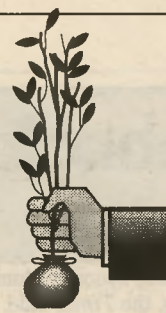


# Corporate Giving



Struggling to keep pace

Three-fourths of corporate giving executives surveyed by Barnes & Associates of Boston expect an increase in requests for assistance from nonprofits. Only a third expect a rise in their giving budgets.

12 • Philanthropy Journal of North Carolina

MARCH 1997

A focus on kids

## Caring Program director looks to expand health-care program's reach

Judith McKay is the new executive director of the Caring Program for Children, a Durham nonprofit that offers health insurance packages from Blue Cross and Blue Shield to needy children in North Carolina. She joins the program after 16 years as president and chief executive officer of St. Joseph's Villa in Rochester, a nonprofit mental health care provider. McKay, a Rochester native, also is a former member of the Sisters of St. Joseph and has experience as a community organizer in Brazil.

**JOURNAL:** What's new at the Caring Program for Children?

**McKAY:** We have a new prescription drug program that went into effect in November that's really exciting. There was concern that we were insuring kids whose parents would have a real challenge paying for prescriptions. The co-payment [for the new pharmacy benefit] is \$5 and the limit is \$1,000 annually. A team of people was put together to look

### Q & A

at a core of medications that children would need. That's elastic - we can add to it. We think we are linked up with approximately 95 percent of the [drug] dispensaries across the state. So people are buying into this.

**JOURNAL:** How did that program come about? Was it something that had been planned for a long time or something that arose just recently?

**McKAY:** We do a parents' survey to find out what parents of children enrolled in the program think about the benefits. So this had been on the minds of the board for some time.



Judith McKay

It was a good collaboration between the board interest and Blue Cross people interested in responding. They led the work on the product.

**JOURNAL:** How many children are now enrolled in the Caring Program?

**McKAY:** We're now close to 6,000, which is about where we were at the turn of the year. We still have another 150,000 that are eligible to be enrolled. That number comes from a Duke study of [uninsured] children in the state that's broken down by county.

**JOURNAL:** What are your priorities for the coming year for the Caring Program?

**McKAY:** To develop a systematic way to do enrollment. I really think we need to establish relationships with systems that are already connected to these kids. The key one for me is the schools. We've had a lot of meetings and gone to a lot of

Look for MCKAY, page 13

## Education support topic of summit

Two hundred business, education and government leaders have been invited to the 1997 North Carolina Business Summit for Education, which will be held March 20-21 in Research Triangle Park.

The summit is being convened by Gov. Jim Hunt and Robert Ingram, president and chief executive officer of Glaxo Wellcome Inc.

The heart of the conference will include breakout sessions that organizers say are intended to identify, examine and adopt specific steps the business community can take to support higher academic standards.

"As you are aware, despite significant improvements in student performance, North Carolina's educational system still faces major challenges in preparing students to enter the workforce and compete for jobs in the 21st century," Hunt and Ingram said in a letter to people invited to the summit. "The business community has a vital role to play in partnering and collaborating with schools, parents and educators."

Hunt has made improving education standards and raising teacher pay top priorities of his administration, and Glaxo Wellcome has focused much of its corporate philanthropy on supporting education.

Students from 25 schools from throughout the state will demonstrate learning technology currently in use in Tar Heel schools.

Electronic links

## Firm takes weather, logistics out of charity golf

By KELLY PRELIPP LOJK

Putting together a charity golf tournament can be a daunting task for nonprofits with limited resources. Now, Phantom Golf Associates Inc. is offering a new high-tech twist to golf fundraising that may help nonprofits avoid some of the most common traps

### TECHNOLOGY

encountered when organizing such events.

When using the firm's services, a nonprofit organization chooses a target course from a list of more than 14,000 in the U.S. — from Pinehurst to Pebble Beach, Calif. Donors play a round of golf at their favorite course, choosing where, when and with whom they play. They then submit their scorecards to PGA.

For a fee of \$10 per registrant, the firm uses software it has developed to compare scores, slope ratings and handicap ratings for the donor's own course with those of the target course.

The firm then reports what each player and team would have scored playing the same round on the target course.

