

# A. J. Fletcher Foundation

## Monthly Report to Directors September, 2001

### The Month's Grant Payments

Grants paid in September totaled \$1,004,199

#### *Music Scholarship Funds*

Peace College	\$ 10,000
St. Mary's School	10,000
Greensboro College	12,500
Ravenscroft School	15,000
Appalachian State University	20,000
UNC-Chapel Hill	20,000
UNC-Greensboro	20,000
Western Carolina University	20,000
Duke University	30,000
East Carolina University	30,000
Elon University	30,000
Meredith College	30,000
North Carolina School of the Arts	30,000
Salem College	30,000

#### *Other Grant Payments:*

A. J. Fletcher Opera Institute	500,000
<i>To underwrite student fellowships, faculty salaries, production expenses and other operating costs of the Institute. The funds will be matched by the North Carolina School of the Arts.</i>	
Building Character, Inc. (1 <sup>st</sup> of 3 annual payments)	30,000
<i>General operating support to help launch a statewide character education component in the public schools</i>	
Kids Voting (6 <sup>th</sup> of 6)	10,000
<i>To provide start-up support and underwrite general operating expenses</i>	
North Carolina Center for Nonprofits (3 <sup>rd</sup> of 3)	40,000

*To underwrite Phase II of a technology initiative designed to assist nonprofits across the state with their technical needs. This payment completes two technical assistance grants to the NC Center, for a total of \$220,000.*

### This Month's Grant Payments *(continued)*

North Carolina Symphony	10,000
<i>To underwrite expenses of The Great Artist Series at the A. J. Fletcher Opera Theater</i>	
Oak Hill Academy	10,000
<i>To provide scholarships in memory of Rev. J. Floyd Fletcher</i>	
Raleigh Chamber Music Guild	1,000
<i>To underwrite expenses of a school residency by the Eroica String Quartet</i>	
Southeastern Theological Seminary	20,000
<i>To provide supplemental support for a professorship in home missions</i>	
Wake Forest University School of Law	75,699
<i>To provide support for six outstanding students through the Fletcher Law Scholarship program, the School's most prestigious award</i>	

## The Month's Grant Reports

### A. J. Fletcher Opera Institute *(Winston-Salem)*

On September 21, 2001, Foundation President Jim Goodman and North Carolina School of the Arts Chancellor Wade Hobgood signed a historic document establishing the Fletcher Opera Institute. The Institute, housed on the campus of the School of the Arts in Winston-Salem, is expected to become one of the nation's leading centers for the training of professional singers and the production of opera; it is also intended to be a perpetual embodiment of Mr. Fletcher's goals for opera and music education.



The Foundation's commitment will underwrite operating expenses of the Institute at the level of \$500,000 per year for 10 years, and will establish an endowment with an additional \$500,000 per year during the same 10-year period. The NC School of the Arts will make a dollar-for-dollar matching contribution to both annual operations and endowment. Hence, the Institute will have an operating budget of at least \$1,000,000 per year, and by 2011 should have a permanent endowment with a minimum of \$10,000,000 in assets.

The Institute began its classes and production activities in September. From over 300 applications, a group of seven

outstanding young singers was chosen for the first year's program. The number of singers will increase to twelve by the third year of the program, and will remain at that level (unless there is a mutual agreement to increase the size of the program). In addition to twelve Fletcher "fellows" the Institute will draw on the resources and talents of both students and faculty in other areas of the School: dance, instrumental music, theater and design & production.

The Fletcher fellows' first performances with the Institute will be educational programs for North Carolina public schools. Later in the fall, rehearsals will begin for the first evening production, Bellini's *Beatrice di Tenda*, scheduled for Winston-Salem and Raleigh early in 2002. The Raleigh performances (February 8 & 10, 2002) will be part of a larger weekend celebrating the first season of the Fletcher Institute. On Saturday, February 9, the Institute will welcome friends and supporters from across the state to a reception at the Washington Duke Inn in Durham. In addition to introducing the work of the Institute, the event will honor long-time School of the Arts patrons Mary and Jim Semans, as well as Robert Ward, Pulitzer Prize-winning composer and retired Chancellor of the NCSA. Co-Chairs for the weekend are Jim and Barbara Goodmon.

The Institute has developed an outstanding website, [www.fletcheropera.com](http://www.fletcheropera.com).

### [Cardinal Gibbons High School \(Raleigh\)](#)

The Foundation awarded a multi-year grant of \$250,000 to Cardinal Gibbons High School in 1998 to strengthen its performing arts program.



