

ORGANIZATIONS IN *THE PROMISE BOOK* THAT ARE PRIME CANDIDATES
FOR A PARTNERSHIP TO IMPROVE MATH AND SCIENCE EDUCATION

Specific Commitments to Math or Science

AFL-CIO
America Online
Amoco
Council of Chief State School Officers
Elementary Science Education Partners (ESEP)
Eli Lilly and Company
Entertainment Coalition for Education
Department of Transportation
Glaxo Wellcome
Hewlett-Packard
MCI
National Council of Negro Women
Pfizer, Inc.

*profiles
follow*

General Commitments to Education or Technology

ASPIRA
AT&T
Bank of America/Seafirst
Bonner Foundation
Continental Cablevision (USWEST)
Elderhostel
Fleet Financial Group
Generations United
Microsoft Corporation
National PTA
NationsBank
Nature Conservancy
NetDay 2000
Procter & Gamble
Project NEAT (National Education Advancement Team)
Steering Committee of College Presidents
Sun Microsystems
United Airlines
US West

AMERICA'S PROMISE

THE ALLIANCE FOR YOUTH

America's Promise - The Alliance for Youth is the multi-year, national campaign that will take the mission and goals of the Summit forward. Officially launched here in Philadelphia, America's Promise will aid in ensuring that our nation's young people have access to the five fundamental resources by coordinating involvement of organizations and individuals from the private, public and non-profit sectors. Working with Task Forces in each of the five resource areas, America's Promise is designed to be a fluid alliance of entities that will, among other things, encourage new promises, and enhance, manage and monitor existing ones.

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How To Use "The Promise Book"

The first section of this book is an alphabetical listing of all promise makers as of April 18, 1997. In the second section, you will find a detailed description of each promise made. The final (5) sections will be a directory broken down by promise type.

For more information,
or to make a promise,
call 1-888-555-YOUTH.

The Advertising Council

The Ad Council will launch a new campaign for the Summit and its successor organization, America's Promise. The Ad Council will deliver 2.1 billion exposures to messages and will forward the names of respondents from a special June 1997 Reader's Digest section focusing on the needs of children.

AFL-CIO

AFL-CIO and its affiliate, the American Federation of Teachers (AFT), will mobilize its membership through AFT locals and the network of AFL-CIO state federations and central labor councils to provide a school-to-work experience for 500,000 high school students by the year 2000. By utilizing the existing ties between the AFL-CIO, its 78 national and international union affiliates and workplaces across the country, along with the relationships that already exist between AFT and high schools, students will visit workplaces or participate in presentations from union members to see and hear America at work to stimulate their thinking about the jobs and careers that could be available to them. The importance of achieving high academic standards and graduating from high school in order to pursue these opportunities will be a significant component of this experience.

Aid Association For Lutherans

The Aid Association For Lutherans will mobilize youth to provide over one million hours annually to volunteer community service and will increase its annual investment in youth leadership development and life skills training by \$5 million.

Allstate Foundation

The Allstate Foundation is funding a new crime prevention program for young people age 11-13, with the Boys and Girls Clubs of America. "Street Smart" is an 8-10 week program that will help teenagers understand and avoid gangs, violent behavior, juvenile delinquency, and anger, while reducing the likelihood of their becoming involved in any of these activities. Allstate is supporting the work of the Summit and America's Promise with \$26.25 million in cash and in-kind contributions between now and the year 2000.

Alliance for Justice

The Alliance for Justice will strengthen the voices of young people as community problem solvers by funding delivery of their new youth training program in at least 50% of the Summit communities and expanding their First Monday program engaging lawyers as mentors for young people.

America Online

AOL will mobilize AOL's 8 million members and 6000 employees in making a contribution to their communities through volunteer work. The value of the contributed media is \$630,000; AOL projects that its online support has the potential to generate 3,000,000 hours of volunteer service. AOL will create Volunteers Online, an area intended to educate the public about the Summit and America's Promise; PSA's to promote the Summit; AOL is developing several educational initiatives to advance the use of online technology in America's classrooms. AOL will enter into a partnership with Big Brothers Big Sisters in the National Capitol Area, and other DC-area initiatives.

American Academy of Pediatrics

The American Academy of Pediatrics will expand their CATCH program, Community Access to Child Health. The CATCH Program is a network of 9000 pediatricians and over 600 community

based programs that address access to health care by providing a medical home for infants, children and adolescents. The AAP commits to training an additional 1000 pediatricians in the concepts of the CATCH program. They will in turn develop 1000 new community-based programs that will provide medical homes for underserved children. The AAP anticipates that this promise will provide a medical home to 500,000 children currently without access to health care.

American Association of Homes and Services for the Aging

The AAHSA will reach out to its 5,000 continuing care retirement communities, nursing homes, senior housing facilities, and home and community-based service organizations to encourage mentoring of young people, recruitment of young volunteers in service to the elderly, and development of relationships of not-for-profit homes and services for the aging with local schools.

American Association of Museums

The American Association of Museums will provide safe places for children to learn and grow through programming delivered both on-site and in schools and community centers. The Association counted forty-eight million acts of service to school children. The American Association of Museums commits to doubling the number of young people engaged in programs over the next five years. AAM has already sent a call to action letter to its membership, placed an item about becoming a promise maker at the local level in its newsletter and created a website link. They have already received over 75 responses from museums wanting to make a promise to the goals of the Summit at the local level.

American Booksellers Association

Through their 3,500 member bookstore

communities in two phases over the next three years at a cost of \$2.5 million.

The American Legion

The American Legion will establish over 10,000 "Safe Kids Communities" through their community-based posts nationwide over the next seven years. Each "Safe Kid Community" will incorporate programs tailored to address their specific needs including child identification and personal safety awareness, safe houses, mentoring, acquisition and development of suitable outdoor recreation sites, and the promotion of programs designed to keep youth activities and instill within them a sense of pride in their communities, state, and nation.

The American Legion Auxiliary

The 120,000 Junior members of the American Legion Auxiliary (18 years of age and under) will establish voluntary service projects in 4,000 communities nationwide. Each group will identify needs in the community and select age-appropriate projects to encourage volunteerism beginning at an early age. Junior members in grades nine through 12 will be asked to devote at least 100 hours per year to community service.

American Lung Association

The American Lung Association will increase the number of schools participating in the Open Airways for Schools initiative to 15,000, reaching 150,000 children. By the year 2000, Open Airways for Schools will have reached 960,000 of the 1,063,000 children aged 8-11 with asthma.

American Medical Association

The American Medical Association will encourage its 35,000 medical students and the nation's 125 medical schools to volunteer time as mentors and tutors in schools. Additionally, the AMA will develop and implement a

comprehensive alcohol control strategy to reduce underage drinking. The AMA will also develop and implement a comprehensive tobacco control strategy to reduce smoking among youth.

American Society of Association Executives

American Society of Association Executives has committed to enlist 1,000 association and industry partners to engage in activities that support the goals of the Summit. In addition, the Association will develop a home page to communicate and coordinate the post-Summit association activities.

American Society of Directors of Volunteer Services

The American Society of Directors of Volunteer Services commits to involve 15,000 children, particularly those at risk, in Health Adventures, in partnership with the American Hospital Association, over the next five years. The Saturday morning monthly educational experience spans ten months and involves volunteer mentors to introduce children to hospitals, health careers and health-care professionals, community volunteering, and healthy living.

AmeriCorps Alums

AmeriCorps Alums will encourage all association members to commit at least 10 hours per month to ongoing service leadership. Local alumni leaders across the country will coordinate with local service providers to provide volunteer people power. The service leadership opportunities will focus on the five Summit goals, with preference given to programs supporting ongoing relationships with young people.

Amoco

Amoco will invest more than \$7 million in educational partnerships such as Celebrating Science (an elementary school hands-on science

curriculum supplement), iMPACT (a junior high school science program), and Junior Achievement (economic education curriculum) which will reach more than 10,000 schools and hundreds of thousands of students, teachers, and parents.

AMVETS

AMVETS quarter of a million veterans and their 1,300 Posts nationwide commit to providing safe places to learn and grow by sponsoring community activities for the nonprofit Summit partners, specifically Special Olympics, the Boy Scouts, and the Junior ROTC. Furthermore, Amvets will set a goal of 100% participation in youth service programs by their state departments.

ASPIRA

ASPIRA will train 2,000 Puerto Rican and other Latino parents by the year 2000 in parent involvement and leadership skills, and encourage them to advocate for the overall academic and personal growth of their children.

Association of Junior Leagues International, Inc.

The Association of Junior Leagues commits to strengthening the capacity of Junior Leagues to work collaboratively in the delivery of quality services to children and youth in all five fundamental resource areas. Within two years, all 280 Junior Leagues in the US will be using a new assessment tool which will enable them to identify barriers and implement solutions for more effective collaborations with their communities. The Association also will introduce an expanded children and youth service program development best practices program which it projects will be implemented by over 75% of the Junior Leagues within 5 years. Finally, the Association will support Junior Leagues in increasing the number of volunteer hours devoted to serving children and youth by 10% in each of the next 5 years from 600,000 to 880,000.

AT&T

AT&T will provide at least 100,000 hours of mentoring, tutoring, and coaching in 40 communities through its AT&T Cares program; provide information to two million families in support of the healthy development of their children; direct at least \$30 million in grants and \$60 million in product services toward converting America's schools to their Information Superhighway by the year 2000; and sponsor Youth Service of America's National Youth Service Day to encourage young people to participate in efforts to improve their communities. AT&T will sponsor the opening day luncheon of the President's Summit on April 28.

Bain & Company

Bain & Company is committing \$1 million from their employee partners to your programs by the year 2000.

BankBoston

BankBoston will provide 500 inner city teens with a job, a mentor, and at least one volunteer in their schools. The bank will also provide \$2 million in philanthropic support in the five resource areas, and will deploy the 5,000 employee Eagle Corps of volunteers in related community service projects.

Bank of America/Seafirst

Bank of America volunteers will commit to completing 1,250,000 hours of volunteers service (a 25% increase) by the end of the year 2000 through the TeamAmerica volunteer network to address the goals of the Summit. In addition, Seafirst is committing an additional \$1 million in educational scholarships that will be provided through the year 2000.

Bell Atlantic and NYNEX Foundations

Bell Atlantic and NYNEX Foundations commit to donating at least \$100 million over the next three years toward the five focus areas of the Summit; donating \$1.5 million toward the

service by the year 2000. Three million children could be the beneficiaries of this multi-million-dollar annual promise. Continental will also provide technology training to teachers in 5,000 schools up to \$3 million in computers and training to teachers this year alone.

The Corporation for National Service

The Corporation for National Service will ask all participants in national service programs to make the maximum contribution toward achieving all five conditions for the success of young people, with a special emphasis on the fifth goal of all young people serving. Working with the Summit Task Forces for each goal, the Corporation will: help recruit one million additional tutors; engage 100,000 students through college work-study, and if Congress concurs, deploy an additional 11,000 AmeriCorps members for America Reads; enlist 10,000 high school and college students to serve at least 100 hours per year for and with youth in school-age care programs; support immunization initiatives; work with the new Partnering Initiative on Education and Civil Society to engage high school students in service-learning; and work to engage an additional 2 million young people in 100 hours or more of service each year, 100,000 additional young people who serve 1,000 hours a year through public/private partnerships and independent, full-time youth corps, and ask colleges and universities and students to commit at least 500,000 work-study positions to community service.

Costco Wholesale

Costco Wholesale commits to expanding their employee volunteer program in its more than 200 warehouse and depot operations from 135 volunteers to 5,000 volunteers. Costco volunteers are participating in programs focused on young people such as Communities in Schools and Adopt-a-School Fresh Start Backpack program, in which school supplies are distributed to

elementary school children. By the year 2000, the program will reach 200,000 children in more than 220 schools.

Council of Chief State School Officers

The Council of Chief State School Officers will work with states to increase the number that include and support service learning as a key strategy for building civic responsibility, improving the quality of life in our communities, and improving academic achievement for all students. Over the next three years, CCSSO will provide resources and technical assistance to help more states develop their policies and practices, reaching 25 states by the year 2000.

The Council on Foundations

The Council will co-sponsor a series of regional post-Summit meetings to bring together foundation, business, and government representatives to plan for fulfilling the goals of the Summit. The Committee on Community Foundations of the Council, on behalf of its membership of 400 community foundations, pledge to more than double their resources (from \$12 billion to \$25 billion) available to meet community needs and will double their grantmaking for children and youth by the year 2005.

Cybermark

Cybermark will commit to funding, deploying and managing 5 pilot projects which will track a young person's use of safe places and provide bonus points for rewards. Cards with customized text and graphics will be issued to community center participants. Terminals will be deployed to verify eligibility, update card data and store transaction data. Customization and technical support services will also be included to bring the project from planning to full operation.

Dayton Hudson Corporation

Dayton Hudson commits to a "Weekend of Giving," a three-year effort to engage employees through its 1,000 stores in projects that encourage young people to get involved in their local communities. Dayton Hudson's, Marshall Fields, and Mervyns stores will recruit 30,000 young people and their families in service projects over a weekend in June.

Easter Seals

Easter Seals will develop and expand children's early intervention and integrated daycare to 100 programs throughout the country over the next three years. These programs offer young children hands-on physical, occupational, and speech-language therapy services and support for their families to ensure that children with disabilities build the skills to succeed at school. Additionally, Easter Seals will expand its services annually to an additional 5,000 children with and without disabilities.

Edelman Public Relations Worldwide

Edelman Public Relations Worldwide is providing both communications and program planning support for The Presidents' Summit for America's Future. It is doing so with a significant pro-bono contribution. In addition, to further America's Promise -- The Alliance for Youth, which is the campaign to be launched by the Summit, Edelman has committed itself to the following by the year 2000:

- An expanded intern program that will provide two additional internships for inner-city youth in their Washington, D.C., New York and Chicago offices located in Atlanta, Dallas, Houston, Los Angeles, Sacramento, San Francisco and Silicon Valley.
- A program of pro-bono public relations counsel wherein each of Edelman's U.S. offices, each year through 2000, commits to providing a nonprofit volunteer or service organization in its area with a program for gathering support

for its efforts to deliver to young people one or more of the five resources targeted by the President's Summit.

Elderhostel

Elderhostel commits to engage 15,000 older adults, tripling their expected growth, to short-term public service opportunities that will directly benefit 15,000 young people. Elderhostelers will teach or tutor 115,000 students per year in elementary, middle, and high schools. At camps for special children, Elderhostelers will mentor and provide one-to-one attention to an estimated 5,000 young people per year. At conservation projects in state and national parks, Elderhostelers will work together with 3,000 young people to help improve and preserve the environment for a safe and healthy future, and will serve with 2,000 young people in Habitat for Humanity builds. And to provide an incentive to senior citizens who volunteer for these activities, Elderhostel will offer 500 educational scholarships to participants in the National Senior Service Corps who volunteer at least 15 hours per week at their local elementary schools.

The Elementary Science Education Partners (ESEP)

Programs of Emory University and Morehouse School of Medicine, over the next three years will double the number of undergraduate student science partners in elementary school classrooms from 150 to 300, providing 3-4 hours/week of mentoring for a total of 6000 Atlanta Public School children. ESEP will develop an after school/Saturday program of Health Science Guides for 1000 elementary and middle school children in the Metro Atlanta area, staffed by medical, nursing and public health students. ESEP will produce text and video instructional materials designed to encourage other educational institutions in Georgia and the nation to establish partnerships with schools in their own communities.

Eli Lilly and Company

Eli Lilly and Company will dedicate at least 80,000 volunteer hours and over \$13 million in cash and product contributions through the year 2000 to highlight the program areas of the Summit goals. Specifically, the volunteer hours will be directed toward assisting Junior Achievement, Scouting and Explorer Troops, Big Brother and Big Sister, and tutoring in business and science education. Medicines will be donated through the Lilly Cares program to needy young people. Additionally, Lilly will provide up to 50 college scholarships through the Learning Diabetes Scholarship program and Diabetic Summer Camp program.

The Entertainment Coalition for Education

The Entertainment Coalition for Education, an emerging group of leading entertainment industry studios, agencies, companies, artists and educators, commits to develop a major public awareness campaign designed to support education initiatives in America. This two year campaign will be launched by the fall of 1997, and will ask all citizens to become more involved in teaching and learning and will issue a call to young people to help their peers and build stronger schools and communities through service.

EVEREN Securities, Inc.

EVEREN Securities, Inc. will expand its public school tutoring program to 10 cities during the 1997-98 school year, and to an additional 10 cities in 1998-99. These efforts will result in 1,000 volunteers providing 72,000 hours of corporate work-release tutoring during 1997-98, and 2,000 volunteers providing 144,000 hours during 1998-99. The volunteers will interact with 35,000 elementary school children in 1997-98 and 70,000 in 1998-99.

Every Child By Two

Every Child By Two will work with 12 cities around the United States to promote infant

immunizations through the enhancement of public/private partnerships, a defined agenda with managed care organizations, and technical assistance and training to develop pre-school immunizations at school based health centers.

Family Service America

Family Service America will serve 35,000 children and their parents or primary caretakers through FAST (Families and Schools Together), a collaborative prevention and parental involvement program designed to address the issues of substance abuse, violence, delinquency, and school dropout among children and youth. As a national partner in the Points of Light "Family Matters" volunteer project, FSA will actively involve 500-1000 families in ten new pilot programs.

Fannie Mae Foundation

The Fannie Mae Foundation will support the Presidents' Summit for America's Future with a \$5 million pledge to engage youth in aiding homeless efforts in the Washington DC metro region over the next four years. In keeping with the Presidents' Summit's emphasis on the nation's youth, the Fannie Mae Foundation will engage 50,000 young people as volunteers to reduce homelessness by the year 2000. This commitment broadens the scope of Help the Homeless, an annual effort by the Foundation, celebrating its 10th anniversary of raising awareness and money for nonprofit organizations and community groups that serve the homeless in the Washington area.

Farmers' Insurance Group of Companies

The Farmers' Insurance Group of Companies is expanding their American Promise program, a service-learning program that has been operating in 15,000 schools. The program will be expanded to 150,000 schools by the year 2000. Farmers' Insurance Group has also committed to creating the American Promise Foundation and will provide \$1 million to the American Promise

Education Department

The Department of Education commits to increase its Summer Reading Partner program by increasing the volunteer tutors from 300,000 to 450,000, increasing the number of children reading over the summer from 1 million to 1.5 million. With the concurrence of Congress, the Department plans to launch 1,000 new after-school programs nationwide.

Interior Department

The National Park Service proposes to allocate \$1-2 million per year to expand youth service opportunities to restore trails and facilities in the national parks. The Department will launch two internet-based initiatives: the National Junior Ranger program for children aged seven to eleven, to stimulate interest, knowledge, and career interest in natural resources and the National Park Service Volunteer Opportunity System, a nationwide volunteer opportunity listing service.

Federal Emergency Management Agency

FEMA will offer high school seniors with new service opportunities through a Spring Break Program.

Veterans Affairs

The Veterans Affairs Voluntary Service program will increase by 50% the number of student and youth volunteers in its facilities, bringing the number of volunteers to 15,000.

School-to-Work

The School-to-Work program commits to tripling the number of employers in their program so that approximately 600,000 companies have mentoring initiatives, and bring students and teachers into the workplace by the year 2001.

The Peace Corps

The Peace Corps will triple the number of partnerships with teachers in its World Wise Schools program which pairs returned Peace Corps volunteers with teachers in the schools, and will tell 50,000 young people a year about service opportunities in the US.

The Department of the Treasury

The Treasury Department commits to teach an additional 35,000 elementary and middle school students to avoid gangs and violence through the GREAT program and its 2,000 law enforcement volunteers.

Transportation Department

The Department commits to establish a new tutoring, mentoring and education curriculum, the Garrett A. Morgan Technology & Transportation Futures Program, to reach 1 million students by the year 2000.

EPA

The Environmental Protection Agency will launch a new partnership that will link senior citizens, the fastest growing segment of the population, to environmental service, including teaching children how to protect the health and environment of their communities.

Housing and Urban Development

HUD will expand its Neighborhood Networks program to create 500 computer centers in assisted or insured housing by the year 2000, more than doubling its current program. HUD is also committing its resources to a partnership with the NCAA to support education camps in four empowerment zone/enterprise communities next year, and 25 communities by the year 2000.

OPM

The US Office of Personnel Management will give the federal agencies the personnel tools they need to support federal employee participation in communities service.

The Selective Service System

The Selective Service will expand their information on serving the nation to include information on community and national service opportunities that arise out of the Presidents' Summit to the nearly 5,000 men turning 18 years old every day.

volunteers, in addition to direct service such as tutoring, will facilitate the delivery of effective Head Start programming, including supervised mentoring relationship with young parents, assisting with health screening, nutrition education, and training in effective behavior management skills.

General Electric

General Electric employees will annually volunteer one million hours in community service for our nation's youth – doubling the current service of the “GE family.” The GE effort will be led by Elfun, the company's volunteer service organization of 36,000 members in 73 locations.

General Federation of Women's Clubs

The General Federation of Women's Clubs pledges to establish and support volunteer tutoring and literacy projects in each community represented by their 6,500 clubs across the country by the year 2000.

General Mills

General Mills will commit an incremental \$2.1 million to the Challenge U program to provide scholarship grants awarded to students who stay in school and achieve good grades. The program, targeted to youth at risk, will fund an additional 700 \$2000 awards. It will also print the America's Promise number, website and message on more than 50 million boxes of its Wheaties and Total cereals. The company will triple its promise to mentoring, with over 1000 of its employees and family members engaged in mentoring relationships by the year 2000.

Generations United

Generations United will commit to developing an infrastructure to provide training, technical assistance and resource-sharing to a minimum of 500 agencies of youth and aging organizations desirous of developing successful intergenerational programs to support children and youth. In addition, Generations United is

committed to advocating for the needs of the over 1.2 million children being raised by their grandparents. Through the 130 national organization members, representing over 70 million Americans, Generations United will lead a national effort of children and aging organizations to advocate for public policies that support the health, economic, educational and legal protections for the children and kin who are raising them. We will develop a process of electronic dissemination of successful programs, provide a series of educational forums and briefings to national and state policymakers, and work with advocates for children and their grandparents to spearhead the program and policy support they need.

Girl Scouts of the U.S.A.

The Girl Scouts will dedicate 8.5 million hours of community service by scouts beginning this year, their 85th anniversary, and continuing through the year 2000. The hours will be devoted to achieving the five resources for, and in this case with, America's youth.

Glaxo Wellcome

Glaxo Wellcome will expand its employee volunteerism to support 300,000 hours of employee volunteer time, worth \$4 million, focused specifically on tutoring kindergarten through third grade students to improve their reading skills and enhance their interest in science. Glaxo Wellcome will also partner with AmericaReads to establish collaborative agreements between school systems, colleges and universities in North Carolina which will involve 1,000 college students to serve as tutors. GW will also donate \$10 million to schools and organizations that emphasize school-to-work initiatives.

Golden Books Family Entertainment

Golden Books will donate 500,000 books a year through the year 2000. These books will serve as the foundation for the Golden Books Storytelling

Hecht's/Strawbridge

Hecht's/Strawbridge has made a promise of \$250,000 over four years to help Big Brothers/Big Sisters of America reach its goal to double the number of matches by the Year 2001.

Strawbridge's will focus its activity in department store locations in the Mid-Atlantic states with an emphasis in the Philadelphia Tri-State region. Strawbridge's will encourage its 8,000 employees to get involved as mentors at Big Brothers/Big Sisters local agencies and assist Big Brothers/Big Sisters of America in its recruitment efforts.

Hewlett-Packard

Hewlett-Packard will launch a new Diversity Partnership Initiative, providing more than \$4 million to kindergarten through twelfth grade and university partnerships in urban areas that are engaging students in math and science. By the year 2000, Hewlett-Packard has committed to provide over 190,000 employee volunteer hours and \$24 million in cash and equipment to kindergarten through twelfth grade schools (an increase of 15 percent).

Highmark Blue Cross Blue Shield

Between 1997 and 2000, Highmark will subsidize full medical home care for 40,000 children in poor working families. This promise is valued at \$20 million.

Honeywell, Inc.

