

Ann O'Leary's Files
Office of Policy Development, Domestic Policy Council, First Lady's issues

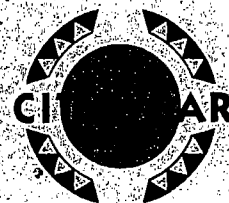
BOX 3 of 3

Community Service
Correspondence
Early learning
Schedules
Mental health
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Early learning
Video: Talking with kids about tough issues PSA's
Kaiser family foundation
High skills competitive workforce
A nation of opportunity
Into adulthood a study of the effects of head start
FY 2001
Vital voices
Childcare
Women's choice
Peru

Enclosures filed in
Oversize Attachments # 20225
NARA # 17429

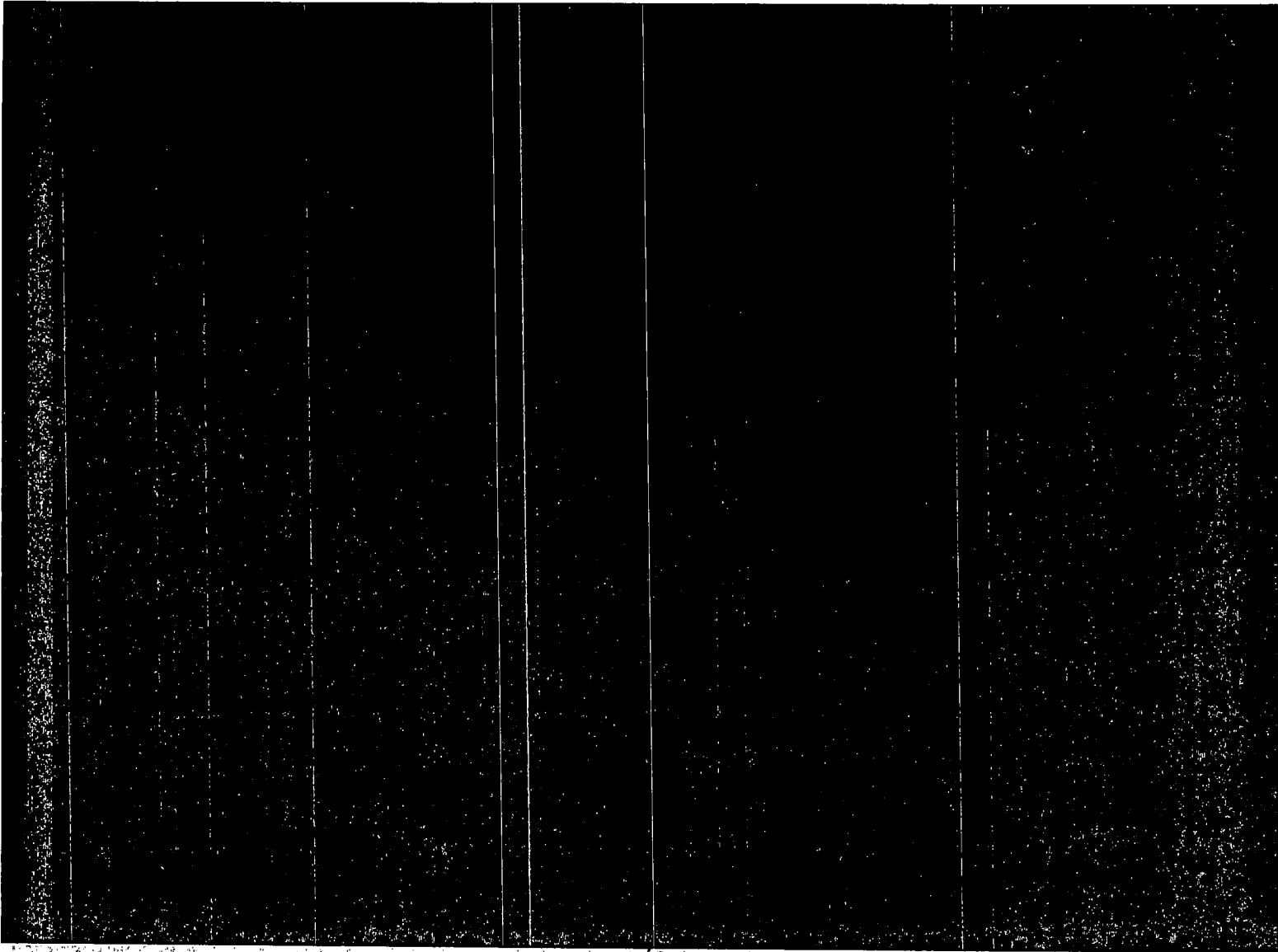
From
Eric
Liu

Two Ann O'Leary



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A Bold Presidential National and Community Service Agenda for the 21st Century

Presented by

Jeffrey Swartz, CEO of The Timberland Company
and Chair of the City Year Board of Trustees, and
Michael Brown and Alan Khazei, Co-Founders of City Year

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Boston, MA 02116

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- #1** *Take national service to scale—increase full-time AmeriCorps volunteers from 40,000 to 250,000 per year within the decade.*
- #2** *Ask senior citizens to serve—and let them earn “Grand Serve” college scholarships that they can donate to young people!*
- #3** *Establish a “Challenge Grant Fund for National Service”—and challenge the private sector to match new government spending on AmeriCorps.*
- #4** *Turn college “Work-Study” into “Serve-Study” to enable 500,000 college students to perform community service.*
- #5** *Challenge 100,000 high school students to become “Summer Heroes” through service.*
- #6** *Provide 10,000 high schools with a “Community Coach”—a service-learning coordinator—to engage millions of students in service.*
- #7** *Establish a “Citizen Response Corps” for Disaster Relief.*
- #8** *As President and First Lady, personally engage in monthly community service to inform public policy.*
- #9** *Challenge the private sector to provide a week of paid leave for community service, and to explicitly recognize the value of public service in college admissions and hiring.*
- #10** *Host an annual White House summit on the state of national and community service.*

PUTTING IDEALISM TO WORK



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Memo

To: Vice President Al Gore

From: Eli Segal, President of The Welfare to Work Partnership
Jeffrey Swartz, President and CEO of The Timberland Company
Michael Brown and Alan Khazei, Co-Founders of City Year

Date: January 5, 2000

Re: Bold proposals for national service and AmeriCorps in the new century

We are writing to urge you to continue your powerful leadership of the national service movement by calling for a bold new national service agenda for the 21st century in your presidential campaign.

With the 1993 creation of the AmeriCorps program, the Clinton-Gore Administration built the modern national service movement. In just five years, more than 150,000 Americans have answered the call to serve—contributing more than two billion hours of critically needed service to their communities and country, and positively impacting the lives of nearly 4.5 million children.

Because of the leadership of the Clinton-Gore Administration, City Year has grown tenfold—from 100 corps members to 1,000, from one site to eleven. AmeriCorps investments have enabled City Year to help nearly 400,000 children in schools and community centers across the nation.

