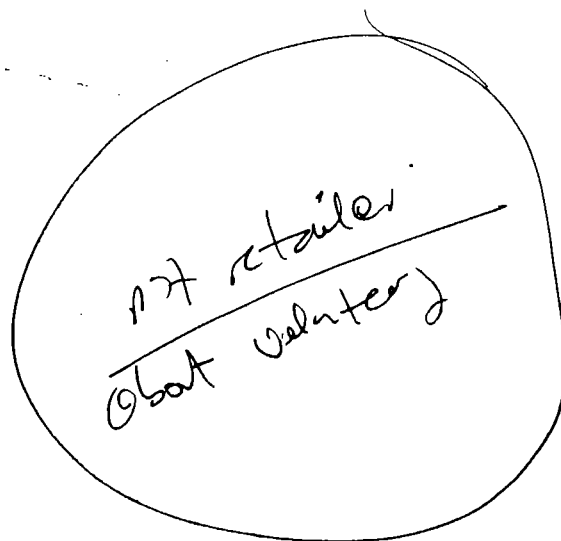




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Helping.org—Helping People Make a Difference

Helping.org is an easy-to-use, one-stop online resource designed to help people find volunteer and giving opportunities in their own communities and beyond. With customizable services and comprehensive information, it's never been easier—or more secure—to donate your time, services, or financial support.

".org" means we are nonprofit

- we take 0% cut or commission from online donations
- users pay no fees or costs
- nonprofits pay no fees or costs
- all costs of transactions and administration, except the standard processing fee charged by the credit card company, are covered by the AOL Foundation.
- Helping.org accepts no advertising
- lists of contributors and volunteers are private, not shared with or sold to anyone
- users receive records of contribution for tax purposes

Helping.org partners

Helping.org is a partnership between the AOL Foundation and its nonprofit partners who bring specialized expertise and resources to the site.

America's Promise

The American Red Cross

The Benton Foundation

The Digital Divide Working Group

GuideStar

The Independent Sector

The National Urban League

The Resources for Nonprofits Working Group

UniTEQ

VolunteerMatch

Resources for charities

Helping.org also provides comprehensive online resources and tools to help nonprofits integrate the power of the Internet into their strategic planning and to organize, recruit, fundraise and publicize their mission and successes online. Developed by nonprofits and the Benton Foundation, Helping.org also maintains a clearinghouse of information and resources on the issue of the Digital Divide, the technology access gap effecting rural and urban low-income and minority populations.

Accessibility

The AOL Foundation is working to ensure that Helping.org is accessible to users with disabilities. While some of the site is currently accessible, the AOL Foundation is committed to meeting the W3C web accessibility guidelines for the entire site.

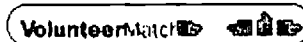
For more information

To learn more about Helping.org, please see our list of Frequently Asked Questions.

Send us your comments and suggestions at: feedback@helping.org

Or contact Helping.org at:

Helping.org
c/o The AOL Foundation
22000 AOL Way
Dulles, VA 20166
703-265-1342



INDEPENDENT
SECTOR



AMERICA'S PROMISE
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USA TODAY

October 27, 1999, Wednesday, FINAL EDITION

SECTION: LIFE; Pg. 9D; OF NET INTEREST**LENGTH:** 427 words**HEADLINE:** With AOL's help, you've got charity**BYLINE:** Leslie Miller**BODY:**

America Online is famous for helping newcomers get the hang of the Net. Now, AOL's philanthropic arm is trying to do the same for the world of charity and volunteerism.

The company's 2-year-old AOL Foundation last week launched a non-profit Web portal site called **Helping.org**. It pulls together a wealth of resources for and about charities -- and may inspire Net users to "click here" to make a donation or a commitment to volunteer.

The foundation has been involved in projects to bridge the "digital divide" and promote kids' safety, says the AOL Foundation's David Eisner, but **Helping.org** "is the biggest initiative we've undertaken to date."

Development, projected administration costs and promotion on AOL's many Web properties make it "easily a multimillion-dollar project," Eisner says, but "we want to be judged less on how much we're investing than that we're trying to stimulate a new way the Internet is going to be used."

The site comes while charities and Internet innovators are exploring how the Net can benefit philanthropic causes, but many non-profits don't know where to begin.

Helping.org will have tools and advice for organizations, but it also will aggregate a large collection of resources for a new generation of potential givers:

- * Background information on 650,000 U.S. charities and non-profit organizations from Philanthropic Research Inc.'s *Guidestar* database.

- * Listings of more than 16,000 local volunteer opportunities from VolunteerMatch, searchable by location, organization and type of project, whether environmental effort, reading to kids, or cooking and serving hot breakfasts at a food program for the homeless.

- * News about non-profit groups and other content, from non-profit partners including the American Red Cross, the Benton Foundation, Independent Sector and the National Urban League. The site includes a Red Cross news ticker with continual updates on world crises, as well as photos and personal reflections of people who volunteer.

- * Secure transactions so surfers can make donations online using a credit card and get a receipt for tax purposes.

Helping.org will not charge users or charities; the AOL Foundation will pick up administrative costs, estimated to be \$ 2 to \$ 3 per donation, Eisner says. Only credit card fees, 1% to 2% of each transaction, will be deducted from online donations. All transactions will remain private; AOL says lists of those who contribute or volunteer will never be shared or sold.

* **Helping.org**

GRAPHIC: PHOTO, B/W; **Helping.org:** Expanding the possibilities of using the Net, AOL's portal to charities has information on how to make donations or become a volunteer.

