



England's Prince Charles wants to raise money for charities by selling herbal soft drinks made by Coca-Cola and Schweppes that go for about \$3.90 a bottle in England.

A hometown giver

## Albemarle businessman gives to his community

Community leaders in Albemarle say business owner C.B. Crook has been the heart and soul of a number of key non-profit fundraising campaigns.

BY ALLISON TAYLOR

### Albemarle

In Albemarle and throughout North Carolina, C.B. Crook's name is spoken with love and respect. And deservedly so.

Crook, a lifetime resident of Albemarle, has served as both a donor and a fund-raiser for dozens of charities ranging from the United Way and the Boy Scouts of America to the March of Dimes and individual families in need of aid.

"I've had a lifetime of working for charity," Crook says. "Last year, we [Crook's Motor Co.] gave 42 gifts. There are lots of projects out

### PROFILES

there, and we try to do what we can."

Crook declines to disclose the total amount of money he gives to charity.

Crook owns and operates Crook's Motor Co., which says it is the world's largest seller of used trucks, truck parts and trailers. He says he first learned to give as a member of the social fraternity Lambda Chi Alpha at High Point University.

"We had a number of service activities," Crook says. "Through that fraternity, I learned to love others and to give. But also from my parents and the people I was around. They gave, and I learned by example."

He says his Christian faith also has taught him to give.

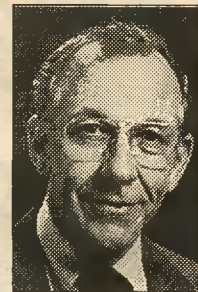
"When you die, the only thing you're going to have accomplished is what you've done for someone else," Crook says. "I believe that the

purpose for all of us is to help others and unite the world. The more you give, the more you get back. Even my business has grown because I gave."

Crook focuses his philanthropic efforts on his hometown in rural Stanly County in the western Piedmont.

Among nonprofits that have benefited from his largess is the Albemarle YMCA.

Since it opened in 1949, the YMCA had been supported by textile company Wiscasset Mills Inc., which provided more than 85 percent of the recreation center's budget. In 1988, when the YMCA lost that support in a corporate turnover, it had two options: Close its doors or hold a capital cam-



C.B. Crook

paign.

John Sturgeon, executive director of the YMCA, credits Crook with being "the key" to the success of the second option. The YMCA's fund drive has raised \$5 million since it began in 1988. With an initial goal of \$4 million, the campaign continues to solicit funds.

"He was a major part of the solicitation and a major part of getting our strong community together," Sturgeon says. "He's a success in his own right and people respect that. He's worked hard to make his business what it is today. People realize that when C.B. comes asking for money, he's already given more himself than he's asking for."

That kind of technique comes naturally to Crook.

"I think the volunteer efforts are more important than the money," he says. "I go out and get other people to give. But if you don't

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### Going on the road

## Credit unions fight child abuse

A new mobile training unit is one of several initiatives Prevent Child Abuse, North Carolina has launched to reduce the abuse and neglect of children.

BY TODD COHEN

The North Carolina Credit Union League has pitched in to spread the word about child abuse and neglect in the state.

The organization, the trade association for the state's 220 credit unions that serve 1.4 million members, has agreed to raise \$265,000 for Prevent Child Abuse, North Carolina. The funds will be used to equip a van to provide training and education for child-care providers, teachers, parents and volunteers. The league already has raised \$57,000 toward the goal.

The mobile training unit would be the first of its kind in the U.S. The North Carolina nonprofit is one of 50 state chapters of the National Committee to Prevent Child Abuse. The Tar Heel chapter has 19 affiliates serving 29 counties.



State credit unions have given funds for a van such as this one for Prevent Child Abuse, North Carolina.

Courtesy of Prevent Child Abuse

Nationally, 2.9 million children are abused and neglected each year, and three die every day from abuse. In North Carolina, 94,000 children were reported to have been abused and neglected last year, and 34 died.

Prevent Child Abuse is backing proposed legislation to expand services the state provides to better educate parents of young children. Those services, now offered to parents of children up to one year old, would be available to parents of children up to three years old. The expansion would cost \$550,000 the first year and \$1.05 million the second year.

### CHILDREN

Jennifer Tolle, executive director of Prevent Child Abuse, North Carolina, says most children who die from abuse are three years old or younger, and that a key factor is lack of information on the part of parents about child development.

Another initiative is a national media campaign, which kicked off in April, to encourage new parents to reach out for help.

The "Healthy Families America" campaign, a charitable project of the

national Ad Council, includes television, radio and print advertising. In North Carolina, the ads will include a toll-free number to reach the state affiliates of Prevent Child Abuse - 1-800-354-KIDS.

At a statewide meeting in March that attracted 800 people, the president of the National Committee to Prevent Child Abuse said all members of a community must take action to ensure the safety and well-being of children.

"Community institutions - schools, religious organizations, ser-

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## Glaxo, Wellcome work on merger

Executives of Glaxo and Burroughs Wellcome are working on the merger of their companies and at the same time, seeking to reassure community leaders that the strength of their philanthropy will continue, although the form may change.

BY TODD COHEN

Research Triangle Park While a commitment to corporate philanthropy will remain, the merger of Glaxo and Burroughs Wellcome probably will result in a reduction in grants to nonprofits, Glaxo officials say.

But as executives of the two companies prepare to combine their Research Triangle Park operations, they are reassuring community leaders that the merger of their British parent companies won't mean a reduction in community support.

Glaxo and Wellcome are the U.S. headquarters for London-based Glaxo plc and Wellcome plc, whose \$15 billion merger will create the world's largest pharmaceutical company.

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### BRIEFLY

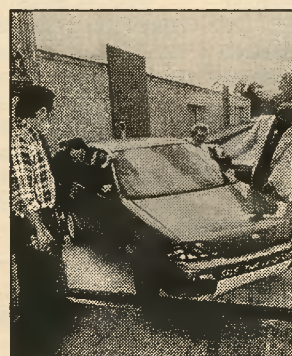
#### Alternative funds mean giving increases

Companies that have opened their doors to non-United Way charities will likely continue to see an increase in employee giving through payroll deduction, says the National Committee for Responsive Philanthropy. The committee's report, "Charity in the Workplace 1994," found alternative funds expect an 8

percent growth in employee contributions, compared to 2.8 percent growth anticipated by United Ways. There are now 183 alternative funds operating in the U.S., raising money for arts, environmental and women's groups. Copies of the committee's report are available for \$15. Call (202) 387-9177.

#### Hospital endowment supports program

Moses Cone Health System in Greensboro has begun a new program designed to improve the health status of area residents. The system's board recently created the Community Health Program, a plan of action to address community needs through clinics, prevention programs and other health projects.



A winning entry

#### Sprint companies aid student car contest

The financial support of two Sprint companies helped high school students from Northampton and Halifax counties travel to Phoenix, Ariz., and win a national award for their design of two electric powered cars. The student team won the "National Electric Vehicle Grand Prix."

#### Ballet has company backers

Morfex Inc., American Airlines and the Sheraton Greensboro Hotel and Conference Center helped bring "Ballet Spectacular" to Greensboro. The April event brought together the Greensboro Symphony and the Florida Ballet for two performances of The Firebird Suite by Igor Stravinsky.