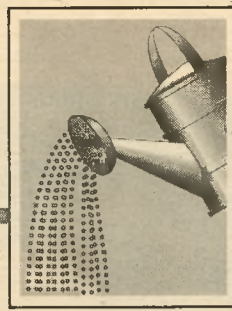


# Fund Raising

14 • Philanthropy Journal of North Carolina



*Crisis response*  
The American Red Cross has received more than \$2 million in contributions for victims of the recent earthquake in Kobe, Japan.

MARCH 1995

Making choices

## Forsyth United Way sets new funding priorities

The United Way of Forsyth County has adopted a new funding approach that identifies 10 issue areas ranging from family violence to alcohol and drug abuse. Its 53 member agencies are adjusting to the change.

By BARBARA SOLOW

**Winston-Salem**  
The United Way of Forsyth County is changing the way it distributes the dollars it raises for nonprofits in the Triad. A year-long evaluation culminated in a board decision Jan. 17 to allocate funds in 10 major areas of need and to hold off on funding any new programs until additional guidelines can be established.

The 10 areas, in order of priority are: interpersonal and family relationships; basic needs; health needs; literacy and education needs; economic security;

substance abuse; personal/neighborhood/community safety; mental health; employment; and social and leadership skills development.

The United Way's 53 member agencies have been asked to submit funding proposals in one or more of those areas for consideration by the board in May.

Floyd Davis, president and chief executive officer of the United Way, says the new approach is designed to give donors more confidence in the United Way system.

"We're trying to demonstrate to donors that we are interested in their input," he says. "If we are moving in the direction they want us to, we hope our donors will continue to support us and support us at higher



Floyd Davis

Look for UNITED WAY, page 15

## Triangle United Ways eye possible merger

A growing desire for donor choice appears to be one factor in a merger proposal for three Triangle-area United Ways.

A nine-member panel that has been studying the merger issue for more than a year recently recommended that Wake, Orange and Durham county United Ways form a new organization called Triangle United Way to be based in Research Triangle Park.

Companies in the park that donate to the United Way had been calling for a single fundraising organization because their employees live in a number of the region's communities. In fact, a joint United Way campaign has been going on in RTP for several years.

Under the proposed merger plan, the new United Way would have a 12-member board with equal representation from each county. Donors would be able to designate specific organizations or parts of the region where they want their contributions spent. The proposal is still being considered by the individual United Ways. No date for a final decision has been set.

Here are 1994 fundraising goals and totals for the Triangle-area United Ways as reported by the United Way of North Carolina:

- Greater Durham United Way: \$4 million goal; \$4.02 million raised.
- Greater Orange United Way: \$1.13 million goal; \$1.13 raised
- Wake County United Way: \$10 million goal; \$10.02 million raised

End of a fundraiser

## Ketchum closing

The Pittsburgh firm, founded in 1919, says it will complete current business before closing later this year.

By TODD COHEN

**Charlotte**  
Ketchum Inc. in Pittsburgh, which has shuttered all its regional offices in the U.S., including one in Charlotte, now says that later this year it will end its reign as the oldest and once the largest fundraising firm in the world.

The company blames its demise on an unsuccessful expansion into Britain, debt stemming from the purchase of a Pittsburgh office building and a decline in fundraising by nonprofit hospitals in the face of uncertainty about health-care financing.

In recent years, privately-held Ketchum has consolidated all its sales and administrative operations. Its workforce also has fallen to 70 employees in the U.S., down from 200 five years ago.

Robert Carter, Ketchum's president and chief executive officer, did not return repeated phone calls.

Bob McCully, the company's

director of advertising, says that Ketchum will complete current projects before closing. Its field staff of resident directors working on individual campaigns will continue to be assigned out the Pittsburgh office.

Former employees and people familiar with Ketchum say that the company's business has been up and down in recent years. As a large company, the firm was vulnerable to a number of forces.

The recession of the early 1990s caused a falloff in business, which was doubly painful because of the company's large overhead, including its regional sales offices. In fact, Ketchum reportedly was looking for buyers for itself several years ago.

The staff of Ketchum's Charlotte offices was reduced in size several years ago when a number of senior executives quit to form First Counsel Inc.

More recently, Niles Sorenson, who was president of Ketchum Southeast and ran the Charlotte office, resigned to become vice president for financial development at the YMCA of Greater Charlotte.

Sorenson would not comment on Ketchum's plans. He says he resigned so he could spend more time with his family.

