



Robert Ingram, chief executive of Glaxo Inc., says a merger with Burroughs Wellcome will not change a commitment to nonprofits.

File photo

GLAXO

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The two Research Triangle Park firms hand out millions of dollars a year to North Carolina nonprofits, and nonprofit leaders worry that the merger could reduce that giving.

In a recent letter to community leaders, Robert Ingram and Philip Tracy, the chief executives, respectively, of Glaxo and Burroughs Wellcome, say the combined Glaxo Wellcome "will continue to provide support to organizations, and we will continue to encourage our employees to volunteer their time."



Philip Tracy

While the companies' immediate focus will be on the "large-scale integration of two organizations," the letter says, "One thing you can count on: We will not change our view of the importance of corporate citizenship and the desire for our companies to remain partners with community organizations and government at all levels in building a better future."

Managers from the two compa-

nies in March began working together to prepare for combining their operations. The first phase, to take four to six weeks, will involve gathering and sharing information. In the area of philanthropy, that will involve identifying the companies' existing commitments and resources, as well as community needs.

The second phase, to last until late summer or early fall, will involve figuring out how to design and actually merge operations.

While they emphasize that handing out dollars represents only part of their philanthropy, Glaxo officials say that the flow of dollars from the combined operation probably will decline.

"It's unlikely that any single company, a Glaxo Wellcome, would provide the same level of financial support as the two companies had done previously," says Glaxo spokesman Rick Sluder.

As with many U.S. companies, Glaxo and Burroughs Wellcome are placing increasing emphasis on employee voluntarism and in-kind support to nonprofits, such as donations of equipment and services.

Studies by Independent Sector, a national coalition of nonprofits, show U.S. corporate giving to charity has not kept pace with inflation and will remain stagnant this year.

means when it comes to maintaining a car, making air travel safe, protecting our national security, but we have yet to fully convince the nation that it's that same kind of preventive maintenance that is important to the safety and health of American families."

Also at the March meeting, eight-year-old Steven Grafton of Camden received the Donna Stone Memorial Award, which is named for the late founder of the national organization. Steven was honored for creating a "Kids Helping Kids" club to raise money for Kids First, a child advoca-

Arts and education program chooses schools

A highly-regarded alternative education program, which mixes the arts into classroom learning, has taken one step closer to becoming reality in North Carolina.

Twenty-five public schools - mostly elementary schools - scattered across the state were selected from a competitive pool to participate in the A+ Schools Program.

The program, which was initiated by the Kenan Institute for the Arts in Winston-Salem and is being funded by a combination of private foundation and public school money, will begin at the individual schools this fall.

The A+ program combines arts instruction such as dance and theater with interdisciplinary teaching where subjects such as math and music are taught simultaneously in one lesson.

Early test results show the teach-

ing style increases student participation and attendance as well as improves academic performance and reduces disciplinary problems. The program's success at elementary schools in Wilmington, N.C., and Charleston, S.C., has caught the attention of public education agenda setters from the state Department of Public Instruction to members of the Clinton Administration.

The new A+ schools in North Carolina are: Askewville Elementary and Aulander Elementary, Bertie County; Banner Elk Elementary and Beech Mountain Elementary, Avery County; Charles R. Bugg Elementary, Wake County; Burgaw Elementary, Pender County; Central Elementary, Haywood County; Clarkton School of Discovery, Bladen County; T. S. Cooper Elementary School, Gates County; Davenport School, Caldwell County; Durham Magnet Center and

Little River Elementary, Durham County; Gatesville Elementary, Gates County; Dr. W.T. Griggs Elementary, Currituck County; Hiwassee Dam Union School, Cherokee County; Donna Lee Loflin Elementary, Randolph County; Mary McArthur Elementary, Cumberland County; Mineral Springs Elementary and Mineral Springs Middle School, Forsyth County; Parkview Elementary, Guilford County; Patillo Elementary, Edgecombe County; Sadie Saulter School, Pitt County; Sparta Elementary, Alleghany County; Booker T. Washington School, Bladen County; White Oak Elementary School, Carteret County.

For more information, call Sarah Hunter at the Kenan Institute at (910) 722-0300.

Susan Gray

SUPPORT

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understand the joy of giving yourself, you can't ask other people to give. You tell them what you're trying to accomplish and ask them to share it with you."

The YMCA fundraising campaign has paid for \$4 million in renovations, including an indoor swimming pool, three racquetball courts, an aerobics room, a number of weight rooms with nautilus equipment, two gymnasiums and the C.B. Crook Chapel.

Sturgeon says the renovations have helped make the YMCA the focal point of the community.

"It's one of the show points of our community. A lot of the events have become centered on the Y — it's used for family reunions, Rotary barbecues, the Christmas parade starts and ends here. The community wouldn't be the same without it."