National service works—and it inspires Americans of all ages. We urge you to build from your accomplishments over the last eight years and make service to our communities and nation one of the principle themes of your presidential campaign.

History has shown that it takes presidential leadership to drive the national service agenda:

- ▶ FDR built the CCC;
- ▶ JFK launched the Peace Corps;
- ▶ LBJ inaugurated VISTA;
- ▶ President Bush signed the National and Community Service Act and launched the Points of Light Foundation; and
- ▶ The Clinton-Gore administration passed the greatest expansion of the national service concept in half a century: the National Service Trust Act and the AmeriCorps program.

Only the President can provide the necessary leadership—leadership in the national interest—to move this powerful idea forward.

You and President Clinton have built a program that is poised to become one of the great pillars of America's democratic spirit: AmeriCorps. Yet, without the renewed championship of our nation's political leadership, the AmeriCorps program might not fulfill its potential. What is now a highly effective program could be—if brought to scale—the key to unlocking some of our country's toughest issues by strategically deploying the best efforts of our government, our young people, our business and community leaders, and our families. Now, as you travel across the country, campaigning to become our next President, we urge you to consider strengthening and enhancing this program by promoting a dramatic increase in voluntary national service through AmeriCorps as a centerpiece of your Presidential campaign.

We have outlined below ten legislative and policy ideas that we hope you will consider making a part of both your presidential campaign platform and your objectives for service as the 43rd President of the United States of America. In a separate document, we have presented more details, including potential costs.

A Bold National Service Agenda for the 21st Century: Legislative and Policy Proposals

- #1 *Take national service to scale—increase full-time AmeriCorps volunteers from 40,000 to 250,000 per year within the decade.***

National service works—and it is time to take it to scale. This year there are approximately 40,000 full-time AmeriCorps volunteers providing vital services, including tutoring and mentoring children, building affordable housing, and improving neighborhood safety. In the past five years alone, AmeriCorps volunteers have reached nearly 4.5 million children. Imagine the impact that 250,000 AmeriCorps volunteers—contributing *425 million hours of service per year*—would have in our schools and our communities each year!

- #2 *Ask senior citizens to serve—and let them earn “Grand Serve” college scholarships that they can donate to young people!***

Senior citizens greatly desire to help others, and they have so much to offer. Today the Senior Corps includes 500,000 seniors who provide more than 115 million hours of service in schools and daycare centers, hospitals and health clinics, food banks, and many other community-based volunteer programs. We suggest that you propose a “Grand Serve” initiative in which seniors citizens receive an educational scholarship of \$1,000 in exchange for 400 hours of community service—and that they be allowed to donate their scholarships to their children, grandchildren, or another needy young person of their choice. Thus, seniors in service would give a double gift—service and scholarships!

- #3 *Establish a “Challenge Fund for National Service”—and challenge the private sector to match new government spending on AmeriCorps.***

Government investments in national service should leverage investments by corporations, foundations and individuals, thereby creating a “marketplace” in which funding is directed toward the most effective and promising initiatives. Americans over the age of 60 now have assets totaling an estimated \$10 trillion. As the Baby Boomer generation ages, an inter-generational transfer of wealth is creating the possibility of a “New Philanthropy.” We suggest that you consider proposing a “Challenge Fund for National Service,” whereby federal money must be matched dollar for dollar with private sector funds.

- #4 *Turn college “Work-Study” into college “Serve-Study” to enable 500,000 students to perform community service***

Without any additional spending, the federal government could create the opportunity for college students to serve their communities by shifting the use of Federal Work-Study funds. Currently only about 5% of such funds are used to support college students performing community service, with the rest going to pay students for menial campus jobs such as washing dishes and shelving books. As the success of organizations and initiatives such as Jumpstart and America Reads indicates, college students are among our country’s greatest untapped resources. We ask you to consider proposing that 50% of Federal

Work-Study funds be used to sponsor “Serve-Study” opportunities in community-based organizations for the 948,000 college students in the Work-Study program.

#5 *Challenge 100,000 high school students to become “Summer Heroes” through service*

Enabling high school students to serve their communities while earning money for college would benefit the nation and promote civic ideals. Students could provide socially valuable services, such as tutoring children in literacy and math, while setting a powerful example of civic responsibility. A “Summer Heroes” program would provide high school students the opportunity to perform full-time national service during their summer breaks in exchange for a small stipend and educational scholarships.

#6 *Provide 10,000 high schools with a “Community Coach”—a service-learning coordinator—to engage millions of students in service*

The recent spate of school violence across the country draws attention to the need for increased student involvement in community service. We believe you should propose that 10,000 high schools be provided with a full-time “Community Coach”—a service-learning coordinator, modeled after the national nonprofit organization “Do Something,” whose program uses an innovative curriculum and year-round community-building activities to develop a new generation of leaders. At an average of 1,000 students per high school, this would facilitate 10,000,000 students engaging in community service.

#7 *Establish a “Citizen Response Corps” for Disaster Relief*

When natural disasters strike, America’s “can do” spirit wants to respond. We believe you should propose establishing a corps of 1,000 highly trained AmeriCorps members who are focused entirely on disaster response. These members might be recruited from the military as well as other AmeriCorps experiences. When not actively engaged in disaster response, the Citizen Response Corps would be involved in disaster preparedness and training in highly vulnerable areas.

Presidential Commitments

In addition to the legislative and policy proposals outlined above, we believe there are at least three commitments you should consider making as President:

#8 *As President and First Lady, personally engage in monthly community service to inform public policy.*

As Vice President, you have volunteered actively with numerous organizations across the country. If you were to engage in monthly service as President, you could continue to provide a powerful role model for America while helping to inform public policy. Imagine, for example, the power of serving side by side with leaders from the corporate and

nonprofit sectors, clergy and community activists in a homeless shelter or public school, followed by detailed public policy discussions on homelessness or education reform.

#9 *Offer a Presidential challenge to the private sector to provide a week of paid leave for community service, and to explicitly recognize the value of public service in college admissions and hiring.*

The Timberland Company offers all employees 40 hours of paid annual leave for community service. We urge you to challenge the private sector to make this service week a new American corporate benefit, and to use the power of the Presidency to challenge businesses and universities to recognize and reward the value of service with improved scholarships, admissions and employment opportunities.

#10 *Host an annual White House summit on the state of national and community service.*

The 1997 Presidents' Summit for America's Future captured the imagination of the American public and sparked resurgence in national and community service. We suggest that you consider promising to conduct an *annual* White House conference to promote national and community service.

Vice President Gore, you have been a leader of the national service movement since that first Summer of Service that you kicked off back in 1993. We are grateful to you for participating in City Year's 1994 Boston "Serve-a-thon" with Senator Ted Kennedy, and to Mrs. Gore for attending our first annual "convention of idealism" in Columbus, Ohio in 1995. Few understand the importance and potential of this movement better than you, who have witnessed the power and passion of national service in action. The Clinton-Gore administration has led this movement from obscurity to the national agenda by creating AmeriCorps, and we believe that you, as our next President, would be the ideal leader to take AmeriCorps to the next level. We hope you will carefully consider each of these suggestions, and we would be honored to discuss any or all of these ideas with you or your staff.

