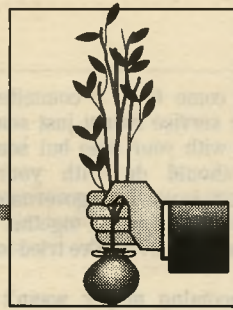


Corporate Giving



Giving to schools

The BellSouth Foundation has awarded \$2 million to 21 schools, universities and community groups in the southeast for school reform efforts.

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Company support for community relations rises

Corporate America views community relations as a growing and important part of company activities, according to a survey by the Boston-based Center for Corporate Community Relations.

By SEAN BAILEY

A new survey of corporate professionals indicates that support for

community relations rose slightly in 1995 among U.S. businesses.

The poll, conducted by the Center for Corporate Community Relations at Boston College, indicates that corporate support for involvement with communities is continuing to rise.

"It seems to us that community relations seems to have solidified its place among corporate America," says Steven Rochlin, research manager at the center.

The center conducted a study of 190 community relations professionals who attended the center's professional development programs in 1995. Most surveyed indicated that corporate support for community relations had increased slightly over the past year. None surveyed indicated that support for community relations had decreased or remained the same, and none indicated that their support for community relations was

up greatly or up sharply.

Over the last 15 years, Rochlin says, more and more U.S. corporations have taken steps to develop community relations activities as the benefit of such activities has become more apparent. More than 53 percent of the companies included in the survey say that community relations is part of their corporate strategic plan.

"More firms are seeing the direct value-added that community rela-

tions can provide firms in their quest to become an employer of choice," says Rochlin.

The increase in community relations support is consistent with a 5 percent increase in corporate giving for the same period, according to the most recent figures in Giving USA.

When it comes to measuring the performance of corporate managers,

Look for SURVEY, page 15

Sprint to enlist retirees as volunteers

A competitive phone service market means Sprint needs to pay attention to business while staying active in the community.

By SEAN BAILEY

Wake Forest

Faced with rising competition and deregulation in the phone service market, Sprint is adjusting how it works with nonprofits.

MARKETING

Sprint, the third-largest phone company in the state, intends to keep its commitments to education, children, health and senior citizens. But it's looking for new ways to assist the many nonprofits that approach it for assistance in 70 Tar Heel counties.

Jan Dempster, director of corporate communications for Sprint Mid-Atlantic Telecom, says the company

will enlist the help of a corps of Sprint retirees to work with local nonprofits.

The retired volunteers will fill a function normally carried out by Sprint's local community relations managers. Dempster says those managers now need to concentrate on Sprint's business operation.

"We have activated our retirees and they are going to help us in our community-based events and let the community relations managers help

Look for SPRINT, page 13

Corporate notebook

By BARBARA SOLOW

Crunching the numbers

Corporate giving was up overall last year, but down as a percentage of company pre-tax income.

Giving by U.S. corporations rose by 7.5 percent in 1995 to \$7.4 billion, according to "Giving USA 1996," the annual survey by the American Association of Fund Raising Counsel's Trust for Philanthropy.

That amount was 1.2 percent of pre-tax income, compared to 1.3 percent of company income in 1994.

Corporate gifts to charity represented 5.1 percent of total giving, which reached \$143.85 billion in 1995. Most corporate dollars went to education (33.5 percent) and health and human services (25.3 percent).

The "Giving USA" survey has become a trusted resource for researchers, policymakers and nonprofit leaders. But because the giving figures are estimates, they are revised each year as new data comes in - sometimes by billions of dollars.

In fact, the estimates for corporate giving in 1994 were revised upwards to include giving by growing U.S. service industries. Originally, "Giving USA" had reported only a 1 percent increase in corporate giving in 1994, but that was revised to show that companies actually gave 10 percent more than in 1993.

Copies of this year's survey are available for \$49.95 plus shipping and handling. Call (800) 462-2372.

has led media workshops for the Boston-based center.

At the California gathering, participants shared experiences in dealing with the media and revealed a number of misconceptions about how to handle reporters, Fleming says.

"Many people seem to feel that if they don't make a comment, the press is not going to run a story. But that's far away from the truth. My own thoughts are that if you can't comment at one time, be honest with the press and develop some statement that you can comment on. If you miss the first deadline, keep working."