LANGUAGE: ENGLISH

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U.S. Newswire

November 27, 1999 13:5 Eastern Time

SECTION: NATIONAL DESK**LENGTH:** 742 words**HEADLINE:** Transcript of Presidential Radio Address Nov. 27**CONTACT:** White House Press Office, 202-456-2100**DATELINE:** WASHINGTON, Nov. 27**BODY:**

Following is a transcript of President Clinton's weekly radio address to the nation today:

RADIO ADDRESS BY THE PRESIDENT
TO THE NATION

Camp David, Maryland

THE PRESIDENT: Good morning. On this holiday weekend, when we count our many blessings, Americans are also busy buying gifts for the next holidays, right around the corner. Today I'd like to speak with you about the remarkable rise of the Internet as a destination for holiday shopping, and about how we can ensure that on-line commerce will live up to its enormous promise.

On Thanksgiving, beyond our family's personal blessings, my family and I gave thanks for the enormous prosperity America is carrying forward into the 21st century. One of the key reasons our economy continues to thrive, with the longest peacetime expansion in history, is that we're making the most of new technologies. Especially the Internet and other information technologies are revolutionizing our economic, powering one-third of our economic growth.

As the Vice President will make clear in a report he'll soon release, few applications of information technology have more potential than electronic commerce. During the holiday season alone, on-line shopping could exceed \$9 billion, doubling or even tripling the on-line totals for the same period last year.

About 4 million American families will buy some of their gifts on-line for the first time this holiday season. I intend to join them -- because on-line shopping has significant benefits not just for consumers and large established retailers; on-line commerce also opens a world of opportunity for local artisans and small entrepreneurs.

As with shopping in stores, when consumers shop on the Internet they must take basic precautions to ensure that what they see is what they get. To help familiarize on-line consumers with these

precautions, the Federal Trade Commission has prepared a useful check list. You can find the complete checklist at www.consumer.gov. But today, I'd like to emphasize at least some of the essentials.

First, in the on-line world, you must pay close attention to details. Carefully check for shipping and delivery dates, for extra fees, warranties, return policies, and phone numbers to call if you run into a problem.

Second, always buy with a credit card. With credit cards you are protected by federal law against unauthorized charges.

Third, guard your privacy at all times. Look for the unbroken key or padlock symbols on the order page to ensure that your credit card information will be transmitted securely. Don't share passwords with anyone, and be sure to read the merchant's privacy policy to see what information is being collected about you and how it will be used.

I'm pleased to announce that, thanks to the leadership of Vice President Gore, many leading companies and organizations, including the Better Business Bureau's On-Line, American Express, Master Card, Dell, Get Netwise, E-Bay, America On-Line, and Amazon.com -- all are joining with us to protect and educate consumers this holiday season. Many are distributing guides to help people shop on-line safely and wisely. Some are offering financial guarantees that go above and beyond federal law.

If we want Internet commerce to continue to grow, we all must work together to make sure that shopping on-line is just as safe as shopping in a mall.

I'd like to close today by asking all of you to think not only about using the Internet to buy gifts for friends and family, but also to give more lasting gifts to our community and our future. As I discovered during the philanthropy conference we held at the White House last month, charitable websites, like **Helping.org**, have made signing up to contribute time or money in your community as easy as checking on the weather. So this holiday season, let's use every avenue possible, including the Internet, to give something back to our communities.

Enjoy the rest of your Thanksgiving weekend, and thanks for listening.

END

LANGUAGE: ENGLISH

LOAD-DATE: November 27, 1999

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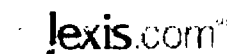
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M2 PRESSWIRE

October 22, 1999

LENGTH: 1464 words**HEADLINE:** THE WHITE HOUSE

"White House Conference on Philanthropy: Gifts to the Future"

BODY:

Today the President and First Lady, with the National Endowment of the Humanities (NEH), will convene the first-ever "White House Conference on Philanthropy: Gifts to the Future." The conference will bring together individuals who are engaged in philanthropy

- including charitable donors, youth, policy experts, and representatives from non-profit organizations, foundations, and educational programs

- to highlight the unique American tradition of charitable giving; to discuss the diverse and changing face of philanthropy; and at a time of the strongest economy in a generation, to explore how to preserve and expand this tradition for future generations.

Focusing On Philanthropic Giving As The New Millennium Approaches: As the new millennium approaches, the American tradition of philanthropic giving may take a new turn. Several recent economic, demographic and technological advances and trends have made this an important time to focus on charitable giving, such as:

- Giving has reached a new high, rising over 10% in 1998, the third consecutive year in which giving increased.

- Dramatic gifts from some of America's wealthiest citizens have drawn new attention to philanthropy and inspired debate about appropriate giving levels.

- At the same time, there is a growing recognition that as the demographic profile of the United States changes, giving by African Americans, Hispanic Americans, and other people of color is essential to the long-term health of the nonprofit sector and the expansion of our collective philanthropic tradition.

- Just as the strongest economy in a generation has produced unprecedented new wealth, the baby boom generation is poised to inherit \$12 trillion from their parents.

- New technology is creating new avenues for giving, through for-profit and nonprofit Internet sites.

- And finally, new donors, particularly those who have made their fortunes in the technology boom, have become innovators in the world of philanthropy, as they look for greater involvement in the

causes they support and greater accountability for results. These "venture philanthropists" find kindred spirits among new social entrepreneurs who are applying new thinking and business solutions to the problems that plague our communities.

Clinton Administration Commitments:

At the conference, the President and Mrs. Clinton will announce new Administration commitments to improve our understanding of giving and to encourage subsequent activities and dialogue on giving.

