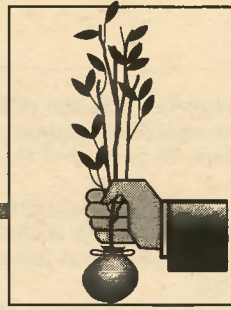


Corporate Giving

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Mount Airy is All American

The Citizens League has named Mount Airy as one of this year's All American cities. The title is given to cities that show good problem-solving abilities.

JULY/AUGUST 1994

Climbing the ladder Inroads gives minority students an edge

A national nonprofit with affiliates in Charlotte and the Triangle provides career training and internships for minority youngsters. The idea is to prepare them for jobs and leadership.

BY BEA QUIRK

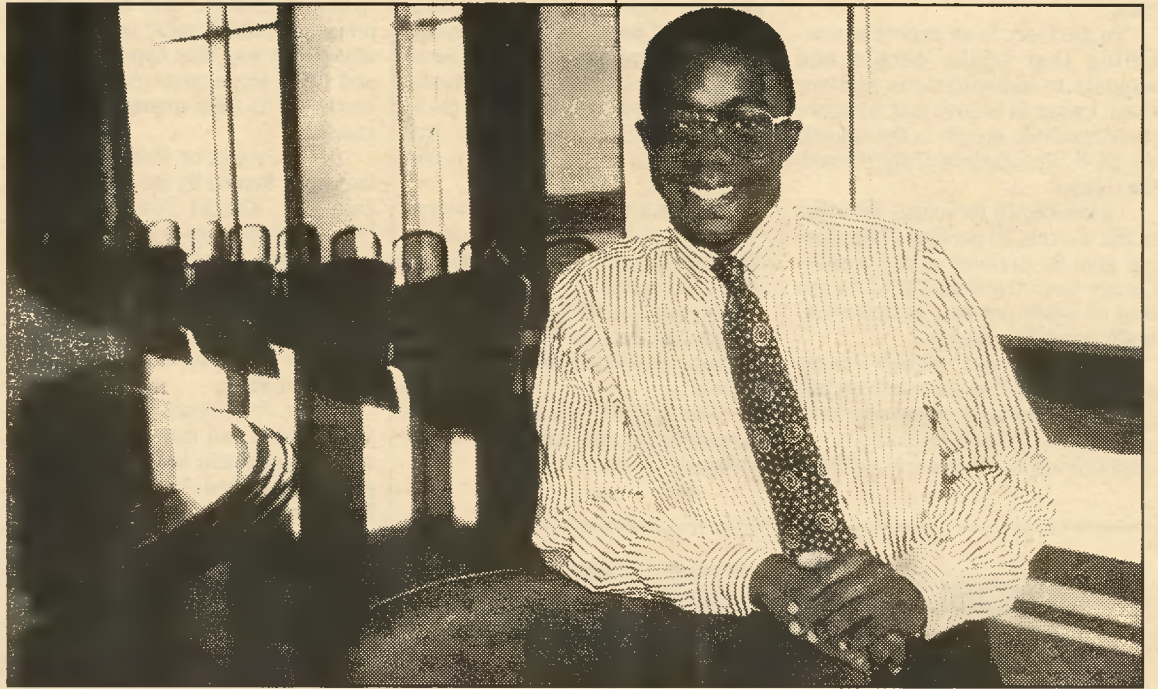
Charlotte
People are always talking about creating win/win situations, but in the case of Inroads Inc., somebody actually has done something about it.

Inroads is a national organization, founded in Chicago in 1970, that develops and places talented minority youngsters in business and industry and prepares them for corporate and community leadership. Charlotte has had an affiliate since 1981, and the Triangle also has one. Inroads has 40 affiliates in the U.S.

The students receive career development training, corporate internships and job offers after they graduate. Companies obtain talented minority employees who have been groomed for management positions. And communities end up with a more diversified management workforce and more leaders in the minority community.

"Diversity is a large corporate goal for us, and it's especially important in today's environment," says Susan Schneider, senior vice president and manager of recruiting for NationsBank Corp. in Charlotte. "Inroads does a tremendous job. It's an effective program for us, and it's an effective pipeline for minorities."

Marcus Duren, a rising sophomore at the University of North Carolina at Charlotte and an Inroads participant working at First Union Corp., says he's "getting very valuable work experience I doubt I'd get anywhere else, and a real job



Marcus Duren is rising sophomore at the University of North Carolina at Charlotte and an Inroads participant working at First Union Corporation.

Photo by Nancy Pierce

opportunity. Few college students see that."

Charles T. Davidson, president and chief executive of J.A. Jones Construction Co. in Charlotte and a member of the Inroads national board, says programs like Inroads are helping to change the face of corporate America.