Honeywell, Inc. will mobilize 8,000 employee volunteers, comprising one-fourth of their workforce in the U.S., to developing mentoring relationships with children in grades 4-12; recruit 4,000 volunteers to build affordable housing for low-income families; and donate 10,000 home thermostats to Habitat for Humanity. Additionally, Honeywell, Inc. will contribute a total of \$20 million to educational programs, one-fourth targeted to early

childhood programs including those that support a healthy start. Finally, Honeywell will engage 1,000 retiree volunteers in programs supporting children and youth.

HOPE for Kids

HOPE for Kids volunteers will devote the following to children's health initiatives through the year 2000; in one hundred cities, volunteers will devote one million manhours in order to reach three million children through door-to-door canvassing to identify at-risk children, educate parents about the importance of immunizations, and register children for immunization appointments.

Houston Reads

The Houston Reads Commission, a coalition of civic leaders, citizens groups, and national and community service programs, commits to recruit 20,000 new volunteers for children and family literacy. This effort will quadruple the number of literacy volunteers currently serving the children of Houston, Texas.

Hugh O'Brian Youth Foundation

The Hugh O'Brian Youth Foundation will implement a service component in their leadership development seminars, for the first time in their history, asking the 14,000 sophomores who attend to undertake a community service project requiring a minimum of 100 hours. This effort will result in at least 1,400,000 volunteer service hours each year. To step up efforts to help young people realize the personal and social benefits of volunteerism and service, HOBY will create \$1,000,000 in Community Service Scholarships over the next five years, to be funded half by corporations and half by participating colleges and universities.

IBM

IBM has committed through its Team Tech Volunteer program to provide technology and technical services to over 2,500 health and

to at least 400 youth volunteers; and commit to provide each of their newly recruited youth leaders with mentors in their own communities.

Maryland Youth Service Action Committee

Maryland Youth Service Action Committee will develop in the twelve months following the Summit, a statewide network of 300+ youth service and leadership organizations across Maryland and encourage each of these to adopt community service as part of their mission.

McDonalds – Ronald McDonald House Charities

McDonalds – Ronald McDonald House Charities commits \$100 million in grants over the next five years to continue their mission of providing comfort and care to children and families. Ronald McDonald House Charities makes grants to thousands of national and local children's programs including Ronald McDonald Houses. The \$100 million promise will fund programs that address serious issues such as preventing child abuse, youth suicide, substance abuse and much more. They will also reach deep into local communities across the nation through grants to programs such as barrier-free playgrounds and unique educational opportunities for inner-city youth. The promise is a full team effort, made possible thanks to the generous support of time and money from McDonald's customers, franchisees and suppliers, and individual and corporate donors, who are the lifeblood of the organization.

McGraw Hill

McGraw Hill commits to launching a new philanthropic initiative to provide economic and business information to the classroom through a combination of cash, product donation and volunteer involvement. McGraw Hill will sponsor teacher training and classroom educational activities in ten cities, contributing \$500,000 in software and \$1 million in cash contributions. McGraw Hill will develop a new

employee volunteer initiative. McGraw Hill will also donate \$1 million of ad space in McGraw Hill publications, including Business Week, to Summit organizers to help promote mentoring and other youth development, as well as develop a new employee volunteer initiative.

MCI

MCI, in partnership with leading US educational organizations (National Endowment for the Humanities, the American Association for the Advancement of Science, the National Council on Economic Education, and the Council of the Great City Schools), will bring Internet-based learning to classrooms across America in all core academic disciplines from science and mathematics to economics and the humanities. This partnership, with a cash grant from MCI of \$1.1 million, offers up to 8 million students, teachers and parents specially tailored Web sites, customized search engines, teacher training, and teacher/student interactive materials. MCI has donated MCIFAXREPLY services for the Summit and has contributed a toll free 1-888 55YOUTH number between now and the Summit to help secure more promises for America's youth.

MTV

MTV will launch a new on and off air pro-social campaign entitled "You Are Here." Focused on themes of community service and personal responsibility, the channel will commit on-air programming time and will partner with its cable affiliates to involve its 62 million viewers on a more grass roots level. In line with MTV's "Choose or Lose" campaign, which devoted more than 100 hours of programming, valued at \$72 million, "You Are Here" will use concerts, promos, news and special events to speak directly with its audience about personal involvement and responsibility. Through outside partnerships and 800 numbers, we will provide our viewers with the information necessary to become active members of their communities.

75,000 young people will improve their chances of developing marketable skills through effective education.

National Council of Negro Women

The National Council of Negro Women will mobilize its 36 national affiliates and 250 community-based sections to deliver the five resources for young people including: deploy 150,000 individuals to provide one-on-one mentoring and tutoring relationships; provide specialized training and internships, especially to stimulate interest and skills in math and science; encourage family volunteering as a part of the Black Family Reunion Celebrations all across the country; and hold Leadership Round Tables in twenty cities to address issues which impact the lives of families and communities.

National Council on Economic Education

The National Council on Economic Education will increase the number of active volunteers from 1,000 to 2,500 by working with local programs on community outreach programs. Volunteers will help with teacher training and follow up for economic education. Additionally, through its ongoing programs, NCEA will reach an additional 250,000 children per year with effective economic education - thereby reaching an additional one million young people by the year 2000.

National Council of Volunteer Centers

The National Council of Volunteer Centers will commit the Volunteer Centers that are members of the Point of Light Foundation to develop 400 new collaborations, on new or expanded youth initiatives, connecting one million young people with caring adults and/or with the opportunity to serve.

The National Court Appointed Special Advocate Association

The National Court Appointed Special Advocate Association will recruit 35,000 new volunteers and increase representation of abused and neglected children over the next five years by 205,000. The CASA and volunteer Guardian ad litem network - currently more than 38,000 volunteers - will expand to more than 175 new communities.

National Crime Prevention Council

The National Crime Prevention Council will create the online Crime Prevention Resource Center, with support from the Allstate Foundation, to serve as an electronic community resources center for victims and communities hurt by crime. The resource will feature educational games and activities for children, materials and best practices for adults who work with youth, and training on neighborhood action to prevent crime. The NCPC is also committing to enroll 100,000 more youths in 20 new sites in its Youth as Resources program, which helps young people design and carry out service projects that address social programs, resolve community issues, and improve their communities. In partnership with Ameritech, the Council will hold a national conference on preventing crime to share with mayors, police chiefs, citizen practitioners, youth, and others the best and latest information on programming to make communities safer and more vital. Also, Radio Shack will give out more than 30 million crime prevention brochures, will host four satellite trainings per year, and will provide the videotape to the public free of charge.

National Education Association-Retired

The National Education Association-Retired will expand its programs by the year 2001 to help teach over 50,000 youth to read independently by the end of the third grade; to involve over 100,000 youth in intergenerational and mentorship programs in at least 30 states; to

young people in "at-risk" situations so that they may reach their fullest academic potential. This promise represents a doubling of their mentoring relationships.

One to One/National Mentoring Partnership, Inc.

One to One/National Mentoring Partnership, Inc. will help the nation forge two million new mentoring relationships over the next five years. In addition, One to One will support national and local leaders who have already made mentoring a priority and mobilize others to do the same. Its goal is to educate Americans and their organizations about responsible mentoring and what they can do to make it available to every child in this country. It will serve as a resource to mentoring initiatives nationwide, and will teach children how to find caring and trustworthy adults to mentor them, and adults how to connect with opportunities to mentor children.

Operation Hand In Hand

The 30 chapters of this organization will provide free hand care – surgery, rehabilitation, and therapy – to 20,000 children with acquired or congenital hand defects by the year 2000.

Optional Health Care

Options Health Care will create stipended internships for 300 at-risk youth in its eight service centers across the country and Puerto Rico, which manage behavioral health care services for Medicaid and other public sector consumers. These interns will receive training, experience, and exposure to a working environment in a field which is a growing segment of the economy.

PacifiCare Health Systems

PacifiCare Health Systems is committing to providing basic medical screenings, immunizations, medical and dental care to two million uninsured and under-insured children

in at-risk communities. These services are valued at more than \$50 million. In addition, PacifiCare is committing \$3.25 million to improving childhood health education.

The Partnering Initiative on Education and Civil Society

America's leading education associations and organizations, representing 106,000 schools, colleges, and universities and approximately 64 million students are launching a ten year campaign to revitalize American classrooms and communities by involving students in "learn and serve" programs in more than one million non-profit neighborhood organizations. Millions of students will be learning by serving as volunteers in non-profit and community programs including environmental protection, care of senior citizens, working with the homeless and disabled, tutoring, historic preservation, and the arts. The coalition is establishing 10,000 partner schools to serve as resource centers to move the nation's students into community service, citizen-education, and character education programs. Partners include Communities in Schools, Campus Compact, National Association of Secondary School Principals, National Association of Elementary School Principals, Council of Chief State School Officers, The National Youth Leadership Council, The Community Service Learning Center, the Department of Education, the Association for Supervision and Curriculum Development, the Foundation on Economic Trends, The Closeup Foundation, the Corporation for National Service, the Constitutional Rights Foundation, Council of Chief State School Officers, American Association of everything in the world and then some, etc.).

Pfizer, Inc.

Pfizer, Inc. has made a promise of \$5 million to promote the health and wellness of children through the year 2000. To support a commitment to a healthy start at home, Pfizer will provide \$1 million in philanthropic grants to

health-care nonprofits for which its employees and families volunteer. Two million dollars in children's medicine will be provided free of charge through a network of 350 community-based health centers. Also, \$2 million will be donated to support organizations that promote health and wellness, and provide access to health care for young people. To support the development of marketable skills, Pfizer will build math and science fundamentals by linking schools in all of the company's 17 domestic locations and in its 10 locations worldwide. Pfizer scientists will serve as tutors as well as provide guidance for those seeking careers in math and science.

PFLAG

Parents, Families and Friends of Lesbians and Gays is committed to significantly increasing safe places and local support for gay, lesbian, bisexual and transgendered youth and their parents, friends, and family members by expanding their programming to 500 communities across the United States by 2002. This promise represents 100 new communities and over 10,000 families currently not served by PFLAG volunteers. PFLAG is also committed to working with youth services providers and agencies to help them meet the needs of at-risk sexual minority youth in programming and services, offering family-to-family training in a minimum of 50 additional cities by the year 2002.

The Pillsbury Company

The Pillsbury Company, headquartered in Minneapolis is launching "Caring Adults and Kids," a comprehensive commitment to help economically disadvantaged young people build and sustain relationships with caring adults. The Pillsbury Company will direct \$1.75 million in grants to mentoring organizations in 1997 alone. In addition to funding, Pillsbury volunteers will provide 50,000 hours of quality one-to-one mentoring to 250 young people in ten communities across the U.S. through their new

School-Plus Mentoring program, a partnership between Big Brothers/Big Sisters of America, elementary schools, and the company.

Pitney Bowes

Pitney Bowes has made a comprehensive commitment to cover all five goals of the Summit. They will increase their employee volunteer activities through a global day of employee service to help in particular the South End Neighborhood Revitalization Zone in Stamford, Connecticut. They are also donating over \$4 million worth of real estate of non-profit organizations for economic revitalization. In addition, they are giving a \$100,000 start-up grant for a local Success By Six program as well as developing a Student Advisory Council which will give students a chance to design a marketable skills program.

The Points of Light Foundation

The Foundation has made three commitments in support of the Summit/Alliance:

- To continue to build the Connect American coalition to achieve its goal of 10 million Americans "committing to connect" in the next five years.
- To engage 150,000 families in volunteer activities nationwide including the creation of a Family Matters site in the nation's capital; and,
- To work in partnership with selected national entities to coordinate development of a training/technical assistance consortium that will respond to new demands growing out of the Summit/Alliance effort.

Procter & Gamble

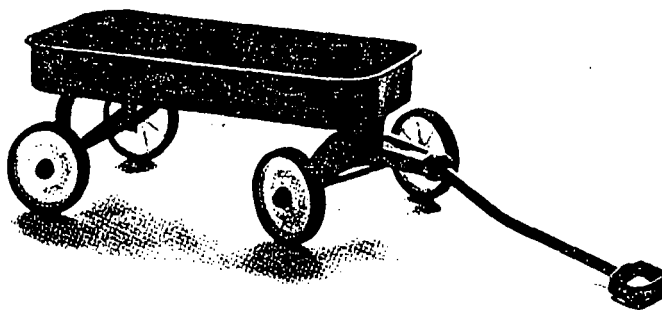
Procter & Gamble will increase financial support for the Cincinnati K-12 initiative by \$3.3 million, provide \$50 million in support for U.S. educational institutions and programs, create 5,000 jobs for youth in Greater Cincinnati, and involve 4,000 employee/retiree volunteers in K-12 education and youth service activities by the year 2000.

Bill,

Promises that specifically mention
science, mathematics, or technology
education are circled, for your
information.

Danny Goroff
456-6003

THE PROMISE BOOK



AMERICA'S PROMISE
THE ALLIANCE FOR YOUTH



AMERICA'S PROMISE

THE ALLIANCE FOR YOUTH

This is a book of promises made...and promises to be kept.

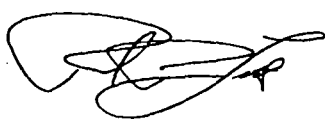
On one level it's a directory of promises that have been made on behalf of America's children by businesses, nonprofit organizations and communities of faith. It can be used as a tool to determine where new resources are being created to support each of the key goals of mentoring and tutoring, safe places, a healthy start, marketable skills, and community service.

On another level this volume belongs with the great books of our age because there is a powerful story in these pages and it is one of faith, hope, sacrifice, and love. In every case the promise-makers have strived to reach further, dig deeper, and just plain do more than they have ever done before.

William Butler Yeats once wrote that "There is a country at the end of the world where no child is born but to outlive the moon." The promises listed here put America well on its way to becoming that country. But our work is only beginning. Businesses, community organizations, nonprofits, communities of faith and caring individuals can add to this list by making their own promises.

We're grateful for each of these generous promises, and confident that the millions of dollars and the millions of hours of service they represent will turn the tide for America's youth.

Thanks for your own promise, commitment and support.



Rick Little



Bill Shore

AMERICA'S PROMISE

THE ALLIANCE FOR YOUTH

America's Promise Makers,

This nation's business, nonprofit, and community of faith sectors are remarkable in their success and sensibility. Indeed, the very health of our economy is due in large part to the tireless efforts of people like you to keep our industries efficient and profitable. Sadly, there remains one segment of our society that has been unable to take full advantage of the national prosperity that you have helped to construct. Sadder still is the fact that this often-overlooked segment is a vital fragment of the material that will be woven into the reality of our country's future. This segment we are talking about is the millions of youth at risk in America.

As millions of our children set forth on the path to adulthood, and sometimes even sooner, they are exposed to all manners of strife. Widespread poverty, child abuse, violent crime, increasing suicide rates, drug use and insufficient employment opportunities are just a few of the obstacles young people are expected to overcome as they navigate the already difficult process of growing up.

Bereft of any meaningful support structure, it is all too common for many children to lose all sense of hope or optimism. In most cases, the reason these children do not succeed is simple: they lack access to basic resources. These forgotten youths have no mentors, no safe havens, no chance to learn basic skills, and little, if any, access to primary health care.

These truths are distressing, but not despairing. The solution is, in concept, as simple as the problem. We must find a way to allocate our resources so that every youth is afforded the same opportunities which we often took for granted in our own adolescence. But in order to execute this "simple" solution, we need your help.

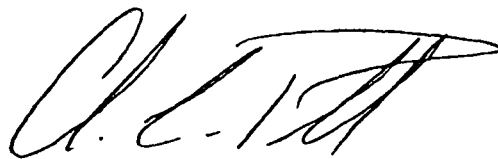
Every fiscal year, you surmount an endless array of obstacles as you work to maintain a healthy relationship with your investors, customers and employees. You are a negotiator, a teacher, a motivator and a leader. Your skills are priceless. Today we ask you to invest those skills in America's Promise.

As a leader in America, you are in a unique and enviable position. Not only can you create vital access to resources, but you can also help turn the tide for our youth by offering your own experience as an example.

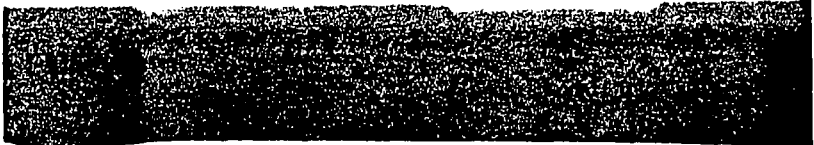
Your contributions to the community in which your business has flourished are, undoubtedly, widespread and fundamental. Now, we urge you to take a closer look. Are there children in your community relegated to the streets after school? Do they interact usefully with others in the community? Do these young people have needs that you can help address? Can you help create a community center, spend some time explaining your craft, or make yourself available to listen to these youths? Now look beyond your own community. Imagine the picture for America's youth and the future of the nation if you extend your resources beyond your own backyard.

You have helped to make this nation strong, now join us in preserving that strength for our children. Commit yourself to America's youth and America's Promise. The net result of your contribution will not be measured by a number, but by an individual with dreams and goals, and, thanks to you, a future.

Sincerely,

A handwritten signature in dark ink, appearing to read 'C. L. Powell', with a stylized flourish at the end.

General Colin L. Powell, USA (Ret)



The Challenge

Our task is to recruit a volunteer army of men and women, community-based organizations and corporations, to provide our young people with five fundamental resources that are necessary to maximize their potential, live the American dream, and give back to society in meaningful ways:

- An on-going relationship with a caring adult: mentor, tutor, coach;
- Safe places and structured activities during non-school hours to learn and grow;
- A healthy start and healthy future;
- A marketable skill through effective education;
- An opportunity to give back to their communities through their own service.

Our goal by the end of the year 2000 is to ensure that at least 2 million additional young people have access to all five fundamental resources, and to connect another 5 million young people to at least one of the resources. Armed with these fundamentals, America's young people have the potential to become leaders who can set their own standards and achieve all that is possible in their lives.

Reaching our goal will yield a marked decline in the incidence of substance abuse, teen pregnancy, school drop-out rates, and other destructive behaviors. Those young people who have gained access to the fundamental resources will be empowered to realize their full potential in life. We challenge you, and invite you to join us in this mission to change the quality of life for all Americans, and restore the foundation on which our nation's prosperity, health and vitality depend.

AMERICA'S PROMISE

THE ALLIANCE FOR YOUTH

America's Promise – The Alliance for Youth is the multi-year, national campaign that will take the mission and goals of the Summit forward. Officially launched here in Philadelphia, America's Promise will aid in ensuring that our nation's young people have access to the five fundamental resources by coordinating involvement of organizations and individuals from the private, public and non-profit sectors. Working with Task Forces in each of the five resource areas, America's Promise is designed to be a fluid alliance of entities that will, among other things, encourage new promises, and enhance, manage and monitor existing ones.

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www.americapromise.org

How To Use "The Promise Book"

The first section of this book is an alphabetical listing of all promise makers as of April 18, 1997. In the second section, you will find a detailed description of each promise made. The final (5) sections will be a directory broken down by promise type.

For more information,
or to make a promise,
call 1-888-555-YOUTH.

2 MILLION BY 2000

- Key: 1. Mentoring A = Corporate
 2. Safe Places B = Nonprofit
 3. Healthy Start
 4. Marketable Skills
 5. Community Service
 6. Multiple Promises

	Category #
The Advertising Council	6A
AFL-CIO	4B
Aid Association for Lutherans.....	5A
Alliance for Justice	6B
Allstate Foundation	2A
America Online	6A
American Academy of Pediatrics	3B
American Association of Homes and Services for the Aging	5B
American Association of Museums	2B
American Booksellers Association	1A
American Camping Association	2B
American Cancer Society	5B
American Express	4A
American GI Forum of the United States	6B
American Hospital Association	5B
American Humane Association	2B
American Legion	2B
American Legion Auxiliary	5B
American Lung Association	5B
American Medical Association	3B
American Society of Association Executives	6B
American Society of Directors of Volunteer Services	3B
AmeriCorps Alums	6B
Amoco Corporation	4A
AMVETS	2B
ASPIRA	1B
Association of Junior Leagues International, Inc.	6B

AT&T	6A
B'nai B'rith Youth Organization	5B
Bain & Company	5A
Bank of America	2B
BankBoston	6A
Bell Atlantic and NYNEX Foundations	6A
Big Brothers/Big Sisters of America	1B
BI's Wholesale Club	6A
BlueCross BlueShield Association	3A
Boys and Girls Clubs of America	2B
Brinks Home Security	2A
Campfire Boys and Girls	5B
Campus Compact	5B
Campus Outreach Opportunity League (C.O.O.L.)	5B
Carson, Inc.	1A
Catholic Campus Ministries	5B
Catholic Network of Volunteer Service	6B
Center for Effective Compassion	5B
Chase Manhattan Corporation	6A
Child Welfare League of America, Inc.	3B
Children's Health Fund	3B
Christmas in April	5B
CitiCorp Foundation	4A
Citizen Scholarship Foundation of America	4A & 5B
City Cares of America	2B & 5B
City Year	6B
CityKids Foundation	3B
Coalition of America's Children	6A
Coalition for Healthier Cities and Communities	3B
Coca-Cola	4A
Colgate-Palmolive	3A
Columbia/HCA Healthcare Corporation	3A
COMCAST Corporation	6A

Communities In Schools	6B
Concerned Black Men, Inc.	1B
Continental Cablevision (USWEST)	4A
Corporation for National Service	4A
Costco Wholesale	6A
Council of Chief State School Officers	6B
Council on Foundations	6A
Cybermark, LLC	2A
Dayton Hudson Corporation	5A
DePauw University	6A
Easter Seals	3B
Edelman Public Relations Worldwide	6A
8th Grade Class of Julian D. Coleman	1B
Elderhostel	6B
Elementary Science Education Partners	5B
Eli Lilly and Company	6A
Entertainment Coalition for Education	5A
EVEREN Securities	4A
Every Child By Two	3B
Family Service America, Inc.	6B
Fannie Mae, Inc.	5A
Farmers' Insurance Group of Companies	6A
Federal Agencies (Transportation)	6B
Federated Department Stores, Inc.	6A
First Book	4B
First Union Corporation	1A
Fleet Financial Group	6A
Florida State University	5A
Foster Grandparent, RSVP, and Head Start	3B
General Electric	1A
General Federation of Women's Clubs	4B
General Mills, Inc.	6A
Generations United	2B
Girl Scouts of the USA	5B
Glaxo Wellcome	6A

Golden Books Family Entertainment	1A
GRANDparents USA	6B
Grantmaker Forum on Community and National Service	6A
Greek Orthodox Church in America	6B
Habitat for Humanity	6B
Hecht's/Strawbridge	1A
Hewlett-Packard	4A
Highmark Blue Cross Blue Shield	3A
Honeywell, Inc.	6A
HOPE for Kids	3B
Houston Reads	1A
Hugh O'Brian Foundation	5B
"I Have a Dream" Foundation	4A
IBM	4A
Jewish Social Justice Center	1B
JUMPSTART	1B & 5B
Junior Achievement	4B
"Just Say No" International	5B
KaBOOM!	2B
Kaiser Permanente	3A
Kimberly-Clark Corporation	2A
Kiwanis International	6B
Kmart Corporation	3A
KPMG Peat Marwick, LLP	5A
LensCrafters	3A
Lions Clubs International	5B
LISC (Local Initiatives Support Corporation)	2B
March of Dimes	3B
Maryland Youth Service Action Committee	5B
McDonalds - Ronald McDonald House Charities	6A
McGraw Hill	6A
MCI	6A
Michigan Nonprofit Association	5B
Microsoft Corporation	6A

Miss America Organization	5
Mitsubishi Motors, Inc.	6
Morehouse College	6
MTV	5
National 4-H Council	5
National Academy Foundation	4
National Alliance to End Homelessness	1
National Assembly	5
National Assembly of State Offices of Volunteerism and Community Service	1
National Association for Equal Opportunity in Higher Education (N.A.F.E.O.)	1
National Association of Child Care Referral Agencies	3
National Basketball Association	6
National Center for Family Literacy	1
National Center for Learning Disabilities, Inc. .	3
National Conference	6
National Council of La Raza	4
National Council of Negro Women	6
National Council of Volunteer Centers	1
National Council on Economic Education	4
National Crime Prevention Council	2
National Education Association-Retired	6
National Exchange Club	2
National Foundation for Teaching Entrepreneurship	1
National Fraternal Congress of America	5
National Health Council	3
National Institute for Literacy	4
National Interfaith Hospitality Network	1
National PTA	6
National Recycling Coalition, Inc.	4
National Restaurant Association	4
National Society of Fund Raising Executives ...	5
National Urban Rural Fellows, Inc.	6

