

Technology notebook

By SEAN BAILEY

Nonprofit presence grows online

The number of nonprofits getting on the Internet jumped dramatically in the last year, according to a survey by Network Wizards, a Silicon Valley-based computer and communications company.

The semi-annual survey, compiled by Network Wizards' founder, Mark Lottor, showed that nonprofit domain host names - those nonprofits whose email or World Wide Web address ends in ".org" - grew to 327,148, up from 201,905 in July 1995. That's an increase of 125,243, or more than 2,400 a week.

The survey is an inexact estimate of Internet growth and actual numbers are probably higher. For technical reasons, Lottor's survey was unable to reach 27 percent of the potential domains that might host additional nonprofit organizations.

The decentralized nature of the Internet makes it difficult to get exact statistics about how many organizations are on the Internet. For example, some nonprofits may have homepages or email through commercial providers and would not be counted as nonprofits in the domain name survey.

Other familiar domains are ".com" (commercial), ".edu" (education), ".mil" (military), ".gov" (government), and ".net." (networks). Nonprofits could also exist under other domain names that end in the initials of a nation, such as ".us".

A full archive of Network Wizard's Domain Name Surveys can be found at: <http://nw.com/>

Internet demographics

The Nielsen Media Research firm produced a survey in August that showed that the number of Americans and Canadians who logged on to the Internet in the last year had increased by 70 percent. The survey also found that increasingly, the Internet is becoming a resource used by a large cross-section of the nation and is not a place largely populated by computer professionals. Computer professionals make up only about 11 percent of users, according to the survey, down from 23 percent a year ago. The percentage of male users dropped to 60 percent, down from 67 percent.

BELLSOUTH

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school year.

The remainder of the company's donation includes a Lucent Technology gift of 560 wiring kits for North Carolina schools. Each kit wires up to six classrooms. BellSouth employees will also volunteer to help classrooms "get wired," and the BellSouth Foundation will make grants of \$50,000 to schools for computer-based learning and \$10,000 to ExplorNet Inc., the nonprofit entity that organized the state's NetDay initiative.

"A business, an entity, a foundation - any of those could provide money to a school, but that's like: Give a person a fish, and they'll eat. Teach them how to fish and they'll eat

GLAXO

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• Tiniki White, 20, of Raleigh. Grew up in an abusive home in a city housing project, assuming the role of parent for her four siblings while in high school.

She is now working toward a degree in physical therapy at Winston-Salem State University.

Nonprofit Internet conference

An Internet conference designed for nonprofits is scheduled for October 15 in Washington. The conference will offer a variety of sessions designed both for the beginner and the experienced Internet user.

The conference, organized by Access.Point, will feature three tracks of sessions and an awards ceremony for nonprofits using the World Wide Web.

For information, contact Robbin Zeff at: (703)-516-9091 (robbin@zef.com). Web site: <http://www.zeff.com/nonprofitsonline96.htm>.

Consultants online

In a recent online article about nonprofit sites on the Internet, Bob Curley of "Join Together Online," makes a good point about Web sites of private consultants. Yes, they are trying to sell you something. But these sites often offer good, free information about fundraising and other matters.

Such sites often include samples of the work the consultant has completed for clients, including case statements, solicitation letters, feasibility studies and other useful information that can help an organization evaluate its current situation.

Curley's article can be found at: <http://www.jointogether.org>.

Corporate foundation listserv

One listserv mail discussion that discusses issues relating to the corporate-giving corner of the nonprofit world is CFRNET-L.

To join, send an email message to: listserv@gibbs.oit.unc.edu. In the body of the message, put: subscribe CFRNET-L first name last name.

Users group eyes video-conferencing

In August, the users group held a demonstration meeting with 40 participants in five locations throughout the state. For information, contact Terry Grunwald: (919) 856-2176 (hn1006@handsnet.org).

forever," Spicer says.

The contribution to the Oct. 26 NetDay closely follows the September introduction of BellSouth's newest commercial service - Internet access. The telecommunications company began offering Internet services Sept. 1 in selected marketing regions, including the Charlotte and Raleigh areas. Spicer says that by Oct. 26, BellSouth will be offering Internet service in 10 major U.S. markets.

BellSouth, Spicer says, is the largest corporate contributor to NetDay '96. The corporation already was planning a computer education initiative when it became aware of preliminary NetDay plans.

Had the state mounted an initiative of NetDay's scope, the cost to taxpayers would have been \$2,800 per classroom, according to a BellSouth news release.

• Sheila Williams, 40, of Raleigh. A single mother of five, she overcame the burden of substance abuse and incarceration to receive her graduate equivalency degree and regain custody of her children.

She is a student at Wake Technical Community College and plans to transfer to NCSU to complete a degree in psychology. Her goal is to work with teenage drug abusers.

CORPORATIONS

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merge your company, everybody wants to keep their job. You run into that when you merge nonprofits, too."

Charitable giving practices of corporations and foundations have not always encouraged efficient management practices in the nonprofit sector, Young says.

"There's so much focus now on programmatic funding," she says. "That's all well and good but somehow, you've also got to keep the lights on and the heat and air conditioning running."

"I serve on enough boards of nonprofits to watch them do dumb things like write a proposal for a new program even though it's not in their mission area but because they have to get more money, I think sometimes our funding patterns create situations like that."

What would Young like to see nonprofits doing to attract more corporate dollars?

