

# United Way Effort Seeks Boost As End Of Campaign Approaches

BY SUSAN USHER

Just when it may be hardest for most individuals and businesses to give is when the need for services provided by United Way supported programs is greatest.

That's why Cape Fear United Way is looking for an end-of-the-campaign boost in order to reach its 1991-92 goal of slightly more than \$2 million.

If it fails to meet that goal the agency may find itself in the position of being unable to expand or maintain services as anticipated during the coming year in Brunswick, Pender and New Hanover counties.

"We've had a few letdowns," said H. Lee Whiteside Jr., general campaign chairman, hastening to add that there have also been some pleasant surprises along the way despite the economic recession.

"It's a struggle to generate the same dollars as last year plus the new dollars," he continued. "At the same time people need to understand that the need is greater."

Last week, with about nine business days left in the formal campaign, the status of the Brunswick County reflected that of the entire three-county area. Area-wide collections were at \$1,175 million, or 60 percent of goal. Still to be collected or pledged: \$825,000.

Of Brunswick County's community campaign share of \$44,000, about \$26,337 is in hand.

In the manufacturing division for example, United Way is trying to collect \$57,000 in outstanding

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—H. Lee Whiteside Jr.  
Campaign Chairman

pledges from last year as well as meeting this year's goals.

Some industries have not been able to sustain last year's level of pledges, while a few have exceeded them. CP&L's Brunswick Plant netted \$119,000, well over its \$105,000 goal. DuPont's campaign is at \$143,000, with pledges still coming in. ADM, formerly Pfizer Chemicals, has just started its campaign.

A new industry in Leland, Victaulic Company of America, has launched a campaign.

"Brunswick County," said Whiteside, is doing real well. It's keeping pace with the overall campaign and in some areas doing better.

The county's "Pacesetters," for example, overall did very well in their model campaigns conducted in advance of the general campaign. Atlantic Membership Corp. raised nearly \$600 in "new" dollars, or pledges over those given last year. Exide Electronic posted a 249 percent increase, raising \$4,500 new dollars over goal.

Still, added Joe Stevenson of

Supply, Brunswick County campaign chairman, "We're crying for help."

A loaned executive, Ernie Abrahamson, has been working with approximately 20 accounts in Brunswick County, including local governments. As of last week, he said, the Brunswick County Government Center's campaign was not completed and was not at goal, with several departments not having reported.

Local campaign volunteers have included Cathy Swain, Gladys Wagenseil, Debbie Barthelow, Jeff Cumbie, Roberta Fugate, Polly Russ, Sue Chapman, Phil Presson, Gloria Smith, Jess Parker and Daphne Yarborough.

Pete Barnette, VIC coordinator, has "gone out of his way to help because of the needs he sees," Abrahamson said.

Stevenson echoed the same theme as Whiteside.

"Most divisions are doing well, but not as well as expected," he told reporters at a press conference last week. "Our goal now is to get volunteers to go after the real money,

the dollars we got last year."

He encouraged volunteers to go ahead and sign up for next year's campaign or even to help finish out this year's campaign. He is short campaign coordinators this year in several residential areas of the southwest end of the county, including Ocean Isle Beach and Calabash. In addition, he said, a lot of businesses south of Bolivia have not been solicited.

Michael C. Griggs, executive director of Cape Fear United Way, told reporters, "This United Way has made a significant investment in Brunswick County, both in people serving here in the campaign and in programs and services provided by agencies."

"There are problems in Brunswick County," he continued. "If people need help our agencies are committed to providing services in those areas. We don't ask where the person lives."

"It takes money to do that.

Money determines the extent to which we can help people."

While trying to reach more county residents and businesses to give them an opportunity to contribute to the combined giving campaign, Griggs said the has been increasing its efforts to serve Brunswick County residents, maintaining a greater presence in the county year-round, not just during the campaign.

He estimated that approximately 14,800 county residents have been reached by United Way agencies.

Last year approximately \$177,000 of funds raised in the campaign were returned to the county through program and service delivery by the United Way's member agencies and grantees. "You can't beat the return on the investment," he said.

Some providers are physically located in Brunswick County, like Volunteer and Information Center, Hope Harbor Home Lower Cape Fear Hospice and the new

Community Boys' Club site in Southport; as well as several grantees, Brunswick County Literacy Council, Brunswick Adult Day Care Center Inc. and Prescription For Excellence.

Others, such as Boy Scouts, Girl Scouts, Family Services, Cape Fear Substance Abuse, American Red Cross, The Salvation Army and the Senior Aide Program serve the county from Wilmington offices.

During 1992, Griggs said Brunswick County residents will be polled as part of a service area-wide needs assessment.

"We want to hear from local people what the needs are," he said. "It's been about 10 years since the last survey was done."

Once the survey is completed, Griggs said United Way directors will create "a human services blueprint" that identifies problems and needs, establishes priorities and identifies resources that can be marshaled to address them.

## Health Care System Problems Focus Of Series

Congressman Charlie Rose wants to hear from area residents concerned with problems in the health care system before the issue is addressed by Congress.

He will conduct five forums on health care reform across the Seventh Congressional District next month. The Brunswick County forum will be held Friday, Nov. 8, from 2:30 p.m. to 5:30 p.m. at the Public Assembly Building at the Brunswick County Government Center in Bolivia.

"I'm hearing from an incredible number of people this year about problems with our health care system," Rose said in a news release Friday. "They want to know why they can't find affordable health insurance and why they are paying more and getting less."

"This issue is beginning to come to a head in Congress and I expect we're going to have a major battle here in the next 12 months."

Rose said the hearings are intended to help him prepare to consider proposals to reform the nation's health care system. To that end, he

wants to hear from southeastern North Carolina residents about their specific problems and to get their suggestions on what should be done.

Topics to be addressed at the forums by health professionals include how to contain the rising cost of health care, what can be done about those who lack health insurance coverage and the feasibility of various reform proposals which have been introduced in the 102nd Congress.

In addition to the Brunswick

County meeting, forums are planned in Cumberland, Robeson, Columbus and New Hanover counties.

The forums are open to all interested persons. Limited time will be scheduled to allow members of the public to address the forum. Also, Rose will accept written testimony from anyone.

Questions about the forum or preparing testimony should be directed to staff member Bob Henshaw, 202-225-2731.

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