



# FROM THE CENTER OUT

June-July-August 1985 Newsletter

## GUIDE TO FOUNDATION AND CORPORATE GIVING AVAILABLE

Yes, Virginia, there is a guide to Grantseeking in N.C. And judging from the public response since its July 1 release, the 637-page book, as eagerly awaited as Christmas, is fulfilling the fondest wishes of development officers and scores of volunteers raising money for nonprofit organizations.

The result of two-and-one-half years of research, Grantseeking in North Carolina: A Guide to Foundation and Corporate Giving was funded by a grant from the Z. Smith Reynolds Foundation and compiled under contract by Anita Gunn Shirley. The only publication of its kind ever in North Carolina, the Guide contains detailed profiles of 589 in-state foundations, 16 out-of-state foundations, and 81 corporate giving programs. A staff member at the national Council of Foundations said this is "the most complete statewide guide" to fundraising in the country.

There are sections on how to write an effective grant proposal by fundraiser Beth Briggs, as well as a humorous approach to "The Eleven Commandments of Corporate Fundraising" by John Bacon, Director of Corporate Contributions for R. J. Reynolds Industries, Inc.

The research reveals that North Carolina's foundations give away \$95.7 million each year, nearly twice that of any other Southern state. The Tar Heel state ranks 14th in the country in the number of foundations, with at least one foundation in 67 of the state's 100 counties. But only 17 of the largest foundations employ any staff, and only 21 publish an annual report, brochure, or other information about their giving programs. That makes this guide all the more valuable.

The top five North Carolina foundations in terms of giving are the Duke Endowment in Charlotte, Z. Smith Reynolds Foundation in Winston-Salem, Cannon Foundation in Concord, Smith Richardson Foundation in Greensboro, and the Winston-Salem Foundation.

Among the largest corporate-giving programs are those of R. J. Reynolds Industries, Burlington Industries, IBM, Duke Power Company, and The Wachovia Corporation. The Center expresses its gratitude to Sherwood H. Smith Jr., President of Carolina Power and Light Co. for his help in encouraging businesses to provide information on their corporate giving programs. Unlike foundations, whose tax returns are public records, corporate giving information is private.

Nationally, corporate giving is approximately equal to giving by foundations. Corporations reported donating \$3.1 billion in 1983, while foundations gave \$3.46 billion. In North Carolina, the 81 corporations in the Center's guide gave \$78.2 million in 1982, while foundations gave \$95.7 million.

Center director Ran Coble says, "No matter what the program is -- whether it's arts councils, libraries, scholarships, day care centers, or environmental projects -- somebody in the guide has a history of funding it." There are foundations that give money for everything from psychical research in Chapel Hill to scholarships for former newspaper carriers of the High Point Enterprise. Grants from North Carolina foundations went as far away as the Afghanistan Relief Committee and as close to home as local food banks and the Andy Griffith Playhouse in Surry County.

The Associated Press ran a wire story on the guide which was carried in more than 18 newspapers, and at least two TV stations have done feature stories. Our favorite was a lengthy book review in the Fayetteville Observer-Times which called Grantseeking a "veritable Santa Claus goody-bag for grown folks. This is what you would call basic literature for organizations -- educational, charitable, artistic, religious -- that depend for their existence on the financial generosity of others."

Grantseeking in North Carolina can be obtained from the N.C. Center for Public Policy Research for \$35.00 plus \$2.50 for postage and handling. (Center members received a special discount earlier if they had reserved a copy.) Checks may be made payable to the N.C. Center and sent to P.O. Box 430, Raleigh, NC 27602.

At the Center, we have two kinds of reports. The topics for major book-length reports are selected well in advance by you and our Board of Directors. They usually take 1-2 years for research and writing and are published in snazzy bound volumes. A recent example was Boards, Commissions, and Councils in the Executive Branch of N.C. State Government. Then there are smaller reports which have a short turnaround time and are produced in-house with our own word processing equipment. They are designed to be placed quickly into the hands of decision-makers and the public. This type of report grows out of an immediate need or is generated in response to a particular policy concern before the N.C. General Assembly or an executive agency. The most recent short report is Assessing the Administrative Procedure Act. It is an example of a small report answering a very large need for our state's legislators -- helping them as they considered a proposed rewrite of the APA. The report ended up having a large impact on the final result enacted by the General Assembly.