"What they need to do is look at their own organizations and be more

creative in how they are run," she says. "They need to understand that most corporations have been, are and will be going through their own restructuring - and that means downsizing."

Because of those changes, corporate giving officials are not going to have much sympathy for hard-luck stories from nonprofits, Young says.

"When I'm sitting here working 16-hour days, that's not what's going to sell me. What we're looking for are

health and human services (27 percent).

• The rate of company giving fell to 107 percent in the 1980s from 187 percent in the 1970s.

• In 1993, there were 1,051 U.S. company-sponsored foundations that gave \$1.5 billion in grants - a 1.4 percent increase from the previous year. Contributions made by company foundations have not kept pace with inflation for several years since 1989.

creative projects that make a difference in the community and maximize the available resources."

Young will be speaking about trends in corporate giving to members of the Triad chapter of the National Society of Fund Raising Executives on Oct. 29. For information, call (910) 722-2371.

For copies of the "Nonprofit Almanac," call Jossey-Bass publishers at (415) 433-1740.

CULBRETH

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\$10,000 and above...Anything above \$50,000 goes to a charitable giving committee of the board of directors.

JOURNAL: Has that structure always been in place or is it new for the company?

CULBRETH: We changed management in March of 1993 and, in the latter part of 1993 we basically went in a new direction. Previously, [charitable giving] had been done by a contributions committee of about three people. Prior to my taking responsibility for charitable giving, it was done by the legal department. So without any training or background, all of a sudden, all the records moved down from legal to my office. My secretary and I just did a crash course [in corporate giving] and it's worked out very well.

JOURNAL: How much does the company give away each year?

CULBRETH: This year it's \$1.7 million. Going into each year, we would like to have at least 50 percent of the monies allocated for that year available for allocation. For example, we might make a grant for \$30,000 - which would be \$10,000 a year over a three-year period. If we had a \$1.7 million budget for 1997, we probably would not have \$1.7 million to allocate because of commitments from previous years. We also have about a

\$30,000 matching gift program for employees, retirees and our agents. We give a maximum of \$2,500 annually [to nonprofits supported by employees].

JOURNAL: Do you also support time off for employees to volunteer?

CULBRETH: We tried to institute a time matching program, where if a group of employees band together to do some charitable work, we might make a contribution. That has not been formalized. It hasn't worked very well. We've got to do a lot of raking of the chaff to make it work.

JOURNAL: Do you expect Jefferson-Pilot's giving budget to increase?

CULBRETH: I can only comment on what the company has done in the past. I know that three years ago, our giving was \$1.5 million. Now that's up to \$1.7 million. I see no reason why that shouldn't continue - but you never know.

JOURNAL: What have you learned in your work with corporate philanthropy?

CULBRETH: I didn't realize going in that there were so many nonprofits out there. It's been really interesting. One of my concerns is that quite often, we get more than one request from a nonprofit. For example, they want to start a capital fund campaign and maybe the chairman of the campaign would send us a request for a grant and maybe the executive director would, too. It some-

times looked like the right hand didn't know what the left hand was doing. There are a lot of things we haven't been able to do because the money is just not there. There surely is a definite need out there [for corporate contributions to nonprofits].

JOURNAL: What advice will you give your successor?

CULBRETH: Allocate as much time as you can to this. It could almost be a full-time situation. There were some things I wish I could have done better. But time just didn't permit.

JOURNAL: What are your plans for your retirement? Will you still be involved in philanthropy?

CULBRETH: My wife retired three years ago from the school system...I'm looking forward to a time when we can volunteer together. One thing I'd love to do - we're not too far from the North Carolina Zoo in Asheboro. I like animals and children. And I would love, maybe one or two days a week, to volunteer as a docent at the zoo... I've always felt that in handling charitable giving for a company, I was making life better for people - even though the money is not mine, the final decision [on grants] is not mine. The 31 years I've been with Jefferson-Pilot has been a time when the community has been giving to me. It's time for me to start giving back.

Jordan gives \$1 million to UNC-CH

Basketball superstar Michael Jordan has pledged \$1 million to the University of North Carolina at Chapel Hill for an Institute for Families at the School of Social Work.

Jordan's donation is the largest gift by an athlete alumnus to UNC-CH. His family will attend a ceremony next month at the school for the institute bearing their name.

The goal of the new institute is to study the problems facing families, touching on issues ranging from poverty to teen pregnancy.

"We really see the institute as an umbrella under which experts from different campuses can come together and bring together their brainpower to shed light on how we can strengthen families," said School of Social Work Dean Richard Edwards.

The General Assembly recently appropriated \$150,000 for start-up costs for the new institute, which plans to rely mainly on private funds for its operations.

The

NORTH CAROLINA PLANNED GIVING COUNCIL

announces

"The Art of Planned Giving: Understanding Donors and the Culture of Giving"

presented by

Douglas E. White

Mr. White is Chair of the National Committee on Planned Giving's Philanthropic Awareness Committee and a member of NCPG board of directors. He will discuss philosophy and practice, donor relations and management.

Friday, November 8

The Women's Club of Raleigh

10:45 a.m. - 12:00

Presentation by Douglas White

12:00 - 2:00

Luncheon and Presentation of Philanthropic Recognition Award

Cost: \$20 NC Planned Giving Council Members
\$50 Non-members

Reservations required. Please telephone Sandra Shell, Wachovia Bank, (910) 732-5289 or mail to PO Box 3099, Winston-Salem, NC 27150.