Thank you for your leadership of the national service movement, and for considering this national service agenda for the 21st century.



Alan Khazei

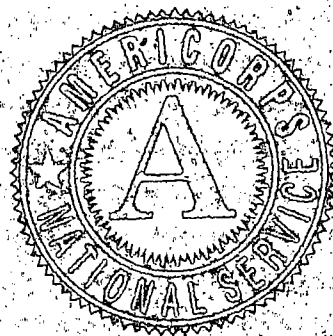
Chief Executive Officer

285 Columbus Avenue
Boston, Massachusetts 02116
Phone: 617.927.2500
Fax: 617.927.2510
Internet: <http://www.city-year.org>
E-mail: alan_khazei@cityyear.org
Direct Line: 617.927.2451

CITY YEAR'S MISSION IS TO PUT IDEALISM TO WORK BY TAPPING THE CIVIC POWER OF YOUNG PEOPLE FOR AN ANNUAL CAMPAIGN OF IDEALISM. THE **GOALS** OF THE ANNUAL CAMPAIGN OF IDEALISM ARE TO GENERATE TRANSFORMATIVE COMMUNITY SERVICE, BREAK DOWN SOCIAL BARRIERS, INSPIRE CITIZENS TO CIVIC ACTION, DEVELOP NEW LEADERS FOR THE COMMON GOOD, AND IMPROVE AND PROMOTE THE CONCEPT OF VOLUNTARY NATIONAL SERVICE.

CITY YEAR'S **VISION** IS THAT ONE DAY,
THE MOST COMMONLY ASKED QUESTION OF AN EIGHTEEN YEAR-OLD IS:
" *WHERE ARE YOU GOING TO DO YOUR SERVICE YEAR?* "

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Taking National and Community Service to the Next Level:

A Presidential Policy Proposal to Vice President Al Gore



by

Eli Segal, President, The Welfare to Work Partnership

Jeffrey Swartz, CEO, The Timberland Company

Michael Brown, President, City Year, Inc.

Alan Khazei, CEO, City Year, Inc.



January 5, 2000



A Bold National Service Agenda for the 21st Century

Presented to Vice President Al Gore
by Eli Segal, President of The Welfare to Work Partnership,
Jeffrey Swartz, CEO of The Timberland Company, and
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I believe that God's hand has touched the United States of America--on purpose, not by accident. He has given us not just a chance, but a mission to prove to men and women throughout this world that people of different racial and ethnic backgrounds, of all faiths and creeds, can not only work and live together, but can enrich and ennoble both themselves and our common purpose.

--Vice President Al Gore, NAACP Annual Convention, August, 1998

Introduction

This memo provides a more detailed description, including cost estimates, of the ideas outlined in the brief memo above. It provides background information on each of our suggestions, as well as a more general history and rationale for promoting national and community service. Specifically, it covers each of the following areas: (1) a more detailed explanation of the legislative and policy proposals, (2) further detail concerning the suggested Presidential commitments, (3) the value of AmeriCorps and the rationale for taking it to the next level, and (4) a brief history and context for the concept of national service.

Legislative and Policy Proposals

#1 Take national service to scale—increase full-time AmeriCorps volunteers from 40,000 to 250,000 per year within the decade. There are currently 40,000 Americans involved in AmeriCorps initiatives, and their contribution is impressive and quantifiable. They have tutored and mentored over 4.4 million children in the last five years. A full-scale program of 250,000 service volunteers could have an extraordinary impact in our schools and communities, providing 425,000,000 hours of service each year. The cumulative effect of a program of this size is staggering: within a decade at scale, over 2.5 million Americans would be veterans of AmeriCorps programs, and tens of millions of Americans would have been served.

In 1993, President Clinton proposed that AmeriCorps be a part of the reinvention of government that you led as Vice President. President Clinton said, "I want national service to empower young people and their communities, not to empower yet another government bureaucracy in Washington." Increasing AmeriCorps would not require the creation of a huge new federal agency. AmeriCorps volunteers would join independent service organizations and the more than 800 local programs like Habitat for Humanity, the Red Cross, Jump Start, and City Year, which presently operates in 11 cities and will soon be expanding to 20. Service volunteers would join organizations with successful programs and skilled leadership, rather than the federal bureaucracy. The growth in national and community service could be tied to a challenge grant program, whereby every government dollar invested was matched with private sector contributions, greatly reducing the approximate annual cost and creating a strong public-private partnership. The approximate cost of phasing in a full-scale AmeriCorps program, if done on a challenge grant basis with 10,000 per AmeriCorps member as the federal government's share, would be as follows:

	Size of National Service Corps	Annual Cost of Corps	Annual Cost of Educational Scholarships	Total Annual Cost
Year 1	40,000	400,000,000	189,000,000	589,000,000
Year 2	50,000	500,000,000	236,250,000	736,250,000
Year 3	70,000	700,000,000	330,750,000	1,030,750,000
Year 4	100,000	1,000,000,000	472,500,000	1,472,500,000
Year 5	125,000	1,250,000,000	590,625,000	1,840,625,000
Year 6	150,000	1,500,000,000	708,750,000	2,208,750,000
Year 7	175,000	1,750,000,000	826,875,000	2,576,875,000
Year 8	200,000	2,000,000,000	945,000,000	2,945,000,000
Year 9	225,000	2,250,000,000	1,063,125,000	3,313,125,000
Year 10	250,000	2,500,000,000	1,181,250,000	3,681,250,000

#2 Ask senior citizens to serve—and let them earn “Grand Serve” college scholarships that they can donate to young people! Today the National Senior Service Corps includes 500,000 seniors who provide more than 115 million hours of service in schools and daycare centers, hospitals and health clinics, food banks, and many other community-based volunteer programs. Unlike AmeriCorps members, Senior Corps members have never received an educational award in exchange for their service—missing a valuable opportunity to make a critical difference to young people such as their foster grandchildren. We suggest that you propose making educational awards available to the National Senior Service Corps as well as AmeriCorps, enabling seniors to earn a pro-rated scholarship based on the number of hours they serve—and allowing them to donate their scholarships to their children, grandchildren, or any other needy young person they chose.

Estimated cost of Senior Corps educational scholarships: \$1,000 for every 400 service hours
Approximate total cost of Senior Corps educational scholarships: \$300 million

#3 Establish a “Challenge Fund for National Service”—and challenge the private sector to match new government spending on AmeriCorps. Government investments in AmeriCorps can be used to leverage investments by corporations, foundations and individuals, thereby creating a “marketplace” in which funding is directed toward the most effective and promising initiatives. Service organizations that must privately raise 50 percent of their funding will be required to plan carefully, act strategically, and demonstrate their value and accountability to corporate boards, foundation program officers, and successful individuals, rather than a federal bureaucracy.