To reach the center call (617) 552-4545 or on the World Wide Web, go to: http://www.bc.edu/bc_org/avp/acav/p/cccr/

Dangerous giving habits

Do corporations often give to charities that are working against their business interests?

A new book published by The Capital Research Center in Washington says, "yes."

In "Patterns of Corporate Philanthropy: Giving in the Clinton Era," authors Austin Fulk and Stuart Nolan assert that many corporations are giving to causes that clash with their company philosophy.

For example, Atlantic Richfield and Chevron give to the National Audubon Society, the book says. The nonprofit group opposes exploration for oil in Alaska's Arctic National Wildlife Refuge - an area the two oil companies would like to develop.

Another example is Exxon's \$5,000-a-year donation to the Environmental Law Institute. The institute helped develop the legal case against Exxon after the Valdez oil spill in Alaska.

Despite the small amounts of the gifts involved, the authors say such practices work against the philanthropic goals of many companies.

The Capital Research Center is at (202) 393-2600.

Workshop focuses on media relations

The biggest concern corporate giving officials have about working with the media is "how do we do it?" says Phillip Fleming, director of community projects for Carolina Power & Light Co. in Raleigh.

Fleming, a former newspaper and television reporter, hosted a workshop on the topic at a recent California conference sponsored by the Center for Corporate Community Relations. This is the second time he



Pete and Roena Kulynych donated their Wilkesboro home to Bowman Gray/Baptist Hospital Medical Center.



A neighborly gift

Retired Lowe's chief donates home

Bowman Gray/Baptist Hospital in Winston-Salem is getting a Wilkesboro home as an unrestricted gift.

By ASHLEY PEAY

Wilkesboro

Over the years, Pete Kulynych and his wife, Roena, have made numerous gifts to the Bowman Gray/Baptist Hospital Medical Center in Winston-

Salem.

Now, the couple is giving the medical center its home in the Forest Hills neighborhood of Wilkesboro.

The couple will continue to live in the house for up to 10 years, but can opt to turn it over to the medical center at any time during that period.

The gift is not restricted, and the medical center may use it for any purpose, including selling it for cash.

Kulynych, the foundation director and retired chairman of the board of

Lowe's Companies, says the gift was a practical one based on his growing sense of mortality.

"What prompted me to give the house is simple," he says. "I'm 75 years old and don't want my wife to be left with the house should I precede her."

What's more, he says, he's in a high tax bracket, and making a planned gift of his house was a logical

Look for LOWE'S, page 13

BRIEFLY

Business groups to address AIDS

The National AIDS Fund is holding a forum prior to the opening of this month's International AIDS Conference in Vancouver. The forum is designed to educate business leaders about the economic impact of the AIDS pandemic, including rising health insurance costs, lower employee

productivity and devastation among global trading partners where the virus is spreading. The Washington-based National AIDS Fund recently merged with the National Leadership Coalition on AIDS - a group that had focused on AIDS prevention in the workplace. Call (202) 408-4848.

Partnership saves river data station

A cost-sharing agreement between Alcoa/Yadkin Inc. and Carolina Power & Light Co. in Raleigh has reopened a water quality research station on the Yadkin River. The two companies will pay for costs of operating the station, which had been closed because of federal cutbacks.

Allstate invests in Durham YMCA

Allstate Insurance Co. of Illinois has invested \$9 million in a proposed new downtown YMCA community center in Durham. Allstate bought bonds from the YMCA, which is planning to begin building a new facility this month on a three-acre site donated by the city and county.

UNC-Charlotte receives \$3 million

Irwin Belk, retired executive of Belk Stores Group, has donated \$3 million to the University of North Carolina at Charlotte for endowed chairs in health promotion, kinesiology and biology and to support athletic scholarships. The scholarship fund is named in honor of Belk's wife, Carol Grotnes Belk.

Black achievers fund begins

The Garner Road Family YMCA in Raleigh has kicked off its annual Black Achievers Program campaign with a goal of \$56,000. The program provides mentoring for more than 100 black teenagers, and scholarships for graduating seniors.