

Philanthropy Journal

OF NORTH CAROLINA

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The new guard Alston lands top spot in state NAACP

After filling in as president since May 1996, Melvin 'Skip' Alston is elected to head the North Carolina Conference of Branches of the NAACP with 63 percent of the votes. It was the first challenged presidential race in the organization's history.

By LESLIE WAUGH

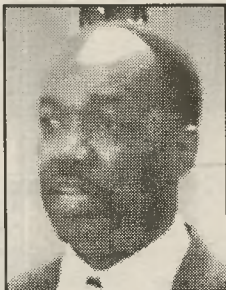
Raleigh

For the first time in nearly half a century, the state NAACP's presidential election was undecided before it was held.

But Melvin "Skip" Alston, who has been interim president of the state

conference of branches since May 1996, defeated his three opponents by a solid margin, collecting nearly two-thirds of the votes in the Nov. 1 contest.

This was the conference's first true presidential race since the late 1940s, when Kelly Alexander Sr., who helped found the conference, assumed the top spot that he held until his death in 1984. His son, Kelly Alexander Jr. of Charlotte, was not challenged as president for the next 12 years, until he resigned in 1996 amid allegations he



Melvin "Skip" Alston

misused NAACP money. Alston was named interim president after Alexander resigned and was appointed president last spring. Delegates representing 50,000 members from the state conference's 116 branches cast 188 votes for Alston. Runner-up Jesse Smith Jr., president of the Duplin County chapter, received 68 votes (23 percent); Curtis Gatewood, former Durham branch president, received 41 votes (14 percent). Terry Belk of Charlotte withdrew from the election, which took place on the last day of the

state conference's 54th annual convention, held Oct. 30 to Nov. 1 in Raleigh.

The theme of the conference was "NAACP: And Still We Rise." Myrlie Evers-Williams, national chairwoman of the National Association for the Advancement of Colored People and widow of slain civil rights leader Medgar Evers, delivered the keynote address. Gov. Jim Hunt also addressed association members.

Also elected were Valerie Woodard of Charlotte, first vice president; H.B. Pickett of Raleigh, second vice president; Mary Perry of Wendell, third vice president; Fred Yates of Winfall,

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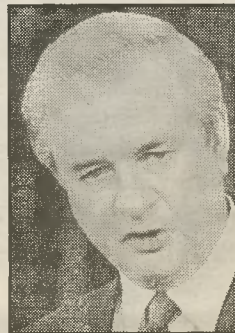
Funders group to advise governor

Gov. Jim Hunt says he wants ideas from funders — so funders are forming a group to advise him.

By TODD COHEN

A statewide funders group is being formed that will meet regularly with Gov. Jim Hunt to advise him on issues facing North Carolina's nonprofit sector.

The idea for the funders advisory group emerged at the 1997 North Carolina Funders Summit, which was held Oct. 30 in



Gov. Jim Hunt

Raleigh and brought together foundation and corporate giving officials, as well as leaders of state government.

Several speakers at the summit, which was sponsored by the Philanthropy Journal, suggested that collaboration among funders and state government might be improved through better communication.

During a question-and-answer session with Hunt after he delivered the luncheon address at the summit, William Friday, executive director of the William R. Kenan Jr. Charitable Trust in Chapel Hill and former president of the University of North Carolina system, asked the governor if it would help him to have an advisory group representing the state's foundations and corporate funders.

"Why don't we get that set up on a more regular basis," Hunt said.

Later, during the summit's closing session, Friday proposed that Tom Lambeth, executive director of the Z. Smith Reynolds Foundation in Winston-Salem, assemble a group of funders to advise Hunt on a regular basis. Funders voted unanimously to ask Lambeth to set up an advisory group, and Lambeth agreed he would.

Details on the makeup, schedule and goals of the advisory group still

Look for FUNDERS, page 5

Creating opportunities Nonprofits to get 1 billion free Web ads

Public service ads for national nonprofits will run on highly trafficked Web sites under an agreement between the Advertising Council and the Internet Advertising Bureau.

