



Offsetting federal cuts

## Native Americans face funding challenges

In the wake of federal cutbacks, Native American tribes and organizations are looking to private grantmakers to help with funding needs.

BY ASHLEY PEAY

Of the 11,000 Cherokee Indians living on the Qualla boundary reservation in the mountains of western North Carolina, 68 percent live in poverty.

And the poverty rate among the Cherokee is three times the rate among North Carolina's white population, according to a study by Teresa Sweeney of Duke University's Great Smokey Mountains Study Mental Health Project.

### FUND RAISING

And recent cutbacks in federal funding simply make it tougher to ease the poverty of Native Americans living in the state.

Last year, federal money to the national Indian Education Program was cut by \$30 million, and the cutbacks have created a major challenge for tribes and organizations working with the government, says Greg Richardson of the state Commission of Indian Affairs in Raleigh.

In the past, Native American groups have received most of their financial assistance from the government, but now they are looking to private foundations for resources, he says.



Improving education for children is a focus of programs for which Native Americans are seeking funding.

Photo by Elaine Westport

Susie Jones, community development planner for the Eastern band of Cherokee Indians, says Native American organizations have a lot of work to do to be successful fundraisers.

"When asking foundations to help fund projects, the major challenge is assessing the organization and overcoming a lack of knowledge about what these groups fund," says Jones who has written grant proposals for the Cherokee tribe for more than four years.

Native American groups face the twin challenges of identifying possible funding sources and educating funders about Native American needs. And while less than 1 percent

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## Signing off WUNC campaign nears end

BY STEPHANIE GREER

Chapel Hill

A capital campaign that began in 1987 for public radio station WUNC-FM is about to cross the finish line - far short of its initial goal.

An anonymous gift of \$300,000 to \$400,000 will cap the 10-year effort and allow WUNC to build a new facility to house the station, says Bill Davis, the station's manager.

Construction is expected to begin in 1997 on a 7,500-square-foot facility that will cost an estimated \$1.2 million. The new building will replace the station's cramped quarters in the basement of Swain Hall on the campus of the University of North Carolina at Chapel Hill.

After a successful grassroots campaign that generated small contributions, the station found it tough to raise large leadership gifts, says Davis. As a result, the campaign in the past four to five years adopted a "low-key, low-visibility approach" that has taken it out of the limelight, he says.

In fact, says Ron Strom, the campaign manager, the campaign has in the past five years consisted only of efforts by him, Davis and the development office at UNC-CH to solicit a

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## Internal matters Firm faces staff unrest

John Bennett, president and founder of Raleigh fundraising consultant Capital Consortium, is dealing with employee morale problems. Clients say they are satisfied with the firm's services.

BY TODD COHEN

Raleigh

Capital Consortium in Raleigh, one of North Carolina's largest fundraising firms, was the scene of a workplace melodrama last month that resulted in the loss of three employees and raised questions about the firm's internal operations.



John Bennett

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Clients, employees and former employees say the firm does a good job of fundraising. But some say privately that the management style of John Bennett, Capital Consortium's founder and president, has created concerns about working conditions and their impact on clients.

The flurry of activity last month began with an overseas phone call to Bennett from Mary Moss, the director of development at Ravenscroft School in Raleigh. Moss had begun working half-time at Capital Consortium only a few days earlier and planned to sign a contract to head the firm's consulting division in the new position of director of campaigns.

But after less than a week on the job, Moss phoned Bennett in the Netherlands, where he was vacationing, to tell him she had decided to return full time to her job at

Ravenscroft.

Moss says she told Bennett she had concluded the Capital Consortium job would require too much time away from her family. She declines to comment further.

But Bennett says Moss also told him "there are some staff issues that need to be addressed, some morale problems and people feeling over-worked."

Several days later, after interrupting his vacation and returning to Raleigh, Bennett met with Capital Consortium's staff to talk about their concerns. He says he also offered a month's severance pay and a reference letter to anyone who wanted to leave. Only two employees took the offer, both members of the support staff.

Bennett says employee concerns included long hours and lack of full health benefits. He says employees are expected to work long hours

because "we're there to service our clients."

And he says the firm's employee benefits package is generous.

"The company is stronger today than it ever has been," he says, referring to revenues, client base and client satisfaction.

Bennett's staff agrees. Several days after the staff meeting, a letter signed by 13 staff was hand-delivered to the *Philanthropy Journal*. The letter, which a senior staff member says was written without Bennett's involvement, says the staff is "a satisfied staff and enjoy our work."

"It is understood at Capital Consortium that the client always comes first," the letter says. "Because we place the clients first it sometimes puts additional pressures on staff, often resulting in long work hours to complete the job. We recognized this

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A new face

## Smart Start hires development director

Gerry Cobb began work Oct. 7 as chief fundraiser for the North Carolina Partnership for Children - the organization that coordinates Smart Start programs throughout the state.

Cobb, a native of Fayetteville, had been working as executive director of the American Council of Young Political Leaders, an international exchange group that conducts study

programs, conferences and seminars for rising political leaders from the U.S. and other countries.

A 1983 graduate of the University of North Carolina at Chapel Hill, she also has prior experience as a program coordinator for The Asia Foundation in San Francisco; an account representative for Raleigh-based Capital Consortium Inc.; and a program consultant with Early

Childhood Initiative in Raleigh.

State lawmakers last year imposed stricter fundraising requirements on Smart Start.

David Walker, executive director of the state Smart Start organization, says Cobb will be working with counsel from Capital Consortium to raise \$3.4 million in private money needed to secure future state funds for the program.

Cobb says she's excited about the chance to work with the program.

"I've been hearing and reading about Smart Start ever since it started," she says. "The North Carolina Partnership has a lot of support. People see the need for the program and are willing to support it with private dollars - particularly on the corporate level."

### BRIEFLY

#### State United Ways rank high in fundraising

North Carolina United Ways were among the national affiliates reporting the largest gains in fundraising last year. The United Way of Greater Greensboro - with an increase of 6.6 percent in fundraising - ranked 8th on a list of 10 United Ways reporting the largest percentage gains in the Metro 1 category. That category includes

affiliates raising at least \$9 million. In the Metro 2 category of affiliates raising \$3 to \$8 million, the United Way of Asheville/Buncombe ranked 8th in the nation, with a percentage increase of 7.4 percent over 1994-95. The *Chronicle of Philanthropy* surveyed 376 United Ways to come up with the rankings.

#### Food Lion founders give to seminary

Wilson and Evelyen Smith of Salisbury - two founders of the Food Lion chain - have donated \$1 million to The Lutheran Theological Southern Seminary in Columbia, S.C. The gift will help build and equip the Wilson L. Smith Family Village - a \$2.5 million townhouse.

#### Elon College receives \$3 million

Dalton McMichael, chairman of Mayo Yarns Inc. has given \$3 million to Elon College. The funds will be used to help build a new library and science center at the college, which McMichael's grandchildren attend.

#### Duke honors family for giving

A memorial honoring the Duke family for major contributions to Duke University was unveiled in October. The memorial, located in the Memorial Chapel, lists Doris Duke - daughter of university founder James B. Duke - as its first honoree. The carving was funded by the Mary Duke Biddle Foundation.

#### Exploris museum goal reaches \$6.6 million

A \$100,000 gift from the Duke Power Company Foundation has pushed the total for Exploris, a statewide global learning center in Raleigh, to \$6.6 million. The center, which is slated to open in 1988, must raise \$7.5 million by Dec. 31 in order to receive \$12 million in county funding.