

Philanthropy Journal

OF NORTH CAROLINA

North Carolinians say they won't offset cuts

A statewide poll finds that North Carolinians are not willing to increase their charitable giving to make up for government cuts in social services.

By TODD COHEN

Nonprofit leaders have good reason to worry about the impact of government cuts in spending for social services, a statewide poll has found.

Nearly three of every five North Carolinians don't feel obligated to increase their donations to charity to make up for cuts in federal spend-

ing for social services, according to a telephone poll conducted in April by FGI Inc., a Chapel Hill marketing and research firm.

"If your philanthropic efforts are focused on what would broadly be defined as social services - the underserved, welfare, the homeless, Smart Start - then you're in trouble," says Jim Protzman, chief executive officer of FGI.

The poll was commissioned by *The News & Observer* in Raleigh, and included questions on charity that were asked on behalf of the *Philanthropy Journal*.

FGI interviewed 608 North Carolina adults between April 20 and 23. The poll has a margin

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of error of 4 percent.

The poll comes at a time when new Republican majorities in Congress, the state legislature and local government bodies are planning to reduce spending on social services.

As a result, nonprofits have been wrestling with how to offset the anticipated loss of public dollars, and how to continue to provide services in the face of rising social needs.

The poll also comes in the wake of a national Gallup Poll last fall that found giving and vol-

untarism in the U.S. had declined over the past two years. And, a recent Carolina Poll found that nearly four of every 10 people interviewed did not feel confident that their charitable dollars were being put to the use for which they were intended.

The FGI poll found that nearly three of every five people interviewed said they expect to give the same amount of money to charity this year as they did last year. Only one in four people said they plan to give more, and fewer than one in 10 said they would give less.

While one in three of those surveyed said

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Nonprofits seek control over turf

Competition and collaboration are two of the most popular "buzz" words in the nonprofit arena. But what do they really mean to organizations struggling to fulfill their missions and survive in an increasingly competitive fundraising climate?

By PHILANTHROPY JOURNAL STAFF

Go to any nonprofit gathering in the state these days and you're bound to hear one of two words: "turf" or "collaboration."

With government funding cuts on the one hand, and a proliferation of charities on the other, nonprofit leaders are more and more concerned with avoiding overlap and finding ways to work together.

But what's behind the rhetoric about competition? Where are turf battles being fought? And where are collaborations forming and working?

The *Philanthropy Journal* talked to nonprofit leaders throughout the state to try and put a human face on the buzz words, "turf" and "collaboration."

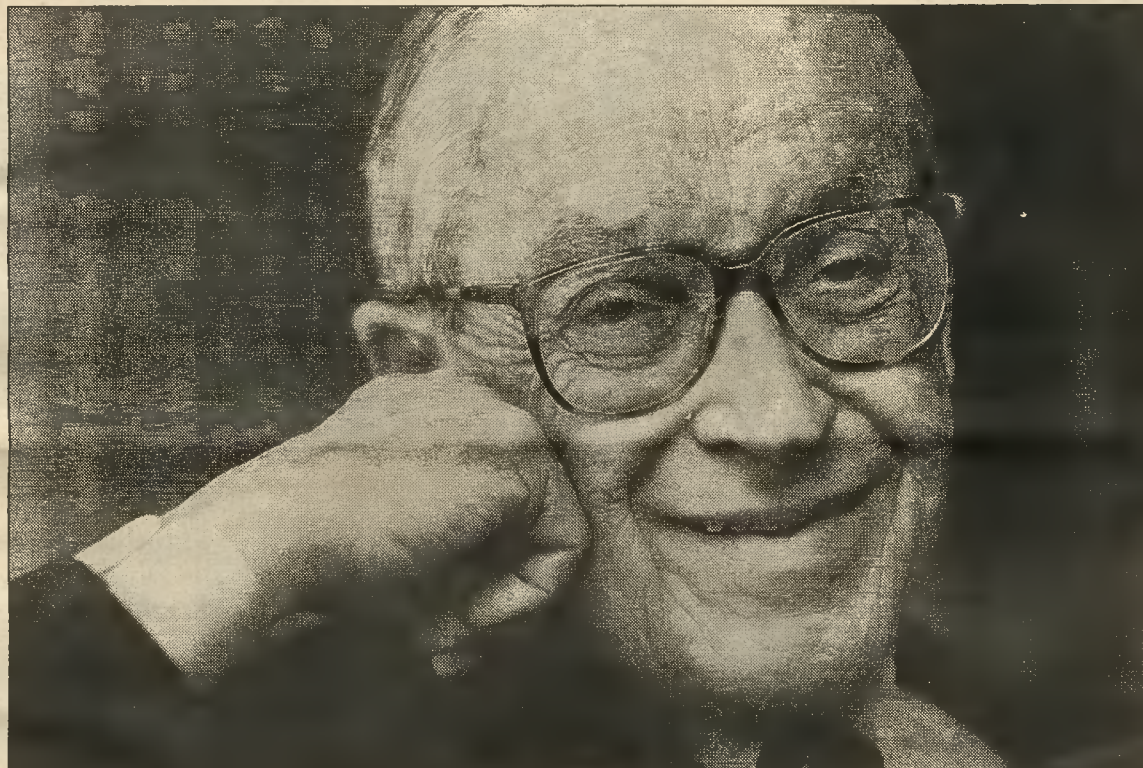
The *Journal* found a growing number of foundations funding collaborative projects, and a growing number of nonprofits combining services and staff.

