

# Philanthropy Journal

OF NORTH CAROLINA

## Changing roles Leadership programs increasing

In the face of increasing demands on the nonprofit sector, volunteers and professionals are turning to a growing number of programs to bolster their leadership skills.

BY KATE FOSTER

What is leadership and what makes a good leader?

As nonprofits face growing pressure to strengthen and even expand their operations, nonprofit leaders are being asked to balance a host of responsibilities - from running an organization and raising money to mediating relations among the board and staff, and communicating with the public.

To help sort out their roles and acquire new leadership skills, nonprofit leaders in North Carolina can turn to at least 66 local programs in the state, as well as nine regional and statewide programs, designed to develop leadership skills.

As a result of the growth in leadership development programs - which experts say also has been fueled by the demands for better leadership in the commercial sector - nonprofit leaders are bringing new skills and fresh ideas into communities and workplaces throughout North Carolina.

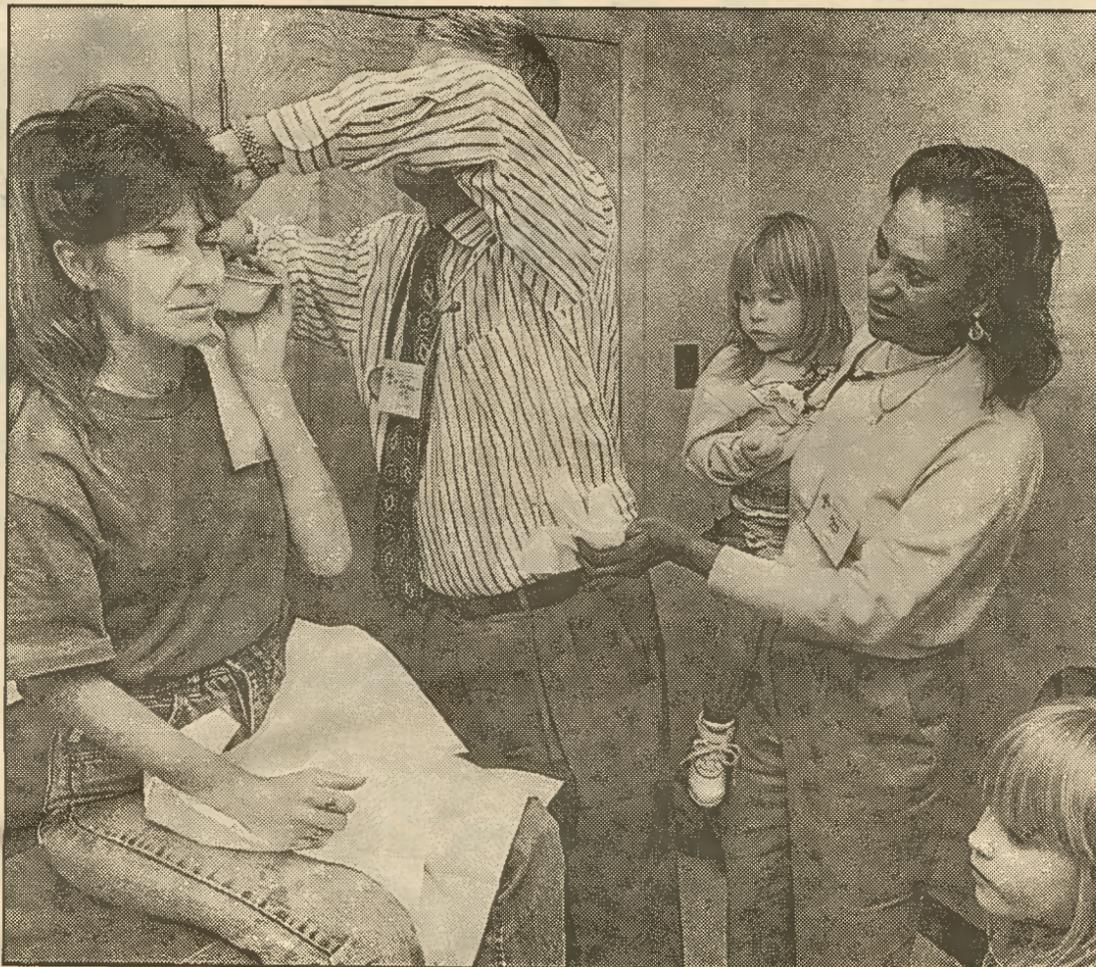
Leadership programs in North Carolina vary according to size, cost and mission. Some programs are offered free, while others can cost thousands of dollars.

The smaller programs - usually operated by local chambers of commerce - most often are community-based, while the larger programs are open to anyone in the state or the region.

Leadership Carteret is a small leadership program run by the Carteret Chamber of Commerce in Morehead City. The nine-week course costs \$275 for members, \$325 for non-members, and combines leadership development training with sessions about issues facing the county, such as protecting the environment and stimulating economic development.