Gearing up

## Food Bank prepares to "make the ask"

The Food Bank of North Carolina hopes that more than a year of planning will pay off in a successful capital campaign.

By TODD COHEN

**Raleigh**  
After more than a year of planning, the Food Bank of North Carolina is getting down to the nitty-gritty of raising money for its \$1.7 million capital campaign.

Most of the planning so far has consisted of deciding whether to undertake the campaign, which would pay for much-needed larger quarters and refrigeration equipment.

That decision was made with the assistance of Capital Consortium, a Raleigh fundraising firm, which convened focus groups of community leaders and helped the Food Bank

prepare a "case statement" spelling out the need for the campaign. The planning also included a "testing of the waters" to determine if the community would support a campaign.

The latter included thorough interviews with community leaders and presentations to the United Way and the Major Campaign Review Board, a volunteer group that helps plan and schedule major capital campaigns.

Now, the Food Bank is assembling the campaign's leadership team and identifying potential prospects who might make major gifts. Marketing



Kate McGuire

materials also are being prepared.

"The prospect list is a process that will never end," says Kate McGuire, the Food Bank's director of development.

Ron Doggett, chairman and chief executive officer of Goodmark Foods, has agreed to be campaign chairman. Two of his main tasks now are to assemble the remainder of the campaign leadership team and to help identify prospects for major gifts.

Another aspect of raising money will be ongoing screening sessions, held last month and this month, at which a handful of community and business leaders are asked on a confidential basis to help identify possible donors.

Lea Daughtridge, a consultant with Capital Consortium, characterizes that process as "true prospecting."

Look for FOOD BANK, page 15

## Capital Consortium adds directories, names staff

Capital Consortium Inc., a Raleigh fundraising firm, is preparing new directories of corporate giving in North Carolina and Georgia foundations.

The firm has also made several staff promotions.

Anita Gunn Shirley, who had been director of research and publications, is now vice president of research and publications. She says the two new directories will be available this fall.

Shirley, who has worked for Capital Consortium for nearly seven years, previously was a consultant to Orange Congregations in Mission in Hillsborough. She also has worked for the Donors Forum of Forsyth County, the Mary Reynolds Babcock Foundation and the North Carolina Center for Public Policy Research.

Capital Consortium already has published several editions of

"North Carolina Giving," a directory of Tar Heel foundations, and "Virginia Giving," a directory of Virginia foundations.

Shirley also is the co-author of "North Carolina Religious Grantmakers," a guide to local, regional and national funds published by Orange Congregations in Mission.

Capital Consortium has named Marc Rountree interim vice president for consulting services. Rountree, who formerly worked in the Raleigh office, now is based in the firm's Mid South regional office in Louisville, Ky.

The firm also has named Priscilla Bratcher, former vice president for development with the American Social Health Association in Research Triangle Park, to its fundraising consulting division.

Todd Cohen

### BRIEFLY

#### Students seek migrant scholarships

North Carolina State University students hope to establish a new fund to help children of migrant workers attend college. The campus group, Student Action with Farmworkers, plans to solicit donations from the student senate, individuals and local philanthropic groups. To donate, call (919) 512-0244.

#### N.C. visual artists head to Israel

The N.C. Arts Council announced a new residency in Israel for photographers and videographers. The council is collaborating with the Light Factory and the Mint Museum of Art in Charlotte, and the Asheville Art Museum, to send four North Carolina video or photography artists

to Israel. The program stems from an agreement made in April between Gov. Jim Hunt and Israeli leaders to increase cultural and economic exchanges. For information, call the North Carolina Arts Council at (919) 733-5722.

#### New scholarship named for journalist

Friends of the late Elton Casey, a sports columnist for the *Durham Herald-Sun* donated \$10,000 to establish a scholarship in his name at the University of North Carolina at Chapel Hill. Beginning in 1996, \$500 will be annually awarded to a student who aspires to sports reporting.

#### Grants available from government

Learn and Serve America, a grants program of the Corporation for National Service, announced millions of dollars in new grants for fiscal year 1995. The grants will be awarded for school-based, community-based and higher education programs. Call (202) 606-5000.

#### NCCU vice chancellor resigns for new job

William Lea, interim vice chancellor for development at North Carolina Central University in Durham, says he will resign at the end of March to take a new position elsewhere. Lea, who did not give details about his new job, has served as vice chancellor at NCCU for a little more than a year.