

# Philanthropy Journal

OF NORTH CAROLINA

Rising to the challenge

## Community colleges develop fundraising pitch

Development efforts at North Carolina's 58 community colleges are in their infancy, compared with larger colleges and universities. But as their needs grow, the schools are crafting effective fundraising strategies.

By ROB LAMME

### Fayetteville

"We are confronted by insurmountable opportunities" reads the sign in Judi Smith's office at Anson Community College in Polkton.

"That's the way fundraising is at a small community college," says Smith, a plucky former Spanish and reading instructor who now raises

### EDUCATION

money for the college's foundation as dean for planning and development.

"What we lack in manpower we make up in enthusiasm."

Smith, who also is the college's chief planning officer and chair of its developmental studies program, agrees that wearing so many hats keeps her from raising more money for the college. But with just 1,300 students in a rural county with a population of 27,000 and few large employers, the college can't afford to give her clerical help - let alone relief from administrative responsibilities.

"We're a fly-by-the-seat-of-your-pants operation," Smith quips. "But

I've got a heck of a computer."

Too little administrative support and too many job titles aren't the only hurdles development officers face in raising money for North Carolina's 58 community colleges. Despite helping hundreds of thousands of students each year, two-year colleges are still in their infancy when it comes to private fundraising.

"We don't have the alumni that four-year schools count on and we don't have front-row seats to the football game," says Brenda Lea, director of the foundation for Central Piedmont Community in Charlotte. "We're about the basics: workforce development."

David Hayes, who directs the foundation at Fayetteville Technical

Community College, says, "We're between a rock and a hard place."

He says that potential donors "assume that everything is paid for by the state, but 40 percent of our students are on some kind of financial aid."

Lack of awareness among the general public isn't the only problem for community colleges. Their graduates rarely have the alumni loyalty or income that a development program can count on for cash. And while a local company may hire workers who received their training at the local community college, many employers still need a great deal of convincing when it comes time to make a donation.

Henry Bernhardt says the prob-

lems facing fundraisers for community colleges come with being "the new guy on the block in educational fundraising."

Bernhardt should know. He spent 14 years raising money for Catawba Community College before opening Institutional Development Associates in 1982. IDA is a Charlotte-based consulting firm that specializes in assisting community colleges.

"Thirty-one of the community colleges in North Carolina have some kind of foundation, but most of them just got started in the 1980s," he says.

He estimates that most development offices at North Carolina community colleges are small - a develop-

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## At the grassroots Program boosts health care

This is the final year of a Kellogg foundation grant supporting the Southeast Raleigh Center for Community Health and Development. Now, staff members and supporters of the grassroots health-care project must find ways to keep it going.

By BARBARA SOLOW

### Raleigh

The coalition members meeting in a former elementary school building on Lenoir Street have one major item underlying everything else on their agenda: "sustainability."

For two hours, they talk about how to keep up the momentum at the

### HEALTH CARE

Southeast Raleigh Center for Community Health and Development.

The center, located in the old Crosby Garfield school - a stone's throw from the Chavis Heights public housing complex - is a grassroots effort with nationwide import.

As one of seven programs funded under a community-based public health initiative launched by the WK Kellogg Foundation in Battle Creek, Mich., the center is being eyed as a model for community-based solutions

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## Overcoming barriers

# Nonprofits rise to meet Latino needs

A wide group of nonprofits has come into being to serve North Carolina's growing Latino community.

By SEAN BAILEY

More than 100 nonprofit organizations in North Carolina provide services to Latinos, one of the state's fastest growing minorities.

The development of a Latino nonprofit sector comes as no surprise. As the number of Spanish-speaking people entering the state has swelled, it seems only natural that organizations should be formed to provide social, cultural and educational services for them.

Despite the emergence of these nonprofits, however, there are many indications that the task of advocating for this new group of North Carolinians is about to get tougher: Congress has eliminated programs that serve poor immigrants. Foundations appear reluctant to support the Latino sector. And weak labor laws and a strong economy in North Carolina continue to act as a magnet to immigrants looking to stake their claim to the American Dream.

Together, it adds up to a bleak picture. The future may mean more Latinos in North Carolina with greater needs and fewer resources to help them.

### HELPING HAND

"There's a definite correlation between the increasing Latino population and poor working conditions," says Carol Brooke, coordinator of Helping Hand, a nonprofit in Siler City that promotes better job condi-

### SOCIAL SERVICES

tions for poultry workers in Lee and Chatham counties. "People need to be thinking about that when they are providing services."

