



A Cup of Kindness, a Bowl of Caring

How Moore School Alumni, Faculty, Staff, and Students Give Back

By Gail H. Crouch and Jan K. Collins

“Lord, even as we enjoy the Super Bowl football game, help us be mindful of those who are without a bowl of soup to eat.” (Prayer that inspired creation of the Souper Bowl of Caring)

The Super Bowl is big business. Tourism officials in Houston estimated this year’s Super Bowl would generate \$300 million in revenue for the local economy. Advertisers spend an average of \$2.3 million per 30-second ad slot during the big game (and that doesn’t include production costs, which can add up to \$1.5 million). The biggest sports event of the year generates more than \$70 million in legalized gambling in Nevada and an estimated \$4 billion in illegal betting through office pools and bookmakers.

If the Super Bowl is a big shiny Amtrak train roaring through town, the Souper Bowl of Caring is “The Little Train That Could.” The Souper Bowl began in 1990 with a wisp of a prayer reminding listeners that with all the attention and hype centered around Super Bowl Sunday, the hungry in our communities are in need. Brad Smith, then associate pastor at Spring Valley Presbyterian Church in Columbia, South Carolina, asked the youth group to consider a service project to address those needs. The premise is simple: young people holding huge soup pots collect one dollar from each congregant attending church on Super Bowl Sunday. The money is redistributed directly back to food pantries and soup kitchens in the community. That first year, 22 local churches signed on, and the effort raised \$5,700. This year, the Souper Bowl of Caring raised more than \$4 million through nearly 12,000 organizations nationwide.

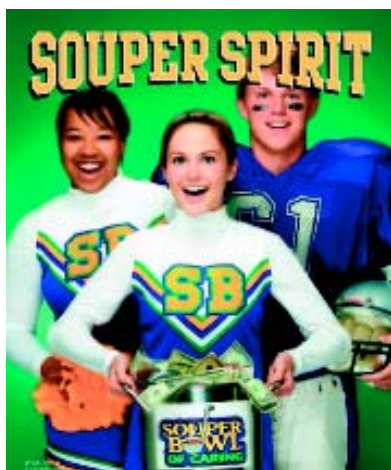


Souper Bowl founder Brad Smith (left) with Sam Wyche

Honorary Head Coach

While New England Patriots' Coach Bill Belichick and Carolina Panthers' Coach John Fox gave interviews and occupied a fair amount of air time in the weeks leading up to the Super Bowl, another former NFL coach was quietly promoting another Bowl event, the Souper Bowl.

Sam Wyche (MBA '69, Distinguished Alumnus, '04) gladly accepted the role of Honorary Head Coach for this year's Souper Bowl of Caring. "He's a class act," says Souper Bowl founder Smith. Wyche spent more than two decades in the NFL as a player, then as a coach, first with the Cincinnati Bengals from 1984-1991, then with the Tampa Bay Buccaneers from 1992-1995. He was a sports broadcaster at CBS until a surgical error injured a nerve to his vocal chords in 2000. He retired to a "gentleman's farm... with three horses and a hounddog" in his wife's hometown of Pickens, South Carolina, and settled into a routine of "mending fences and baling hay."



Official poster for Souper Bowl

In addition, he decided to satisfy a lifelong desire to teach. The local schools welcomed him as a substitute teacher and in the fall of 2002, as a volunteer quarterback coach.

When Smith read a story in the Columbia newspaper about the retired NFL coach volunteering to coach the Pickens High Blue Flame quarterback, he thought Wyche would be a "perfect match" for the Souper Bowl. He took a short drive to the Upstate and asked Wyche to help. Wyche responded graciously, "I'll do whatever you need."

In his role as Honorary Head Coach, Wyche made public appearances to promote the event. And, he personally contacted all the coaches in the NFL and asked for their endorsement of the Souper Bowl of Caring. Twenty-eight agreed. Their photos and endorsements appeared on the Souper Bowl of Caring Web site and in media outlets nationally.

His biggest contribution, however, was to plug the Souper Bowl of Caring in radio interviews around the country. As a distinguished NFL veteran, Wyche still gets calls for interviews on sports talk radio, especially in the weeks preceding the Super Bowl. Wyche gave hundreds of radio interviews and used the platform to promote the Souper Bowl of Caring.

