



# FROM THE CENTER OUT

Quick now—what's more than 1-1/4 inches thick, weighs more than 3-1/4 pounds and runs 637 pages? The Manhattan Yellow Pages? Gibbons' *Decline and Fall of the Roman Empire*? The North Carolina General Assembly's biennial pork barrel appropriations bill?

Nope. It's the Center's newest major publication, *Grantseeking in North Carolina: A Guide to Foundation and Corporate Giving*. The fruit of 2-1/2 years of research, the guide is the state's first comprehensive handbook to foundation and corporate giving programs. Released July 1, 1985, the book has already been reviewed by a number of newspapers.

The Asheville Citizen-Times noted editorially that "North Carolina is fortunate to have these good neighbors (foundations and corporations). Their presence is comforting to non-profit organizations that serve a legitimate purpose in providing services to deserving people.

The Durham Morning Herald echoed that sentiment in an editorial entitled "The Big-Hearted State," and the editor of The Fayetteville Times called the guide "a grand book about a very favorite subject, and while I don't expect to see it on every home library shelf, I suspect the copies that are sold will quickly become dog-eared with use." He went on to call the guide "a veritable Santa Claus goody-bag for grown folks."

Praise for the guide has rolled in from other quarters. An officer of the Council on Foundations in Washington, D.C., called the guide "about the most complete statewide guide I have seen, and I hope other publishers of such guides learn from it." And Samuel M. Stone, director of development for the N.C. School of the Arts, commented, "I have been anticipating the arrival of the volume, and in an action which I cannot explain to myself I read it cover-to-cover in one sitting last night. Only a hustler of the worst sort would do such a thing. The scope of the project as much as the details on the individual foundations is to be complimented."

The book, compiled under the direction of Anita Gunn Shirley under a special grant from the Z. Smith Reynolds Foundation of Winston-Salem, turned up some startling facts on

foundations in North Carolina. Among the findings:

- There are 589 foundations in North Carolina, plus at least 81 corporate giving programs.

- The foundations collectively give away \$95.7 million a year, and the corporate giving programs donate another \$78.2 million to various organizations, individuals, causes, and institutions. The total: \$174 million a year.

- North Carolina ranks 14th in the nation in the number of foundations, and there is at least one foundation in 67 of the state's 100 counties. Only 17 of the biggest foundations employ paid staff members, and 21 foundations issue an annual report, brochure or other publication about their programs.

- While the state is not generally known as a wealthy one, North Carolina's foundations give nearly twice as much as any other state in the South, and more than the combined totals of six other states—Alabama, Kentucky, Mississippi, South Carolina, Tennessee, and Virginia.

Ran Coble, executive director of the Center, explains three principal reasons why the Center took on the project. "First, as a public service, we wanted to provide all non-profit organizations in North Carolina with information on potential funding sources. Second, the guide contains details on what foundations and corporations give money for, so grantseekers don't waste time applying to people who may have no interest in their projects. And third, it should help foundations and corporations see what their peers are doing."

The guide functions as far more than a list of foundations and how much they give each year. In addition to such basic information as the name and address of foundations and their individual purpose, the guide also reports, for example, the foundation's board of directors, its history and limitations on giving, the types of projects funded and certain financial data including assets, normal grant ranges, and number of grants awarded.

The guide also helps fundraisers by giving

good advice on how to go about seeking money from foundations and from corporate giving programs. It includes a chapter on writing a grant proposal and a light-hearted but absolutely practical admonition entitled "The Eleven Commandments of Corporate Fundraising" written by John Bacon, a corporate official with R. J. Reynolds Industries, Inc. For instance, Bacon warns, "Thou shalt not call today and expect shekels tommorrow."

The Guide, available from the Center for \$35 plus \$2.50 for shipping and handling, found a wide variety of giving programs among the foundations and corporations. The top five

foundations in terms of giving in 1982 were the Duke Foundation, Charlotte (\$36.1 million); the Z. Smith Reynolds Foundation, Winston-Salem (\$5.3 million); the Cannon Foundation, Concord (\$4.6 million); the Smith Richardson Foundation, Greensboro (\$4.1 million); and the Winston-Salem Foundation, Winston-Salem (\$3.4 million).

The book includes information on 81 corporate giving programs in North Carolina. Among the largest programs are those of R.J. Reynolds Industries, Burlington Industries, IBM, Duke Power Company, and The Wachovia Corporation.

