

A. J. FLETCHER FOUNDATION

MONTHLY REPORT TO THE BOARD OF DIRECTORS OCTOBER, 2001

During the past month, the Foundation paid a total of \$42,000 in grants:

Duke Eye Clinic Golf Tournament	1,000
Duke University String School To provide need-based scholarships	3,000
Faith Lutheran School Final payment on a 3-year, \$80,000 grant designed to strengthen development activities and to enhance teacher salaries	20,000
North Carolina Symphony To support the Great Artist Series and the inaugural year of the A. J. Fletcher Opera Theater	18,000

Foundation Launches Re-Designed Website

In late October, the A. J. Fletcher Foundation “went live” with a completely new edition of its information website, www.ajf.org. Staff member Louise Orr has done a terrific job of enhancing the graphic design of the site, as well as streamlining its content. The new site offers visitors a complete overview of the Foundation, as well as links to its major partners, the Fletcher Opera Institute and the NonprofitXpress, and to numerous grantee organizations.

Please visit the site for information on all aspects of the Foundation: grants, history, archives and board & staff.

A.J. Fletcher Opera Institute Kicks Off First Year

The A.J. Fletcher Opera Institute has announced its inaugural season with seven students. Three students, J. Austin Bitner, David Schmidt and Lucy Tucker Yates, are veterans of the National Opera Company and the Fletcher School of Performing Arts. Eventually, the Institute will enroll a total of twelve Fellows.

During this first fall season, there will be five guest artists on campus to work with Institute students. Among the visiting artists this year will be famed mezzo-soprano Marilyn Horne.

The Institute's debut production will be Bellini's *Beatrice di Tenda*, which will open January 30, 2002, at Winston-Salem's Stevens Center. Performances of this opera will be presented at the A.J. Fletcher Opera Theater in Raleigh on February 8 & 10, 2002. In April concert performances of major operatic and orchestral works will be featured with the NC Symphony at the Stevens Center in Winston-Salem and at Raleigh's Meymandi Concert Hall. May 8, 10, and 12 are the dates of a production of Rogers and Hammerstein's *Allegro* at the Agnes de Mille Theater on the School of the Arts campus. Performances will celebrate the 100th Anniversary of the birth of Richard Rogers.

NPX Growth Continues

The Foundation's on-line sources for news, Nonprofitxpress (www.npxpress.com), continues to add members to its website and subscribers to its weekly e-mail bulletin. Roughly 70 new members sign up each week, with membership totaling 6,700 on October 31.

The website also is listed on a growing number of Web search engines and directories, including Google, Yahoo, HotBot, and Northern Light. People who use many of the search engines and directories to find news about the nonprofit sector are being directed to Nonprofitxpress as one of the top 10 sites on the Web.

Five Foundation grantees reported on their progress this month:

Duke University String School
N.C. Center for Non-Profits
Old Salem
Southeastern Baptist Theological Seminary
Wake Education Partnership

These five organizations represent a total of \$313,000 in funding from the foundation; summaries of their reports follow.

Duke University String School (*Durham*)

The Duke University String School was founded in 1967 to educate young people in the art of playing stringed instruments. A grant of \$3,000 was awarded to the school to provide scholarships to talented young students in need.

The study of music offers at least four basic benefits to these students:

- They develop the ability to play a stringed instrument
- They grow in self-respect
- They develop a lifelong knowledge of an ancient and continuing art form
- They develop a skill that can be used throughout their lifetime

Many of the scholarship recipients have faced some form of conflict or challenge in their lives. One requirement of the scholarship is that parents participate and assist the work of the school in some way.

Former students of the DUSS have a strong record of success. Two of the former scholarship recipients study at the NC School of the Arts, and another is the current concertmaster of the NCSA Orchestra. Two other graduates have appeared as soloist with the Greenwood Music Camp in Massachusetts.

Dorothy Kitchen directs the school.

NC Center for Nonprofits (*Raleigh*)

The NC Center for Nonprofits was awarded \$120,000 over three years to establish the Nonprofit Technology Initiative, a program designed to strengthen the capacity of nonprofits in the use of technology.