National Volunteer Fire Council	5B
National Youth Leadership Council	5B
NationsBank	6A
Nature Conservancy	2B
NetDay 2000	6B
NFL Players Association	1B
Nickelodeon	5A
Novartis Corporation	6A
OASIS and The May Department Stores Company	1B
100 Black Men of America, Inc.	1B
One to One/National Mentoring Partnership, Inc.	1B
Operation Hand in Hand	3B
Options Healthcare	4A
PacifiCare Health Systems	3A
Parents and Families of Lesbians and Gays	2B
Pfizer, Inc.	6A
Pitney Bowes	6A
Points of Light Foundation	6A
Procter and Gamble	6A
Project NEAT (National Education Advancement Team)	4A
Prudential	6A
PSE&G	4A
Public Allies	6B
Quest International	1B
Reading is Fundamental	4B
Recording for the Blind and Dyslexic	4B
Rotary International	6A
Sallie Mae	1A
Salvation Army	1B
Save the Children	1B
Schering-Plough	3A
Scholastic Inc.	4A
Screen Actors Guild Foundation	1B

Seventh-Day Adventist Church	1B
Share Our Strength	3B
Shell Oil Company	6A
SmithKline Beecham	3A
Special Olympics	5B
State of California Mentoring Initiative	1B
Steering Committee of College Presidents	5B
Sun Microsystems	6A
Taco Bell Foundation	6A
Telephone Pioneers of America	1B
Texas State Comptrollers Office/Family Pathfinders Division	4B
The Benevolent and Protective Order of the Elks	6B
The Bonner Foundation	5B
The George Washington University	6A
The John Nuveen Company	4A
The National Court Appointed Special Advocate Association	3B
The National Future Farmers of America Organization	6B
The New York Volunteer for Youth Campaign	6B
The Partnering Initiative on Education and Civil Society	5B
The Pillsbury Company	1A
The State of Delaware	1B
Timberland, Inc.	5A
Time Warner, Inc.	4A
Tootsietoy	6A
Tucson, Arizona	1B
Tyco International	1A
United Airlines	1A
United Cerebral Palsy Associations	5B
United Neighborhood Centers of America, Inc.	6B

United States Army	1B
The United States Junior Chamber of Commerce	4B
United Way of America	4B
University of Denver	6A
University of Notre Dame	5A & 6A
University of Pennsylvania	6A
University Support Services	3B & 5B
Up With People	5B
US West, Inc.	4A
USA Weekend	1A
Utility Business Education Coalition	4A
Veterans of Foreign Wars of the U.S.	5B
VH1	6A
Vision Service Plan	3A
Voluntary Hospital Association.....	3B
Volunteer Consulting Group	6B
Volunteers of America	2B
Walt Disney Company	6A
Women Business Owners Corporation	4B
Women in Community Service	5B
World SHARE	5B
Wyeth-Ayerst	3A
Yahoo!	6A
YMCA of the USA	2B
Youth Service America	5B
Youth Volunteer Corps of America	5B
YWCA of USA	2B

Promise Makers

The Advertising Council

The Ad Council will launch a new campaign for the Summit and its successor organization, America's Promise. The Ad Council will deliver 2.1 billion exposures to messages and will forward the names of respondents from a special June 1997 Reader's Digest section focusing on the needs of children.

AFL-CIO

AFL-CIO and its affiliate, the American Federation of Teachers (AFT), will mobilize its membership through AFT locals and the network of AFL-CIO state federations and central labor councils to provide a school-to-work experience for 500,000 high school students by the year 2000. By utilizing the existing ties between the AFL-CIO, its 78 national and international union affiliates and workplaces across the country, along with the relationships that already exist between AFT and high schools, students will visit workplaces or participate in presentations from union members to see and hear America at work to stimulate their thinking about the jobs and careers that could be available to them. The importance of achieving high academic standards and graduating from high school in order to pursue these opportunities will be a significant component of this experience.

Aid Association For Lutherans

The Aid Association For Lutherans will mobilize youth to provide over one million hours annually to volunteer community service and will increase its annual investment in youth leadership development and life skills training by \$5 million.

Allstate Foundation

The Allstate Foundation is funding a new crime prevention program for young people age 11-13, with the Boys and Girls Clubs of America. "Street Smart" is an 8-10 week program that will help teenagers understand and avoid gangs, violent behavior, juvenile delinquency, and anger, while reducing the likelihood of their becoming involved in any of these activities. Allstate is supporting the work of the Summit and America's Promise with \$26.25 million in cash and in-kind contributions between now and the year 2000.

Alliance for Justice

The Alliance for Justice will strengthen the voices of young people as community problem solvers by funding delivery of their new youth training program in at least 50% of the Summit communities and expanding their First Monday program engaging lawyers as mentors for young people.

America Online

AOL will mobilize AOL's 8 million members and 6000 employees in making a contribution to their communities through volunteer work. The value of the contributed media is \$630,000; AOL projects that its online support has the potential to generate 3,000,000 hours of volunteer service. AOL will create Volunteers Online, an area intended to educate the public about the Summit and America's Promise; PSA's to promote the Summit; AOL is developing several educational initiatives to advance the use of online technology in America's classrooms. AOL will enter into a partnership with Big Brothers Big Sisters in the National Capitol Area, and other DC-area initiatives.

American Academy of Pediatrics

The American Academy of Pediatrics will expand their CATCH program, Community Access to Child Health. The CATCH Program is a network of 9000 pediatricians and over 600 community

based programs that address access to health care by providing a medical home for infants, children and adolescents. The AAP commits to training an additional 1000 pediatricians in the concepts of the CATCH program. They will in turn develop 1000 new community-based programs that will provide medical homes for underserved children. The AAP anticipates that this promise will provide a medical home to 500,000 children currently without access to health care.

American Association of Homes and Services for the Aging

The AAHSA will reach out to its 5,000 continuing care retirement communities, nursing homes, senior housing facilities, and home and community-based service organizations to encourage mentoring of young people, recruitment of young volunteers in service to the elderly, and development of relationships of not-for-profit homes and services for the aging with local schools.

American Association of Museums

The American Association of Museums will provide safe places for children to learn and grow through programming delivered both on-site and in schools and community centers. The Association counted forty-eight million acts of service to school children. The American Association of Museums commits to doubling the number of young people engaged in programs over the next five years. AAM has already sent a call to action letter to its membership, placed an item about becoming a promise maker at the local level in its newsletter and created a website link. They have already received over 75 responses from museums wanting to make a promise to the goals of the Summit at the local level.

American Booksellers Association

Through their 3,500 member bookstore

companies across the country – will recruit 50,000 reading tutors for the America Reads Challenge from both employees and customers. This recruitment drive will be formally launched at BOOKEXPO AMERICA in Chicago in early June and will take place in the fall of 1997.

American Camping Association

The American Camping Association commits to increasing the number of children who have a camp experience by 15%, which is an additional 810,000 campers nationwide. To accomplish this goal, the ACA will encourage and support their accredited private and independent camps to increase their scholarships by 50% to provide more opportunities for low-income campers; will encourage its 2,200 summer camps to open their gates beyond the summer for access by schools, clubs, social service agencies for after-school programs and weekend experiences; will encourage 100% of the 2,200 camps accredited by the ACA to have community-service programs as a part of their summer camp experiences.

American Cancer Society

The American Cancer Society will engage young people in creating their own healthy futures by developing strong school health councils in all U.S. school districts. This will link schools, communities, and youth in an effort to improve their health through the schools. Next year, the American Cancer Society will double the number of school health councils that it develops and funds. In addition, the Society is organizing a partnership to secure funds to underwrite a national effort to place one full-time health coordinator staff position in each school district in the country.

American Express

American Express will expand on its 15 year record of supporting youth workforce readiness by committing over \$10 million through the

year 2000 to help prepare young people for career success in the hospitality, foodservice, lodging, retail and other industries. Major components will include existing Academies of Travel and Tourism, the Hospitality Business Alliance, King of Prussia Retail Skills Center and other career focused initiatives nationwide.

American GI Forum of the United States

This year, this veterans organization will reach out to children, youth, and families across the five goals: tutoring 1,000 Hispanic youth, conducting gang prevention workshops in English and Spanish to 500 youth and their parents, mentor 100 youth-at-risk to help provide positive experiences, conducting self-improvement workshops for over 1,000 women and their daughters (*Adelante Mujer Latina You Go Girl*). Service activities focused on veterans and their families include providing scholarships to 300 children of Hispanic veterans, and training 200 Hispanic veterans on how to launch a Veterans Service Organization, spreading the ethic of service.

American Hospital Association

The American Hospital Association has made a promise to reduce the number of Americans without health insurance by 10%. By December 31, 1998, four million more people will have health coverage. Among the strategies being considered to attain this goal include working with schools to enroll three million Medicaid-eligible children who are currently not enrolled in the program.

American Humane Association

The nation's oldest child protection organization, the American Humane Association will launch a new project called the "Front Porch" which will provide one million average citizens with the tools and information to make communities a safer place for children by extending its front porch to neighbors in needs. The program will be implemented in Summit delegation

communities in two phases over the next three years at a cost of \$2.5 million.

The American Legion

The American Legion will establish over 10,000 "Safe Kids Communities" through their community-based posts nationwide over the next seven years. Each "Safe Kid Community" will incorporate programs tailored to address their specific needs including child identification and personal safety awareness, safe houses, mentoring, acquisition and development of suitable outdoor recreation sites, and the promotion of programs designed to keep youth activities and instill within them a sense of pride in their communities, state, and nation.

The American Legion Auxiliary

The 120,000 Junior members of the American Legion Auxiliary (18 years of age and under) will establish voluntary service projects in 4,000 communities nationwide. Each group will identify needs in the community and select age-appropriate projects to encourage volunteerism beginning at an early age. Junior members in grades nine through 12 will be asked to devote at least 100 hours per year to community service.

American Lung Association

The American Lung Association will increase the number of schools participating in the Open Airways for Schools initiative to 15,000, reaching 150,000 children. By the year 2000, Open Airways for Schools will have reached 960,000 of the 1,063,000 children aged 8-11 with asthma.

American Medical Association

The American Medical Association will encourage its 35,000 medical students and the nation's 125 medical schools to volunteer time as mentors and tutors in schools. Additionally, the AMA will develop and implement a

comprehensive alcohol control strategy to reduce underage drinking. The AMA will also develop and implement a comprehensive tobacco control strategy to reduce smoking among youth.

American Society of Association Executives

American Society of Association Executives has committed to enlist 1,000 association and industry partners to engage in activities that support the goals of the Summit. In addition, the Association will develop a home page to communicate and coordinate the post-Summit association activities.

American Society of Directors of Volunteer Services

The American Society of Directors of Volunteer Services commits to involve 15,000 children, particularly those at risk, in Health Adventures, in partnership with the American Hospital Association, over the next five years. The Saturday morning monthly educational experience spans ten months and involves volunteer mentors to introduce children to hospitals, health careers and health-care professionals, community volunteering, and healthy living.

AmeriCorps Alums

AmeriCorps Alums will encourage all association members to commit at least 10 hours per month to ongoing service leadership. Local alumni leaders across the country will coordinate with local service providers to provide volunteer people power. The service leadership opportunities will focus on the five Summit goals, with preference given to programs supporting ongoing relationships with young people.

Amoco

Amoco will invest more than \$7 million in educational partnerships such as Celebrating Science (an elementary school hands-on science

curriculum supplement), iMPACT (a junior high school science program), and Junior Achievement (economic education curriculum) which will reach more than 10,000 schools and hundreds of thousands of students, teachers, and parents.

AMVETS

AMVETS quarter of a million veterans and their 1,300 Posts nationwide commit to providing safe places to learn and grow by sponsoring community activities for the nonprofit Summit partners, specifically Special Olympics, the Boy Scouts, and the Junior ROTC. Furthermore, Amvets will set a goal of 100% participation in youth service programs by their state departments.

ASPIRA

ASPIRA will train 2,000 Puerto Rican and other Latino parents by the year 2000 in parent involvement and leadership skills, and encourage them to advocate for the overall academic and personal growth of their children.

Association of Junior Leagues International, Inc.

The Association of Junior Leagues commits to strengthening the capacity of Junior Leagues to work collaboratively in the delivery of quality services to children and youth in all five fundamental resource areas. Within two years, all 280 Junior Leagues in the US will be using a new assessment tool which will enable them to identify barriers and implement solutions for more effective collaborations with their communities. The Association also will introduce an expanded children and youth service program development best practices program which it projects will be implemented by over 75% of the Junior Leagues within 5 years. Finally, the Association will support Junior Leagues in increasing the number of volunteer hours devoted to serving children and youth by 10% in each of the next 5 years from 600,000 to 880,000.

AT&T

AT&T will provide at least 100,000 hours of mentoring, tutoring, and coaching in 40 communities through its AT&T Cares program; provide information to two million families in support of the healthy development of their children; direct at least \$30 million in grants and \$60 million in product services toward converting America's schools to their Information Superhighway by the year 2000; and sponsor Youth Service of America's National Youth Service Day to encourage young people to participate in efforts to improve their communities. AT&T will sponsor the opening day luncheon of the President's Summit on April 28.

Bain & Company

Bain & Company is committing \$1 million from their employee partners to your programs by the year 2000.

BankBoston

BankBoston will provide 500 inner city teens with a job, a mentor, and at least one volunteer in their schools. The bank will also provide \$2 million in philanthropic support in the five resource areas, and will deploy the 5,000 employee Eagle Corps of volunteers in related community service projects.

Bank of America/Seafirst

Bank of America volunteers will commit to completing 1,250,000 hours of volunteers service (a 25% increase) by the end of the year 2000 through the TeamAmerica volunteer network to address the goals of the Summit. In addition, Seafirst is committing an additional \$1 million in educational scholarships that will be provided through the year 2000.

Bell Atlantic and NYNEX Foundations

Bell Atlantic and NYNEX Foundations commit to donating at least \$100 million over the next three years toward the five focus areas of the Summit; donating \$1.5 million toward the

Summit for telecommunications and information technology and will be a Connect America leadership company with a four year, one million dollar donation.

The Benevolent Order of the Elks

The Benevolent Order of the Elks are engaging their members at the local level for all five resources: the organization will develop mentoring relationships with at least 10 at-risk kids in each of their 2,217 Lodge communities; will sponsor drug-free proms and graduation parties in 2,000 communities (now a model program in 300 Lodges); will donate \$34.9 million to support structured activities for young people in their non-school hours (a \$5 million increase for programs ranging from its Hoop Shoots competition to scouting troops and sports leagues); will commit \$6.5 million in college scholarships based on need, leadership, and scholastic ability (an additional \$1.2 million); will develop weekly after-school programs at 1,000 Lodges; and will engage at least 275,000 young people as partners with members in community service projects organized through the Lodges by the year 2000.

Big Brothers/Big Sisters

Big Brothers/Big Sisters has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship and a key activity for current and future "Bigs and Littles."

BJ's Wholesale Club

BJ's Wholesale Club will partner with a public school in each of its markets for a total of 100 schools by the year 2000. This is a comprehensive relationship with students, faculty, parents, and administrators that includes fundraising assistance, product donations, volunteer support, and awards programs. BJ's also is expanding its program that engages school-aged children in community service projects to reach 300 schools and more than 100,000 kids in hundreds of community service

projects. The Clubs donate supplies for the service project, and, upon completion, then makes a cash donation to the school.

Blue Cross and Blue Shield System's 25 Caring Programs for Children

Blue Cross and Blue Shield will offer by the year 2000, free health coverage to 250,000 uninsured children whose parents work but can't afford insurance and are not eligible for Medicaid. The current market value of this coverage is approximately \$20 million. The Caring Programs also are committed to expanding their outreach by increasing their donors and volunteers to 78,000 by the new millennium.

B'nai B'rith Youth Organization

B'nai B'rith will train their youth members to be tutors for the America Reads program, providing 5,000 new tutors for 10,000 hours of service a week, totaling 500,000 hours of service a year.

The Bonner Foundation

The Bonner Foundation will engage its 1,500 students in 22 colleges and universities in a national goal of giving back to others through effective citizen service, targeting the integration of students, faculty, and community members in creating a culture of service for campuses throughout the nation. Projects include establishing community service centers on all Bonner campuses, increasing the mentoring and tutoring hours of scholars, and developing more training and internships.

Boys and Girls Clubs of America

The Boys and Girls Clubs of America will increase the number of youth served by at least an additional 500,000 young people over the next five years. In addition, the clubs are organizing the adequate financial and human resources at the national and local levels in order to do so.

Brinks Home Security

Brinks Home Security will provide its 2,000 employees nationwide with one day of paid time off each year. The estimated cost of a day of paid time off is \$1 million a year and the number of volunteer hours is approximately 16,000. Brinks has also committed to providing through the year 2000 a 6 week educational course on personal safety and crime prevention techniques 2 times a year, to a minimum of 150 Boys & Girls Clubs, increasing awareness and motivating all B&GCA members to take action to reduce crime in their neighborhoods. Brinks employee volunteers will be involved in developing and implementing the curriculum which will reach about 8,000 young people between the ages 8-10. They will also provide a free security system (cost \$300,000) for all participating clubs.

Camp Fire Boys and Girls

Camp Fire Boys and Girls will engage a minimum of 100,000 children every year in its serving-learning program "The Gift of Giving." Led by adult volunteers in grammar and middle schools, students participate in a five to six week curriculum, culminating in a community service project designed by the young people themselves.

Campus Compact

Campus Compact will expand student service in its 520 colleges and universities by 50%, engaging approximately 250,000 more students on campuses across the country.

Campus Outreach Opportunity League (C.O.O.L)

C.O.O.L. will encourage students on at least 100 college campuses to partner with local secondary school students for an annual day of service.

Carson, Inc.

Carson, Inc., the makers of Dark and Lovely and other hair care products directed at African American women and girls, commits to a new partnership with Parent & Child Development Services, a family service and mentoring program serving disadvantaged families in Savannah, Georgia. Carson commits to providing 100 hours of paid time off annually for each of its 300 employees to participate as mentors and volunteers through Parent & Child Development services. Carson will also provide new internships which will include the option for a "real job" at the end of the internships. In addition, Carson will also provide approximately \$35,000 per year for the next four years to support a full-time staff person to support Carson employee involvement.

Catholic Campus Ministries

Catholic Campus Ministries will recruit volunteers to provide five million hours of service by Catholic students and faculty on campuses across the nation by the year 2000.

Catholic Network of Volunteer Service

The Catholic Network of Volunteer Service, representing 180 faith-based lay volunteer programs offering full-time service opportunities, pledges to provide services to an additional 1 million children by the year 2003, in the areas of child care, school counseling, education, recreational programs, coaching, tutoring, literacy, legal counsel, and social work. CNVS is also committed to engaging an additional 10,000 volunteers in full-time service with youth during this time period.

Center for Effective Compassion

The Center for Effective Compassion will partner with the Family Matters program of The Points of Light Foundation to engage 150,000 families in volunteer activities, including the creation of a Family Matters site in the nation's capital.

Chase Manhattan Corporation

By the year 2000, The Chase Manhattan Corporation will have more than 10,000 volunteers in more than 100 cities and 35 countries working in partnership with more than a thousand nonprofit organizations to enhance the well-being of the communities where they live and work. At least 6,000 of these volunteers will be reaching out to youth and families. Chase will double its current network of 100 volunteer champions worldwide to coordinate these efforts. The Chase Volunteer Grants Program will provide financial support to community organizations where employees and retirees provide volunteer service.

Child Welfare League of America, Inc.

Child Welfare League of America, Inc. will initiate and carry out a ten year campaign to "Protect America's Children" which will engage corporate America in promoting new and effective ways of protecting over one million abused and neglected children. It will advocate for the passage of bi-partisan child welfare legislation to ensure that the nearly 100,000 children and youth who are waiting for adoption are adopted by loving families. The League will advocate for the passage of bi-partisan legislation to ensure health care coverage for the ten million children in America currently without health insurance.

Children's Health Fund

The Children's Health Fund will bring four medical vans to the Summit. They will also expand its capacity to provide access to health care for medically under-served children in New York City over the next four years through the establishment of a community based health center in Manhattan.

Christmas in April

Christmas in April pledges to expand its efforts to capture the leadership of young people by integrating youth into the direct delivery of

rehabilitation services, both during the house selection/planning period and during the actual workdays and by recruiting young people to serve on the boards of directors of their 190 affiliates. To support this organizational priority, Christmas in April sets a goal of engaging at least 5,000 additional young people in leadership positions and service opportunities and will develop and publish a manual for their affiliates "Exemplary Ways to Involve Youth."

CitiCorp Foundation

The CitiCorp Foundation will expand its "Banking on Education" program from \$20 million to \$25 million. The program focuses on providing classroom technologies for inner city public schools and engages Citibank mentors. An additional \$5 million will be invested between now and 2000.

Citizens' Scholarship Foundation of America

The Citizens' Scholarship Foundation will double the number of students provided scholarships (to 80,000), will increase by 70% (from approximately \$40 million to \$85 million) the scholarship resources distributed to students annually; will triple the number of students receiving mentoring and academic support and volunteers supporting them; and will create more than five times the number of Scholarships by the year 2000 to motivate and prepare students for postsecondary education in safe and existing learning environments.

City Cares of America

City Cares of America will recruit and manage 75,000 new volunteers to support 1.5 million children in safe havens through physical rehabilitation projects and hands-on learning programs.

City Year

City Year will lead 250,000 citizens in 5,000,000 hours of powerful community service building playgrounds, tutoring and mentoring children,

teaching HIV/AIDS and domestic violence curriculums; creating urban gardens; leading the next generation of youth into service through the national Young Heroes program, and creating safe and educational after-school and school vacation activities; raise \$5 million of new private sector promises to support youth service and civic engagement; harness the energy of corporate citizens through 250,000 hours of service; convene an annual training and policy youth Summit for the national and community service field called CYZGY.

The CityKids Foundation

CityKids and Community Anti-Drug Coalition of America, with their national partners Mothers Against Drunk Driving (MADD), Parents' Resources Institute for Drug Education (PRIDE), National Crime Prevention Council (NCPC), The Work Group on Health Promotion and Community Development at the University of Kansas, and the United States Dept. of Defense, which has committed the active participation of the Junior R.O.T.C., have joined forces to train 200,000 youth ages 14-17 in more than 100 cities for the purpose of strategically planning and implementing change both in their environment and in behavior to reduce substance abuse and substance abuse related violence.

By the year 2000, CADCA and The CityKids Foundation will provide over 200,000 young people with community coalition building skills that will allow them to create environmental and behavioral change and to establish community-wide comprehensive responses to the nation's drug and violence problems. An emphasis will be placed on building a diverse and multi-cultural cadre of young people who understand the significance of collaboration and the power of community networking in creating healthy communities. The approximate cost of this 3 year collaborative initiative is \$6-8 million.

Coalition for America's Children

Along with the Advertising Council and the Benton Foundation, CAC commits to providing its toll-free number and Kidscampaign.org to disseminate Summit information through the Kidscampaign.org website to link organizations and people working for children. After the Summit, in an effort to sustain the momentum created by the Summit, CAC commits to a series of activities and products, including: new radio PSA's featuring stories of individual groups making a difference in their communities; a series of new television, print, and radio ads designed to encourage individuals to volunteer locally with children's organizations; five new sections on the Kidscampaign website, one for each goal; at least one page of information on the website for each of the participating delegations and one page each of information for each of the 50 states; a sitelink on the website for each community participating in the Summit; a community assessment tool reflective of the five goals of the Summit for use by the Summit delegations; national on-line chat sessions; and the broad dissemination of America's Promise materials to the Coalition's 350 member organizations.