We know this private-public partnership can work, because we have seen it succeed. Over the past ten years, City Year has raised \$83 million from the private sector. In fiscal year ‘98, City Year, bolstered by corporate partners like The Timberland Company, which has contributed \$10 million in cash and in-kind donations over the years, raised \$1.43 for every federal dollar it received.

We propose creating a “Challenge Fund for National and Community Service,” allowing the federal government to be assured that every dollar it spends is being matched by a carefully invested private dollar. Such a fund would allow service organizations to take advantage of the “New Philanthropy” generated by the boom in technology and the growing proportion of retired Americans who are seeking opportunities to give. According to a 1993 study by two economists at Cornell University, Americans over the age of 60 have assets totaling an estimated \$10 trillion. As the Baby Boomer generation ages, this number will increase dramatically. A “Challenge Fund for National Service” could take advantage of this enormous generational transfer, ensuring that important initiatives like AmeriCorps can grow by leveraging private philanthropy.

*Estimated cost of Challenge Fund for National and Community Service:
Included in annual cost of 250,000 AmeriCorps volunteers*

#4 Turn college “Work-Study” into “Serve-Study” to enable 500,000 college students to perform community service. Without any additional spending, the federal government could create the opportunity for college students to serve their communities by shifting the use of Federal Work-Study funds. At present, only 5 percent of such funds are committed to supporting students in community service endeavors, though the original intent of the Higher Education Act of 1965 was to promote student involvement in community service activities. Congress has mandated that community service increase to 7 percent of Work-Study funding in fiscal year 2000, but a far greater potential use for Work-Study funds remains. Most Work-Study money currently supports students in menial campus jobs like dishwashing and data entry. But why should energetic and talented students be shelving books in university libraries when they could be teaching literacy or tutoring math? According to Thomas Ehrlich, President Emeritus of Indiana University, “These [campus] jobs are far removed from Work-Study’s supposed purpose of service to the community.”

Shifting Work-Study funds would be a win-win situation for students and communities. “Particularly when linked to academic study and structured reflection in what has come to be termed ‘service learning,’ community service can help students gain more insight into their academic courses as well as a better understanding of who their neighbors are and what they owe each other,” says Ehrlich. “At the same time, a 50 percent community service requirement will enormously benefit cities and towns that desperately need workers to help build their communities.” Raising the community service requirement to 50 percent would provide a valuable outlet for the energy and idealism of 942,000 college students, generating almost 98 million hours of service per year.

Service programs that take advantage of Federal Work-Study funds already have a proven track record. For example, under the America Reads program, which is presently in operation at 1,000 colleges and works in partnership with organizations like Jump Start, Work-Study students tutor schoolchildren in literacy. An independent study

revealed that 84 percent of America Reads programs in which volunteer instructors had received training led to an increase in reading scores.

Estimated cost of moving Work-Study funding to "Serve-Study": \$0

#5 Challenge 100,000 high school students to become "Summer Heroes" through service. Enabling high school students to serve their communities while earning money for college would benefit the nation and promote civic ideals among a generation mired in violence and cynicism. Students could provide socially valuable services, such as mentoring or tutoring, or participate in the service efforts of independent organizations such as Habitat for Humanity or the American Red Cross. Service opportunities could also be organized by the expanded corps of national service volunteers. By providing scholarships and a small stipend in exchange for service, Summer Heroes would simultaneously promote education and instill the service ideal in a generation of young Americans. It is our hope that a summer of service might someday be as much a rite of passage for young Americans as a senior prom.

Estimated cost of 100,000 "Summer Heroes" slots per year: \$300 million

#6 Provide 10,000 high schools with a "Community Coach"—a service-learning coordinator—to engage millions of students in service. The recent spate of school violence across the country draws attention to the need for increased student involvement in community problems. We believe you should propose that 10,000 high schools be provided with a full-time "Community Coach" service-learning coordinator, modeled after the national nonprofit organization "Do Something," whose program uses an innovative curriculum and year-round community building activities to develop a new generation of leaders. The federal government could provide a base grant of \$20,000 per coach with local school districts and private sources supplementing these funds. Likely candidates for these Community Coach positions would be AmeriCorps graduates. At an average of 1,000 students per high school, Community Coaches would facilitate 10,000,000 students engaging in community service.

Estimated cost of 10,000 coordinators: \$200 million

#7 Establish a "Citizen Response Corps" for Disaster Relief. Based on the AmeriCorps National Civilian Conservation Corps model, we believe you should propose a corps of 1,000 highly-trained AmeriCorps members who are focused entirely on disaster response. The image of young Americans filling sandbags to fight flooding, clearing rubble to rescue trapped victims of an earthquake, and quite literally saving the lives of fellow Americans would inspire in young people the belief that through their idealism, they can be heroes. Crisis Corps members might be recruited from the military as well as other AmeriCorps experiences. They could be housed and trained at active or former military bases, much in the same way as the NCCC. When not actively engaged

in disaster response, the Response Corps would be involved in disaster preparedness and training in highly vulnerable areas.

Estimated cost of 1,000 Citizen Response Corps members: \$20 million

Personal Commitments

More than 35 years ago, noted political scientist Richard Neustadt observed that the real power of the presidency is “the power to persuade.” In that vein, we believe that you could do a great deal to promote the concept of national service through your words and deeds as President. Therefore, we offer three specific suggested commitments you could promise to make as President.

#8 As President and First Lady, personally engage in monthly community service to inform public policy. As Vice President, you have volunteered actively with numerous organizations across the country. If you were to engage in monthly service as President, you could continue to provide a powerful role model for America while helping to inform public policy. Imagine, for example, the power of serving side by side with leaders from the corporate and nonprofit sectors, clergy and community activists in a homeless shelter or public school, followed by a detailed public policy discussions on homelessness or education reform. Furthermore, by personally engaging in community service, you could provide a powerful role model for America. This would also be a valuable opportunity to connect with some of the people who dedicate their lives to serving our country. Your service will highlight the impact of community and faith-based organizations, motivate youth, and celebrate civic action

#9 Challenge the private sector to provide a week of paid leave for community service, and to explicitly recognize the value of public service in college admissions and hiring. National and community service volunteers learn valuable skills, such as leadership, teamwork, and problem-solving. By committing a year of their lives to serving their country, they have demonstrated strong character and a powerful sense of civic responsibility. We suggest that you promise to use the power of the Presidency to challenge businesses and universities to recognize and reward the value of service with improved scholarships and employment opportunities. Such an action by you as President would demonstrate to America’s youth the value you place on service, and could well lead businesses and universities to take specific actions that would increase the incentive for young people to commit to a year of full-time national or community service.

For example, you could encourage all companies to follow The Timberland Company’s example, making 40 hours per year of paid leave time for community service a standard company benefit along with two weeks of paid vacation.

#10 Host an annual White House summit on the state of national and community service. The 1997 Presidents’ Summit for America’s Future captured the imagination of the American public and sparked a resurgence in community service. By bringing together four presidents and focusing the nation’s attention on the value of volunteering

and community service, the Presidents' Summit elevated the concept of national service and challenged the nation to make good on a series of commitments to improve the quality of life of our children. We suggest that you capitalize on the momentum generated by this conference and consider promising to conduct an annual White House Summit on National Service, demonstrating your personal commitment to the children of our nation.