By SEAN BAILEY

Nonprofit organizations will receive an estimated 1 billion free advertisements on the World Wide Web under a program launched in November by the Advertising Council and the Internet Advertising Bureau.

The advertising banners will appear over the next year on many of the Web's busiest sites, including those of search engines and media companies.

"This is a huge breakthrough," says Donna Feiner, senior vice-president of media at the Advertising Council.

She estimates the program represents a 10-fold increase over current Advertising Council advertising on the Web. The ads will make up as much as 5 percent of available ad space at some of the participating media Web sites, such as ESPN Sports Zone, Microsoft and C-Net.

Feinner says the Internet public service announcements will be effective because the Web surfer actually takes the initiative to retrieve more

Look for ADS, page 7

Getting on board by getting online Lack of equipment, expertise greatest barriers to Web use

The computer industry has revolutionized the way the world does business — but what about nonprofits? Are they getting left behind? A new survey finds that although they've got some catching up to do, nonprofits are enthusiastic about Internet technologies.

By KELLY PRELIPP LOJK

A recent survey by the National Council of Nonprofit Associations shows that fewer than half of the responding nonprofits have hopped on the Internet bandwagon — but many more hope to soon.

The national survey finds that while technologies such as faxes and printers are common tools, many nonprofit still do not — but

would like to — use newer technologies such as e-mail and the World Wide Web.

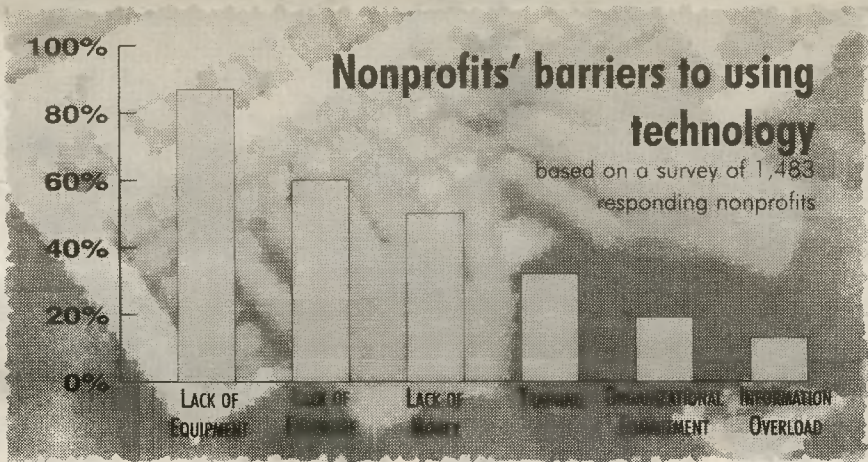
Forty-five percent of responding nonprofits said they use e-mail, while 37 percent said they have not, but would like to. Thirty-one percent of the respondents indicated they use the World Wide Web, and 41 percent said they have not, but would like to.

When asked to identify the most significant factors limiting their access to communications technology, respondents said the

greatest barriers were inadequate or nonexistent computer equipment, lack of expertise and lack of funding.

The national survey, based on mailed responses from almost 1,500 nonprofit organizations, provides insight into nonprofits' use of and desire to use new communications technologies to do their jobs more effectively. The council's report also includes information from focus groups throughout the U.S., including one in North Carolina. The sur-

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Two new reports call for more progressive reforms in moving people from welfare to work.

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Hitting all the shots
In four years, a foundation created by the late NCSU basketball coach Jim Valvano has given away more than 25 grants of \$100,000 or more to fund research and promote awareness of cancer.

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Gold mine of consultants
They have decades of experience working in the upper echelons of major corporations and academic institutions. For a modest fee, they are available to nonprofits.

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Turning change into water
Orange County residents can round up their water and sewer bills to the next dollar and donate the difference to charity.

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Striving for excellence
Elon College, North Carolina's largest private college, begins a four-year, \$40 million capital campaign.

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