The goals outlined in the original grant proposal were the following:

- To assist at least 300 nonprofits with technical support
- To refine and expand *Tech Support for Non-Profits: A Resource Directory*. This directory was designed to help organizations tap access the best local, state and national resources available.
- To create opportunities for nonprofits to leverage technology related expertise and resources from the government and business sectors.
- To expand technology-related training and support to nonprofits statewide.
- To assist the A.J. Fletcher Foundation in its emerging role as a technology grantmaker.
- To assess each activity for continual feedback and improvements.

By the end of the second year of the grant, the following goals had been achieved:

- A total of 528 tech-related entries have been added to the *Tech Support for Non-Profits Resource Directory*.
- Cisco Systems convened a group of statewide nonprofits working on technology issues in order to strengthen their internal capacity through partnerships with Cisco and each other.
- The W.K. Kellogg Foundation created a partnership to conduct an on-line survey to help non-profits define their needs and experience with internet-based services.
- Creation of an electronic discussion forum for individuals in nonprofits and in companies that work with nonprofits. Since its launch in January, 212

people have interacted with their colleagues across the state to exchange ideas, learn about new tools and receive support.

- Three technology-related sessions were presented at the Center's 2000 Statewide Conference in Raleigh.
- The Center's "Board and Staff Helpline" continues to be a resource to nonprofits on a range of technology-related issues.
- In the first two years of the Fletcher Foundation-funded Initiative, the Center has provided customized assistance to 410 nonprofits and technology information to an additional 1,400 organizations nationwide.

Old Salem (*Winston-Salem*)

The Foundation awarded funding to Old Salem to help restore and conserve its 1800 Tannenburg Organ. Stored in Old Salem since 1910, the instrument is considered by many historians to be one of the most valuable American pipe organs in existence. Once the restoration is complete the organ will be installed in the Old Salem Heritage Education Center.

The Foundation's grant enabled Old Salem to sign a contract with the restoration firm of Taylor and Boody to begin the rebuilding process. In the summer of 1999 the organ was moved to the firm's studio in Staunton, Virginia, where it will be refurbished. Renowned Swiss organ technician Christof Metzler will assist with the restoration during the fall of 2001. It is projected that work will continue until the end of 2003, at which time the organ will be returned to Old Salem.

Old Salem reports that the Foundation's support had an added benefit: two other major donors have become interested in the restoration project as a result of the grant.

Southeastern Baptist Theological Seminary (*Wake Forest*)

The Foundation makes an annual contribution of \$20,000 to Southeastern to enable the school to fund stipends for adjunct faculty positions in North America Home Missions. The Fletcher Foundation is the only source of income for this program.

Wake Education Partnership (*Raleigh*)

The Partnership's goals for this grant were to:

- Strengthen its technology resources and thus improve communication among the citizens of Wake County.

- Manage and enhance its fund development capabilities.
- Develop a database management tool.
- Create an electronic newsletter.
- Improve internet capability for prospect research.
- Engage key community stakeholders in strategic planning and support solicitation.
- Raise the goal for Annual Fund contributions.

The board of the A.J. Fletcher awarded \$120,000 to the Partnership to help achieve these goals. During the grant period, the organization has been able to:

(In the 1st year)

- Exceed its previous highest campaign by securing \$910,000.
- Expand the number of annual fund donors from 3,786 to 4,219, an increase of 11%.
- Increase the number of campaign volunteers to over 500 individuals.
- Every major gifts campaign targeted strategic school reform initiatives.
- Technology installed improved donor tracking, gift acknowledgement, event management and prospect research.

(In the 2nd year)

- Continue to exceed previous year's campaign by securing \$1,008,00.
- Increase annual donors to 4,576.
- Establish collaborative efforts in over 100 community agencies.
- Recruit over 1,000 volunteers to work on campaign and program committees.
- Enhance technological capability to integrate internal network and database manager.

The Partnership summarizes the impact of Fletcher Foundation funding by stating that this grant enabled the organization to establish a solid, sustainable development program.

**Next Board Meeting:
Thursday, November 29, 2001 at 10:00 a.m.**