

Philanthropy Journal

OF NORTH CAROLINA

Giving shelter Network for the homeless

Since it was founded in 1987, the Winston-Salem/Forsyth County Council on Services for the Homeless has worked to reduce competition and build cooperation among a wide variety of agencies helping the homeless.

BY BARBARA SOLOW

WINSTON-SALEM

Just before 8 a.m., the common room of The Bethesda Center day shelter for the homeless in Winston-Salem is already full.

About two dozen men and women sit together on couches and chairs scattered throughout the room. Some sip coffee from styrofoam cups, while others catch up on their sleep.

Down the hall in a small conference room, members of the Winston Salem/Forsyth County Council on Services for the Homeless are meeting to discuss the situation facing shelter providers in the city.

"We pray that you might help us keep the needs of these people before us," says the Rev. Neal Wilcox of the Winston-Salem Rescue Mission in his opening invocation. "We ask that we can continue to work in a spirit of cooperation."

Since it was founded seven years ago, supporters say the council has made major strides in improving ser-

Look for HOMELESS page 21

Care for the dying

Hospice offers compassion, helping hand

The hospice networks in the Carolinas have merged. The 72 Tar Heel and 21 Palmetto hospices are expanding services and preparing for the numerous changes in the U.S. health-care system. But their mission remains the same as that of the first U.S. hospice that opened in 1974: To provide compassionate care for the dying and their families.

BY KATHERINE NOBLE

WINSTON-SALEM

She knew he was dying, and so did he, and they both were frightened. So were their eight-year-old daughters, Amy and Jennifer. What Cathy Hinson feared most was that she couldn't help her husband do what he wanted more than anything: Come home.

"He was so afraid he was going to die in the hospital," says Hinson, recalling the day three years ago when doctors said they couldn't stop the cancer that was destroying her husband's body.

But Hinson was afraid of something else — afraid she would not be able to take care of her husband. "There was just no way I could bring him home," she says.

Hinson, however, proved herself wrong, with the help of Hospice of Winston-Salem.

Like other hospices throughout North Carolina, Hospice of Winston-Salem is a professional team of nurses, social workers and grief counselors who care for the physical, spiritual and psychological needs of

dying people and their families.

Volunteers are integral to hospice, doing everything from walking the family dog to helping the non-profit organization raise money.

Hospice has come a long way since its early days as a mostly volunteer organization that served patients as it raised money.

But through changes in structure and growth, it hasn't lost its roots as a "holistic kind of care that is medical as well as psycho-social," says Karen Steinhauser, a Duke University graduate student who is writing a dissertation on hospices in the U.S.

Hospice was started in England in the 1960s. It served as a model for community and religious leaders who founded the first U.S. hospice in 1974 in New Haven, Conn.

Hospice of North Carolina opened in 1979 as an administrative organization that aimed to help establish hospices in communities throughout the state. By the end of that first year, the state had three hospices.

Last year, the statewide hospice groups in the two Carolinas merged, creating Hospice for the Carolinas, which has headquarters in Raleigh. North Carolina has 72 hospices operating in 96 counties. South Carolina has 21.

"Our goal is that hospice care should be available to every North Carolinian by the end of the year," says Judi Lund Person, executive director of Hospice for the Carolinas.

The term hospice comes from medieval times, when hospices were a resting place for weary travelers. Today, says Person, hospice is for travelers nearing the end of life's journey who need a place for re-



Hospice of Winston-Salem nurse Freda Redmond gives Gladys Holland a hug.

Photo courtesy of Hospice of Winston-Salem

spite, safety and comfort.

Winston-Salem's hospice, the state's oldest, served an average of 350 patients a day in 1993, and hospices throughout the state that year served a total of 10,244 patients and their families. That compares with the 40 patients that the then-fledgling

organization served in all of 1979.

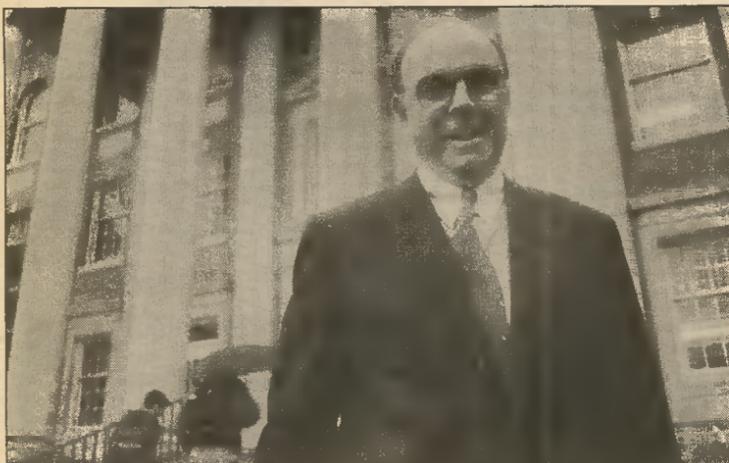
Palliative care, which means caring for symptoms and alleviating pain, is integral to the philosophy of hospice.

"Hospice assumes ahead of time

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Making a difference

Business school dean mixes global outlook, public service



Paul Fulton is applying strategic thinking to academia.

Photo by John Fletcher Jr.

As the new dean of the business school at UNC-Chapel Hill, Paul Fulton is a man on a mission. He aims to make the school a player in the international marketplace. Colleagues, pointing to his record in the corporate and nonprofit world, have no doubt he'll succeed.

BY TODD COHEN

CHAPEL HILL

In 1984, Paul Fulton accepted the chairmanship of the United Way campaign in Forsyth County, but only reluctantly.

Fulton says he hesitated because he was a late bloomer to community

leadership. But he says the United Way campaign opened his eyes to "what it's like to have a leadership role in a community. You just learn that people will respond."

Fulton, a native of Walnut Cove who at the time of the United Way campaign was the top executive in Winston-Salem for Sara Lee Corp., has been immersed in philanthropic leadership ever since.

In 1989, for example, as a trustee of Winston-Salem State University, he took on the chairmanship of a \$25 million capital campaign for the traditionally black school. And although he already had moved to Chicago to become Sara Lee's president, he continued to run the campaign, flying to Winston-Salem as often as once a week for his trade-

mark 6:30 a.m. breakfast meetings.

The campaign, which a consultant had said might be lucky to raise half its goal, has raised more than \$23 million.

Now Fulton has come home, beginning a new career in January as dean of the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

In his new job, Fulton will be working both sides of the philanthropic street — putting the school to

Kenan-Flagler seeks foothold in Southeast Asia. Page 12.

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In the spirit of the founder
The Cannon Foundation continues the philanthropic tradition of its founder, helping to improve health care and education for North Carolinians.

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VOLUNTEERS

Community service alive on campus
Voluntarism is on the rise on college campuses, and North Carolina is on the trend's leading edge, with more students fulfilling community service requirements.

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CORPORATE GIVING

Duke Power funds foundation
The Charlotte utility gives \$20 million to its foundation boosting its support of human services and education.

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