

# Philanthropy Journal

OF NORTH CAROLINA

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## Corporate mergers put pressure on giving programs

By MICHAEL R. HOBBS

Quick. What's one plus one? Sometimes it's not two, say people who have watched as large corporations in many of America's industries have merged to become even larger corporations. One result often is less overall charitable giving by the combined firms, says Gene Tempel, executive director of the Center on Philanthropy at Indiana University. "Corporate mergers have a major impact," Tempel says. "They cause a decline in corporate giving." Bolstered by economic growth, corporate America in recent years has

expanded its philanthropy. But that economic growth also has allowed many firms to grow by acquiring other firms. When that happens, one city's large corporate headquarters suddenly becomes the branch office of some other city's corporate headquarters. That's happening in Indianapolis, Tempel says, where the two firms that own the city's two major banks now are themselves merging, leaving the city with no locally owned major bank. When that happens, he says, communities like Indianapolis' can expect a decline in giving to local nonprofits, Tempel says.

"Decision-making often leaves and goes to the corporate office," he says. That means the city that's home to the larger corporation may benefit from the growth. Charlotte, for example, has seen its hometown companies NationsBank, First Union and Duke Power grow into national entities. NationsBank most recently announced it is merging with Bank of America. First Union is completing a merger with Core States of Philadelphia. And Duke Power has become Duke Energy with its acquisition of PanEnergy Corp. gas company in Houston. The growth has enabled those

firms to give to the Charlotte area as they never have before. For example, the Arts and Science Council of Charlotte/Mecklenburg recently completed a fundraising drive in which First Union employees contributed more than \$1 million. It was the largest employee campaign for an arts council in the nation, says Mary Eshet, a First Union spokesperson. First Union long has been involved with the arts council and the local United Way, she says. "It's a long-standing commitment and those organizations would say First Union has always been a key contributor," she says. "But our ability has

grown as we've grown." First Union works to ensure that when it acquires a bank that the local community still will benefit from corporate giving. In the merger with CoreStates Financial, the two banks announced they would establish a \$100 million charitable foundation to serve the Philadelphia area. First Union also has committed to maintaining local corporate giving at a pace set by CoreStates, which amounts to \$17 million a year, she says. "Dedication to the community is a

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## SAS donates \$1 million to natural sciences museum

By PATTY COURTRIGHT

SAS Institute Inc. of Cary gave \$1 million to the North Carolina Museum of Natural Sciences, and the museum responded by installing a skeletal replica of the rare dinosaur *Acrocanthosaurus* in the lobby of the company's research and development building. "SAS Institute's donation to the museum is the largest corporate contribution our capital campaign has received," says Betsy Bennett, museum director. "We wanted our thank you to the company to be equally impressive." The SAS gift has been earmarked for the new Mountains to the Sea exhibit, the centerpiece exhibit in the 200,000-square-foot museum, scheduled to open in fall 1999. In the exhibit, visitors will walk through North Carolina's recreated environments, from the mountains to the Coastal Plain. While at SAS, the 40-foot-long replica was visited by children from the institute's child-care centers. Museum staff also traveled to SAS



Preschoolers enjoy a dinosaur replica on display at SAS Institute.

to present two multimedia programs to institute employees. *Acrocanthosaurus*, which ultimately will be a featured museum exhibit, left SAS April 24 and may travel to other Triangle businesses that have contributed to the museum, says Karen Kemp of the museum. IBM and Carolina Power & Light may be slated for a prehistoric visit, Kemp says, although CP&L employ-

ees likely will have to travel to the museum because of space. "For us, this is a great opportunity to inform people about the new museum and about our capital campaign," she says. "It brings together the things we do best: hands-on programs for both kids and adults, while at the same time building our message about museum membership."

## Going an extra mile Some groups use adventure to raise funds, publicity

*Trips that involve climbing, hiking and biking have become a way to raise funds and publicity for a variety of causes.*

By JOAN ALFORD

Folks are climbing mountains, rafting whitewater rapids, and biking as far as 3,000 miles to raise money for charity. Special events planners are creating unique outings that pit participants against the elements while raising funds and drawing attention to their causes. Outdoor enthusiasts not only test their physical endurance but also develop aggressive fundraising skills. Charities may require a participant to raise as much as \$6,000 to join an event which does not cover registration fees, round-trip travel expenses, and most times, meals, and

lodging. Although relatively few charities enter into major adventure fundraising, the ones that do go at it in a big way. The American Lung Association has the most extensive catalog of events. A majority of the more than 200 ALA offices across the country hold their own multiday bike treks and hikes. The Washington state ALA will have a "Climb for Clean Air" event two weekends during July. For a \$100 registration fee and \$3,000 each in donations, adults "with a taste for adventure and the motivation to make it happen" can climb Mount Rainier. A professional mountain guide service will donate the services of an experienced mountaineer. The ALA began raising money through outdoor adventures more

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## Hitting the target To measure success, nonprofits need to set goals

*Nonprofit organizations are being asked more often to prove they're accomplishing something.*

By MICHAEL R. HOBBS

If you want to measure your success, you first have to know what you're setting out to do. More and more often, nonprofits are facing funders who want to know whether a grant is going to have any real effect. Those foundations and

companies often ask to see some measurable results. But before a nonprofit can produce those measurements, the people who run it need to set some realistic goals, says Beth Briggs, a Raleigh-based fundraising consultant. "Usually their biggest problem is they haven't identified any specific goals," she says. "They're trying to evaluate their success without having any goals in the first place." Don Wells, who directs a nonprof-

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it education program at Duke University, agrees. He says if people who run nonprofits think about what it is they're trying to accomplish, they can identify relatively simple ways to measure those accomplishments. But it's not always easy, he says. "One of the elegances of Habitat for Humanity is that when they've done what they set out to do, they can

point to a house and a family that wasn't there before," he says. "When you talk about attitudes toward safe sex, it isn't that easy." When the push for measurement of nonprofits' work began several years ago, Wells says, many organizations rushed into establishment of elaborate evaluation procedures. "There was a certain mania about measurable outcomes that didn't honor the fact that a number of outcomes verge on the impossible to

measure empirically," he says. Many evaluation methods were complicated, he says. Many nonprofits have learned they can produce solid evaluations by adopting simpler standards. "What is helpful in some of that education is that there has been some demystification of what evaluation is about," Wells says. Briggs says that's what nonprofits need to do as they set out to seek

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