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August 4, 1995

* Greeting letter for Prog
Read greeting
Alice — more w/
Pam — [illegible]

Ms. Lisa Caputo
Press Secretary to the First Lady
The White House
1600 Pennsylvania Avenue
Washington, DC 20550

Dear Lisa,

Attached are copies of two letters to Mrs. Clinton -- one from me, the other from the Executive Director of the Child Care Action Campaign -- asking if she could attend our September 10 Benefit, as she did last year.

Anything you can do to massage her schedule to make this possible would be greatly appreciated.

Cuts in social services at the federal, state and local level -- especially involving children -- are disturbing a lot of people, including a lot of editorial page writers. Mrs. Clinton's presence at the CCAC Benefit would certainly dramatize her support of our (and others') efforts to mobilize the private sector on behalf of children. I have made a dozen trips all over the country in the past few months, speaking to business groups and trying to persuade them to give a damn.

Just two weeks ago, I went to Indianapolis at the request of Susan Bayh, the Governor's wife and a CCAC board member, to appeal to a roomful of business executives to back a fall conference there on child care financing initiatives. Five companies agreed to be corporate sponsors at $2,500 per.

With Mrs. Clinton directing attention to such public-private partnerships by her attendance at the Benefit, we could do even better.

Thanks very much for help, Lisa.

Sincerely yours,

Dick

Richard B. Stolley
CCAC President

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August 4, 1995

Ms. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue
Washington, DC 20550

Dear Hillary,

You graced our Child Care Action Campaign Benefit last year, and it was the most successful ever. I hope we can persuade you to plan another visit to Sotheby's on Sunday evening, Sept. 10, and help us set another record.

Attached is a letter from CCAC Executive Director Barbara Reisman giving the details.

Needless to say, I would be very grateful if you could put us on your busy schedule. Child care needs the kind of attention your presence would insure. I think you realize how seriously I take my commitment to child care and CCAC, but I thought I would include this essay I wrote for MONEY Magazine as further proof.

My daughter, Melinda, whom you met last year at the Benefit, still talks about the thrill of that encounter. I have four daughters, as you may know, and I promise that at least two of them would travel cross-country if they could meet the First Lady. (The only one who couldn't possibly be there just had twins in Los Angeles).

Many thanks, Hillary, for whatever you can do to help.

Sincerely yours,

Dick

Richard B. Stolley

A PERSONAL VIEWPOINT / by Richard B. Stolley

Our Future Depends on How We Treat America's Children

"Then, again, do not tell me, as a good man did today, of my obligation to put all poor men in good situations. Are they my *poor? I tell thee, thou foolish philanthropist, that I grudge the dollar, the dime, the cent, I give to such men as do not belong to me and to whom I do not belong."*

That coldhearted declaration comes from Ralph Waldo Emerson's famous essay "Self-Reliance," which also happens to be the theme of this MONEY special report. A lot of readers seem to agree with Emerson, judging by the thousands of letters for President Clinton they sent to the magazine in the past few months. I've read a generous sample, and I was struck by the anger resonating from so many of them—anger at taxes, foreign aid, crime, Clinton, gun control, medical insurance, baby boomers, immigrants, even widows' pensions and underweight crack babies.

Some of these issues are legitimate targets, I suppose. And the readers' resentment certainly appears to reflect the mood of Congress and much of America. But I'm saddened that the anger is so self-centered, so me-oriented ("My bond funds are down $1,000 for the year"). Not one letter I read expressed anger at the appalling level of poverty in America (one child out of five, nearly *half* of all black children); or at our distressingly high infant mortality (we're 25th in the world, behind South Korea); or at our lack of good nutrition (which helps explain why the mortality rate among poor black women is nearly 20% higher than that of their white counterparts).

Children are too young to be self-reliant.

These are anxiety-ridden times. So perhaps it is understandable that readers are worrying a lot about themselves and their families and not very much about those less blessed. But if this is self-reliance, it is the dark side—a self-reliance that approaches selfishness.

Indignation over welfare—mentioned by many of the letter writers—has always puzzled me, as if simply being on the dole weren't punishment enough. Welfare cheats are reprehensible, yes, but so few in number—less than 1% are ever prosecuted—that they are really not an issue. (We don't despise all bankers because of one Charles Keating.) Most families on welfare want to get off (and under present aid programs, many do), an objective we should promote with job training and child care, not impede by leaving them on their own, which is what the welfare reform now before Congress would end up doing.

I testified last year before a U.S. Senate subcommittee to argue for increased federal money for child care. At the witness table with me was Tamara Daly, a single mother—white and from Minnesota, to ruin a couple of stereotypes—who described her desperate effort to hang on to a low-wage job and still make sure her children were cared for. The waiting list for child-care subsidies was too long. She had no choice but to slip back into welfare. It is a familiar story, soon to become even more so if Congress cuts $600 million in child-care funding over the next five years as predicted. People like Daly—and so many others in similar circumstances—do not deserve the contempt we aim indiscriminately at welfare recipients.

