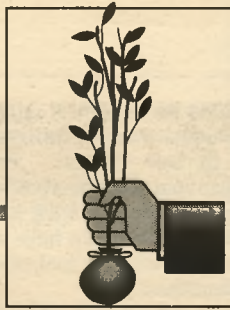


# Corporate Giving

Company giving  
Charitable contributions from U.S. corporations reached their highest level - 2.4 percent of pre-tax income - in 1986.



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Staying the course

## Study finds no rise in corporate giving to nonprofits

A survey by The Conference Board shows corporate giving to nonprofits has not risen above the rate of inflation. But while cash contributions are stable, corporate voluntarism is on the rise, nonprofit leaders say.

BY BARBARA SOLOW

Corporate contributions to U.S. charities will not grow this year, according to a new report by The Conference Board.

A survey by the New York-based research organization found that corporate giving rose by only 1 percent between 1993 and 1994 - below the rate of inflation. And a majority of the 239 companies surveyed projected no increases in contributions for 1995.

**FOCUS ON FUND RAISING**

The report cites the slow pace of the nation's economic

recovery as the reason companies are giving less generously than in the mid-1980's, when corporate giving reached 2.4 percent of company pre-tax income.

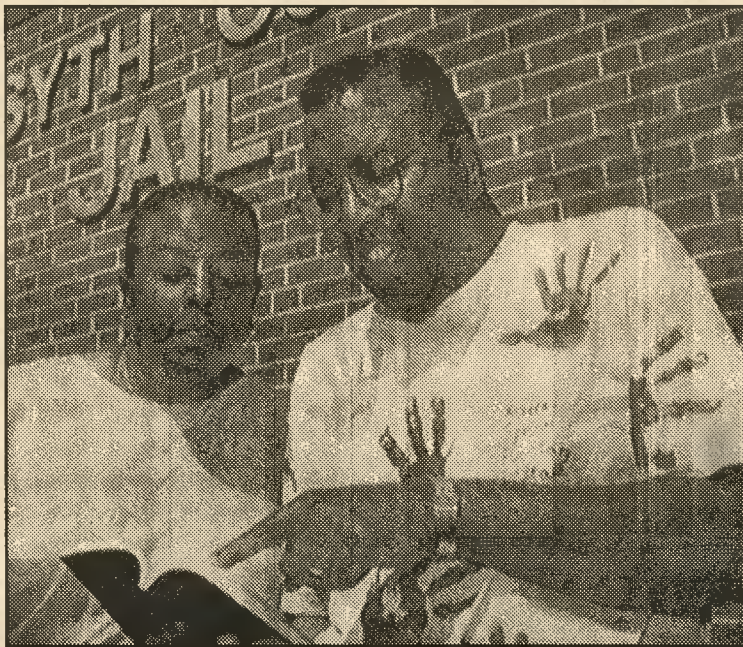
That trend appears to hold true in North Carolina, where many large companies are holding giving to last year's levels.

"Most business have rightsized and as part of that, have had to reduce contributions," says Don Haver, vice president of community affairs for R.J. Reynolds Tobacco Co. in Winston-Salem - which plans no increase in its charitable giving this year.

"I would think over time, contributions will grow," says Haver, who declined to release specific figures on the company's giving. Future levels "are going to be dependent on how well the company does."

While companies may not be increasing their overall giving, the amount of in-kind support they provide to nonprofits - everything from employee volunteers to equipment and services - is rising, the Conference Board report states.

The Reynolds company, for



R.J. Reynolds Tobacco Co. employee Al Jabbar (right), a volunteer at the Forsyth County Detention Center in Winston-Salem, talks with center Chaplain Thigpen. Studies show employee voluntarism is on the rise. photo courtesy of RJ Reynolds Co.

example, supports employee voluntarism in two ways: by encouraging managers to give workers time off for volunteer duties; and through a Community Involvement Program that provides grants of up to \$1,000 to nonprofits where employees volunteer.

"We're trying to bring more value to the community by having our employees involved," Haver says. "They are giving more back to the community than just the money."

As in previous years, most companies in the Conference Board survey are contributing the largest share of their charitable dollars to education - 37.8 percent of total contributions in 1993, up from 37.1 percent in 1992. The second largest share of company dollars went to health and human service organizations.

At Glaxo Inc. in Research Triangle Park, company officials recently identified their top giving priorities as K-12 education and children's health (see story below).

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Taking stock

## Glaxo targets schools, health

After months of study, the Research Triangle Park-based pharmaceutical company has set priorities for its corporate philanthropy.

BY TODD COHEN

**Research Triangle Park**  
Glaxo Inc. is sharpening its philanthropic focus.

With the help of the Center for Corporate Community Relations at Boston College, the Research Triangle Park pharmaceutical company has concluded that its top priorities should continue to be education in kindergarten through high school, and children's health.