National Service Is an Investment in America's Future

Expanding the AmeriCorps program would not be cost-free, but experience shows that the costs would be far outweighed by the benefits. Consider the example of the 20 million Americans who served their country in battlefields and factories during the Second World War. Tom Brokaw has called this group "The Greatest Generation," hailing them for uniting to meet some of the most daunting challenges any American generation has ever faced. After the war, over 7 million veterans accepted the government's offer of education and training through the G.I. Bill. Though this measure cost the U.S. government more than \$14 billion, by 1965 the increased earnings of its participants generated an estimated \$1 billion per year in additional tax revenues. The subsequent success of the Greatest Generation is due in no small part to the experience of working together toward a common goal, serving in an endeavor greater than themselves, and taking advantage of the leadership and educational opportunities that this endeavor afforded.

We are blessed to be living in a time of relative international peace, but the domestic need for a voluntary national service program at scale is greater than ever. Both the immediate and the long-term benefits are invaluable for the following reasons:

- ▶ ***AmeriCorps has a direct and recognizable impact.*** There is an immediate, tangible benefit in national service for the individuals and communities who are served. In the past five years alone, the young Americans involved in AmeriCorps have:
 - Built more than **11,000 homes**;
 - Assisted more than **5 million homeless individuals** by providing food, clothing, and other necessities;
 - Immunized more than **1 million people**;
 - Provided living assistance to **650,000 senior citizens**;
 - Taught, tutored, and mentored more than **4.4 million children**;
 - Served over **1 million at-risk youths** in after-school programs; and
 - Recruited, trained, and supervised more than **2.5 million volunteers**.
- ▶ ***AmeriCorps also benefits those who serve.*** AmeriCorps participants learn valuable skills such as leadership, teamwork, and social entrepreneurship. At City Year, corps members are entirely responsible for planning and implementing many of their service projects, including a middle school service corps and city-wide day camps during public school vacations. Young Americans involved in AmeriCorps enjoy the opportunity to be a part of something larger than themselves and to put their idealism to work.

Through this experience, they commit themselves to their community and country, becoming civically engaged and conscientious citizens.

- ▶ ***AmeriCorps helps to break down social barriers and build common ground.*** You told students at the New York University Commencement in 1998, “We should now acknowledge that America also has a second mission: to prove to the world that people of different racial and ethnic backgrounds, of all faiths and creeds, can not only work and live together, but can enrich and ennoble both themselves and our common purpose.” AmeriCorps volunteers come from a wide array of backgrounds and experiences. Despite their differences in race, ethnicity, class, and education, they find common ground through the service they provide in neighborhoods across America. They learn to work and lead together, bridging disparate segments of their communities. In December of 1997, *U.S. News and World Report* cited City Year, along with the U.S. military and sports teams, as one of three institutions effectively overcoming racial divisions in America.
- ▶ ***The benefits of AmeriCorps will accrue well into the future.*** Today’s AmeriCorps corps members will be tomorrow’s leaders. Some participants will be inspired to devote their lives to public service; others will volunteer in their schools and communities. Most will be instilled with the belief that they can serve their country and make a difference in the lives of their fellow citizens—such as Susie Margolin, founder of The Blackfeet Youth Initiative, who graduated from City Year Columbia in 1995, and Taj Mustapha, City Year Boston ’92, who started the At the Crossroads Foundation.
- ▶ ***Educational grants reward those who serve and will benefit the nation in the future.*** Like the G.I. Bill, which paid for itself in increased tax revenue within 35 years, AmeriCorps scholarships make higher education more accessible and pay for themselves in the long run. In thus promoting and enabling higher education, AmeriCorps creates more successful and productive citizens.
- ▶ ***AmeriCorps bolsters and multiplies the work of existing nonprofits.*** Through strategic partnerships, AmeriCorps volunteers assist independent agencies, like the United Way and The American Red Cross—as well as countless community organizations. National “service partners” of national service organizations include America’s Promise, Boys and Girls Clubs of America, Catholic Network, Habitat for Humanity, the Points of Light Foundation, the American Red Cross, Scholastic Books and the YMCA. In addition, each member of the present AmeriCorps program recruits, trains, and supervises an average of 12 additional community volunteers.
- ▶ ***AmeriCorps leverages private sector funds.*** Under the present AmeriCorps initiative, 25 percent of a service organization’s funding must come from private sources. City Year, which was founded by private sector investments from companies like FleetBoston, Compaq Computer Corporation, and The Timberland Company, has a policy of matching each and every public dollar with more competitive private sector funds. Service organizations need the kind of added pressure to succeed that is inevitably created by competition for private sector dollars.

We Know National Service Works—Now It's Time to Take It to Scale

Americans have never been afraid of a challenge. We have devoted our time and our resources to major endeavors when we knew the future prosperity of our country depended on it. We fought and won two world wars, we put a man on the moon, and through our strength we outshone and outlasted the totalitarian Soviet empire.

Throughout the Cold War, we were united in showing what we were against—now we must unite and show what we are for.

Through a purposeful legislative agenda as well as Presidential commitments to service, the next President of the United States will have an historic opportunity to secure service as a vital aspect of what it means to be American, and to instill the service ideal in a generation of young Americans. If you become President, you will have a unique opportunity to use the power of your office and your influence to set a powerful legislative agenda and advance the concept of national service.

In 1990, President George Bush used his position as President to put national service back on the national stage by creating the White House Office of National Service and the Points of Light Foundation. A year later, he signed the National and Community Service Act of 1990. Then in 1993, the Clinton-Gore Administration created the AmeriCorps program, which rewards full-time national service volunteers with college scholarships. Since then, over 150,000 volunteers have served their country through AmeriCorps programs, making an impact on the lives of nearly 4.5 million children.

Now that we know that AmeriCorps works, it is time for the next President to take this unique and historic opportunity to lead the country in taking AmeriCorps to scale and make it part of the defining ethic of America in the 21st Century.

The American Tradition of National Service and Presidential Leadership

The concept of service is as old as America itself, and service is a key component of the foundation on which our nation is built. From the Minute Men who left their farms and families to fight for independence to pioneer community collaborations such as barn-raising, Americans have answered the call to serve in times of war and times of peace, tackling problems ranging from local natural disasters and community needs to nationwide depressions and world wars. It was not until this century, however, that our nation began to consider institutionalizing organized civilian service. In his 1910 essay titled “The Moral Equivalent of War,” American philosopher William James proclaimed his vision of a civilian national service corps, suggesting that if “instead of military conscription, a conscription of the whole youthful population [would] form for a certain number of years a part of the army enlisted against Nature, the injustice would tend to be evened out and numerous other goods of the Commonwealth would follow.”