On the other end of the spectrum, the Center for Creative Leadership in Greensboro is the parent organization for what has become an international training center with branches in California,

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Brenda Kuczynski, left, is treated by Dr. Peter Johnson, a volunteer with a clinic run by the Asheville-Buncombe Christian Ministry, as her children and a registered nurse look on. Church ministries across North Carolina are playing a key role in providing community services, such as health care.

Photo by Rob Amberg

## Expanding the mission

# Religious philanthropy moving into social services

Congregations throughout North Carolina are finding new ways to meet the needs of their communities. Religious philanthropy has become increasingly local, church leaders say, with growing links between religious groups, nonprofits and funders.

BY EALENA CALLENDER AND BARBARA SOLOW

The Consort Inn in Charlotte, an abandoned motel that was once a center for drugs and violence, has taken on a new life. The building, which had been defaced by vandals and overrun by criminals, now is home to a spiritual center that ministers to the needs of people whose lives have been touched by AIDS.

"We're trying to take something that has been thrown away and

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restore that the same way that we are trying to take people that nobody wants and embrace those people and restore them to dignity and self-esteem and productivity," says Jerry Reese, executive director of Cathedral at Charlotte, a nonprofit that holds religious services at the former motel.

In communities throughout North Carolina, religious congregations are launching similar efforts to address pressing social needs. From child care and job counseling programs to ministries for new immigrants, religious institutions are stepping in to fill gaps not covered by government or the commercial sector.

In Durham, the Eastern Community Church Fellowship - a

group of five predominantly black churches - organized citizens' forums following the recent accidental shooting of a two-year-old girl at a public housing project.

In Greensboro, the United Methodist Church has been sponsoring "Fifth Sunday" services at which representatives of human services agencies are invited to speak to congregations to help them decide which organizations most need their support.

While religious institutions always have served their communities, congregational leaders say the focus of church-sponsored programs in the 1990s is changing.

Interviews with denominational leaders, clergy and religious volunteers throughout North Carolina reveal these trends:

- A stronger focus on giving to

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## Thread through time Religious roots deep in N.C. charities

Early settlers to North Carolina brought with them a variety of religions and beliefs. Their early philanthropic acts, from freeing slaves to founding hospitals, continue to have an impact on philanthropy today.

BY SUSAN GRAY

Religion has and continues to play a significant role in American philanthropy. Historically, clergymen and missionaries set the tone for giving and volunteering. Today, the impact of their faith and work continues to resonate in the nonprofit sector - though it's often unrecognized.

In North Carolina, the spirit of the Quakers, Moravians, Protestants, Baptists and Jews - groups that settled much of the state's vast tracts of lush, arable land - has influenced hospitals, schools, foundations and individual philanthropists.

"Religion has played a profound role in the sense that the religious understanding of responsibility for fellow human beings probably forms the ethical substance of a great deal of philanthropic impulse," says Bill Rogers, president of Guilford College in Greensboro and a professor of religious studies there, as well as president of the board of directors for the Mary Reynolds Babcock Foundation in Winston-Salem.

In 1993, more than 45 percent of U.S. charitable dollars from individuals went to religious organizations. Educational institutions were a distant second, with 12 percent of such donations.

In North Carolina, religious groups receive a notable amount of private and community foundation grants. In 1993, for example, the Blumenthal Foundation in Charlotte gave 43 percent of its grants to Jewish organizations. The B.B. Cameron Foundation in Wilmington gave 73 percent of its grants to Presbyterian churches and cemeteries. And the Cape Fear Community Foundation gave 49 percent of its grants to churches and synagogues.

Beyond the numbers, religion's current influence on philanthropy is less tangible. Even though it's there, people often don't recognize or credit it. Instead, it dwells beneath the surface, entwined in the impulses and institutions that are handed down from past generations.

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### NONPROFITS

#### Putting youth in spotlight

In contrast to past gatherings, young people were given prominent play at the annual conference of the nonprofit coalition, Independent Sector, in Chicago.

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### FOUNDATIONS

#### Southern foundations out in front

The pace of foundation growth in the South has outstripped the rest of the country, according to a new report commissioned by the Southeast Council on Foundations.

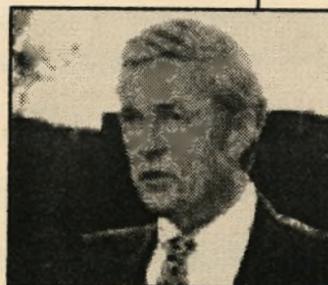
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### VOLUNTEERS

#### A volunteer effort

North Carolina United Ways are relying even more heavily on volunteers to help educate donors and help meet this year's campaign goals.

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Frank Dunn Jr., campaign chair, United Way of Central Carolinas

### FUNDRAISING

#### New plan for development

Faced with fewer dollars from the United Way and an increasingly competitive fundraising climate, the American Red Cross is beefing up its marketing.

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