Encouraging Productive Partnerships Between Government and Nonprofits

- Today, President Clinton will announce that he is creating a new Task Force on Nonprofits and Government to strengthen and support the important collaborative efforts of the nonprofit sector and government. In 1998, an estimated \$175 billion was given by Americans to a wide variety of causes and organizations. In many cases, nonprofit organizations convert America's giving into results - helping people in need, providing health care and educating our nation's youth. Nonprofits are uniquely able to identify problems and promote change at the community level. As the sector grows, increasing opportunity arises to forge more effective partnerships between nonprofits and government to address public needs. The Task Force will develop a public inventory of "best practices" in existing collaborations between the Federal Government and nonprofits and work with nonprofits to apply these models to other governmental efforts. The Task Force will also examine ways the Federal Government can better draw upon the experience and innovations of nonprofits, evaluate trends on nonprofits and philanthropy, and work with nonprofits to explore new policies that encourage philanthropy and service and help nonprofits develop and grow.

- In view of the growing size and importance of the nonprofits sector, a new "Tax Exempt and Government Entities" division was recently established at the Internal Revenue Service (IRS). As part of this effort, the Treasury Department also recently announced the formation of a "Tax Exempt Advisory Committee" to provide a public forum for discussions between the IRS and representatives of nonprofits organizations. This Advisory Committee will enable the IRS to receive regular input with respect to the development and implementation of tax policies and practices affecting nonprofits.

- Examining Tax-related Issues and Research Opportunities: The Department of the Treasury also will hold a meeting with organizations involved in the conference to discuss tax policy and research issues affecting the nonprofit sector.

- Expanding Our Understanding of Charitable Giving: The Council of Economic Advisers will undertake an analysis of the role of philanthropy in the economy, including discussion and interpretation of trends in charitable giving, factors that affect giving, and how the aging of Baby Boomers and other trends are likely to affect giving in the future. Please see attached fact sheet.

Corporate and Private Commitments to Expand Giving:

The President and Mrs. Clinton also will highlight several new private initiatives to encourage the expansion of charitable giving, such as:

- AOL Foundation: The AOL Foundation will highlight its launch of **Helping.org**, a revolutionary e-philanthropy portal that provides Americans who want to lend a helping hand with the fastest, safest, easiest and most cost-effective way to donate money or volunteer time to the charity of their choice. **Helping.org** connects users to over 620,000 charities and more than 20,000 volunteer activities, providing an important new resource for the more than two-thirds of American households that already make charitable contributions, as well as those new to philanthropy.

- The Bill and Melinda Gates Foundation: A group of organizations concerned with youth giving and service, including the United Way of America, Save the Children, US Committee for UNICEF, City Year, and the Corporation for National Service, have made a commitment to work together on a youth and philanthropy initiative. The Gates Foundation will announce its intention to support the

next phase of their planning, including a follow-up conference and will encourage other organizations to support this important effort.

- Girl Scouts of the USA: The Girl Scouts of the USA will unveil its new philanthropy patch entitled "Strength and Sharing." Beginning in 2000, Girl Scouts of all age levels will earn interest patches that will help them recognize and learn from philanthropists in their own families, places of worship, schools, Girl Scout troops, and neighborhoods. The program will allow girls to identify and assist organizations and institutions that meet community needs and understand how their own time and money can make a difference in their communities.

Building on the White House Conference on Philanthropy:

- On the occasion of the White House Conference on Philanthropy, the National Information Charities Bureau (NCIB), together with the Department of Commerce, GreaterGood.com, CharitableWay.com, and the AOL Foundation will host the "E-Philanthropy: Technology and the Nonprofit Community" forum to discuss the how the ever-increasing use of the Internet will impact the unique American tradition of charitable giving. At the White House conference, William Massey of NCIB will report on the morning session of the E-Philanthropy conference.

- The Corporation for National Service will host a morning conference on youth and philanthropy called, "Raising the Roof: Youth Voices on Giving." At the White House conference, Malik Evans, a sophomore at the University of Rochester, will report on what was discussed at the youth conference.

Engaging Communities Around the Country:

A portion of the "White House Conference on Philanthropy" will be broadcast via satellite, presenting an extraordinary opportunity for communities across the country to participate in this important discussion. Over 3,500 sites in 40 states will view the conference via satellite, with the assistance of a grant from the Charles Mott Foundation and the support of SCETV, and the Department of Education. An additional 10.1 million viewers around the country will have access to viewing the conference through PBS and cable channels' live broadcasts.

The White Conference on Philanthropy is made possible with the support of The National Endowment for the Humanities, South Carolina Educational Television, The Charles Stewart Mott Foundation, Community Foundation-Silicon Valley, The J. Paul Getty Trust, the Iscol Family Foundation, The Marcie Polier Family Foundation, the American Red Cross, and the United Way of America.

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Calgary Herald, October 21, 1999

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October 21, 1999, FINAL

SECTION: Comment; A37

LENGTH: 691 words

HEADLINE: Charity begins at home -- on the computer: Hi-tech companies develop new online links to philanthropy

BYLINE: Shannon Henry, The Washington Post

BODY:

In the midst of the frenzied buying and selling of goods and services on the Internet, a new kind of money exchange is taking root. Call it e- philanthropy.

Web sites aimed at promoting charitable giving have proliferated in recent months. And on Wednesday, the AOL Foundation -- the nonprofit arm of America Online Inc. -- unveiled **Helping.org**, an online database of 620,000 charities and 20,000 volunteer opportunities.

"The Internet is the future of charitable giving," said Daniel Langan, director of public information for the National Charities Information Bureau, which is sponsoring a national conference on "E-philanthropy: Technology and the Nonprofit Community" Friday in Washington. "Anything that makes for a better-informed contributor is excellent."

The charity bureau has its own entry online, at www.give.org, which aims to be a kind of Consumer Reports for giving. Another is GreaterGood.com of Seattle, a site that offers users a chance to buy products from 200 charitable groups. "We're looking to introduce the concept of shopping on behalf of a cause," said Katherine James Schuitemaker, executive vice-president of the company.