It has always taken Presidential leadership to advance the cause of citizen service in America. During the Great Depression, President Franklin Delano Roosevelt put millions of young Americans to work through the Civilian Conservation Corps, which revitalized the nation's

existing parks and constructed new ones. Roosevelt asked Congress to recognize that the impact of service reaches far beyond the participants. "It will pay dividends to the present and future generations," he wrote to the 73rd Congress. "More important, however, than the material gains will be the moral and spiritual value of such work." In 1961, President John F. Kennedy created the Peace Corps, challenging young people to serve their country and spread peace by volunteering in the developing world. Since then, over 150,000 have served abroad as Peace Corps volunteers. As part of his War on Poverty in 1964, President Lyndon Johnson created VISTA (Volunteers in Service to America), giving young people the opportunity to help thousands of low-income communities in a full-time capacity.

President George Bush created the Office of National Service in the White House and the Points of Light Foundation, and he signed the National and Community Service Act. President Clinton visited City Year during the 1992 campaign, and he was inspired by what he saw. "When I started running for President in 1991, I had this idea," he said at City Year's annual conference in 1998. "We needed more idealistic, energetic young people out there working in our communities, helping to solve problems at the grassroots level... so I had this general idea, and then when I went to City Year in Boston, the lights came on and I said this is what I want to do."

In 1993, the Clinton-Gore Administration created the Corporation for National Service, incorporating VISTA and Roosevelt's Civilian Conservation Corps (reborn as the National Civilian Community Corps) in a new program called AmeriCorps, which rewards national service volunteers with college scholarships. AmeriCorps represents the largest single expansion of national service in half a century. Since then, over 150,000 volunteers have served their country through AmeriCorps programs, making an impact on the lives of nearly 4.5 million children.

The next President has a unique opportunity to build on the progress made in the 1990s to take national and community service to scale and make it part of the defining ethic of a new American citizenship in America of the 21st Century.

Despite Our Prosperity, Problems Linger

"Cynics will say we have lost our way, that the American century is at its end. But the cynics are wrong. America is still the model to which the world aspires. Almost everywhere in the world the values that the United States has proclaimed, defended, and tried to live are now rising."

--Vice President Al Gore, Harvard University Commencement, 1994

In this "American Century," the United States has secured its role as the world's leader in power and influence. Yet much work remains to be done. Though we are enjoying one of the most robust economies in our nation's history, we remain battered by daily stories of drug abuse, gun violence, hate crimes, failing schools, and the erosion of family and community values. Despite our current economic prosperity and unparalleled financial, human, and technological resources, there are still great challenges before us.

Yet our situation is far from hopeless. All over the nation, Americans are putting their ingenuity to use and finding solutions to our country's ills through social entrepreneurship

and community service. They are serving in organizations like Jumpstart, Senior Corps, America Reads, Public Allies, Teach for America, KaBoom!, Hands On Atlanta, Partners in School Innovation, Citizen Schools, Do Something, and 800 other AmeriCorps programs, cleaning up neighborhoods, teaching children how to read, mentoring at-risk youths, and applying their energy and idealism to tackle even the most pervasive problems. America's Promise, led by General Colin Powell, has recognized these efforts and organized them into a grand alliance to provide our young people with fundamental resources.

Over the past seven years, the Clinton-Gore administration has led the nation's economy to new heights, investing in people, maintaining strict fiscal discipline, and turning the national deficit into a surplus. Now is the time to take advantage of our nation's prosperity and expand the call for Americans to serve, taking AmeriCorps to the next level and boldly accepting the challenges of our time. As you told students at Harvard University, "Our healing can be found in our relationships to one another and in a shared commitment to higher purposes in the face of adversity."

You have been a leader of the national service movement since that first Summer of Service that you kicked off back in 1993. We are grateful to you for participating in City Year's 1994 Boston "Serve-a-thon" with Senator Ted Kennedy, and to Mrs. Gore for attending our first annual convention in Columbus, Ohio in 1995. Few understand the importance and potential of this movement better than you, who have witnessed the power and passion of national service in action. The Clinton-Gore administration has led this movement from obscurity to the national agenda by creating AmeriCorps, and we believe that you, as our next President, would be the ideal leader to take AmeriCorps to the next level.

Conclusion

We strongly believe that promoting the concept of national service is a key to both conquering our nation's present problems and unlocking the limitless potential of our nation's future. If you are elected President, you will have a tremendous opportunity to secure the future of AmeriCorps, fulfilling the promise of one of the most important legacies of the Clinton-Gore Administration. We urge you to carefully consider each of our suggestions, and we would be pleased to discuss any or all of these ideas in greater detail with you or your staff.

