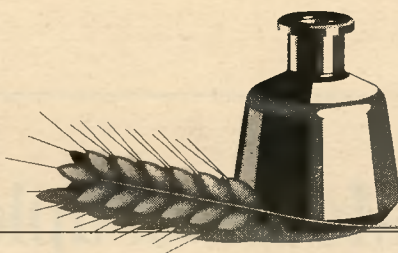


Opinion



Time to act

Communities have everything at stake in our children

If you haven't noticed, life is a horror for many of our children. Raised by people who themselves were robbed of their childhood, infants and youngsters today are cheated of health and security even before they are born. And once here, they are battered by violence, poverty and sickness. They grow up hungry, poorly educated, frightened and angry. The street — and its often violent ways — are their family and their home.

These children are America's future parents and workers. What kinds of children will they rear? And what kind of society will they build?

In the face of the crisis of America's children,

our leaders in Washington, in Raleigh and throughout our communities seem finally to be talking the right talk about children. Their message is that a community is a family, and every member of that family is responsible for its children.

Now, we all must learn to translate that talk into individual and collective acts that truly make life better for our children.

Smart Start, Gov. Jim Hunt's effort to ensure that children get a healthy boost in their earliest years, will succeed or fail on the ability of diverse elements within local communities to

pull together for their children.

Yet, already, there are mumbblings that territoriality threatens to stymie Smart Start even before it can begin to crawl.

Marian Wright Edelman, America's most passionate advocate for children, says that Smart Start can be a model for community teamwork on behalf of children. But she also warns that North Carolinians have a long way to go. Children in our state have more serious obstacles to overcome than in most other states. And Smart Start simply is the promise of community, a promise that will be delivered only when each

of us is willing to contribute and to work together.

There's no choice, really, because our children are our future. To make it a future we can live with, we're going to have to work together to build our communities. Community organizations and government bureaucrats must move beyond their preoccupation with who's in control and begin working together for children. Business and religious leaders must get more involved, and use their resources for children. And each of us must take the little steps and the large ones to create communities that care about children.

EDITORIAL

A noble task Development a tool of university advocacy

"Isn't it difficult to be always raising money?" This frequently encountered comment reflects the perception that university presidents spend their energies in the distasteful business of raising money.

In my experience as president of Wake Forest University, this notion is wholly mistaken. Having devoted considerable time to Wake Forest's successful Heritage and Promise capital campaign and other development efforts, I find that fundraising has not dominated my calendar during my 10 years in office. Moreover, nothing about development is unpleasant, nor does it resemble begging or coercion. Fundraising is a positive part of my life as president.

As Wake Forest's chief spokesman and advocate, I count fundraising as one important part of institutional advocacy. Presenting my university's strengths and opportunities is a primary task of my office, one which I am proud and honored to perform. It would be odd to regard the development part of this responsibility with distaste.

Fundraising arises from the great tradition of charitable giving in the United States, one of our nation's most notable and noble features. Successful individuals and corporations share a commitment to the creation of strong educational and human service institutions. No other society matches this commitment to voluntarism and

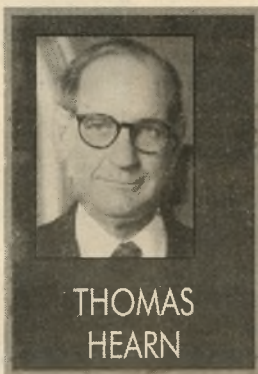
Thomas Hearn is president of Wake Forest University in Winston-Salem.

philanthropy on the American model. From this natural commitment arises the mission of development. Most successful Americans want their success to count for public as well as private benefit. Were individuals or corporations not possessed of charitable intent, no president would ever talk to them about a university's needs.

The American university is, for the best of reasons, a favored object of charitable giving, for its engages in two of society's most basic undertakings — the pursuit of truth as the basis of civilized life and the preparation of the young for lives of service. Education is the creation of the human future.

Long relationships established between donors and educational institutions give donors a thorough understanding of the institution and its needs. Such relationships bring deep personal satisfaction to the donor as well as value to the institution. Twenty-five years ago, the Carswell family of Charlotte created a scholarship program at Wake Forest. Until her death, Clara Carswell came each year for a birthday party the Carswell Scholars gave her. I sat with her on several of these occasions, and she told me that nothing in her life gave her more personal satisfaction than knowing that her late husband's generosity had contributed to the education of so

Fundraising is a positive part of my life as president.



THOMAS HEARN

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A fundraising model Cultivating corporate gifts takes creativity

Within an eight-month period this year, Duke University's School of Engineering acquired gifts of sophisticated computer-aided design software worth more than \$36 million. The gifts in turn helped win impressive discounts on computer workstations.

