

# Philanthropy Journal

OF NORTH CAROLINA

## The next generation Young people changing face of philanthropy

By the turn of the century, trillions of dollars worth of wealth will be handed from one generation to the next. In anticipation of that transfer and other changes in the world of philanthropy, foundations, nonprofits and youth organizations are trying to ensure that young people are positioned to be trustees of their communities.

BY BARBARA SOLOW

In the Triangle, a group of young people who work for community service projects and nonprofits have begun to meet informally to share resources and strategies.

At Appalachian State University in Boone, a new partnership between students and farmworkers is among several foundation-supported projects in North Carolina run by college-age youth.

In Atlanta, a fund designed to reward efforts to improve the lives of children and adolescents has been established at the Fund for Southern Communities.

These are among the many philanthropic initiatives focusing on the next generation - a generation nonprofit leaders say is crucial to achieving lasting social

change.

The emphasis on youth has been sparked in part by anticipation of the largest inter-generational transfer of wealth in the nation's history. An

estimated \$10 trillion is expected to pass from one generation to the next by the turn of the century.

As social problems such as violence and poverty have become increasingly complex, foundations and nonprofits have been turning to young people for

ideas and solutions.

Among the trends in North Carolina and across the U.S.:

- Growing support for youth-led organizations and efforts to involve young people in governing nonprofits and foundations.
- Renewed interest in voluntarism and service learning projects, which make volunteering part of the school curriculum.
- More leadership training programs geared to low-income and minority youth.
- A new willingness to tap the experiences of young people in designing future grantmaking and social service programs.

A common thread, philanthropic leaders say, is the need to prepare young people to be trustees of the future.

### FOUNDATIONS FORGE LINKS

A project at the Council of Michigan Foundations is cited by many in the field of philanthropy as a model for how to forge stronger links between grantmakers and youth.

With support from the W.K. Kellogg Foundation, the Michigan Council has formed Youth Advisory Councils that help make decisions on up to \$1 million in grantmaking at community foundations across the state.

Look for YOUTH, page 26



Illustration by Margaret Baxter

### YOUTH AND PHILANTHROPY: A SPECIAL REPORT

American youngsters and American philanthropy are intertwined: Nonprofits and foundations are working to help the young overcome obstacles they face. And a new generation is moving into a leadership role in philanthropy. Stories on these developments appear in this issue of the *Philanthropy Journal*. Look for the youth logo throughout these pages.

## Boosting culture New institute for the arts

The Kenan Institute for the Arts in Winston-Salem is positioning itself to be a major player in the art world. After one year in operation, it's involved in statewide and national projects with lofty goals.

BY SUSAN GRAY

Winston-Salem

Two years ago, when arts funding was scarce, trustees of the William R. Kenan Jr. Charitable Trust Fund drew \$20 million from their coffers and created the Thomas S. Kenan Institute for the Arts in Winston-Salem.

After one year in full operation, the Institute has initiated or joined several far-reaching state and national arts projects. Among them: A project to integrate art into elementary schools in North Carolina and the creation of a national center for cultural policy in Washington.

William Friday, executive director of the Kenan Trust and one of the early supporters of the Institute, says the trustees have high hopes for the

### ARTS

new institution, which is modeled after the Kenan Institute of Private Enterprise in Chapel Hill "We expect [the Institute] to be a major force for the future of arts in this state."



Jeanne Butler

From the outside, the Institute hardly looks like a force for much of anything. Its headquarters sits among tiny residential houses on a sleepy back street in Winston-Salem, where dogs yap behind chain-link fences. Only a sign on the front door beside a porch swing indicates its presence.

But the location is convenient to the North Carolina School of the Arts. And on the inside, professionalism and polish reign: Computers whir and tasteful North Carolina furniture and pottery fill the offices.

Look for ARTS, page 15

## Mapping change

# United Ways set goals, examine future

United Way affiliates in North Carolina are setting their annual fundraising goals with an eye on gaining ground lost in the wake of regional economic downturns and the United Way of America scandal. The strategies are as varied as the communities served by the state's 79 United Way affiliates.

BY BARBARA SOLOW AND KATE FOSTER

United Way affiliates throughout North Carolina are trying to cope

with a rapidly changing fundraising landscape.

Increased competition for donors and continued corporate downsizing in some communities have been key factors in setting goals for fundraising campaigns that will kick off this month.

In their 1993 campaigns, Tar Heel United Way affiliates raised \$96.7 million - 17 percent above last year's goals and nearly 5 percent more than was raised in 1992, according to statistics compiled by the United Way of North Carolina.

By comparison, the average increase in dollars raised by United Way affiliates throughout the U.S. last year was less than 0.5 percent.

### FUNDRAISING

Goals for the 1994 campaigns were still being tabulated by the state United Way when the *Philanthropy Journal* went to press.

A telephone survey of affiliates revealed a wide range of fundraising goals this year that vary with the economic climate of each community. Of the 58 that have set goals, 34 are planning increases ranging from a low of 1 percent to a high of 66 percent (Chart, page 29).

### CLIMATE FOR GIVING

Although the scandal involving ousted United Way of America

president William Aramony resulted in some missed goals two years ago, few Tar Heel affiliates see it as the major factor influencing giving in 1994.

"For a lot of local United Ways, Aramony was a tempest in a teacup," says Jim Russell, executive director of the Greater Durham United Way, which is raising its goal by 11 percent this year. "There were greater crises around than that - obviously the biggest one being the economy."

The economic problems faced by United Way leaders in Richmond County are typical of the challenges for communities

Look for FUNDRAISING, page 30

### INSIDE

- Careers .....7
- Connections .....3
- Fund Raising .....16
- Grants and Gifts .....23
- In September .....22
- Professional Job Opportunities .....18-19
- Opinion .....10
- People .....23
- R.S.V.P. ....22
- Volunteers .....12

### NONPROFITS

**Starting early**  
Youngsters in Charlotte are learning about democracy and citizen participation - and turning out in droves at the polls.

• Page 4

### FOUNDATIONS

**Family values**  
The Guthrie women of Raleigh all have gravitated toward nonprofit careers. Pickett Guthrie learned about community service from her mother and has passed it on to her own daughters, Polly and Kendall.

• Page 8

### YOUNTEERS

**On-the-job civics**  
Interns at Wake Forest University spent their summer vacations doing everything from counseling AIDS patients in Washington to working with a Head Start program in Goldsboro.

• Page 12

### CORPORATE GIVING

**Sweat equity**  
At many companies, philanthropy increasingly is taking the form of volunteer work by employees. Corporate officials says that voluntarism helps meet community needs and puts companies more in touch with their communities.

• Page 14

Celebrating  
our first year  
of connecting  
people

