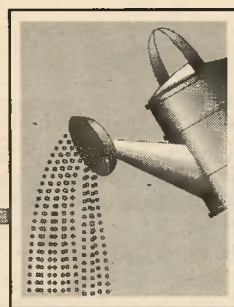


Fund Raising

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Hot career choice

One of the 25 "hottest" careers for women today is planned giving, according to Working Woman magazine.

OCTOBER 1994

Investing in the future

Food Bank launches first-ever capital campaign

Leaders of the Food Bank of North Carolina decided in late August to move ahead with a major capital campaign for a new building. The board also agreed to hire Raleigh-based Capital Consortium Inc. as fundraising counsel. The Philanthropy Journal has been following the campaign planning process since March.

BY BARBARA SOLOW

Raleigh

The group gathered in a small meeting room at the Beryl Road headquarters of the Food Bank of North Carolina was tense.

Outside the room, volunteers from a local church were filing into the organization's cavernous warehouse to help sort and pack food donations.

Inside, board members were preparing to make what some were calling the most important decision in the Food Bank's history: Whether to

proceed with a major capital campaign for a new building.

Since last November, leaders of the Food Bank had been working with Capital Consortium Inc. - a Raleigh consulting firm - to develop a plan for a fund drive and test the Food Bank's standing with the public.

A series of interviews and focus group sessions had resulted in a model plan for a two-year, \$1.7 million campaign to support a new building, equipment and an endowment for future programs to feed hungry people in 34 Tar Heel counties.

After a two-hour presentation by members of Capital Consortium on Aug. 31, past and present members of the Food Bank's board hunkered down to make their decision.

The result was a unanimous green light for the campaign and for hiring Capital Consortium as fundraising counsel at a cost of \$3,600 per month between now and August 1995.

Although the decision was the culmination of a long planning process, there was no guarantee before the vote that board members would be 100 percent behind the capital drive.

"I'm kind of surprised at myself," board member Mary Elizabeth Banks told her colleagues at the meeting. "Tonight, I got really excited about what I can do as a board member. I think this campaign is going to allow us to stretch ourselves personally and do things we've never done before."

Despite what he called a "bumpy start" in the Food Bank's relationship with Capital Consortium, Executive Director Greg Kirkpatrick was pleased that the board had chosen the firm to help direct the campaign.

"I was impressed by this plan's ability to capture this organization," he said, referring to Capital Consortium's campaign blueprint. "Members of the staff have developed



Greg Kirkpatrick

relationships with people at Capital Consortium. We're comfortable proceeding with them and we're ready to leap in."

During the discussion that preceded the vote, board members wrestled with the question of whether the Food Bank should hire a consulting firm or direct a campaign on its own.

Some also questioned whether the organization could afford to hire a full-time development director - a key recommendation contained in Capital Consortium's plan.

Board President Duane Lawrence argued that having a development director on staff would allow the Food Bank to extend its fundraising efforts beyond the building campaign.

"One of the goals of the campaign is to improve our annual fundraising," he said. "When we get this new building, then what do we do? What new programs will we have? We need to plan for the future."

Kirkpatrick said hiring a development director will be accompanied by a restructuring of the Food Bank's staff.

"We can't afford a development

director without that restructuring," he said. "But do we need to hire someone right away? I don't think so. I think we could go for some months without one."

Both Capital Consortium and the Food Bank board agreed that the campaign's \$1.7 million target and two-year timeline could change before the drive is publicly announced.

The Food Bank's site selection committee - which recommended construction of a new building over leasing space - has been looking into in-kind donations, lease-to-buy arrangements and other creative financing that could reduce the amount that must be raised.

Lea Daughtridge, a campaign counselor with Capital Consortium, cited the existence of the site committee as a major advantage the Food Bank has going into its first-ever capital fund drive.

"The fact that the committee has decided to stay together is just great," she said. "I think your donors are going to want to know the hard and

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An industry leader

Ketchum Inc. is nation's oldest for-profit fundraiser

Ketchum Inc. is celebrating its 75th anniversary as a leading national fundraising firm. The Pittsburgh-based company opened its first North Carolina office in Charlotte in 1955. Today, that office is the center of its southern regional operations.

BY BEA QUIRK

Charlotte

As long as there have been charitable organizations, people have raised money for them. And helping them do this for longer than anybody else is Pittsburgh-based Ketchum, Inc. The firm, celebrating its 75th anniversary this year, is the oldest and largest fund-raising counseling company in the U.S.

