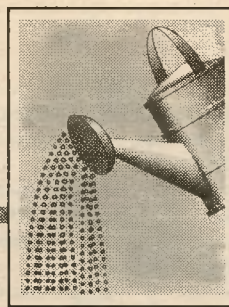


Fund Raising

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Rebuilding in cyberspace

Funds are being sought for the Sarajevo Center for New Media in Bosnia, a computer resource center that aims to bridge the technology gap caused by four years of war.

MARCH 1996

Opening in 1998

Plans for Exploris museum proceed

The effort to build a children's museum in Raleigh has more than just a new name to show off.

By SEAN BAILEY

Raleigh

The push to build Exploris, formerly the Children's Museum About the World, has made big gains on several fronts, raising more than \$3 million in gifts, rolling out detailed designs for the downtown Raleigh museum and sparking serious talk of integrating a magnet school on a nearby block crucial to the city's downtown revitalization program.

"There are a lot of exciting things going on a lot of fronts," says Anne Bryan, president of Exploris.

Bryan and others confidently predict that the museum will be open by October 1998, and they promise that it will be one of the most innovative museums of its kind, changing the way schools in North Carolina think about teaching and learning by fusing communications technology and museum staff and exhibits for a new type of collaborative, interactive learning.

Here is an update on the museum's progress:

DESIGN, TECHNOLOGY

Detailed designs for the construction of the 70,000-square-foot museum are complete. Now, exhibit design is being developed so that actual construction of the exhibits can begin in June 1997.

CHILDREN

The museum will be divided into seven exhibit areas: Living in Balance, Many Voices, Anne Frank, Trade Link, Exploris Journey, Webbing, and People and Places.

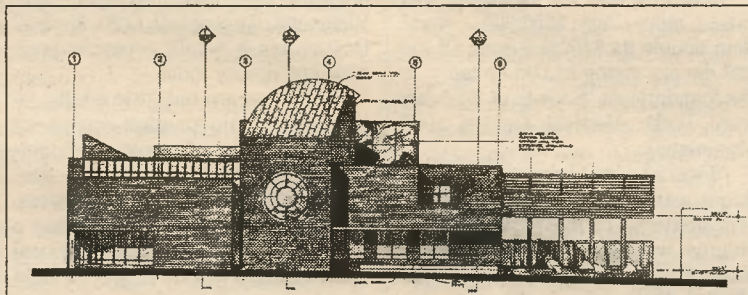
Rod Brooks, director of administration, says the exhibit planning emphasizes how the world and its many systems - economy, environment, language, culture, communications - are interconnected and interdependent.

To that end, the museum has worked closely with IBM and AT&T, laying the technology groundwork so that all the museum's exhibit areas will have multi-media components that will allow such things as Internet connections and satellite hookups that will help the museum extend its reaches beyond Raleigh.

"It's going to be a delivery system for taking Exploris across the state and bringing the world to Exploris," Brooks says.

FUNDRAISING

Museum officials face an uphill battle this year and next year with fundraising. However, now that the architectural drawings are complete, officials believe fundraising momentum will pick up. The goal is \$25 million. The city of Raleigh and Wake County will contribute \$12 million for the purchase of land and buildings if the museum can raise \$7.5 million by December. At the start of this year, Exploris had raised more than \$3 million toward that goal, which does not



Exploris fundraisers hope that this drawing of the south front of the museum will spark additional interest in its fundraising efforts. The museum is scheduled to open by October 1998.

include a \$1.5 million startup gift from museum founder Gordon Smith III. Starting in 1997, the museum will begin a new phase of its campaign to raise the remaining \$4 million from the general public.

Big corporate cash contributors so far have included the former Glaxo (\$1 million), Carolina Power & Light (\$500,000), Burroughs-Wellcome (\$250,000), Wachovia (\$125,000) and the law firm of Parker, Poe, Adams & Bernstein (\$100,000).

The museum also has received considerable in-kind gifts from Midway Airlines (\$150,000 for travel), Northern Telecom (\$30,000 for phone service), AT&T (\$50,000 for technology design) and IBM (\$23,000 in cash, a \$20,000 computer system and a loaned executive).

"There's a lot more in the hopper," Bryan says.

MAGNET SCHOOL

Last fall, museum founder Gordon Smith III and Wake School Superintendent Jim Surratt walked the block on the east side of Moore Square, surveying the area for a possible school site. That was one clear sign that a proposal to integrate a magnet middle school with the museum has support.

"It's a totally serious idea and I

think it will be included in the school bond package," Smith says. "And I think it has the potential of being one of the most innovative schools in the United States."

Wake voters are expected to decide on a \$250 million school bond construction package later this year.