Operators of such sites say they're making it easier for users to research where they want to donate their time or money. And now consumers also have access to information on how charitable groups handle their finances. This week, for the first time, many of the U.S. federal tax forms filed by nonprofit groups and charities became available online, posted at www.guidestar.org, giving users an opportunity to compare how different organizations spend donors' money.

Links to those online tax forms also will be offered at the new AOL Foundation site.

Peter Hall, a researcher at the Yale Divinity School who studies corporate philanthropy, noted that having charities' finances available online makes the organizations much more accountable to their donors.

The AOL project illustrates how technology companies are searching for different approaches to philanthropy, Hall said. High-tech firms "are trying to explore and exploit the social change possibilities of technology. . . . Their proclivity is to abandon the model of corporate foundations."

At the same time **Helping.org** was being developed, AOL was creating a program called The Giving Tree, which helps the company's 12,000 workers start their own foundations and donate to charity through seminars and a corporate intranet. It's estimated that 2,000 to 3,000 AOL employees are millionaires, thanks to stock options.

Among the features on the new AOL Foundation site is a kind of international disaster wire compiled by the Red Cross that runs like a ticker across the main screen. Users can click on news of a train crash or a hurricane, learn more about it and then donate money or clothing to the victims by typing in credit card information.

Helping.org also is intended to act as a clearinghouse for research on what's called the Digital Divide, the gap between information technology haves and have-nots.

The volunteer channel lets people search by location, time and type of activity. In addition, charitable groups can use the site to research grant opportunities and nonprofit news.

"We should be able to make giving and service online as easy as e-mail," said David Eisner, who manages the AOL Foundation staff.

AOL Foundation chairman James V. Kimsey said that AOL has spent "many millions" on the site, though he would not give an exact number.

Still, users of **Helping.org** will have to do their own research on the effectiveness and integrity of the charities. The site simply lists every nonprofit registered with the Internal Revenue Service.

"We don't want to be in the vetting business," said Kimsey. "The liability would be horrible. "

Prospective donors will be able to follow the links to the charities' online tax forms or visit the groups' own Web sites. In addition, **Helping.org** provides links to the charity bureau and to the Better Business Bureau, both of which offer research on how well non-profit groups accomplish their stated missions.

LANGUAGE: ENGLISH

LOAD-DATE: October 21, 1999

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*Business Wire, October 20, 1999*Copyright 1999 Business Wire, Inc.
Business Wire

October 20, 1999, Wednesday

DISTRIBUTION: Business Editors**LENGTH:** 2507 words**HEADLINE:** AOL Foundation Launches **Helping.org** to Make Philanthropy Easy and Convenient**DATELINE:** DULLES, Va.**BODY:**

Oct. 20, 1999--

Revolutionary Site Creates "One Stop Helping," With Capability to Donate to Over 620,000 Charities and Sign Up for More Than 20,000 Volunteer Opportunities

Site Takes No Fees from Consumers or Charities; Protects Donors' Privacy and Security

Also Offers Comprehensive Assistance to Charities Getting Online

The AOL Foundation today launched **Helping.org**, a revolutionary e-philanthropy portal that provides Americans who want to lend a helping hand with the fastest, safest, easiest, and most cost-effective way to donate money or volunteer time to the charity of their choice. For people who want to help out during a natural disaster, mark an important occasion through giving, or simply make a difference in their own community, **Helping.org** is the best place to start. The most comprehensive philanthropy portal in cyberspace, **Helping.org** connects users to over 620,000 charities and more than 20,000 volunteer activities, and is also the only major giving site that is completely nonprofit -- receiving nothing from either donors or charities for the donations that are made through it. Formed in partnership with the nation's leading philanthropic organizations, **Helping.org** contains valuable and easy-to-access information from America's Promise, the American Red Cross, the Benton Foundation, Philanthropic Research, Inc. (GuideStar(R)), ImpactOnline (Volunteer Match), Independent Sector, the National Urban League, and UniTEQ (PipeVine), as well as programming links to dozens of additional nonprofits and data on every charity registered with the IRS. It will be available to anyone on the World Wide Web, as well as being featured across AOL's family of brands. The site will provide an important new resource for the more than two-thirds of American households that already make charitable contributions (totaling \$ 135 billion in 1998), as well as for those new to philanthropy. So far, according to Independent Sector, a national coalition of leading charities and foundations, less than one percent of charitable givers donate over the Web. However, the soon-to-be released AOL/Roper-Starch Cyberstudy shows that fully 30 percent of online users are interested in using the Internet to make charitable donations. Enthusiasm for online giving is particularly strong among young adults, who could represent an important new source of support for charitable organizations. In addition, there is strong demand for volunteer opportunities. According to a recent study by Independent Sector, 109 million Americans volunteer every year, representing the equivalent of over 9 million full-time employees at a value of

\$ 255 billion. In addition to making it easier than ever for people to find volunteer opportunities, **Helping.org**, in partnership with ImpactOnline's VolunteerMatch, represents a potentially huge cost saving for charities, since it costs approximately \$ 25 to recruit a single volunteer using conventional recruitment strategies versus almost nothing through online volunteer matching. To help bring charity online and stimulate additional giving and volunteering, **Helping.org** provides a "one-stop helping" environment where users can make a difference, whether they wish to donate money, volunteer in their communities, participate in disaster relief, apply for jobs with charities, learn about a cause, or even establish their own charitable organization. The valuable resources it puts at users' fingertips include:

- GuideStar(R), the world's largest and most reliable database of charitable organizations, with easy-to-access detailed information on the more than 620,000 public charitable organizations registered with the IRS.
- VolunteerMatch, a state-of-the-art service from ImpactOnline, which helps consumers locate the right volunteer opportunity for them - from a database of more than 20,000 options.
- Detailed and constantly updated information from the American Red Cross on natural and humanitarian disasters around the globe and what people can do to help.
- A one-click, fast, secure, and private way to donate to most public IRS-recognized tax-deductible causes through a "Donate Now" button.
- A special focus on youth services, providing best practices and resources for offering the five promises to youth articulated by America's Promise.
- Links to dozens of other opportunities to do good, from e-commerce sites where charitable causes receive a percentage of revenues to sites listing international humanitarian support needs.
- The most up-to-date and best features and news sources on events and activities in the changing world of philanthropy.

