

GRANTS

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grants; \$2,000, Town and Country Committee, Division of Missions, for strengthening rural churches; \$16,000, W.N.C. Conference of the United Methodist Church, for scholarships, education consultant, strengthening church; \$696,500 to 32 Methodist churches for building grants.

FOUNDATIONS

Foundation for the Carolinas, Charlotte. Eight grants: \$5,000, Bowman Gray School of Medicine, Winston-Salem, prostate cancer research; \$3,000, Chronic Fatigue and Immune Dysfunction Syndrome Association of America, Charlotte, research; \$5,000, Duke

Comprehensive Cancer Center, Durham, ovarian cancer research; \$5,000, Heineman Medical Research Center, Charlotte, heart transplant research; \$5,000, Lineberger Cancer Research Center, Chapel Hill, cancer research; \$4,600, National Retinitis Pigmentosa Foundation, Baltimore, Md., eye research at Duke University; \$3,000, UNC-Chapel Hill, research; \$993, Duke University Medical Center, AIDS research.

HEALTH

North Carolina Academy of Family Physicians Foundation. Undisclosed support from First Citizens Bank, Triangle Bank and Trust Company, Jefferson-Pilot Life Insurance, HealthMark, Carolina Power and Light Company and Ortho Pharmaceutical Corporation.

Renewed support from Allen & Hanburys, a division of Glaxo; Medical Protective Company; Carolina Permanente Medical Group, P.A.; all Grand Patron members of the corporate membership program.

Central N.C. chapter of American Red Cross, Durham. Won a \$24,306 outreach grant to expand its HIV/AIDS education program to migrant and seasonal farm workers in Granville County. Award comes from cooperative agreement between national American Red Cross and Centers for Disease Control and Prevention.

SOCIAL CHANGE

North Carolina Center for Laws Affecting Women, Winston-Salem. \$20,000 from Z. Smith Reynolds Foundation for general operating

support.

District Attorney's office, Durham. New computer equipment from Northern Telecom valued at \$25,000 as part of company's \$75,000 contribution to the New Durham II campaign, designed to rebuild Durham's economy and fight crime.

Food Bank of North Carolina, Raleigh. \$10,000 from Paul Newman's Food Products to purchase a truck. Newman Products gives 100 percents of its profits to charities.

SOCIAL SERVICES

Durham Companions. \$8,650 from the Greater Triangle Community Foundation for the Durham Impact project for at-risk youth.

Passage Home, Raleigh. \$35,000 from the Z. Smith Reynolds Foundation to strengthen and expand comprehensive housing and support services program for low-income families.

Charlotte-Mecklenburg Housing Partnership. \$863,231 from HOPE 3, a program of the federal Housing and Urban Development agency to help low-income families become home owners. Donation from First Citizens Bank of a lot for a house. Home will be sold to low- to moderate-income family.

N.C. Council for Women, Raleigh. Fifteen grants: \$55,000, Family Resources Center of Rutherford County; \$55,000, Winston-Salem/Forsyth County Council for Women; \$55,000, The Women's Center of Fayetteville; \$12,000, Catawba Community College; \$10,000, Cleveland County Abuse Prevention Council, \$20,000,

Mecklenburg County Women's Commission; \$10,000, N.C. Cooperative Extension (Gates County); \$20,000, Orange County Women's Center, Chapel Hill; \$10,000, Pamlico Community College; \$15,000, REACH, Cherokee/Clay County; \$15,000, Southeastern Community College, Columbus County; \$5,000, Tri-County Women's Resource Center, Surry, Stokes, Yadkin counties; \$5,000, Womanreach of Charlotte; \$15,000, Women's Center of Raleigh; \$13,000, YWCA of Wilmington.

SAFEchild, Raleigh. \$1,750 from Christ Episcopal Church's Social Ministries for participation in the Nurturing Program; corporate contribution from Moore and Johnson Insurance Agency to help eliminate child abuse.

UNITED

CONTINUED FROM PAGE 1

affiliates set no goal at all.

"This is the best campaign we've had in the past six years," says Mary Hollingsworth, campaign chair of the United Way of Greater High Point. "Last year, we had to do a lot of education about what United Way was. In some ways, that was a positive, even if it was surrounding a negative issue."

George Pfeiffer, president of the United Way of Asheville/Buncombe County, agrees.

"It gave an opportunity to people

to really understand something that they hadn't really fully understood before," he says. And it provided local United Way affiliates the chance to "really clarify that we are all home-grown."

In Cumberland County, the United Way raised 11 percent more than last year. Richard Hurley, campaign director, says the message finally got through in 1993 that local affiliates and the United Way of America are separate organizations.

"We made concentrated efforts last year, but I don't think the message got through," he says. Indeed, in 1992, Cumberland County fell \$300,000 short of its goal.

But simply distinguishing between local affiliates and the national organization wasn't enough. Most affiliates, in an attempt to keep community attention focused on the work of nonprofit organizations they support, set modest fundraising goals. In some cases, they didn't set goals at all.

