

A piece of the pie Companies ranked on minority giving

A new report on corporate giving to programs benefiting minorities has found that companies gave less than 20 percent to programs for ethnic and racial groups, which now make up 24 percent of the nation's population.

BY BARBARA SOLOW

A study believed to be the first comprehensive look at corporate giving to minorities shows U.S. companies gave less than a quarter of their grant dollars to programs aimed at racial and ethnic groups.

The study of 19 top profit-making U.S. corporations by the National Committee for Responsive Philanthropy found that only 17 percent of their 1988 grant dollars went to programs for minorities.

The report, "Corporate Grant-making: Giving to Racial/Ethnic Populations," analyzed only those programs that were primarily intended to benefit minorities, excluding those that may have incidentally or even substantially benefited a population that was not targeted.

The country's four largest racial and ethnic groups - African Americans, Asian Americans, Hispanics and Native Americans - now make up 24 percent of the U.S. population - a percentage that is steadily rising.

Changing demographics is one reason the National Committee decided to do the study, says Bob Bothwell, executive director of the Washington-based watchdog group.

"The issue of the changing workforce has made this even more important. With all the projections of what the workforce is going to look like in the future, one way for corporations to help their operations along is to use their contributions programs" to support minorities.

Of the 19 companies studied, ARCO ranked first in corporate giving to minorities, awarding \$4.7 million in 1988. Amoco and Exxon followed with \$4.1 million and \$4 million, respectively.

Bell Atlantic ranked lowest, awarding \$133,500 to minority programs. Six other companies gave less than \$500,000: Ameritech,

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Pigskin philanthropy

Panthers target Carolinas charities

When the Carolina Panthers of the National Football League begin playing in their new Charlotte stadium in 1996, some of the profits from the stadium will go to charities in the Carolinas. Panthers players and officers also are plugging into the community as volunteers.

BY DANE HUFFMAN

Charlotte

Three days after the Carolina Panthers were awarded a National Football League team in October, a league executive bragged to a Charlotte audience about how much money NFL Charities distributes.

That drew a bemused look from Jerry Richardson. Richardson, the Panthers managing partner, had just agreed to pay \$140 million for a franchise.

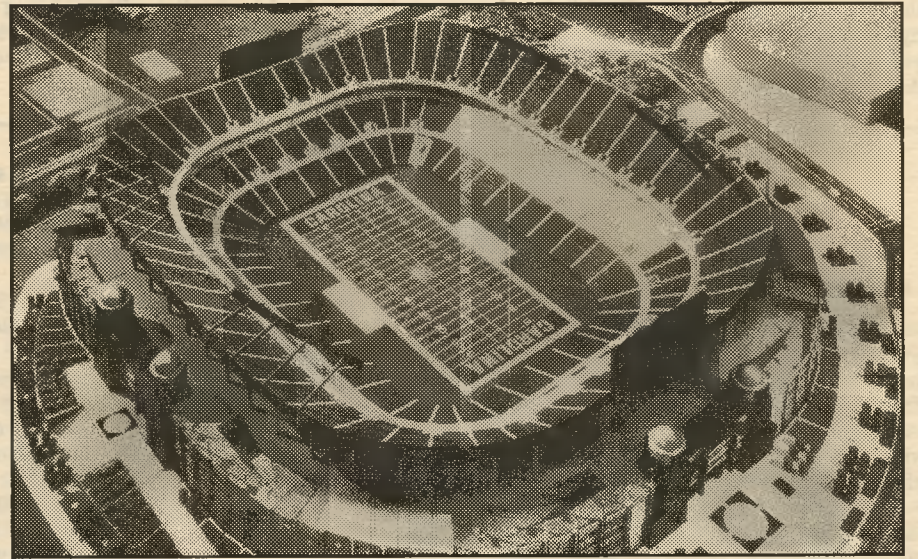
Richardson drew a laugh from the crowd - and a sheepish smile from NFL Properties President John Flood - when Richardson

said he had yet to see the charitable side of the NFL.

That day, however, is coming. As a league member, the Panthers will help NFL Charities, which draws its funds from the sale of licensed products and from player fines. In 1993, NFL Charities pumped \$1.7 million into charities with a national scope.

The Panthers plan to contribute to local charities as well. Their first major hire after getting the team was Donnie Shell, the team's director of community affairs.

Shell, a former Pittsburgh Steelers star, already has done more than just pass out autographed footballs. He has worked with kids in the city schools,



When the Panthers were urging the NFL to award them a football franchise last year, team owners agreed to put a new \$160 million stadium in a trust that will award money to Charlotte-area charities.

using football cards to help build reading skills.

