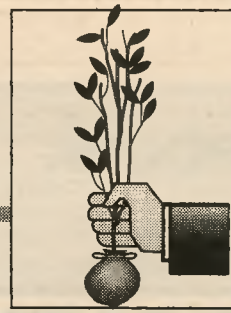


Corporate Giving



On the upswing?

After several flat years, a few large U.S. corporations are increasing their giving budgets, including Ford Motor Co. and Westinghouse.

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College endowments

Insurance agents pledge \$750,000 for scholarships

By SEAN BAILEY

Raleigh

A North Carolina insurance trade association has pledged \$750,000 to endow business scholarships at 15 colleges in the University of North Carolina System.

Over the next 15 years, the Independent Insurance Agents of North Carolina will deliver \$50,000 to each university to endow a scholarship for students pursuing a degree in business or insurance.

The endowment pledge repre-

sents an increased commitment to North Carolina higher education by the insurance association. For more than 25 years, the group has awarded more than 50 annual scholarships of \$1,000 to North Carolina students.

Robert F. Bird, executive vice president of the association, says the group has decided to change its approach to funding scholarships for several reasons. First, he says, the group realized that the \$1,000 scholarships were not sufficient given today's cost of higher education. Second, the association concluded

that administering scholarships was an activity better accomplished by the universities and not the insurance association.

"We're not in the scholarship business and it just started to get, administratively, bigger than we could handle," he says.

In recent years the association has been receiving more than 300 applications for the scholarships. Finally, Bird says, it just made sense to have the financial aid staffs at each school handle the process and award the scholarships, which are based on

need and merit.

Each university that receives an endowment will be directed to fund an annual undergraduate scholarship in the name of the Independent Insurance Agents of North Carolina. The scholarships are intended for students pursuing a degree in insurance or risk management. If such a program does not exist at the university, the scholarship will be awarded to someone pursuing a degree in business.

Each university will establish other criteria for the scholarship. The

scholarship will be funded with the interest from the endowments.

Universities that will receive an endowment are: Appalachian State University, East Carolina University, Elizabeth City State University, Fayetteville State University, N.C. A&T State University, N.C. Central University, N.C. State University, Pembroke State University, UNC-Asheville, UNC-Chapel Hill, UNC-Charlotte, UNC-Greensboro, UNC-Wilmington, Western Carolina University and Winston-Salem State University.

NFL star endows family institute at UNC

By MERRILL WOLF

A former University of North Carolina football star, now a National Football League standout, honored his late father in February by jump-starting a new interdisciplinary program for families at UNC's School of Social Work.

Harris Barton, a 1987 UNC graduate who is now a tackle for the San Francisco 49ers, gave the school a \$100,000 endowment toward a \$2.5 million campaign goal for its planned Institute for Families. Interest from the gift, reportedly the university's largest ever from a professional athlete, will provide scholarships and support research, training and other programs.

In addition, a conference room in the School of Social Work's new building on the Chapel Hill campus has been named for Barton's father, Paul C. Barton. An Atlanta salesman who was diagnosed with brain cancer when his son was a high school senior, the elder Barton underwent 13 years of treatment before he died in 1994.

Previously, Barton and his son had filmed two promotional spots for the United Way to raise money for brain-cancer research.

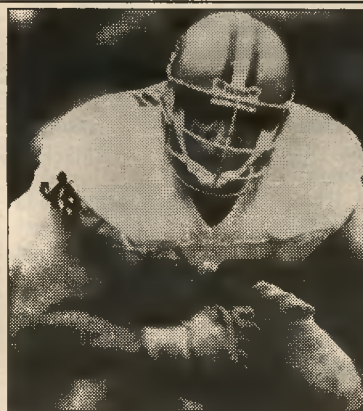
Harris Barton says that instead of supporting UNC's athletic program, he chose the School of Social Work - and family programs in particular - because family was so important to his father.

"My father was a great lover of families," he says. "He loved whatever was good in life...but he was not a sports fan."

Richard Edwards, the school's dean, says the new Institute for Families will unite family-related research, education and outreach efforts from several disciplines. The Paul C. Barton Conference Room will promote an interdisciplinary approach to programs for families and children, he says, and will be used by a variety of campus and local agencies.

Barton, who has played on three 49ers teams that have won the Super Bowl, contacted the School of Social Work at the suggestion of Dean Smith, coach of the men's basketball team at UNC-CH. Smith and his wife Linnea, a child psychiatrist, are longtime supporters of campus programs that help children and families.

The School of Social Work last summer began looking for funding for the new institute, according to interim director Mark Fraser. One of its first initiatives will be a violence-pre-



Harris Barton

vention program that has received start-up funding from the Z. Smith Reynolds Foundation.

Between 1984 and 1994, Fraser says, youth violence in North Carolina doubled, increasing at almost three times the national rate. The new program, which will be developed and tested in Catawba, Cumberland, Durham and New Hanover counties, will draw on the resources and expertise of public schools, mental health agencies, local departments of social services, and universities.

