

# Philanthropy Journal

OF NORTH CAROLINA

## A Tar Heel model Wilmington getting teen health center

With a recent major grant and another pending, a community coalition in Wilmington is nearing its goal of opening a free-standing health clinic for teens. The new center will be patterned on a successful program in Charlotte.

By MERRILL WOLF

### Wilmington

Just five months after its first board meeting, a proposed teen health center in Wilmington is about to have a growth spurt.

In March, organizers of the clinic incorporated as the New Hanover Adolescent Health Care Center - announced a \$225,000 grant from the Charlotte-based Duke Endowment. The grant from the \$1.6 billion-asset foundation is the first installment of a

### YOUTH

projected three-year gift of \$550,000. The center is also one of only 19 projects nationwide being considered for funding by the Robert Wood Johnson Foundation, based in Princeton, N.J., under its Local Initiative Funding Partners program. The program encourages innovative, collaborative approaches to improving access to basic health-care services.

In late March, after narrowing down the original field of 250 applicants, foundation officials visited the Wilmington planning team, which includes representatives of 19 public and private youth-serving agencies. A final decision on the team's request for a three-year, \$455,000 grant is expected later this spring.

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President Clinton visited Charlotte's Teen Health Connection last August, calling it an example of "what is right with America." In Wilmington a community-wide coalition is planning a similar clinic.

Photo courtesy of Teen Health Connection

## Messenger of change South Carolinian leads United Way

The new board chairman of the United Way of America believes local affiliates must confront the tough issues. She also believes in angels.

By SEAN BAILEY

### Hilton Head, S.C.

To begin to understand how the United Way of America is changing, just look at the new chairman of its board of governors.

Her name is Paula Harper Bethea and she brings a bouquet of firsts to what is probably one of the nation's top volunteer posts.

She is the first woman ever to direct the United Way's board of governors. At 43, she is the youngest ever to hold that job. And as a business developer for a Hilton Head law firm, she is the first chairman not to head a Fortune 500 company.

Her background represents a clear departure from past United Way traditions and helps reinforce her message.

"When I get up and talk about change that must be made for us to survive and prosper over the long term, when I talk about making change, my friends, I represent that change and I take that seriously."

Like it or not, Bethea will be traveling the countryside this year, visiting local affiliates and delivering her message of change: It includes these points:

- Donors who give through workplace campaigns must be given the freedom to choose which charity will receive their money.

- Local affiliates must move beyond the traditional role of raising money and distributing it and become more involved with working within



Paula Bethea

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## Linking up Funders urged to back Internet access

By SEAN BAILEY

Foundations in North Carolina should make it their goal to see that nonprofits are connected to the Internet and not left behind in the telecommunications revolution, the governor's top policy adviser says.

"I think the foundations in this state need to get the nonprofits connected," says Jane Smith Patterson, adviser to Gov. Jim Hunt on budget, policy and technology and a board member of the Z. Smith Reynolds Foundation. "They should take this on as a goal for the 21st Century."

Patterson made her comments to the second meeting of the Nonprofit Users Group, a group examining technology issues for the nonprofit sector. The group was established to support the North Carolina Information Highway.

Nonprofits play an important role

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## More job seekers migrating to nonprofit sector

Corporate downsizing and government cutbacks have created more interest in the nonprofit sector as a locus for new jobs and careers.

By BARBARA SOLOW

When Allen Mast told his colleagues at a large Charlotte law firm that he was leaving to pursue a career in the nonprofit sector, the reactions were mixed.

"The older lawyers thought I was a complete fool," says Mast, who is executive director of the North Carolina State Bar's Interest on Lawyers Trust Accounts program. "But the younger lawyers were unbelievably envious."

Despite a reduction in pay, Mast says he is much happier in his new position as head of a nonprofit program that generates about \$2.5 million a year for organizations that provide legal services to the poor.

"At the law firm, I was working very, very hard," Mast says. "I never had time to think or to plan. Here, I'm working hard but I also have the luxury of looking ahead and really tak-



Allen Mast

### CAREERS

ing time to have meaningful conversations with people about the work that we do. I'm really happy about the decision that I made, not only because I have a great lifestyle relative to what I used to, but because everything I do helps other people."

A commitment to helping has always been part of the attraction of nonprofit work. Now, as corporate downsizing and government cutbacks have made jobs in other sectors appear less secure, experts say interest in the sector is growing for practical reasons as well.

"We have had a lot more people coming to our center as potential job-seekers," says Trish Lester, assistant director of the North Carolina Center for Nonprofits in Raleigh. "We were especially aware of it in the last year or so, as corporations began to downsize and people were being given the opportunity to retire early."

Elizabeth Curtiss Smith, director of executive search for The Sheridan Group in Arlington, Va., also has seen growing interest in nonprofit careers among lawyers, accountants and former government workers.

"A lot of people are taking a look at industries and trying to find out where they can hang their hat where there's not going to be a lot of downsizing," she says. "I also think people are starting to take a look at quality-of-life issues. The nonprofit area is

one where, to some degree, you can have a better quality of life."

The difference in pace played a big part in convincing Evon Smith to make the switch from her job in corporate banking to her current position as Triangle mortgage loan officer for the Durham-based Center for Community Self-Help.

"Corporations are requiring so much more out of people," she says. "In my old job, I was not able to volunteer the way I used to."

"Here, nobody is breathing over my shoulder," Smith says. "If my daughter wakes up and notices a red bird, I can sit there and take the time to talk to her about it. It's those important moments that I felt like I was missing in corporate, where you have to be in your seat at 8:30 a.m., even if you have nothing to do."

Susan Snyder had been working in a large accounting firm as an office manager until her position was cut because of a corporate merger.

"At about the same time, I had been asked to come on the board of The Women's Center in Raleigh," says Snyder, who is now business manager for the nonprofit North Carolina Community Land Trustees in Durham. "I became enthralled with the workings of nonprofits."

Her nonprofit job requires more of a team approach than did her past experience in the for-profit sector.

"In the corporate sector, you pret-

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