

# Philanthropy Journal

OF NORTH CAROLINA

Measures of worth

## State foundation salaries rank high on some scales

Salaries for many private foundation executives in North Carolina are above the national average. However, Tar Heel foundation salaries are below the national average for executives of all non-profits.

By BARBARA SOLOW

Comparing salaries for foundation executives is like weighing apples and oranges.

A survey by the *Philanthropy Journal* shows that pay for Tar Heel foundation executives ranks above the national average on some scales but below the national average on others.

The *Journal* compared salary information listed on the Internal Revenue Service's 990 tax forms for 31 of the state's largest private and community foundations - large in terms both of assets and grants.

The *Journal* submitted written requests to all 31 foundations for their 990 forms. Twenty one responded

### FOUNDATIONS

ed by providing their 990s. Information for others came from 990s on file in the state Attorney General's Office (see chart page 15).

Nine of the top 10 private foundations in North Carolina whose information was included in the survey pay their chief executives more than the \$75,000 annual average for foundation executives reported by the Council on Foundations in Washington, D.C.

Highest on that list is P.L. Richardson, president and trustee of the Smith Richardson Foundation in Greensboro, who earned \$216,764 in 1994.

The Council on Foundations report also looked at other foundation jobs, including that of program officer, a position that involves reviewing grant applications and communicating with grantees.

Only two of North Carolina's top private foundations pay more than the \$57,800 national average for foundation program officers - Smith

Richardson and the Z. Smith Reynolds Foundation in Winston-Salem. However, not all of the state's private foundations have a job called "Program Officer."

The highest-paid program officer of a North Carolina foundation is Smith Richardson's Cheryl Keller, who was paid \$90,468 last year.

The *Journal's* survey found significant differences in pay for private and community foundation executives - a gap that mirrors national

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New resources



## Migration of retirees boosts state philanthropy

The influx of new retirees to North Carolina both benefits and challenges the state's charitable organizations.

By EALENA CALLENDER

From historic towns nestled in the Blue Ridge mountains to resort communities on the coast, North Carolina is attracting a growing number of retirees looking for a new place to call home.

North Carolina has become the fifth most popular retirement spot in the U.S., according to a study by Charles Longino, a professor at Wake Forest University and the Bowman Gray School of Medicine in Winston-Salem. Longino found that, among American retirees who settled in a new locale between 1985 and 1990, 3.4 percent moved to North Carolina.

For the state's nonprofit sector,

### GIVING

this influx of newcomers means new potential funding sources, as well as new challenges.

For example, new retirees have had a tremendous impact on the 10-year-old Community Foundation of Henderson County, says Executive Director Priscilla Cantrell.

Henderson County, in the mountains of Western North Carolina, is among the Tar Heel counties with the highest concentration of recent retirees from outside the state. According to a 1990 Census report, more than 20 percent of the county's population is over 65

years old.

Since 1990, the foundation's assets have grown from about \$2 million to \$9.5 million. And Cantrell estimates that 95 percent of those assets have come from retirees who have moved to the area within the last 20 years.

Nonprofits also enjoy the support of retirees in Wilmington and surrounding areas, where several golf-resort communities, historic sites and scenic beaches attract many

newcomers.

The Cape Fear Community Foundation in Wilmington, for example, was established by Dickson Baldrige, a retired fundraising con-

**S**andhills charities jockey for attention.

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## Challenging stereotypes Girl Scouts try hands-on science projects

In an effort to increase the participation of girls in science, engineering and math activities, the Hornets' Nest Girl Scout Council has teamed up with Discovery Place to develop a program called Bridging the Gap.

By VIDA FOUBISTER

Charlotte

If you ask a young girl to draw a scientist, the resulting image might surprise you.

Not only do these pictures contain men with disheveled hair and plastic pocket protectors, but they often

### EDUCATION

include bats and bubbling potions.

This is just the type of perception a project called Bridging the Gap wants to change.

"We've got to counter these stereotypes," says Marilyn Sikes, the project manager at Discovery Place, a children's science museum.

Hornets' Nest Girl Scout Council and Discovery Place, both in Charlotte, have teamed up to work on the three-year project that supporters say has the potential to affect the lives of 11,000 girls in eight North

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Girl Scouts experience the chemistry of "gaak," a Silly Putty-like dough made from a mixture of Elmer's glue, food coloring and a borax solution.

Photo by Diane Hooper

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### NONPROFITS

#### Natural boundaries

By focusing the energy of forest protection groups throughout a six-state region on a four-year campaign, the Southern Appalachian Forest Coalition is boosting the region's preservation efforts.

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### VOLUNTEERS

#### The logic of service

Durham volunteer leader Beth Maxwell says societal changes demand new volunteer options.

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### CORPORATE GIVING

#### Making choices

Corporate givers in North Carolina say companies haven't retreated from giving to charity, but instead are making more careful choices about where their dollars are going.

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### FUND RAISING

#### A new lease

Leaders of the Rowan Partnership for Children and Catawba College have come up with an unusual leasing arrangement for a model family resource center to be located on the college's Salisbury campus.

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