"The dominance of the white

male in business is going to be history within the next decade," he says. "We need talented minorities to fill leadership roles in private enterprise. We clearly have a need - and a social obligation - to help develop minorities in our nation and in private enterprise. Inroads is one of the best ways of creating that support for minorities."

What makes Inroads different from many corporate internship programs is that its goal - which is met nearly 90 percent of the time - is for the student to join the company full-time after graduating from college.

Look for **STUDENTS** page 13

Funding the grassroots Grants give community development a boost in North Carolina

The North Carolina Community Development Initiative in Raleigh has awarded \$1.66 million in grants to economic development organizations across the state.

The nonprofit initiative has also deposited \$500,000 in a fund to support community banks and credit unions that serve low-income clients. Nonprofits which have been selected for the first round of funding are:

Community Developers of Beaufort-Hyde, Bellhaven

East Winston Community Development Corporation, Winston-Salem

Gateway Community Development Corporation, Henderson

Hayti Community Development Corporation, Durham

Project Homestead, Inc., Greensboro

Metropolitan Housing and Community Development Corporation, Washington

Northwest Corridor Community Development Corporation, Charlotte

Reid Park Associates, Charlotte

Rocky Mount/Edgecombe Community Development Corporation, Rocky Mount

Southeast Raleigh Community Development Corporation, Raleigh

UDI Community Development Corporation, Durham

Wilmington New Hanover Community Development Corporation, Wilmington

Wilson Community Improvement Association, Wilson

For information on the Initiative, call (919) 856-2174.

Grim statistics Nonprofits react to lack of economic gains for women

A recent report by N.C. Equity shows women still lag behind men in wages and job opportunities in North Carolina. Nonprofit leaders say such reports are needed to keep the spotlight on the needs of working women.

BY BARBARA SOLOW

A recent report on the economic status of women in North Carolina shows progress has been slow.

The updated report by Raleigh-based N.C. Equity, called "What is a Woman Worth?" shows women in North Carolina now earn 70 cents for every dollar earned by men - up from 67 cents in 1991 when the original report was released.

Nonprofit leaders hailed the study - which looked at women in the workplace; education and training; family; and the changing state econo-

WOMEN

my - as a needed reminder of issues that must be addressed.

"The report is excellent. It's what we need for the public to be more aware," says Juanita Bryant, executive director of the N.C. Council for Women. "We've come a long way but we still have a long way to go."

Among the key findings of the N.C. Equity report:

- Women make up 52 percent of the state's population and 50 percent of the labor force.

- An increasing number of women are the primary breadwinners for their families. The proportion of families headed by single women rose from 8 percent in 1960 to 19 percent today.

- Half of all white women who worked had annual incomes of less than \$10,700 - just above the poverty level for a family of three. Half of all black women who worked had annu-

al incomes below \$8,000 - barely above the poverty line for a family of two.

- By 1990, the percentage of mothers in the workforce in North Carolina had risen to 67 percent for those with pre-school-age children and 80 percent for those with school-age children.

For staff members of The Women's Center in Raleigh, the most significant finding was the rise in the number of female-headed households in North Carolina.

The increase dovetails with a rise in the number of calls the center has been receiving from displaced homemakers - women who had not previously been working outside the home who now have sole responsibility for supporting their families.

Statistics gathered by Womenwork! the National Network for Women's Employment in Washington, show that one in every

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BRIEFLY



Governor James Hunt

Hunt to serve as museum council chair

Governor James Hunt has been named honorary chairman of the International Council of the Children's Museum About the World - a group that also includes a number of corporate members. The council, which will provide guidance on trends important to children, held its first meeting in London in May.

Other council members include Charles Sanders, chairman of Glaxo, Inc.; Smedes York, chairman of York Properties, Inc.; S. Davis Phillips, secretary of the N.C. Dept. of Commerce; and Vernon Malone, chairman of the Wake County Board of Commissioners.

Emergency guide for businesses

The American Red Cross is offering a free publication called the "Emergency Management Guide for Business and Industry." The 76-page guide provides information on how to create and maintain an emergency management program. Call (919) 489-6541.

Wellcome fund launches programs

The Burroughs Wellcome Fund in Morrisville has announced a series of new programs resulting from \$400 million from its sister foundation in London, The Wellcome Trust. Call (919) 991-5100.

Glaxo helps fund homeless network

A \$12,050 grant from the Regional Community Grants Fund and Glaxo, Inc. will fund a computer database for agencies serving the homeless in Durham, Orange and Wake counties. The system will identify shelter clients by sex, age and personal circumstance.