

## CROSBY

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says the beauty of the system is that "you don't have to be a zillionaire to experience the joys of giving on an endowed basis."

In fact, you simply can buy a ticket to the golf tournament at Bermuda Run on Memorial Day weekend.

Or a corporation can sponsor a two-person amateur-celebrity team in the tournament. Corporations pay \$25,000 to pair an employee with a celebrity such as Maclean Stevenson

of "M\*A\*S\*H" fame or New York Jets quarterback Boomer Esiason during the tournament's final three days. Pat Boone is one of the oldest of the celebrities still playing from the Pebble Beach days, Carter says.

Smaller companies can sponsor a team for \$6,000 during the opening days of the tournament.

Last year, the tournament brought in \$1.5 million. The top team prize was \$180,000. Prizes in the opening days may be \$20,000.

Teams turn their prizes over to charity through the foundation. Other money from the tournament,

such as proceeds from souvenirs and concessions, goes directly to the Crosby Scholars, now in its second year.

The scholars started as a drug-education and abuse-prevention program. It now helps students find the funds and skills to attend college or other post-secondary education if they meet certain criteria.

Students must remain drug-free, maintain a 2.0 grade point average, perform community service and stay out of trouble.

They also must attend at least one session of the program's Saturday Academy, which deals with such topics as time management,

test-taking, note-taking and study skills. Seniors must attend a session on college survival skills.

This year, Crosby Scholars could reach 600 high school students and up to 3,000 youngsters from eighth grade up, says RaVonda Dalton-Rann, director of the Crosby Scholars Community Partnership.

The program pairs students with volunteer mentors who help them set and meet goals. For seniors, that means getting advice on college admissions procedures. Although the advisers don't fill out financial aid applications for the students, they can offer advice and even run interference with admissions offices.

Some volunteers, like Fannie Williams, have the kind of experience that really pays off.

Williams, who was adviser to about a dozen seniors at Carver last year, is director of institutional projects at Winston-Salem State University. She was director of admissions for 16 years, when such programs as Pell grants were beginning.

"It gave me an opportunity to go back and do my first love, which was admissions," she says.

Williams says one of the few frustrations of the program is the demands the youngsters face from family and work responsibilities. Mentors can help the youngsters work through such problems.

Many of the mentors work at Sara Lee, which sponsors the tournament and provides about 60 percent of the 3,000 volunteers needed to run it, says Nancy Young, director of corporate affairs for the company and tournament coordinator.

"We liked the idea of creating some kind of program that would give young people some kind of hope of staying in school," she says. "Education is one of the most important things we can be involved in... It makes good business sense. The kids that are in school today are our employees tomorrow."

Betty Jones, manager of organi-

zational development at Sara Lee Direct, coordinates some 100 volunteers who staff the corporate tents at the tournament. Last year she was a mentor to seven Crosby Scholars seniors at Glenn High School.

As the mother of five, she had realized some parents are not as involved or as knowledgeable about resources as they could be.

Mentors help their young partners articulate their goals, she says.

"The volunteers are working with the kids to make sure they are doing the right things on schedule."

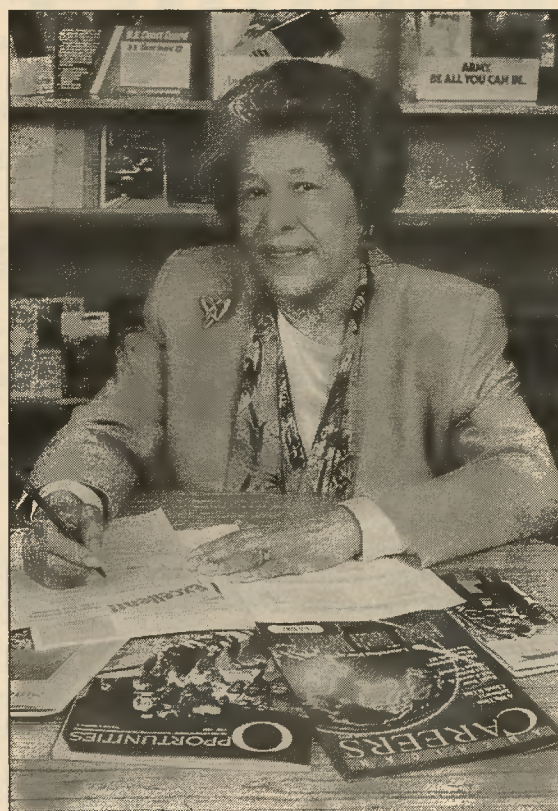
And she says that "the greatest joy is just the feeling on the part of the kids

that somebody they didn't know would take the time to spend with them."

