

# Volunteers

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What's it worth?

Only 8 percent of U.S. nonprofits have calculated dollar values to the time they are given by volunteers, according to the American Association of Fund Raising Counsel.

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Leading the way

## Hugh McColl gets the job done for nonprofits

No matter what charity or campaign drive he's boosting, North Carolinians say, if NationsBank's chief executive is on board, success is a sure thing.

BY SUSAN GRAY

Charlotte

If Charlotte is a fundraising city, then Hugh L. McColl Jr. is the fundraising czar.

NationsBank's chief executive officer is a tireless fundraiser for a long list of charitable campaigns. Currently, his priority list is topped by the arts, university endowments,

athletic facilities, YMCA centers, and United Way funds.

But whatever the cause, nonprofit leaders say, if McColl is on board - especially if he's leading the way - the campaign will reach its goal, and usually surpass it.

"The man is extraordinary," says Michael Marsicano, executive director of the Arts & Science Council of Charlotte and Mecklenburg County, whose \$25 million endowment campaign McColl is chairing. "His commitment

to community and to the arts role in community life is infectious."

McColl also is co-chair of the Bicentennial Campaign at the University of North Carolina at Chapel Hill. The campaign, which ends in June, has exceeded its \$400 million goal - which last year was increased



Hugh McColl

from \$320 million.

In the fall, McColl also jump-started fundraising for the Black Cultural Center at UNC-CH by pledging \$1 million from NationsBank. Up to that point, controversy over whether the university should establish a separate center for African-American students had hurt fundraising. NationsBank's gift was the first large donation to the center.

During a speech to announce the gift, McColl personally promised to help raise funds from other banks to cover the remaining \$6 million needed to build the center, to be named for former professor Sonja Haynes

Stone.

"Hugh always has played any game he was in; whether it was tag football or international banking, he played it to win," says C.D. Spangler, president of the University of North Carolina system, who first met McColl 30 years ago. "He's very effective in his involvement because he's been so successful in his banking career, and that's put him in a lot of contact with a great number of people."

McColl describes a simple philosophy behind his giving and volunteer-

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Finding a place

## Nonprofits gain from senior volunteers

For North Carolina nonprofits, the growth in the over-60 population represents an expanding source of volunteer services.

BY EALENA CALLENDER

Durham

Keeping up with Betty Leach is a no easy task. On the job at Duke University Medical Center in Durham, she doesn't stay in one place for very long. But even as she whisks around the familiar corridors, she has a smile and a greeting for anyone who comes in her path.

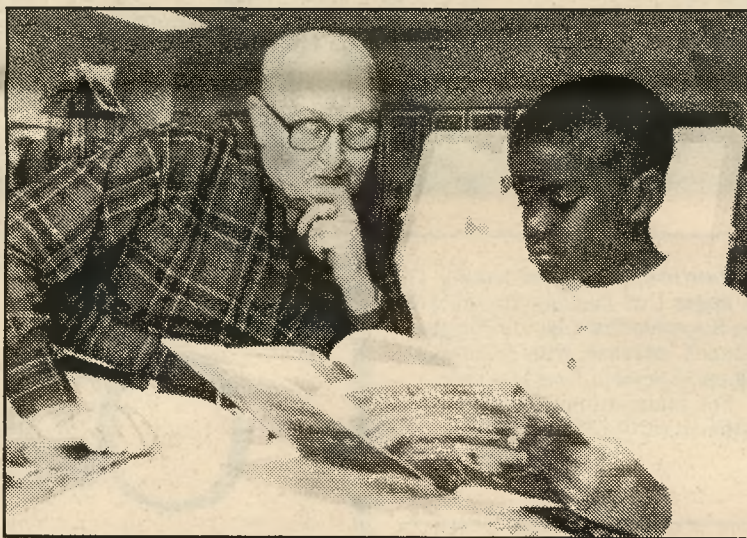
For almost 40 years, Leach has been a medical center volunteer. She has done just about every one of the many tasks performed by volunteers at the hospital. She currently works 32 hours each week as a buyer and chairperson of the hospital's gift shop.

"I love the auxiliary," says Leach, referring to the hospital's volunteer organization. "It's really very fulfilling, it's nice to be needed and it's nice to be wanted."