The *Journal* also found instances of breakdowns in communication, and perceived boundaries separating nonprofits.

Not surprisingly, turf is a difficult issue for people to discuss publicly, given the atmosphere of discretion that pervades the nonprofit sector. But some did go on the record to discuss difficulties in areas such as fundraising and overlapping ser-

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A living legacy



George Esser, first director of the North Carolina Fund, is the second recipient of the North Carolina Philanthropy Award. His pioneering work in the 1960s helped shape the state's anti-poverty movement.

Photo by Jim Bounds

George Esser honored for fighting poverty

By BARBARA SOLOW

Chapel Hill

George Esser is a veteran of a war that seemingly has no end: the war on poverty.

As director of the North Carolina Fund - an experimental community development program of the 1960s - he was a leader in efforts to create educational and job opportunities for the state's poor and minority residents.

The twin issues of poverty and race are once again in the public spotlight, with debates about funding for welfare and social services raging

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in Raleigh and Washington.

But the tenor of that debate has changed, Esser says. Whereas in the 1960s, the focus was on the response of government, the focus today is on the behavior of the disadvantaged.

The North Carolina Fund - which was supported by national and state foundation grants - proved that opportunities can be created without creating dependence on government, says Esser, 73.

But he worries that its lessons are being overlooked by present-day

political leaders.

"One of the weaknesses of our system of government is that there is a lot of money spent on demonstration projects, but the government takes such little heed of what can be learned from them."

The true legacy of the North Carolina Fund can be seen in the many organizations it spawned, from the North Carolina Low Income Housing Development Corp. to the Manpower Development Corp., now known as MDC, Inc.

It is this living legacy that is cited

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Workplace campaigns heat up

The United Way has long been the leader of workplace charity campaigns. But a new crop of "alternative" nonprofit federations is now demanding a piece of the workplace pie.

By SUSAN GRAY AND BARBARA SOLOW

In the past five years, a new group of fundraisers has made major inroads into workplace charity campaigns.

In North Carolina, groups such as the Environmental Federation of North Carolina and the Arts & Science Council of Charlotte/Mecklenburg County rank among the top "alternative" workplace fundraisers in the U.S.

Their presence is significant. For decades, the United Way has been the most common manager of annual or semi-annual workplace charity campaigns, collecting payroll deductions and distributing the money to member nonprofits - most of which have health or human service missions.

The growth of alternatives to the United Way parallels a growing desire among donors for greater choice and control over charitable contributions.

The United Way is responding to donor choice as well by allowing more options in its campaigns.

The stakes are high for all groups raising money in the workplace. In 1994, more than \$3 billion was donated to charities through payroll deductions, according to an estimate by the National Committee for Responsive Philanthropy (NCRP), a

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Giving legacy
On the death of Greensboro philanthropist Joseph M. Bryan, the Joseph M. Bryan Foundation of Greater Greensboro is expected to receive assets in the range of \$50 million from the late philanthropist's estate.
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Three nonprofits, all inspired by religious convictions, offer support and encouragement to children at a Raleigh public housing complex.
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Hoping to strengthen communication and networking opportunities, a group of top nonprofit leaders and government officials in Charlotte have formed a leadership club aimed at finding common ground.
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In High Point, a cooperative spirit and solid community support help strengthen nonprofits and the community's philanthropic sector.
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