

Philanthropy Journal

OF NORTH CAROLINA

Linking up Hospitals boost community outreach

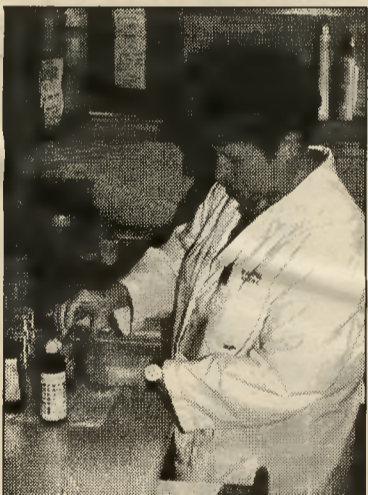
In response to rapid changes in the health-care field and more competition for donors, many nonprofit hospitals are forming foundations to help support their work and link them more closely to their communities.

By BARBARA SOLOW

When party-goers got off the bus at Wake Medical Center in Raleigh, they were greeted by signs that read, "You've Arrived at Ocean Drive."

In the lobby, staff members dressed as lifeguards and swimmers tossed beach balls in the air or lounged in comfortable beach chairs.

The staging was part of a special fundraiser for the hospital's newly-established foundation, which had chosen as its inaugural project the opening of a pediatric emergency department.



Hospital foundations in Asheville worked together to secure a grant for a health clinic run by the Asheville/Buncombe Christian Ministries.

Photo courtesy of St. Joseph's Hospital Foundation

In 1995, during its first year of operation, the Wake Medical Center Foundation raised \$250,000 toward the \$1.9 million emergency department and launched a community education campaign that brought 1,000 area residents through the hospital

Look for **HOSPITALS**, page 9

Expanding the base

Competition grows for individual dollars

With government funding and corporate giving declining, North Carolina nonprofits are turning more to individuals for money to meet growing community needs.

By BARBARA SOLOW

Individual giving is this year's buzzword among nonprofit fundraisers in North Carolina.

Although contributions from individuals have always made up the largest piece of the charitable fundraising pie, proposed cutbacks in state and federal dollars and a slackening in corporate giving have led to a greater emphasis on private donors.

Some nonprofits have been successful in increasing funds from individuals.

FUNDRAISING

viduals.

"Individual giving is going like gangbusters," says Robert Bush, director of United Arts of Raleigh and Wake County - which has seen individual giving rise by 33 percent since 1990, mostly through workplace campaigns.

"I think people have gotten the message that government money is being slashed and there is some responsibility for them to pick up that slack."

Others - particularly nonprofits that are involved in community organizing or training - are struggling to keep up.

"The whole notion of social change is being replaced by social services," says Stan Holt, develop-

ment director for the Kannapolis-based Piedmont Peace Project. "Organizations like ours that focus on social change are really beginning to compete with social services [groups] whose funds are being cut."

Many foundation leaders are reporting a rise in the number of grant applications from nonprofits in response to expected reductions in funds from other sources.

"We've received the heaviest numbers of proposals we've ever had," says Dan Gray, executive director of

I think all of us know that private sources can't pick up all that the federal government has done. It's just going to make it even more competitive for those seeking funds.

Dan Gray,
Executive Director,
Cannon Foundation

the Concord-based Cannon Foundation. "I think all of us know that private sources can't pick up all that the federal government has done. It's just going to make it even more competitive for those seeking funds." The increasing flow of grant requests also reflects a growing need for nonprofit services, funders say.

"I feel that in Asheville especially, recurring problems in the areas of education and at-risk students - and at-risk elements in the society at large - are particu-

risk students - and at-risk elements in the society at large - are particu-

Look for **DOLLARS**, page 13

Preserving the legacy

Volunteers monitor Neuse

Throughout the Neuse River basin citizens are volunteering their time on the water, in the air and on land to rescue one of North America's most threatened waterways from excessive pollution.

By VIDA FOUBISTER

New Bern

It's 11 a.m. on a Saturday and 15 people have gathered at a small house in downtown New Bern - the office of the Neuse River Foundation.

They've given up a beautiful, sunny morning to learn about volunteer opportunities with the Foundation's Research Committee.

The stereotypical image of grassroots environmentalists does little to reflect the diversity of this group. They represent a broad cross-section of North Carolinians from Oriental to Raleigh who have come together for one reason only: They feel a tie to the Neuse River and want to be a part of the effort to save its waters from pollution.

"When it doesn't have the algae, the dead fish, it is a beautiful, exciting river," says Grace Evans, a long-time volunteer with the foundation who has lived near either the origin or mouth of the Neuse over the past 47 years.

The foundation was formed in 1980 and has depended on donated energy ever since. More than 150 volunteers work to educate the public, research water-quality problems and



Volunteers with the Neuse River Foundation have been serving as pollution watchdogs for the Neuse River, now on a list of endangered U.S. waterways.

Photo courtesy of Neuse River Foundation

serve as watchdogs for the Neuse.

"That's what makes us great and gives use the ability to achieve what we do," says Mary Ann Harrison, who has served as the group's president since the fall of 1994. "We do function on a level that most professional organizations do with a paid staff."

Harrison herself puts in about 60 hours a week as the foundation's volunteer leader. She says the river, which beckoned her to the area eight years ago, keeps her inspired.

Out on the Neuse with Harrison and Rick Dove, the Neuse River Keeper, their love for the river is much clearer than its waters.

"The river, she's beautiful out here, but she sure is needy," Dove

says.

The Neuse River originates northwest of Durham, at the point where the Eno and Flat rivers come together. From there it feeds into Falls Lake

ENVIRONMENT

reservoir, Raleigh's drinking water supply. The reservoir was created after the U.S. Army Corps of Engineers finished construction of the Falls Lake dam in 1983.

Below Raleigh, the river regains its natural features and begins winding its way towards the coast, rarely

Look for **NEUSE**, page 15

Citizens' process

United Way to manage Bryan funds

In an unusual move, a local United Way affiliate will manage grants for a private foundation.

By MERRILL WOLF

Greensboro

The United Way of Greater Greensboro has reached an agreement with the Joseph M. Bryan Foundation for Greater Greensboro to manage the allocation of grants in health and human services for the foundation.

The funding agency is also close to completing a similar arrangement with another grantmaking organization, says Neil Belenky, the United Way's president. The two agreements will involve a total of about \$400,000 a year, he says.

The United Way of Greater Greensboro allocated more than \$11 million to 37 member agencies and other organizations in 1996.

The Joseph M. Bryan Foundation for Greater Greensboro was created several years before the death of

Look for **BRYAN**, page 27

- Corporate Giving.....12
- Foundations.....6
- Fund Raising.....14
- Grants & Gifts20
- In June20
- Job Opportunities24
- Nonprofits.....4
- Opinion10
- People.....21
- Professional Services...22
- Volunteers.....8

North Carolina FUND RAISING

Special report

North Carolina is rich in fundraising resources and awash in fundraising campaigns. The state is home to 14,000 charitable nonprofits, including 850 foundations with \$4.8 billion in assets, as well as a wealth of community-minded corporations, individuals and development professionals.

Stories in this special issue on fundraising include:

- Giving on rise. Page 7
- Women in philanthropy. Page 8
- Corporate charity. Page 12
- Fundraising resources. Page 14
- Auto dealer charity. Page 12
- Capital campaign survey. Pages 16,17