



What's in a name?

Johnson & Johnson will pay the Arthritis Foundation at least \$1 million a year for the use of the Foundation's name on the drug company's new line of pain relievers.

SEPTEMBER 1994

## Investing in the future Winston-Salem Foundation concentrates grantmaking

In honor of its 75th anniversary this year, the Winston-Salem Foundation has identified three areas in which to concentrate its grantmaking resources.

Under the foundation's new "Initiatives for Tomorrow" program, \$1 million will be committed over the next five years to projects dealing with race relations, community economic development and children at risk.

"This is the first time we've gone through a retreat process with our board and set priorities like this," says Donna Rader, the foundation's vice president for grants and programs.

The \$63 million-asset foundation—the state's oldest — started making grants under the new initiative last June, and will continue to do so through 1998.

Here are more detailed descriptions of the three areas of interest:

- **Race Relations:** Priority will be given to proposals that seek to, "promote understanding of cultural differences; promote the value of cultural diversity; promote opportunities that will remove barriers for African-American citizens to achieve their goals; encourage interaction and cooperation among races; reduce racism and racial tension."

- **Community Economic Development:** Priority will be given to proposals that seek to "enhance skills needed for employment, improved housing and other economic opportunities; ease access to mainstream economic opportunities; broaden the local economic base by creating job opportunities, particularly among African-Americans."

- **Children at Risk:** Priority will be given to proposals that seek to "strengthen the capacity of families to nurture children; support neighborhood efforts to develop healthy activities and identify positive role models; encourage efforts to provide safe and supportive neighborhood environments; nurture youth in educational settings that provide readiness for learning and encouragement to stay in school."

For information about the initiative, call the foundation at (910) 725-2382.

## Family values Raleigh family members follow nonprofit path

The women in the Guthrie family of Raleigh all have gravitated toward nonprofit careers, from running a new medical research foundation to setting up a computer network for nonprofits. Pickett Guthrie says she learned the value of community service from her mother. With help from her husband, Robert, she has passed on the philanthropic feeling to her own daughters, Polly and Kendall.

By BARBARA SOLOW

**Raleigh**  
Pickett Guthrie sets a bouquet of fresh-picked roses down on a table in one of the booths at the Wellspring Grocery cafe in Raleigh.

"I thought I'd surprise you," she tells her daughter, Polly, sliding into the seat beside her. "I thought you could share them with the rest of your office."

Mother and daughter have shared much in the past year.



The Guthrie Family, Robert, Pickett and Polly has a history of involvement with nonprofits.

Photo courtesy of the Guthries

With both of them working for foundations - Pickett is executive director of the newly-established Restless Legs Syndrome Foundation and Polly is program

officer for the Triangle Community Foundation - they often turn to one another for information and support.

Pickett credits Polly with teach-

ing her about grantwriting.

"You taught me there is nothing wrong with asking for money," she says, nodding at her daughter. "I learned about the bottom line."

Polly traces her interest in nonprofits to her mother's example as a volunteer for community organizations.

"You don't just wake up one morning and say, I think I'll go work for nonprofits," Polly says. "The whole idea of values is something that comes through the family."

A commitment to nonprofits seems to be in the Guthrie genes.

Pickett's husband, Robert, has volunteered for Meals On Wheels and served on the board of Planned Parenthood, the national English Speaking Union and the YMCA.

Their oldest daughter, Kendall, recently left a teaching job at the University of Southern California to work with HandsNet, a national computer network for nonprofits. She lives in San Francisco.

Pickett looks back on the volunteer work her mother did in the 1940s for organizations such as the

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## Bryan Foundation names director

Bill Massey, a public relations executive, succeeds Rob Hampton, who resigned earlier this year as director of the Kathleen Price and Joseph M. Bryan Family Foundation. The foundation also is resuming its grantmaking.