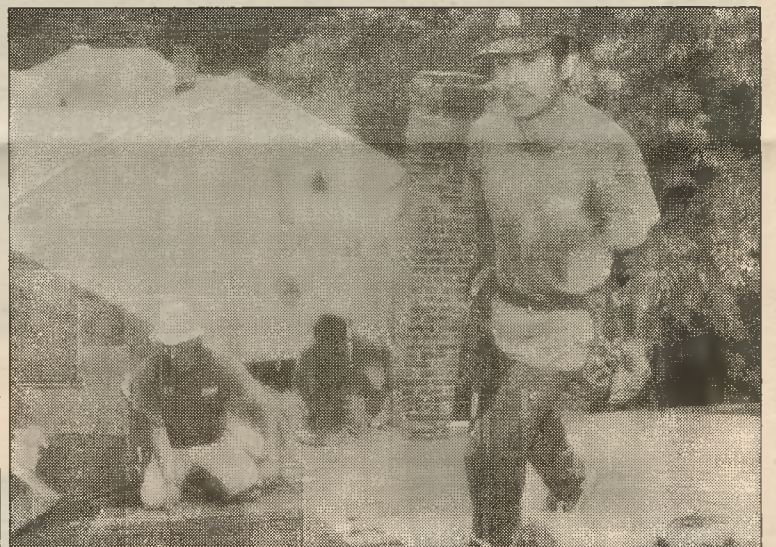
Brooke's organization has witnessed first-hand the speed with which immigration in North Carolina is changing the community in which many nonprofits work. Less than 10 years ago, poor black women comprised the majority of workers at the four poultry processing plants where Helping Hand targets its activities.

Today, poor Mexicans and Central Americans occupy most of those.

Latinos are coming to North Carolina not only from south of the border, but from southern states like Texas and Florida. Brooke says businesses in need of cheap labor are sending recruiters to those states and bringing Latinos back to North Carolina. The result is a flow of new, needy clients nonprofits serving the poor.

"If you are coming here because you are desperate for a job and you have five kids back in Mexico that you are sending money to, you are willing to put up with a lot, and a lot of your problems doubtless are going to come from the fact that you are being exploited," she says. "Employment and working conditions are inevitably going to be a problem for Latinos in North Carolina."

Brooke sees a serious problem among the nonprofits serving Latinos in North Carolina. She says many nonprofits provide services that treat the symptoms of poor living and working conditions, but few want to challenge the cause of those prob-



During the 1980s, many Latinos found jobs in North Carolina's construction industry.

Photo by Robert Miller

lems because they view the issues as too political.

### QUE TAL, Y'ALL

The arrival of many Latinos was practically invisible in the beginning. Migrant workers toiled in the fields, picking tobacco and fruit. They lived in camps and usually were seen only by the farmers and nearby residents. But as their numbers grew in the 1980s and the economy of North Carolina expanded, many migrant workers saw opportunities in the state's urban centers, grabbing jobs at the bottom rung of many industries, roofing and framing new homes, washing dishes and flipping hamburgers.

At the same time, many Latin American countries experienced

bouts of hyper-inflation and wrenching economic contractions. A stream of educated middle- and upper-middle class Latinos also made their way to North Carolina, attracted by its reputation for good universities and high-tech industries.

Now, their presence is undeniable. Officials estimate that the Latino population in North Carolina is around 150,000, with an additional 50,000 passing through the state each year as migrant workers.

### SOCIAL SERVICES

For a long time, the Lutheran, Catholic and Episcopal faiths in North Carolina have been at the forefront of providing services for

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#### United Way forums eye government cuts

A series of recent seminars sponsored by the United Way of North Carolina was designed to help nonprofits prepare for expected cut-backs in state and federal funds for social services.

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### FOUNDATIONS

#### Public libraries offer resources

Foundation grants are helping nonprofit resource centers in public libraries in central and western North Carolina make information on nonprofit management more accessible.

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### VOLUNTEERS

#### Volunteer families help kids in need

A Cary nonprofit helps troubled families and kids find solutions to their problems without getting caught up in bureaucracy.

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### CORPORATE GIVING

#### Group promotes public school partnerships

The formation of NC Partners comes after a year-long look at how nonprofits, schools, community groups and businesses can work together to improve public schools.

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### FUND RAISING

#### Loaned executives United Way mainstay

Thanks to its flexibility and increasing sophistication, the United Way's loaned executive program stands in good stead in a tight business climate.

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