Coalition for Healthier Cities and Communities

The Coalition for Healthier Cities and Communities is a not-for-profit association of over 1200 health-care provider organizations committed to improving the overall health of their communities. Each of the Healthier City communities brings together partners of schools, businesses, agencies, organizations, hospitals, faith groups, media citizen leaders, and more. Their promise begins after the Summit to develop strategic plans at the community level to deliver a local mechanism which will follow through on the Summit's five main goals. An

important component of their promise will be to develop performance measures which will track the outcomes of post-Summit activities.

**8th Grade Class of Julian D. Coleman
Academy of International Studies,
Indianapolis, Indiana**

The 8th grade class has committed to tutoring younger students in the John Hope Elementary School in academic subjects in order to prepare them for a successful transition into middle school. Tutoring will occur twice monthly, focusing on mathematics, language, and arts.

Coca-Cola

Coke will add \$50 million to its current \$50 million promise to education programs. The programs identify at risk junior high and high school students and enlists them as mentors and tutors for elementary school children. This promise complements its previously existing initiatives to direct \$60 million by the year 2000 to youth programs via a partnership with the Boys and Girls Clubs of America over the next 10 years.

Colgate-Palmolive

Colgate-Palmolive, in partnership with Oral Health America, will provide preventive dental health services to children with Medicaid or uninsured children for whom there is no means of payment for dental care. The initiative will be carried out through a broad range of partnerships at the community level such as with Community and Migrant Health Centers. Colgate will increase the reach of their oral health education program to an additional 500,000 children each year, reaching 4.5 million children annually.

Columbia/HCA Healthcare Corporation

Columbia/HCA Healthcare Corporation has committed to immunize one million children by year 2000. Columbia, its employees and affiliated physicians, will be able to serve the

immunization needs from the more than 600 hospitals, surgery centers, and home care locations.

COMCAST

Comcast, the nation's fourth largest cable television company commits to provide one million hours of free high speed Internet access via cable modems to more than 250 public libraries in 20 states. COMCAST also commits to train library staff, volunteers, and selected users in the effective use of the Internet as an educational outreach tool. Training will be focused in after-school hours to ensure that school children may participate. COMCAST will work with local libraries to raise funds to purchase state of the art PC's to further facilitate this promise. The promise to public libraries is \$5 million.

Communities in Schools

Communities in Schools, the largest stay-in-school network, is committed to expanding its coordination of community resources and partnerships with the public so that an additional 750,000 young people in need will have access to all five goals enabling them to successfully learn, stay in school, and prepare for life.

Concerned Black Men, Inc.

Concerned Black Men, Inc. will organize 50 new chapters by the year 2000 to mentor 100,000 additional boys and men through its Fatherhood and the African-American families project. The expanded number of chapters will provide educational service, options for healthy development, a safe place to learn and grow, and an opportunity to give something back to 200,000 children and youth by the year 2000.

Continental Cablevision (USWEST)

Continental Cablevision will provide kindergarten through high schools in its communities with a free Internet connection and

service by the year 2000. Three million children could be the beneficiaries of this multi-million-dollar annual promise. Continental will also provide technology training to teachers in 5,000 schools up to \$3 million in computers and training to teachers this year alone.

The Corporation for National Service

The Corporation for National Service will ask all participants in national service programs to make the maximum contribution toward achieving all five conditions for the success of young people, with a special emphasis on the fifth goal of all young people serving. Working with the Summit Task Forces for each goal, the Corporation will: help recruit one million additional tutors; engage 100,000 students through college work-study, and if Congress concurs, deploy an additional 11,000 AmeriCorps members for America Reads; enlist 10,000 high school and college students to serve at least 100 hours per year for and with youth in school-age care programs; support immunization initiatives; work with the new Partnering Initiative on Education and Civil Society to engage high school students in service-learning; and work to engage an additional 2 million young people in 100 hours or more of service each year, 100,000 additional young people who serve 1,000 hours a year through public/private partnerships and independent, full-time youth corps, and ask colleges and universities and students to commit at least 500,000 work-study positions to community service.

Costco Wholesale

Costco Wholesale commits to expanding their employee volunteer program in its more than 200 warehouse and depot operations from 135 volunteers to 5,000 volunteers. Costco volunteers are participating in programs focused on young people such as Communities in Schools and Adopt-a-School Fresh Start Backpack program, in which school supplies are distributed to

elementary school children. By the year 2000, the program will reach 200,000 children in more than 220 schools.

Council of Chief State School Officers

The Council of Chief State School Officers will work with states to increase the number that include and support service learning as a key strategy for building civic responsibility, improving the quality of life in our communities, and improving academic achievement for all students. Over the next three years, CCSSO will provide resources and technical assistance to help more states develop their policies and practices, reaching 25 states by the year 2000.

The Council on Foundations

The Council will co-sponsor a series of regional post-Summit meetings to bring together foundation, business, and government representatives to plan for fulfilling the goals of the Summit. The Committee on Community Foundations of the Council, on behalf of its membership of 400 community foundations, pledge to more than double their resources (from \$12 billion to \$25 billion) available to meet community needs and will double their grantmaking for children and youth by the year 2005.

Cybermark

Cybermark will commit to funding, deploying and managing 5 pilot projects which will track a young person's use of safe places and provide bonus points for rewards. Cards with customized text and graphics will be issued to community center participants. Terminals will be deployed to verify eligibility, update card data and store transaction data. Customization and technical support services will also be included to bring the project from planning to full operation.

Dayton Hudson Corporation

Dayton Hudson commits to a "Weekend of Giving," a three-year effort to engage employees through its 1,000 stores in projects that encourage young people to get involved in their local communities. Dayton Hudson's, Marshall Fields, and Mervyns stores will recruit 30,000 young people and their families in service projects over a weekend in June.

Easter Seals

Easter Seals will develop and expand children's early intervention and integrated daycare to 100 programs throughout the country over the next three years. These programs offer young children hands-on physical, occupational, and speech-language therapy services and support for their families to ensure that children with disabilities build the skills to succeed at school. Additionally, Easter Seals will expand its services annually to an additional 5,000 children with and without disabilities.

Edelman Public Relations Worldwide

Edelman Public Relations Worldwide is providing both communications and program planning support for The Presidents' Summit for America's Future. It is doing so with a significant pro-bono contribution. In addition, to further America's Promise - The Alliance for Youth, which is the campaign to be launched by the Summit, Edelman has committed itself to the following by the year 2000:

- An expanded intern program that will provide two additional internships for inner-city youth in their Washington, D.C., New York and Chicago offices located in Atlanta, Dallas, Houston, Los Angeles, Sacramento, San Francisco and Silicon Valley.
- A program of pro-bono public relations counsel wherein each of Edelman's U.S. offices, each year through 2000, commits to providing a nonprofit volunteer or service organization in its area with a program for gathering support

for its efforts to deliver to young people one or more of the five resources targeted by the President's Summit.

Elderhostel

Elderhostel commits to engage 15,000 older adults, tripling their expected growth, to short-term public service opportunities that will directly benefit 15,000 young people. Elderhostelers will teach or tutor 115,000 students per year in elementary, middle, and high schools. At camps for special children, Elderhostelers will mentor and provide one-to-one attention to an estimated 5,000 young people per year. At conservation projects in state and national parks, Elderhostelers will work together with 3,000 young people to help improve and preserve the environment for a safe and healthy future, and will serve with 2,000 young people in Habitat for Humanity builds. And to provide an incentive to senior citizens who volunteer for these activities, Elderhostel will offer 500 educational scholarships to participants in the National Senior Service Corps who volunteer at least 15 hours per week at their local elementary schools.

The Elementary Science Education Partners (ESEP)

Programs of Emory University and Morehouse School of Medicine, over the next three years will double the number of undergraduate student science partners in elementary school classrooms from 150 to 300, providing 3-4 hours/week of mentoring for a total of 6000 Atlanta Public School children. ESEP will develop an after school/Saturday program of Health Science Guides for 1000 elementary and middle school children in the Metro Atlanta area, staffed by medical, nursing and public health students. ESEP will produce text and video instructional materials designed to encourage other educational institutions in Georgia and the nation to establish partnerships with schools in their own communities.

Eli Lilly and Company

Eli Lilly and Company will dedicate at least 80,000 volunteer hours and over \$13 million in cash and product contributions through the year 2000 to highlight the program areas of the Summit goals. Specifically, the volunteer hours will be directed toward assisting Junior Achievement, Scouting and Explorer Troops, Big Brother and Big Sister, and tutoring in business and science education. Medicines will be donated through the Lilly Cares program to needy young people. Additionally, Lilly will provide up to 50 college scholarships through the Learning Diabetes Scholarship program and Diabetic Summer Camp program.

The Entertainment Coalition for Education

The Entertainment Coalition for Education, an emerging group of leading entertainment industry studios, agencies, companies, artists and educators, commits to develop a major public awareness campaign designed to support education initiatives in America. This two year campaign will be launched by the fall of 1997, and will ask all citizens to become more involved in teaching and learning and will issue a call to young people to help their peers and build stronger schools and communities through service.

EVEREN Securities, Inc.

EVEREN Securities, Inc. will expand its public school tutoring program to 10 cities during the 1997-98 school year, and to an additional 10 cities in 1998-99. These efforts will result in 1,000 volunteers providing 72,000 hours of corporate work-release tutoring during 1997-98, and 2,000 volunteers providing 144,000 hours during 1998-99. The volunteers will interact with 35,000 elementary school children in 1997-98 and 70,000 in 1998-99.

Every Child By Two

Every Child By Two will work with 12 cities around the United States to promote infant

immunizations through the enhancement of public/private partnerships, a defined agenda with managed care organizations, and technical assistance and training to develop pre-school immunizations at school based health centers.

Family Service America

Family Service America will serve 35,000 children and their parents or primary caretakers through FAST (Families and Schools Together), a collaborative prevention and parental involvement program designed to address the issues of substance abuse, violence, delinquency, and school dropout among children and youth. As a national partner in the Points of Light "Family Matters" volunteer project, FSA will actively involve 500-1000 families in ten new pilot programs.

Fannie Mae Foundation

The Fannie Mae Foundation will support the Presidents' Summit for America's Future with a \$5 million pledge to engage youth in aiding homeless efforts in the Washington DC metro region over the next four years. In keeping with the Presidents' Summit's emphasis on the nation's youth, the Fannie Mae Foundation will engage 50,000 young people as volunteers to reduce homelessness by the year 2000. This commitment broadens the scope of Help the Homeless, an annual effort by the Foundation, celebrating its 10th anniversary of raising awareness and money for nonprofit organizations and community groups that serve the homeless in the Washington area.

Farmers' Insurance Group of Companies

The Farmers' Insurance Group of Companies is expanding their American Promise program, a service-learning program that has been operating in 15,000 schools. The program will be expanded to 150,000 schools by the year 2000. Farmers' Insurance Group has also committed to creating the American Promise Foundation and will provide \$1 million to the American Promise

schools and promote the goals of the Summit through their institutional advertising. The Farmers' Insurance Group will join Connect America as a member of its national steering committee and devote a full range of corporate resources to engaging more Americans in service. The total value of this promise is over \$2 million.

Federal Agencies

All federal agencies will expand their commitment to school partnerships from approximately 1,500 to 2,000 schools by the year 2000. Federal employees will work closely with schools in a variety of ways – volunteering as mentors and tutors, purchasing needed equipment for schools, and holding career days.

The US Navy and the US Marine Corps

The Navy and Marine Corps, combined, will increase its efforts in tutoring and mentoring, focusing on literacy and anti-drug education, establishing partnerships reaching well over 700,000 youths through the year 2000. Programs include Personal Excellence Partnership Flagship, the Campaign Drug-Free Flagship, adopt-a-school, and the Young Marines of the Marine Corps League.

The US Air Force

The Air Force commits to increase the number of children reached by its programs and initiatives by at least 10%, bringing child development resources to an additional 100,000 children by the year 2000. The Civil Air Patrol commits to increase volunteers assisting at-risk youth by 10% by the year 2000.

The Secretary of Defense

The Office of the Secretary of Defense commits to mobilize children of active personnel (more than 300,000 children ages 6-18) to volunteer 1.5 million hours of service annually in on- or off-base community service projects, including programs supported by the Boys and Girls Clubs in America and the Junior ROTC.

The Agriculture Department

The Department of Agriculture will engage 26,000 more Americans in voluntary environmental service, offering conservation education to half a million school children through a 25% increase in the Forest Service Volunteer Program and a 40% increase in the Natural Resources Conservation Service's Earth Team. The Department will expand its efforts to distribute excess food to Americans in need, with a special emphasis on engaging young people in food recovery and gleaning.

The Justice Department

The Department of Justice will commit \$8.6 million to 52 new Juvenile Mentoring Program (JUMP) sites across the country to support one-on-one mentoring; will join the Department of the Navy and Army to expand their Drug Education for Youth (DEFY) programs from 3 to 30 sites; will create Youth Network, a public/private partnership to offer young people a chance to serve in programs and join the national debate on juvenile violence and delinquency prevention; will convene a Public/Private Mentoring Alliance to support mentoring programs across the country; and will launch the "Get Involved America" partnership to reduce youth violence.

Nike and HHS

Nike and the Department of Health and Human Services commit to greatly expand the PLAYCORPS program from 100 coaches in four cities this year to at least 1,000 coaches all over America, training college students to coach and mentor young people in underserved areas through recreational leagues.

African American Sororities and HHS

HHS commits to expand its Girl Power! mentoring campaign through a new partnership with the four African American Sororities – Zeta Phi Beta, Sigma Gamma Rho, Alpha Kappa Alpha, and Delta Sigma Theta. The sororities commit to implementing a mentoring program in their undergraduate chapters.

Education Department

The Department of Education commits to increase its Summer Reading Partner program by increasing the volunteer tutors from 300,000 to 450,000, increasing the number of children reading over the summer from 1 million to 1.5 million. With the concurrence of Congress, the Department plans to launch 1,000 new after-school programs nationwide.

Interior Department

The National Park Service proposes to allocate \$1-2 million per year to expand youth service opportunities to restore trails and facilities in the national parks. The Department will launch two internet-based initiatives: the National Junior Ranger program for children aged seven to eleven, to stimulate interest, knowledge, and career interest in natural resources and the National Park Service Volunteer Opportunity System, a nationwide volunteer opportunity listing service.

Federal Emergency Management Agency

FEMA will offer high school seniors with new service opportunities through a Spring Break Program.

Veterans Affairs

The Veterans Affairs Voluntary Service program will increase by 50% the number of student and youth volunteers in its facilities, bringing the number of volunteers to 15,000.

School-to-Work

The School-to-Work program commits to tripling the number of employers in their program so that approximately 600,000 companies have mentoring initiatives, and bring students and teachers into the workplace by the year 2001.

The Peace Corps

The Peace Corps will triple the number of partnerships with teachers in its World Wise Schools program which pairs returned Peace Corps volunteers with teachers in the schools, and will tell 50,000 young people a year about service opportunities in the US.

The Department of the Treasury

The Treasury Department commits to teach an additional 35,000 elementary and middle school students to avoid gangs and violence through the GREAT program and its 2,000 law enforcement volunteers.

Transportation Department

The Department commits to establish a new tutoring, mentoring and education curriculum, the Garrett A. Morgan Technology & Transportation Futures Program, to reach 1 million students by the year 2000.

EPA

The Environmental Protection Agency will launch a new partnership that will link senior citizens, the fastest growing segment of the population, to environmental service, including teaching children how to protect the health and environment of their communities.

Housing and Urban Development

HUD will expand its Neighborhood Networks program to create 500 computer centers in assisted or insured housing by the year 2000, more than doubling its current program. HUD is also committing its resources to a partnership with the NCAA to support education camps in four empowerment zone/enterprise communities next year, and 25 communities by the year 2000.

OPM

The US Office of Personnel Management will give the federal agencies the personnel tools they need to support federal employee participation in communities service.

The Selective Service System

The Selective Service will expand their information on serving the nation to include information on community and national service opportunities that arise out of the Presidents' Summit to the nearly 5,000 men turning 18 years old every day.

Federated Department Stores, Inc.

Federated Department Stores, Inc. will be a catalyst for 50,000 hours of employee volunteer service in tutoring, mentoring, and education. The company will encourage and support employee's children and family members to volunteer as well. Federated will launch a "Dollars for Doer's" program that will provide a grant for the school at which an employee or immediate family member volunteered, which will result in an additional \$500,000 new direct aid from the corporation to community schools nationwide by the year 2000.

First Book

First Book will distribute two million new books to children over the next three years, reaching over one million children who otherwise would not have books of their own. First Book will double the number of local Advisory Boards reaching low income children in an additional 100 communities.

First Union Corporation

The First Union Corporation pledges to provide four hours per month of paid time away from work for its employees to volunteer in schools as literacy tutors, mentors, and parent volunteers. This promise represents an estimated 1,200,000 hours of employee volunteer involvement from 1997 through 2000.

Fleet Financial Group

Fleet will provide each full time two days per year of paid time away from work for community service volunteer projects, representing 1,300,000 hours through the year 2000. In cooperation with local United Ways, Fleet will open 25 tutoring centers throughout the Northeast by the year 2000 to provide an after-school place to help kids learn. It will motivate 100,000 youth to volunteer through the Fleet All Stars Program. Finally, an additional \$6 million will be contributed over the next three

years in support of community based organizations that help young people in America to lead healthy, fulfilling and productive lives.

The Florida State University

The Florida State University commits to double the total number of hours of public service provided by the University community by the year 2000. To accomplish this goal, the University will include service as a part of the criteria for the first time in college and undergraduate transfer admission process; require students to report the number of service hours they have performed and include that data on their permanent transcripts; increase the number of humanitarian awards from one to 17; inaugurate a grant program that will award up to \$500,000 by the year 2000 for students in kindergarten through high school to administer their own service mini-grant programs; and design and challenge other universities in the State University System of Florida and the Atlantic Coast Conference to match their promise and their total hours for public service.

Foster Grandparents, RSVP, and Head Start

The National Association of Foster Grandparents Directors, National Association of Retired and Senior Volunteer Program (RSVP) Directors, and the National Association of Head Start Centers will launch a new partnership that will place at least one FGP or RSVP senior volunteer as tutors and mentors with at-risk children and families in each of the 43,000 Head Start centers nationwide. Foster Grandparents will be placed in one-to-one supportive relationships with Head Start's most at-risk children with special needs and disabilities. In the 3,000 Head Start Centers currently served by Foster Grandparents, the volunteers will launch a new intergenerational storytelling program, "Speak to Me" to share life experiences, broaden horizons, motivate children and parents to overcome difficulty, and inspire them to succeed. RSVP

volunteers, in addition to direct service such as tutoring, will facilitate the delivery of effective Head Start programming, including supervised mentoring relationship with young parents, assisting with health screening, nutrition education, and training in effective behavior management skills.

General Electric

General Electric employees will annually volunteer one million hours in community service for our nation's youth – doubling the current service of the "GE family." The GE effort will be led by Elfun, the company's volunteer service organization of 36,000 members in 73 locations.

General Federation of Women's Clubs

The General Federation of Women's Clubs pledges to establish and support volunteer tutoring and literacy projects in each community represented by their 6,500 clubs across the country by the year 2000.

General Mills

General Mills will commit an incremental \$2.1 million to the Challenge U program to provide scholarship grants awarded to students who stay in school and achieve good grades. The program, targeted to youth at risk, will fund an additional 700 \$2000 awards. It will also print the America's Promise number, website and message on more than 50 million boxes of its Wheaties and Total cereals. The company will triple its promise to mentoring, with over 1000 of its employees and family members engaged in mentoring relationships by the year 2000.

Generations United

Generations United will commit to developing an infrastructure to provide training, technical assistance and resource-sharing to a minimum of 500 agencies of youth and aging organizations desirous of developing successful intergenerational programs to support children and youth. In addition, Generations United is

committed to advocating for the needs of the over 1.2 million children being raised by their grandparents. Through the 130 national organization members, representing over 70 million Americans, Generations United will lead a national effort of children and aging organizations to advocate for public policies that support the health, economic, educational and legal protections for the children and kin who are raising them. We will develop a process of electronic dissemination of successful programs, provide a series of educational forums and briefings to national and state policymakers, and work with advocates for children and their grandparents to spearhead the program and policy support they need.

Girl Scouts of the U.S.A.

The Girl Scouts will dedicate 8.5 million hours of community service by scouts beginning this year, their 85th anniversary, and continuing through the year 2000. The hours will be devoted to achieving the five resources for, and in this case with, America's youth.

Glaxo Wellcome

Glaxo Wellcome will expand its employee volunteerism to support 300,000 hours of employee volunteer time, worth \$4 million, focused specifically on tutoring kindergarten through third grade students to improve their reading skills and enhance their interest in science. Glaxo Wellcome will also partner with AmericaReads to establish collaborative agreements between school systems, colleges and universities in North Carolina which will involve 1,000 college students to serve as tutors. GW will also donate \$10 million to schools and organizations that emphasize school-to-work initiatives.

Golden Books Family Entertainment

Golden Books will donate 500,000 books a year through the year 2000. These books will serve as the foundation for the Golden Books Storytelling

Initiative. The books will be donated to qualified mentoring organizations for the purpose of developing small children's libraries on their premises. Golden Books would also support these mentoring organizations in developing regular storytelling events with the help of guidelines and suggestions prepared by staff members. In addition, they will give Golden Book employees access to donation copies for use in any active volunteer work that they perform in their communities for the benefit of children.

GRANDparents USA

GRANDparents USA has committed to provide a premier inner-city technology center for neighborhood young people and seniors by creating a collaboration with the City Department of Parks and Recreation, the civic association, neighborhood schools, and international businesses headquartered in Houston, Texas. GRANDparents USA will offer the expertise of 200 caring volunteer mentors and teachers and use of the latest in state-of-the-art computer technology to advance the self-esteem and marketable skills of 2,000 young people by the year 2000.

Grantmaker Forum on Community and National Service

The Grantmaker Forum on Community and National Service will develop and implement a strategy designed to increase the number and quality of foundation and corporate investments in the field of community and national service. The Forum will work with family foundations, community foundations, private foundations, corporate giving programs, and federated giving programs to create more and better opportunities to engage young people in meaningful service to their communities.

Greek Orthodox Church in America

The Greek Orthodox Church in America will commit to assisting one needy child per every

ten families in the more than 450 Greek Orthodox parishes nationwide. It will help these needy children in each of our communities gain access to an ongoing relationship with a caring adult – mentor, tutor, coach; safe places and structured activities during non-school hours to learn and grow; a healthy start in life; a marketable skill through effective education; and opportunity to give back through community service.

Habitat for Humanity

Habitat for Humanity commits to expanding the opportunities and incentives for young people aged five to 25 to serve, committing that by the year 2000 there will be a Habitat for Humanity presence on 600 college and high school campuses through the Campus Chapters for high school and college youth and the Youth Programs for young people from kindergarten through junior high school. In order to break the cycle of poverty, Habitat is investing in a new program that supports mentoring, tutoring, and after-school programs for disadvantaged children, homeowner children and their friends to improve school performance and their life opportunities. Specific areas of investment in the young include: the construction of 24,500 new houses by the year 2000, providing simple, decent homes to 45,000 children; a national goal of having every Habitat house on the information highway, providing poor children with access to these incredible resources; will work with a wide range of partners, including Girls, Inc., the Boys and Girls Clubs for mentoring programs, and will increase its number of AmeriCorps members by 10% across the country; expand the alternative Spring Break program to engage 27,000 young people and raise \$3 million in house-raising funds; and with the US Department of Housing and Urban Development, pledge jointly to encourage every HUD staff person across the country to participate in Habitat for Humanity house builds.

Hecht's/Strawbridge

Hecht's/Strawbridge has made a promise of \$250,000 over four years to help Big Brothers/Big Sisters of America reach its goal to double the number of matches by the Year 2001.

Strawbridge's will focus its activity in department store locations in the Mid-Atlantic states with an emphasis in the Philadelphia Tri-State region. Strawbridge's will encourage its 8,000 employees to get involved as mentors at Big Brothers/Big Sisters local agencies and assist Big Brothers/Big Sisters of America in its recruitment efforts.

