



Of 201 companies in a recent survey, 23 percent said they were "seriously concerned" about ethical issues or abuses related to matching gifts programs.

Moving on

## Businesses help Wilmington shelter fight abuse

**The Domestic Violence Shelter and Services in Wilmington offers safety and support for women who have experienced domestic abuse.**

By EALENA CALLENDER

Wilmington

One question frequently asked about battered women is, "Why don't they just leave?"

A quick look at the numbers should provide a sufficient answer.

Domestic violence is the number one cause of homelessness for women and children in the U.S. When a woman gets divorced, the standard of living for her and her children drops by 73 percent. And women who leave their abusers are at a 75 percent greater risk of being killed by the abuser than are those who stay.

Without support, some women who leave may find it difficult to support themselves and their children. They may face homelessness or extreme poverty. What's more, they may have been threatened by their abusers or fear that they will lose custody of their children.

The Domestic Violence Shelter and Services in Wilmington makes it easier for women to take that difficult step. The nonprofit organization provides shelter and support to women who are physically or mentally abused in their homes. The goal, says Mebane Boyd, director of

development, is to let women know they have a safe place to stay and help them become independent.

Since 1986, the Domestic Violence Shelter and Services has been helping women and children escape domestic abuse. The nonprofit was formed when two women's organizations merged - the Task Force Against Family Violence and the Women's Shelter of New Hanover. In its first year, the shelter housed an average of eight women each day. Now, the shelter has an average of 19 women and children staying there each day.

In addition to shelter, support services are available for anyone in need. For example, women may attend a support group, entitled "Empowerment," that meets two hours a week for 10 weeks. Here, women can discuss their experience with domestic abuse, explore the reasons it occurs and work

towards regaining their self-esteem. Children, who are often traumatized by witnessing violence in their homes, also may meet for counseling sessions.

"That's where we feel like we'll finally break the cycle of abuse," says Boyd. "We'd like to break that cycle by teaching the children that violence is not the answer to anger."

To help women through legal proceedings, such as how to obtain a restraining order, the organization assigns a court advocate. This shelter employee goes to court with the woman and assists them in navigating the legal proceedings if neces-



WGNI, Harris Teeter and Domestic Violence Shelter staff members gather on the rooftop on the last day of a 100-hour radiothon to raise funds for the shelter in Wilmington.

Photo courtesy of Domestic Violence Shelter

sary. Consumer credit workshops, health workshops and job training programs are also given to help women become independent.

In honor of the shelter house, which is 100 years old this year, the shelter challenged individuals and businesses in the community to raise at least \$100 in the Century Challenge. From May through this month, the shelter has worked to raise at least \$40,000, the same amount it usually raises in a year. Funds will be used to replace the roof of the house and perform other

necessary renovations.

A brochure, entitled "100 Ways to Raise \$100," was distributed throughout the community to encourage donations. Ideas include holding a bake sale or garage sale, donating money saved by clipping coupons, and baby-sitting. Members of the Century Challenge, those who raised \$100 or more, will be honored at a party this month.

Most of the members were consistent supporters of the shelter who increased their level of annual giving.

Businesses also have played an important role in the fundraising effort. For example, the Babies Hospital Foundation in Wilmington donated \$5,000. And Cardinal Lanes offered free games at its two bowling alleys to those who donated \$1 to the shelter.

Boyd and another board member contacted businesses in person to solicit funds. But with only two people, it was a difficult task.

"The people we have approached

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### WOMEN

Providing resources

## Tar Heel bankers adopt Smart Start

**Members of the Young Bankers Division of the North Carolina Bankers Association are assisting the state's Smart Start early childhood initiative with management and fundraising.**

By SIDNEY CRUZE

Smart Start, North Carolina's effort to improve services for young children and their families, will get a hand from young Tar Heel bankers.

In response to a request by Gov. Jim Hunt for business, government and nonprofits to join

forces on behalf of kids, the North Carolina Bankers Association has formed a Young Bankers division. Members will provide management and fundraising assistance to local nonprofits formed to coordinate Smart Start programs in individual counties or groups of counties.

"We created the division to support Smart Start because the well-being of our industry depends on the economic well-being of the state," says Alvah D. Fuqua Jr., president of the North Carolina Bankers Association. "We want to do anything we can to prepare children for learning because they will support the economic future of

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Smart Start, now beginning its second year, aims to improve services to young children and their families through collaboration between businesses, nonprofits and government agencies in local communities throughout the state. Communities have been encouraged to apply for state funds by submitting proposals outlining plans to improve these services using as many different resources as possible.

In its first year, Smart Start supported one pilot project from each of the state's 12 congressional districts. This year, 12

more programs will be added - three from each of four geographic regions consisting of 25 counties each.

The Young Bankers network is open to bankers up to age 40 who work for Bankers Association member banks. The network is organized into districts that roughly correspond with Smart Start's pilot counties. Each district is headed by a chairperson, whose job is to work with other businesses and recruit other bankers as volunteers.

The focus of each Smart Start project reflects local needs, and so

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### BRIEFLY

#### Famous Amos' charitable cookies

One percent of the profits from Uncle Noname cookies - a new product from the founder of Famous Amos cookies - will go to the Cities in Schools program. The program, based in Virginia, aims to prevent students from dropping out of school.

#### Wake Forest gets \$5 million pledge

Cliff Clarke, a San Francisco-based business consultant and 1962 graduate of Wake Forest University, pledged \$5 million to his alma mater to expand international study opportunities. Clarke's pledge is among the three largest to Wake Forest from alumni.

#### Shaw University saves money with contract

A 10-year "Asset Modernization Service" agreement between Shaw University in Raleigh and Honeywell Inc. is expected to save the university about \$800,000 a year. The program is designed to help colleges and universities eliminate wasteful energy and operating costs.

#### Commerce department launches new program

A new initiative by the federal Commerce Department aims to spur economic development in poor communities. The department will fund nonprofit "intermediaries," including universities and hospitals, to invest in low-income areas. For details, call (202) 582-5112.

#### Reynolds Co. sponsors reading program

For the past three years, RJ Reynolds Tobacco Company has spent more than \$200,000 on a one-on-one reading program in public elementary schools. More than 730 students have participated in the Reading Recovery tutoring program in Winston-Salem/Forsyth County schools.

#### McDonald's charities

The Ronald McDonald House and Ronald McDonald Children's Charities operate independently. The latter, is a national foundation, donates money to build Ronald McDonald Houses, for needy families of ill children. Call Stephanie Barnard in Greenville, (919) 830-0062.