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MEMORANDUM

3 March 1993

To: Eli Segal
From: Susan Stroud
Re: 4 March meeting with VP Gore, Jimmy Carter, et al

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EL

Background

Heal LA is a joint effort of the Heal the World Foundation (Michael Jackson's philanthropy), the International Youth Foundation, and the Carter Center to provide support for children living in disadvantaged areas of Los Angeles. LA is the first city in what will be the larger national program, **Heal Our Children**, which is co-chaired by Michael Jackson and Jimmy Carter.

Heal LA will be announced in Los Angeles on April 29, one year after the civil disturbances. Significant resources have been committed by Heal the World Foundation, the International Youth Foundation, the BEST Foundation, the National Football League and Frito-Lay. Additional resources will be raised from other public and private resources.

The plan of action

The plan of action will focus on children in disadvantaged areas of LA - including South Central and East LA. The substantive aspects of the plan (see attachment A) include a focus on:

Drug Prevention and Education: \$500,000 has been pledged by BEST Foundation, NFL and Frito-Lay to implement a drug prevention and education program curriculum in LA schools. The program expects to reach 72,000 children aged 7-15 in the first year.

Immunization: 15,000 children will receive vaccines during the first year as a result of an effort by the Los Angeles Immunization Coalition.

Mentoring: 3,000 new mentoring relationships will be formed, working with the LA Unified School District and based on a model developed at a junior high school in South Central LA. National organizations including One to One Partnership, Big Brothers/Big Sisters, Cities in Schools, and LA based mentoring organizations, universities, religious institutions, corporations and civic organizations will cooperate on the project.

It is anticipated that the coalition undertaking the initial three programs will evolve into an entity that will develop a five year strategic plan and budget to optimize their chances of becoming self-sufficient.

Carter Center, Atlanta Project and America Project

The **Atlanta Project** (see attachment B), a non-profit initiative of the **Carter Center**, was launched in 1991 to mobilize volunteers to fight poverty and related social ills, including homelessness, teen pregnancy, crime, drug abuse and unemployment. The **Atlanta Project** will serve as a model for other cities' similar efforts as part of the **America Project**.

The **America Project** is essentially a roll out of the **Atlanta Project**, in the same way that **Heal Our Children** is an expansion from **Heal LA**. Apparently the Carter Center has been inundated with requests from other cities for assistance in replicating the Atlanta Project. Los Angeles and Baltimore are cities being actively considered as sites for replication efforts. Heal LA and the Enterprise Foundation are key organizations in each of those cities, respectively, to serve as partners with the America Project.

There has been a tentative decision to create a steering committee and a Working Group for **America Project** that will include Dick Schubert, Points of Light Foundation; Dan Sweat, the Carter Center; Paul Brophy, the Enterprise Foundation; and Dick Schubert, Chair of the Points of Light Board. The Points of Light Board's role will focus on mobilizing volunteers.

4 March Meeting with President Carter

Based on a memo sent to VP Gore by President Carter dated today (see attachment C), the focus of the meeting tomorrow will be on ways that the federal government can assist in a coordinated way with the effort to alleviate poverty in American cities, Atlanta, Los Angeles and Baltimore being the test sites. President Carter's memo outlines specific proposals for federal agencies' cooperation.

Office of National Service

The Office of National Service is not included in President Carter's list of federal agencies from which assistance could be enlisted. You should consider making the following information available during the discussion:

- ONS efforts are focused largely on youth service; our office would be eager to participate by providing information and coordinating the efforts of youth service organizations in targeted cities and serving as a liaison with the America Project and Heal Our Children.

- The President's summer of service program (see attachment D) will focus on the needs of children, mostly in urban areas -- synergism with America Project and Heal Our Children. Should the competition for sites result in Baltimore, Los Angeles and Atlanta being chosen, we would want to coordinate the summer programs with their efforts.

- ONS can provide the coordination with other organizations focused on community service, especially the Commission on National and Community Service and ACTION. Points of Light Foundation is already involved.