Our work suggests a new model for corporate fundraising that can be duplicated to fit the needs and resources of other institutions.

The same volunteer who spearheaded the strategy and did most of the legwork also articulated the five-point fundraising model.

1. Establish the "internal champion." The individual, usually a faculty member, "owns" the project for the educational institution. He or she is the person on whom donors can depend to get the maximum benefit from their contribution. The champion must be willing to work hard, provide quick responses to donors' questions, alter the strategy "on the fly" and integrate donors' varying expectations into the overall fundraising strategy — in short, do everything that communicates total personal commitment to the project.

2. Define the requirement. The fundraising project must be precisely defined and tangible. In Duke's example, before a single solicitation was made, the engineering project was given a proper name: the Design Automation Technology Center. This important step framed the requirement in real

Pamela Mattox is associate director of corporation relations for Duke University's development office.

time and space, and provided the gift with a home grounded in an academic environment prepared to receive and use it.

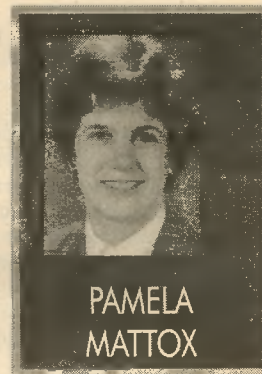
In today's intensely competitive business environment, corporate officers face increasingly strict scrutiny of stockholders. So a university finds it tough to raise support for research, for instance, if it has not clearly articulated the tangible benefits of that research. But corporate donors also want to improve the education of undergraduates and graduate students who will make up their industry's labor pool. Since corporate donors help ensure their own future technical competitiveness by seeding today's university labs, we easily convinced our prospects of the benefits of providing students with advanced software and computers.

A well-defined, specific project focused on improving student education is far more compelling than a general proposal seeking funds to support broader institutional goals. Corporate donors in the '90s ask "why" and expect specific, tangible answers and results for their largess.

Corporate donors in the '90s ask "why" and expect specific, tangible answers and results for their largess.

3. Articulate the strategy. Traditionally, corporate solicitations consist of specific requests seeking specific solutions. Since it is difficult to coordinate the diverse interests of a university's schools or colleges, we often under-ask our most capable donors, turning

Look for MATTOX, page 11



PAMELA MATTOX

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Charles Kuralt finds home on the road

Charlotte native Charles Kuralt may have retired from CBS News, but in his retirement, he'll be retracing the tracks that consistently helped him find America's home.

In his career, which led from *The Daily Tar Heel* at the University of North Carolina at Chapel Hill to *The Charlotte News* to CBS, Kuralt tracked down a lot of stories.

The world has become an uglier place since Kuralt began reporting in the 1950s. Millions of people today live in despair, their lives engulfed in violence, poverty and sickness.

Yet looking back, Kuralt sees a world today with more promise and hope.

"We really do care more about one another," he says. "This is a far more human and decent country than it was when I was working here in the '50s."

Indeed, he says, America's saving grace is the philanthropic impulse of its people.

"There is such a thing as a national conscience," he recently told the annual meeting in Charlotte of the Foundation for the Carolinas. "That conscience has been touched and awak-

ABOUT CHANGE

ened."

What's more, American philanthropy has grown up "outside government, even in spite of government."

And that philanthropy, Kuralt says, is naive: "We believe there is a solution to every problem. We are problem-solvers."

Another North Carolina native and former *Daily Tar Heel* editor, Thomas Wolfe, wrote a novel, "You Can't Go Home Again."

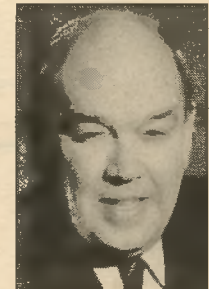
But, after a distinguished and passionate career on the road as a newsman, Kuralt has concluded that Americans have indeed come home. And they are graced in their belief that "even in a complex technological society, it is true that one man or woman can make a difference."

Since Kuralt's youth, American attitudes have changed radically, thanks to the work of pioneers who fought for civil rights, environmental protection, consumer protection and the rights of women.

"I have found a lot there on the road to be confident about," Kuralt says. "I have hoped we may be growing, not just in numbers and wealth, but in more important ways, in wisdom and humanity."

Philanthropy is doing good, building community and making a difference. In his years on the road, Kuralt told the story of American philanthropy, treating us to tales of people who, each in his or her own way, saw a problem and figured the best way to solve it was to tackle it straight on.

Kuralt told us their tales. And in doing so, he ended up embodying the spirit of American philanthropy he celebrated. Through his chosen medium, he has helped to connect us with one another, strengthening our community.



Charles Kuralt

Todd Cohen