

# Corporate Giving

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## Raising awareness 'New beginnings' for abused women

Jim and Agnes Goldston, owners of Goldston's Building Supply in Raleigh, teamed up with a nonprofit leader to help create New Beginnings, an organization dedicated to helping battered women put their lives back together.

By STEPHANIE GREER

Raleigh

Jim and Agnes Goldston were financial contributors to the Raleigh Rescue Mission when they met Maxine White.

The Goldstons, owners of Goldston's Building Supply in Raleigh, say they always had felt a need to minister to the needs of women and children. But the more involved they got with the mission - which serves people in crisis - the



Jim and Agnes Goldston and Maxine White are helping abused women stand on their own.

Photo by Stephanie Greer

more they saw a need for an organization dedicated solely to women and children.

White, then director of women's services at the mission, felt the same way. She and the Goldstons took their dreams to heart, and in January, White resigned from the mission and opened New Beginnings - an organi-

zation dedicated to helping abused women and their children move out of abusive homes and into independent living situations.

The Goldstons provide 90 percent of the \$13,000-a-month budget for the Raleigh-based nonprofit. They contribute to the organization through corporate and individual donations, including a gift of real estate and contributions managed by the North Carolina Community

Foundation.

About 85 percent of New Beginnings' monthly budget goes to client services, while the rest is used for administration, White says.

New Beginnings serves 10 clients a month, providing rent for apart-

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## 'Neutral zone' Midnight basketball in Triangle

By TODD COHEN

Jimmy Black, a former basketball standout at the University of North Carolina at Chapel Hill, has been named commissioner of Triangle Nightflight, the region's new midnight basketball league.

The league will begin next summer with 16 teams playing at area YMCAs three nights a week. Corporate volunteers will serve as mentors to players, and concessions at games will be owned and operated by high school students in the Durham Scholars Program, a college

outreach and retention program.

The league has been organized by Jim Johnson, director of the Urban Investment Strategies Center at the Kenan Institute of Private Enterprise at UNC-CH. It is modeled on leagues in Milwaukee and other cities that aim to keep young men off the streets at night and steer them toward good jobs.

In Milwaukee, for example, the crime rate in target neighborhoods fell 30 percent.

"The theme is creating a neutral zone for young men," says Johnson.

A member of the Tar Heels' 1982

national championship team, Black

has been an assistant college coach for 12 years at St. Joseph's University in Philadelphia, The University of South Carolina and Notre Dame University. He recently became an investment trainee in the Durham office of Memphis brokerage Morgan



Jim Johnson

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## Kicking off Colleges prepare campaign

The United Negro College Fund is gearing up to raise money for its six member schools in North Carolina.

By TODD COHEN

The College Fund/UNCF, also known as the United Negro College Fund, has set a goal of \$1.3 million that it hopes to raise in North Carolina for its 1996-97 campaign.

The state campaign is part of a national effort that includes the annual Lou Rawls Parade of Stars telethon to be aired January 11. The

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national campaign has a goal of \$68.6 million. The 1995-96 campaign raised more than \$63 million.

The North Carolina portion of the campaign will be raised through local fundraising, including the telethon.

Seventy-five percent of funds raised in North Carolina remain in the state. Overall, the six North Carolina schools that are members of the fund typically receive as much 10 times the amount raised in the state during the campaign. In the 1995-96

campaign, for example, the fund raised more than \$1.2 million, in North Carolina and returned more than \$12 million to the state.

In addition to funds raised in North Carolina, dollars returned to the state are generated nationally through the telethon and private contributions.

The fund's six schools in North Carolina are Barber-Scotia College in Concord; Bennett College in Greensboro; Johnson C. Smith University in Charlotte; Livingstone

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### BRIEFLY

#### Correction

In a story in the October issue about Jefferson-Pilot Corp. in Greensboro, the Journal gave incorrect figures for the company's program of matching gifts to nonprofits supported by employees. The company spends \$300,000 a year on the program, with a maximum of \$2,500 to each nonprofit.

#### Nationsbank backs cyberspace security

NationsBank is joining the National Consumers League's efforts to ensure the safety and security of online commerce. The bank has given \$100,000 to support the league's Internet Fraud Watch program, which monitors Internet consumer fraud. Call (800) 867-7060 or visit <http://www.fraud.org>

#### Bell Atlantic sponsors kids' wishes

Bell Atlantic Communications is a sponsor for the Make-A-Wish Foundation of Eastern North Carolina. The company gave \$10,000 to the foundation, which grants wishes to seriously ill children and has pledged in-kind services and support activities.

