the nation's more than 30,000 foundations.

A second publication, "Donors of Color," looks at how non-white philanthropists might benefit from using community foundations to achieve their giving goals.

Here's a summary:

SANDERS

CONTINUED FROM PAGE 14

getting the right people at the table to confront the problems, using the United Way as a neutral ground and seed bed."

Under Sanders' leadership, United Way of Central Carolinas was instrumental in the creation of the Council for Children; Council on Aging; Child Care Resources, Inc., which has become a national model for child care referral services; Charlotte Emergency Housing, an uptown shelter for homeless men; Metrolina AIDS Project; the AIDS Consortium and ReadUp Charlotte.

Last year, First Call for Help, the United Way's information and referral service that's jointly funded by Mecklenburg County, handled roughly 46,000 phone requests. And 578 volunteers received training on how to serve on not-for-profit boards through its Volunteer Leadership Development Program.

"People need connections to one another, and the United Way is a connecting system, a way of bringing people together to solve community issues. That's the most satisfying part of what I do," Sanders says.

"We've injected the organization into community life and dealt with tough issues like AIDS, homelessness and literacy. That's not the most common pattern among United Ways.

But here we believe we're not just a fundraiser for our family of agencies, but a community resource, a capacity-builder to help agencies be better."

Sanders' leadership also was apparent in 1992, when news broke about the high salary and lavish lifestyle of William Aramony, then president of United Way of America. United Way of Central Carolinas was the second local affiliate in the U.S. to stop paying dues until the problems were effectively dealt with.

"It was a substantial crush for many of us, and the pain was considerable," says Sanders. "Some of us were absolutely appalled. We have always been in the forefront of accountability of funds, and that's why we were so shocked, withdrew funds and generally raised hell."

Restructuring at the national level has solved many problems that caused the scandal, he says.

Locally, the organization has had to do a lot of work to educate donors that it is a local and independent institution that receives services from the national organization only to help do its job.

Still, United Way of Central Carolinas saw the amount raised in its annual campaign decrease in 1992 to \$17.56 million from \$18.03 million the previous year.

United Ways all over the U.S. must deal with the effects of downsizing in corporate America, which has been the main source of its volunteers and contributions.

The growing demand from the public for donor responsiveness and

accountability, as well as increased competition for charitable dollars, are requiring local affiliates to re-evaluate how they do things and respond to a changing environment.

Sanders will step down during this year's campaign cycle. He announced last April that he would leave by Nov. 1, 1994, just days after his 60th birthday. A national search is underway, chaired by Russell Robinson, a lawyer and former United Way chairman. A successor is expected to be named by April.

Sanders will stay on for several months to help ease the transition. His plans for retirement include some teaching, volunteer work, some part-time consulting and spending time with his wife Mary, four children and six grandchildren.

Although Sanders' impact on United Way of Central Carolinas will be felt for years to come, he will nevertheless be missed. And it won't just be his marvelous singing voice which led the chorus of 'God Bless America' at the end of every annual campaign.

"Don is not shy, but he's basically quiet," Berg says. "He'd rather listen to other people than talk a lot. He has the ability to hear what other people say. That's a real art."

Shaw says that Sanders "has a great, vast spirit, a respect for human dignity and value for each person. He truly embodies the human values of the United Way."

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