The Kathleen Price and Joseph M. Bryan Family Foundation in Greensboro has a new executive director and is ready to resume its grantmaking.

Effective Sept. 1, the executive director of the \$43.4 million-asset foundation will be Bill Massey, who for three years has been senior vice president in the Raleigh office of Ruder Finn Inc. - a public relations firm based in New York. Massey succeeds Rob Hampton, who resigned as executive director in February for personal reasons and because of differences with the foundation's board.

During the foundation's search for a new director, it suspended

its grant making cycle. That cycle resumes with the Sept. 1 deadline for submitting grant applications.

In addition to resuming its grantmaking, which totaled \$2.3 million last year, the foundation will be reviewing its procedures and operations, says Massey.

He says the foundation's focus will continue to be community-based.

"One of the things that has impressed me so much is that the trustees of the foundation see philanthropy as a way of defining and building community," he says. "They see philanthropy as an instrument to build community wherever their philanthropic generosity is extended."

A native of Durham, Massey holds an undergraduate degree in dramatic art from the University of North Carolina at Chapel Hill and a master's degree in education administration from Duke University in Durham.

Before joining Ruder Finn, he was associate vice chancellor for university relations at the University of North Carolina at Chapel Hill, where he worked for eight years. Before that, he was assistant headmaster at Bolles School in Jacksonville, Fla., an independent day and boarding school.

Todd Cohen

## Sowing seeds Foundations seek ways to support youth

Programs serving children and youth are popular among North Carolina foundations. But finding out how best to use grantmaking resources to improve young lives can be difficult.

By BARBARA SOLOW

A year ago, when the Triangle Community Foundation was reviewing its grantmaking, officials discovered that half of the grants made in the three previous years were for programs for young people.

"Even without having an articulated focus in that area, we realized that's where our grants were going," says Executive Director Shannon St. John. "When you look at the kinds of initiatives the com-

munity foundation prefers to fund - things that are preventive, that look to the future and where we can see the greatest impact - it really shouldn't be surprising that a lot of grants are in the area of children and youth."

A survey by Capital Consortium Inc. in Raleigh shows youth programs are popular among other North Carolina foundations.

Youth programs received \$10.9 million - or 26 percent - of the \$41.4 million in foundation grants to social services in 1991, according to the consortium's directory, "North Carolina Giving."

That represents the largest share of grants in the social services category - the area that includes youth.

The pattern of giving to youth in North Carolina mirrors a national trend tracked by The Foundation Center in New York.

According to the center's most recent yearbook, "Foundation Giving,"

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### BRIEFLY

#### Daniels Foundation offers free treatment

The Lucy Daniels Foundation in Cary is providing grants to creative writers for psychoanalytic treatment. Recipients must live in the Triangle and be able to attend four weekly sessions for three to five years. Results will be included in a study on creative people. Call (919) 677-9888.



Art Kiser

#### Va. bank hires Wachovia official

Art Kiser, former senior vice president and group executive for corporate trust/charitable funds group for Wachovia Bank, has been named executive vice president for trust and investments at Jefferson National Bank in Charlottesville, Va.

#### Wake commissioners seek grant for library

Wake County Commissioners have approached the Olivia Raney Library Trust for a grant to help pay for a \$1.1 million historical library off of Poole Road in Raleigh. The library would be named for Olivia Raney, whose husband built a library dedicated to her memory.

#### Johnson Foundation helps fight smoking

The Robert Wood Johnson Foundation in New Jersey has begun a \$3 million initiative to help pregnant women stop smoking. Write to H. Pennington Whiteside, Jr., Department of Obstetrics and Gynecology, University of Alabama at Birmingham, Birmingham, AL, 35233-7333.

#### Foundation focus

The Mary Reynolds Babcock Foundation after months of self-study, soon will map its future. Generally, it expects to focus on building communities by empowering people to better themselves and their communities; bridging lines of difference, especially race and class; and continuing to work for democracy, justice and equality.