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A Ministry of Service

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President/CEO, Volunteers of America
3939 North Causeway Blvd., Suite 400
Metairie LA 70002-1784
Tel: 504-837-2652
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May 5, 1994

Mr. Andrew Barrer, Senior Advisor
Office of the National AIDS Policy Coordinator
750 17th St., N.W., Suite 1060
Washington, DC 20530

Dear Mr. Barrer:

Volunteers of America commends President Clinton's commitment to establish stronger ties with charitable organizations and their leaders. We believe his leadership will inspire other leaders to seek ways to involve the independent sector in addressing those issues which are so critical to the lives of people.

Congratulations on being chosen to be such a vital part of President Clinton's strategy. We want to provide you with information about Volunteers of America because we want to help you in any way possible as you undertake this new assignment. Over the next few weeks, I will be calling you personally to discuss ways Volunteers of America can be helpful to you and to better acquaint you with our organization's mission, values and resources. In the meantime, I hope you will find the attached information packet helpful and interesting. And, if you have a need to contact me prior to my call, please do not hesitate. My executive assistant's name is Carmen, and she will be happy to put us in touch with each other.

Sincerely yours,


J. Clint Cheveallier

Attachment



VOLUNTEERS of AMERICA

A MINISTRY OF SERVICE

J. CLINT CHEVEALLIER

President and Chief Executive Officer

National Office

3939 North Causeway Blvd., Suite 400, Metairie, Louisiana 70002-1784

Phone: 504-837-2652 Fax: 504-837-4200



Volunteers of America

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Something Wonderful is
happening in America

10pgs



Freedom, independence and expanded possibilities in life are goals for VOA's human service programs. Here, an old hotel has been renovated to provide transitional housing.

Volunteers of America was established in 1896 and is one of the nation's largest human services agencies with programs for children, youth, families, the elderly, ex-offenders, alcohol and drug abusers, and people with mental and physical disabilities.

**Something wonderful is happening in America.
Because of you.**

Volunteers of America
National Office
3939 North Causeway Blvd.
Suite 400
Metairie, LA 70002-1784
(504) 837-2652



Volunteers of America is a non-profit organization under Section 501 (c)(3) of the Internal Revenue Code. Contributions are tax-deductible to the extent allowed by IRS regulations.

Something wonderful is happening in America.



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The Community Relations Report

August 1991 Vol. 10 No. 10

Corporate Community Relations News And Ideas

A Century of Service

VOLUNTEERS OF AMERICA SEEKS CORPORATE ALLIANCES

By Lisa Moyer

IN THE 1890s, mounting poverty and social abuses gave rise to the creation of the Volunteers of America. Now in the 1990s, one good turn-of-the-century deserves another.

Volunteers of America was founded in New York in 1896 by social reformers Ballington and Maud Booth as a non-denominational Christian ministry of service. Today, VOA provides more than 400 human service programs in more than 200 communities across the U.S. and serves more than one million people each year. Its national offices are in Metairie, Louisiana, a suburb of New Orleans.

"The Booths had been leaders in the Salvation Army movement in the United

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States during the early 1890s," says Arthur Smith, director of marketing and public relations at VOA.

Ballington Booth was the son of William Booth, founder of the Salvation Army. Maud Booth was the daughter of a prominent Anglican clergyman. The husband and wife were spell-binding orators and quickly gained a wide following in the United States. However, they saw that great numbers of Americans, especially the middle class, had no outlet for serving others.

"They formed VOA as a 'movement to reach and uplift all people,' which remains our statement of mission," Smith explains.

With a combined budget of \$239

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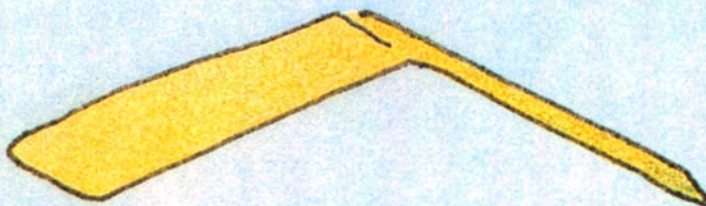
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Partners

A VOLUNTEERS OF AMERICA REPORT ON CREATIVE PARTNERSHIPS SERVING HUMAN NEEDS

Clothing Drive Is Perfect Fit for GQ

Each day Michael Clinton, publisher of *GQ* magazine, would pass homeless people on his way to work in midtown Manhattan. And each day he wondered what he could do to help.