Attached (see attachment D) is a list of youth service organizations in LA. It is not exhaustive, but indicates the extent and depth of youth organizations that exist and can be mobilized in these coordinated efforts. Youth should be seen as resources for re-building their communities - this is the President's message to youth for this summer and for the national service program.

attachment A

SKETCHES OF INAUGURAL HEAL L.A. PROGRAMS

Drug Prevention & Education — Immunization — Mentoring

Drug Prevention & Education: The BEST Foundation, in response to NFL and Frito-Lay gifts, has pledged \$500,000 through Heal L.A. to implement their comprehensive, and proven, drug prevention and education curriculum in L.A. schools. Through this effort, BEST and Heal L.A. will reach at least 72,000 children aged 7-15 in the first year. The BEST program will be complemented by the introduction of the Partnership For A Drug Free America's new youth-oriented inner city program.

The drug prevention aspect of Heal L.A., being undertaken by the BEST Foundation, is driven by recent research conducted by the Partnership For A Drug Free America which shows that nine out of ten inner-city children are much more anti-drug than previously thought and that 70 percent in grades 4-6 are afraid they will not know how to say no to drugs when the situation arises.

Immunization: The Los Angeles Immunization Coalition is a community-based public private partnership of health and human service organizations who promote and provide immunization for thousands of underserved children in Los Angeles. As part of the Heal L.A. effort, the Coalition's goal is to immunize 15,000 children in Los Angeles before the end of this year. AltaMed Health Services Corporation will provide the leadership for this project in conjunction with the Watts Health Foundation, Asian Pacific Health Care Venture, and other public and private health and human care organizations and agencies relevant to the problem.

The Los Angeles Immunization Coalition is working with the Children's Action Network National Immunization Campaign, an ongoing national effort to get children immunized against such diseases as measles, mumps, rubella, polio, and whooping cough. The Children's Action Network is providing public service announcements, brochures, posters, and other public awareness materials and technical assistance to the Coalition to help them meet their goals.

Mentoring: Beginning in Spring 1993, a consortium of non-profit organizations involved in mentoring services will join with the Los Angeles Unified School District, local colleges and universities, churches and corporations will join in the Heal L.A. program to design and lead an effort that will provide trained mentors to 2,500 youngsters within the year. A team mentoring project that is presently being piloted at Horace Mann Middle School in South Central L.A. will serve as the model for this large scale effort. In addition, local mentoring agencies will be mobilized to establish 500 additional one to one mentoring relationships this year.

Team mentoring in schools creates a solid foundation by which students can be motivated to succeed academically and in life, to increase their self esteem, and to give them the skills to cope with the complex problems that they are confronted with daily. Three-person team mentors (a teacher, college student and adult from the local community) receive training to become skillful group facilitators, responsive advisors and positive role models. The use of three-member mentoring teams encourages a level of individual accountability, collaboration and continuity.

Attachment B

THE
CARTER CENTER

THE ATLANTA PROJECT

The Atlanta Project, an initiative of former President Jimmy Carter and The Carter Center, Inc., seeks to tap the enormous reservoir of talent and goodwill that exists throughout the Atlanta area in an effort to reduce poverty, hopelessness, and despair.

The heart of The Atlanta Project is to connect people with people--rich with poor, young with old, and people of all ethnic, racial and religious origins in ways that will enrich the lives of all involved.

The Atlanta Project is an unprecedented community-wide effort to attack the social problems associated with poverty in urban areas. It will create friendships and partnerships among state, local, and federal government agencies, nonprofit service organizations, the business community, and large numbers of volunteers drawn especially from universities and religious institutions. The Atlanta Project will address the problems that most afflict economically depressed families: school-age pregnancy and dropout rates, juvenile delinquency, crime and violence, homelessness, drug abuse, and unemployment.

Each state in the nation faces similar challenges. The United States by far has more citizens in prison than any other nation. Homelessness has become a national crisis, and federal housing funds continue to diminish. And, one percent of black children now live

in poverty, and 25 percent of young black men are in prison or on probation.

By initially focusing on selected neighborhoods in the metro area, The Atlanta Project hopes to evolve a model that can be adapted by other American cities to address these and other increasingly urgent needs.

THE PROBLEM

Metropolitan Atlanta is one of the most dynamic cities in America. Its robust business and commercial activity continues to thrive in spite of the current national recession. A recent Fortune 500 magazine survey of major corporate executives rated Atlanta as the single best place in America to do business.

Its race relations, while far from perfect, are the envy of many other metropolitan cities.

Cooperation among government and private industry, civic and business leaders, academic institutions, and private citizens has resulted in Atlanta being chosen to host the 1996 Summer Olympic Games, an event of monumental proportions. The 1991 World Series catapulted the Atlanta Braves and the city to the head of the class in major league baseball, and in 1994, Atlanta will be the site of the National Football League Super Bowl.

