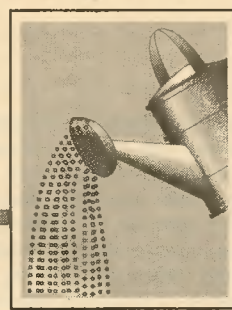


# Fund Raising

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Wealthy wildlife fans

About one-quarter of wealthy people who contribute to zoos and aquariums are "socialites" who like to throw parties for charity, a new survey reports.



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Name game

## Courting donors with appeal to their good name

In the increasingly competitive world of fundraising, fundraisers still turn to the traditional technique of offering contributors a chance to attach their name to buildings and other facilities their dollars help finance.

BY DAVID E. BROWN

In the tiny community of Trinity, just south of the metropolitan Triad in Randolph County, stands a state historical marker to the college that once was there. The sign is very visible - right by the road - but it's really not much for a school that has trained a who's who of doctors, lawyers and business people, not to mention national champion basketball players.

Trinity College moved awhile back to Durham, where the American Tobacco Co. started. The cigarette man whose millions moved it said modestly not to rename it after him but after his father, Washington Duke.

Olivia Raney's name was on two libraries, within shouting distance of the State Capitol. Now all of Wake County's libraries honor somebody named "branch," and Raney has slipped into obscurity. Temporarily, maybe. A sentimental county commissioner hopes the third Raney Library will be a charm for Wake County historic preservation.

Down near Wilmington, a highway bears the name of a legendary

athlete, peerless at his particular brand of philanthropy. Unlike Washington and Olivia, Michael Jordan is very much alive, and these days he sometimes has trouble deciding whether to slide into the plate or head-fake the catcher and try to draw a foul. Will that highway sign prove a mistake if MJ goes on to be a really bad field goal kicker?

There's nothing new about attaching the names of givers to buildings, fountains, hymn books and the chair the French horn player sits in. It's one of the joys of the business of donation. It's a major decision, with unexpected twists - and pitfalls. More and more often, it's cut-and-dried: "Naming opportunities" and "donor recognition schedules" are up-front terms in fundraising.

A recent editorial in *The Chronicle of Philanthropy* bemoans the "cash sale of public recognition."

"The process of naming public facilities after people," it says, "is one way a society communicates its values and culture ... Flagrant marketing of donor recognition demeans the spirit of giving and the honorific value of public places."

Not so, not so at all, say fundraisers and name-takers all over North Carolina. It's a highly respectable and perfectly acceptable way to get something new off the ground or to keep the ball rolling. The diplomatically demure donor and the overt egotist are equally welcome.



Harvey W. Smith, a collector of maritime artifacts before his death, had expressed interest in a museum. His wife donated the property for the N.C. Maritime Museum in Beaufort.

Staff photos

Johnson C. Smith University has raised \$34 million toward a capital campaign goal of \$50 million. A gift of \$375,000 allows one to name a professorship; \$200,000, a presidential scholarship; \$100,000, the presidential suite in the school's Biddle Hall.

"The formula is scaling the goal, and setting certain levels," says Gloria Miller Duval, vice president for development. "It sometimes gets as straightforward as that."

At the fledgling Core Sound Waterfowl Museum at Harker's Island, "We have several families who want to buy a room...a shelf, a chair, a lamp or a walkway - or a whole collection," says Director Karen Amspacher.

"We've already had requests to name the trails. That's one of the big ways of raising money - to divide it up and sell it in sections."

Barton College in Wilson also has a list of "commemorative opportunities." Now in the middle of a \$6.2 million capital campaign, Barton will name endowed chairs, labs, offices and an elevator for donors of specified amounts.

"It's a good way to recognize our donors," says Russell Rawlings, special assistant to the president for public affairs.

Barton was Atlantic Christian College until 1990. The change was not the result of a financial windfall: The school took the name of Barton W. Stone, one of the founders of the Christian Church Disciples of Christ,

Look for DONORS, page 15

Private dollars

## Giving to higher education increases

Private contributions to colleges and universities grew to \$11.2 billion in the U.S., including \$386 million in North Carolina. Corporations were the single biggest contributor to Tar Heel schools and Duke raised the most money of any school in the state.

