

# Philanthropy Journal

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OF NORTH CAROLINA

Rising confidence

## United Way focuses on bigger gifts, new donors

Most North Carolina United Way affiliates are upping their campaign goals this year. Their self-assurance reflects a relatively stable state economy and fundraising strategies aimed at attracting new donors.

By BARBARA SOLOW

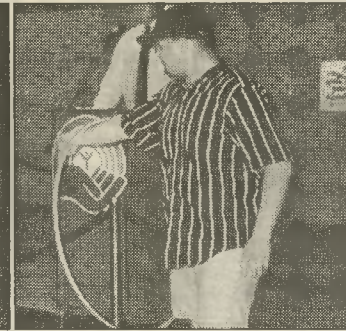
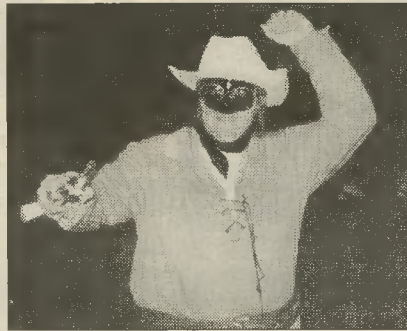
North Carolina United Way affiliates are heading into this fall's fund drives with more confidence than they have shown in the past few years.

### FUNDRAISING

A combination of a generally steady economic climate and rising community needs has led many affiliates to set higher fundraising targets.

A September survey by the United Way of North Carolina showed that many of the state's 73 United Way affiliates were planning increases in their 1996 campaign goals (see chart, page 22). For those planning increases, goals will rise by an average of 4.5 percent over last year.

The survey showed 81 percent of



Supporters of the Randolph County United Way took part in a 1950s campaign kickoff event that featured everything from hoola hoops to bobby sox.

the 32 local affiliates that had reported campaign goals when the *Journal* went to press were raising their goals, while 15 percent of those had lowered their fundraising targets.

State United Way affiliates raised a total of \$106.6 million last year - an increase of about 4 percent over the \$102.2 million raised during the previous year's campaigns.

### NEW DONORS

In addition to setting higher goals, many North Carolina United Way affiliates are launching new fundrais-

Look for UNITED WAY, page 21

Making choices

## North Carolina Zoo shifts program focus

Under Executive Director David Jones, the North Carolina Zoological Park is putting on hold the construction of exhibits for additional continents and directing its energy to developing interactive resources and a hotel and convention complex.

By KATHERINE NOBLE

### Asheboro

In 1973, the North Carolina Zoological Park set out to build the world's largest zoo, displaying the wildlife, flora and fauna of the earth's continents on a 1,443-acre site in rural Randolph County.

Bigger was better in the zoo when the Africa exhibit was built, and it was still better when construction began on North America in the 1980s.

But with the opening this summer of the final North American exhibits, making Asheboro home to one of the world's largest zoos, bigger isn't better anymore.

### ENVIRONMENT

David Jones, the zoo's executive director, says he knows what is better.

His vision includes an Earth Resources Center full of interactive technology and a high-tech IMAX theater, and an environmentally friendly hotel and convention center designed to be especially attractive for meetings focused on agriculture, natural resources and the environment.

The mission of the Earth Resources Center will be to teach the public about the diversity of Earth's natural resources, how this diversity has evolved and the impact that people have on that diversity, says Jones. He hopes the center will challenge its visitors to do their part to save the environment.

"If we are going to keep that diversity, then you, the onlooker, have some choices to make in the coming years," says Jones, who has headed the zoo since 1994.

"Now sit down, in our center, and

see if you can meet that challenge."

The hotel and convention center will be designed as models of how to build and maintain such facilities without harming the environment, says Jones, and will be part of the total perception and message of a trip to the zoo.

"We know that people at the moment do not see natural resources stewardship as a critical part of their lives," says Jones. "Our job is to show everybody the connection between them and the rest of the world."

Educating the public about plant and animal species preservation is the moral reason for not building the remaining four continents. The



N.C. Zoo Director David Jones wants to make the facility a center for environmental learning.

practical reason is money.

The original concept for the zoo anticipated total costs of less than what already has been spent just to build the North America and Africa exhibits. And this year, zoo officials asked state lawmakers for \$800,000 to refurbish and upgrade Africa.

But the zoo isn't asking lawmakers for money to build the Earth Resources Center, or the hotel and

convention center, and planners say the new facilities will allow the zoo to pay for more of its own operating expenses.

Look for ZOO, page 7

Nonprofit models

## Planned Parenthood affiliates to combine

Two Planned Parenthood chapters in North Carolina are planning a merger, echoing a growing national trend as the organization tries to keep up with changes in health care.

By STEPHANIE GREER

Planned Parenthood affiliates in Charlotte and the Triad have begun to prepare for a merger, with leaders hoping a larger organization will allow for more efficient service delivery and increased fundraising power.

The boards of both affiliates have approved a preliminary resolution of intent to merge by Jan. 1, 1997. A final vote on the merger is expected this fall.

### MERGERS

The proposed merger reflects a growing national trend among Planned Parenthood affiliates seeking the best ways to cope with competition for private funding, a declining patient base and rising insurance costs.

"It's something that is almost inevitable, whether it happens now or five years from now," says Ellen Olson, who since February has been serving as executive director for both

Look for PARENTHOOD, page 9

Pocket change

## Solicitors keep most dollars they raise

Donors may not be aware that professional solicitors may keep as much money as they want from funds they raise for charities.

By STEPHANIE GREER

Charitable funds raised in the last two years by professional solicitors in North Carolina have increased by

### REGULATION

nearly half - but solicitors still keep for themselves more than 60 cents of every dollar they raise, a state report says.

In 1995-96, soliciting companies raised more than \$100 million, up from approximately \$68 million two years earlier. State law sets no limit on how much solicitors may keep

from the money they raise. In 1996, charities received only about \$35.8 million of the \$100 million raised by solicitors.

The report, a summary of professional solicitor activity between May 1, 1995, and April 30, 1996, also shows that 57 soliciting companies are operating now, up from 47 two years ago.

More charities - mostly small, local nonprofits like Jaycees clubs

and volunteer fire departments - are getting money from solicitors. But the solicitors are getting most of the money raised on behalf of charities.

In many cases, says Lionel Randolph, chief of the state solicitation and licensing division, donors may not realize that solicitors pocket most of the dollars they raise for

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A Greensboro woman - galvanized by an attack on her son - is heading up a national nonprofit that wants to root out media violence.

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### FOUNDATIONS

#### Foundations fund right-wing politics

Conservative foundations are few in number, but their dollars have a big impact on politics, a new study says.

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### VOLUNTEERS

#### Internet a tool to recruit volunteers

North Carolina nonprofits say the Internet can be a means to boost volunteer recruitment. First, however, more organizations need to go online.

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### CORPORATE GIVING

#### Corporations eye charitable giving

A national study shows giving by U.S. companies has grown little since the 1980s. A corporate giving official at Sara Lee Corp. in Winston-Salem responds.

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### FULL

#### Jackie Onassis legacy lives on

Estate planning by the late Jackie Onassis shows just how effective philanthropy can be for both giver and receiver.

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