The ultimate victims of poverty are, of course, the children, the millions of hungry, ill, scared, miserable kids for whom the concept of self-reliance is as remote as Mars. It is perverse that a nation so rich should neglect its children so shamefully. Our attitude toward them is cruelly ambivalent. We are sentimental about children but in our actions do not value them. We say we love them but give them little honor.

I am not talking about *your* kids, but I am talking about America's children, our neighbors, our fellow citizens, our future. As Marian Wright Edelman, founder of the Children's Defense Fund, has wisely observed: "The future which we hold in trust for our own children will be shaped by our fairness to other people's children."

The reductions in social spending being enacted by this Congress will not make children's lives any happier or healthier. Do we honestly believe that hopeless kids growing up under the hard new rules will turn out to be chaste, studious, responsible adults? On the contrary, by limiting welfare, job training, education and nutritious food, won't we plant the seeds for another bumper crop of out-of-wedlock moms, deadbeat dads and worse?

Being dismantled before our eyes are not just individual programs that politicians cite as too expensive but the whole idea that society has a stake in the well-being of children down the block and the security of families on the other side of town. Whether or not kids eat well, are nurtured and have a roof over their heads is not just a consequence of how their parents behave. It is also a responsibility of society—but now apparently a diminishing one.

This may not be intended, but it's happening. So I ask you: Are we encouraging self-reliance or self-destruction?

Richard B. Stolley, the former managing editor of Life *and* People, *is Time Inc.'s senior editorial adviser and president of the Child Care Action Campaign, a national nonprofit advocacy organization.*

EXTRA
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Richard B. Stolley
Executive Producer

August 16, 1995
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Ms. Lisa Caputo
Press Secretary to the First Lady
The White House
Washington, DC

Dear Lisa,

Here are the points we hope Mrs. Clinton can make in her message to the Child Care Action Campaign benefit on Sunday evening, Sept. 10, which I will read in my opening remarks:

First, a warm welcome and greeting to the friends of CCAC and children and families in America and to her friends and former board members at CCAC.

Second, a salute to Ed Tuck, who is our honoree for the evening, and who as President of the French-American Foundation sponsored the trip to France to look into its model child care system, which Mrs. Clinton went on -- a trip that made such a difference in our determination to improve child care in America.

Third, a salute to CCAC which is making a difference too in this country's efforts to provide quality, affordable child care for every American family that needs it.

Finally, a thank you to everyone who is here tonight for their support of this crucial goal and to the organization that is trying to make it come true.

In short, Lisa, simple and short will be just fine. Feel free of course to fiddle with how you express these thoughts. The message can be faxed to me at CCAC in New York, (212) 268-6515. Many thanks and enjoy your well-earned vacation.

Best regards,

Dick

Richard B. Stolley
CCAC President

CCAC

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August 4, 1995

Ms. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20550

Dear Hillary:

As you know so well, every year, the Child Care Action Campaign honors a family and a corporation for the contributions that each has made to improving the quality of life for families and children. Your presence at last year's event was the highlight of the evening. We're hoping you'll come again. This year, we're delighted to be honoring Edward Tuck and his wife and family, for their role in making the French child care system an inspiration to advocates and policymakers in the U.S. I hope you'll join us to honor Mr. and Mrs. Tuck. It would mean a lot to all of us to have you there, and it would bring together so many of your old friends from the French American Foundation and from CCAC.

We'll present our Fabulous Family and Caring Corporation awards at a cocktail party at Sotheby's, with the traditional silent and live auctions. The party is CCAC's major way of raising unrestricted support for our advocacy efforts. This year, we're holding it on Sunday evening, September 10, from 6 to 8:30 p.m.

You'll be getting the formal invitation at the beginning of August. I am writing to you now because the event also gives the 14 of us who went to France together the opportunity to meet once again as a group, and to talk about how the trip five years ago has shaped our thinking and our activities since. I have discussed some new possibilities for renewing interest in a universal vision for child care with Gail Richardson, who is now CCAC's Program Director, and with Faith Wohl. The three of us believe that the current debate about child care policy, especially at the federal level, has marginalized the issue. The concept of child care as a universal need, and as a program that supports the healthy development of the next generation at the same time as it helps families balance work and family demands, has been lost. The Personal Responsibility Act is the starkest example of this shift. Under its provisions, all federal funding for child care would be subsumed within the welfare reform agenda.

I know your book will be coming out this fall; we'd like to do what we can to support your vital message. I hope you can join us on September 10.

Sincerely,

Barbara

Barbara Reisman
Executive Director