

## CAMPAIGN

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College in Salisbury; and Saint Augustine's College and Shaw University, both in Raleigh.

In the 1995-96 campaign, the College Fund in North Carolina exceeded its goal by more than 15 percent - outperforming all other regional offices of the fund in the U.S. Forty schools in the U.S. are members of the fund.

The fund also completed a \$280 million capital campaign in June 1995. That campaign exceeded its goal by \$30 million. Including the 1995-96 annual fund and dollars raised in the capital campaign, the fund in 1995-96 raised \$101.7 million.

For information, call Marilyn Richards, North Carolina director of The College Fund/UNCF, at (910) 748-0010 in Winston-Salem.

## MEDIA

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### Charity tax credit

In a guest column Sept. 26 in *The Wall Street Journal*, Chicago lawyer James C. Geoly examined a "charitable choice" clause in the welfare-reform bill signed by President Clinton that "allows for the privatization of welfare through religious charities, promising a vast revolution that Mr. Clinton never mentions when he trumpets his welfare efforts."

The clause "simply states that, under contract with the state, religious groups can provide the same social services as other agencies," Geoly said, adding that "charitable choice programs pose no threat to the separation of church and state because they are not directed at the proselytizing or worship activities of the groups involved."

### Paid time off for charity

A number of employers are allowing employees to take paid leaves to perform work for charities, *The New York Times* reported Sept. 22.

"Some companies are saying, 'Here's something to offer our very best people as a way to keep them,'" John A. Challenger of Chicago outplacement firm Challenger, Gray & Christmas told the *Times*.

The newspaper cited an estimate by the Trends Research Institute in Rhinebeck, N.Y., that such programs are offered by fewer than 5 percent of large companies, including American Express, IBM, Time Inc., Wells Fargo and Xerox.

### Fashionable charity

Breast cancer research was the beneficiary of "Super Sale 1996," a shopping event and gala dinner in Washington that matched Washington power brokers with fashion designers and supermodels from New York's Seventh Avenue shopping district, *The New York Times* reported Sept. 22.

"In an unusual alliance of fashion and politics, Seventh Avenue has moved off its usual turf and embraced the rubber chicken crowd [in Washington] in a push to give breast cancer a profile that rivals that reserved for AIDS," the *Times* said.

## BEGINNINGS

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ments, emotional and spiritual support, referrals for counseling, child care and food stamps and financial management advice and assistance.

Nearly all clients in the New Beginnings program were victims of domestic violence, White says.

Clients are required to hold down full-time jobs and be drug and alcohol-free. To "graduate" from the program, they must be able to save 40 percent of their income.

The prerequisites for participation in New Beginnings are also fairly strict - only after a background check, an interview and extensive screening are clients allowed in.

There is good reason for that, White says: "There's a lot of people out there who need help and then there are those who are ready to receive help."

The philosophy of New Beginnings is to provide more intensive help to abused women and children than just shelter. After clients "graduate" from the program, New Beginnings follows up with them for one year to make sure their situations are stable.

Both Agnes and Jim Goldston downplay their level of financial

involvement in the organization. Instead, they emphasize the good that New Beginnings does.

"Agnes and I both have a strong burden for women and children," Jim says. "There's no better investment than the life of a child."

The couple say they want to help break the cycle of abuse, and that the best way to do that is to reach the generation of children growing up in abusive situations.

Agnes Goldston, a former teacher, emphasizes the effect that a stable home life can have on the educational system. Children who are taken out of abusive situations will be calmer, less disruptive and easier to teach, she says.

The Goldstons find the pervasiveness of abuse disturbing and depressing.

Abused women "look at the ground all the time," Jim Goldston says. "They won't talk to you."

Most of the women in the New Beginnings program come from low-to-middle-income backgrounds, but there are some who have left high-income lives. Regardless of their previous financial situation, all women in the program have experienced a severe loss of self-esteem as a result of abuse by their partners, White says.

"It tears my heart out when I see it," she says. "The women don't

deserve it and the kids don't deserve to hear it."

So far, three women have graduated from the program, and five more will graduate before the year is out.

For all that New Beginnings does for its clients, it needs a larger budget. With its current finances, the organization can afford to take on only 10 clients at a time. But 20 families already are on a waiting list to get in.

Both White and the Goldstons say they would like to get New Beginnings' monthly budget up to \$30,000 to \$35,000 to allow the program to help about 40 families at a time.

Jim Goldston says he eventually would like to see New Beginnings own 40 to 50 apartments and receive financial support from major corporate sponsors. But many more private donations and foundation grants will be necessary to raise the program to that level. White says she is working to write grants and make private funding requests. But that is difficult to accomplish with her busy schedule.

If nothing else, White and the Goldstons say, they would like to increase public awareness of domestic abuse.

"A lot of times, they're [the victims] right at your back door," Agnes Goldston says.

## BASKETBALL

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Keegan & Co. He begins as commissioner early next year.

Black will be responsible for managing the league organization, hiring coaches, setting schedules and promoting the league in the corporate community.

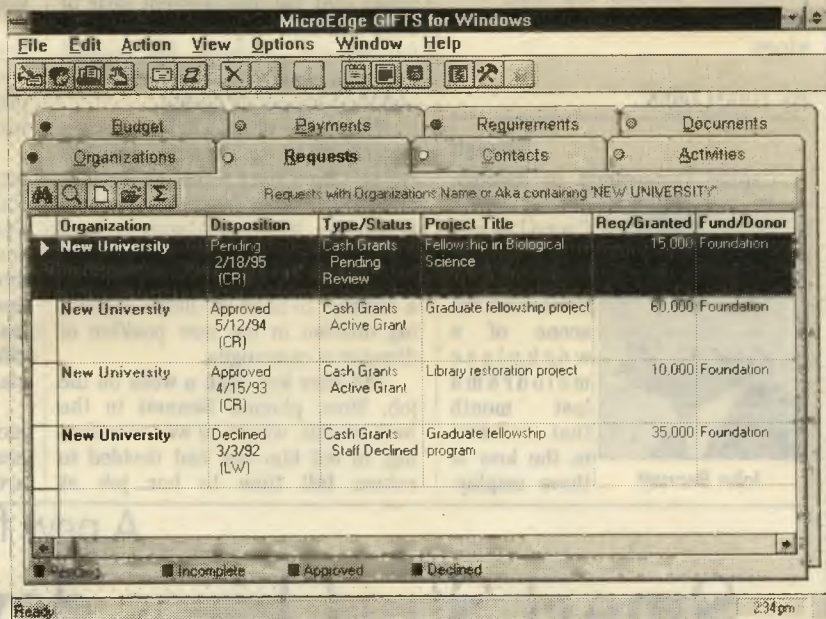
"This league will give some young men an opportunity to get employed," he says. "I hope the different sponsors will understand the plight of the various communities and be willing to learn about different cultures and help people achieve success."

Team sponsors so far include Harris Teeter and Kenan Transport. The league received a \$15,000 planning grant from the Z. Smith Reynolds Foundation in Winston-Salem.

For information, call (919) 962-8201.

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