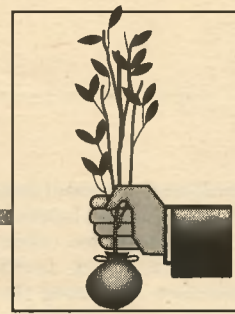


# Corporate Giving

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*A liberal tilt?*  
In 1992, corporate donors gave \$3.42 to liberal organizations for every \$1 they gave to groups on the Right, according to a new report by the Capital Research Center in Washington.

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Giving back

## New Bern dairy forms children's foundation

Maola Milk Co. has been giving to its community for years. Now, company leaders have formalized their charity and formed a foundation to help children.

By KATE FOSTER

### New Bern

In 1989, New Bern-based Maola Milk Company was charged by the federal government with antitrust law violations for fixing prices on milk sold to schools.

After four years of contesting the charges, the company was found not guilty, and Mildred Green was ready to do something positive for her community.

Green, who is vice president of Maola Milk, decided that helping children would be an appropriate subject of corporate philanthropy.

"We want to touch the lives of children who are in need of a smile," she says. "That's something that's

### CHILDREN

very dear to all of us."

In November, she helped set up the Maola Foundation for Children, which will focus on programs throughout North Carolina for children with special needs.

"For years now, Maola has contributed to many worthy causes," Green says. "However, we've done so in the past without a focus. In creating the Maola Foundation for Children, we now have a means of focusing on the needs of what we see as our greatest resource - our children."

The foundation, which has been incorporated as a 501(c)(3) nonprofit, will contribute \$50,000 annually to children's charities, support visits to hospitals and burn centers, programs for disabled children and community events benefiting children.

Rather than fund nonprofits that

work with children, the foundation through its own volunteers will work directly with children, Green says.

"We are trying to reach the child by going directly to the child," she says.

The foundation's first activity was to take 60 elementary school students from the Eastern North Carolina School for the Deaf in Wilson to the Land of Fantasy, a visual light show in Garner's Greenfield Industrial Park.

Future projects include offering weekly programs aimed at helping disabled children at the Sarah Parker School in Durham, the Craven Cherry Point Child Development Center in Havelock and the Exceptional School in Wilmington. Volunteers for the foundation will use a puppet named Buttercup to talk and sing with the children.

For information, call the foundation at (919) 638-1131.



Mooella is the official "spokescow" for the Maola Foundation for Children, founded recently by Maola Milk & Ice Cream Co. of New Bern.

Perfect match

## Doggett heads Food Bank campaign

The Food Bank is moving forward with its \$1.7 million capital campaign - and Ron Doggett is leading the way. The chairman and chief executive officer of GoodMark Foods Inc. was the Food Bank's first choice to head its capital campaign. The Philanthropy Journal has been following the campaign.

By SIDNEY CRUZE

### Raleigh

The Food Bank of North Carolina wanted the chair of its first capital campaign to

### CAPITAL CAMPAIGN

be an effective leader with a history of generosity and a track record of involvement with nonprofits.

Food Bank officials also wanted someone who understood their nonprofit's mission.

After considering a number of

Ron E. Doggett



Born: December 2, 1934, Austin, Minnesota

Business: Chairman, chief executive officer, GoodMark Foods, Inc.

Family: Married to Jeanette Doggett; two sons, two daughters

Education: Mankato State University, Mankato, Minn. BA, Business administration  
Harvard Business School Advanced Management Program

First business venture: Leasing and operating a cash crop farm, southern Minnesota.

Formula for success: "People say the grass is always greener on the other side of the fence - go for the other side of the fence."

Biggest success: Creating a successful company and marrying the right person.

Hobbies: Hunting, fishing, gardening, playing golf and tennis.

other community leaders, Food Bank board members unanimously decided that Ron Doggett was the right person to fill the position.

Doggett's success as the leader of GoodMark Foods is no secret. He directed the buyout of GoodMark Foods from General Mills in 1982 and, under his direction, the company has become the leading producer and marketer of meat snacks in the U.S.

GoodMark Foods also is one of the most profitable companies in the Triangle. Twelve years ago, its sales were roughly \$60 million. Today, they exceed \$160 million.

Doggett not only is a successful businessman; he is a well-respected leader who is known for his ability to select a strong work team and give each member responsibility.

He also has done his share of supporting community nonprofits. In addition to giving time and money to his church, St. Francis of the Assisi, Doggett serves on the boards of Peace College and the Wake Medical Center Foundation. He also chairs

Look for DOGGETT, page 13

Top minds

## Business experts join UNC speakers bureau

A new resource for business and professional groups is up and running at the University of North Carolina at Chapel Hill.

Carolina Speakers is a group of 70 distinguished UNC-CH professors who will speak free of charge to nonprofits across the state on business-oriented topics and other subjects.

The speakers bureau was formed last fall during the university's Bicentennial Observance. During the celebrations, 70 speakers made 175 speeches to Tar Heel business groups, churches, high schools and retirement homes.

This year, 14 new speakers have joined the bureau, with expertise in areas ranging from global finance to jazz to genetics.

Among them are Richard Blackburn, associate professor of management and organizational behavior at the Kenan Flagler Business School; Rollie Tillman, Jr., professor of marketing and chairman of the board of directors of the Kenan Institute of Private Enterprise; and William Darity Jr., a professor of economics at the business school.

"We believe these distinguished speakers offer a wonderful opportunity for chambers of commerce and other business or professional groups to offer their members access to some of the state's top minds in business and economics," says Anne Repp, director of Carolina Speakers.

A speakers brochure will be available soon to interested groups. For information, call Repp at, (919) 962-1993.

### BRIEFLY

#### Philip Morris gives gift to help hungry

Philip Morris Companies Inc. donated \$100,000 to food banks in Raleigh, Winston-Salem, Charlotte and Asheville. The money will help fund projects at each location. For details, call the Food Bank of North Carolina (919) 833-9027.

#### Nominations sought for awards

The Greater Raleigh Chamber of Commerce and the United Arts Council of Raleigh and Wake County are accepting nominations for the 1995 Business Support of the Arts Awards. For a nomination form, call (919) 839-1498.

#### First Union forms partnership with churches

First Union Corp. in Charlotte has joined forces with the Congress of National Black Churches in a six-year effort to generate more loans for minority neighborhoods. Eight pilot sites in Raleigh and Durham for the program have been selected but no goals have been set.

#### Fast food chain helps Red Cross for holidays

Hardee's teamed up with the American Red Cross during the holiday season to help the needy. Hardee's agreed to donate a portion of its \$1 and \$5 gift certificate sales to the Red Cross to provide disaster assistance and other human services.

#### Banker chosen for philanthropy award

Mellon banking heir Paul Mellon has received an award from *Town & Country* magazine for his philanthropy. Mellon, 87, has given away more than \$670 million to charity, the magazine says. Among the recipients of his giving are the Yale Center for British Art, the National Gallery of Art and Carnegie Mellon University.

#### Businesses offer online services

A group of U.S. and European firms have announced an agreement to provide an interactive database for nonprofits. The service - offered by Inter Europe B.V. and (IE) Haarlem, The Netherlands and Saturn Corp. of Cheverly, MD, - will give eight American and nine European nonprofits access to international databases.