Hewlett-Packard

Hewlett-Packard will launch a new Diversity Partnership Initiative, providing more than \$4 million to kindergarten through twelfth grade and university partnerships in urban areas that are engaging students in math and science. By the year 2000, Hewlett-Packard has committed to provide over 190,000 employee volunteer hours and \$24 million in cash and equipment to kindergarten through twelfth grade schools (an increase of 15 percent).

Highmark Blue Cross Blue Shield

Between 1997 and 2000, Highmark will subsidize full medical home care for 40,000 children in poor working families. This promise is valued at \$20 million.

Honeywell, Inc.

Honeywell, Inc. will mobilize 8,000 employee volunteers, comprising one-fourth of their workforce in the U.S., to developing mentoring relationships with children in grades 4-12; recruit 4,000 volunteers to build affordable housing for low-income families; and donate 10,000 home thermostats to Habitat for Humanity. Additionally, Honeywell, Inc. will contribute a total of \$20 million to educational programs, one-fourth targeted to early

childhood programs including those that support a healthy start. Finally, Honeywell will engage 1,000 retiree volunteers in programs supporting children and youth.

HOPE for Kids

HOPE for Kids volunteers will devote the following to children's health initiatives through the year 2000; in one hundred cities, volunteers will devote one million manhours in order to reach three million children through door-to-door canvassing to identify at-risk children, educate parents about the importance of immunizations, and register children for immunization appointments.

Houston Reads

The Houston Reads Commission, a coalition of civic leaders, citizens groups, and national and community service programs, commits to recruit 20,000 new volunteers for children and family literacy. This effort will quadruple the number of literacy volunteers currently serving the children of Houston, Texas.

Hugh O'Brian Youth Foundation

The Hugh O'Brian Youth Foundation will implement a service component in their leadership development seminars, for the first time in their history, asking the 14,000 sophomores who attend to undertake a community service project requiring a minimum of 100 hours. This effort will result in at least 1,400,000 volunteer service hours each year. To step up efforts to help young people realize the personal and social benefits of volunteerism and service, HOBY will create \$1,000,000 in Community Service Scholarships over the next five years, to be funded half by corporations and half by participating colleges and universities.

IBM

IBM has committed through its Team Tech Volunteer program to provide technology and technical services to over 2,500 health and

human service non-profit agencies that will directly benefit over 2.5 million young people by the year 2000. In 1997, this promise will be \$2.4 million and, by the year 2000, will be \$10 million. The effort is launched in partnership with AmeriCorps* VISTA, Public Allies, and the United Way of America.

"I Have a Dream" Foundation

The "I Have a Dream" Foundation will launch at least 25 new projects in 20 cities across the country over the next 10-15 years with over \$18 million in new private funds. Each project will provide long-term, comprehensive education and social enrichment comprised of tutoring, mentoring, after-school, weekend and summer activities, cultural exposures, college preparation, job placement and community service opportunities for children.

Jewish Social Justice Center

The Jewish Social Justice Center will mobilize 100,000 volunteer tutors and aides in eight target cities.

Jumpstart

Jumpstart will focus on and build early childhood literacy by engaging 2,000 corps members in service to young children and their families, reading approximately 250,000 children's stories one-on-one with young children; by providing 1,440,000 hours of out-of-(pre)school time activities for young children in Head Start and other preschool programs; and by engaging 10,000 volunteers in service with young children and their families through Children Across the City events to provide examples of literacy-based learning activities that can be recreated in the home, reaching 100,000 children and families by the year 2000.

Junior Achievement

Junior Achievement will lead an effort to introduce an additional two million young

people to economic opportunity through education, summer jobs, and internships by the year 2000.

"Just Say No" International

"Just Say No" International will triple the number of "Youth Power" teams to 324 and triple the number of youth participants to 6,060 by the year 2002. "Youth Power" is a youth-led program that includes peer tutoring, drug-free activities, peer support, and community service.

Kaiser Permanente

Kaiser Permanente will host a Summit of business leaders to identify measures that businesses can take to help the young children of their employees and the communities they serve.

KaBOOM!

KABOOM! commits to lead a "Let us Play" campaign to construct 1,000 playgrounds that will serve over 1 million children in underserved communities by the end of the year 2000. The promise includes providing play equipment for nearly 1,000 communities in all fifty states. KaBOOM! will leverage \$25 million in national and local support for this campaign.

Kimberly-Clark Corporation

The Kimberly-Clark Corporation, the paper company headquartered in Neenah, Wisconsin, will invest over \$2.6 million to support community playgrounds built by thousands of employees, family members, and neighborhood volunteers in 37 cities across the United States in 1997. Creating safe and imaginative places for children to play and learn will be the heart of K-C's 125th Anniversary Celebration. To facilitate this project, the company has forged an innovative alliance with KaBOOM!, a national non-profit leader in coordinating community-built playgrounds. In addition, K-C will build a Philadelphia playground during the weekend of

the Summit in partnership with Mayor Rendell, KaBOOM!, The Philadelphia Eagles, Playground Environments, and the residents of Nicetown.

Kiwanis International

Kiwanis International will establish Kiwanis Young Children's Councils in clubs in 50 cities that will draw together child-serving agencies, service organizations, government officials, and businesses to identify the greatest needs of children and develop comprehensive responses. Young people in the Builders Clubs (in junior high and middle schools), Key Clubs (in high schools), and Circle K (in colleges and universities) pledge to involve at least 25 percent more peers in service, engaging 250,000 young people in more than 30 million hours of community service.

Kmart Corporation

Kmart will contribute at least \$50 million to support drug fighting and prevention programs that benefit children nationwide and will implement an educational drug prevention program called Kmart Kids Race Against Drugs with at least 2,000,000 children participating by the year 2000. Kmart will also mobilize its associates and customers to raise approximately \$2 million annually in support of the March of Dimes. Additionally, Kmart will identify 2,150 stores as safe havens where children can go if in trouble and be assisted by a caring adult who can help them and/or call their parent, guardian or the police for assistance. At each of these stores, Kmart will develop and implement a child identification and registration program and nationwide will post "missing children" information.

KPMG Peat Marwick, LLP

Twenty-thousand employees of the international consulting firm KPMG Peat Marwick, LLP, will spend an entire business day by investing 160,000 volunteer hours of community service in

more than 1,000 local communities across the country. Their service will focus primarily on education for youth, and will range from painting classrooms, renovating school playgrounds, and leading educational programs for young people. The promise is valued at \$20 million which includes billable time, salaries, and expenses for the service projects.

LensCrafters

LensCrafters, the national vision care company, will provide one million needy people, especially children, with free vision care by the year 2003.

Lions Clubs International

Lions Clubs International will commit to reaching three million students with the message of volunteerism by donating its youth volunteer video program, "The Future is Ours ... So Now What?", to 3,000 middle and high schools.

LISC (Local Initiatives Support Corporation)

The LISC will raise, lend, and invest \$2 billion in housing worth \$4.9 billion to create safe and affordable homes for 61,500 families in 175 communities by the end of the year 2000. The housing development initiative is a collaboration between banks, AmeriCorps national service programs, and community development corporations, which are grassroots, volunteer-led, self-help organizations, working to revitalize their communities in cities and rural areas nationwide.

March of Dimes

March of Dimes will increase its investment by \$30 million by the year 2000 in its mission of giving every baby a healthy start in life; will double their youth leadership program to 2,000 young people; will double the number of high school and college councils promoting healthy lifestyles and practices; will hold a national youth conference to provide leadership training

to at least 400 youth volunteers; and commit to provide each of their newly recruited youth leaders with mentors in their own communities.

Maryland Youth Service Action Committee

Maryland Youth Service Action Committee will develop in the twelve months following the Summit, a statewide network of 300+ youth service and leadership organizations across Maryland and encourage each of these to adopt community service as part of their mission.

McDonalds – Ronald McDonald House Charities

McDonalds – Ronald McDonald House Charities commits \$100 million in grants over the next five years to continue their mission of providing comfort and care to children and families. Ronald McDonald House Charities makes grants to thousands of national and local children's programs including Ronald McDonald Houses. The \$100 million promise will fund programs that address serious issues such as preventing child abuse, youth suicide, substance abuse and much more. They will also reach deep into local communities across the nation through grants to programs such as barrier-free playgrounds and unique educational opportunities for inner city youth. The promise is a full team effort, made possible thanks to the generous support of time and money from McDonald's customers, franchisees and suppliers, and individual and corporate donors, who are the lifeblood of the organization.

McGraw Hill

McGraw Hill commits to launching a new philanthropic initiative to provide economic and business information to the classroom through a combination of cash, product donation and volunteer involvement. McGraw Hill will sponsor teacher training and classroom educational activities in ten cities, contributing \$500,000 in software and \$1 million in cash contributions. McGraw Hill will develop a new

employee volunteer initiative. McGraw Hill will also donate \$1 million of ad space in McGraw Hill publications, including Business Week, to Summit organizers to help promote mentoring and other youth development, as well as develop a new employee volunteer initiative.

MCI

MCI, in partnership with leading US educational organizations (National Endowment for the Humanities, the American Association for the Advancement of Science, the National Council on Economic Education, and the Council of the Great City Schools), will bring Internet-based learning to classrooms across America in all core academic disciplines from science and mathematics to economics and the humanities. This partnership, with a cash grant from MCI of \$1.1 million, offers up to 8 million students, teachers and parents specially tailored Web sites, customized search engines, teacher training, and teacher/student interactive materials. MCI has donated MCIFAXREPLY services for the Summit and has contributed a toll free 1-888 55YOUTH number between now and the Summit to help secure more promises for America's youth.

MTV

MTV will launch a new on and off air pro-social campaign entitled "You Are Here." Focused on themes of community service and personal responsibility, the channel will commit on-air programming time and will partner with its cable affiliates to involve its 62 million viewers on a more grass roots level. In line with MTV's "Choose or Lose" campaign, which devoted more than 100 hours of programming, valued at \$72 million, "You Are Here" will use concerts, promos, news and special events to speak directly with its audience about personal involvement and responsibility. Through outside partnerships and 800 numbers, we will provide our viewers with the information necessary to become active members of their communities.

Michigan Nonprofit Association

The Michigan Nonprofit Association will engage 50,000 young people in community problem solving through volunteerism over the next five years in the state of Michigan. This is a Connect America partnership, in cooperation with Volunteer Centers and Campus Compact higher education institutions in the state.

Microsoft Corporation

Microsoft will work with 5 not-for-profit computer recyclers to place 50,000 recycled and refurbished computers in neighborhood schools by the end of the next school year. The refurbished computers and donated software (valued at \$4 million) will reach more than 25,000 classrooms and 750,000 K-12 children in the next year. Microsoft is also providing software to the Summit and will provide software and technical assistance to America's Promise.

Miss America Organization

The Miss America Organization will offer matching funds of \$100,500 for the National Service Scholars Program to be given to 201 high schools located throughout all 50 states and the District of Columbia. Scholarships will be awarded to high school students based on the quality and quantity of their community service.

Mitsubish Motors

Mitsubishi Motors commits to provide over \$190,000 in scholarship and in-kind contributions by the year 2000 to support national programs teaching youth marketable skills through automotive technology competitions. Through a collaborative partnership with National 4-H Council and all of our K-12 education programs, we commit to providing over 133,000 youth and their mentors environmental education programs in the first year alone. Through M.E.M.B.E.R. (Mitsubishi Employees Making a Better Environment a Reality), Mitsubishi commits to providing 6500

youth an opportunity to give back through service by the year 2000. Mitsubishi will invite students at each of its adopted schools to become part of its "Join our Team" volunteer outreach project.

National Academy Foundation

The National Academy Foundation will expand its programs (sites from 237 to 387), student enrollment (15,178 to 24,744) and graduates (from 2728 to 4364) between 1997 and the year 2000. NAF partners business and education to provide high school students with practical career experiences, life skills, and industry-specific knowledge to succeed in college and/or the workforce.

National Alliance to End Homelessness

The National Alliance will work with corporate partners to recruit, train and sustain a volunteer corps of mentors who will work with the 2,000 Alliance members across the country to reach out to homeless and formerly homeless families. Mentors will help parents provide a stable family environment, coach parents on how to create structured learning environments, reinforce the importance of reading aloud, and provide assistance in life skills development. The project will be organized at the community level by AmeriCorps*VISTA.

National Assembly

The National Assembly of National Voluntary Health and Social Welfare Organizations is proud to join other Connect America Partners in making its commitment for the Presidents' Summit. The Assembly represents 50 national not-for-profit health and human service organizations which collectively serve and involve in servicing more than 50 million Americans each year. The National Assembly will inform 20,000 young people by the year 2000 about opportunities for service and internship opportunities within voluntary human service organizations.

National Assembly of State Offices of Volunteerism and Community Service

The National Assembly of State Offices of Volunteerism and Community Service commits to the development of a "Business Buddy" program in five states, involving 3,500 trained mentors from the workplace who will work with young people at risk, serve as role models, and assist them in developing and/or heightening marketable skills.

National Association for Equal Opportunity in Higher Education (N.A.F.E.O.)

Fully supporting the Summit's goals, N.A.F.E.O. is pledging that 50% of the student enrollment (approximately 140,000 students) of the 117 historically and predominantly black colleges and universities across the country will engage in volunteer community service projects with an emphasis on tutoring and mentoring.

National Association of Child Care Referral Agencies

The National Association of Child Care Referral Agencies commits to improving the health and safety of the 10 million children in child care by the year 2000 by linking pediatric health professionals as volunteers with child care programs across the country, through over 600 local child care resource and referral programs as part of the Healthy Child Care Campaign. NACCRA will work in partnership with a number of health care provider organizations including the National Center for Health and Safety in Child Care, American Academy of Pediatrics, National Association of Pediatric Nurse Practitioners.

National Basketball Association

The NBA has launched a league-wide program to promote volunteerism and community service. NBA Team UP will produce and air PSA's showing players performing community service and encouraging young people to do the

same devoting a minimum of \$10 million of air time over the next two seasons. NBA Team Up will work with its teams and non-profit partners to engage 100,000 additional students to complete Team UP approved service projects during that period. Projects will then be recognized during an annual television special at the NBA all star weekend.

National Center for Family Literacy

The National Center for Family Literacy commits to doubling its efforts from 50,000 to 100,000 disadvantaged families who will receive support and literacy training through its family literacy programs.

National Center for Learning Disabilities, Inc.

The National Center for Learning Disabilities, Inc. will commit to helping more than 500,000 children enrolled in Head Start and other preschool programs get off to a healthy start through the creation of teacher training tools that bridge special and general education teaching practices.

National Conference

The National Conference commits to engage an additional 8,500 high school students in giving back in their communities to address bias, prejudice and bigotry in their schools and lives through its 62 regional offices. These diverse students, after engaging in intensive workshops, will volunteer in new ways to educate others by speaking out publicly about their experience, volunteering to mentor elementary and middle school students in diversity and multicultural education and facilitating dialogue with peers on cultural and religious awareness.

National Council of La Raza

National Council of La Raza (NCLR) will develop and distribute NCLR's/Coors Literacy/Job Preparedness Tool Kits to more than 200 local affiliates in 37 states. The Tool Kits will be an essential component of a program whereby

75,000 young people will improve their chances of developing marketable skills through effective education.

National Council of Negro Women

The National Council of Negro Women will mobilize its 36 national affiliates and 250 community-based sections to deliver the five resources for young people including: deploy 150,000 individuals to provide one-on-one mentoring and tutoring relationships; provide specialized training and internships, especially to stimulate interest and skills in math and science; encourage family volunteering as a part of the Black Family Reunion Celebrations all across the country; and hold Leadership Round Tables in twenty cities to address issues which impact the lives of families and communities.

National Council on Economic Education

The National Council on Economic Education will increase the number of active volunteers from 1,000 to 2,500 by working with local programs on community outreach programs. Volunteers will help with teacher training and follow up for economic education. Additionally, through its ongoing programs, NCEA will reach an additional 250,000 children per year with effective economic education – thereby reaching an additional one million young people by the year 2000.

National Council of Volunteer Centers

The National Council of Volunteer Centers will commit the Volunteer Centers that are members of the Point of Light Foundation to develop 400 new collaborations, on new or expanded youth initiatives, connecting one million young people with caring adults and/or with the opportunity to serve.

The National Court Appointed Special Advocate Association

The National Court Appointed Special Advocate Association will recruit 35,000 new volunteers and increase representation of abused and neglected children over the next five years by 205,000. The CASA and volunteer Guardian ad litem network – currently more than 38,000 volunteers – will expand to more than 175 new communities.

National Crime Prevention Council

The National Crime Prevention Council will create the online Crime Prevention Resource Center, with support from the Allstate Foundation, to serve as an electronic community resources center for victims and communities hurt by crime. The resource will feature educational games and activities for children, materials and best practices for adults who work with youth, and training on neighborhood action to prevent crime. The NCPC is also committing to enroll 100,000 more youths in 20 new sites in its Youth as Resources program, which helps young people design and carry out service projects that address social programs, resolve community issues, and improve their communities. In partnership with Ameritech, the Council will hold a national conference on preventing crime to share with mayors, police chiefs, citizen practitioners, youth, and others the best and latest information on programming to make communities safer and more vital. Also, Radio Shack will give out more than 30 million crime prevention brochures, will host four satellite trainings per year, and will provide the videotape to the public free of charge.

National Education Association-Retired

The National Education Association-Retired will expand its programs by the year 2001 to help teach over 50,000 youth to read independently by the end of the third grade; to involve over 100,000 youth in intergenerational and mentorship programs in at least 30 states; to

establish 40 sustainable partnerships in over 40 states with civic, philanthropic organizations, businesses, and public schools; and to train over 1,000 retired members to work in America's public schools.

The National Exchange Club

The National Exchange Club will launch a new national partnership with the U.S. Junior Chamber of Commerce to convene issues forums in communities across the United States to support the development of safe places for all youth. The Club will help communities identify issues, develop strategic action plans, and develop successful programs and services to ensure safe places to gather, learn, work, and live.

National Foundation for Teaching Entrepreneurship

The National Foundation for Teaching Entrepreneurship, which teaches low-income youth entrepreneurial skills, values, attitudes, and business skills, commits to increasing the number of Certified Entrepreneur Instructors trained from 1,000 to 3,000; increasing the number of youth completing NFTE's 100 hour program of entrepreneurial training from 12,000 to 25,000; and mobilizing 3,000 corporate sponsors and mentor volunteers to team up with NFTE Certified Instructors to serve on panels, as guest speakers, offer site visits, and support NFTE graduates.

National 4-H Council

The National 4-H Council will expand its community service programs to involve 300,000 additional young people over the next three years in direct service.

National Fraternal Congress of America

The National Fraternal Congress of America will mobilize its youth members to provide two million hours of voluntary service to their communities, plus an additional \$10 million to

leadership development and life skills education for children, teens, and young adults nationwide. The NFCA is an organization of 92 individual societies composed of ten million members in organizations such as the Knights of Columbus, Aid Association for Lutherans, and the Independent Order of Foresters.

The National Future Farmers of America Organization

Future Farmers of America is committing to all five goals of the Summit. It will: expand its in-school youth mentoring program from 700 schools to 2,500 schools by the year 2000, resulting in an increase of 17,500 to 62,500 volunteers who are committing at least one hour per week for high school and elementary youth; launch a "Partners for a Safer Community" program in up to 4,000 community safety coalitions to reach nearly 250,000 young people when fully implemented; double the reach of their "Food for America" healthy start program to reach an additional 120,000 elementary age children; and increase charitable donations through the FFA foundation to over \$11 million annually for children and youth.

National Institute for Literacy

National Institute for Literacy is committed to promoting literacy among youth and families in 10 cities through a specially targeted public service message aimed at youth which will increase literacy, public awareness and the number of literacy volunteers by 20% in these 10 communities. The new messages will focus on how literacy skills are critical if we want all young people to contribute to their communities, be successful at work and create strong families. The National Institute for Literacy will track the impact of these messages in the 10 cities in 1998 and 1999.

National Interfaith Hospitality Network

The National Interfaith Hospitality Network will serve an additional 60,000 children by increasing the number of operating networks (run by community partnerships of citizen volunteers, congregations, and local social service agencies) from 42 to 150; triple the number of youth volunteers to engage an additional 80,000 young people as peer support; double the number of network-driven community initiatives that benefit homeless and low-income families from 60 to 120; and engage an additional 12,000 volunteer mentors to support children and families by acting as role models and community advocates.

National PTA

The National PTA will champion the Summit goals and initiative to the over 26,000 local PTA school-based units across the country and will create a special back-to-school mailing to be sent in the late summer to encourage community service for and with youth and in their national magazine; will foster student participation in community service and involving community members in school volunteer programs as key components in school improvement; will encourage its members to work with local business and industry for policies that will allow employees paid leave time during the year so they may volunteer in their children's school and community; will conduct an outreach program to urban and minority parents and students in big cities to promote community volunteering; will hook up with the Summit communities after Philadelphia to share best practices and engage in the post-Summit process; and in cooperation with Phi Delta Kappa, will host 50 public education forums which will bring together a wide cross section of the community to discuss the many ways that public schools and the community work together to assure that every child receives a quality public education.

National Recycling Coalition

The National Recycling Coalition will establish a National Recycling Corps that, by the year 2001, will accomplish the following: provide career development opportunities in the field of recycling for high school and college-aged youth; and raise the capacity of community based, non-profit recycling organizations to bring recycling service to un-served and under-served communities and/or promote local economic development via recycling. The Corps will be composed of 500 college students with year-long internships and 500 high school graduates with year-long apprenticeships. The Coalition will also provide training to high school students from 1,000 cooperating school districts who then will conduct recycling education programs in middle and elementary schools.

National Restaurant Association

The National Restaurant Association will expand the industry's school-to-work programs from 50 schools to 500 by the year 2002, engaging 10,000 students in programs that build career and work skills; introduce 250,000 youth to the "world of work" over the next five years through new partnerships with schools and civic and community organizations providing internships, scholarships, and job shadowing opportunities; commit \$250,000 over the next five years to facilitate these new efforts.

National Society of Fund Raising Executives

National Society of Fund Raising Executives (NSFRE) supports all five goals of the Summit and Connect America in three primary ways by assembling a national council of philanthropy, which will be made up of leading philanthropists from across the country; by launching a new nationwide initiative called "Design for Leadership" which will combine the power of philanthropy and volunteerism in communities across the country to help solve our society's problems, especially those affecting youth; and,

by promoting the goals of the Summit in conjunction with National Philanthropy Day which more than 130 chapters with 6,000 members sponsor in communities throughout the month of November.

National Urban Rural Fellows, Inc.

The National Urban Rural Fellows, Inc. will incorporate community service into its model leadership training program. From now until the year 2000, Urban Fellows will serve as youth mentors and tutors in the communities in which they are assigned. Fellows will inform and educate each of their communities about the importance and valuable contribution of minority volunteerism which enhances effective education. Plans include engaging all seven hundred graduates, many serving as elected officials, senior executives, and entrepreneurs, to create and implement policies that support the five resources for America's youth.

National Volunteer Fire Council

The National Volunteer Fire Council, representing America's 850,000 volunteer emergency personnel, will raise the number of volunteer emergency personnel to 1 million by the year 2000. The NVFC will expand participation by young people in the volunteer emergency services by providing high-school aged youth through their junior firefighter programs. Working with the Volunteer Firefighters Insurance Services, the NVFC will raise the number of fire departments that participate in cadet or junior programs to 10,000 thereby giving an opportunity for up to 50,000 young people to get involved in volunteer emergency services.

National Youth Leadership Council

The National Youth Leadership Council commits to increasing participation of school-age youth in service by 50 percent, an increase of six million young people. NYLC is jump-starting this effort by creating an interactive, youth-oriented Summit Action Website (SAW) that will be operational

before, during, and after the Summit. SAW will immediately forward Summit news from Philadelphia to 60,000 classrooms, 2,500 online media contacts, and young people in 58 countries.

NationsBank

NationsBank is establishing 25 "Make a Difference Centers," providing after-school programs and other activities, reaching 250,000 youth and adults by the year 2000. The Make a Difference Centers are located in multi-family rental properties and provide a variety of activities for children ages 6-12 each day after school from 3:00 p.m. to 6:00 p.m. The activities at the centers include a one-on-one homework assistance and tutoring; literacy and education skills for parents; computer skills training for children and parents; activities for senior citizens; and hosting ongoing neighborhood activities such as crime watch meetings, bicycle safety classes, and parenting classes.