Within those priority areas, Glaxo has decided to focus on dropout prevention and children's immunization. What's more, Glaxo will look for ways to collaborate with nonprofits on those issues.

"We have found that there are a lot of groups working in parallel

### EDUCATION

directions to resolve many of these problems," says Bill Shore, Glaxo's director of community affairs. "One of our goals is to help create an environment in which these groups work together to maximize the impact."

The Center for Corporate Community Relations surveyed Glaxo employees and senior managers, as well as community leaders and managers at other companies. Individuals who were interviewed were asked to assess Glaxo's performance as a corporate citizen and to list key issues in the community and to identify which ones should be priorities for Glaxo.

While participants overall felt K-12 education and crime were the top two community issues, they said Glaxo should concentrate on K-12, particularly dropout prevention, and children's health.

Glaxo already has begun putting

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TV boost

## Public Allies gains first corporate sponsor

North Carolina Public Allies has found its first corporate sponsor for its statewide program that hopes to inspire a new generation of leaders by placing young adults in paid internships with nonprofit organizations.

WTVD-TV in Durham recently gave \$20,000 to Public Allies to support an internship for 22-year-old Joe Andrews at the North Carolina Child Advocacy Institute in Raleigh.

Andrews says he's doing exactly what he hoped he'd do after graduating from the University of North Carolina at Chapel Hill.

"My true interest is working with children's initiatives," he says. "I'm involved in an initiative aimed at inspiring local communities and local children's services providers."

Jason Scott, executive director of the Durham-based Allies, says the involvement of WTVD has encouraged the group to seek

other corporate sponsors.

"It's been a challenge to prove ourselves to the community," he says. "A year ago, nobody knew if we'd get off the ground much less succeed. Now, we're a known commodity in the community and WTVD is saying that they're willing to step up and say, 'It's worth my time so it's worth your commitment.'"

Emily Barr, president and general manager of WTVD, says a combination of factors convinced her to seek funding for the program from the Capital Cities Foundation, the philanthropic arm of ABC-TV, which owns WTVD.

One was Public Allies' success-



Joe Andrews

ful public relations campaign. Scott invited Barr to a breakfast and introduced her to some Public Allies participants. Barr says the Allies told her some "very compelling stories about their work."

Also, Barr learned that a sister station in Chicago was working with Public Allies in Illinois.

"I became convinced by Jason and our public affairs person that this would be a very worthwhile endeavor for Public Allies and us," she says. "And then it was an easy decision."

Barr believes the \$20,000 grant will go a long way.

"It's a win, win, win situation, if you will," she says. "Child advocacy is getting a very enthusiastic and committed worker, and WTVD - because of its ongoing effort to promote the Children's First Campaign [an ABC-TV program] - is getting an Ally. And Public Allies has a successful candidate helping both the private and public sector."

Susan Gray

### BRIEFLY

**\$3.1 million gift to School of Public Health**  
A Research Triangle Park biomedical executive donated \$3.1 million to the School of Public Health at UNC-Chapel Hill. The gift from Dennis Gillings, chief executive officer of Quintiles Transnational Corp, and his wife, Joan, put UNC-CH's Bicentennial Campaign over the \$400 million mark.

**Copy center offers community grants**  
Kinko's copy center in Durham is offering community grants to nonprofits in the form of certificates for copying, publishing, printing and binding services. Certificates will be awarded quarterly on Jan. 1, April 1, July 1 and Oct. 1. Applications must be received 30 days before the award date. Call Nannie Burwell, (919) 286-1000.

**Milk company looks for laughs**  
The Maola Foundation for Children recently held a day-long session in therapeutic humor in Durham. The training was designed to teach volunteers how to use humor to entertain and educate children. The foundation was formed last year by Maola Milk and Ice Cream of New Bern.

**Habitat house by Cone employees done**  
Moses Cone Health System employees recently celebrated the completion of a Habitat for Humanity house built for an immigrant family in Greensboro. The Moses Cone Health System Board of Trustees donated \$20,000 toward construction. An additional \$20,000 was raised by the employees.

**Half a million dollars pledged to Arts Center**  
The Arts Center in Carrboro learned that it will receive \$500,000 over 10 years from the governments of Orange County, Carrboro and Chapel Hill. Orange County and Carrboro each promised to award \$15,000 a year to the center. Chapel Hill committed to \$20,000 a year.

**WUNC-FM gears up for spring fund drive**  
WUNC-FM will begin its seven-day fundraising drive on March 30. The fall fundraising campaign netted \$596,000 in gifts and pledges - less than the station's \$600,000 goal but still the most successful drive in WUNC's history. Listener donations make up 70 percent of the station's annual income.