Smith says that teachers at the school could develop curriculum and teamteach with museum staff, many of whom will be experts in their field. Middle school students would be trained as "explainers," or junior docents, who would lead tours of the museum for visiting elementary school students. The students also could use the museum as an extension of their classroom. And class projects and lessons could be shared with other teachers and classes throughout the state over the Internet.

The construction of the museum and the school would transform the Moore Square area on the east side of downtown Raleigh. The school would be located on property that now serves the Salvation Army and the Raleigh Rescue Mission. Smith says those two operations would move to larger facilities that would better accommodate their clientele - homeless men, women and children.

Corporate partners

NCCU campaign picking up steam

The new vice chancellor for development is banking on partnerships with corporations to help North Carolina Central University exceed its \$50 million campaign goal.

By TODD COHEN

Durham

David Hoard has ambitious plans for North Carolina Central University.

Hired last summer as vice chancellor for development, Hoard says the historically black school's \$50 million capital campaign is about to go into high gear.

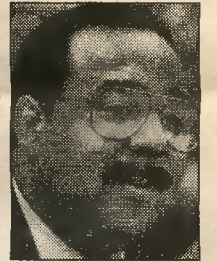
The campaign, which had been sluggish for the previous year or so, now has raised more than \$13 million, and Hoard expects half the goal to be raised by late this year. In fact, he says, the goal may be increased by at least \$10 million.

Hoard, who previously was assistant vice chancellor for advancement for the state system of higher education in Pennsylvania, has revamped NCCU's development operations. He has strengthened communication among various offices that handle fundraising, modernized computer and accounting systems, and restructured the campaign organization - creating, for example, individual committees charged with raising parts of the overall campaign goal.

A campaign chair, probably the chief executive of a major Triangle corporation, is expected to be named soon.

And the NCCU Foundation has taken on a larger role: Assets are up about \$1 million - to \$4.5 million - the staff has tripled and a new board is being recruited. Funds raised for the foundation are part of the overall campaign goal.

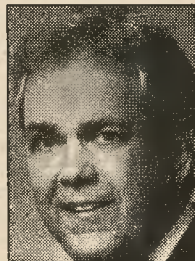
The administrative changes that Hoard has introduced are traditional



David Hoard



Anne Bryan



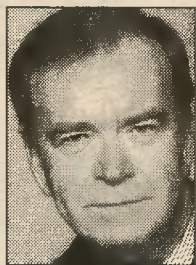
Gordon Smith

Regional campaign

Triangle United Way names leaders

Frank Daniels Jr., publisher of *The News & Observer* in Raleigh and president of The Philanthropy Journal, has been named regional chairman of the Triangle United Way's 1996 annual campaign, and Bill Kress, vice president and site general manager for IBM Corp. in Research Triangle Park, has been named regional chairman for 1997. Kress in February announced his retirement from IBM, effective April 30.

This year's campaign will be the first by the newly consolidated United Way organization, which has merged affiliates in Durham, Orange and Wake counties.



Frank Daniels



Bill Kress

Local campaign chairs will be Kay Gresham, second vice president and financial consultant for Smith Barney, Durham; Ted Vaden, publisher and editor, *The Chapel Hill News*, Orange;

and Ed Willer, president, residential division, York Properties, Wake.

The Triangle United Way also has named Dorothea Bitler interim vice president for marketing and communications. She is a former communications program manager for IBM who recently has been advising the company on charitable gifts campaigns and serving as a consultant to the Wake Medical Center Foundation.

BRIEFLY

Black publishers' group aids UNC

The N.C. Black Publishers' Association has pledged \$100,000 to the Sonja Haynes Stone Black Cultural Center at UNC-CH to help build a new home for the center. The publishers' pledge brings total gifts and pledges to date to \$1.84 million.

Arts Council ready to wrap up campaign

By mid-February, the Arts & Science Council of Charlotte/Mecklenburg had raised \$1.7 million toward its \$4.06 million annual fund drive goal. The annual campaign, led by Duke Power Senior Vice President Ruth G. Shaw, was set to wrap up Feb. 29.

State employees break record

Employees at UNC-Chapel Hill broke their charitable giving record with contributions to the 1995 State Employees Combined Campaign. University employees gave \$528,156 to the Orange County campaign, which had set a goal of \$500,000. The funds will benefit nonprofits.

Wake Forest gets challenge grant

A \$1 million challenge grant to Wake Forest University from Thomas H. Davis and his family has pushed to \$10 million the amount the university has received in gifts and pledges for a new divinity school. A search for the graduate school's first dean will begin this year.

The Davis family, of Winston-Salem, will match every dollar raised toward construction of the new building with two dollars - up to \$1 million. The school is set to open in 2000.

Graham center gets grant

The US Department of Education has given a \$14 million grant to the Frank Porter Graham Child Development Center and asked it to coordinate national research efforts. The center, an arm of UNC-CH, was founded 30 years ago to study child-development issues.

Look for NCCU, page 17