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Charities find people giving in spite of sluggish economy

By Christopher Galen

Although retail businesses may be hurting because of the recession, officials at various local charities said they haven't noticed any substantial decrease in the amount of donations.

"We found people were just as willing to donate as before," Kerry Kilingelhofer, area executive director for the American Cancer Society, said.

Part of the theory behind Reaganomics is that, as federal funding for non-profit organizations is cut, the private sector will increase its donations, compensating for lost income. While budget cuts have hurt some groups, charities are having a good deal of success raising money.

"In light of the economy, we're doing pretty well," said Scott Jackman, campaign director for the United Way of Lancaster County. "We're trying to find any source of donations that we possibly can."

According to his estimates, the United Way is presently \$20,000 short of its initial \$2,228,000 goal for its current fiscal year, but the year has several more months to run, Jackman said.

There are a number of different approaches to solicit donations, Jackman explained.

"The psychology changes. Some people respond to emotional approaches. Some respond to logical approaches," he said.

Employee pledges

The United Way does most of its campaigning at the workplace, getting employees to fill out pledge cards if they're interested, Jackman said.

"If people have a good job, they find they can reach down a little deeper and contribute more," he said, adding that 89 cents of every dollar the United Way raises goes for direct services in Lancaster County.

Volunteers play a large part in campaigning for private donations, Kilingelhofer said.

"Our largest source of money is the door-to-door collection. We had 4,000 volunteers locally," she said.

Part of the success of the American Cancer Society's program is its universal appeal, according to Kilingelhofer.

"Cancer affects just about every person. It is a priority of just about everybody, or it should be. Our program is twofold.

We train volunteers to get families to read pamphlets and also to solicit donations," she said.

More than \$102,000 was collected by the American Cancer Society through September, exceeding its \$100,000 target, Kilingelhofer said.

One of the largest local charities is the American Heart Association, which has numerous fund-raising events, according to Mary Zilly, division director for the AHA.

"We haven't noticed a change in donations. Our special events hold up better than others," she said.

Although charities haven't been measurably hurt by the economy, other government-funded groups have been, according to Rebecca Blunk, associate director for programs for the Nebraska Arts Council.

10 percent cut

"We were notified in the summer of 1981 that our monies would be reduced \$30,000, or about 10 percent less for fiscal year 1983 than in 1982," Blunk said. The NAC grants most of its money to non-profit organizations in Nebraska, she said.

While charities are campaigning for donations, certain philanthropic organizations, such as the Cooper Foundation, are having to decide who will receive their money.

"We have to be a little more selective now, simply because you may have four people applying for a grant where you previously only had two or three," Peg Huff, assistant to the president of the Cooper Foundation, said.

"We focus on programs that have some value to children - that means a lot of educational programs," she said.

Another local foundation that distributes grants is the Lincoln Foundation, which, during the last 12 months, gave away \$885,000, according to its president, John H. Frey.

That sum of money is given to tax-exempt organizations in civil, cultural, health, educational and welfare areas, he said.

"People are more willing to give than in the past. Society as a whole is probably more receptive to charities now than in the past," he said.

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