

# Connections

## Federal links Clinton names nonprofit liaisons

In a move urged by nonprofit leaders, President Clinton has designated 25 officials of cabinet departments and other agencies in his administration as liaisons for the nonprofit sector.

In a White House meeting with 200 nonprofit and foundation leaders, Clinton said the role of nonprofits "has never been more important."

He said the nonprofit liaison network he was forming would "create better collaboration between the administration and advocacy and service groups in a mutual effort to solve the problems of crime, housing, health care" and other needs.

Nonprofit leaders have been working to persuade Clinton to create a formal link with the nonprofit sector. As governor of Arkansas, Clinton worked with nonprofits as partners of government. During his campaign for president, he named a liaison for nonprofit issues.

And his wife, Hillary Rodham Clinton, has been deeply involved with nonprofits, including her chairmanship of the Children's Defense Fund.

Still, at a huddle before their visit to the White House, some nonprofit leaders voiced concern about the degree to which Clinton had acted on his promise to work closely with the sector.

Tom Lambeth, executive director of the Z. Smith Reynolds Foundation in Winston-Salem, attended both meetings. He said some leaders felt the administration had not been as aggressive as it might have been "in pushing for tax changes or treatment by the administration in postal regulations."

The private meeting among nonprofit leaders, however, apparently led to an upbeat meeting with the Clintons.

"If we've got any concern," Lambeth says, "it's to make certain, not that the president and first lady, but that the people in the agencies understand the importance of nonprofits in areas in which nonprofits are involved."

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## Reaching out

# Duke expands nonprofit studies

Nonprofit management courses will be available throughout North Carolina. Duke's continuing education program also will encourage colleges, universities and community colleges to accept nonprofit course credits.

By TODD COHEN

Nonprofit managers in search of professional training soon will have a resource within easy driving distance.

Thanks to a \$711,000 grant from the W.K. Kellogg Foundation in Battle Creek, Mich., the continuing education program at Duke University will begin by early 1995 offering its courses in nonprofit management throughout North Carolina.

The five-year grant will enable Duke to set up as many as six new centers, in addition to those in Durham and Greensboro, that will offer classes. New centers may be in the Asheville area, Boone, Charlotte, Fayetteville, Greenville and Wilmington.

"We are waiting to hear from communities that would like us to come to them and we will be there," says Marilyn Hartman, director of Duke's nonprofit management program.

The program is seeking a

statewide coordinator for the expansion.

The program, begun in September 1989, offers courses in 80 subjects ranging from strategic planning and fundraising to marketing and volunteer management.

Roughly 950 people have enrolled in the program. Students must be involved with a nonprofit as a staff member, volunteer or board member. They receive a certificate after earning 50 course credits. Courses typically last three to eight hours and cost \$10 per credit-hour. Courses are taught by people in the nonprofit sector, and homework assignments are based on the student's real nonprofit work.

In 1992, when it applied for the Kellogg grant, Duke set up a center to offer nonprofit management courses in the Triad.

The idea was to provide a model for expanding the program. The Triad center has attracted about 400 students.

Courses also have been offered in smaller cities and towns and in rural locations such as Hiddenite northwest of Winston-Salem; Whiteville and Goldsboro in Eastern North Carolina; and Little Switzerland in Western North Carolina.

The grant by Kellogg, the second-largest U.S. foundation, also will enable Duke to offer its annual Institute in Nonprofit Leadership

twice a year. The institute, to be held Sept. 26-29 at the Wildacres retreat in Western North Carolina, offers 15 hours of courses for 75 nonprofit leaders.

The Kellogg grant also will allow Duke to offer scholarships to the Leadership Institute for rural nonprofits.

And at least one-fourth of the courses offered through the continuing education program will be offered in rural communities.

In addition to making professional training available there, Duke hopes to connect managers of rural nonprofits with one another and with managers of urban nonprofits.

Duke also has ambitious plans to encourage community colleges to accept the nonprofit management certificate as a credit so that community college students can earn an associate's degree in nonprofit management.

Hartman also hopes eventually to encourage public and private colleges and universities to accept the study of nonprofit management in exchange for graduate study so that students in professional schools would be encouraged to consider work in the nonprofit sector.

