



The American Society of Association Executives says 44 percent of its member organizations have three-year terms for board members.

Asking is key

## Study shows teen voluntarism on rise

BY BARBARA SOLOW

Generation X detractors, take note.

A new national survey has found that American teenagers are volunteering and giving more to charity.

In its third national survey on giving and volunteering among teenagers, Independent Sector - a national nonprofit trade group - found the number of teens volunteering in the U.S. rose by 7 percent between 1992 and 1996. Total volunteer hours rose by 17 percent during

### YOUTH

the same period.

Teens volunteered 2.4 billion hours, the study found - 1.8 billion of those hours in formal commitments to organizations and 600 million hours to neighbors or in informal commitments to organizations.

While the number of teens contributing money to charitable organizations fell, the amount of the average annual contribution rose to \$82

in 1995 from \$56 in 1991.

The study found teens were four times as likely to volunteer if they were asked than if they were not asked. Significantly, non-white teenagers - especially black teenagers - were less likely to be asked to volunteer than whites.

"The young people of our minority populations are an untapped resource," Sara Melendez, president of Independent Sector, said in a release accompanying the study. Nonprofit "organization leaders, teachers, religious leaders and par-

ents must cultivate all our youth equally to contribute their talents and time to helping others."

Among other survey findings:

- Teens who had experienced positive role models as children were nearly twice as likely to volunteer and to contribute as those who had not.

- Participation in activities such as religious groups or community service projects led to higher rates of volunteering.

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## Day of honor Fundraisers recognize top givers

BY STEPHANIE GREER

North Carolina volunteers, corporate givers and individuals were recognized at local celebrations of National Philanthropy Day.

The Western North Carolina and Triangle chapters of the National Society of Fund Raising Executives hosted celebrations in November at the Radisson Hotel in Asheville and the George Watts Hill Alumni Center at the University of North Carolina at Chapel Hill.

### AWARDS

The Charlotte NSFRE chapter does not have a Philanthropy Day celebration or awards. Because of Hurricane Fran's aftermath, the Cape Fear chapter of NSFRE postponed its Philanthropy Day celebration and awards until February 26; the Piedmont chapter of NSFRE will hold its "Fundraising Day" celebration and awards on March 18. The new northwest NSFRE chapter did not hold a celebration this year.

National celebrations are held each year on the third Tuesday of November. The events are designed to meet the needs of the communities hosting them.

Triangle-area winners were:

- Frank and Julia Daniels, Outstanding Philanthropists. The Daniels family sold *The News and Observer* in Raleigh in August 1995, and the Daniels' long have been involved in many facets of philanthropy and fundraising in the region. Most recently, Frank Daniels chaired the first regional campaign of the Triangle United Way.

- Alice Kirby Horton, Outstanding Volunteer Fundraiser. Horton earned accolades for her success as a volunteer fundraiser and for the long hours of hard work she puts into her many projects, most notably campaigns for Durham Academy and Wake Forest University in Winston-Salem.

- North Carolina Mutual Life, Outstanding Corporation. The company consistently has given to various projects in Durham, including the Durham Arts Council. The primary focus of the organization's giving program has been helping the city's African-American community.

- Matt Kupec, Outstanding Fundraising Executive. Kupec, vice chancellor for university development

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Jingle all the way

## Holiday ball collects toys for needy kids

The third annual Jingle Ball in Raleigh collected several thousand toys to be distributed by the Salvation Army - despite publicity about another event with the same name.

BY ASHLEY PEAY

Raleigh

Skirting a slight scare just before their "Jingle Ball" Christmas charity benefit party, the Capital City Clauses collected two truckloads of toys to distribute to needy children in Wake County.

Two weeks before the party, the nonprofit's board learned that, this year, its group was not the only one sponsoring a Jingle Ball.

WDCG Radio, G105, was advertising a Jingle Ball - that was not a charity event - to be held four days after the Capital City Clauses' party.

Board members of the original Jingle Ball immediately began phoning

### HOLIDAY GIVING

the station to alert it to the situation and ask that it change the name of its event.

WDCG "was very cooperative with our needs and agreed to stop all promotions immediately and change the name of their party to the Christmas Ball," says Curt Williams, a Raleigh lawyer and president of the board of the Capital City Clauses. "What we feared most was a lot of confusion with the large number of people that had been guests at previous Jingle Ball parties. We just didn't want to lose what we had worked so hard for."