Rick Mitchell, president of Phantom Golf Associates, says the fundraising service is a "tournament without" because nonprofits can avoid many of the "logistical nightmares" associated with golfing



Phantom Golf Associates eases the burden of putting together charity golf tournaments through the use of software.

events.

Organizers needn't worry about poor weather. The number of donors who can participate is not limited by the size of the course. And donors aren't restricted to playing on a particular course on a set date.

The firm has been developing its software since 1995 and only began marketing its program this year, says Mitchell, who is also president of Cii, a computer staffing company in

Raleigh. So far, no phantom tournaments have been played, but the National Multiple Sclerosis Society has signed up for Phantom Golf Associates' services and will hold its phantom tournament in June. Local Multiple Sclerosis chapters are still heatedly debating which target course to choose, according to Mitchell.

For information, call Phantom Golf Associates at (888) 867-4268.

By BARBARA SOLOW

Software charity Microsoft may end discount rates

Officials at Microsoft Corp. are considering whether to end the company's special discount prices on software sold to some nonprofits.

At the end of November, the giant technology company in Redmond, Wash., announced it no longer would offer its lower-cost academic pricing to 501(c)(3) charities.

"The project proved to be a problem," says Microsoft spokesman John Pinette. "There were problems with leakage in the channel and so we wrote and told our academic resellers that we would discontinue the program."

The main "leakage" problem was that some of the software sold at the nonprofit rate ended up going to non-charity accounts, Pinette says.

### SOFTWARE

After hearing protests from consumers, the company decided to reinstate the special pricing program in mid-December and reevaluate it within 60 days. When the *Philanthropy Journal* went to press, Microsoft still had not made a decision on its nonprofit discounts.

Pinette says he does not know how large a category of Microsoft sales is involved in the discount pricing program.

But national nonprofits such as Catholic Charities and the United Way are among the organizations that have received special rates.

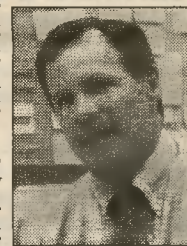
Steve Snow, head of Charlotte's Web - a technology training program for nonprofits - says he's not surprised that Microsoft may end its nonprofit discounts.

"You have to be very careful about making commitments to companies that sell software," he says.

"Software is like heroin. You get committed to a certain path and you're stuck and it's hard to break free. All the software companies try to hook you because of that."

Microsoft's direct donations of software to nonprofits - which totaled more than \$18 million in 1995 - will not be affected by its decision on discount pricing. The company's contributions program made grants of \$28 million in 1995.

Microsoft reported net profits of \$499 million in 1995 and \$614 million in 1996.



Steve Snow

### BRIEFLY

#### Companies give less to education

U.S. corporations are contributing less to higher education, says a new report from the Conference Board. Corporate support for colleges and universities fell to \$222 million in 1995 from \$330 million in 1994. The decline shows a shift in support from higher education to K-12 programs.

#### Companies donate to hungry

Employees of Mitsubishi Semiconductor America in Durham donated 300 pounds of canned and boxed foods to local service agencies during the holiday season. Employees contributed more than \$4,700 to 21 nonprofits through the company's holiday match program.

#### BellSouth sponsors jobs program

BellSouth in February sponsored a "Job Shadowing" project that allowed students from Daniels Middle School in Raleigh to observe employees and their jobs first-hand. Jobs included service technician, consumer representative and marketing executive.

The United Way of North

#### United Way gives companies awards

Carolina awarded several companies its Spirit Awards for nonprofit fundraising. Winners were First Union National Bank, Charlotte, and Partners National Health Plans of North Carolina, Winston-Salem. Excellence award winners were: First Union, High Point; Sale Auto Mall, Gastonia; RWM

Casters Co., Gastonia; High Point Bank & Trust Co.; Sara Lee Sock Co., High Point; Glaxo-Wellcome Inc., Research Triangle Park; Kimberly Clark Corp., Hendersonville; and Blue Cross/Blue Shield of North Carolina, Durham.

#### UNC employees give to nonprofits

Employees of the University of North Carolina at Chapel Hill and UNC Hospitals raised a record-setting \$597,051 for more than 1,000 nonprofits through this year's State Employees Combined Campaign. The total raised statewide was \$2.88 million - surpassing the goal of \$2.75 million.