Crook, who says the YMCA is one of his favorite charities, believes the renovations were important for its survival.

"We had about 1,100 members when we started the campaign, and we were losing them because we weren't upgrading the facilities," he says. "We spent \$4 million to renovate and now we have 2,640 members. You have to feed the mind, body and soul, and that's the philosophy of the Y."

Right on the heels of the YMCA campaign, Crook became involved with another major fundraising effort - to support Stanly Memorial Hospital in Albemarle.

Ken Christie, who at the time was a fundraising consultant to the hospital and now director of development at Rex Hospital in Raleigh, initially was reluctant to hit the small community with another major fund drive. But he says Crook encouraged him to go ahead with the campaign.

"C.B. was able to make every gift happen," Christie says. "He got one bank to give \$100,000 and another to give a building, which we turned into doctors' offices. And if he ever saw me getting down, he'd throw in an extra \$10,000. He did that about

A LEADING DONOR

C.B. Crook: Entrepreneur/Philanthropist

Business: Crook's Motor Co. used truck and trailer seller, Albemarle.

Native of: Winston-Salem, longtime resident of Albemarle

Family: Wife, Betty; two children - Caroline Williamson and Chuck Crook; two grandchildren - Caroline Williamson and Rob Williamson.

Church affiliation: Baptist

Role model: Frank Kenan, head of Kenan Transport Co. and trustee, William R. Kenan Jr. Charitable Trust.

Favorite charities: Albemarle YMCA and Stanly Memorial Hospital

Life philosophy: "Share with others as you would have them share with you; the more you give the more you get."

three or four times. He gave and gave and gave."

The campaign was launched partially in response to the number of Stanly County residents who were traveling to nearby Charlotte for medical care. Exceeding its goal of \$2.5 million, the campaign has helped the hospital improve the quality of health care it could provide.

John Sullivan, president of Stanly Memorial Hospital, credits the hospital's recent success to Crook's efforts.

"Almost everywhere, the general opinion is, if it's bigger, it's better," Sullivan says. "There are people who go out of town for their health care, but I think C.B. played a major role in the hospital being what it is today, helping make it able to stand next to larger hospitals. Every dollar you can keep at home is a dollar you have to improve services."

Crook, who served on the hospital's board of directors for 12 years,

is still a strong supporter. He now serves as head of the Stanley Society, an organization of donors who pledge to give \$10,000 each to the hospital over a 10-year period.

Crook says rural hospitals have to work hard to provide quality medical care if they wish to keep clients.

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.

JOHN STURGEON
executive director of the Albemarle YMCA

"The rural hospital today has got to be successful in a number of ways," he says. "It must have a clean look and modern equipment, or people will go where it is."

Sullivan says Crook's commitment to the hospital and the YMCA is not about philanthropy, but community.

"C.B. is a very unselfish person," Sullivan says. "He considers himself blessed and feels it is a blessing to be able to give. He's not afraid to ask others for money — he views it as an opportunity to give to something people believe in."

ABUSE

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vice and charitable organizations, and employers and management - have an important role in creating an environment that is supportive of parents and children, and communities have a responsibility to provide safe, secure environments for all families," said Mark Kennedy, associate justice of the Alabama Supreme Court and president of the national organization.

"Prevention - we know what it

means when it comes to maintaining a car, making air travel safe, protecting our national security, but we have yet to fully convince the nation that it's that same kind of preventive maintenance that is important to the safety and health of American families."

Also at the March meeting, eight-year-old Steven Grafton of Camden received the Donna Stone Memorial Award, which is named for the late founder of the national organization. Steven was honored for creating a "Kids Helping Kids" club to raise money for Kids First, a child advoca-

cy center headed by Steven's mother, Cynthia Grafton. The club, consisting of Steven and his friends at Grandy Primary School, has raised \$25 in pennies, nickels and dimes, and helped bring in more than \$700 in contributions - and three new volunteers - for Kids First. Other club members honored were Dominic Price, Phillip Williams, Neil Smithson, Shannon Daoust, Jimmy Myers and Sean Grafton. For information about Prevent Child Abuse, North Carolina, call (919) 829-8009.

Short Takes

Smart Start aids library

The Smart Start program for early childhood development is boosting a reading program at the Caldwell County Public Library in Lenoir. Funding from the local Smart Start partnership is being used for "Read-to-Me" bags of children's books, cassettes and tips on how to make help children be good readers that are available at checkout. Smart

Start also funded new books for the Parenting Collection at the library. Call (704) 757-1270.

Crisis center offers support group

The Orange County Rape Crisis Center is sponsoring a free, confidential support group for female adult survivors of child sexual abuse or incest. The group will meet on Wednesday evenings from May 10 to July 12. For information, call Christi at (919) 968-4647.