The Nature Conservancy

The Nature Conservancy pledges to bring 100,000 (500,000 total) children to nature preserves every year for the next five years so that they may learn more about the natural world. To reach this goal, they will establish new programs and strengthen existing ones and will create a new area on their Web site dedicated to collecting and exchanging information among children affected by their promise.

NetDay 2000

NetDay 2000 will organize volunteers in all 50 states to install the wiring infrastructure into public and private kindergarten through high schools for Internet access by the year 2000.

The New York Volunteer for Youth Campaign

The New York Volunteer for Youth Campaign will recruit and train 25,000 volunteers to provide intense, one-to-one help to 25,000 young people to improve school performance, increase self esteem, and prevent crime. The

campaign is a collaborative of the city's major youth organizations, government, business, and foundations responding to research that shows that 80 percent of NYC youth in one-to-one, volunteer-youth relationships stay out of trouble with the law, do better in school, and increase self esteem.

NFL Players Association

The NFL Players Association is launching a pro-athlete mentoring program for Native American teens in partnership with the Johns Hopkins Center for Indian Health. Over the next three years, the NFLPA will recruit retired and active NFL players to serve as mentors for Indian youths, launch a reservation-based peer leadership and healthy lifestyles curriculum, as well as in-school motivational sessions with NFL players, and an annual summer camp.

Nickelodeon

Nickelodeon is building on its grassroots efforts to support the "Opportunity to Serve" goal, by increasing its airtime from eight percent to ten percent, valued at \$21.8 million per year, to educate and encourage their 22 million kid viewers to volunteer through their The Big Help campaign. Nickelodeon will commit to doing the following: create a Big Help-on-the-Road tour to complement local volunteer activities; empower parents to help their kids volunteer with a specific message on-air and through a special "Parents' Guide to The Big Help"; and develop, create and distribute materials to 25,000 community groups (a 150% increase from 1996) to help organize volunteer activities for kids on local communities.

Novartis

The new Novartis US Foundation plus the Gerber Foundation will target their giving to school-to-work initiatives and health-related programs which reflect the goals of the Summit. Additionally, Novartis Corporation will contribute \$4 million to programs that highlight

Summit goals. Novartis also commits to engaging their workforce in community activities. Finally, Novartis has committed \$1 million to support the Summit and America's Promise activities.

The John Nuveen Company

The John Nuveen Company will commit to creating a new foundation called Chicago Scholars. The foundation will give scholarship assistance to graduating students from Chicago's 110 high schools, public, Catholic, and independent schools. Approximately \$500,000 in scholarships will be awarded by the year 2000. The Foundation also will provide mentors for each of the students receiving scholarships and find part time employment for them.

OASIS and The May Department Stores Company

OASIS and The May Department Stores will reach 100,000 children and youths through intergenerational community service programs in 25 cities. Sponsored by The May Department Stores Company, OASIS is a national educational program designed to enrich the lives of older adults, with a focus on recruiting, training, and supporting volunteers in meaningful community service. Its intergenerational tutoring program will provide one-on-one weekly tutoring to 25,000 students in the first through third grades; will launch a new mentoring-via-computer project to 2,500 youth; present a new interactive series on diversity and self-esteem to 50,000 students; engage 20,000 youth in their interactive Reader's Theater; and involve 2,500 youths in community service by training middle and high school students to teach computer skills to older adults.

100 Black Men of America, Inc.

100 Black Men of America, Inc. has committed to mentor 120,000 youths over the next three years. The sixty-nine 100 Black Men chapters provide African-American male mentoring support for

young people in "at-risk" situations so that they may reach their fullest academic potential. This promise represents a doubling of their mentoring relationships.

One to One/National Mentoring Partnership, Inc.

One to One/National Mentoring Partnership, Inc. will help the nation forge two million new mentoring relationships over the next five years. In addition, One to One will support national and local leaders who have already made mentoring a priority and mobilize others to do the same. Its goal is to educate Americans and their organizations about responsible mentoring and what they can do to make it available to every child in this country. It will serve as a resource to mentoring initiatives nationwide, and will teach children how to find caring and trustworthy adults to mentor them, and adults how to connect with opportunities to mentor children.

Operation Hand In Hand

The 30 chapters of this organization will provide free hand care – surgery, rehabilitation, and therapy – to 20,000 children with acquired or congenital hand defects by the year 2000.

Optional Health Care

Options Health Care will create stipended internships for 300 at-risk youth in its eight service centers across the country and Puerto Rico, which manage behavioral health care services for Medicaid and other public sector consumers. These interns will receive training, experience, and exposure to a working environment in a field which is a growing segment of the economy.

PacifiCare Health Systems

PacifiCare Health Systems is committing to providing basic medical screenings, immunizations, medical and dental care to two million uninsured and under-insured children

in at-risk communities. These services are valued at more than \$50 million. In addition, PacifiCare is committing \$3.25 million to improving childhood health education.

The Partnering Initiative on Education and Civil Society

America's leading education associations and organizations, representing 106,000 schools, colleges, and universities and approximately 64 million students are launching a ten year campaign to revitalize American classrooms and communities by involving students in "learn and serve" programs in more than one million non-profit neighborhood organizations. Millions of students will be learning by serving as volunteers in non-profit and community programs including environmental protection, care of senior citizens, working with the homeless and disabled, tutoring, historic preservation, and the arts. The coalition is establishing 10,000 partner schools to serve as resource centers to move the nation's students into community service, citizen-education, and character education programs. Partners include Communities in Schools, Campus Compact, National Association of Secondary School Principals, National Association of Elementary School Principals, Council of Chief State School Officers, The National Youth Leadership Council, The Community Service Learning Center, the Department of Education, the Association for Supervision and Curriculum Development, the Foundation on Economic Trends, The Closeup Foundation, the Corporation for National Service, the Constitutional Rights Foundation, Council of Chief State School Officers, American Association of everything in the world and then some, etc.).

Pfizer, Inc.

Pfizer, Inc. has made a promise of \$5 million to promote the health and wellness of children through the year 2000. To support a commitment to a healthy start at home, Pfizer will provide \$1 million in philanthropic grants to

health-care nonprofits for which its employees and families volunteer. Two million dollars in children's medicine will be provided free of charge through a network of 350 community-based health centers. Also, \$2 million will be donated to support organizations that promote health and wellness, and provide access to health care for young people. To support the development of marketable skills, Pfizer will build math and science fundamentals by linking schools in all of the company's 17 domestic locations and in its 10 locations worldwide. Pfizer scientists will serve as tutors as well as provide guidance for those seeking careers in math and science.

PFLAG

Parents, Families and Friends of Lesbians and Gays is committed to significantly increasing safe places and local support for gay, lesbian, bisexual and transgendered youth and their parents, friends, and family members by expanding their programming to 500 communities across the United States by 2002. This promise represents 100 new communities and over 10,000 families currently not served by PFLAG volunteers. PFLAG is also committed to working with youth services providers and agencies to help them meet the needs of at-risk sexual minority youth in programming and services, offering family-to-family training in a minimum of 50 additional cities by the year 2002.

The Pillsbury Company

The Pillsbury Company, headquartered in Minneapolis is launching "Caring Adults and Kids," a comprehensive commitment to help economically disadvantaged young people build and sustain relationships with caring adults. The Pillsbury Company will direct \$1.75 million in grants to mentoring organizations in 1997 alone. In addition to funding, Pillsbury volunteers will provide 50,000 hours of quality one-to-one mentoring to 250 young people in ten communities across the U.S. through their new

School-Plus Mentoring program, a partnership between Big Brothers/Big Sisters of America, elementary schools, and the company.

Pitney Bowes

Pitney Bowes has made a comprehensive commitment to cover all five goals of the Summit. They will increase their employee volunteer activities through a global day of employee service to help in particular the South End Neighborhood Revitalization Zone in Stamford, Connecticut. They are also donating over \$4 million worth of real estate of non-profit organizations for economic revitalization. In addition, they are giving a \$100,000 start-up grant for a local Success By Six program as well as developing a Student Advisory Council which will give students a chance to design a marketable skills program.

The Points of Light Foundation

The Foundation has made three commitments in support of the Summit/Alliance:

- To continue to build the Connect American coalition to achieve its goal of 10 million Americans "committing to connect" in the next five years.
- To engage 150,000 families in volunteer activities nationwide including the creation of a Family Matters site in the nation's capital; and,
- To work in partnership with selected national entities to coordinate development of a training/technical assistance consortium that will respond to new demands growing out of the Summit/Alliance effort.

Procter & Gamble

Procter & Gamble will increase financial support for the Cincinnati K-12 initiative by \$3.3 million, provide \$50 million in support for U.S. educational institutions and programs, create 5,000 jobs for youth in Greater Cincinnati, and involve 4,000 employee/retiree volunteers in K-12 education and youth service activities by the year 2000.

Project NEAT (National Education Advancement Team)

Project NEAT, a Silicon Valley-based non-profit which provides "Internet appliances" to schools in remote areas, commits to increase the number of schools it provides Internet appliances from 2,000 to 10,000. Total cost of the project in 1997 is \$7.5 million, an increase of \$1.5 million. Sega donates the appliances which are distributed locally and are coordinated at the local level by the Appalachian Regional Commission, the Bureau of Indian Affairs, and the California Technology Assistance Program.

Prudential

Prudential will sponsor recognition, education, and training programs to engage one million school-age youth in making their communities better places through volunteer community service. Employees will provide 200,000 hours of volunteer service in support of the five Summit objectives. The Prudential Foundation will deploy a new strategic focus for grant-making — making over \$40 million available in grants through the year 2000 to support efforts to help America's children and youth. And Prudential will make available \$10 million in below market loans to help finance new school start up costs in support of home state New Jersey's Charter Schools Initiative.

PSE&G

The Public Service Electric and Gas Company will commit an additional \$1 million over the next three years to its Urban Initiative to provide access to technology and training in New Jersey's inner cities. PSE&G will work in partnership with community based organizations, schools, businesses, government and local churches to ensure the success of this initiative. It will also expand its Community Partners program to the city of Camden, directed to the needs of children and families in this urban New Jersey community where poverty is pervasive.

Public Allies

Public Allies will build 300 young leaders through rigorous training and full-time apprenticeships in local organizations who will make six communities stronger places for children and youth to live and grow. These young leaders will engage 12,500 citizens in community service activities, and change the lives of children and youth by providing mentoring and tutoring opportunities for 50,000 and supporting the health needs of 32,500; creating safe and decent places for 12,500 children and youth to gather, learn, work and play and involve 25,000 of them in giving to others through citizen service.

Quest International

Quest International commits to providing training for an additional 30,000 teachers/mentors who will bring life skills education to an additional 1.5 million kindergarten through high school youth in the 150 Summit communities. The adult training and student youth development programs will focus on anger and conflict management, drug use prevention, character development and service learning. Quest International will deploy its more than 200,000 trained alumni to achieve their Summit promise.

Reading is Fundamental

Reading is Fundamental pledges to serve an additional 1.5 million children over the next four years by increasing its nationwide grassroots network of 219,000 community volunteers to 300,000, and working in collaboration with a wide range of national and local partners in education, social services, business, and government.

Recording for the Blind and Dyslexic

Recording for the Blind and Dyslexic commits to double from 40,000 to 80,000 the number of students served by this books on tape and computer disk service which helps blind and

dyslexic people have access to books. In addition, they will be initiating a new phase of a national awareness campaign aimed at reaching 10% of the student population with learning disabilities.

Rotary International

The more than 7,400 Rotary Clubs in the United States will conduct activities directly benefiting an additional one million young people (more than 6 million total) by the year 2000. Activities include mentoring and tutoring 200,000; creating community parks and urban peace initiatives serving 1.5 million; providing vocational counseling for 750,000; donating scholarships valued at \$10.5 million for 30,000 young people, providing 1,200 international scholarships; leading health related projects to benefit an estimated 2 million, and enabling an estimated 550,000 young Americans to serve their communities through a range of youth service opportunities supported by the organization, including Scouts and Rotaract.

Sallie Mae

Sallie Mae will partner with colleges and universities, schools and other local organizations in seven states and the District of Columbia to significantly increase parent and volunteer (including Sallie Mae employees) support of school and youth activities, with a focus on literacy, tutoring and mentoring. Sallie Mae will work to double the number of employees volunteering in tutoring/mentoring/literacy programs in their communities.

The Salvation Army

The Salvation Army will launch a new mentoring relationship program with a focus on single parents and children. Planning is underway to set specific regional goals for community collaborations and partnerships for this model intergenerational program.

Scholastic Books

Scholastic Books will donate one million books to the America Reads project which will mobilize volunteers to ensure that every child can read by the third grade and continues to read and learn thereafter.

Save the Children

Save the Children and America's Promise have entered into a collaborative agreement, the primary goal of which is to dramatically expand the number of at-risk children involved in mentoring and caring relationships with adults by the year 2000. Save the Children will create and lead a consortium of non-profits in this multi-year effort. In this role, Save the Children will reach out across America to alert and demonstrate to the public the proven, positive impact of mentor relationships. Save the Children's goal is to raise \$100 million to enable national and community organizations to deliver expanded programs. Save the Children will use its 65 years of experience to touch those people who can become involved in a mentor relationship as well as those unable to make a personal time promise, but who care and want to support this enormous need.

Schering-Plough Corporation

Schering-Plough is committing \$2 million over the next three years to build a national program to enhance education and management of respiratory diseases among children, specifically asthma and allergies. They will also fund two medical vans for primary care in inner city neighborhoods of New Jersey and New York City.

Screen Actors Guild (SAG) Foundation

The Screen Actors Guild Foundation's Book PALS (Performing Arts for Literacy in Schools) Program currently involves 300 actors who serve as mentors, tutors, and readers in 260 schools in New York and Los Angeles, reaching 7,500 children (pre-school through third grade). SAG

will expand this program to three additional cities – Chicago, Phoenix, and San Francisco – and will work with public schools in each city to identify those with the most serious literacy problems. By the year 2000, there will be a total of 300 new actor mentor/readers, an additional 5,000 children reached each week, and 175 additional schools involved in the program. Also by the year 2000, the Family Reading Program goal is to have more than 260 Book PALS schools, 26,000 families participating in the monthly seminars, and 1,500 actors/volunteers.

Seventh-Day Adventist Church

The Seventh-Day Adventist Church will initiate 100 pilot tutoring projects that will place 3,000 trained tutors throughout their network of community-based centers in ten cities in its first year.

Share Our Strength

SOS will work in partnership with Second Harvest, the Children's Health Fund, and Boston Medical Center to set up a program called THRIVE BY FIVE, a national effort to ensure a healthy start for all children by the time they reach the age of five. For the first time ever, the national network of maternal and child health clinics and the emergency food network system will link to serve close to 170,000 children.

Shell Oil Company

Shell Oil Company has committed to a national leadership role in Connect America, a national coalition of some 30 major organizations that share a promise to citizen service as a way to bring Americans together across their differences. Shell has made a corporate-side promise to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support.

SmithKline Beecham

SmithKline Beecham has committed to providing \$1.4 million to the 150 designated Summit communities who are organizing efforts for the healthy start goal. In addition, \$1.5 million will be granted to America's Promise as a "venture capital" fund to be matched by other health care companies or philanthropies to support ideas that aim to achieve a healthy start for children.

Special Olympics

Special Olympics will train 5,000 persons with mental retardation to serve with other volunteers in their local communities by the year 2000. For each of these 5,000 volunteers, there will be at least one mentor providing training, and one community volunteer partner. The goal will be to involve at least 10,000 volunteers in this new initiative, each committing at least 100 hours of service to others per year.

The State of California Mentoring Initiative

The State of California Mentoring Initiative, a public/private initiative undertaken through the direction of the Governor's executive order, will increase the number of adult mentors available to young people in California by 250,000. This initiative will be supported through a collaboration of public agencies and California-based corporations who will work together to identify funds and personnel to meet this goal. This initiative is intended to be a model for other states.

The State of Delaware

The State of Delaware will double the number of mentors recruited in-state from 5,000 to 10,000. In a state with a population of just over 700,000 and only about 100,000 students in the state's schools, that's one caring adult for every ten kids who might need some help to succeed.

Steering Committee of College Presidents

Through the leadership of the President of San Francisco State University, 21 university presidents have committed 50% or more of their increase in work-study funds to community service initiatives and other university resources to support the America Reads Challenge. Members of the steering committee have also committed to each recruit five other university presidents.

Sun Microsystems

Sun Microsystems will bring Internet access to kindergarten through high schools in economically disadvantaged areas, training teachers and staff, donating innovative curricula based on the Internet, etc. By the year 2000, Sun will contribute more than 20,000 hours of volunteer time through its employees and more than \$5 million dollars in equipment and teacher training to help prepare youth for the world of work and lifelong learning in the 21st century.

Taco Bell Foundation

Taco Bell Foundation is launching a new membership recruitment drive on behalf of The Boys and Girls Clubs of America to place 30 percent more at-risk teens into the safe havens of their TEENS supreme Centers recruiting a total of 65,000 teens through a national TV, radio, print and field campaign; will engage 45,000 teens in the TEENS supreme Career Preparation Program through the clubs; will initiate an effort to employ 50 percent of teens who graduate from the Career Preparation Program—resulting in approximately 22,500 teens employed; will double the number of counselors trained as teen mentors to 400; and will increase the number of TEENS supreme Keystone programs, engaging 12,000 teens in leadership training through the creation and execution of local community service projects.

Telephone Pioneers of America

Telephone Pioneers of America will contribute over 100 million volunteer hours to a combination of community service projects that cover a spectrum of issues – education, access for the disabled, disaster relief, and the environment. At least half of the hours of the 830,000 member organizations, or 50 million hours, will be aimed specifically at enhancing the quality of education for our young citizens.

Texas State Comptrollers Office/ Family Pathfinders Division

The Texas State Comptrollers Office/Family Pathfinders Division is committed to matching 1,000 families on public assistance with teams of volunteers who will assist the families to become independent from welfare by the year 1999. This will be accomplished by working in partnership with volunteer centers, interfaith coalitions, religious judicatory organizations, and civic clubs in the major metropolitan areas and with individual congregations and clubs in the small towns and rural areas.

Timberland, Inc.

Timberland, Inc. is donating an additional \$1million and five thousand pairs of service boots to City Year, a model AmeriCorps national service program. In addition, Timberland will offer its employees up to one full week of paid time to devote to community service (40,000 hours of service).

Time Warner

Time Warner pledges one million volunteer hours of literacy tutoring by 1998 to improve the reading and writing skills of reluctant readers through their Time To Read program. Time To Read will train volunteers and provide materials for young adults in over 250 locations nationwide.

Tootsietoy

Tootsietoy has created a Family Services Vacation Program for staff members that dedicate a day of their vacation to helping charitable organizations. Tootsietoy, maker of Sesame Street toys and other brands, will provide extra days of vacation for every day of charitable promises made by employees and families.

Tucson, Arizona

The city of Tucson, Arizona, will provide every youth in need with an adult who can serve as a positive role model, give youth hope, push them to be independent, and expect them to succeed. Led by the Volunteer Center of Tucson, partners include city, county, police department, higher education, businesses, non-profits, and neighborhood associations. The goal is to serve 2,000 additional youths by the year 2000 and to engage 3,000 adults in mentoring programs.

Tyco International

Tyco is prepared to create a large cadre of adults who will actively participate in a mentoring program from the chairman on down. Tyco will commit up to 120,000 person hours per year for four years toward one-on-one community-based mentoring and volunteer services. Over this time span, the 480,000 hours of employee involvement will be provided as "comp time" to emphasize that this is taken seriously by both employees and the company. This promise is valued at \$7.68 million.

United Cerebral Palsy Associations

UCP will launch a new initiative that engages 100 individuals in 100 communities who dedicate 100 hours of community service each for a total of 1 million hours of community service. These volunteers, with and without disabilities, will create new circles of support for children and young people with disabilities. Activities include tutoring, mentoring with younger children, and assisting families and business with access issues and barrier removal.

The AmeriCorps ADD Program sponsored by UCP performed the ADA audit for the Summit free of charge and will provide services on-site.

United Airlines

United Airlines commits to a ten-fold increase in their mentoring program - growing it from 12 sites currently to all 120 locations in the 100 cities where United does business. They will have the United Mentoring Network in place by the year 2000 with 2000 mentors drawn from the ranks of employees, family members and retirees. United will also expand their \$1,000,000 United Airlines Believers program 25% by the year 2000 and will expand Believers to three other cities in pilot programs. Believers tutors and mentors inner-city 5th graders through high school and pays for college. Finally, United Airlines has provided \$100,000 in complimentary airfare to bring participants to Philadelphia for the Presidents' Summit for America's Future.

United Neighborhood Centers of America, Inc.

United Neighborhood Centers of America, Inc. will provide safe places for families and youth to gather, learn, and grow in over 200 neighborhood centers by the year 2000. This represents an increase of one-third in the number of centers which will also support a healthy start through collaborations with health centers and improve the outlook for employment through education classes. In order to support these expanded centers and services, UNCA will increase their volunteers by one-third, reaching 150,000 volunteers by the year 2000.

United States Army

The United States Army will expand opportunities for active duty, reserve, and retired military personnel to volunteer time as mentors and tutors in schools in their local communities; and will also expand opportunities for young people to give back to their local communities

and contribute to the common good through a service learning module in the Junior Reserve Officer Training Corps (JROTC) program.

The United States Junior Chamber of Commerce

The United States Junior Chamber of Commerce, the Jaycees, will raise \$500,000 for the Junior Chamber Mission Inn and involve more than 1,000 additional retailers in the Jaycees Against Youth Smoking (JAYS) program. In addition, in partnership with The National Exchange Club, it will launch a new national activity to establish community issue forums in diverse communities across the United States. Citizens will identify issues and areas of needed service to ensure the success of American youth through the continued development of safe and decent places to gather, learn, work, and live.

United Way of America

The United Way of America will elevate their current efforts to improve healthy early childhood development and school success for the nation's children to an organization-wide priority focus area. The United Way of America will support the development and implementation of 50 additional local United Way collaborative community initiatives to help children enter school ready to learn and succeed in school.

DePauw University, The George Washington University, University of Denver, Morehouse College, University of Notre Dame

The Universities pledges to coordinate and host 30 local Summits by September 1998, as a member of the University Summit Advisory Board. It will host a local Summit on its campus and recruit five other universities to host Summits on their campuses.

University of Notre Dame

The University of Notre Dame has made a three part promise to the Summit through the Center

for Social Concerns, the Alumni Association Community Service Program and Notre Dame's FIRST (Fighting Irish Retired Service Team). through the Center for Social Concerns, Notre Dame will host a conference which highlights college-based service programs that have been effective in addressing the goals of the Summit. ND-FIRST is committed to reaching 153,000 children, youth and families through inter-generational community service activities in the over 200 Notre Dame alumni clubs across the nation.

US West

US West will focus a major employee volunteer effort in developing marketable skills in young people. Through WOW by One (Widening Our World by One), by the millennium, US West will have at least 5,000 employees actively involved in classrooms working with over 300,000 students as either non-technical volunteers, tech tutors or cyber mentors. In addition to the company-technology tool kit, each employee will be supported with grants of up to \$600 for technology in the classroom. This new volunteer initiative is an extension of other programs including providing Internet connections for schools (Cable in the Classroom), the Connected Schools programs which brings free dial-up or deeply discounted high speed Internet access, and the Foundation's training programs currently reaching 150,000 educators and students. This promise of nearly \$150 million will benefit more than 10 million children in about 20,000 schools.