Helping.org is fully supported by funding from the AOL Foundation, so it operates on a completely nonprofit basis, without receiving any percentage of contributions to pay for operating costs. AOL Chairman and CEO Steve Case said, "**Helping.org** uses the power and reach of the Internet to make it easier and more convenient than ever for people to help the causes they care about. Consumers can make contributions online with the assurance that the money is going where they intend, and that their privacy and the security of their credit card information are protected. Charities will benefit not only from the ability to raise funds and recruit volunteers more efficiently, but also from the host of additional online resources **Helping.org** provides for them to expand their communities, fulfill their missions and publicize their needs and good works online." Beyond its role as a service for donors and those interested in volunteering, **Helping.org** will serve as an online community center for the philanthropic world, providing tools to help charities make the most of the online medium, and a forum to share information, research grant opportunities and share best practices with one another. It also includes a clearinghouse for information on the Digital Divide, pulling together programs and resources on how technology can be used to narrow, rather than widen, the gap between those who have access to technology and those that do not. AOL Foundation Chairman Jim Kimsey said, "In the modern world, the shortest distance between two points today is the Internet, and starting today the shortest distance between charities who need help and those who want to give it runs through **Helping.org**. The AOL Foundation built **Helping.org** because we are committed to turning e-philanthropy from a curiosity into a vital segment of charitable activity. Thanks to the incredible resources of our nonprofit partners, we've created a site that is going to play a big part in doing just that."

Helping.org -- Helping People Make a Difference

Helping.org's goal is to help make volunteerism, service and charity central to the online

experience and as easy and convenient as e-commerce has become, transforming the way in which people contribute to society and encouraging those who do not currently participate in charity to begin giving and volunteering.

-- VolunteerMatch - By using ImpactOnline's VolunteerMatch, **Helping.org** delivers information on how consumers can help in their communities. Whether it's building a house for Habitat for Humanity, organizing an arts-and-crafts fair for inner city children, or participating in an AIDS walk-a-thon, volunteers can find the opportunity that fits their interests and schedule. To use the service, consumers simply need to enter their zip code, the time they're available and their specific interests - such as kids, helping the environment, the elderly - and a list of appropriate volunteer opportunities is presented. Nonprofits and public sector organizations can go into the "Post" area to register their volunteer opportunities. The VolunteerMatch database offers more than 20,000 volunteer opportunities from approximately 6,000 national, regional and local organizations and is completely free to volunteers and nonprofits.

-- Easy, Secure Online Giving - **Helping.org** also provides a fast, easy and secure way to contribute financial support. Starting with access to important resources like the Council of Better Business Bureaus and the National Charities Information Bureau, and tapping into the GuideStar(R) database of more than 620,000 public charities, users can make informed decisions about where to put their charity dollars to best use. The database can be searched according to areas of interest, location, and the size of charitable organizations. Using the unique PipeVine system to streamline donation processing and administration, and its experience with online payroll deductions, **Helping.org** promotes full privacy protection on all transactions, and lists of contributors and volunteers will not be shared with or sold to anyone. Donors will receive comprehensive receipts to make tax deductions easier.

-- Completely Nonprofit - **Helping.org** is completely free to donors and to charities. Donors' gifts are forwarded to the charity of choice (minus the standard fees deducted by credit card companies on all card charges, typically less than 2 percent), and charities make no payments to the site. **Helping.org** doesn't take any money from donors or charities to administer the transactions or to maintain the site because it is supported by the AOL Foundation.

-- Information and Inspiration - America's Promise, the American Red Cross and Independent Sector provide prominently featured news, stories, tips and ideas on how to volunteer and contribute strategically and how to get more involved in service to the community. Additionally, daily news tickers on global disasters, personal stories about the experience of giving, reports on upcoming charity events, auctions, fundraisers, and more will help users find plenty of opportunities to make a difference.

Helping.org - Helping Charities Harness the Power of the Internet

Helping.org will contain an area just for nonprofits and charities to help them integrate the power of the Internet into their strategies and operations, helping them to be more responsive and customer oriented in the Information Age and to build vigorous, successful online communities. It will also link them to online tools enabling them to more efficiently organize, recruit, fundraise and publicize their mission and successes. This area is being designed by a working group of more than twenty of the nation's leading nonprofit technology assistance organizations, a collaboration that is being facilitated by the Benton Foundation, which also programs and maintains the area. The area includes a comprehensive array of easy-to-access tools, resources, information and links to other online clearinghouses to help nonprofit organizations take full advantage of the potential of the Internet, including in-depth information on: How to get online; Making the most of e.mail; Fundraising on the Internet; Online organizing & advocacy; Planning & creating a Web site; Targeting your audience; Finding computer help; Technology grants & in-kind contributions; and, "In the field", which provides examples, case studies and other information about how technology is shaping the way nonprofits accomplish their mission. The Nonprofit Resources area also points to collections of general information useful to nonprofits, such as clearinghouses of nonprofit jobs that provide comprehensive resources for career development and nationwide job listings, nonprofit news from leading

philanthropy-related publications, as well as Web sites with information relevant to the nonprofit sector generally, such as advice on nonprofit management and other resources. Finally, **Helping.org** provides nonprofits the free opportunity to update their information and include their Internet Web Sites in powerful search engines - Philanthropic Research Incorporated's GuideStar(R) and ImpactOnline's VolunteerMatch - where users go to find the charitable organizations that best fit their needs, a capability that's particularly important to smaller charities which all too often go unnoticed.

