

## UNITED WAY

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people in Cabarrus, Mecklenburg and Union counties.

"Everyone seemed to enjoy the fact that we weren't putting so much emphasis on monetary value," says Charlette Burke, a United Way volunteer from NationsBank in Charlotte. "A lot of emphasis this year was on trying to get everyone in a company to contribute."

As liaisons between the United Way and its donors, volunteers are often in the best position to educate contributors about how the system works.

That's something Rossie Tyler, a "loaned executive" for the Nash/Rocky Mount United Way discovered during this fall's campaign.

"In our area, there are quite a few people who work in Rocky Mount but live in Edgecombe, Halifax, Wilson and Warren counties," says Tyler, who works for Consolidated Diesel. "The issue comes up: 'I want to give but I want all of my money to go to my home community.' They seem surprised when they hear that you can designate your money to your home area. We try to make sure we bring that out."

Like many of his fellow United Way volunteers, Tyler got involved with the organization through personal experience.

"I think about my parents and the way they lived," he says. "Some of the things we have here [through United Way agencies], they don't have where they lived. If some of those things had been available to them - things like Meals on Wheels, the adult day care center we have here - it might have added a few more days to their lives."

Barnes of the Central Carolinas campaign also sums up his United Way connection in human terms.

"You get used to your own lifestyle and you don't know what's needed in the community," he says. "The main thing I've learned from the United Way campaign is that there are people that need others to help."

## DECLINE

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tion gave 2 percent of their household income to charity, compared to 0.9 percent by people without religious ties.

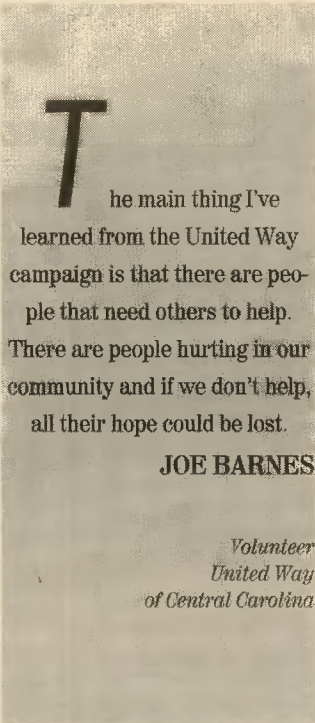
Men and women are following different charitable patterns, according to the study. Giving by women grew to an average of \$781 in 1993 from \$763 in 1991, while giving by men fell to an average of \$996 in 1993 from \$1,057 in 1991.

Of interest to all nonprofit fundraisers is the study's finding that people are more than twice as likely to give when asked than when they are not. Among the 77 percent of the respondents who said they were solicited by a charity, 84 percent gave money. Among the 22 percent who said they were never approached, only 38 percent contributed.

And the most philanthropic group of people to tap for time or money, the study finds, is retirees. They reported giving an average 3.5 percent of their household income to charity, compared to the 0.9 percent by the average American. Their volunteering also increased by 5 percent from 1991 to 1993.

The survey also confirmed a widespread notion among nonprofit leaders: People who volunteer give more money to charity than do people who don't volunteer. Respondents who said they volunteer and contribute money gave an average 2.6 percent of their household income to charity, compared to 1.1 percent given by people who don't volunteer.

The 131-page report includes other findings as well. For a copy, call Independent Sector at (202) 223-8100. The report costs \$30.



There are people hurting in our community and if we don't help, all their hope could be lost."

Volunteer  
United Way  
of Central Carolina

JOE BARNES

## Leaders named for center fund drive

The University of North Carolina at Chapel Hill has named five North Carolinians to lead the \$7 million fund drive for the Sonja Haynes Stone Black Cultural Center. They are: Maya Angelou, Winston-Salem; Robert C. Eubanks Jr. and Dean E. Smith, Chapel Hill; Deloris Jordan, Charlotte; and John A. "Jack" Tate Jr., Davidson. The \$7 million cost of the center is part of the school's \$400 million Bicentennial Campaign. To date, \$356 million has been pledged.

The March Philanthropy Journal will focus on fundraising. Call (919) 829-8991 for information.

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