The question grew larger when the publisher shared his concerns with colleagues. Together they set out to answer the question: How as a company and an industry can *we* make a real difference in the lives of homeless people?

The solution turned out to be an old idea: Put on a clothing drive. It was a perfect fit for the magazine

and a key constituent – major advertising agencies.

In fact, with project design and logistical support from non-profit partner Volunteers of America, the *GQ* Clothing Collective became the largest and most successful nationwide clothing drive since World War II. More than 50 tons of quality clothing were collected for men, women and children in need.

HOW IT WORKED

Some 55 advertising agencies in five U.S. cities (New York, Chicago, Detroit, Los Angeles and San Francisco) responded eagerly to *GQ*'s appeal to "share the warmth" during the first week of October, 1991.

Advertising agency volunteer coordinators placed fliers in employee mailboxes, displayed posters and set up special wardrobe moving boxes (courtesy of Ryder Truck Rental) to collect the donated clothing.



Michael Clinton, publisher, *GQ* Magazine

"We wanted a partnership with a national organization, but one that was sensitive to the needs of individual cities. We found that in VOA."

On the Friday afternoon before the drive, employees were given large *GQ* Clothing Collective shopping bags and reminded to search their closets at home for quality clothes that others might wear on a job interview or to school.

The next week, some 17,000 people returned to their offices, bags brimming with clothes!

SYNOPSIS: THE GQ CLOTHING COLLECTIVE

A leading men's fashion and lifestyle magazine and non-profit Volunteers of America organize a massive clothing drive involving 17,000 advertising industry employees. More than just clothing, the high-quality donations help to build self-esteem among people seeking a way back from homelessness or unemployment.



Attractive four-color posters were placed in ad agencies nationwide.

Local Volunteers of America organizations in the five target cities managed the complicated logistics of collecting and sorting so many suits, coats and dresses. More importantly, VOA made sure the clothes went directly to those who needed it most, either through the organization's own homeless and job-training programs, or through coalitions of church and community groups.

"Response to the GQ Clothing Collective was almost overwhelming," says Clinton. "Advertising agencies have historically played an important role in raising America's

social consciousness. This program shows their willingness to do something about a problem that gets worse every year."

VOA made sure the clothes went directly to those who needed it most, through its programs for homeless people and the unemployed, and through coalitions of churches and community groups.

GQ: A STELLAR EXAMPLE

"The GQ initiative represents an exciting national trend," says Clint Cheveallier, president and chief executive officer of Volunteers of America. "For-profits are looking increasingly to non-profits for guidance and assistance with programs to enrich employees' lives and to address important societal needs. These alliances enable us to fulfill our mission of serving others. It's a win-win situation for everyone."

VOA: A PERFECT COMPLEMENT

Months before the event, GQ promotions and merchandising director, Shelley Cohn investigated several organizations to become partners with GQ. "VOA just stood out," explains Cohn. "We wanted a partnership with a national organization, but one that was sensitive to the needs of individual cities. We found that in VOA."

LOOKING TO REPEAT

Response to the GQ Clothing Collective was so positive that GQ plans to make the drive an annual event, adding more cities and agencies.



Children's clothing was especially welcome. Many of the homeless in America are families with children.

Something wonderful is happening in America.
Because of you.

Volunteers of America

For more information on partnership opportunities with Volunteers of America, or for the VOA location nearest you, contact: Arthur Smith, Marketing Department, Volunteers of America National Office, 3813 North Causeway Boulevard, Metairie, LA 70002, 1-800-899-0089.

Partners

No.

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A VOLUNTEERS OF AMERICA REPORT ON CREATIVE PARTNERSHIPS SERVING HUMAN NEEDS

People of All Faiths United in Service

Churches and synagogues play an ever-increasing role in meeting society's human service needs.

The great religions of the world call their followers to lives of service. Apparently, they're getting the message. Of those who attend services weekly, 88 percent contribute to charitable causes and 69 percent volunteer their time, according to a recent study by the Independent Sector.

Volunteers of America was founded in 1896 as an inter-denominational movement to help people serve God by serving others. Today, Volunteers of America continues to serve those in need as well as those with a need to serve.