Helping.org - Helping to Bridge the Digital Divide

Helping.org houses the National Digital Divide Clearinghouse -- a set of resources that brings together in one location comprehensive information about efforts to provide under-served communities with access to technology, and provides tools for information sharing and community building among those working to bridge the Digital Divide. The Benton Foundation, in partnership with the National Urban League, has developed the content for the National Digital Divide Clearinghouse, which strives to reflect the many facets of the issue, including points of view from rural America, minority research institutes, and the disability community. Areas in the Clearinghouse include Research & Data, intriguing and up-to-date studies and reports from academics, policy think tanks and leading thinkers; In the Field, rotating vignettes of innovative and exciting Digital Divide projects underway across the country; In the News, pertinent and timely news summaries of Digital Divide headlines, as well as in-depth original reporting on breaking issues related to the Digital Divide; Grants & Funding, a continuously updated list of grants, funding opportunities and non-monetary resources available to communities seeking technological assistance; and, Finding a Digital Divide Effort Near You, an interactive map-based directory of local centers and resources that can help individuals contribute to Digital Divide efforts in their community. The AOL Foundation, founded by America Online in 1997, supports programs that spark innovative uses of the interactive medium to benefit society. Other Foundation initiatives include the AOL Rural Telecommunication Awards, the Digital Divide Grant Initiative, the Innovative Education Initiative, the AOL Employee Civic Involvement Initiative, and a pilot school-business partnership in Washington, D.C. called AOL Achievers. For more information on the AOL Foundation, visit www.aolfoundation.org on America Online, use keyword: AOL FOUNDATION.

CONTACT: Kathy McKiernan
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October 20, 1999 11:24 Eastern Time

SECTION: NATIONAL DESK**LENGTH:** 837 words**HEADLINE:** America's Promise, AOL Foundation Make Youth Service a Key Element of **Helping.org****CONTACT:** Don Maple, 703-535-3809, or Shelley Borysiewicz, 703-535-3824, both of America's Promise; Web site: <http://www.americaspromise.org>**DATELINE:** ALEXANDRIA, Va., Oct. 20**BODY:**America's Promise -- The Alliance For Youth announced today it is partnering with the AOL Foundation on the launch of the new Internet portal for philanthropy, **Helping.org**.

Besides America's Promise, key participants include the American Red Cross, the Benton Foundation, GuideStar, VolunteerMatch, PipeVine, the National Urban League and the Independent Sector.

America's Promise, led by General Colin L. Powell, is an alliance of the nation's finest groups and organizations, both public and private, and thousands of caring individuals dedicated to strengthening the character and competence of youth. than 620,000 charitable organizations. Through **Helping.org**, individuals throughout the country can find and be matched with volunteer opportunities in their own communities, or make donations to their favorite charitable organizations through the power and convenience of the Internet. According to AOL, nearly 50 million Americans who volunteer or donate to favored causes have online access.As one of eight founding partners of **Helping.org**, America's Promise will both provide instant access to its alliance of 460 partner organizations and nearly 500 community members throughout all 50 states, as well as news and updates on youth service. America's Promise will also connect **Helping.org** to each of its partner organizations so they can use it to increase their efforts online and receive online donations.AOL Chairman and CEO Steve Case said, "**Helping.org** will cover all types of charity and service, but will place special emphasis on helping our youth, an urgent need in our times. We're delighted to partner with America's Promise to add **Helping.org** to the growing, powerful national movement to address this need."Visitors to **Helping.org** who are interested in helping young people will have access to the full America's Promise cyber-environment, including its alliance of partner organizations and community

members, and information on what national and local America's Promise alliance partners are doing to help build successful young people, a regular message from General Colin Powell, and success stories by alliance members from education, corporations, the nation's leading youth service nonprofits, the faith community, national and local associations, government at all levels and America's Promise-affiliated communities across the country.

America's Promise expects **Helping.org** will generate increased levels of volunteering and donations to youth development programs nationwide.

It sees its partnership with AOL and **Helping.org** as a major step forward in achieving its mission of helping America's young people by building up the nation's youth service capacity. Reinforced by the power of **Helping.org** and coupled with its recently launched national advertising campaign (in partnership with the Ad Council), America's Promise is also strengthening its ability to provide leadership and encouragement to a growing national movement to help young people develop the character and competence they need to become successful adults.

"**Helping.org** opens up a bright new frontier in our efforts to point kids in the right direction," General Powell said. "It's going to accelerate the growth of the America's Promise alliance and expand our national capacity to help young people become successful adults."

According to AOL Foundation Chairman Jim Kimsey, "In the modern world, the shortest distance between two points today is the Internet, and starting today the shortest distance between charities who need help and those who want to give it runs through **Helping.org**."

Helping.org provides youth development nonprofit partners of America's Promise the ability to post their local volunteer opportunities and see them matched by local volunteers searching for the right fit for their interests and schedules. **Helping.org** will also serve as an online community center, a forum to share best practices, and as a clearinghouse on programs and resources for closing the Digital Divide.

The vision of America's Promise is a nation in which all children can be successful. To achieve its goals, America's Promise reaches out to every sector of society, challenging and uniting groups and individuals, locally and nationally, to invest in youth and engage them in constructive, character building activities. At the heart of America's Promise is a simple program of five basic promises to all children and youth: 1) an ongoing relationship with a caring adult; 2) a safe place with structured activities during non- school hours; 3) a healthy start; 4) a marketable skill through effective education; and 5) a chance to give back through community service.

