

Philanthropy Journal

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To tell the truth Candid grantwriting a tough challenge

Nonprofits and foundations may be more forthright than they used to be in discussing grant proposals and follow-up reports, but getting the two sides to speak frankly remains difficult.

By SEAN BAILEY

When Michael Hooker started his fundraising career as a professor of philosophy, he discovered that puffery, deception and exaggeration were the accepted norms for the world of grantwriting and grant-

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reporting. After years of observing a culture that supported such overstatement, Hooker - now chancellor at the University of North Carolina at Chapel Hill - offered this frank admission in a 1987 academic article: "I have often been troubled by my own moral standards in dealing with foundations. In nearly every instance, the proposals that I have written have contained an element of exaggeration - a heightening of the importance of the project I was proposing and of the

capacity of my institution to carry it out. My end-of-grant follow-up reports have almost always contained exaggerated claims for the project's success." Hooker's article describes a condition in grantwriting that many believe not only still exists, but is even more exacerbated in the heated climate of increased competition for



Michael Hooker

grant dollars. "I think he hit the nail on the head," says Sandra Mikush, assistant director at the Mary Reynolds Babcock Foundation in Winston-Salem. She and others in North Carolina became acquainted with Hooker's ideas after copies of his article were distributed at Philanthropy '96, the annual statewide conference for nonprofits that is sponsored by the *Philanthropy Journal*. In the article, published in the journal *Social Philosophy & Public Policy*, Hooker says grantseekers Look for **GRANTWRITING**, page 21

Shift in giving Tar Heel funders gain strength

The number of foundations in the state has grown, as have their assets and grant dollars, but shifts are occurring in the types of programs those dollars support, according to a new foundation directory published by Capital Consortium.

By TODD COHEN

North Carolina foundations have multiplied and increased their assets and grants in recent years, but they also have begun to shift the focus of their giving, according to a new directory of the state's foundations. The state now has 865 foundations that control \$4.99 billion in assets and hand out \$261.9 million in grants, according to the 1996 edition of North Carolina Giving. The directory, to be published this month by Raleigh fundraising consultant Capital Consortium, is based on 1994 data. The previous edition of the directory, which was based on 1991 data, reported that the state had 749 foundations that controlled \$4.09 billion in assets and handed out \$222.5 million in grants. Education continues to receive more foundation dollars than any other category, 42 percent, but that percentage has declined from 46 percent in 1991. Look for **DIRECTORY**, page 21

Hometown pride Greensboro nonprofits coming together

Greensboro draws its strength from a fierce sense of independence, but collaboration is beginning to sprout.

By MERRILL WOLF

Greensboro With a population approaching 200,000, Greensboro is the largest city in central North Carolina's Triad region, which also is anchored by Winston-Salem and High Point. But talk to people who live here, and you'll find little sense of regional identity, despite attempts by local governments and business leaders to encourage it. Even the idea of driving half-an-hour to Winston-Salem in Forsyth County for dinner is considered a little extreme. Instead, you'll hear Greensboro residents express a deep-rooted

SENSE OF PLACE

hometown pride that can be so fierce as to make even county-wide unity an elusive goal. The city's rivalry with nearby High Point - a city of about 75,000 whose reputation as an international furniture center matches Greensboro's for textiles - has lost little vigor over the years. Some say it gets in the way of addressing social problems in Guilford County. "It feels like a county with two county seats," says Steve Sumerford, manager of Greensboro's Glenwood Branch Library and creator of its Nonprofit Resource Center. Sumerford notes that Greensboro - the county seat - and High Point have separate municipal library systems and that the two cities' school systems merged with the county's Look for **GREENSBORO**, page 22



Greensboro nonprofits are just beginning to develop a sense of regional identity and an understanding of the importance of collaboration.

Arts appreciation NEA forum targets dwindling public support

Charlotte was chosen as one of seven venues for the "American Canvas" program, designed to help revive the energy of the arts community after years of lessening public involvement.

By STEPHANIE GREER

Charlotte It was a day-long pep rally for the arts. On July 18, Charlotte's Blumenthal Performing Arts Center

hosted one of seven nationwide National Endowment for the Arts "American Canvas" community forums. The forums, which consist of two panel discussions, will lay the groundwork for an action plan to increase America's lagging community involvement in the arts. The crowd of more than 300 people sporadically broke into approving hoots and applause as NEA Chairman Jane Alexander and other speakers emphasized the need for increased arts funding, community participation and integration of the

arts into public school curriculum. But the forum was more than a vehicle for the NEA to receive feedback. For Charlotte, it meant recognition and a chance to show off the commitment to the arts that has propelled the city's downtown



Jane Alexander

growth. The forum also stood as a reminder that Americans these days don't recognize how many ways the arts affect them. Congress cut NEA funding by 40 percent in 1996. Conservatives in Congress aim eventually to eliminate all public funding for the organization. U.S. Sen. John Horn of Mississippi, who was a panel member, said he was upset that political pressure on the arts community made the forum necessary. "This attack on the arts is the first

sign of tyranny, of despotism," he said. Alexander, panel speakers and members of the audience got generous audience responses to their exhortations to both federal and local governments to make support for the arts a top priority. "In the past few years, public funding for the arts has experienced a decline, and we are entering a new phase of funding for the arts," Alexander said. "There is no one per- Look for **NEA FORUM**, page 13

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Connections.....3 Grants & Gifts16 In August.....16 Job Opportunities20 Opinion10 People.....17 Professional Services...18	Flap unresolved over state NAACP A decision on who will lead the North Carolina NAACP is not likely before October.	Durham family creates foundation The Fox Family Foundation was established in 1991 by Frances Hill Fox to continue a family tradition of giving to education, health care and the arts.	Benson resident creates kids' home This fall, retired elementary school teacher Hazel Sorrell will open her Johnston County home to neglected and abused children.	Report eyes corporate duty The Hitachi Foundation has published a report offering corporations concrete steps to help improve the quality of life for their employees and communities.	Arts study fuels marketing plans The Triangle arts community is using a recent \$40,000 study to formulate new marketing plans it hopes will grab the attention of new audiences.
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