At age 71, she is a vital member of the auxiliary. Director Jean Carden says that Leach is one of her most resourceful volunteers.

"I feel like I can't make a decision without her."

As the senior population in North Carolina continues its rapid growth, many nonprofits are realizing the value of older people as volunteers.



Retired volunteer, George Preddy, tutors a student at Oak Grove Elementary School in Durham. Preddy, a volunteer with the Retired Volunteer Service Program, is a recent winner of the J.C. Penny Golden Rule Award in the senior category.

Photo Courtesy of RSVP

Since more people are living longer, staying healthier and retiring earlier, nonprofit leaders say retired and senior volunteers are increasingly becoming an important resource.

A report by Independent Sector in Washington, D.C., confirms the high volunteer activity of this age group.

According to an Independent Sector study, "Senior Citizens as Volunteers," 45 percent of Americans ages 60 to 75 volunteer an average of 4.4 hours per week. And 27 percent

of those over 75 participate in some volunteer activities.

Residents age 65 and older now make up about 12.5 percent of North Carolina's population. And according to a report by Charles Longino, a professor at Wake Forest University and the Bowman Gray School of Medicine in Winston-Salem, the state is gaining popularity as a retirement

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Professional resources

## Legal help provided for nonprofits

BY EALENA CALLENDER

LAW

For legal quandaries in areas from estate planning to labor laws, nonprofits can now get free assistance.

In a collaborative effort between the North Carolina Center for Nonprofits and the North Carolina Bar Association, a group of about 65 attorneys will provide free assistance to nonprofits with specific legal questions through the Pro Bono Referral Project.

The Center for Nonprofits will screen calls to its Board and Staff Helpline. If a nonprofit has a budget of less than \$500,000 and a legal concern that the attorneys are able to address, a referral will be made to an appropriate attorney. The attorney and the nonprofit then make contact and arrange for a one hour consultation.

Attorneys in the project are in the administrative law, labor and employment law, and tax law sections of

the Bar Association. The Young Lawyers Division and the Bar Foundation also are participating.

Martin Brinkley, director of the Young Lawyers Division, says the group got involved with the project because "it seemed to be a very important project that had the potential to benefit a large number of nonprofit organizations."

Also, he says, the project gives attorneys the chance to provide pro bono services outside of court.

"There has been a perceived lack of pro bono opportunities for non-litigation lawyers in the state," says Brinkley. "It is an opportunity to give those attorneys additional pro bono exposure."

The Center and the Bar Association will continue to recruit attorneys to make sure they can assist in numerous areas.

For information, call (919) 571-0811.

### BRIEFLY

#### CORRECTION

The February Philanthropy Journal reported that Chris Rust, 65, is the oldest AmeriCorps member in North Carolina. In fact, according to the state AmeriCorps office, there are nine North Carolina AmeriCorps members older than Rust.

#### Nominations sought for Award

Nominations for the North Carolina Award are due April 28. The state's annual award goes to residents for outstanding contributions in four categories: science, fine arts, literature and public service. Send nominations to Betty Ray McCain, Secretary of Cultural Resources, 109 E. Jones St., Raleigh, 27601-2807 or call (919) 733-5722.

#### Partnership program seeks school volunteers

Volunteers are needed to talk to young people about their work and to participate in trail-related nature study for the SCOUT - Students Constructing Their Own Understanding with Technology - is a partnership of schools and businesses.

#### Training offered for crisis volunteers

Rape Crisis of Durham is offering training for volunteers working with victims of sexual violence. The three-week sessions are held on Tuesday and Thursday evenings. For information, call Sandy Dixon (919) 688-4457.

#### Program aims to boost volunteers

Youth Service America in Washington has launched a new fund to support community service volunteers. The organization will make three-year \$144,000 grants to individuals or groups that have found new ways to encourage voluntarism. Call Barbara Reynolds, (202) 296-2992 for details.

#### Place for teens to voice concerns

Troubled teens in Wake County have a free, confidential phone line they can call to talk to peers about their problems. Teen Talkline, an off-shoot of the 25-year-old Hopeline Inc. of Raleigh, has trained teenage volunteers ready to take calls. The number is (919) 828-5011.