To get involved or just find out more about America's Promise, visit the Web site at www.americaspromise.org. Callers can dial: 1-888-55-YOUTH. Point a kid in the right direction.

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October 20, 1999, Wednesday, Final Edition

SECTION: FINANCIAL; Pg. E01**LENGTH:** 1024 words**HEADLINE:** Charity Begins Online; New Sites Ease Consumers' Research Into Philanthropies**BYLINE:** Shannon Henry, Washington Post Staff Writer**BODY:**

In the midst of the frenzied buying and selling of goods and services on the Internet, a new kind of money exchange is taking root. Call it e-philanthropy.

Web sites aimed at promoting charitable giving have been proliferating in recent months. And today, the AOL Foundation--the nonprofit arm of America Online Inc.--unveils **Helping.org**, an online database of 620,000 charities and 20,000 volunteer opportunities.

"The Internet is the future of charitable giving," said Daniel Langan, director of public information for the National Charities Information Bureau, which is sponsoring a national conference on "E-philanthropy: Technology and the Nonprofit Community" this Friday in Washington. "Anything that makes for a better-informed contributor is excellent."

The charity bureau has its own entry online, at www.give.org, which aims to be a kind of Consumer Reports for giving. Another is GreaterGood.com of Seattle, a site that offers users a chance to buy products from 200 charitable groups. "We're looking to introduce the concept of shopping on behalf of a cause," said Katherine James Schuitemaker, executive vice president of the company.

Operators of such sites say they are making it easier for users to research where they want to donate their time or money. And now consumers also have access to information on how charitable groups handle their finances. This week, for the first time, many of the federal tax forms filed by nonprofit groups and charities became available online, posted at www.guidestar.org, giving users an opportunity to compare how different organizations spend donors' money.

Links to those online tax forms also will be offered at the new AOL Foundation site.

Peter Hall, a researcher at the Yale Divinity School who studies corporate philanthropy, said having charities' finances available online makes the organizations much more accountable to their donors.

"The implications of this are just incredible," Hall said.

He said the AOL project illustrates how technology companies are searching for different approaches to philanthropy. He said high-tech firms "are trying to explore and exploit the social change possibilities of technology. . . . Their proclivity is to abandon the model of corporate foundations."

At the same time **Helping.org** was being developed, AOL was creating a program called The Giving Tree, which helps the company's 12,000 workers start their own foundations and donate to charity through seminars and a corporate intranet. It is estimated that 2,000 to 3,000 AOL employees are millionaires, thanks to stock options.

Among the features on the new AOL Foundation site is a kind of international disaster wire compiled by the Red Cross that runs like a ticker across the main screen. Users of the site can click on news of a train crash or a hurricane, find out more about it and then donate money or clothing to the victims by typing in their credit card information.

Helping.org also is intended to act as a clearinghouse for research on what's called the Digital Divide, the gap between information technology haves and have-nots.

To find a charity on **Helping.org**, users may search by type of organization, Zip code or the size of the annual budget. Donations can be given electronically by typing in a credit card number. The volunteer channel lets people search by location, time and type of activity. Someone might want to volunteer on Thanksgiving this year, or for a month during a summer vacation.

In addition, charitable groups can use the site to research grant opportunities and nonprofit news.

"We should be able to make giving and service online as easy as e-mail," said David Eisner, who manages the AOL Foundation staff. AOL Foundation Chairman James V. Kimsey said that AOL has spent "many millions" on the site, though he would not give an exact number.

Still, users of **Helping.org** will have to do their own research on the effectiveness and integrity of the charities. The site simply lists every nonprofit registered with the Internal Revenue Service. "We don't want to be in the vetting business," said Kimsey. "The liability would be horrible."

Prospective donors will be able to follow the links to the charities' online tax forms or visit the groups' own Web sites. In addition, **Helping.org** provides links to the charity bureau and to the Better Business Bureau, both of which offer research on how well nonprofit groups accomplish their stated missions.

Most of those listed on the AOL site don't know they're on there yet. Eisner said letters and postcards will start going out soon to alert the groups and give them the chance to update their listings.

OFFERING HELP ON GIVING

Among Web sites offering guidance for those who want to contribute:

www.helping.org

(AOL's new site)

Allows users to search for charities by location and topic; to find out about volunteering; and donate online via credit card.

www.guidestar.org

Has a searchable database of more than 620,000 nonprofit organizations in the United States; includes postings of U.S. tax form 990, where charities report their finances and operations.

www.bbb.org (home page of the Better Business Bureau; click on "Charity Reports")

Covers the full range of charitable and other nonprofit organizations; typically includes information on the group's background, current programs, governing body, fund-raising practices, tax-exempt status, finances.

greatergood.com

Builds, markets and manages "online shopping villages" for not-for-profit partners' sites, where at least 5 percent of every purchase benefits the not-for-profit's cause.

charitableway.com

Evaluates thousands of charities and attempts to find the right one for a particular donor.

www.give.org (National Charities Information Bureau)

Publishes comprehensive reports evaluating charities by various criteria. Sample report is available online. Actual copies cost \$ 9.95 each.

igive.com

Enables users to choose charities, including local ones, that will benefit from the users' online purchases at igive.com mall.

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NBC News Transcripts**SHOW:** TODAY (7:00 AM ET)

October 20, 1999, Wednesday

LENGTH: 1134 words**HEADLINE:** STEVE CASE, CEO AND CHAIRMAN OF AMERICAN ONLINE, AND GENERAL COLIN POWELL DISCUSS NEW INTERNET SITE CALLED **HELPING.ORG****ANCHORS:** KATIE COURIC**BODY:**

KATIE COURIC, co-host:

A new Internet site goes online today, hoping to revolutionize the world of philanthropy, called **helping.org**. It's designed to help anyone who wants to donate their time or money to one of thousands of good causes. It's being run by the AOL Foundation, the nonprofit partner of America Online. Steve Case is CEO and chairman of America Online. And General Colin Powell heads America's Promise, the Alliance for Youth, a partner in the project.