Years of Service

Wyche's community service goes beyond his many hours with the Souper Bowl. While he was coach of the Cincinnati Bengals, Wyche founded an organization called Homemade, which helped meet the needs of the homeless by soliciting in-kind contributions, or as Wyche refers to it, "sweat for equity." For example, if a homeless shelter needed a roof, rather than attempting to raise the money needed, the Homemade organization would find a roofing company willing to donate services. Wyche himself donated all his speaking fees to the organization.

Wyche has served with the March of Dimes and St. Jude Children's Hospital, and on the board of Pendleton Place, a home for abused and neglected children in Greenville, South Carolina. At home in Pickens, he helps his wife, Jane, a board member with Meals on Wheels, deliver meals to the elderly. Wyche wants to lend more than his name to a cause. "I want to be a part of it," he says, and adds he would do more if he had the time.

For now, however, his new job as quarterback coach with the Buffalo Bills (he was recruited by Buffalo coach Mike Mularkey, whose first coaching job was with Wyche at Tampa Bay) is keeping him busy, looking at college players, reviewing playbooks and reels, and getting to know his starting quarterback, Drew Bledsoe.

Choosing Community Service

Joe M. Anderson, Jr. (MBA '67) retired in September 2000 as president of South Carolina operations for BellSouth South Carolina. But he has not retired from most of his volunteer activities. "If you've been fortunate, you ought to give back," he explains. "I'm just a big advocate of public/private partnerships. Community service is the best way I know of to help the less fortunate and to raise people up." Anderson does his part by serving on the Providence Hospital



Board and its Medical Affairs Committee; the South Carolina Independent Colleges and Universities Foundation Board; the Central Carolina Community Foundation (which manages philanthropists' money; "each year, we give away about \$2-3 million in grants"); the Education Council of the SC Chamber of Commerce; the University of South Carolina Education Foundation, and the Columbia Rotary Club.

Rev. John Wesley Culp (BS '67, Distinguished Alumnus '92) never leaves the state of South Carolina when he does his mission work. "There is poverty within a mile of this church," says the senior pastor of Mount Hebron United Methodist Church in West Columbia. In 1978, Culp pioneered the Salkehatchie Summer Service, a project for high school and college youth who spend a week of their summer vacation building and repairing homes for South Carolina's poor. Twenty-six years ago, the program started with a handful of participants, a budget of less than \$3,000, and four houses. Last year, 2,664 people participated, the budget was nearly \$600,000, and 227 houses were upgraded. "We've had thousands of young people work on these houses over the years," says Culp, who in 2002 was awarded the Order of the Palmetto, the state's highest civilian honor. "Now they're grown up and they're lawyers and doctors and school teachers, and they know what poverty is." That's important, Culp believes, because "by looking and feeling and seeing and understanding



Rev. Culp and Friend

poverty, you realize that we don't live in a plastic world. And you realize that there are so many people out there who have no one to represent them." Volunteering, Culp adds, has an added benefit: It helps us "know how to love again."

Darrin Thomas (BS '87, Distinguished Young Alumnus '98), vice president of Thomas-McCants Media, Inc. in Columbia, spends much of his free time helping rural and low-income youths who want to join the Boy Scouts of America but don't have the financial resources. A former Eagle Scout, Thomas calls the Boy Scouts "the number one character and youth development program in this country." But, he adds, it's "not inexpensive to join," with money needed to pay for uniforms, long-term summer camp, sporadic camping trips, and other items. So Thomas, vice president of the "Scout Reach" program of the Indian Waters Council of the Midlands, finds grant money and coordinates fundraisers to raise money for youths who can't afford to join a troop. For the past two years, Blue Cross/Blue Shield of South Carolina has donated \$50,000 for this purpose. Thomas, a native of Florence, South Carolina, says he is happy to "give back to a program that has given so much to me."



