

CHILDREACH

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hotels, says that at this year's Ramada convention in Miami, he was amazed at the number of pink and purple ribbons people wore signifying that they were Childreach sponsors.

In addition, many of the hotels put out coin boxes to raise more money for Childreach and promote the program to their guests.

Ramada became Childreach's first official corporate sponsor after Ramada President and Chief Executive Officer Steven J. Belmonte visited Childreach programs in Santo Domingo. Belmonte personally has been a Childreach sponsor since 1988.

When Ramada established the partnership with Childreach, the nonprofit sent each of its donors an offer to join the Ramada Business Card club and receive 10 "frequent lodger points" for every dollar contributed to Childreach. More than 3,000 donors signed up, illustrating the success of Ramada's cause-related marketing efforts, says Steven Sookikian of Childreach.

When Childreach representatives visit franchises to promote sponsorships, Ramada Franchise Systems covers travel expenses. When staff at a franchise sign up to sponsor more than two children, Childreach purchases space in a local newspaper to publicize the partnership.

"The exposure is worth the cost of placing the ad," Sookikian says, "and the hotel benefits from the external promotion of the partnership. Normally businesses promote their own good deeds. Hotels aren't usually geared up for that. So we offer this to hotels as a benefit to them."

Childreach, the U.S. component of PLAN International, was founded in 1937 as Foster Parents Plan to sponsor orphans of the Spanish Civil War. Monthly contributions in the U.S. help to sponsor 91,000 children in 42 countries. Based in Warwick, R.I., Childreach fosters child-sponsor relationships by coordinating correspondence, photo exchanges and cultural education projects. More than 90 percent of its funding comes from individuals and 6 percent from the government. Call (401) 738-5600.

IBM

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The internal work paid off: IBM employees turned in the biggest employee totals ever for the United Way in the Triangle — including the combined totals for the United Way affiliates in Durham, Orange and Wake counties, which merged two years ago to form the Triangle United Way.

The IBM contribution was up 15 percent from 1996 and represented a reversal of six straight years of declining participation by IBM employees in the Triangle. A little more than 55 percent of IBM employees participated in the campaign this year, up from 53 percent last year. The average IBM employee gift totaled \$252, up \$12 from last year.

Leadership gifts of \$1,000 or more were contributed by 324 IBMers — the most ever and up from 225 last year. And IBM itself made a corporate gift to the United Way of \$523,594 in addition to the contributions made by employees.

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Glaxo, SAS give leadership support to Special Olympics

In December, two Research Triangle Park cor-

SPONSORSHIP

porations made significant pledges of both dollars and volunteer support to the 1999 Special Olympics World Summer Games.

Glaxo Wellcome's \$1 million commitment to the event places it in the gold sponsor category. "Glaxo Wellcome is very proud to be a Gold Sponsor of the Special Olympic World Summer Games," says Robert A. Ingram, chairman, CEO and president of the pharmaceutical giant. "Corporate citizenship is one of our company's key values. This is a chance for us to support an exciting and meaningful event, right here in our own backyard."

As a silver sponsor, SAS Institute,

the world's largest privately held software

company, will contribute \$500,000. "We are very excited to add SAS Institute to the growing list of corporate sponsors who are supporting the Special Olympics World Games," says LeRoy Walker, president of the 1999 Special Olympics World Games.

The 1999 Special Olympics World Summer Games will be held June 26-July 4 in the Triangle. The largest sporting event in the world that year, the games will bring together 7,000 athletes, 2,000 coaches and 15,000 family members from 150 countries. It is estimated that 35,000 to 40,000 volunteers are needed to help stage the event.

BLUE CROSS

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committee appointments are: Rep. Jerry Dockam, R-Davidson; Rep. Lyons Gray, R-Forsyth; Rep. Bill Hurley, D-Cumberland; Carolyn Ferree, president of the N.C. Medical Society; and William Patterson of the Hunton & Williams law firm, which represents Blue Cross. The Senate appointments are: Sen. Howard Lee, D-Orange; Sen. Betsy Cochrane, R-Davie; Sen. Beverly Perdue, D-Craven; Tom Lambeth, executive director of the Z. Smith Reynolds Foundation; and Charles Sanders, former head of Glaxo and representing N.C. Citizens for Business and Industry on the commission.

The study commission was not the only group formed as a result of

the proposed conversion legislation. The Coalition for the Public Trust is an informal coalition of individuals and organizations from across North Carolina advocating that certain requirements be included in Blue Cross conversion legislation:

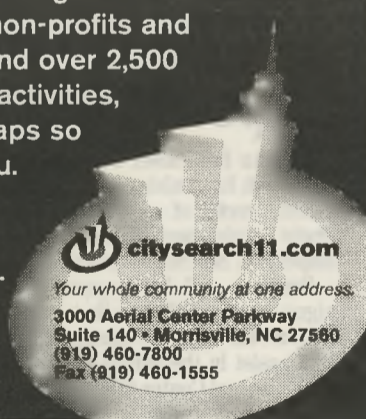
- The legislation should include a requirement that a charitable trust be created in the event of conversion.
- The legislation should also require that an amount of stock equal to 100 percent of the insurance company's fair market value be put into this charitable trust.

Blue Cross officials say they have no immediate plans to convert to for-profit status. After all the controversy over the conversion bill, Blue Cross has hired public relations specialist Ken Eudy of Capital Strategies in Raleigh. Eudy's one-year contract began Dec. 1.

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CONGRESS

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Taken together, OMB Watch concludes in its analysis, "These new requirements only serve to make giving to nonprofits more costly and frustrate efforts to support charities."

The bill requiring shareholder participation in corporate giving is mod-

eled after one created by Omaha billionaire Warren Buffet for his Berkshire Hathaway investment company, which in the past 16 years has contributed more than \$97 million to charity. Under the Berkshire Hathaway plan, holders of "Class A" stock, valued at about \$45,000 a share, may designate one to three charities to receive a charitable gift. In 1996, that gift amounted to \$16 per share.

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