University of Pennsylvania

The University of Pennsylvania is making a promise to meet all five goals of the Summit. For Goal I, the University will increase its students, faculty, staff and alumni involved in one-to-one mentoring from 200 to 400; increase the number of students in community service from 2,000 to 3,000; and will increase its work-study students engaged in community service from 229 to 460, expanding the number of children reached from

7,200 to over 10,000. For Goal II, Safe Places and Structured Activities, the University will extend hours in university-assisted schools, expand its literacy program for at-risk youth, and partner with the Pennsylvania Police Athletic League Center to serve children after school, in the evenings, and in the summer; for Goal III, a Healthy Start, it will expand the number of children receiving direct health care services from 1,900 to 5,300 through the Penn Nursing Network, expand the number of children participating in peer and community health education from 550 to 3,000 and reach an additional 2,500 children through an additional 24 sites with oral health care through its School of Dental Medicine; for Goal IV, Marketable Skills, the University will increase the number of students and faculty involved in school-to-work programs from 160 to 320; and for Goal Five, Opportunities to Serve, the University will expand the number of academically-based community service courses offered from 50 to 100, involving an incremental 800 students. Finally, the University commits to work with college and university presidents to encourage 100,000 nationwide to get involved in improving literacy in their communities through America Reads.

University Support Services

USS will work with primary health providers to inform them about educational options for hearing impaired children. They will also work with families of hearing impaired children to make sure they know how and where to obtain specialized education, hearing aids, and other types of assistance.

Up with People

Up With People commits to engage over 20,000 young people to give back through community service, resulting in 1.1 million hours of service in over 550 communities nationwide. Through these service hours, young volunteers will impact the lives of 210,000 other young people by addressing Summit goals 1-4. To achieve this

promise, Up With People will triple the number of service hours provided by 750 UWP members each year from 100,000 hours per year to 300,000 hours per year; create opportunities for 17,750 young people to serve in communities Up With People visits; and educate over one million sponsors, host families, audience and community members through two new education programs to give back to their community.

USA Weekend

USA Weekend will increase the national participation in Make A Difference Day by one-third by the Year 2000 as well as publishing an annual article to review the progress made by other Summit commitment makers. USA Weekend readers have already pledged 1,425,715 hours of community service in 1997 in response to a published request asking individuals to join the spirit of the Summit.

Utility Business Education Coalition

The Utility Business Education Coalition commits to engage at least 1.5 million young people in meaningful school-to-career experiences in a minimum of 100 sites and to actively encourage utility CEOs nationwide to undertake community-level leadership roles to support the long term objectives of the Summit.

Veterans of Foreign Wars of the U.S.

Veterans of Foreign Wars of the U.S. will, through their posts, recognize young people and adult youth leaders for their service to their communities through a new youth service award program; work with the Department of Veterans Affairs to recruit young people to volunteer in VA hospitals; and mobilize its members to assist military installations with their volunteer needs.

VH1

VH1 is committed to expanding its "Save the Music" program, which helps restore music programs in public schools, to a minimum of 30 communities by the year 2000 and to extending this promise to a minimum of five years. VH1's "Save the Music" program will impact over 500,000 elementary school aged children by the year 2000. They have also committed to placing one million instruments in America's public schools over the next 5 years, which is approximately \$100,000,000 worth of instruments.

The "VH1 Save the Music" program is restoring music education programs to public schools by: raising money to purchase new musical instruments from the private sector; facilitating a community musical instrument drive to support existing programs with instruments; raising public awareness of the value of music education with public service announcements on all Time Warner Cable channels and local radio stations; and organizing a corp of volunteers who wish to share their knowledge of music. Their overall goal and vision is to restore music education to America's public schools and to raise public awareness of the many benefits of music instruction.

Vision Service Plan

Vision Service Plan will provide funding for eye examinations and spectacles using its 17,000 doctors and 350 laboratories with whom they currently contract nationwide to provide care to patients. Its new program will serve approximately 40,000 to 50,000 needy patients annually, primarily the children of working poor. This program will be funded by an allocation of up to 40 percent of their corporate profits, as much as \$7 million.

Voluntary Hospital Association

The Voluntary Hospital Association through its 1400 hospitals will create and/or expand school

linked programs and services addressing the five Summit goals in 1000 US communities. They will work with Communities in Schools where possible.

Volunteer Consulting Group

The Volunteer Consulting Group will assist in the development of local Board Marketplace Programs in 50 Summit cities: a capacity building initiative to help boards find people from local corporations and corporate executives find nonprofit boards on which they serve.

Volunteers of America

Volunteers of America will initiate a comprehensive program for 20,000 young people living in affordable housing communities across the country. This initiative will provide these young people with safe places to learn and grow.

The Walt Disney Company

The Walt Disney Company will contribute one million volunteer community service hours through the year 2000. Disney VolunTEARS, Walt Disney's national volunteer program, will lead its effort on meeting the five fundamental goals of the Summit. In addition, Disney will establish a partnership with the Boys and Girls Clubs of America in which 425 North American Disney stores in over 200 cities are linked with a local club. Disney has also pledged to expand their volunteer program to high schools in Los Angeles, Anaheim, Central Florida, and New York.

Women Business Owners Corporation

Initiating WomeNet. ACCESS, an initiative to bring girls and women online by 1998 and to develop a mentoring program to help women learn about using the Web as an educational and business tool. The program will be undertaken with the support of its 50 chapters. WBOC has received a \$6 million in-kind commitment to support the initiative.

Women in Community Service

Women in Community Service will form 50 Community Resource Councils to mobilize local leaders across the country to reduce the number of women and children living in poverty by creating programs to promote self-reliance and economic independence.

World SHARE

World SHARE is increasing its youth volunteer service in their self-help community development and food program by 20 percent. Young people will be recruited at churches and schools to serve in all aspects of the SHARE operation including phone calls to remind participants to pick up their food packages, distributing the food packages, and delivering them to homebound clients.

Wyeth-Ayerst Laboratories

Wyeth-Ayerst is committing \$10 million to expanding direct health services and health education services to children in a variety of programs. They will also partner with non-profit organizations and government agencies to deliver health care to needy children, educate the parents of infant and young children about preventive health, and link at-risk children to providers.

Yahoo!

Two million in advertising for the next three years to not-for-profits that support the Summit's five goals—including \$500,000 to Youth Service America and \$500,000 to Benton foundation. Yahoo! will place a button on Yahoooligans!—a web guide for kids. MyYahoo! will deliver volunteer opportunities to home computers. Yahoo!'s 166 employees will work directly with these foundations to help process orders and track effectiveness. Yahoo! will handle all design work. They will develop a

community service category through Yahoo! properties. Yahoo! pledges to commit 10,000 hours of community service during the term of their promise.

Youth Service America

Youth Service America will work toward increasing the percentage of teenagers volunteering in their communities from 59 percent in 1996, to 75 percent by the year 2000. Youth Service America will build participation through National Youth Service Day and SERVENet, the comprehensive service hubsite on the World Wide Web.

The Youth Volunteer Corps of America

The Youth Volunteer Corps of America will double the number of teenage youth volunteers to 40,000 and will contribute more than a half million hours a year of quality volunteer service nationwide.

The YMCA of the USA

The YMCA will focus on providing a safe place for children and youth to gather in the over 2,000 YMCAs in the United States, but also will provide additional caring and supportive adults. Over the next three years, they will increase the number of YMCA volunteers to 572,000. This will mean recruiting 190,500 additional volunteers to help teach the values of caring, honesty, respect, and responsibility as mentors, tutors, coaches, skill instructors, and fund raisers.

YWCA of the USA

The YWCA will engage more than one million elementary school students in making their schools safer in a partnership with Angel Soft and its Cares for Kids program. The YWCA will distribute non-violence pledge cards, posters, and teachers' guides for activities that promote non-violence and conflict mediation to schools throughout the country. Local YMCAs will host activities nationwide on Tuesday, October 21, devoting a day of the "YWCA Week Without Violence" to "Making Schools Safer."

Promises

MENTORING PROMISES

VOLUNTEER/PUBLIC PROMISES

ASPIRA

Big Brothers/Big Sisters

Concerned Black Men, Inc.

8th Grade Class of
Julian D. Coleman Academy

Jewish Social Justice Center

Jumpstart

National Alliance to End Homelessness

National Assembly of State Offices of
Volunteerism & Community Service

National Association for Equal
Opportunity in Higher Education

National Center for Family Literacy

National Council of Volunteer Centers

National Foundation for
Teaching Entrepreneurship

National Interfaith Hospitality Network

NFL Players Association

OASIS and The May Department
Stores Company

100 Black Men of America, Inc.

One to One/National Mentoring
Partnership, Inc.

Quest International

Salvation Army

Save the Children

Screen Actors Guild (SAG) Foundation

Seventh-Day Adventist Church

State of California Mentoring Initiative

State of Delaware
Telephone Pioneers of America
Tucson, Arizona
United States Army

CORPORATE PROMISES

American Booksellers Association
Carson, Inc.
First Union Corporation
General Electric
Golden Books Family Entertainment
Hecht's/Strawbridge
Houston Reads
Pillsbury Company
Tyco International
United Airlines
USA Weekend

SAFE PLACE PROMISES

VOLUNTEER/PUBLIC PROMISES

American Association of Museums
American Camping Association
American Humane Association
American Legion
AMVETS
Boys and Girls Clubs of America
City Cares of America
Generations United
KaBOOM!
LISC (Local Initiatives Support Corp.)
National Crime Prevention Council
National Exchange Club
Nature Conservatory
PFLAG
Volunteers of America
YMCA of the USA
YWCA of the USA

CORPORATE PROMISES

Allstate Foundation
Bank of America/Seafirst
Brinks Home Security
Cybermark
Kimberly-Clark Corporation

HEALTHY START PROMISES

VOLUNTEER/PUBLIC PROMISES

American Academy of Pediatrics
 American Cancer Society
 American Hospital Association
 American Lung Association
 American Medical Association
 American Society of Directors of
 Volunteer Services
 Child Welfare League of America, Inc.
 Children's Health Fund
 CityKids Foundation
 Coalition for Healthier Cities
 and Communities
 Easter Seals
 Every Child By Two
 Foster GRANDparents, RSVP,
 and Head Start
 HOPE for Kids
 March of Dimes
 National Association of Child Care
 Referral Agencies
 National Center for Learning
 Disabilities, Inc.
 National Court Appointed Special
 Advocate Association
 National Health Council
 Operation Hand In Hand
 Share Our Strength
 University Support Services
 Voluntary Hospitals Association

CORPORATE PROMISES

Blue Cross and Blue Shield
 Colgate-Palmolive
 Columbia/HCA Healthcare Corp.
 Highmark Blue Cross Blue Shield
 Kaiser Permanente
 Kmart Corporation
 LensCrafters
 PacificCare Health Systems
 Schering-Plough Corporation
 SmithKline Beecham
 Vision Service Plan
 Wyeth-Ayerst Laboratories

MARKETABLE SKILLS PROMISES

VOLUNTEER/PUBLIC PROMISES

AFL-CIO
 First Book
 General Federation of Women's Clubs
 Junior Achievement
 National Academy Foundation
 National Council of La Raza
 National Council on Economic Education
 National Institute for Literacy
 National Recycling Coalition
 Reading is Fundamental
 Recording for the Blind and Dyslexic
 Texas State Comptrollers Office/
 Family Pathfinders Div.
 United States Junior Chamber of Commerce
 United Way of America
 Women Business Owners Corporation

CORPORATE PROMISES

American Express
 Amoco
 CitiCorp Foundation
 Citizenship Scholarship Foundation
 Coca-Cola
 Continental Cablevision (USWEST)
 EVEREN Securities, Inc.
 Hewlett-Packard
 "I Have a Dream" Foundation
 National Restaurant Association
 John Nuveen Company
 Options Health Care
 Project NEAT (National Education
 Advancement Team)
 PSE&G
 Scholastic Books
 Time Warner
 US West
 Utility Business Education Coalition

COMMUNITY SERVICE PROMISES

VOLUNTEER/PUBLIC PROMISES

American Association of Homes
and Services for the Aging
American Legion Auxiliary
B'nai B'rith Youth Organization
Bonner Foundation, The
Camp Fire Boys & Girls
Campus Compact
Campus Outreach Opportunity
League (C.O.O.L.)
Catholic Campus Ministries
Center for Effective Compassion
Christmas in April
Citizens' Scholarship Foundation
of America
City Cares of America
Corporation for National Service
Elementary Science Education Partners
(ESEP)
Girl Scouts of the U.S.A.
Hugh O'Brian Youth Foundation
Jumpstart
"Just Say No" International
Lions Clubs International
Maryland Youth Service
Action Committee
Miss America Organization
Michigan Nonprofit Association
National Assembly
National 4-H Council
National Fraternal Congress of America
National Society of Fund Raising Executives

National Volunteer Fire Council
National Youth Leadership Council
Partnering Initiative on Education
and Civil Society
Special Olympics
Steering Committee of
College Presidents
United Cerebral Palsy Associations
University Support Services
Up With People
Veterans of Foreign Wars of the U.S.
Women in Community Service
World SHARE
Youth Service America
Youth Volunteer Corps of America

CORPORATE PROMISES

Aid Association for Lutherans
Bain & Company
Dayton Hudson Corporation
Fannie Mae Foundation
Florida State University
IBM Corp.
KPMG Peat Marwick, LLP
Mitsubishi Motors
MTV
Nickelodeon
Timberland, Inc.
University of Notre Dame

MULTIPLE PROMISES

VOLUNTEER/PUBLIC PROMISES

Alliance for Justice
 American GI Forum of the United States
 AmeriCorps Alums
 American Society of
 Association Executives
 Association of Junior Leagues
 International, Inc.
 The Benevolent Order of the Elks
 Catholic Network of Volunteer Service
 City Year
 Communities in Schools
 Council of Chief State School Officers
 Elderhostel
 Family Service America
 Federal Agencies
 GRANDparents USA
 Greek Orthodox Church in America
 Habitat for Humanity
 Kiwanis International
 National Conference
 National Council of Negro Women
 National Education Association-Retired
 The National FFA Organization
 National PTA
 National Urban Rural Fellows, Inc.
 NetDay 2000
 The New York Volunteer for
 Youth Campaign
 Points of Light Foundation
 Public Allies
 United Neighborhood Centers
 of America, Inc.
 Volunteer Consulting Group

CORPORATE PROMISES

The Advertising Council
 America Online
 AT&T
 BankBoston
 Bell Atlantic and NYNEX Foundations
 BJ's Wholesale Club
 Chase Manhattan Corporation
 Coalition for America's Children
 COMCAST
 Costco Wholesale
 The Council on Foundations
 DePauw University
 Edelman Public Relations Worldwide
 Eli Lilly and Company
 Farmers Insurance Group of Companies
 Federated Department Stores, Inc.
 Fleet Financial Group
 The George Washington University
 Glaxo Wellcome
 General Mills
 Grantmaker Forum on Community
 and National Service
 Honeywell, Inc.
 AICI
 McDonalds – Ronald McDonald
 House Charities
 McGraw Hill
 Microsoft Corporation
 Morehouse College
 National Basketball Association
 NationsBank
 Novartis
 Prudential
 Pfizer, Inc.

Pitney Bowes
Procter & Gamble
Rotary International
Shell Oil Company
Sun Microsystems
Taco Bell Foundation
Tootsietoy
The Walt Disney Company
University of Denver
University of Notre Dame
University of Pennsylvania
VH1
Yahoo!

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CEO, Corporation for National Service

Robert K. Goodwin
President & CEO, Points of Light Foundation

ADDITIONAL PROMISES

Numerous Promises, from both the business and non-profit sectors such as Viacom, Wal-Mart Foundation, Do Something, Humana, and Applied Materials, have been made since the printing of this book. These Promises will be included in Volume II. However, we would like to recognize the following Promises and apologize for their omission in this book.

ChildrenFirst, Inc.

ChildrenFirst will donate 1,000 free days of care in their centers for children/families in need of high quality backup childcare, through the year 2000. ChildrenFirst will also register children/families from volunteer and non-profit agencies over the next four years, so that they may access their centers whenever a breakdown in their primary care occurs. In addition, ChildrenFirst will provide 100 hours of paid time annually for each of its 90 employees and lead an affiliate program nationally. In 1996, 40% of their employees participated. Their goal is to increase that number to 80% of their employee population by the year 2000.

Kmart Corporation

Kmart will contribute at least \$50 million to support drug fighting and prevention programs that benefit children nationwide and will implement an educational drug prevention program called Kmart Kids Race Against Drugs with at least 2,000,000 children participating by the year 2000. Kmart will also mobilize its associates and customers to raise approximately \$2 million annually in support of the March of Dimes. Additionally, Kmart will identify 2,150 stores as safe havens where children can go if in trouble and be assisted by a caring adult who can help them and/or call their parent, guardian or the police for assistance. At each of these stores, Kmart will develop and implement a child identification and registration program and nationwide will post "missing children" information.

MTV

***In addition to MTV's commitment that is listed within The Promise Book, MTV has committed to recruit an additional 1,000,000 young people into meaningful community service. They will use their programming and PSA's in both their recruitment and tracking of those young people in a tangible way.

Sylvan Learning Systems, Inc.

Sylvan Learning Systems, Inc. which operates more than 700 educational centers throughout the United States, has committed to develop the capacity to deliver training in mentoring and tutoring to the estimated two million Youth Champions who are answering the Presidents' and General Powell's call to action. Much of the training is expected to take place in Sylvan's Caliber Learning Centers, which offer adult professional education through distance learning technology and through Sylvan Learning Centers, which provide tutoring services primarily to school-aged students.

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FROM:

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NUMBER OF PAGES (INCLUDING COVER SHEET): 4

ADDITIONAL MESSAGE:

Dear Bill,

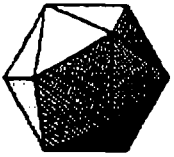
Congratulations on a good event today! Thanks for including us on your list. The attached is for your information. Ideas, suggestions, or help would be most welcome. Cheers,

Danny

Top Ten Reasons To Especially Honor the U.S. Mathematics Olympiad Team When They Come To Washington On June 15th and 16th

1. The President would like all kids to do math problems on his voluntary 8th grade test. Just as kids playing sports locally look up to the best players (especially when winning teams are invited to the White House), honoring the Math Olympiad team should inspire rather than put off the rest of us – especially those who excuse themselves from math because they say they were not born with enough talent. These same kids would never excuse themselves from sports just because they are not as gifted as Michael Jordan.
2. Hundreds of thousands of kids *voluntarily* took the first round of tests to qualify for the Olympiad. The winners themselves are an awesome group of multi-talented high schoolers who will compete against other countries' teams this summer in Argentina.
3. The U.S. has not hosted the International Mathematics Olympiad in many years, but has agreed to do so in 2001. This will be a strenuous exercise, requiring much volunteer time and money, and so we need to start working up to it now.
4. This year, the sponsors who are providing travel funds as well as money for a summer mathematics boot camp where the thirty top scorers prepare for the Olympiad include Microsoft, the Office of Naval Research, and the Army Research Office.
5. It is good news about U.S. competitiveness and ability to meet *world-class standards*.
6. Much of the strong and well-organized backlash against mathematics education reform comes from professionals worried that "mathematics for all" could not possibly be good enough for their kids, let alone for future scientists and mathematicians. Support for the Olympiad would go a long way towards allaying suspicions about whether "high standards" will turn out to be "a floor or a ceiling," as the debate is often put.
7. Specifically, we need the good will of the mathematicians' professional societies that are organizing this event so that they will support initiatives being planned around the 8th grade test, the NSF-DoED partnership, etc. Some are skeptical and mischievous.
8. The 8 winning students come from 7 different states all around the country and from all different backgrounds, including poor, rural, urban, and suburban schools.
9. There is precedent for treating them well here. The First Lady was, by all reports, quite delightful and memorable when she had the 1994 team over to visit.
10. Reading and Math are the Administration's two priorities in education, but whereas it is easy to see people reading and talking about what they read, it is harder to observe people reasoning, problem solving, or inventing new mathematics. Kids learn what is socially reinforced and this is a chance to play up the importance of mathematics education.

8 winners
7 states
winners
purchaser
teacher
math community
Microsoft
NYC



The MATHEMATICAL ASSOCIATION of AMERICA

Background 1997 U.S.A. Mathematical Olympiad and the International Mathematical Olympiad

Since 1974, teams of mathematically talented high school students have represented the United States in the International Mathematical Olympiad (IMO), a rigorous two-day competition composed of problems that would challenge most professional mathematicians. In addition to comprehensive mathematical knowledge, success in the IMO requires exceptional mathematical creativity and inventiveness.

The selection of the U.S. team begins with a sequence of three examinations prepared by the Committee on the American Mathematics Competitions, which is sponsored by the Mathematical Association of America, and other mathematical sciences organizations. The first exam, the American High School Mathematics Examination (AHSME), is taken by nearly 400,000 students in the beginning of the year. It is followed by the American Invitational Mathematics Examination, taken by as many as 4,000 students who earn high scores on the AHSME. The competition culminates with the U.S.A. Mathematical Olympiad (USAMO), involving about 180 students. The USAMO is an essay-proof examination requiring deep insight and ingenuity.

The eight top USAMO scorers are honored at ceremonies held in Washington, DC at the National Academy of Sciences and the U.S. Department of State where they can meet some of the nation's best scientists and mathematicians.

Following the awards ceremonies, the eight USAMO winners and sixteen other high ranked students participate in an intensive four-week mathematical olympiad summer program, which has been held at the U.S. Naval Academy in Annapolis, the U.S. Military Academy in West Point, and the Illinois Academy of Math and Science. The 1997 training session will take place at the University of Nebraska-Lincoln. The six students with the highest scores represent the United States in the IMO. The seventh and eighth highest scoring students act as alternates.

At the International Mathematical Olympiad, high school students from about 75 nations compete in a challenging two-day mathematical examination. There, team members and leaders have a unique opportunity to interact with their counterparts from other countries in an exchange of mathematical ideas. The competition provides an opportunity to foster unity of interest among all participating nations.

The 1997 USAMO Awards Ceremonies will be held on June 15 and 16. The IMO will be held in Mar del Plata, Argentina from July 18-31, 1997.

-2-

The sponsors of the American Mathematics Competitions are:

American Mathematical Association of Two-Year Colleges
American Mathematical Society
American Society of Pension Actuaries
American Statistical Association
Casualty Actuarial Society
Mathematical Association of America
Mu Alpha Theta
National Council of Teachers of Mathematics
Society of Actuaries

Funding for the USAMO Awards Ceremonies and the U.S. team competition in the International Mathematical Olympiad is provided by:

The Matilda R. Wilson Fund
Microsoft Corporation
The Army Research Office
The Office of Naval Research
Mathematical Association of America

Math Partnership

Dynamic Partnerships: *Seeding and Sustaining Education Reform*

An NSF Working Conference



June 19-21, 1996
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Contents

Letter of Invitation	iii	URBAN SYSTEMIC INITIATIVES:	
Program Agenda	v	THIRD WORKING PLENARY SESSION	41
INTRODUCTORY WORKING		Introduction	42
PLENARY SESSION	1	<i>Peirce A. Hammond (Moderator)</i>	
Conference Objectives	2	Michigan Statewide Systemic Initiative	43
<i>Daryl E. Chubin</i>		<i>Teressa V. Staten, Nancy Mincemoyer,</i>	
Opening Remarks	3	<i>Paul Bielawski, Jim Spillane,</i>	
<i>Luther S. Williams</i>	4	<i>Andy Anderson</i>	
Keynote Address		Detroit Urban Systemic Initiative	46
<i>U.S. Senator Robert Kerrey</i>		<i>David L. Snead, Ellen Stephens,</i>	
Reflections on Conference Themes	7	<i>Juanita Clay Chambers, Mary Stein,</i>	
<i>Jane T. Stutsman (Moderator)</i>		<i>Steve Ilmer</i>	
<i>Shirley M. Malcom, Uri Treisman,</i>		Question and Answer Session	48
<i>Luther S. Williams, Jane Armstrong</i>		DISCUSSION OF UNDERGRADUATE	
Question and Answer Session	10	EDUCATION: FOURTH WORKING	
CONFERENCE ACTIVITIES	15	PLENARY SESSION	55
Welcoming Address	16	Introduction	56
<i>Neal Lane</i>		<i>Robert F. Watson</i>	
Break-Out Session Overview	21	Open Discussion	57
STATEWIDE SYSTEMIC INITIATIVES:		<i>Melvin D. George (Team Leader)</i>	
SECOND WORKING PLENARY SESSION ..	31	<i>Robert F. Watson (Moderator)</i>	
Introduction	32	<i>Sadie Bragg, Alfred de los Santos,</i>	
<i>Roosevelt Calbert (Moderator)</i>		<i>Denice Denton, Peter Gerber,</i>	
Louisiana Statewide Systemic Initiative	32	<i>Mary Lindquist, Carolyn Meyers,</i>	
<i>Kerry Davidson (Team Leader)</i>		<i>James Rosser, David Sanchez</i>	
<i>Raymond Arveson, Sharon Bell,</i>		SUMMING UP AND TAKING HOME:	
<i>Kevin McCotter, Richard Anderson</i>		CONCLUDING PLENARY SESSION	79
Montana Statewide Systemic Initiative	34	Introduction	80
<i>Johnny W. Lott and Maurice Burke</i>		<i>Daryl E. Chubin</i>	
<i>(Team Leaders)</i>		Open Discussion	80
<i>Mignon Waterman, Sharon Walen,</i>		<i>Luther S. Williams (Moderator)</i>	
<i>Bob Briggs</i>		<i>Eve M. Bither, Gail Burrill,</i>	
Question and Answer Session	35	<i>Daniel Goroff, Sadie Bragg</i>	
		PARTICIPANTS LIST	93



REFLECTIONS ON CONFERENCE THEMES

DR. STUTSMAN: Good evening. I am Jane Stutsman, and I am going to be the moderator for this panel of four provocateurs who are each going to comment on the role of partnerships in science education reform, setting the tone for the rest of the conference.