In 1919, brothers Carlton and George Ketchum founded Ketchum Inc. Five years later, the company was split into two firms - an advertising company, now called Ketchum Communications, and Ketchum Inc.,

a for-profit fundraising organization. Although sharing a common beginning, the two firms are now completely separate entities.

Ketchum Inc.'s Carolinas' connection goes back almost 40 years, with an office that opened in Charlotte in 1955.

Carlton Ketchum was a good friend of Charlotte businessman James Harris and helped him raise money for a number of projects for the Presbyterian Church. So an office in the Queen City made sense.

Today, the office in Charlotte is one of three regional Ketchum offices in the U.S.; the others are in Boston and Indianapolis. Nationally, the firm has about 75 full-time



Robert Carter

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The wheels of democracy

Durham political group takes stock

FUNDRAISING

A recent survey by a Connecticut consulting firm showed nearly one-third of the affluent Americans interviewed had created bequests or charitable remainder trusts or made other "planned gifts" in the last year.

Most charities do not consider stock contributions planned gifts because the benefits to the nonprofit are immediate. However, like deferred gifts, stock contributions to charity are tax-deductible.

Leaders of the Durham People's Alliance say most of their money comes in the form of small contributions.

"Our base is very broad," says staff member Jennifer McGovern. "Of the 750 members, we probably involve maybe between 150 and 200 households in our annual fundraising campaign. The rest are \$20-a-shot dues payers."

The stock program was initiated by an alliance member a few years ago and is periodically advertised in the organization's newsletter.

Supporters of the Durham People's Alliance now have the opportunity to donate stock to the citizen group's Education Fund. Studies show stock contributions - as well as bequests and other deferred gifts - are increasingly popular with non-profit donors.

BY BARBARA SOLOW

Durham

The Durham People's Alliance has entered the up-to-date world of tax-deferred giving.

For the past couple of years, the citizens group has offered its members the option to make tax-deductible donations of stock to an Education Fund that supports research on public issues.

Although the amount of money raised from the stock program has been small - only about \$2,000, compared to the approximately \$25,000 the Alliance raises each year from membership dues and contributions - its presence mirrors a growing trend in nonprofit fundraising.

Only contributions to the group's nonprofit Education Fund are tax-deductible. Money for campaign activities is raised and reported separately.

North Carolina's Campaign Reporting Act states that all money used for political purposes must originate with individuals through their personal funds.

Individuals may not give more than \$4,000 to any one candidate or campaign or any one political committee per election.

Yvonne Southerland, deputy director of the state Department of Elections, recalls a legal opinion a few years ago that involved someone who wanted to donate stock to a political campaign.

"As best I remember it, the response was that the contribution could happen but it had to be disclosed and it could be no more than the \$4,000 per candidate limit," she says.

Stock contributions do not appear to be a popular practice among other

Look for STOCK, page 15

BRIEFLY

Greensboro symphony launches campaign

The Greensboro Symphony Orchestra has kicked off its annual giving campaign with a \$135,000 goal. Stanley Frank, former chairman and chief executive officer of Carolina By-Products Company, has been named chairman of the campaign.

Foundation hosts charity golf event

The Community Foundation of Henderson County in Hendersonville is sponsoring its 7th annual charity golf tournament Nov. 2 at Etowah Valley Country Club and Lodge. The rain date is Nov. 4. Prizes of \$50 to \$150 will be awarded. For information, call Crystal at (704) 697-6224.

Jackson joins effort to help Barber-Scotia

Jesse Jackson took his message of self-help to students at Barber-Scotia College in Concord last month. He and George Shinn, chairman of the college's board of trustees, have launched a \$4 million drive to help ensure the survival of the historically black school. Jackson asked each student to donate at least \$100.

WUNC-FM wins fundraising award

WUNC-FM radio in Chapel Hill, a National Public Radio affiliate, has won national fundraising awards for development, individual support, local corporate support and promotion from the Corporation for Public Broadcasting. WUNC, is licensed to the University of North Carolina at Chapel Hill.

School receives funds from foundation

The University of North Carolina at Chapel Hill School of Law received a \$200,000 grant from the W.M. Keck Foundation in Los Angeles to fund a model program for teaching legal ethics. In the program, which began this fall, law students interview lawyers on the importance of professional ethics.

Wild North Carolina campaign continues

The Nature Conservancy has raised more than 70 percent of its \$15 million "Wild North Carolina" capital campaign goal. Money will be used to protect ecologically critical lands and waters. More than \$11 million has been raised since the campaign began in 1992.