To quote from the report's Executive Summary: "One of the hottest debates of the past few sessions of the North Carolina General Assembly has raged over what happens to be one of the least understood laws of the state: The Administrative Procedure Act. Probably few citizens have ever heard of it, and fewer still know what it purports to do.... But the APA has much to do with the way our government runs, with the way many of our state institutions operate, with such various items as the quality of our drinking water or the way that doctors are licensed."

To contribute a base of information to this debate, the Center mailed a seven-page survey to the 92 APA coordinators in state government, those who administer the APA on a daily basis. The survey asked the respondents for specific information on how the APA affects their agencies -- how rules are proposed and adopted, how many cases have been contested, what experiences they have had on judicial review, and how they feel about a new State Register.

The authors of the report -- Center staff members Bill Finger, Jack Betts, and Ran Coble, as well as long-time Center member and Raleigh attorney Jack Nichols -- compiled the results of the survey in a 59-page report, the first comprehensive assessment of the APA's 10-year history.

The report also includes a narrative history of the APA in North Carolina, setting the scene for the 1985 legislative action; a listing of the landmark dates in the APA; detailed results of the Center's APA surveys; and a section of findings and recommendations for legislative changes in the Administrative Procedure Act.

The final bill passed by the legislature incorporated many of the suggestions made by the Center. For example, a new State Register will be established to make rules more open and available to the public. And, the legislative leadership agreed to ask the N.C. Supreme Court for an advisory opinion about the constitutionality of a legislative Administrative Rules Review Committee.

The report is available from the North Carolina Center for Public Policy Research, Post Office Box 430, Raleigh, N.C. 27602. Checks should be made payable to the Center for \$7.00 plus \$1.00 for postage and handling.

#### SUCCESSFUL SEMINAR PROBES ISSUES OF CAMPAIGN FINANCE

The Center's symposium on "Campaign Finance: The Role of Money in Politics" was held on May 10, 1985 at N.C. State University's Jane S. McKimmon Center. One hundred thirty-nine people attended, including representatives of the state's media, political activists, state and county elected officials, campaign workers, lobbyists, Center members, and the general public.

Usually on opposing sides of campaigns and issues, six of this country's best-known and most respected political pollsters joined together to share their thoughts about the role of money in politics, specifically in the Helms/Hunt Race for the U.S. Senate and the Martin/Edmisten Race for Governor. Two outstanding writers in the field of campaign finance also spoke. They were David S. Broder, political columnist and correspondent for The Washington Post and Pulitzer Prize-winning author, and Herbert E. Alexander of Los Angeles, director of Citizen's Research Foundation and author of many books on campaign finance.

Assembled by Board member and pollster Walter DeVries of Wrightsville Beach, the symposium program consisted of four panels. In the first panel, Center staff member Jim Bryan presented the Center's preliminary research on contributions in the governor's race. Ann Morris of the N.C. Independent and Marcie Pachino of the Institute for Southern Studies highlighted their research on contributions in the U.S. Senate and lieutenant-governor's races. Ken Friedlein of the Charlotte Observer previewed the Observer's research on contributions in state legislative races. Bryan's research on the top 15 families who gave in the governor's race was the subject of an AP wire story that ran May 12. All speakers in the first panel agreed that requiring candidates to report each contributor's business or occupation would be an important step to making the campaign finance process more open to the public.

In the second panel on the Hunt/Helms race, all three panelists -- Peter Hart, Jack Leslie, and Walter DeVries -- agreed that Senator Helms won the election with early media ads. As Hart put it, "Money defined the race and defined it early." Hart's comments were the lead for another AP wire story that ran May 13.

Moderated by Center Board Chairman Thad Beyle, the third panel began with National Republican Party pollster Lance Tarrance explaining that while senatorial races usually focus on ideology, gubernatorial races center more on a state's cultural identity. Jim Martin won, according to his pollster Brad Hays, because 1) Ronald Reagan ran strong in 1984; 2) Rufus Edmisten, not Eddie Knox, was his opponent; 3) Martin projected a positive image on television; and 4) sufficient amounts of money came into campaign coffers during the critical final few weeks of the campaign.

The fourth and final panel explored the question, "Where Do We Go From Here? Proposals for Change." Center Board member and former Chairman of the State Board of Elections Bob Spearman stressed the importance of strengthening political parties and of encouraging grassroots activism with campaign finance laws. Newly-elected Chairman of the State Board of Elections Robert N. Hunter, a Greensboro attorney, suggested that the public's best interests would be served by putting a premium on disclosure laws and competitive elections. The need for better campaign disclosure was supported by editorials in Charlotte and Raleigh papers. Overall, the symposium received coverage in 57 articles in 34 newspapers statewide.