For information, call Duke's nonprofit management program at (919) 684-6259 in Durham or (910) 334-5677 in Greensboro.

## Connecting nonprofits Spate of fall conferences scheduled

Mark your calendars: At least five philanthropy conferences are scheduled in September, October and November.

Community Foundations in North Carolina will hold its annual meeting in Winston-Salem, Sept. 8 and 9. A national workshop for community foundations will be held Oct. 17-19 in Minneapolis, sponsored by The Council on Foundations in Washington.

Also in October, The News and Observer Foundation and the *Philanthropy Journal of North Carolina* will hold a statewide conference, to be held annually. This year's conference will focus on stewardship. Duke President Nannerl O. Keohane is the key-note speaker. It will be held Oct. 21 in Durham.

Independent Sector, the national organization for nonprofits, will hold its annual conference Oct. 23-26 in Chicago.

Finally, in November, the Southeastern Council of Foundations will hold its annual conference in Charlotte. That conference will be Nov. 9-11.

## Plowing new ground

# African-American endowment launched in Charlotte

The Foundation for the Carolinas in Charlotte last month became one of a handful of community foundations in the United States to establish a fund to benefit nonprofit programs in the African-American community.

By BARBARA SOLOW

CHARLOTTE

Organizers of a new African-American Endowment Fund at the Foundation for the Carolinas in Charlotte say an unusual convergence of forces led to its creation.

"On one side is the strategic planning effort of the foundation, which is attempting to become more representative of the community," says Isaac Heard Jr., chairman of the new fund.

On the other is a change in the "concept of philanthropy in the community, beyond work or your church or sorority."

The new fund, which was unveiled to the public last month, has been in the planning stages for almost two years. It is designed both to attract donors whom the foundation previously might have overlooked, and to promote long-term solutions to the increasingly complex problems facing the city's black community.

The goal is to raise \$1 million for the endowment by 1998. While the fund is being developed, 70 percent of annual contributions will be used to build the endowment and 30 percent will be used to support commu-



Marian Wright Edelman, president of Children's Defense Fund, spoke at a reception to introduce the African-American Community Endowment Fund.

Photo courtesy of the Foundation for the Carolinas

nity projects.

Eventually, the foundation hopes to award \$50,000 in grants each year from the proceeds of the new fund.

Organized philanthropy has only just begun to tap donors in African-American communities.

A recent report by the Council on Foundations in Washington cited a general lack of awareness of the activities of community foundations among donors in minority communities.

The report, "Donors of Color," praised the Foundation for the Carolinas as one of the few community foundations in the United States with outreach programs aimed at minorities.

Others were in Dayton and Lorain, Ohio; El Paso, Texas; Miami;

Philadelphia and San Francisco.

Lisa Eaves, a program officer at the Charlotte foundation, says an advisory committee planning the new fund contacted officials at some of those foundations for advice.

"What we heard was for our foundation to contact members of the African-American community to make sure they had full ownership and input into the development of the fund," she says.

John Crawford is among those in Charlotte who feel they have been given just that.

Crawford, who works as human resources manager for General Steel Drum Corp., cites his 10-year history with the community foundation as the reason for his faith in the success of the new endowment fund.

In the early 1980s, he started a scholarship fund for children in public housing developments in Charlotte under the umbrella of the community foundation.

"To see a fund start with no money and grow to where it has an endowment of its own with enough money to send 40 to 50 kids to college each year, is something" says Crawford, who is chairman of the development committee for the new African-American fund.

"I realize the success has been our connection to the [community] foundation. Here in Charlotte, it has such credibility that people know their money is safe and will be used for good causes."

Founding members of the new endowment fund are being asked to contribute \$500. Donations of any size may be made in the form of cash, life insurance policies, real estate, trusts or bequests.

A kickoff reception at NationsBank Corp. headquarters in March raised about \$12,000 for the effort.

In addition to awarding grants, organizers hope the new endowment will provide a structure to expand giving from other sources.

What's the greatest challenge facing fund supporters?

"The biggest thing is educating the African-American community on the benefits of an endowment," says Eaves. "We have to be sure that the community foundation is not seen as imposing itself on the community."

For information on the African-American Endowment fund, call (704) 376-9541.

Kay McFadden's technology column will return in the June issue.