Colleges and universities privately raised \$11.2 billion in the 1992-93 school year, up \$500 million from the previous year.

In North Carolina, private contributions to higher education grew \$40 million to a total of \$386 million, according to the annual survey of the Council for Aid to Education in Washington.

Duke University led the Tar Heel pack, raising \$144.7 million, an increase of nearly 14 percent over the previous year. It was followed by the University of North Carolina at Chapel Hill, which raised \$63.8 million, up 8 percent; N.C. State University, \$47.2 million, up 49 percent; Wake Forest University, \$30.8 million, up 4 percent; and Davidson College, \$15.7 million, up 46.5 percent.

Nationally, alumni gave \$2.98 billion to higher education, or 27 percent of total private contributions; followed by other individuals, \$2.53 billion, or 23 percent; corporations, \$2.4 billion, or 21 percent; foundations, \$2.2 billion, or 20 percent; and religious and other organizations, \$1.1 billion, or 9 percent.

### EDUCATION

In North Carolina, corporations contributed the biggest share of private dollars for higher education, \$102.7 million, or 26.6 percent. By comparison, foundations gave \$72.7 million, or 18.8 percent; alumni gave \$76.4 million, or 19.8 percent; individuals other than alumni gave \$70.1 million, or 18.2 percent; and religious and other organizations gave \$64.2 million, or \$16.6 percent.

David Ross, chairman and president of fundraising consultant Ross, Johnston and Kersting Inc. in Durham, says the survey indicates higher education is "doing a good job in fundraising and convincing donors to support their institutions."

But he says he's concerned that alumni giving in North Carolina lags behind the national average. "Alumni are going to have to carry a bigger part of this load in the future for all institutions," he says. "Foundations and corporations are going to look closely at the participation of alumni."

More than half the corporate dollars for higher education in North Carolina went to Duke, which received \$53.4 million from corporations. Duke received \$21 million from alumni; \$36.2 million from foundations; \$26.5 million from individuals other than alumni; and \$7.6 million from other organizations.

UNC-Chapel Hill received \$10.8 million from corporations; \$11.9 million from foundations; \$18.4 million

from alumni; \$8.7 million from other individuals; and \$14.2 million from other organizations.

N.C. State received \$18.5 million from corporations; \$1.2 million from foundations; \$6.6 million from alumni; \$3.3 million from other individuals; and \$17.7 million from other organizations.

Wake Forest received \$6 million from foundations; \$5.2 million from alumni; \$4.3 million from other individuals; and \$10 million from other organizations.

Davidson received \$2.6 million from foundations; \$7.1 million from alumni; \$4.4 million from other organizations; and \$45,000 from other organizations.

Todd Cohen

### BRIEFLY

#### Nominations sought for philanthropy award

Nominations are now being sought for recipients of the Community Foundation of Western North Carolina's Raymond A. Hust Philanthropic Leadership Award. The award may be given to an individual, business or non-profit. Call (704) 254-4960.

#### State to investigate charity fundraiser

North Carolina officials have asked the Internal Revenue Service to investigate a Triangle group called Helping Hands for the Handicapped. Lionel Randolph, head of the state office that licenses charities, says a former Helping Hands director

lied on a state application about having been convicted of staging his own kidnapping. Although Helping Hands has suspended fundraising, President Art Fritz, says he expects the group will be cleared and will resume fundraising soon.

#### Arts & Science Council offers grants

The Charlotte Arts & Science Council is accepting applications for its 1994-95 Regional Emerging Artists program. The deadline is August 1 for artists in all disciplines. Call (704) 372-9667.

#### Wilmington theater launches memberships

The Thalian Association community theater has begun a membership drive for its 1994-95 season of plays and musicals. Memberships, range from \$50 to \$150. Call (910) 251-1788 for information.

#### UNC-Chapel Hill adds endowed lectureship

The University of North Carolina at Chapel Hill has a new endowed lectureship, thanks to a bequest from the late C. Knox Massey, Sr. of Durham. The new lectureship will honor longtime university administrator Douglass Hunt.