It would appear that Atlanta is on a roll and that all its citizens are enjoying its good fortune.

Unfortunately, this is not the case. While Atlanta is one of the most progressive cities in the South, it is also among the poorest. Atlanta is one of the poorest cities in the South for the affluent

and well-educated, who are able to realize their dreams, and one for those who lack the education and skills to function in a modern and complex urban society.

It is time for Atlanta to become one city, a city that devotes as much time and energy to those in need as it has to bringing home the Olympics or cheering the Braves. Our inner-city neighborhoods are in crisis, and we all have something at stake. Crime, drugs and violence are precipitating the breakdown of families and communities, as seen in the growing number of men, women and children who fill our streets, our social service offices, and our jails and detention centers. The statistics are startling:

- * Atlanta has a higher proportion of families with incomes below 50 percent of the average national poverty level than any other city in the U.S., with the single exception of Newark, N.J.

- * Among all states, Georgia ranks highest in infant mortality, has the 3rd highest number of babies born underweight and the 2nd highest number of high school dropouts, and ranks last in the overall well-being of children.

- * Seventeen percent of all newborn babies at Grady Hospital in downtown Atlanta are born to mothers who abuse cocaine. Thirty percent of all babies born there are to women who have had little or no prenatal care.

- * There are an estimated 12,000-15,000 homeless people in the Atlanta area. Yet nearly 11 percent of the housing units owned by the Atlanta Housing Authority are vacant.

- * In the past 12 months, the Fulton County Juvenile Court,

drug cases have increased by 1,700 percent, weapons charges by 73 percent, robbery by 240 percent, and all violent crime has increased by nearly 300 percent.

THE APPROACH

Despite the best efforts of government, business, and civic leadership, these and other problems are getting worse. It should be apparent that more money and traditional programs alone are not the solution.

The Atlanta Project is predicated on the idea that solutions lie in the creative talents and energies of individuals and are only fully realized when people pool their efforts and resources. This includes less fortunate people as well as those more affluent. It is not and cannot be a one-way street. Each and every person involved must be part of a dialogue, must both give and receive.

To start this dialogue, the Project will address the needs of 20 troubled neighborhoods in south Fulton and DeKalb counties and northwest Clayton county. In each neighborhood, we will hire two people who will represent the needs of the community to an Atlanta Project advisory board and secretariat. By involving parents, students, teachers, law enforcement officers, health officials, religious leaders, and others, we hope to marshall all the available resources into one concerted effort to improve people's lives. Volunteers also will play a key role. We hope to coordinate a massive number of volunteers, who can help teachers in city schools, assist in community health centers, work as volunteer probation officers, or simply be a parent or a child who needs a

friend.

The Carter Center will be the home base from which the Project secretariat and advisory board will coordinate city-wide efforts, to bring about maximum teamwork and put in place coalitions for long-term effectiveness. Six full-time professionals on the secretariat, under the direction of Atlanta business leader Dan Sweat, bring expertise from the fields of community and economic development, criminal justice, health, education and housing.

Representatives on the advisory committee come from local, state and federal agencies, non-profit organizations, universities, and community groups.

THE HOPE

We envision a better Atlanta, one where a middle-class family and a needy family get to know each other and establish true bonds of friendship. This can be an Atlanta where religious congregations in different neighborhoods work together to build a home or renovate a boarded-up building for a needy family, or help pay for the college education of a student who might otherwise not have the opportunity to develop his or her full potential. This can be a city where every pregnant mother has access to prenatal care and every child is immunized against diseases we know how to prevent. This can be a place where young juvenile offenders have the help and support they need to turn from a life of crime. With your help, we want to connect people in our communities in ways never before attempted. If only we all envision it can be.

attachment C

March 2, 1993

To: Participants in meeting with former President Carter et al
From: Roy Neel, Chief of Staff, Office of the Vice President

Subject: Specific requests for Administration assistance to
The Atlanta Project/The America Project

President Carter has forwarded to the Vice President a list of specific areas of assistance he and his group will discuss at Thursday's meeting in the Roosevelt Room (1:30-3:30 pm). A copy of his memorandum is attached to help you prepare for the meeting.

Also attached is a final list of meeting participants.
Please call me (456-6606) if you have questions.

