

HOMELESS

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vices for the homeless.

Where once agencies would compete for clients, staff members from homeless shelters and other nonprofits now meet regularly to share information and resources.

Among the accomplishments of the all-volunteer council have been the development of minimum standards for shelter providers and a clear division of which populations each shelter will serve.

"In terms of minimizing duplication and overlap of services, it's been a real success," says Monica Lett, director of the city's Department of Housing and Neighborhood Development and a longtime council member. "Anytime you increase collaboration and cooperation between agencies, it can only be positive."

The idea for a homeless services council was sparked by the example of a night shelter program sponsored by a group of downtown churches in the early 1980s.

In response to a particularly harsh winter, the churches began offering emergency shelter to the homeless on a rotating basis.

Those early attempts at cooperation were recognized by a city and county-appointed task force, which recommended formation of a perma-

nent council to better coordinate services for the homeless. The task force found 150 to 300 homeless families in need of assistance in Winston-Salem that year.

"At first it was just awful because there had been so much turfism," says Martha Martinat, an at-large member of the council. "But then everyone agreed on a plan to take on clients. The Salvation Army, for example, would take care of mothers and children and the Rescue Mission would take men. It's really worked."

Council members say community leaders such as Jules Spach - who served as chairman from 1990 to 1991 - and current chairman Charles Wilson played a key role in creating and maintaining a structure that could overcome turf barriers.

Subcommittees were established to handle issues such as "Mothers and Children" and council membership was expanded to include representatives of area businesses and shelter residents, as well as social service workers.

Winston-Salem has about 400 shelter beds for the homeless - approximately half of which are offered on a short-term, emergency basis, Lett says.

In addition to improving existing services, council members have lobbied successfully for new programs, such as transitional housing and more job training for the homeless.

The organization has also been a model for other local service networks, such as the Winston-Salem Affordable Housing Coalition, which began as a subcommittee of the homeless council.

At the most recent meeting of the council's shelter providers subcommittee, members discussed ideas ranging from forming a homeless youth group to conducting a job skills survey of homeless clients.

They reviewed services offered by The Bethesda Center - which hosted the meeting - and agreed on the need to share information about programs available from other agencies.

The United Way of Forsyth County has been providing secretarial help to the homeless council since 1988. Projects such as a winter shelter network and a council-conceived transitional housing program, have been funded by donations from individuals and foundations.

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MONICA LETT
Director
Housing and
Neighborhood
Development

While they agree on the need to seek ongoing sources of support, council members are divided over whether the network should have its own staff and budget.

"With so many competitors out there for funding, I don't know if the council would want to cut into that and take money needed for direct services," says Pam Thombs, who works as problem center director for the Experiment in Self Reliance - a self-help group for low-income and elderly residents.

"I think [having a budget] it would help because each of these groups that come in has their plate overflowing," says Bobby Dan of the Winston-Salem Downtown Development Corporation. "I think there is some more that can be done to publicize and make people aware" of the council's work.

Council supporters agree that the volunteer network has done much to improve the availability of services. The challenge now is to find ways to address the root causes of homelessness and poverty.

"Jobs is not the only answer because minimum wage won't do you any good," says Walter Little, a resident of the Bethesda Center shelter who is the homeless community's representative on the council. "There are a lot of programs out there. The problem is, how to get them to the people."

Journal reporter wins awards

Katherine Noble, a reporting news fellow at the *Philanthropy Journal of North Carolina*, has won two first-place press awards for stories she wrote for the Journal.

The North Carolina Press Club, the state affiliate of the National Federation of Press Women, awarded Noble first place for news and features stories, each in the category of specialized publications.

Noble's news story examined the rebound of local United Way fundraising in the wake of a national United Way scandal and a recession.

Her feature story reported on a national literacy program funded by the William R. Kenan Jr. Charitable Trust in Chapel Hill.



Both stories will be entered in the Federation's national competition.

Noble is the Z. Smith Reynolds-Josephus Daniels News Fellow, a position funded by the Z. Smith Reynolds Foundation in Winston-Salem and The News and Observer Foundation.

Warning signs

Study says giving to U.S. religious charities is falling

A new study shows giving to church-related charities in the U.S. is declining.

A study of church-related giving in the U.S. shows that church members across the theological spectrum are directing more of their dollars to congregational activities and less to outside charities.

The study, conducted by empty tomb, inc., an Illinois-based nonprofit Christian research organization, looked at giving patterns over a 20-year period among a set of Protestant denominations representing 30 million members.

The study concludes that denominational structures which have historically been the channels for church-related philanthropy are under stress.

Among the study's key findings:

- When calculated in total dollars, giving by church members generally increased between 1968 and 1991. But when calculated as a percentage of member income, giving declined.
- Giving as a percentage of income among a set of 11 denominations studied was lower in 1991 than in either 1921 or 1933 - at the height of the Great Depression.

• If projected trends continue, by the year 2048, church members will be directing 0 percent of their income to "benevolences" - external church programs such as seminaries and international missions.

The study, written by John L. and Sylvia Ronsvalle, was funded by a grant from the Lilly Endowment.

Copies are available for \$18 from empty tomb, inc., PO Box 2404, Champaign, IL, 61825-2404.

Job Opportunities

ASSISTANT DIRECTOR OF DEVELOPMENT

UNC SCHOOL OF PUBLIC HEALTH

General gifts development officer for the School of Public Health at the University of North Carolina at Chapel Hill. The primary responsibilities will be to work with the Director of Development to identify, cultivate, solicit and provide stewardship of gifts ranging in amounts from \$5,000 to \$50,000. Will be expected to interact well with individuals, alumni, faculty, corporate executive officers and research directors, and foundation executives and program officers. A willingness to travel will be an important requirement of the person filling this position.

QUALIFICATIONS DESIRED: Masters degree with two-to-five years of fundraising experience; ability to interact effectively in a comprehensive, research university setting; a record of fundraising accomplishments; good written and oral communication skills; mastery of the basic principles and techniques of successful fundraising.

Review of applications will begin May 5, 1994. However, position will remain open until filled. Completed applications will include a letter of interest along with a current resume and should be sent to the attention of: Charles J. Rasberry Jr. Director of Development, School of Public Health, University of North Carolina at Chapel Hill, CB#7400, Chapel Hill, N.C. 27699-7400.

MINORITIES AND FEMALES ARE ENCOURAGED TO APPLY.

PRESIDENT AND COO

FAMILY SERVICE OF WINSTON-SALEM

Agency seeks a President and Chief Operating Officer to start July 1994. Manages budget of approximately \$3 million and staff of 100. Core programs include child development, family counseling, battered women's shelter and rape response. The agency provides such services as marriage and family therapy, foster home and adoption, crisis and support counseling, victim's assistance, travelers' aid and early childhood education through HeadStart. Preferred qualifications are a master's degree in social work or related field, minimum of 10 years senior management experience in a nonprofit family or children's agency. Experience should include fundraising, program development and evaluation, staff development, community involvement. Closing date for applications is May 15, 1994.

Send resume with salary requirements to:
Betsy Annese, Chairman, Search Committee,
P.O. Box 2959, 14 RB, Winston-Salem, NC 27102-2959.

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