

# Philanthropy Journal

OF NORTH CAROLINA

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Economy driving philanthropy

## Charitable giving in U.S. grows to \$143 billion

*Giving USA 1998, an annual report on who's giving charitable dollars and who's getting them, credits a strong economy and philanthropic leadership with a 7.5 percent increase in charitable giving.*

By TODD COHEN

Spurred by a booming economy, charitable giving in the U.S. grew \$10 billion in 1997 to \$143.46 billion.

Giving increased across the board, with individuals, foundations, corporations and bequests all contributing more, the New York-based AAFRC Trust for Philanthropy says in Giving USA 1998, its annual report

on charitable giving.

Giving to nonprofit groups grew in every field of interest but the arts, culture and the humanities, and giving there varied widely, with many groups showing increases.

"The economy is in absolutely the best shape it's been in decades," says Ann Kaplan, editor of Giving USA.

And giving was helped by the examples set by philanthropists like Ted Turner and George Soros, who announced huge gifts, as well as by the disclosure by Charles Feeney that he had given \$600 million over the previous 15 years by two offshore foundations that make anonymous contributions.

Individuals gave the most, contributing just over three of every four dollars to charity, and religion received the most, nearly half of all charitable dollars.

Here are some of the report's other findings:

- Giving by living individuals grew 6.8 percent (4.4 percent adjusted for inflation) to \$109.26 billion and accounted for 76.2 percent of all giving.

- Coupled with an increase of nearly 7 percent in 1996, individual giving in the two-year period was at its highest since before the 1990-91 recession.

- Foundation giving was up 11.4 percent (8.9 percent inflation-adjust-

### FOCUS EDITION: FUNDRAISING

- Fundraising turns to major gifts programs Page 14
- Gardner-Webb exceeds goal one year early Page 14
- Raise money with online auctions Page 15
- Funding the performing arts Page 15

ed) to \$13.37 billion and accounted for 9.3 percent of total giving. Foundation giving is expected to keep growing as long as the economy keeps expanding, the report says.

- Giving by corporations and corporate foundations grew 7.5 percent

(5.1 percent inflation-adjusted) to \$8.2 billion and accounted for 5.7 percent of total giving.

