

## Winn-Dixie Foundations donate over \$95,000 to education and charity

At its Good Citizenship Luncheon held December 6 at Holiday Inn Woodlawn, the Davis Family Foundation and Winn-Dixie Stores Foundation donated \$95,000 to 34 local charitable and educational organizations within the grocery chain's Charlotte division operating boundaries of North Carolina, South Carolina, and Tennessee.

Each year a variety of worthy organizations benefit from the monies pooled by the various Winn-Dixie and Davis Foundations for disbursement to as many different charities as possible. It is the intent of the foundations to distribute the funds as evenly as possible and not always to the same agencies every year.

In addition, Winn-Dixie encourages its employees to give generously to charitable organizations and educational institutions by matching their eligible gifts dollar for dollar under a Matching Grants Program administered by

the Winn-Dixie Stores Foundation. In 1990, employee and foundation gifts under the program totaled almost \$80,000.

"Being a good corporate citizen is just as much a part of our program as is being a leader in our industry," said Bob Tripp, Winn-Dixie Division Manager.

"The purpose of today's luncheon was to honor the 1991 recipients and to present each of them with a check. This is our way of showing our appreciation and thanking these organizations for all they've done for our community."

Winn-Dixie Stores Inc., America's Supermarket, home-based in Jacksonville, Florida, is over 60 years old and operates more than 1,200 stores in 13 states throughout the south and southwest.

Recipient from the Winston-Salem area was the Old Hickory Council. This organization received a \$3,000 contribution.



(Left to right) are B.B. Tripp, division manager - Winn-Dixie; Howard Wells, Lucien Rice, and T.E. McDonald, regional director - Winn-Dixie.

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Behind every fact and figure you see and hear about poverty and need there is a real human face. From the files of Crisis Control Ministry these faces emerge. Their names have been changed to protect their privacy. But their stories are real. You, who have given help to these people through your contributions to this Ministry, deserve to know how important your gifts are to the lives you have touched.

### PROFILES IN CRISIS

Mrs. Watson came in to request help with the liquid diet her father is on. He has Alzheimers, and she stays with him... leaving her own home so that he can spend his last days in his. She has very little relief time or help from other relatives. The Alzheimers program has arranged a sitter for her two hours a week so she can check on her own home and do some personal things.

His care costs more than the small Social Security check he receives. Mrs. Watson's father does not recognize her and at times even forgets to swallow while eating. I asked her if she had considered a nursing home, since she is having back problems from lifting him, and she said, "No! Never! He was such a wonderful and gentle father. My husband passed away when my two children were small, and he helped me raise them. I'll not let him down now."

We also decided not to let him down and agreed to fill his prescriptions here to free some of his money so they could afford to buy the liquid diet.

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CRISIS CONTROL MINISTRY

## Broker

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However, Robinson's job entails more than just recommending to his clients where and how to invest their money. It also involves educating his clients.

"I see my job as being not only a counselor and a consultant," he said, "but also an educator. Because I think once people are informed, they understand, and they begin to build long term portfolios."

Robinson also helps to inform the public by talking to local church and civic groups, schools and clubs, about financial and retirement planning, tax strategies and investments.

However, he said that the African-American community is still somewhat conservative when it comes to making the long-term investment commitments.

"In Winston-Salem, I'm seeing a lot more interest from some black leaders learning about the markets, forming investment clubs, just to learn and also to participate in mar-

kets. Still though, I think a vast majority of blacks in the area don't know a lot about investments," he said.

Robinson, himself, has already begun his financial planning for he and his wife Paula. And he says one day, possibly 10 to 15 years from now, he may invest in himself and start his own business. But for now, he is very happy with Dean Witter.

"I'm very young. As I continue to see growth among minority investments, and as I continue to build stronger client relationships, it would be interesting to have an organization that I maybe could develop and network with other companies and professionals. That possibly could be a long-term thought. It's always up there as a possibility," said Robinson.

For more information about financial planning or investments, contact Michael Robinson at Dean Witter Reynolds Inc. at 727-8933.

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