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## The Cannon Foundation, Inc.

57 Union Street South  
Concord, NC 28020 0548  
Cabarrus County  
(704) 786 8216

IRS No - 56-6042532

### Contact person:

Dan I. Gray, Executive Director

### Board of Directors:

Mariam C. Hayes, Concord, NC, President  
Daughter of Ruth and Charles A. Cannon  
William C. Cannon, Concord, NC, Vice President  
Son of Ruth and Charles A. Cannon  
T. C. Haywood, Concord, NC, Secretary and Treasurer  
Assistant Vice President, Northwestern Bank  
Dan L. Gray, Concord, NC, Assistant Secretary and  
Assistant Treasurer.  
Executive Director, The Cannon Foundation  
G. A. Batte, Jr., Concord, NC  
Chairman, Board of Trustees, Cabarrus Memorial  
Hospital  
W. S. Fisher, Concord, NC  
Senior Vice President, Cannon Mills Company  
T. L. Ross, Concord, NC  
Retired Bank Executive

### Purpose and Activities:

Broad charitable purposes. Primarily local giving with an emphasis on higher education and health care. Support also for the arts, community funds, civic affairs, and churches

### Limitations or Restrictions:

No grants to individuals

### History:

The Cannon Foundation was established in 1943 in North Carolina by Charles A. Cannon. Mr. Cannon, who died in 1971, was one of North Carolina's most noted industrialists, entrepreneurs, and marketing strategists. The Cannon Foundation is one of four charitable entities established by Charles A. Cannon. The others are The Charles A. Cannon Charitable Trust Number One,

### Financial Data:

Year ended 09/30/82	Year ended 09/30/81
\$ 56,048,574	\$ 60,310,959
\$ 0	\$ 0
\$ 1,049,038	\$ 5,042,640
\$ 2,743,933	\$ 4,639,304
\$ 0	\$ 0
71	82
10,000	\$ 750,000
	\$ 500
	\$ 5,000 to 25,000
	\$ 56,584
	\$ 0

The Charles A. Cannon Charitable Trust Number Two, and The Charles A. Cannon Charitable Trust Number Three. In fiscal year 1983, the four had combined assets of \$124,459,702

### Grants Analysis:

Over the past three years, the Foundation's contributions have increased nearly 260 percent. In addition, between 1982 and 1983, there was a slight shift in emphasis from hospital support to education. In fiscal year 1983, education received the highest portion of disbursed funds, 47 percent. In this category, McRae College received multiple grants totaling \$500,000; Pfeiffer College received awards totaling \$450,000; and Wingate College, \$400,000. Other awards went to colleges and universities, a private school, and public schools.

Health and hospitals received the next highest portion of funds (32%). Cabarrus Memorial Hospital received three grants totaling \$805,000. The Charles A. Cannon Jr. Memorial Hospital received the next highest grant (\$500,000). Stanly Memorial Hospital, Inc. received \$115,000. The other six grants ranged in size from \$1,000 to \$15,000.

After receiving very little emphasis in 1982, arts and humanities received the third highest portion of funds (17%). The North Carolina Museum of History Associates received the largest grant in this category (\$750,000) for the construction of an educational exhibition center. Other recipients included the Cabarrus Arts Council (\$3,900), the Eastern Cabarrus Historical Society (\$5,000) and the Kan-La-Con Community Concert Assoc. (\$11,000).

Social services—with an emphasis on youth programs and community funds—received three percent of the grant disbursements. Religious education and churches received nearly two percent of the grant dollars.

Thirty-one of the recipients (38%) received support from the Foundation both in 1982 and 1983. All but one of the grant recipients were located in North Carolina.

### Grantseeking in North Carolina

Category	Number of Awards	Amount
Education	57	\$ 2,100,000
Health and Hospitals	11	
Arts and Humanities	7	
Social Services	10	
Religion	17	

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### Grants Awarded in 1983

Average Grant in Category	Percentage of Total Grant Dollars Awarded
\$ 59,215	47%
\$ 33,181	32
1,084	17
100	3
44	1
	100%

Business building	25,000
NC	25,000
ter	25,000
nc	25,000
of help program	25,000
at, NC	25,000
atorium	20,000
pp	20,000
	12,000
ter	10,000
	5,000
	2,500
	2,500
	000