The Center will complete its research on campaign finance later this summer and ultimately will produce a major report on the subject. Included will be the transcripts of the symposium speeches, Center research on contributions, campaign finance laws of all 50 states, and recommendations for making the system serve the public better.

#### AUGUST: INSIGHT WILL EXAMINE THE GRAYING OF NORTH CAROLINA

"The Graying of America" may be a tired cliché but it is one that is becoming increasingly accurate. The numbers speak for themselves. At the turn of the century, one person in 25 was 65 or older; today the ratio is one in nine; by the year 2030, one person in five will be at least 65.

The Graying of North Carolina and state programs for the elderly will be examined in the August issue of North Carolina Insight, Vol. 8, No. 1. Clearly, this change in the structure of the population poses many policy questions for the future that must be addressed by the state. The magazine will contain articles on the elderly as an emerging political force, a demographic overview, and an interview with Elaine Stoops, the new director of the Division of Aging. Three essays on future policy directions will highlight questions of policies in conflict: 1) "Age Versus Income Levels -- How Should the Elderly Qualify for Benefits?"; 2) "The Double Edge of Employment for the Elderly -- Age Discrimination Laws Vs. Early Retirement Policies"; and 3) "Attracting Retirees -- Tax Benefit or Burden?"

The final section of the magazine will explore health care for the elderly within the spectrum of long-term care services -- from home health to rest homes to nursing homes to hospitals.

CORPORATIONS CONTINUE TO CONTRIBUTE

Five of North Carolina's leading corporations have joined the ranks of Center Contributors. We are proud to list Philip Morris (\$2,000), Greensboro News & Record (\$1,500), R. J. Reynolds Industries (\$1,000), Piedmont Natural Gas Company (\$250), and Piedmont Aviation (\$250). Our continued thanks go to Burroughs Wellcome, which renewed its contribution (\$500). Center Board members Hawk Johnson, Grace J. Rohrer, and Betty Chafin Rash were instrumental in obtaining these latest corporate gifts. In addition, six corporations became new member/subscribers -- Celanese Fibers Operations, Integon Corporation, Kroger Co., Olin Corporation, Planters National Bank, and TRW. We welcome these new members and contributors.

TRANSITIONS IN STATE GOVERNMENT

Alice Beddingfield now heads the Division of Community Assistance....Al Boyles is the new director of Youth Services in the Dept. of Human Resources....Dr. Nancy Brown will be the director of the state's new Office of Child Day Care. Dr. Brown was formerly director of the day care center provided for employees of the U.S. Senate....Dr. George T. Everett was promoted to be Water Quality Section Chief....Martin Lancaster (D-Wayne) announced he will not seek re-election to the N.C. House....James A. Oppold is the new director of the Occupational Safety and Health Division in the Department of Labor....Elaine Stoops was named director of the Division of Aging, and Franklin Ervin Williams has been named to fill the unexpired seat of Senator J. A. (Chip) Wright (R-New Hanover). Wright was appointed to the N.C. Utilities Commission by Gov. Martin effective July 1, 1985.

PUBLICATIONS WORTH NOTING

Several publications might be of interest to Center members. The Charlotte Observer published a special reprint of its research on campaign finance originally published in its June 16-20 editions. This is an excellent resource, especially on contributions in state legislative races. Available from the Observer's Promotion Department at P. O. Box 32188, Charlotte, NC 28232 for \$1.00.

The Rural Advancement Fund released a major study on what it termed "the crisis in N.C. agriculture." It examines significant trends in the structure of the farm economy, with a special look at four commodities -- tobacco, poultry, hogs, and dairy. The report also contains recommendations for changing agricultural policy at the state and federal levels. Uncertain Harvest is available for \$3.50 from the Fund at P. O. Box 1029, Pittsboro, NC 27312.

Three researchers at East Carolina University published some interesting research comparing the effectiveness of in-field math teachers (certified to teach math) with out-of-field teachers. Available from Charles Coble, Dean, ECU School of Education, Greenville, NC 27834-4353.

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N.C. Center for Public  
Policy Research  
P. O. Box 430  
Raleigh, N.C. 27602

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