Catherine Hines Wills Bolt (BS '71, MBA '72, Distinguished Alumna '94), is a fundraiser par excellence, too, for the Carolina Children's Home in Columbia. Formerly senior vice president of marketing for L'Oreal, Bolt is helping to raise funds for repairs to the nearly century-old building. The Carolina Children's Home is a residential facility for about 100 youngsters who have been placed there by the state's Department of Social Services because of physical, mental, or sexual abuse in their own homes. Bolt, who served on the Home's executive board for the past four years, says her work with the Children's Home is "very fulfilling. The place fills a real need." For her marriage in January to Columbia attorney Dennis Bolt, a number of the couple's friends made donations to the facility in the newlyweds' names.

Hundreds of Moore students also donate their time to a variety of community projects.

Ali Crabb, a 21-year-old Finance and Management major from Myrtle Beach, does things like taking her spring breaks to help residents in Honduras, Costa Rica, and



the Dominican Republic. Participating in community service regularly “gives me balance and perspective in all other areas of my life,” Crabb says. “Community service reminds you that the world does not revolve around you, and that there are a lot of things you have left to learn.”

Allen Hellenga, a 21-year-old rising senior from Anderson, South Carolina, is active in the Souper Bowl of Caring and in various mission activities. His mission experience included a trip to Colorado to work with the Denver Opportunity for Outreach and Reflection, to Florida to work with Habitat for Humanity, to New York to work with the Youth Service Opportunities Project, to Washington State to work with the Campbell Farm Program, and to John’s Island, South Carolina, to work with the Presbyterian Church’s Rural Mission.



Many hands make light work on a Habitat house.

“Service is not about what I get out of it, but much more importantly, about spreading a message of hope and caring,” says Hellenga.

Maura Kurtz, a 22-year-old Pennsylvanian, wrote her senior thesis about service learning and its relationship to community service, USC, and Columbia. Active in Habitat for Humanity, Oxfam Carolina, the Harvest Hope Food Bank, and



Epworth Children’s Home in Columbia, she also tutored other accounting students and volunteered with VITA, a program that completes tax returns at no cost for low-income families. “By offering service and encouraging others to do the same, I feel as though I am doing my part to improve the quality of life for myself and everyone around me,” explains Kurtz.

Sarah Ross, a 22-year-old graduate from Carmel, California, has been involved for years in work with the homeless. At the University of South Carolina, she led workshops for fellow students on the importance of diversity and tolerance, and visited a local elementary school each week to give fourth-grade students lessons on the same topics. She was also USC president of Oxfam Carolina, a local version of Oxfam International, which strives to end hunger around the world. “The Jewish people,” Ross explains, “have an expression, *kil Yisrael arevim zeh bazeh*, which literally means that each Jewish person is responsible for each other. In actuality, every person, in all communities, needs to do whatever they can to take care of those around them.”

“Community service doesn’t have to be some grand event,” says 21-year-old **Tavia Talley**, a rising senior at the Moore School. “Each person has his or her own unique talent, however small it may be, and through this talent we can serve others.”

Talley, who was Community Service Coordinator this past year for the Minority Assistance Peer Program on campus, is one of thousands of Moore alumni, students, faculty, and staff who donate countless hours each year helping others and improving their communities.

Many Moore faculty members, too, have a diverse set of volunteer activities.

Dr. Ellen M. Moore, director of alumni relations, has long been active with Habitat for Humanity, building homes in the span of one week for deserving families. Later this year, she and her husband, Charles Weston, will help build a facility for remote tribes on the Amazon through a Medical Missions Project in Peru. Moore is also active with Columbia’s Sexual Trauma Services, Girl Scouts, Rotary Club, and a variety of alumni directors’ and marketing groups. She is a mentor for the Ronald E. McNair Post-Baccalaureate Achievement Program and teaches workshops for the Georgia Southern University Student Leadership Conference and the USC Student Leadership Conference.



Dr. William R. Sandberg, associate professor of management, was instrumental in drafting a multi-year strategic plan for Sexual Trauma Services of the Midlands (formerly the Rape Crisis Center) that was approved last fall. “My involvement is not glamorous or hands-on,” he says, “but that’s not my expertise. I think the faculty should serve the community in ways that use the talents we have.” Over the past several years, teams of Sandberg’s undergraduate and graduate students have done additional consulting projects for Sexual Trauma Services and other nonprofit groups such as Heartworks Ministries, which operates after-school programs in Columbia for at-risk youth. “I feel like we’re filling a profound gap when we help nonprofits,” says Sandberg. “The impact often doesn’t come until a generation later.”



