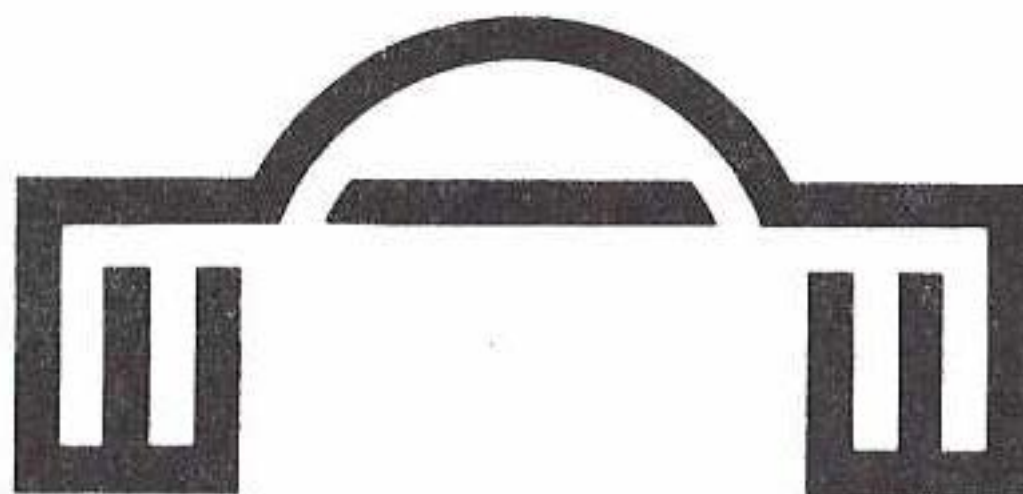




NORTH CAROLINA CENTER FOR  
PUBLIC POLICY RESEARCH INC.

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NEWS RELEASE

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RESEARCH CENTER DOCUMENTS WHO FUNDS THE ARTS

Five foundations and five corporations lead the way in charitable giving to the arts in North Carolina, says the N.C. Center for Public Policy Research in an article in a special arts issue of its magazine, N.C. Insight. The article's author, Whitney Jones, says corporate gifts to the arts totaled over \$7 million in 1979, and total giving from the 413 foundations in North Carolina was even higher.

The top five foundations making grants to arts projects or groups are: the Z. Smith Reynolds Foundation, James G. Hanes Memorial Fund/Foundation, Mary Reynolds Babcock Foundation, Mary Duke Biddle Foundation, and Greater Charlotte Foundation. The Z. Smith Reynolds Foundation gave over \$1 million to the arts in North Carolina in 1981. It provides continuing support to the N.C. School of the Arts and to Reynolda House, the former Reynolds family mansion and now a private Winston-Salem museum and learning center specializing in American Art. The James G. Hanes Memorial Fund/Foundation was second in arts giving. Sixty percent of all Hanes Fund monies went to arts projects in 19 separate grant awards in 1981.

The Mary Reynolds Babcock Foundation helps support the School of the Arts, Reynolda House, and Winston Square, a revitalized downtown area in Winston-Salem now serving as the base for many local arts groups. Rounding out the top five foundations are the Mary Duke Biddle Foundation and the Greater Charlotte Foundation. The Biddle Foundation has supported music programs at Duke University and the Biddle Gallery for the Blind in the N.C. Museum of Art. The Greater Charlotte Foundation gave \$160,108 to arts projects in 1981. Collectively, the top five foundations gave \$2,564,186 to North Carolina arts projects alone in 1981.

The Center said it was more difficult to document the exact amounts given to the arts by North Carolina corporate donors, but Jones listed five corporations making significant contributions. The five include two banks and two tobacco companies--Wachovia Corporation, NCNB Corporation, R. J. Reynolds Industries, and Philip Morris--joined by Hanes Dye and Finishing Company.

R. J. Reynolds Industries led the corporate donors, giving away \$887,000 of its \$11 million total contributions to arts programs in 1979. More recently, RJR made a grant of \$1.2 million for the Roger L. Stevens Center for the Performing Arts in Winston-Salem. Other corporations like NCNB and Hanes Dye and Finishing Company devote a certain percentage of their pre-tax income to corporate contributions.

The article's author says corporate giving is concentrated in the state's urban areas. Almost sixty percent of corporate grant awards in 1979 went to the

five most populous counties--Wake, Forsyth, Guilford, Mecklenburg, and Durham. Another article in the Center's special issue on the arts documents significant federal funding cutbacks to arts programs, thereby increasing the likelihood that arts groups will turn to North Carolina foundations and corporations.

Author Whitney Jones makes several suggestions to North Carolina art donors. Corporations and foundations need to be consistent in their giving patterns and avoid sudden large increases or decreases, because their gifts can constitute a large proportion of many small groups' budgets. Corporations and foundations should also reassess their reluctance to make contributions to arts groups' endowments, he wrote. The article said contributions from individuals should be encouraged and that annual, accurate reporting of contributions--particularly corporate donations--is needed.

The article highlights an alternative source of arts giving--city and county governments. The Center's Development Coordinator, Beth Briggs, shows how Charlotte and Mecklenburg County have provided substantial support to Spirit Square (a complex of galleries, studios, and a theater), Discovery Place (a "hands-on" science and technology museum), the Mint Museum of Art, the Charlotte Opera, and the Charlotte Symphony.

The city of Charlotte picks up the tab for a significant portion of capital construction costs for arts projects, and the county and city pay substantial maintenance and operational costs. In addition, one percent of the cost of all new city/county construction projects is reserved for art in the buildings. Such a percentage-of-construction-costs-for-art approach has been proposed at the state level since 1977 but has yet to be enacted in that form. The 1982 General Assembly did appropriate a small lump sum of \$5,000 for art in state buildings.

The N.C. Center for Public Policy Research is a private nonprofit corporation formed to study state government policies and practices. The Center received a special corporate contribution of \$1500 from R.J. Reynolds Industries, Inc. for this fifth anniversary arts issue of N.C. Insight. The Center also receives support from the Mary Reynolds Babcock and Z. Smith Reynolds Foundations, other corporate contributions, and individual members across the state. In addition to publishing N.C. Insight, the Center also publishes major research reports, such as its recent study of Teacher Certification: Out-of-Field Teaching in N.C.

For more information, call Beth Briggs at (919) 832-2839.