Main Campus on Edwards Mill Road

Nine hundred and twenty students are currently enrolled at Cardinal Gibbons, and all are required to take a performing or visual arts class in order to graduate. This enrollment is slightly over capacity, but school principal Brother Michael is using what he calls "creative scheduling" to handle the overflow. As a result of the Fletcher grant and the school's new facility, enrollment in arts courses is at an all-time high.

Brother Michael places special emphasis on the arts and what they can do for children. He sees art as a way of encouraging creativity in students, fostering their independence, and helping them deal with peers in a constructive way.

Cardinal Gibbons' drama department has expanded as a result of the Fletcher grant. The School now offers three levels of classes in drama and one class in technical theater production. Music instruction includes four guitar classes, as well as intermediate and advanced string classes. Other performance classes include three levels of dance and a choral ensemble. In the visual arts, classes include painting,

pottery and photography. The school's arts faculty has grown from a total of two to six since the new west-Raleigh campus opened.



Cardinal Gibbons Auditorium/Theater

Attendance at arts events has shown a marked increase since performances are now held in an attractive new theater rather than in the cafeteria. Once the demand for seats from students, faculty and parents has been met, the school will begin a community outreach program with its arts offerings. The administration and trustees want to insure that their new facility meets the needs of the Cardinal Gibbons family before they launch a program for the entire community.

### [Wake Education Partnership \(Raleigh\)](#)

In May 1999, the A. J. Fletcher Foundation awarded the Wake Education Partnership a grant of \$120,000 to enhance its membership and financial development efforts.

In a recent trend analysis report the Partnership noted that creation of a professional fund development office and introduction of donor tracking-gift acknowledgment systems have greatly increased the total number of donors and revenue received. In 1997, there were fewer than 500 total donors; by the end of 2000 there were well over 4,000. Gifts from businesses increased from just over \$200,000 in 1998 to well above \$700,000 in 2000.

### [Challenger Center for Space Education \(Raleigh\)](#)



A \$50,000 grant awarded the Challenger Center for Space Education (a project of North Carolina State University) was designed to cover infrastructure, development and public relations consulting. The firm of Ruder-Finn was hired to develop a market feasibility study, a fundraising plan and strategy for implementation. North Carolina State University received two additional grants in support of this project: the NC Board of Science and Technology gave \$25,000, and the Kenan Institute gave \$25,000.

It had never been the intent of the University to manage the project or a facility; its institutional goal was to give start-up support, and then transfer the project to a privately backed organization.

Regrettably, no such entity emerged to adopt the project, and the University felt compelled to drop its plans for a Challenger Center.

Ruder-Finn completed its contract and was paid in full for its services. Since the Foundation's \$50,000 grant exceeded the project's expenses, the University will refund \$24,267.22 of the grant.

Despite the fact that the project did not go forward, valuable lessons were learned. NC State University gained a better understanding of its involvement in space and space-related technologies. The final grant report stated that the University collected the data that demonstrates both a need and desire for a Challenger Learning Center in the Triangle. It is apparent, however, that the case is not strong enough at this time to generate adequate private support.

### [Nonprofitpress \(Raleigh\)](#)

Nonprofitpress (NPX) recently formed a partnership licensing news stories to B2P, a Chicago-based company providing technology products and services to nonprofits. B2P licenses these products through "channel partners" or businesses and associations funneling B2P products to their established base of nonprofit clients and members. Among a suite of products, B2P offers "channel partners" NPX stories to attract and retain nonprofit customers. Examples of businesses currently posting NPX stories include SouthShore Bank, Delaware Association of Nonprofit Agencies and High-Net-Worth (a journal targeted to individuals who possess that attribute!).

B2P is contracted to pay NPX a licensing fee of \$500 per month for one year. In addition to providing a revenue stream, this partnership is helping to build NPX brand recognition and membership.

This is the second significant partnership involving licensing NPX content. Consulting firm Booz-Allen & Hamilton traded a sponsorship of \$10,000 for stories in an effort to increase employee exposure and knowledge of philanthropy. The sponsor recognition page is currently being developed and will be posted on NPX in the near future.

On another note, to support the September 11 relief efforts, NPX donated ad space to the American Red Cross. The ad links readers to a list of opportunities to make donations. Editor Todd Cohen has also written editorials and news stories covering the generosity of individuals, corporations and foundations and the work of organizations aiding in relief efforts. Please take a look at [www.npxpress.com](http://www.npxpress.com).