Dr. David M. Schweiger, Buck Mickel/Fluor Daniel Professor of International Business Management and the father of two sons, thinks it’s important to help young people stay out of trouble. His vehicle? Youth hockey. Schweiger is president of the SC Amateur Hockey Association, an organization that operates youth hockey leagues and games for children and teens in the Midlands of South Carolina. He also coaches the Irmo High School In-line Hockey Team and co-coaches the Lexington School District 5 Fusion High School Ice Hockey Team. “Everyone has a passion, and mine is helping keep kids out of trouble,” says Schweiger, who grew up playing hockey (and golf and basketball) in New York City.

Finally, here is a sampling of some of our staffers’ volunteer work.

Sara Coffman, administrative specialist in the Alumni Relations Office, is the ultimate volunteer: she donated a kidney to her



grown nephew in February 2003. The surgery, which took place in Allentown, Pennsylvania, went well, and nephew Jay is now fully recovered and working part-time. Coffman was back to work within a month after her surgery. “I had a few fears,” admits Coffman, “such as, what if, down the road, I have [kidney] problems, too.” But she was fairly confident that she would go on to live a pretty normal life, which she has. “It is a lot [to do],” agrees Coffman, “and yet it isn’t. It’s almost like donating blood.”



Laney Grubbs and foster dog “Sydney.”

Laney Grubbs, a graphic artist in Moore’s Office of Public Relations and Communication, is a pet rescuer. She’s also a volunteer at the Riverbanks Zoo, a member of a transport group for rescued pets, a foster “parent” for abused pets, and a pet-sitter. See a pattern here? “I love animals,” says Grubbs. “I’ll pick up snakes in the middle of the road and move them so they won’t get run over.” Grubbs is the Coordinator/President of SC Sheltie Rescue, a group that saves Sheltie dogs that have been abused or abandoned, makes them healthy again, then arranges for adoptions. As a member of the Defenders of Wildlife, she

lobbies for and against legislation affecting animals while sharing her 1,000-square-foot condominium with two of her own Shelties, two foster Shelties, two cats, and a friend's parrot. "You can't change the world," Grubbs says, "but you do change the world for that one animal."



Pam Kirkland (MA '78) and Hillary McDonald (right) weed flower beds.

Hillary J. McDonald, administrative coordinator for the Division of Research, spends much of her free time helping to beautify Columbia. Winner of the 2003 Volunteer of the Year Award from the Columbia Council of Neighborhoods, McDonald also serves on the Columbia Tree and Appearance Commission, as vice president and project chairperson of Columbia Green, and as chairperson and member of the Beautification Committee of the Forest Hills Neighborhood Association. Each group has a different project. Columbia Green, for example, raises thousands of dollars each year to



Longtime volunteer Nell Gann, 91, gathers food for distribution at Harvest Hope food bank.

give to the city for planting flowers. McDonald says she has always loved gardening, and so she volunteers in an area where she can "make a contribution and also get pleasure. I like seeing the difference we can make."

Pat Zimmer, administrative assistant for the Copy Center/Dean's Office, is one of Harvest Hope Food Bank's best friends. (The food bank gathers and shares quality food with more than 350 charitable agencies across 18 counties of central South Carolina.) Zimmer, the Moore School liaison with Harvest Hope, collects and delivers non-perishable food items and cash donations each month to the organization. "We have donated more than 2,050 pounds of food since November of 2001," says Zimmer. Donations are plentiful at holiday time, but in spring and summer, "people still need to eat." She is also a regular donor of blood platelets to the Red Cross, a procedure that takes several hours each month. "I get more pleasure in giving than receiving," says Zimmer. "That's why I'll never be rich." Monetarily, anyway.



Moore School faculty and staff contribute regularly to Harvest Hope, an organization that each week provides food to 59,000 clients statewide.