Here are three brief case studies of how churches and synagogues are putting their faith into action in partnership with Volunteers of America.

SPIRITUAL REWARD

Some 60 churches in the city of Spokane supply the people-power for Volunteers of America's Crosswalk program for homeless and runaway teens.

They prepare and serve daily lunches and dinners. Some opt for "night-duty" assignments, monitoring homework and play. There are also special occasions when volunteers accompany teens to a movie or baseball game.

Volunteer Coordinator Jean Davidson came to Crosswalk four years ago, as a volunteer herself.

"These youngsters recognize the unconditional love in the hearts of our volunteers," Davidson said. "When the same volunteers come time after time, the kids begin to see these people really care."

Like all the Crosswalk volunteers, Davidson finds she gets back as much as she gives.



DONN YOUNG

Charlotte Napper volunteers through First United Methodist Church in Baton Rouge.

*"I won't let anybody
thank me, because
I'm the one who's
receiving the blessings –
over and over again."*

"I was called to do something different," Davidson said. "Thank God I did. Crosswalk has been so rewarding to me – and to all the volunteers."

SYNOPSIS: MATCH MADE IN HEAVEN

Churches and synagogues are living out their religious values through partnerships with human service organizations like Volunteers of America. With a shared commitment to service, congregations are creating new ministries that cross denominational lines and meet spiritual as well as community needs.



Rabbi Gaylia R. Rooks stocks the shelves of VOA Kentucky's infant care center.

ACTS OF LOVING KINDNESS

The Temple in Louisville is answering the prophets' call to "righteousness" through Tingley House, a Volunteers of America family emergency shelter.

Led by husband-and-wife team Rabbi Joe Rooks Rapport and Rabbi Gaylia R. Rooks, the Jewish congregation is committed to building a world of justice and mercy.

"We share a parallel vision with Volunteers of America. We are both religious people committed to service," said Rapport, who also chairs Louisville's Coalition for the Homeless.

"For Jews, there are two kinds of charity – the obligation to give and to

perform acts of loving kindness," Rapport explained. "It's the *act* part that's critical."

So, the Temple's Social Action Committee stocks the shelves of the shelter's infant care center with diapers, formula and layette items.

*Volunteers of America
was founded as an
inter-denominational
movement to help
people serve God
by serving others.*

For school-age children, they sponsor an Un-Birthday Party at Tingley House. Volunteers assist with decorations, party games, ice cream and cake. Each child receives two presents: an age-appropriate book and a box of school supplies.

"The saddest commentary on America is that we have children without homes," said Rooks, who also helped the shelter with a grant from the Jewish Fund for Justice.

HEART AND SOUL OF IT

Volunteers of America of Greater Baton Rouge has formed an ecumenical partnership with five inner-city churches – First Baptist, First United Methodist, First Presbyterian, St. James' Episcopal and St. Joseph's Catholic Cathedral.

Known as the Downtown Christian Outreach Center, the program is staffed each weekday by volunteers from one of the five congregations. Volunteers of America provides training and professional staff to help parishioners respond to requests for food, clothing, shelter, transportation and employment.

Coming face-to-face with those in need has touched the heart and soul of many volunteers.



Ministers from Baton Rouge's five downtown churches created a new ministry in partnership with Volunteers of America.

**Something wonderful is happening in America.
Because of you.**

Volunteers of America

For more information on partnership opportunities with Volunteers of America, or for the VOA location nearest you, contact: Denise Chetta, Manager of Community Relations, Volunteers of America National Office, 3813 North Causeway Boulevard, Metairie, LA 70002, 1-800-899-0089.

Now you can
SHARE THE SPIRIT!

Gift subscriptions to SPIRIT magazine are now available. What better way to share a timely message of hope and renewal with family, friends and associates.

You'll be helping us to get the word out about Volunteers of America and supporting the wonderful programs you read about in this magazine.

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TOWARD



OUR

VOLUNTEERS OF AMERICA



SECOND



CENTURY



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VOLUNTEERS OF AMERICA ANNUAL REPORT
FOR THE YEAR ENDED JUNE 30, 1993

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SPIRIT

The Magazine of Volunteers of America • Winter 1994



*IN THIS ISSUE • On their own and free at last: four stories • "The Lighthouse Keeper"
The greening of Sacramento • Henry Cisneros on homelessness*