

Philanthropy Journal

OF NORTH CAROLINA

Mainstream approach

AIDS fundraising grows in size, scope

While fundraising efforts for AIDS service organizations have become more complex, fundraisers and foundation officials say donor appeals must be broadened even further.

By BARBARA SOLOW

Frank Hielema can remember when the summertime Cape Myrtle Festival was an informal one-day gathering for a small group of friends.

Last year, the Triangle-area festival - now the state's largest AIDS fundraiser - brought in \$70,000 during 10 days of events ranging from bowling tournaments to choral concerts.

HEALTH

The evolution of the 14-year-old festival is one sign of the growing sophistication of AIDS fundraising in North Carolina. But even as more money is coming in, activists say it is not enough to meet the needs of people affected by the epidemic.

The federal Centers for Disease Control reports that AIDS is now the leading cause of death for Americans ages 25 to 44. In North Carolina, of the 5,276 cases of AIDS reported since 1984, 59 percent have been fatal.

Those numbers are one reason Hielema and other AIDS activists would like to see more money being raised for prevention programs.

"There is now much more emphasis on tertiary care and providing services for those who are infected" with the HIV virus, he says. "But any dollar spent on preventing a case of HIV will save on the back end, a tremendous amount more for curing someone who becomes infected."

National AIDS funders are also emphasizing prevention.

"As we continue to get more sobering news that research breakthroughs we might hope for in terms of a cure are further down the road than anyone would have liked, there is a renewed interest among grant-makers in how we can help community-based organizations design and

Look for AIDS, page 27

Shaping change

Nonprofits brace for government funding cuts

North Carolina nonprofits from the Center for Public Television to the Urban Ministries are worried about future reductions in federal, state and local government support for their programs.

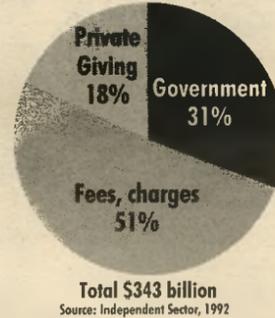
By BARBARA SOLOW

In strategy sessions, special issues forums and meetings with lawmakers, North Carolina nonprofits are gearing up for a new legislative era.

With recently-elected Republicans in Raleigh and Washington calling for tax and spending cuts, nonprofits - especially those in human services - are bracing for an expected reduction in government funding.

"We have a number of agencies that rely heavily on state and federal funding for their programs," says Ann Von Brock, director of planning and resource development for the United Way of Asheville/Buncombe. "So there is anxiety about how that will be translated as new legislation goes through. We have talked to

SOURCES OF NONPROFIT INCOME



some of the folks about political trends and how they think that will impact nonprofit programs in Buncombe County. The sense I have is, it's too early to tell but everything is up for scrutiny."

National estimates of nonprofit reliance on government support range from about 8 percent of total revenue to 31 percent.

Experts say the amount varies by type of organization, with human service groups rated as most reliant

Look for CUTS, page 25



Last year, Charlotte successfully won a bid to host the NFL Panthers team. Above, downtown skyscrapers light up a victory announcement, including NationsBank's 60-story headquarters on the left. The NFL team is considered one of Charlotte's many draws for businesses. The rich corporate community, in turn, has given generously to the nonprofit sector in Charlotte.

File photo

Corporate giant

Business a boon to Charlotte nonprofits

Nonprofit leaders say Charlotte is a great place to raise money and do charitable work - as long as the cause meshes with the mission of the city's powerful corporate community. This is the second in a series of Philanthropy Journal reports on the "culture of fundraising" in North Carolina communities.

By SUSAN GRAY

Charlotte Veteran fundraiser Gordon Berg, president emeritus of Charlotte's Foundation for the Carolinas, compared the city to a teenager.

"When I want to tease a little bit, I say that Charlotte is a little like an adolescent that wants to grow up," says Berg, who is also former president of Charlotte's United Way affiliate. "It hasn't arrived yet. But we're getting there."

The comparison seems to fit. Like a typical teenager, Charlotte - nicknamed the Queen City - has a healthy dose of attitude.

Its chrome and glass skyscrapers, bursting from the heart of its downtown financial district, seem to shout:

"Look here! We can do anything! Go anywhere!"

Much about Charlotte backs that attitude. According to its Chamber of Commerce, Charlotte is the biggest financial center and has the

largest urban population between Washington, D.C., and Miami, even bigger than Atlanta.

The number of businesses in Charlotte stands at about 18,000, with a disposable income of \$10.6 billion, or \$18,692 per capita.

In 1994, the U.S. Department of Labor named Charlotte the fastest-growing city in the U.S. for the export of manufactured goods. Over a period of six years, the federal study says, Charlotte's exports jumped a notable 254 percent. The national average was 90 percent.

"Charlotte is, I believe, unique," says C.D. Spangler, president of the University of North Carolina system, who spent his first 54 years in the Queen City. "It's united toward what a variety of people think is progress."

The progress and expansion have translated into a vibrant philanthropic sector for Charlotte. That's partly due to the usual transfer of wealth from corporate profits to nonprofit coffers in the form of tax-deductible donations.

But in Charlotte, success is also attributable to an unusual embrace of the nonprofit sector by the corporate community.

Giving and fundraising in Charlotte is called "socially correct" in the business community. Many describe philanthropy as inseparable from successful corporate life. If an executive is not helping a nonprofit or capital campaign get ahead, chances are that he or she is not getting ahead in business, the philosophy goes.

"Everyone is expected to support

Look for CHARLOTTE, page 30

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Capital campaigns abound

Seventy-two North Carolina nonprofits ranging from arts groups to churches are engaged in or planning capital campaigns with collective goals of \$1.1 billion, according to an informal survey by the *Philanthropy Journal*.

FOCUS ON FUND RAISING

Pages 16, 17

NONPROFITS

Breaking down barriers

Building Bridges, a program of the Piedmont Peace Project, aims to give community organizers the tools they need to work across race, class and gender lines.

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FOUNDATIONS

Trust sharpens giving

The Kate B. Reynolds Charitable Trust is focusing its grantmaking to better meet community health needs.

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VOLUNTEERS

Leading the way

No matter what charity or campaign drive Hugh McColl is boosting, North Carolinians say, if NationsBank's chief executive is on board, success is a sure thing.

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