

Philanthropy Journal

OF NORTH CAROLINA

Breaking the cycle

N.C. Fund yields legacy of progress

In the early 1960s, with the help of the Ford Foundation, progressive activists in North Carolina started a fund to attack poverty at its roots. The Fund sprouted roots, and today they're nourishing a network of organizations still working to make life better for disadvantaged North Carolinians.

BY DAVID E. BROWN

Poverty. In the rural South of the mid-20th century, so many people started, lived and finished their lives like worn-out tires. Rolled on the best they could, without much tread for the slippery spots. They'd run awhile on a flat if they had to. If anybody stopped to help, it usually was a

weak patch. 'Round and 'round. In the early 1960s some people from more fortunate backgrounds saw something else going 'round and 'round. They called it by a curious new name — the "cycle of poverty". They were, in the words of one, "a heck of an interesting mix of entrepreneurs and bleeding hearts." They were agitators and rabble-rousers in staid communities with well-marked racial and socioeconomic divisions. They were convinced that the only way to beat poverty was from the roots up.

In North Carolina, that roiling tornado on the horizon was not just the civil rights movement. It was also the North Carolina Fund, a social phenomenon that was to cut a wide path through the status quo.

In 1963, the Fund had \$9.5 million

to attack the causes of poverty — \$7 million from the Ford Foundation, \$1.6 million from the Z. Smith Reynolds Foundation and \$875,000 from the Mary Reynolds Babcock Foundation.

Thirty years later, the Fund's grandchildren form a remarkable web of community-based organizations aimed at improving opportunities in housing, employment, health and education for low-income people. It covers a state noticeably less poor than her southern neighbors.

The Fund's executive director, George Esser, stated its mission just as its original five-year life was expiring 25 years ago: "If we want the poor to find and experience motivation, it must be because they know they are respected as free individuals with the right to define and solve their own problems."

"We are going to have unrest, urban and rural, until we stop considering welfare and public housing as 'handouts' at the same time that we consider farm subsidies and FHA loans and expressways as our rights as American citizens."

BEGINNINGS

Gov. Terry Sanford was searching for something that would last beyond his mandatory single term. He had been down some dusty roads, spent some time in schoolrooms and on front porches in North Carolina's remote corners. He saw mechanization sapping the mill jobs that had been a refuge from the rapid decline in farm jobs. His efforts to improve the state's schools were frustrating because so many children dragged

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Family matters Communities recruited for children's crusade

With America's children in an escalating crisis, a campaign is under way to fight violence, poverty and poor health. And leaders of the campaign are working hard to muster recruits from all walks of life, including businesses and churches.

BY TODD COHEN

CHAPEL HILL

Half a century ago, Hugh McColl Jr. and Marian Wright Edelman were children growing up in the Marlboro County seat of Bennettsville, S.C. They lived within two blocks of each other, yet they occupied opposite worlds — one white, one black.

McColl's family owned large cotton farming and ginning interests, while Edelman's father was a pastor of the county's largest black Baptist church and her mother ran a home for senior citizens and foster children.

Yet something in those separate childhoods would shape two national leaders.

McColl, 58, is chairman and chief executive of NationsBank Corp. in Charlotte, the third-largest U.S. bank, and is one of the nation's financial titans. Edelman, 54, is president of the Children's Defense Fund in Washington and widely considered the nation's leading advocate for children.

Today, the two are working together to help rescue the futures of America's children. As they see it, the rescue operation will require all members of a community to pull together.

Last month, McColl and Edelman



Marian Wright Edelman



Hugh McColl

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Changing of guard New generation reshapes giving

Over the next 20 years, a new generation will control the purse strings. Inside the board rooms of family foundations, trustee leadership also is changing hands. No one is certain what the changes will mean for grant making and individual-giving patterns, but theories abound.

BY KATHERINE NOBLE

The numbers are astounding: In the next two decades, more than \$8 trillion will be transferred from the wallets of a generation that has helped fund the growth of America's nonprofit sector into the pockets of its children and grandchildren. The question is, where will the money go from there?

This isn't the first intergenerational transfer of wealth. But two factors have merged to put it in the philanthropic spotlight. First, the accumulation of wealth after World War II and during the Reagan era means more money than ever is being transferred. A generation that

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Animal magnetism Zoo links environment, education

One of the state's most popular government agencies is poised to change the way zoos do business in the next century. Under the direction of a new leader and with the help of the nonprofit Zoological Society, the Zoo aims to put Asheboro on conservationists' and wildlife specialists' global map.

BY KATHERINE NOBLE

ASHEBORO

A herd of African elephants saunters under the shade of trees, the elephants flapping their fan-shaped ears at swarming insects and kicking up dust with their bulky feet. Greater kudu, impala and gemsbok graze in the distance, lifting their heads and pricking their delicate ears at the slightest sound.



In the foothills of the Uwharrie Mountains near Asheboro, more than 800 animals native to Africa live at the N.C. Zoological Park. Already, the zoo is one of the world's finest, with aviaries and indoor and outdoor facilities closely resembling the wildlife's natural habitat.

Now, under the leadership of its new director, David Jones, the zoo is embarking on a project to place it among the premier animal viewing facilities in the world.

A youngster among institutions that have been around since the first half of the century, the N.C. Zoo is well positioned to



Ramar, a 25-year-old silverback gorilla, is oldest of the zoo's six gorillas.

Photos courtesy of the N.C. Zoological Park

become a model zoo, Jones says. He gave up his post as director of the London Zoological Society's conservation and consultancy to come to North Carolina.

"I think it's very likely that within the next five years, and certainly by the turn of the century, the

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NONPROFITS

Misuse of funds can be avoided

To avoid incidents like those at two Charlotte nonprofits, experts say, boards should be engaged and involved as stewards of their assets.

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VOLUNTEERS

More skills, less free time

Once they stuffed envelopes and answered phones. Now nonprofit volunteers serve clients, write materials and help run the organization.

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CORPORATE GIVING

Firms show they care

Tar Heel nonprofits benefit from companies that feel a responsibility to the communities in which they operate.

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FUNDRAISING

Duke revamps fundraising offices

Contemplating a \$900 million fundraising effort, Duke University is reorganizing its development offices.

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