## Nonprofit agencies challenged

People in metro Detroit — subur-banites and Detroiters alike — have

People in metro Detroit — subur-banilies and Detroiters alike — have always been generous givers.
Now the Krege Foundation and the Community Foundation for Southeastern Michigan want them to be smart givers.
In a move guranteed to get the In a move guranteed to get the the trop based ferrage Foundation and Community Foundation last week announced a challenge grant and Community Foundation last week announced a challenge grant program under which non-profit or-ganizations can qualify for \$1 for every \$3 they raise, providing the money goes into an endowment.
"An endowment is a gift that is never spent," explained Aifred H. Taylor Jr., chairman of the Krege Foundation, one of handful of execu-tives who explained the program Thursday during a press conference in the Renaissance Center.
"But the interest an endowment

## . . . many options open

By Pat Murphy staff writer

Plans are tentative and very much

Plans are tentative and very much in the discussion stages. But according to their respective spokesmen, the Michigan Opera Theatre and the Henry Ford Museum in Dearborn aiready have some good deas about how they can benefit from the Richard Van Dusen challenge program unveiled Thurday. This is a departure for the Kreage Foundation, said Aires H. Taylor, chairman of the foundation, "Previously, all of our grants have been for capital improvement of program of Common Cause, a crists prevention program. In 1990, the foundation awarded \$400,000 to the Community House the Richard Stages of the Community House in Birmingham, again for capital improvements."

THE HENRY Ford Museum, for example, might use the program to add a curator for children's programs, said Candace K. Spaulding, director of development.
"It's very speculative right now," she said. "But I'm going to make a presentation to my development committee next week. We'll have to look at our the museum's long-

committee next week We'll have to look at our (the museum's) long-range goals and see how they would treat with the challenge grant."

Donald E. Jones, assistant director of development for the Michigan Opera Theatre, emphasized, his organization — like others — has many needs, and any plans are yet to be formulated and approved.

But he sald the theater could use the additional funds to supplement or expand its community outreach program — the one sponsoring inhipoperas like "Cheering Up a Prent of the program of the one sponsoring inhipoperas like "Cheering Up a Prent of the one sponsoring inhipoperas like "Cheering Up a Prent of the one sponsoring inhipoperas like "Cheering Up a Prent of the one sponsoring inhipoperas like "Cheering Up a Prent of the one sponsoring inhipoperas like "Cheering Up a Prent of the one sponsoring inhipoperas like "Cheering Up a Prent of the one sponsoring inhipoperas like "Cheering Up a Prent of Prent of the one sponsoring inhipoperas like "Cheering Up a Prent of Prent of the one sponsoring inhipoperas of the challenge grant program presents" a golden opportunity for organizations — and their supporters — to make a difference.

THE CHALLENGE grant program is named after Richard G. Van Dusen, a former Birmingham resident known for his legal expertise as well as his philaultropic activity, was a with part of the prent of the respective of the Up. Department of Housing and Urban Development in the administration of Richard M. Nixon.

Van Dusen, haven a son the board of diversity Board of Governors.

"The list is almost endiess," and his widow. Barbara, referring to the organizations and foundations to which Van Dusen, haven charities and very of the parameter of the Wayne State University Board of Governors.

"The list is almost endiess," in the list of which Van Dusen, haven the charlies and very office of the Respective of the Prent Scandalina of the organizations, including the Detroit Symphony Orchestra.





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ber of useful purposes, he said.

The challenge grant is designed to help non-profit agencies develop a reliable financial base — an endow-

reliable financial base — an endow-ment — that generates revenue — the interest — enabling them to be less dependent on government fund-ing or private contributions. The challenge grant was not-de-signed — or timed — to colocide with Michigan's economic downtum that has resulted in reduced state funding and some less bountiful pri-vate contributions, said Taylor.

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BUT HARD times underscore the need to nuture endogsupents rather than spending money 21 it is raised, said Joseph I. Hudson Ir., Chairman and chief executive officer of the Dayton Hudson Corp. and chairman of the Community Foundation for Southwestern Michigan, a partner in the endowment program.

"These are difficult times," said Hudson. "But there are no bettimes to point up the advantages of independent financing."

But the chailenge grant is designed to change the area's mind-set as well as to stimulate fund drives, according to Mariam C. Nolame Law and the Community Foundation for Southeastern Michigan.

IT IS DESIGNED to encourage agencies to think of fund drives for permanent endowments, rather than fund drives for ad hoe projects or services, according to Taylor, Hudson and Noland.
It's a matter of changing tradition, explained Taylor. The metro area has a tradition of giving generously—as illustrated by statistics show-

more to enany man the more more.

But he money was cenerally But he was reased, not put into money-generaling endowments as it did to communities like Cleveland, Minneapolis-St. Paul and Chicago.

As a result Michigan hospitals, educational organizations, museums and other non-profit agencies are dependent on the uncertain flow of government grants or private contributions.

"This is a Iremendous opportunity," said Dan Wilkins, executive director of the Detroit area Chapter of

the Aizhelmers Association. "It's a very positive program for the area."
Wilkins is one of about 200 people from non-profit organizations, who attended a luncheon Thursday which the challenge grant program was explained. Wilkins said she—and presumably others at the meeting—are looking at the program to see how it could help her agency. "This is an exciting program said Brenda L. Brown, linancial development manager of the Southeastern Michigan American Red Cross Chapter." Blot we must decide what to focus on... an existing program or something new."



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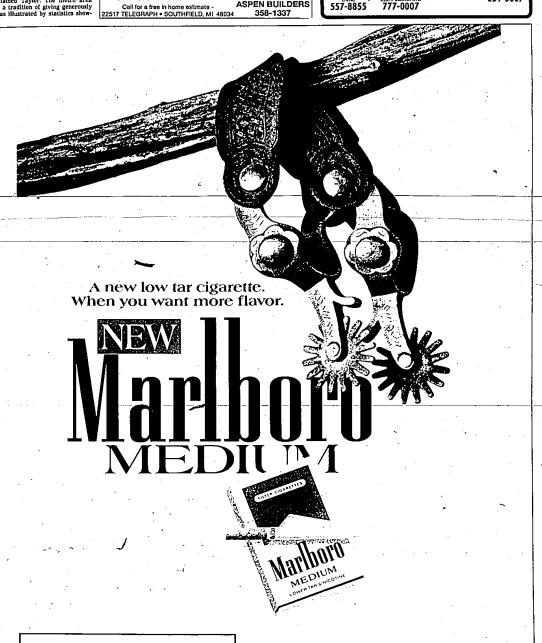
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