Shell also has planned the first Panthers youth camp for July. About 20 athletes will talk to youngsters at Charlotte's Memorial Stadium about the importance of staying in school

and the need to resist peer pressure to use drugs and alcohol.

Shell says athletic trainers, weight-lifting coaches and other football support personnel will be there to

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Charity slam dunk

Shinn, Hornets shoot hoops for philanthropy

Charlotte businessman George Shinn and his NBA Hornets support nonprofits and community activities as a way of returning to the community its support for their business.

BY BEA QUIRK

Charlotte

When George Shinn and his partners were awarded an NBA franchise for Charlotte in April 1987, one of the first things the self-made millionaire announced was a commitment to philanthropy.

"I owe the community so much," he said at the time. "I pledge that this team will be involved in the community."

Shinn - with his Charlotte Hornets - has been true to his word.

One of Shinn's first actions after landing his NBA franchise was hiring Marilyn Bowler as director of community relations. Her first task was to help Shinn lead the effort to raise \$3.5 million - in a three-month period - for the city's home-

less shelter.

The shelter, which has been named after Shinn, is still important to him. Every Christmas Eve, he and Hornets players bring dinner to the men at the shelter and fit them with thick socks and warm heavy shoes.

"George just doesn't believe in writing a check," says Bowler, now the team's director of public relations. "There's also the human element for him. He wants to be there and see what's going on."

But Shinn knows how important those checks can be, and he is generous with them. His Shinn Foundation has contributed about \$300,000 for operating the homeless shelter over the last three years. In March, the Hornets gave \$92,172 to the city of Charlotte to cover the costs of training and equip-



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ping two police officers, plus a police car. As a result, the city was able to hire two additional officers. The Hornets will repeat the donation on an annual basis.

The Hornets also have a director and assistant director of community relations, and Shinn wants the Hornets to support activities sponsored by the NBA. For example, the team's "Bee Cool...Stay in School" program, a motivational and incentive effort that awards students for improvements in attendance, attitude and academics, is the largest in the league.

And when the teams were encouraged to mark the observation of Martin Luther King Day in a special way each year, Shinn decided to present an annual \$2,000 scholarship to a student at Johnson C. Smith University, Charlotte's historically black university.

In the team's "Shoot Hoops, Not



George Shinn

Guns" program, the team does more than just write a check to pay for building and renovating playground areas at Charlotte housing projects. Staff members work with residents and community police officers to paint, clean and refurbish the areas, and players also get involved.

Although every player is required by his standard NBA contract to make six community relations appearances each year, Hornets players go far beyond that minimum. In addition to being involved in such team efforts as "Bee Cool...Stay in School" and "Shoot Hoops" they also take on causes that are of personal significance to them.

Larry Johnson, just after he was signed by the Hornets in 1991, contributed \$180,000 to United Way of Central Carolinas to enable the group to make its campaign goal. Last August, he sponsored "Starry,

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BRIEFLY

David Packard receives award

The Council on Foundations has named David Packard, chairman emeritus of Hewlett-Packard Company and his late wife, Lucille Salter Packard, as winners of this year's distinguished Grantmaker Award. The award is given for lifetime achievement in the field of organized philanthropy.

Sewing center contributes to public TV

The Morse Sewing Center in Charlotte contributed \$1,000 to support the new PBS series, Sewing Today. The series airs Thursdays at 3 p.m. on UNC-TV. "We are excited about being part of a program that educates the sewing public," says Joyce Kile, co-owner of the sewing center.

Financial alliance gives scholarships

The N.C. Alliance of Community Financial Institutions gave \$4,000 scholarships to four high school seniors in the state who have a parent employed by one of the 122 community financial institutions that make up the alliance.

Council announces awards

Thirty-four foundations and corporate giving programs across the country have been cited for excellence in communications by the Council on Foundations. The Wilmer Shields Rich awards are for annual reports, newsletters, magazine and public information campaigns.

Glaxo boosts leadership effort

Glaxo Inc. recently gave \$30,000 to Leadership Triangle, a program designed to educate 25 to 45 year olds on issues facing the Triangle as a region. Leadership Triangle is accepting applications for the 1994 program through July 1. Call (919) 549-9840.

GE Foundation gives to education

The GE Foundation in Fairfield, Conn., has given \$1 million over five years to Southern Durham High School with a goal of doubling the number of college-bound students. Almost 15 percent of the school's 1,143 students live below the poverty level.