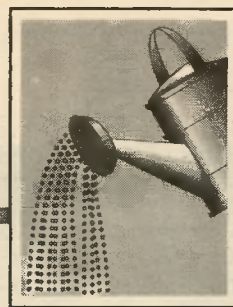


Fund Raising

14 • Philanthropy Journal of North Carolina



Public TV ranks high

The University of North Carolina Center for Public Television raised more than \$2 million during its annual on-air fundraiser - the second highest in the nation among PBS stations.

MAY 1995

A regional magnet

Asheville nonprofits respond to competition

The quality of life in North Carolina's eighth-largest city has attracted numerous nonprofits and volunteers. But community leaders worry that the growing number of organizations is overwhelming donors. This is the third in a series of stories about the "culture of fundraising" in Tar Heel communities.

By BARBARA SOLOW

Asheville

In Linda Wilkerson's view, one of the main advantages Asheville has to offer nonprofits is its relatively small size.

In this city of nearly 190,000 people nestled in the Western North Carolina mountains, "the doors are open" for networking with funders and donors, she says.

What is Asheville's main disadvantage?

The city's relatively small size, says Wilkerson, executive director of The Arts Alliance, a coalition of arts groups.

"It's fairly easy to learn about the community but because we are small, everyone gets asked a lot for support," she says. "What we see for a variety of reasons is a continued interest in establishing new nonprofits. That is putting some pressure on the community in terms of fundraising efforts."

FEW CORPORATE GIANTS

Although it is a center of mountain culture and commerce, Asheville lacks the cor-



Asheville lacks major corporate headquarters, a disadvantage for fundraisers.

File photo

porate heavy-hitters of cities such as Charlotte or Winston-Salem. Its commercial sector is made up largely of small businesses and regional company outposts.

As a result, nonprofit leaders have relied more heavily on individual donations to support their work.

"Ninety percent of our money comes from individuals," says Beth Adkins, executive director of St. Joseph's Hospital foundation, which raises about \$1 million annually for health-care programs. "We're depending on the corporate community less and less."

Fewer corporate headquarters means fewer executives to lead nonprofit fundraising drives and fewer employee volunteers.

But in recent years, a new population has arrived that has begun to fill that gap - namely, affluent retirees who are choosing to settle in Western North Carolina.

Since 1990, the population of Buncombe County has jumped by five percent - from

174,778 to 183,392, according to the State Library of North Carolina. County officials attribute much of the growth to retirees.

The retired population has given a financial boost to Asheville-area nonprofits - especially those in the education and health-care areas.

"We've gotten a number of million dollar-plus donations in the last few years and those are from retirees who are not alumni," says Don Scarborough, vice president for institutional advancement at Brevard College, located 28 miles outside the city.

"Because we've traditionally been a two-year college, we haven't had a whole lot of success with corporate and foundation fundraising," says Scarborough, who is also head of the Asheville-area chapter of the National Society of Fund Raising Executives. "So we determinedly look at individuals. The retirees come to us at a time in life when they are looking for things to do and they get involved with the college."

Retirees have been strong backers of

**SENSE
OF
PLACE**

Look for ASHEVILLE, page 15

Fundraising by profession

Lawyers, doctors can be tough to reach

While some groups have the reputation of being less likely to give to charity, fundraising professionals say that no group should be overlooked.

By EALENA CALLENDER

Fundraising is not an exact science. But through experience, some fundraisers are able to determine how certain groups of people are likely to respond to their efforts.

Doctors and lawyers, for instance, have earned a reputation as difficult groups from which to raise money. While they recognize

DONORS

there are exceptions, fundraisers say that these professionals are harder to reach.

One reason, they say, is that both professions demand a great deal of time of their practitioners. So, there is little time for involvement with nonprofit organizations. Therefore, it is difficult for some organizations to build a relationship with members of the two professions as potential donors.

"Because [doctors and lawyers] have enormous demands on their time they don't have the opportunity to become involved deeply with a number of organizations in the

community so they don't build the same relationships with a group as others," says Gordon D. Soenksen, vice president for institutional advancement at Guilford College in Greensboro.

Making the initial contact is also difficult, some say.

"The difficulty is getting in to see [doctors]," says Robert Schuler, director of development at Fayetteville State University. "Their time is so valuable, you usually have to work through a process of becoming their patient."

However, certain organizations consistently get support from physicians. Free

Look for DOCTORS, page 15



Arts & Science Council campaign chair Hugh McColl, left, and president Mike Marsicano.

photo by Jeff Cravotta

BRIEFLY

Corrections

A survey of capital campaigns in North Carolina published in the March issue of the Journal contained errors and omissions. The survey incorrectly identified East Carolina University in Greenville. It did not report that Charlie Witzleben was the consultant for Appalachian State University's capital cam-

campaign or note that Winslow and Associates was the consultant for the arts portion of the campaign. The survey also incorrectly reported the role of Ron Swain, Shaw University's former vice president for institutional advancement, in the school's capital campaign and failed to note that Willie Gary is chairman of the campaign.

Another goal met in UNC bicentennial campaign

The College of Arts and Sciences at the University of North Carolina at Chapel Hill surpassed its Bicentennial Campaign goal of \$50 million in late March. The liberal arts college's campaign is the largest within the university-wide \$400 million bicentennial campaign.

NCAA success increases scholarships

According to UNC-CH officials, in 1993 when the Tar Heel men's basketball team won the NCAA's, sales of Carolina trademark goods generated more than \$2 million in revenue. Seventy five percent of that went to scholarships and student aid, they say. The remaining 25 percent went to the athletic department.

A myth about the rich?

A new study by researchers at Boston College shows that wealthy Americans are just as likely to make charitable donations as poor people. The report, by Paul Schervish and John Havens, contradicts earlier studies that show poor people give more of their income to charity than rich people. Schervish and Havens say that when all households

are counted, instead of just those that give to charity, the giving "curve" shows the average American household gives about 2 percent of its income to charity, regardless of income level. Copies of a working paper on the study are available for \$3 from the Indiana University Center on Philanthropy, (317) 274-4200.