John Conrad, communications director for Forsyth County's United Way, says his organization's campaigns have suffered for the past two years because of downsizing at R.J. Reynolds Tobacco Co.

The real culprit, though, is the perception of United Way mainly as a fundraising organization, and not so much as an organization that provides needed money and support to local human service nonprofits.

Like most United Way affiliates, Forsyth County raised less in 1992 than it had in 1991. In 1993, it ran its campaign without a goal.

"One thing we're trying to do is correct a public misperception of United Way as being purely a

fundraiser," says Conrad. "We felt that by setting a goal, that's what everyone sees in the paper. And if you make it, you further define yourself as a fundraiser, and if you don't make it, you further define yourself as a failed fundraiser."

The Forsyth United Way also decided to be more flexible with its campaign schedule.

"We recognized that the little window of campaigning we've had in the fall may not always fit the needs of some companies," says Conrad.

Money was still coming in when the *Philanthropy Journal* went to press. Conrad predicts that 1993 totals will come close, if not exceed, what was raised in 1992.

More local United Way affiliates may begin running campaigns without goal — a strategy akin to that of the affiliate that's leading the state in fundraising growth.

After having one of the worst records of any United Way affiliate in the state in the three years ended in 1992, the Gaston County affiliate last year had the biggest increase in fundraising in the state.

James Cookson, Gaston campaign chairman, set out to change that perception. Campaigning without a goal, he says, allowed the organization to shift media coverage, and thus public perception, away from simply the horse-race nature of a campaign.

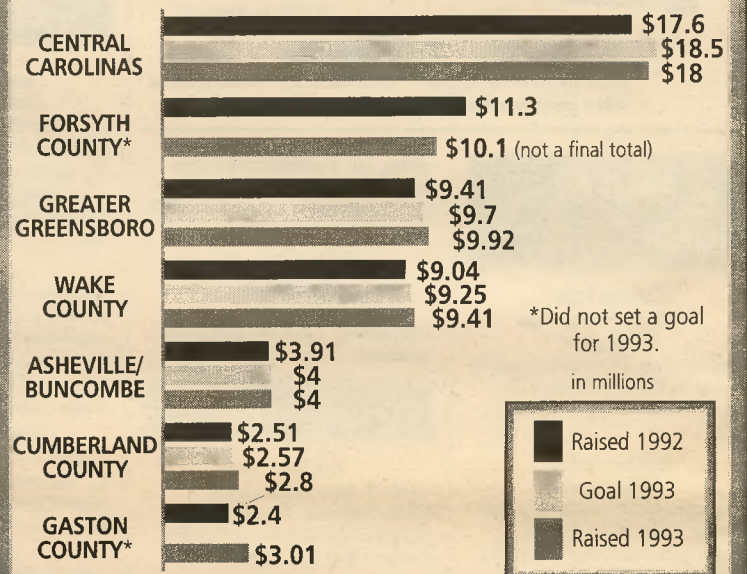
"We didn't want the pressure of setting the goal and then having the newspapers write their own thoughts about whether we were going to make it or not."

That strategy appears to have paid off: Gaston County raised \$3 million in 1993, 24 percent more than last year's total of \$2.4 million.

Cookson says the organization's only publicly stated goal was to raise

REACHING THEIR GOAL

Many of North Carolina's United Ways raised more in 1993 than in 1992. Here's a look at preliminary totals of seven of the state's largest United Way agencies:



Source: United Way of North Carolina

Philanthropy Journal of North Carolina

enough money to adequately fund Gaston County's United Way agencies so that they wouldn't need to run independent fundraising campaigns.

Across the state, most United Way affiliates set modest goals — in most cases below what they had raised in 1992. Durham County, for example, had a goal of \$3.6 million, compared with \$3.85 million in 1992. Most of the state's larger United Way affiliates raised 5 percent or more than they did in 1992.

United Way officials and campaign leaders also attribute their success to more time and energy

devoted to talking up United Way agencies.

Michael Griggs of the United Way of Cape Fear in Wilmington, says his campaign volunteers made more presentations at companies and held more meetings with employee groups, explaining the programs and services of United Way agencies.

Cape Fear United Way missed its \$1.85 million goal, but raised 3 percent more than in the previous year.

"Last year at this time we were making about \$100,000 in cuts," says Griggs. "This year, none of our agencies are facing any reductions at all."

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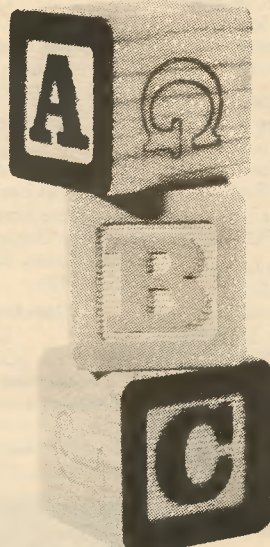
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