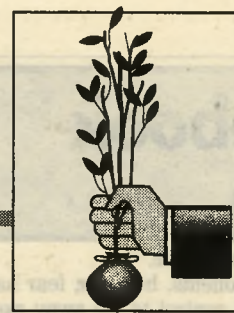
#### Corporate sponsorship for arts eyed

Corporate sponsorships among arts groups rose from \$245 million in 1994 to \$277 million in 1995, according to IEG Inc., a Chicago-based events sponsorship company. That support has become more widely sought as government funding for the arts and donations from private foundations are shrinking. On the other hand,

a recent study by the New York-based Business Committee for the Arts expects a 6 percent drop-off this year in corporate support for the arts. The report was based on a survey of the group's members. It attributed the drop-off to ongoing corporate restructuring which has resulted in shrinking contributions budgets.

#### Students receive Glaxo scholarships

Forty-six female science students from 24 N.C. colleges have been inducted into the Women in Science Scholars program funded by The Glaxo Wellcome Foundation. Begun in 1993, the program supports scientific studies by undergraduates by combining scholarships with a mentoring program.



Just saying no

The Center for Corporate Community Relations reports that two-thirds of U.S. public relations firms surveyed refuse tobacco company accounts.

NOVEMBER 1996

## Technology notebook

By SEAN BAILEY

### Study looks at role of 'circuit riders'

Many foundations and nonprofit organizations are beginning to struggle to find ways to bring nonprofits the technological expertise they need to make effective use of the ongoing information revolution.

A new report by the W. Alton Jones Foundation and the Telecommunications Cooperative Network sheds new light on this problem.

The study, "Circuit Riders: Pioneers in Non-Profit Networking," looks at how technical assistance circuit-riders were used to bring technology help to nonprofits working on low- and zero-emission vehicle projects. The issue is a funding priority of the foundation.

A copy of the report may be obtained at <http://www.wajones.org/circuit.html>

You also may request a printed copy by completing a form at the Web site or by email: Send a message with your name and address to: [circuit@wajones.org](mailto:circuit@wajones.org).

### Pinpointing U.S. Nonprofits

The Internet Nonprofit Center has linked its the IRS nonprofit database at its Web site with a U.S. map program. You can find a nonprofit by going to the Center's Nonprofit Locator, located in the Web site's Gallery section. Cliff Landesman, the center's director, says that with a few clicks of the mouse, you can see a street level map pinpointing any nonprofit in their database. Visit the site at: <http://www.nonprofits.org>

### IDS moves software firm to South

Institutional Data Systems, a provider of accounting software for nonprofits, has joined the many software and technology companies now calling North Carolina home. IDS has moved its headquarters from New York to Cary, N.C., near Research Triangle Park.

IDS' Nonprofit Software is specifically designed for nonprofits to handle their accounting needs and is used by nearly 500 nonprofits throughout the U.S. For information, contact Jim Scarano, IDS president, at 800-322-4371. E-mail: [sales@idsnonprofits.com](mailto:sales@idsnonprofits.com). World Wide Web: <http://www.idsnonprofits.com>

### Fundraising on the Internet

Strathmoor Press has released a new title called, "Fundraising on the Internet: Recruiting and Renewing Donors Online," edited by Mal Warwick, Nick Allen and Michael Stein.

"The Internet won't replace traditional fundraising methods, but it will play an increasing role in the fundraising strategies of many organizations," Warwick says.

The book's publisher says the title is the first to give practical information about using email, the Internet and online technologies for finding and keeping donors.

Some examples include the American Civil Liberties Union, which raised \$18,000 in its first month on the Web. The book costs \$24.95 and can be ordered by email at: [info@strathmoor.com](mailto:info@strathmoor.com). Or call the publisher's toll free number: (800) 217-7377.

### Over the electronic transom

Looking to move your nonprofit's backoffice computer operation to India? If so, you'd join the ranks of Microsoft and other major corporations that find the vast pool of college educated and computer literate workforce in India attractive and affordable.

According to Christopher Rego of Bombay, the Independent Initiative is a project designed to link Western nonprofits with the Indian workforce to provide tasks that can be completed totally over the Internet, such as sorting and responding to email.

Rego says the project will follow the model already established by Microsoft, which he says has a 200-person help desk in Bangalore, known as India's "Silicon Valley." Rego proposes that nonprofits could do the same.

"We are interested in setting up an email response center that will cater to the needs of charitable institutions in the West. We plan to locate the unit in a 'backward' area so as to give employment to people there. All employees will have excellent English language skills and a hold a bachelor's degree or better," he says by email.

He suggests that with starting wages of \$2.50 an hour, nonprofits could hire someone to come in four hours a day to sort email and send replies, at about \$60 a week. This would include all overhead. Rego says a pilot project is being set up and Western nonprofits are invited to participate with no financial obligation. He can be reached at [BOMAAB65@giasbm01.vsnl.net.in](mailto:BOMAAB65@giasbm01.vsnl.net.in)

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