Meeting with former President Jimmy Carter, Peter Ueberroth, et al
1:30-3:30, Thursday, March 4

Participants

Vice President Gore
Secretary Ron Brown
Attorney General-designate Janet Reno
Secretary Mike Espy (representative)
Secretary Donna Shalala
Secretary Henry Cisneros
Secretary Bruce Babbitt
Secretary Jesse Brown
Secretary Bob Reich (representative)
Secretary Richard Riley
Director Leon Panetta
CEA Chair Laura Tyson
NEC Director Bob Rubin
DPC Director Carol Rasco
Director of National Service Eli Segal

President Jimmy Carter
Peter Ueberroth, Chairman, Rebuild LA
Tony Salazar, Co-Chair, Rebuild LA
Charles Hirsch, Heal the World Foundation, Los Angeles
Paul Brophy, Vice Chair/CEO, Enterprise Foundation, Columbia, MD
James Wilson Rouse, Chr., Enterprise Foundation, Columbia ME
Richard Schubert, President and CEO, Points of Light Foundation
John Hardman, Exec. Dir., Carter Center, Atlanta
Daniel Sweat, Jr., Project. Coord., Atlanta Project, Atlanta
Douglas Dean, Advisory Comm., The Atlanta Project, Atlanta
Kathleen Johnson, Sr. Advisor for Prog. Dev., The Atlanta Project

Congressman John Lewis
Congresswoman Maxine Waters

Staff: Roy Neel, Chief of Staff, Office of the Vice President
Marla Romash, Communications Director (OVP)
Elaine Kamarck, policy advisor (OVP)
Charlotte Hayes, policy advisor (OVP)
White House Communications (representative)
White House Public Outreach (representative)
White House Political Liason (representative)
White House Intergovernmental Relations (representative)



JIMMY CARTER

March 2, 1993

To Vice President Al Gore

We are looking forward to our meeting with you and some of the cabinet members Thursday afternoon. At your request, we have hurriedly accumulated some specific proposals which we hope will be considered. None of us wishes to add any funding or personnel to federal programs already in existence. Our purpose is to share with you some of the innovative ideas that are being pursued in a small number of representative private organizations to arrest the rapid decline in quality of life in America's inner cities. All of us are dedicated to preserving our own nongovernmental and independent status, but hoping that government agencies can join us as an integral team member in alleviating the ravages of poverty.

In some cases, the cities of Atlanta, Los Angeles, or Baltimore might be used as communities for testing new ideas of the Clinton administration on a relatively limited scale. This is a generic opportunity that might apply to a number of the items below.

Federal regional agencies - There are 110 in Atlanta alone, responsible for implementing federal programs in the Southeast! I have met with all of them, and although there is a federal council, ostensibly designed to coordinate efforts, a great deal remains to be done. Joe Juska, executive director of this council is doing the best he can with a task force authorized by President Bush. However, we need a new presidential directive and some stronger follow-up from Washington to insure that core agencies are knit into a functioning team. This would include most of those with whom I presume we will be meeting. Rebuild Los Angeles can use a similar group to help citizens and communities victimized by the 1992 riots.

OMB - We need maximum flexibility in simplifying and standardizing such forms as those that qualify families for food stamps, head start, public housing, WIC, and Medicaid. Also, we need some input from the federal government in devising a way to track children from birth through immunization days, school, etc. Now it is not possible to do so. We have already begun this effort. What we develop would have nationwide application.

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Health - We have 54,000 children in The Atlanta Project who are less than six years old. Between now and May 1 we will make a door-to-door canvas with volunteers and insure that all these children are adequately immunized. In addition to administrative and programmatic support, we need some assistance in acquiring hepatitis vaccine for children between one and five years of age. While visiting homes, we also expect to identify pregnant women who are not receiving prenatal care and other family members who might need assistance.

Labor, education - We need special flexibility in placing young people in training and summer job programs. We have a special initiative in melding all the universities in the area with the inner city neighborhoods. We would be prepared to concentrate on such opportunities as a dramatic increase in Headstart coverage and President Clinton's national service program for college students.

Within our public schools, whose enrollment is predominantly African-American, we are organizing groups of students known as "FutureForce." These students are leading the efforts to control violence, to encourage mentoring for potential dropouts, to promote better health care, and to reduce drug use. We already have a close tie with the U.S. Army, but could benefit from more extensive relationships with federal personnel and agencies in apprenticeships, leadership training, recreational activities and building respect for law enforcement officials.