The Capital City Clauses was formed in 1993 by seven Raleigh lawyers who had heard of a similar event in Charlotte.



Capital City Clauses board members Laura Isley and Stephen Bryant take a quick break after loading toys at the Jingle Ball, a nonprofit event that gathers toys for the needy.

The Jingle Ball is the only event the Clauses plan.

Last year, nearly 2,500 guests filled the North Carolina Museum of History for the Clauses' Jingle Ball. This year, the party moved to the Ritz Theatre and attracted about 2,000 guests.

Both years, thousands of toys were gathered to be donated to the Salvation Army's Christmas Cheer program, Williams says.

Major Jack Repass, commanding officer of the Wake County Salvation Army, says that the Christmas Cheer program has been helping families for more than 50 years. Last year, approximately 12,000 families in

Wake county were served by the Salvation Army with help from groups such as the Clauses.

"It's a big, big program," says Repass. "Without folks such as the Clauses and the hundreds of volunteers that help us out, we could never serve this community and meet its needs."

Admission to the Jingle Ball requires a guest to bring a toy worth \$15 to \$20. Guests who do not bring a toy are asked to make a \$20 donation to help cover expenses for next year's party.

Current expenses are covered by corporate and individual sponsorships. This year's corporate sponsors

included Long Beverage Company, WRAL-FM, Tomcat Brewing Company and the Law Offices of Richard Noel Gusler.

Individual sponsors not only donate \$50 to help pay for the party, but also agree to work as volunteers at the event.

"What is so overwhelming is the amount of generosity of the people who come to the party," says Lucia Peel, board treasurer of the Clauses and one of the original seven members who began planning the event three years ago. "Not only do we collect a huge number of toys, but the quality of the toys is incredible. This year, within the first hour, we had collected five bicycles, and each year we bring in about \$3,000 to \$5,000 in donations at the door."

Peel says she was concerned the first year that attendance would be low and that the nonprofit board should not rely on donations made at the door to cover expenses.

After explosive attendance that first year, however, Peel says, this year's name confusion with the radio station didn't worry her in the least.

Although the Capital City Clauses did not have the name "Jingle Ball" registered with the federal trademark office or the North Carolina Secretary of State's Office, they did have common law trademark rights to the name, Peel says.

The board has since begun an official trademark registration process to ensure that a similar name mixup does not happen in the future.

Williams, the Clauses board chair, says the most important thing about the Jingle Ball is not its name, but the commitment of its volunteers.

"We aren't here for a social event," he says. "We're here to gather toys for the kids in Wake County and I think we're quite successful at that."

### BRIEFLY

#### AT&T gives time off to volunteer

AT&T Corp. is giving all 127,000 employees a paid day off for volunteer work over the next year. Nonprofit leaders say AT&T is the largest U.S. company to commit itself publicly to paid volunteer leave. The program should total 1 million hours of volunteer time worth \$20 million and will be renewed, based on the response.

#### Students help build homes for poor

More than 1,500 UNC-Chapel Hill students are involved in several Habitat for Humanity partnerships - mostly with churches. The students represent 21 campus groups and are helping to build seven homes in Orange County.

#### Passage Home needs newsletter volunteers

Passage Home, a Raleigh-based nonprofit that helps homeless families, needs a volunteer to help with its newsletter. The person should have writing, computer and editing skills. Call Sid Myers, (919) 834-0666.

#### Fundraising group seeks mentors

The Carolinas Association of Professional Researchers for Advancement operates a volunteer peer mentoring program for fundraisers. People interested in serving as mentors or in need of mentors can call Toni Keplinger, (919) 962-0231 or send email to [Toni\\_Keplinger@unc.edu](mailto:Toni_Keplinger@unc.edu)

#### College fund seeks volunteers for telethon

The College Fund/United Negro College Fund of Raleigh and Wake is seeking volunteers to help with its 17th annual Parade of Stars telethon this month. Volunteers will be trained at two sessions. Call (919) 546-8260.

#### History museum needs volunteers

The N.C. Museum of History in Raleigh is looking for volunteers to help make history come alive for the 300,000 children who visit each year. Training sessions will be held through March. You do not need to be a history expert to participate. Call Debra Nicols, (919) 715-0200, ext. 309.