- Corporate giving represented only 1.1 percent of pretax corporate

Look for GIVING, page 15

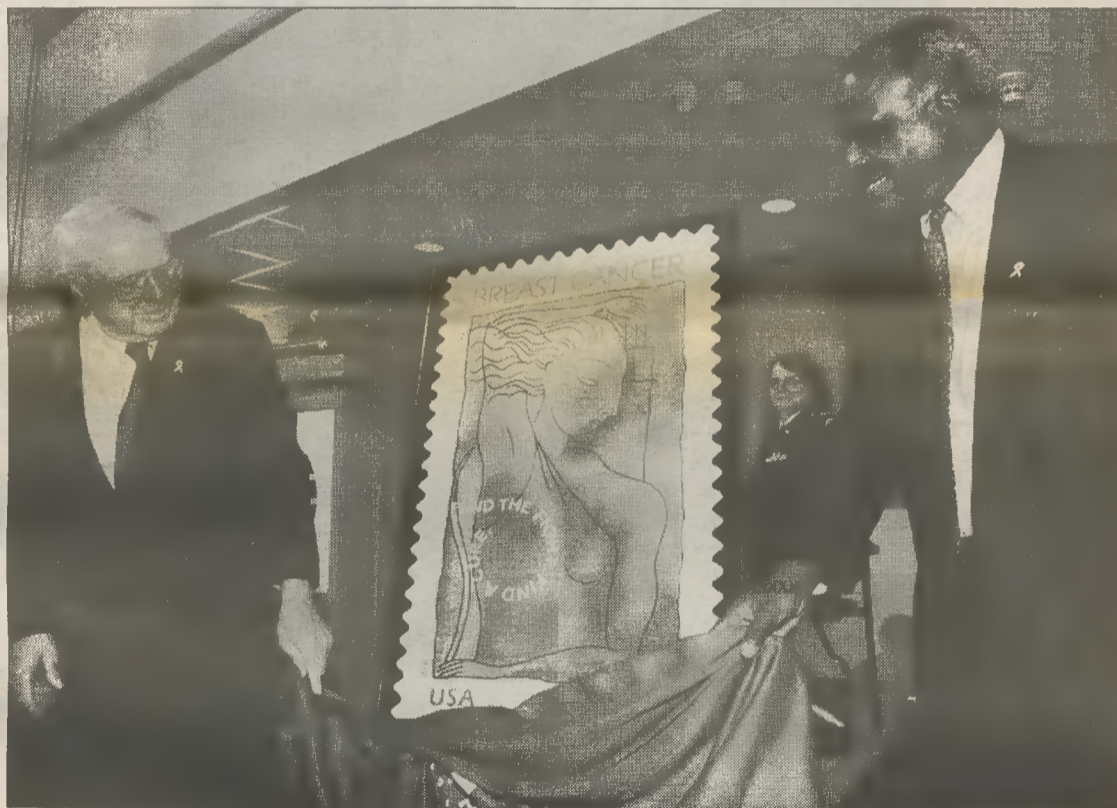
### First fundraising stamp unveiled

The first stamp in U.S. history to raise money for a cause was unveiled in dual-coast ceremonies in May.

Proceeds from the sale of the first-class stamp will go towards funding breast cancer research.

Sen. Lauch Faircloth (R - NC) and Robert McLain, Chapel Hill postmaster (right), revealed the design of the new semipostal in an East Coast ceremony at the University of North Carolina's Lineberger Comprehensive Cancer Center on May 11.

The stamp will go on sale across the country in August.



Dan Sears, UNC-Chapel Hill

### State lawmakers approve bill on Blue Cross

Some consider the legislation to be a model that addresses concerns surrounding the conversion of nonprofit health insurers to for-profit status.

By MICHAEL R. HOBBS

A road map for the possible conversion of Blue Cross and Blue Shield of North Carolina has been laid out by the General Assembly.

Legislators in May adopted a measure that specifies how Blue Cross could convert to for-profit status if it chose to do so. Such a conversion could lead to establishment of a charitable foundation that could be among the largest in the U.S.

Passage of the legislation came after months of debate over the possible fate of the value built up within Blue Cross, which was established during the Great Depression to provide health insurance to North Carolinians.

"I believe this will protect the interests of the insurance company," Sen. Tony Rand, D-Cumberland, told the Senate as it prepared to vote on the measure. "I believe this will protect the interests of the people of North Carolina."

The Senate voted 42-1 to pass the bill, with Sen. Robert Shaw, R-Guilford, casting the lone dissent. The House voted 78-27 to approve the measure after almost an hour of discussion.

At press time, Gov. Jim Hunt had not signed the legislation and had made no announcement on when he

Look for BLUE CROSS, page 7

The dream lives on

### Work on establishing performing arts center continues

Despite the death of project visionary Terry Sanford, work on the proposed North Carolina Performing Arts Institute is moving ahead, organizers say.

By JOAN ALFORD

Work continues on laying the foundations for a world-class per-

forming arts institute in Research Triangle Park, organizers of the effort say.

Following the April death of project visionary Terry Sanford, project leaders have begun considering which sites may be suitable for the facility.

"We were invigorated by Gov. Sanford at our last meeting together [in February]," says Mary D.B.T.

Semans, chair of the Duke Endowment and long-time friend of Sanford and a leader of the institute initiative.

"He had a list of things he wanted to do and this was a top priority," Semans said. "He realized we could keep on, full speed ahead."

Semans says everyone on the executive committee remains upbeat even though they must continue with-

out Sanford.

"We want to do it for his sake," she said.

The facility, which is proposed for the Research Triangle Park area, would be a statewide center for the arts, and include as many as three theaters, rehearsal halls and classrooms.

To honor Sanford, his family set

Look for CENTER, page 13

#### INSIDE

- Grants & Gifts .....22
- In June .....23
- Opinion .....10
- People.....23
- Professional Services..24

#### NONPROFITS

**Postage to go up**  
Fundraisers are likely to feel the pinch of increased postal rates.

■ Page 4

#### FOUNDATIONS

**Promoting new philanthropy**  
Southeastern Council of Foundations has recrafted its strategic plan to expand services for members throughout the region.

■ Page 6

#### VOLUNTEERS

**Boost volunteerism**  
A suggested tax incentive could encourage people to volunteer, says an investment adviser.

■ Page 8

#### CORPORATE GIVING

**Combined forces**  
The 1995 merger of pharmaceutical giants Glaxo Inc. and Burroughs Wellcome Co. has resulted in greater overall community support.

■ Page 12

#### FUNDRAISING

**Giving more**  
United Way's Alexis de Tocqueville Society, that asks donors for contributions of at least \$10,000, raised \$220 million last year.

■ Page 14