Small Business - We have received from the previous administration a \$33 million grant under the Major Renovation of Obsolete Projects program for one of Atlanta's housing projects. We need more flexibility in using these funds and a special HUD task force to work with us so that this grant can be leveraged to encompass a much more effective partnership from the private sector, volunteers, and local governments. This same task force could help our volunteer groups like Habitat for Humanity obtain building supplies for renovation of homes owned by low income families.

Justice - In addition to some of the ideas above, it would be helpful to build a more substantive cooperation on the "Wood and Seed" concept of the previous administration. The high crime and drug culture is heavily concentrated in public housing developments, and only a strong team effort among the multiple law enforcement agencies and HUD is going to be effective.

Federal offices - Federal law requires that offices be utilized in central city areas and not moved to the affluent suburbs. This has not been enforced since I left the White House.

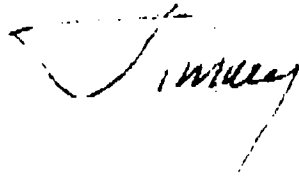
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In general, all of us will be eager to offer our help to federal program administrators in making your own programs more effective. Let me reiterate that we are not asking for anything that would increase the federal budget or cause the employment of additional personnel. A partnership, however, built on our diverse private initiatives, can be mutually beneficial in serving our low income families.

Best wishes,



The Honorable Al Gore
The Vice President
The White House
Washington, D.C.

M E M O R A N D U M

To: Eli Segal

Fr: Susan Stroud

Re: LA Community Service Projects

March 3, 1993

LOS ANGELES CONSERVAION CORPS

The LACC is one of the best corps if not the best in the country and run by one of the best if not the best program directors, Martha Dipenbrock. The corps goals are to 1) expand in order to provide more opportunity for youth; 2) implement a more comprehensive program of education and work-experience training; 3) strengthen and expand youth leadership and 4) increase the presence and effectiveness of the LACC in working with local community interests and organizations. Grant total from CNCS is one million dollars.

Three new Commission funded major projects have been developed:

Urban Greening Project In november a project director and corps members were set into place to supplement existing urban tree planning operations. The members of the core (coordinating with neighborhood groups) spend alternating weeks on-site and in class. Tests of this type of approach have shown "marked improvement in the educational gains of members."

Human Service Delivery Project Corp members, staff and volunteers from Constitutional Rights Foundation's neighborhood action teams address the issues of civil disturbances and work to foster better multi-cultural understanding. Currently they are working on the Neighbor to Neighbor which educates the community about 2 trials related to the spring '92 disturbances.

Youth Build Project The LACC and Youthbuild have committed to work together on construction training and field work for 15 to 18 corps members. This project is scheduled to begin in April of 1993. The LACC has secured a satellite spot in East Los Angeles where the project will be implemented.

CONSTITUTIONAL RIGHTS FOUNDATION (CRF)

CRF's Youth Tack Force LA, consists of 30 teams made up of high school and continuing school or community agency youth, to heal and rebuild communities. The goal is to provide training and assistance in planning and implementing projects in their schools and neighborhoods. Projects are focused on the following issues: youth development and urban education; police and community relations; community and economic development; and race relations.

**LOS ANGELES UNIFIED SCHOOL DISTRICT /
TEEN OUTREACH PARTNERSHIP OF SAN FERNANDO VALLEY**

The teen outreach partnership is focused on youth who attend Los Angeles Unified School Districts Senior High School because of academic, behavioral and/or attendance difficulties. The partnership plans to provide 200 youth in eleven schools with classroom instruction and community service opportunities which promote self-esteem, life management skills, educational achievement, civic responsibility and prosocial behavior.

LACC, CRA AND LAUSD

The above three mentioned service groups have combined efforts which will include LACC's **Clean and Green** middle school program to integrate service-learning activities throughout the core content areas. School staff, students and community members will work together in assessing community needs, identifying resources and planning worthwhile service projects that will allow approximately 700 students to apply their classroom learning in a positive and productive way.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES

UCLA has 43 student initiated projects that involve as many as 5,000 students. These projects range from legal aid to tutorial programs in such areas as Watts and South Central LA. The Community Service Commission at UCLA is part of the student government and lead by a campus elected officer.

Some of the programs at UCLA have been around for 25 years, they view their participation not as rebuilding LA, but as continuing a long standing goal of community development.