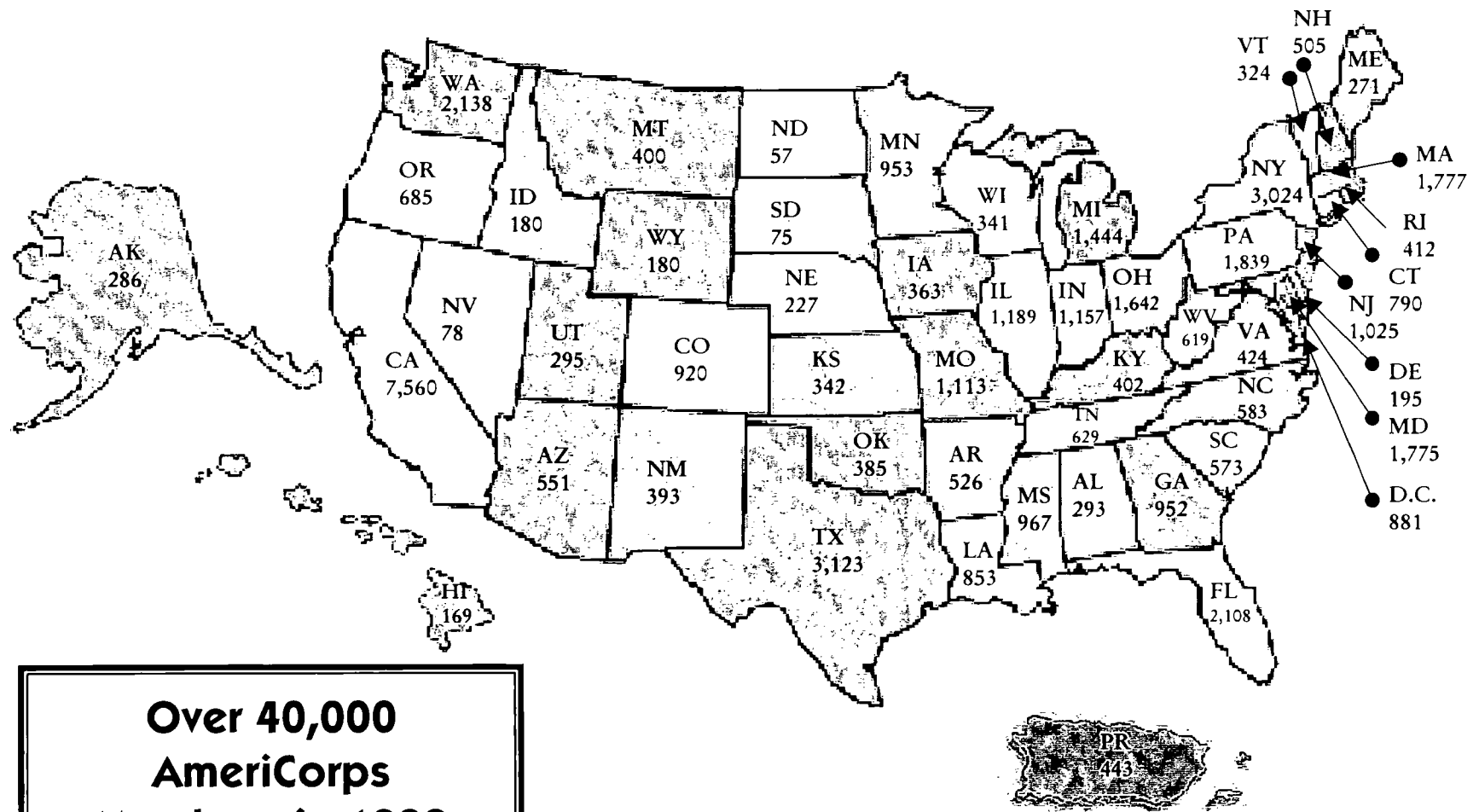


Accomplishments of the 150,000 AmeriCorps members in the past five years:

Volunteers recruited, trained, or supervised by AmeriCorps members:	Over 2.5 million
Children taught, tutored, or mentored:	Over 4.4 million
Homes constructed:	11,000
Homeless individuals given food, clothing, or other assistance:	Over 5 million
People immunized:	Over 1 million
Safety patrols established, operated, or expanded:	46,000
At-risk youths served through after-school programs:	Over 1 million
Senior citizens given independent living assistance:	650,000



National Service Volunteers Currently Serve in All Fifty States & Puerto Rico.



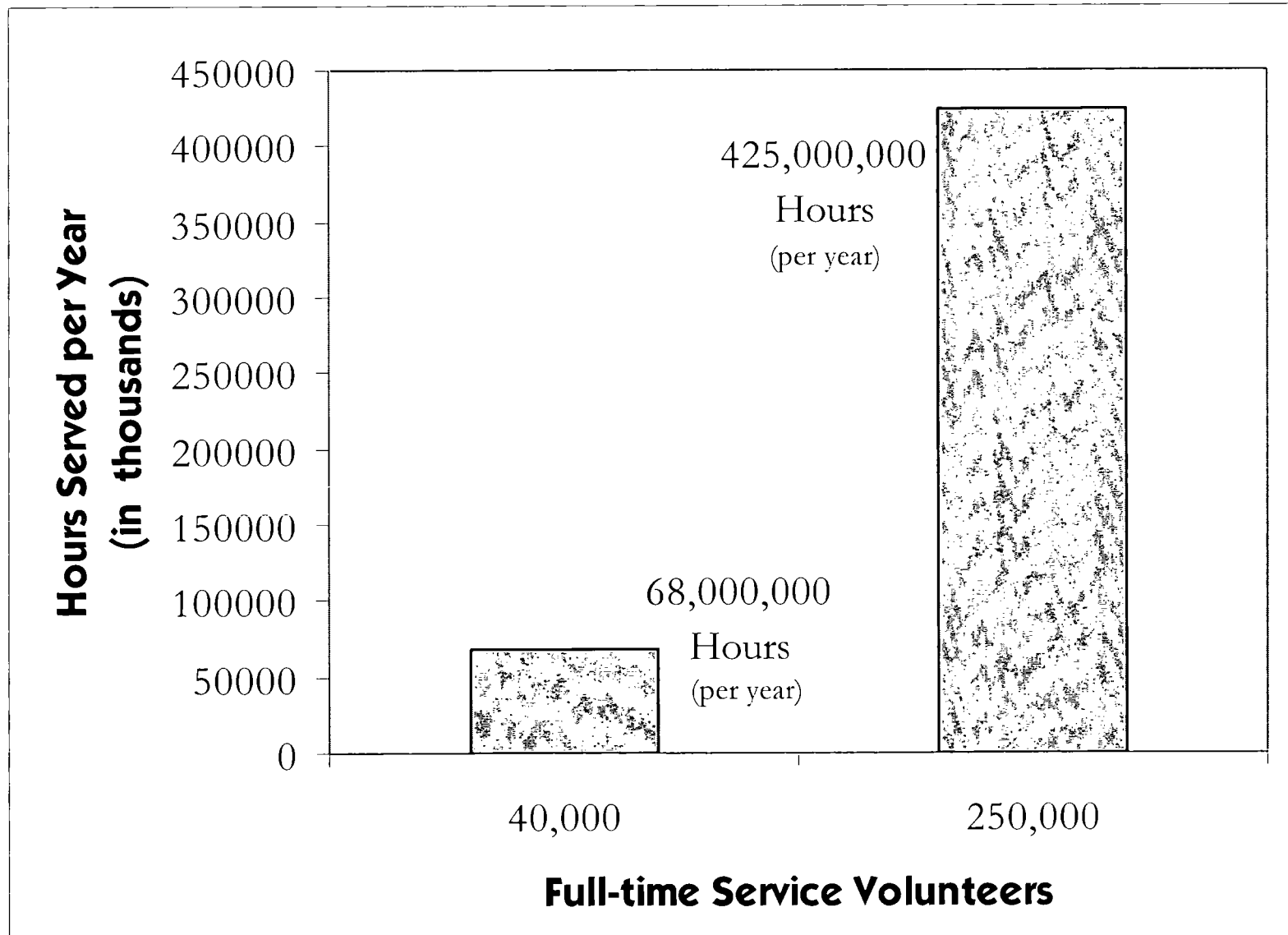


A Partial Sample of Private Sector Investors

Adobe Systems, Inc.	Children First	Grand Rapids Foundation	Mellon Bank
Allied Signal	Chrysler	Hale and Dorr	Microsoft
Amazon.com	Cisco Systems	Hall Family Foundations	Mobil
American Express	Chrysler	Hallmark	Monitor Company
Ameritech	Citizens Bank	Hasbro	Morgan Stanley
Amoco Foundation	Compaq Computer Corporation	Healthsource	NationsBank
Anheuser-Busch	Conrail	Hewlett-Packard	National City Bank
Apple Computer	CVS	The Home Depot	Nike
Arthur Anderson	Devcon	Honda of America, mfg.	Pew Charitable Trust
AT&T	Echoing Green Foundation	Houston Endowment	Philip Morris
Bain and Company	Fannie Mae	IBM	Polaroid
Bank of America	Fidelity Investments	Ingram-White Castle Foundation	Prudential Insurance
Bank Boston	Fleet Bank	JCPenny	Reebok
BankOne	Ford Foundation	J.P. Morgan	RPM
Bell South	Ford Motor Company	James Irvine Foundation	San Antonio Federal Credit Union
Biogen, Inc.	Forest City Enterprise	Johnson & Johnson	Shell Oil
Boeing	The Gap	Kauffman Foundation	Silicon Graphics
Boston Consulting	General Cinema Corp.	W.K. Kellogg Foundation	Sony Corporation of America
British Petroleum	General Electric	Keybank	Sylvan Learning Systems
California Community Foundation	General Mills	Knight Foundation	Texaco
Capital Cities/ABC	Genzyme Corp.	Liberty Mutual	Timberland
Chicago Bulls	The Gillette Company	MacArthur Foundation	Time Warner
Chicago Transit Authority	GH Bass	MBNA	United Way