Daniel Piggott, principal at Carver High School, believes the program is paying off.

"We feel like the kids have a little more incentive," he says. The program tells students, "If you made the grade, you would not be denied the opportunity to further your education."

Although the foundation and the mentors try to help students take advantage of every grant, scholarship and loan available, sometimes



Fannie Williams uses her experience as director of institutional projects at Winston-Salem State University in her volunteer work with the Crosby Scholars program.

Photo courtesy of The Crosby Foundation

all the money just isn't there. The program will provide up to \$1,000 per year if there is a gap. Last year, the program found \$375,000 in aid, but 41 students still needed help. The Crosby Scholars kicked in about \$34,000, says Carter of the Winston-Salem Foundation.

He figures that's a pretty good ratio. And it put a lot of students into school who otherwise might not have attended.

Through the program, Carter says, the community can tell youngsters, "There's a future for you and we want to help you achieve it."



Betty Jones' employer, Sara Lee, is among the leading corporate sponsors of the Crosby Scholars golf tournament in Winston-Salem.

Photo courtesy of The Crosby Foundation

## CANNON

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Most of the \$81.4 million in grants the foundation has made since 1943 has gone to health care and education in North Carolina.

Charles Cannon wanted first to provide for employees of Cannon Mills located in Cabarrus County, and for other citizens of the county and state, say those who knew him.

The foundation's trustees have honored Cannon's funding desires.

"Our primary focus is right here in Cabarrus, Rowan and Stanly counties" says Haywood. "It's still a special-interest foundation."

One of those special interests is Cabarrus Memorial Hospital.

"There's been a long, historical relationship there," says Gray. "Mr. Cannon was [the hospital's] first chairman when it was formed in 1935

and was chairman of its board until 1967.

"I think it would be fair to say that next to the mill, that was one of his greatest interests."

Mariam Hayes, Cannon's daughter and president of the foundation's board, says her father "wanted that hospital to take care of his employees."

In 1955, the foundation paid the costs of vaccinating all the children in Cabarrus County against polio.

Today, Cabarrus Memorial Hospital is a 457-bed, private, non-profit hospital. Hospital officials estimate that it has received nearly \$25 million from the foundation.

Most recently, the foundation helped establish the Charles A. Cannon Heart Center and the Mariam Cannon Hayes Center for families.

The foundation's other special interest is education.

"We've always been supportive of the private colleges," says Gray, partly because private schools don't get the tax dollars that go to public schools, and partly because Cannon Mills employees have attended schools such as Wingate and Pfeiffer colleges, two of the area colleges strongly supported by the foundation.

Recently, the foundation has expanded its community service grantmaking with grants to the Cannon Memorial Family YMCA in Kannapolis and the Stanly Family YMCA in Albemarle. But in the long

run, Gray says, the foundation will continue to make the bulk of its gifts to education and health care.

But whether it gives money to a university, hospital or other non-profit, the foundation doesn't make grants to support operations or endowments.

"Our philosophy is that we'd like to hope that an organization can be stable enough that it can continue on without our support year after year," says Gray. "We have made exceptions to that, but we prefer not to."

The foundation also has made exceptions to its grantmaking philos-

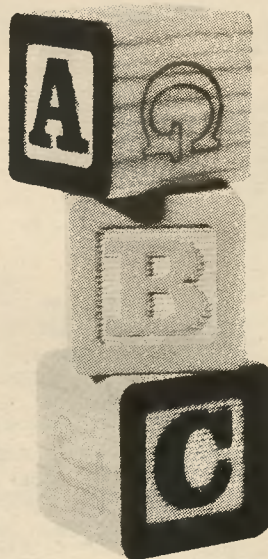
ophy of sticking close to home, making some grants outside the state.

Two recent grants went to the National Head Injury Foundation in Washington D.C. and Berea College in Kentucky.

"We've realized that changes have to be made from time to time," says Gray. "But basically, we still try to follow the philosophy of Mr. Cannon. The basic focus is still the people of Cabarrus, Stanly and Rowan counties, where most of the employees of Cannon Mills were working."

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