"We want to bring together ... all of those people to think about and collaborate on innovative projects to prevent youth violence," Fraser says.

For information, call Edwards, the dean, at (919) 962-6468.

Promoting success

United Way, TV team up for kids

Awareness is at the heart of an initiative to improve the lives of young children.

By TODD COHEN

The Triangle United Way and WRAL-TV have launched a two-year initiative to increase awareness about and access to services for children from birth to six years old.

The initiative, which is modeled on those in other U.S. cities, including Charlotte (see story, page 10), will include public-service announcements and programming on WRAL and referral by the United Way to local services.

"Those years between conception and age six are critical to the success and fulfillment in life for children," says Waltie Rasulala, public affairs director for WRAL, which for many years has focused its public-service programming on children's issues. "The whole community has to be involved in seeing that these children reach their full potential."

The Triangle project, which began in January, will continue through the end of 1997. The Triangle United Way

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initially will provide staffing support to help identify and coordinate resources for children in the region, and to refer families to those resources.

A broad-based committee is being formed that will create a strategic plan for the initiative and develop a project or series of projects around children's issues.

Meanwhile, WRAL will air four programs this year and next - sometimes in conjunction with call-in segments - along with public-service announcements. The first program, on homelessness, already has been broadcast. The other three programs this year will focus on teenage sex, pregnancy and parenthood; health issues; and programs to help young children succeed against overwhelming odds. The programs were produced by Hearst Broadcasting in cooperation with the United Way of the Massachusetts Bay Area.

Corporate sponsors for the Triangle project are Sprint Cellular and Kaiser Permanente.

National AIDS nonprofit, corporate groups merge

Two of the nation's leading AIDS organizations have merged to better address the needs of people affected by the AIDS epidemic.

The boards of the National AIDS Fund and the National Leadership Coalition on AIDS - both in Washington, D.C. - have formed a newly-constituted National AIDS Fund with a network of more than 200 corporations and nonprofits.

The merger brings together two

groups that have served different needs arising from the spread of the AIDS virus.

The National AIDS Fund was created in 1988 by the Ford Foundation and nine other national foundations and corporations. Since then, it has given out nearly \$50 million in grants to local communities for AIDS programs and services - including support for the HIV/AIDS Regional Consortium in Charlotte.

The National Leadership Coalition on AIDS was formed to help employers better manage AIDS in the workplace and educate employees about preventing the spread of the virus that causes AIDS.

The joining of the two organizations is a recognition that "business must become a key player in this nation's response to AIDS," says Enoch Prow, senior vice president in Atlanta for Charlotte-based

NationsBank and chairman of the newly merged AIDS Fund board.

"Businesses recognize that their most valuable asset - their employees - are at risk of contracting HIV," says Prow, whose bank has been one of the principal corporate supporters of the National AIDS Fund. He was scheduled to speak to the Charlotte-based AIDS Consortium in February.

Paula Van Ness, president of the AIDS fund, agrees. "Bringing the

business community and local communities together in the fight against AIDS is the single biggest step we can take in ending the epidemic," she says. "Some of the most effective community-based AIDS programs in the nation will now have the chance to get even better and more responsive as a result of this merger."

Call the National AIDS Fund at (202) 408-1818.

BRIEFLY

Arts council gives business awards

United Arts Council of Raleigh and Wake County and the Greater Raleigh Chamber of Commerce have announced their seventh annual Business Support of the Arts Awards. Winners are: Mr. and Mrs. James T. Fair; Carolina Power & Light Co.; KPMG Peat Marwick; and Arts Together, Inc.

Rex Healthcare teams up with soccer league

Rex Healthcare in Raleigh distributed more than 800 first aid kits and an hour of free sports medicine advice to interested Capital Area Soccer League coaches in February. The collaboration helped coaches brush up on first aid skills, says David Allred, spokesman for the league.

NationsBank helps put college on-line

Gifts from NationsBank and the Hillsdale Fund of Greensboro have helped Greensboro College get on the Internet. NationsBank gave \$100,000 to the project and the Hillsdale Fund gave \$25,000. The college is now on the World Wide Web at: <http://www.gborocollege.edu>.

Marketing effort aids accountants

Woodward Communications of Wake Forest has begun work on a three-year marketing campaign for the N.C. Assoc. of Certified Public Accountants.

Hunt announces leadership graduates

Gov. Jim Hunt has announced graduates of Leadership North Carolina II. The program is designed to help potential new leaders understand the state's social and economic challenges. The new class of 40 participants was selected from a large pool of applicants from the public, private and non-

profit sectors. Among them were Brian Keith Burwell, executive director of the Environmental Federation of N.C.; William H. Rohe, professor of urban studies at UNC-CH; and Richard Tyrone Williams, general manager, business and community relations for Duke Power Co.