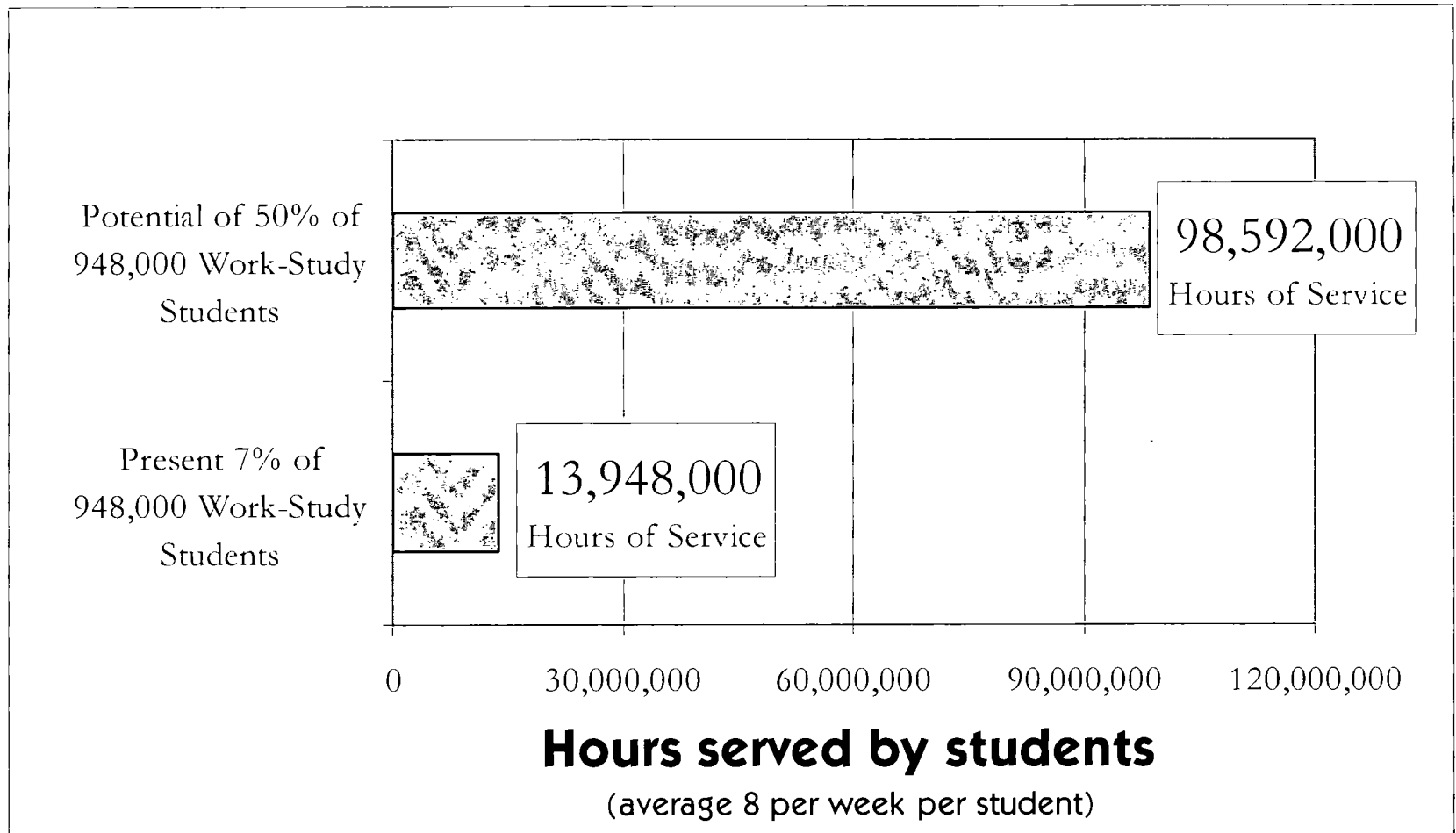


Full-Scale national service would have a dramatic impact.





Shifting 50% of Work-Study Students to a “Work-Serve” program would generate over 98,000,000 hours of service a year.





City Year has produced these 10-year results:

Hours of corps members service contributed:	6.2 million
Corps members graduated:	3,981
Corporate Team Sponsors:	242
Nonprofit organizations partnered with for service:	725
Children directly served in schools, after-school programs, vacation camps and Young Heroes:	416,283
Serve-a-thon projects completed:	2,620
Citizens engaged through Serve-a-thon and other events:	593,206
Number of corps members in 10th Anniversary corps:	900
Number of City Year programs nationwide:	11
College scholarships generated for young people:	Over \$20 million
Total Revenue, private and public sources:	\$118,885,788

City Year National Headquarters

285 Columbus Ave.
Boston, MA 02116
888-4-CITY YEAR

City Year Boston

285 Columbus Ave.
Boston, MA 02116
617-927-2500

City Year Chicago

545 N. Michigan Ave.
Chicago, IL 60611
312-464-9899

City Year Cleveland

1278 West 9th St.
Cleveland, OH 44113
216-574-2677

City Year Columbia

11420 Gregg St.
Columbia, SC 29201
803-254-3349

City Year Columbus

16 E. Broad St.
Columbus, OH 43215
614-224-9569

City Year Detroit

1 Ford Place
Detroit, MI 48202
313-874-6825

City Year Philadelphia

2221 Chestnut St.
Philadelphia, PA 19103
215-988-2118

City Year Rhode Island

56 Pine St.
Providence, RI 02903
401-553-2500

City Year San Antonio

302 Valley Hill Drive
Suite 301
San Antonio, TX 78227
210-678-0506

City Year San Jose / Silicon Valley

116 Paseo De San Antonio
San Jose, CA 95112
408-294-3041

City Year Seattle / King County

201 Broad St.
Seattle, WA 98121
206-269-0350

www.cityyear.org

VISION

One day the most commonly asked question of an eighteen-year-old will be: "Where are you going to do your service year?"

MISSION

To put idealism to work by tapping the civic power of young people for an annual campaign of idealism.

GOALS

To generate transformative community service, break down social barriers, inspire citizens to civic action, develop new leaders for the common good, and improve and promote the concept of voluntary national service.

PUTTING IDEALISM TO WORK



AmeriCorps
Getting Things Done

PHOTOCOPY
PRESERVATION