Gentlemen, good morning. Nice to see you both.

Mr. STEVE CASE (CEO & Chairman, America Online): Good morning.

General COLIN POWELL (America's Promise): Good morning, Katie.

COURIC: General Powell, let me start with you. How did you two hook up?

Gen. POWELL: Well, we hooked up a couple of years ago. And I'm on the board of directors of America Online. And America Online is one of those companies that not only wants to make a profit, but really wants to serve society. And one of the ways they found to serve society was to move in the direction of making it easier for people to give. And that's what **helping.org** is all about.

COURIC: In fact, Steve, you all did a survey of sorts and found that a lot of people were interested in giving, and yet they didn't really have the apparatus to do so, right?

Mr. CASE: That's exactly right. People have, I think, a growing interest in helping, whether it be volunteering or providing donations. But it's hard to figure out which charity makes the most sense, based on your interests. There's 600,000 charities that need help. What we're trying to do with **helping.org** is be a bridge between the people who want to help and the organizations that need help, and make it as easy as e-mail is or e-commerce is. We want to create this whole new idea of e-philanthropy, using the Internet to help people.

COURIC: Because you found a lot of people wanted to give and they wanted to do it through the

Internet, right?

Mr. CASE: That's right. Well, the Internet's really changing everything. Communications is changing with e-mail, and people are buying products online and investing online. And we felt the same tools could be brought to bear to help people give online, or to--either time or money, and make it easy for them to do what in their hearts they want to do.

COURIC: Well, you're the computer geek--I mean expert in the group, and you're going to show us how this works. If somebody wants to volunteer their time, show us how they would approach that.

Mr. CASE: Well, first, you go to the www.helping.org site, which really is the--is the front screen, what we think of as a portal for philanthropy. And then you're able to go to specific areas to learn about charities, to go to a page, to donate money to a charity, or to find out what--what organizations need your help. And you can donate your--your time. So it's really a--a portal that puts all these different resources at your fingertips so you can either find out about things, give them time, or give them money. And really, pick the causes that make the most sense based on your own particular interest.

COURIC: And this is purely not for profit, this site?

Mr. CASE: Right. We--we set it up through the AOL Foundation. It's not an AOL service, and available to anybody. And we're paying all the costs associated with it. So if you make a donation, all that money goes directly to the charity. We're not taking a cut. We think it's very important not just to build a service that millions of people can use and build--hopefully, a great company--but also build a great medium that we can be proud of and use the Internet in positive ways to help society.

COURIC: Meanwhile, General Powell, I know that you're hoping to reach a younger demographic. Do you think this will provide a--the perfect opportunity for young people who want to give back and haven't known, really, how to do that?

Gen. POWELL: I--I think it will. I mean, our kids are on the Net. And this will give them an opportunity to see what volunteer opportunities exist within their community and so they can get involved. We think it's important that young people, as early in life as possible, understand that in the act of giving to someone else, you get so much more back in return. So, hopefully, **helping.org** will be a way to take this crusade to a newer level. And we are a most giving, philanthropic nation, and it's one of--it's one of the essential parts of the American culture. And hopefully, we can expand that, because the need is great, and our capacity to give is even greater. And we need to max that capacity with that need, and **helping.org** will help do that.

COURIC: And--and people do want to volunteer, and they do want to be philanthropic, but it's sort of a case of the best laid plans in terms of actually following through. So you want to make it as easy as possible for these individuals?

Gen. POWELL: Exactly.

COURIC: General Powell, I was going to ask you about the other partners who are working with you on this project.

Gen. POWELL: Well, there are about seven other partners, who include American Red Cross and a number of others. And the beauty of this whole effort is that anybody could be a part of it. And the site is being made available to any other provider of Internet services. That's--that's another piece of it, and why the AOL Foundation and AOL has been so generous and giving with this.

COURIC: Before we...

Gen. POWELL: Many, many partners.

COURIC: ...before we go, General Powell, I wanted to ask you about this recent article in The New York Times that took a few shots at your organization. It says, 'Critics say the charity that he serves,' meaning you as chairman of America's Promise: the Alliance for Youth, 'has inflated its results, at one point saying it had reached millions more children than its goal, and has taken credit for corporate contributions and activities in which it had little involvement.' What was your reaction to those claims?

Gen. POWELL: Well, it was annoying. We have done, I think, a great--a great deal over the past two years. I wish you could have been with me in Maine two--two days ago to see 1500 people come together with the governor of Maine and carry the work forward of the president's summit of two years ago, into--into the next century. Fifty-six communities, several hundred communities in Maine, all becoming communities of promise. So we haven't inflated any results.

One of our partners took a look at us and said we were doing a pretty good job. And we let that information become available to the public. We'll be measured by the results over time. And the results, really, will be fewer kids getting in trouble, fewer kids going in the wrong direction. So, America's promise is alive and well. And we're moving forward. We'll take some shots from time to time, but that's just part of--part of being in the public--public domain.

COURIC: All right.

As you know very well, General Colin Powell and Steve Case of AOL.

Gentlemen, thank you both so much for talking with us.

Mr. CASE: Thank you.

COURIC: The site, once again, is **helping.org**. Or you can find a link to it on our Web site at today.msnbc.com. It is 7:40. Up next, actor Nicolas Cage.

Smile, Nicolas.

Mr. NICOLAS CAGE: Hi.

COURIC: But first, these messages.

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