We will begin with Shirley Malcom, who is currently the director of Education and Human Resource Programs at the American Association for the Advancement of Science and a member of the National Science Board and the President's Committee of Advisors on Science and Technology. Then we will hear from Uri Treisman, who is a professor of mathematics at the Dana Center at the University of Texas, Austin; is the project director for the Texas Statewide Systemic Initiative (SSI); and served on the EHR Advisory Committee. Jane Armstrong is director of Policy Studies at the Education Commission of the States (ECS), and a key participant in activities growing out of the March Education Summit of Governors and CEOs held in Palisades, New York. The fourth member of the panel is Luther Williams, who will wrap up after the panel, make a few comments, and then manage the Q&A part of the session, in which we hope you will all participate.

DR. MALCOM: Thank you. I believe that the Question and Answer session is the most important

part, so I am going to try to do this very briefly. I have a friend who says that partnership is an unnatural act. I hope we prove him wrong through the kind of linkage and connection we reach together. But I want to talk about some aspects of partnership that I think are important to any really honest discussion of partnership.

The first thing is what do we mean by partnership? Sometimes I think people have different definitions. If you look up the word, you find things like joint interest and activities in common. Most discussions of partnership refer to business partnerships, and so they mention things like sharing profits and risks. I think the issue for us is having as much to gain or to lose and being willing to share blame and credit. Another issue is equal status and independence from, but obligations to, other partners; that is, I am an agent operating on my own, but I have responsibilities to those in the partnership.

In a way, we are here representing different parts of the partnership, and we are expecting that all of the parts of the partnership are actually needed in order to make change. I want to focus on an area of partnership that is usually uncontested, and that is parents and the community. I say it is uncontested because we tend to agree that we have got to have teachers in schools and policymakers in business, but we often don't realize what community and parents are actually bringing to the table. The biggest difficulty that we have with regard to community and parents is in the area of equal status.

We recognize expertise in education. We may not recognize expertise in networking and connection. We may not appreciate the fact that a parent might know his or her daughter or son a lot better than we do and have the opportunity to influence them. We often do not call forth community-based groups, youth-serving groups, and recognize that often they are able to motivate students when we cannot in a school setting.

We often do not appreciate the role of places of science, of informal education, of churches and the



like, in terms of influencing students. So what do they bring to partnerships? I think they bring things that are absolutely essential to making a partnership work—moral support, political support, community savvy, and connection.

Those in higher ed may have turned off when I referenced parents and community because usually that is spoken of in the context of K-12. But, increasingly, higher ed is going to have to look at the issue of the community, especially the communities in which our colleges and universities are located, and how the responsibilities they have to the community might be realized.

But I think that we have got to figure out some way of measuring the role and the impact of parents and communities in order to convince anybody that there is something there.

Thank you.

DR. TREISMAN: If partnerships were all that hot and useful, there would be a lot more of them. Partnerships are extremely expensive. What's exciting is especially expensive up front. So, if partnerships were the panacea, everyone would be creating them. We always have to keep in mind the true expense of them.

What is exciting in the systemic reform community is watching people move past the consortia of convenience—the naive partnerships from the beginning in which each partner was represented and there was a formal agreement among the orga-

nizations but they never actually did anything except talk to the mature partnerships. These mature partnerships are strategic and based on a theory of change, deep knowledge of a system, and the identification of leverage points. They really help those committed to constructing a standards-based change acquire important resources, political leverage and support, and public commitment to change.

In the case of the Texas SSI, we had to learn to speak politically to enable us to take over the critical forces that you need for systemic reform, which is the state technology system. It is one thing to talk about math and science education for all, but it is meaningless if you don't work with the people who control the resources and have the longstanding commitment to those populations.

The reality is that science education is a very low priority, roughly equal to getting the gum off the bottom of desks in schools. As a mathematician, I can say that science education is an even lower priority than math education. That is how bad it is.

So to create a system that reflects high standards requires strategic partnerships that connect our agenda to agendas that rank much higher in the public mind. What are those? Those are issues related to safety, literacy, and children's health.

In Texas, we had to find a way to connect 50,000 elementary school volunteers to the Internet, to provide them with tools that can help them understand the value of math and science education.

In our state, the governor's main commitment is to literacy, not math and science education. That translates to creating books that are rich in their math and science content and distributing them under the literacy banner.

In closing, we in this room know what our deepest commitments are, and we cannot hide those from the public. We have to build commitments not just around the narrow agendas we have, but around our core values, which are nurturing children and developing a system in which all of our kids have real opportunities.

DR. ARMSTRONG: In addition to my role at ECS, I'm also the on-site coordinator for the Colorado Statewide Systemic Initiative, CONNECT. Let me start by saying we are blessed with a governor who has led the charge in the standards-based reform movement. That's a huge advantage to creating partnerships because we have a common vision we're all working toward—high standards for all students in mathematics and science. We have a plan but we can't do the work ourselves. Our job is not to do what people in the system are already doing but to work with them to support the collaboratives of school districts, institutions of higher education, and business partners.

I'm working with a consultant, and she always says "Pick the low, ripe fruit first." So that's what we're doing. Our legislation was passed in 1993, and the state has developed model content standards. But to honor our sense of local control, every district can either take the state standards or the districts can develop their own standards. These must be put in place by January 1, 1997. So there's been a lot of movement around what the standards are, how we implement them, what professional development work we need to do with teachers, and what the role of higher education is. This has made partnerships so much easier. We are picking the low fruit, which are the existing reform networks and the other federally funded projects, such as Goals 2000.

One of the things I want to do is help policy-makers answer the question, what is the state's role in supporting standards-based reform? It's one thing to put legislation out. It's a very different thing to explore what the necessary infrastructure is in helping teachers, administrators, and parents understand the legislation.

Let me talk about one strategic alliance we're trying to put together. We are very aware of the need for engaging the public and helping parents understand what standards are, why tests will look different, and what it means for their kids. We are planning to approach a calculator company and ask

for a donation of 25,000 calculators. We already have several gas stations lined up, and what we're hoping to do is sponsor a back-to-school activity where, for a fill-up and an additional dollar, the patron will receive a calculator at the gas station. A handout will be distributed with the calculator. The back will feature the math standards and the front will explain several of the calculator's features. The bottom will list ways for parents to obtain more information on mathematics reform.

We're also going to tell the teachers to alert their students' parents of the particular day on which they can receive the free calculator, so his or her class will have a complete set of calculators. This activity is mutually beneficial to everyone involved. The Colorado Statewide Systemic Initiative receives the additional dollar from the fill-up, the calculator company gets a better penetration of the market, and the parents and children receive a free calculator and a better understanding of the new standards. That's one of the more complicated partnerships we're trying to facilitate.

In closing I want to say, let's not take our eyes off the ball, which are the outcomes. We aren't talking about forming partnerships for the sake of partnership, but moving the system toward better outcomes. We have made progress! Let's celebrate progress!

DR. WILLIAMS: Indeed. Partnerships are integral to all of these ventures, independent of level, size, or dimensionality. As you work through the breakout sessions, I would urge you to keep in mind ways in which we could actually examine partnerships, not only by definition, but by what is successful and what is not successful. What we really need to do in this enterprise, to awkwardly put it, is to get smarter. In order to do so, you have to better explicate what did not work.

DR. MALCOM: Luther, I know you believe what you said, but I am not sure they believe it's a big risk to admit to things that didn't work. In the context of talking with your funder in the room (laughter from audience), it really takes a leap of courage to do

that. Maybe we need to talk about the things that evolved over time, the practices that we modified, the places where we started, as opposed to the places where we are now. I think that you are absolutely right—we learn most from the things that did not work and where we had to make some adjustment. I would also hope that there would be a discussion of the indicators that we utilized to determine that something was not working. Because you never know when some information might help another group that thinks that their project is working and just haven't hit a particular problem yet.

DR. WILLIAMS: I agree. That is a much better formulation.

DR. TREISMAN: Luther talks about higher education. One of the biggest surprises that I have had, working on standards-based reform, is the almost total absence of higher education in the standards discussion at the state level. The business community, the education community, and churches are actually more involved in state discussions of standards than higher education. I want to direct the conference participants to explore why this is and what can be done about it.

QUESTION AND ANSWER SESSION

AUDIENCE PARTICIPANT: This is really addressed to a comment that Uri made. I would like you to elaborate on the demographics of using the politics of a given region to pull these partnerships together. It is something that I know we have talked about before, and I think you have made a very interesting utilization of those resources in Texas.

DR. TREISMAN: When we looked at partnerships, we looked at several levels. First, we looked at money and who actually controls the money and where were there changes in law or changes in policy that changed who controlled the money. We looked carefully at the budget, and whenever we saw anything that related to access, we immediate-

ly created a venue where we brought people together to target control of those resources.

So part of it was about looking at money and getting there first. And then part of it was the human dynamics of communities and looking at who was actually putting their energy on the line. That turned out to be rather different people than we thought. They turned out to be volunteer agencies who seemed not to know our agenda. So we built our agenda into partnerships. The big risk there was looking for changes in the environment that shaped who had money or who had control.

One of the things that made systemic reform possible, and it has been missed in some areas, is the fact that there has been radical change in education codes throughout this country. Local control, in many states, means that new people are making the decisions about purchases and the curriculum. Principal partnerships have to focus on helping people who have asked for control over their children's education, helping them develop the tools to make good on their dreams and their aspirations. So we have really looked at and listened to what people have said about how they want to be involved in kids' education.

AUDIENCE PARTICIPANT: I would like to ask how we can add one more player to the partnership list. I find that teachers, and how they can be truly involved and feel some ownership in the partnership and not just that they are pawns that the experts direct, are critical to partnerships. Because I think our history tells us that, if experts tell teachers what to do, there really won't be many changes in the classroom. I think reform needs all of the players because, clearly, teachers can't do much if they are handicapped by the legislature and administration. But I think that we need to think creatively of ways to actively bring them into the partnership, too, and I would like suggestions and ideas on that.

DR. MALCOM: I want to start by challenging your notion that teachers can't do much because of legis-

lators. When I taught, when I closed the door, I was in charge. I think that that is both the strength and the weakness of what we are dealing with. The difficulty is often the fact that involving teachers in the partnership at the school level is a very easy thing. You don't have a partnership unless teachers are directly and immediately the most active people within that particular level. The problems arrive at other levels.

In creating a partnership, you go and you find an organizational entity that supports teacher participation. If you go for volunteers, that brings its own problems in terms of getting the masses of people. If you go for the union, that brings another set of problems in terms of getting to the teachers. If you don't include the union and the teachers, then you have other kinds of difficulties. If you go for associations of science or math, they may have intellectual contributions to make, but no political clout. So I think that you have to go for multiples of these things. The whole issue of representativeness is a concern. You can't just pick one person or one topic. I think that you have to have multiple elaborations and expressions in order to really achieve representativeness.

DR. TREISMAN: I think you are exactly right; that people learn more about schools from teachers, after their own children. We need much better strategies for educating teachers to be advocates for what matters to them most. The truth is that, for most math and science teachers, math and science may not be their highest priority. What they care about is teaching kids.

We need to develop strategies for helping teachers talk to the public about what they need to serve our children. That is critical. In focus groups with teachers, it has been very frustrating for many of us to talk as organizations or as entities and then to be in the supermarket and to hear a teacher say they don't let me do this. Teachers are extraordinarily responsible creatures. They cannot teach things they do not know, and they cannot teach in ways they never experienced. Teachers worry about the

reforms we propose. They worry about support so that they can be knowledgeable in classrooms. They legitimately worry that what we are proposing is a fad that will change next year. We need to think through strategies for connecting our agenda to the broader agendas that teachers care about.

AUDIENCE PARTICIPANT: I would like to connect the topic that we have just been talking about—teachers—with the previous mention of higher ed and the role of higher ed. Much has been made of mentoring relationships between high school teachers and higher ed. I would like your thoughts on the problem of rewards in higher ed. The characteristics for which professors are rewarded do not include mentoring high school teachers but essentially, proficiency in research papers, publications, service on committees and international bodies, and so forth. And, yet, this is precisely the resource that you are talking about, Uri. That is to say, these professors do have resources, information. If they really took the time and effort, they could, in fact, help a lot of high school teachers develop some of these skills.

I am, also, very well aware of the fact that many higher education instructors are not very good teachers and probably couldn't teach for beans in a high school or grade school. However, they do have a lot of information that would be useful, especially in math and science, to most of the teachers.

My point is this: the incentive for university professors to start thinking about these things seriously is the elimination of funding in the sciences and state legislatures saying, "You guys are supposed to teach. Why are you not teaching?"

Some of this may take care of itself economically; however, it would be incumbent upon us to think about ways of facilitating this transition, both for the sake of the higher ed folks and for the sake of the teachers in schools. Do you have thoughts on how that could be done?

DR. MALCOM: I think that the funding community has contributed as much as anybody to the problem in that we have allowed for research and edu-

cation to be disassociated from each other and allowed them to be differentially rewarded. Until there is a re-examination of the way that research funding is distributed and of the role of education connected to research, these will continue.

Mentoring high school teachers or elementary teachers are really only two of the things that we have to expect and hope for from higher education. This also includes teaching college students well their first time through, whether they are going to be teaching majors or not. Teach the teachers well as they prepare. I think that, until we can expand the definition of what it can mean to do the science, do the research, and do the educating at the same time, this problem of integration will not go away.

DR. TREISMAN: It is time for some serious systematic challenges to higher education as a source of teacher preparation. In fact, in Dallas and Houston, close to 50 percent of all of the teachers come through alternative certification. NSF has done some extremely creative funding of coalitions that shift the balance of power to school districts and to communities that look at alternative certification routes.

On the other hand, we need to work in higher education, and we need to mobilize and support the faculty who want to work on public education. In Texas, there are 550 math faculty who were committed to teaching courses to elementary and middle school teachers. Approximately one-third of them did not know there was a state curriculum framework. Approximately one-fourth of them did not know there was a teacher licensing exam. This is an abomination. When they found out, they were really interested. There needs to be efforts to mobilize constituencies of faculty who care about this issue, tenured senior faculty, and there need to be catalytic challenges to higher education because simple messages are not going to work here. This is going to take major weaponry.

DR. ARMSTRONG: Speaking from the ECS perspective, what is on the minds of state legislators

regarding higher ed is the issue of added value. With increasing costs, legislators wonder what kind of education are students getting and what is the added value of higher education to undergraduate students. The second issue is tenure and how many classes tenured professors teach. This is what is on the radar screen of policymakers. The service part is not at all.

AUDIENCE PARTICIPANT: I don't want to burst anybody's bubble on these partnerships. We do have a lot of business partnerships, but a lot of businesses are Greeks bearing gifts. We are the biggest industry in my community. There are too many businesses that just want a foot in the door into that treasure chest.

It seems to me that, at the district level, business partnerships are the vogue of the day. But what really is making a difference for each child is right there at the school level. It seems to me that the partnerships that are most productive at that level are the parent partnerships and the community partnerships. However, there are several missing pieces to these partnerships, and I think one of them is religious communities and local churches.

In my community, the churches are a big influence on the minds and souls of the people. They are the most powerful entities over their lives, yet we have not been successful in forging partnerships with them.

DR. MALCOM: Where are you located?

AUDIENCE PARTICIPANT: El Paso, Texas. There are other organizations, I think, we have missed in this whole discussion of partnerships. With few exceptions, other local public entities are not coming together as strongly as we should. Maybe it is because of the heavy competition for the tax dollar. But, it seems to me, that there are too many schisms between those local public entities. I think a community partnership is the most productive partnership. As I say, we have business partnerships, and they are fine, but I don't think that is where the most productive and long-standing partnerships exist.

DR. MALCOM: Let me just say that, from AAAS' perspective, we agree with you. AAAS has had a black churches project for many years that was basically developed as a strategy to gain access to the African American community that we couldn't reach by any other route than the church.

The notion of community partnerships is also important, but it is also hard work. Uri talked about the capital-intensive aspects of this. We started working with community-based organizations more than a decade ago, and we are only now, in some cases, starting to bear fruit in terms of those relationships. At first, communities did not understand what we were talking about—why the focus on science and math. In some cases, they had so many organizational problems of their own that the idea of taking on one more thing was just too much. Then, Uri pointed out how some of the things they were already concerned about related to what we cared about and how we could benefit each other through a partnership.

We have gone to the next phase with a project called science linkages in the community. The program started from the bottom up in terms of trying to bring communities together in creative ways and showed people that sometimes you can get a lot more work done by depending on each other and understanding what every person brings to the table.

There is a lot of money in the system, but it was and is uncoordinated. There is money in parks and recreation, clinics, and health care, etc. The issue is how we can develop materials, expertise, and training that allow these groups to cut across each other. We started to develop new and innovative materials that dealt with life sciences education but from a health perspective that could go into the clinics, materials that relate to the science or the mathematics of sports that could be hooked onto parks and recreation. So it requires, in some cases, building these new kinds of pieces. It also requires getting everyone into the room.

Now, there is an entity that exists in almost every community that I can think of that is supposed to do some of that. It is the United Way. The United Way has not necessarily been pulled into many partnerships. Can we work with business and with the United Way to perhaps get more of the resources directed to things that have an educational purpose?

So I agree with you that we need more community partnerships, and I hope that there will be some real in-depth discussion here concerning that.

DR. TREISMAN: Most of the community-based partnerships that are created out of entities like ours are largely a waste of time. It is very hard to identify the real organizations within a community. In our project, we have found that it takes a long time to learn where the people in the community actually meet and talk.

The organizations that are out there in the front are often empty shells. Something that was more productive and a surprise for us was working with pediatricians, with the health care establishment, with Parents as Teachers, and with new parents. We try to shape new parents' understanding of what parenting is, especially in high-poverty communities, through books. We found that pediatricians still give lollipops. It would be beneficial to work with them to give out good books on health and science, with a pocket for a lollipop. We can influence the ways parents read to their children and what they read to their children. We can introduce number games, science games, vocabulary, patterns, and order. I think we need to find better ways to work with the health community to speak directly to parents, especially first-time parents.

AUDIENCE PARTICIPANT: Dr. Malcom brought up the issue of equal status and parents and community. I would like to expand that and say we also need to address equal status in relation to educators, principals, and professors, as well as pre-college teachers. I would like for you to comment on the notion of leadership.

Who are the leaders in our quest for improved science and higher scientific, mathematical, and technological literacy in our society? Who are the leaders and what types of ideal characteristics should they possess?

DR. MALCOM: Let me say that I agree with you that, in fact, all of the different groups have to be appreciated and valued as equals when they come to the table. That includes principals, administrators, teachers, and everybody else and if they are not, the partnership will not work. If anybody is a subordinate, it will not work. The question then is who leads? I think that whoever emerges from the equals as the person who can really empower the group to bring forth the best things that are within them are the people who usually become the leaders. We want those who lead to help us create a vision and help us give the best we have to give. I don't think that that can belong to any particular group; it has to emerge from the context in which those people come together.

DR. TREISMAN: The data and research on this are humbling. We looked at schools in high-poverty, high-minority districts in Texas. We looked at Title I populations, schools with the highest performance on state exams, and schools one standard deviation above the state average. What did we find? The biggest factor associated with high achievement for poor African American and Latin American children was an extremely good principal and the gains often came after a change in principal. Teacher professional development had very little association. When we actually looked at the data, the quality of the princi-

pal was far more important to the operation of the school, and the math and science performance in that school, than the amount of involvement of teachers in professional activities. That caused us to reorient ourselves and to look at how to support leadership in schools.

It meant going to the business community that was concerned with management, and forming a 501(c)3 independent organization with the business coalition for principal training so that we could shape, in licensing and accountability, what principals would know about math and science.

This is the typical SSI partnership these days. You pick somebody. You pick their agenda. You support it and figure out what the leadership issues are. But leadership is a subtle, subtle issue, and we are working hard on the research side and evaluation side to find out where real leadership is.

AUDIENCE PARTICIPANT: I would like to say that I am particularly honored to be at this session, and I applaud the idea

behind it. My question is, possibly a strategy by which we can learn from some people, who may have been a little better at this than we have, which are some of our international partners, who have really learned how to do this?

DR. WILLIAMS: That is an excellent idea. I hope it will be addressed tomorrow.

DR. STUTSMAN: I am going to take the prerogative of the moderator now and call this session to an end. I would like to thank all of our panelists and, equally, to thank all of you.

**The biggest factor
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#1 - Project CONNSTRUCT (The Connecticut Statewide Systemic Initiative)

Presentation Team Leader: Richard Cole, Connecticut Academy for Education in Mathematics, Science & Technology, Inc.

NSF Co-Leader: Celeste Pea, Division of Educational System Reform

Start Year: 1991

Presentation Team: German Bermudez, Connecticut State Department of Education; Charles Bruce, IBM Corporation; Glenn Cassis, CPEP Science Center of Connecticut; Ann de Bernard, Waltersville Elementary School; Andrew DeRocco, Connecticut State Department of Higher Education; Hon. Eunice Groark, Former Lieutenant Governor, State of Connecticut; Steve Leinwand, Connecticut State Department of Education; Susanne Murphy, Norwich Public Schools

Background Information and Goals

Project CONNSTRUCT, Connecticut's Statewide Systemic Initiative (CTSSI) has focused during the past 5 years on a comprehensive set of activities to build on and improve the existing statewide infrastructure and to support change at the school district level and within the colleges and universities that prepare new teachers.

The CTSSI set about to accomplish three goals:

- help school districts to develop the capacity to improve the quality and quantity of students' engagement with mathematics, science, and technology;
- increase the effectiveness of teacher preparation and professional development programs at colleges and universities throughout the state; and
- heighten the public's awareness of the importance that all citizens master mathematics and science and enlist their support in helping children and schools achieve high educational standards.

Activities

CONNSTRUCT's second phase of the "Generational Improvement Plan—1991 to 2003" aims to focus the state's K-16 education policies, partnerships, and human and financial resources on 40 discrete activities, each with specific measurable objectives to

- **Create Capacity**—To provide school districts and teacher education institutions with specific instruments and long-term professional development technical assistance enabling them to incorporate the disparate elements of the National Standards, State Frameworks, and Statewide Mastery Tests—as well as recognized curriculum and assessment materials—into a comprehensive, cohesive, and measurable plan of action;

- Scale Up—Raise all students' performance through the implementation of plans to help each of the 166 school districts and 15 teacher preparation institutions; and
- Narrow the Gap—Work with the community to significantly improve historically poor student performance in certain districts which may require actions and activities in addition to those employed in other districts.

A significant element of Connecticut's plan to ensure the continuation of systemic reform beyond the original NSF grant was the creation of the Connecticut Academy for Education. The Academy, endorsed by the State Departments of Education and Higher Education, was chartered by the Connecticut General Assembly to serve as the state's advocate for high standards in mathematics and science education for all citizens, to broker the state's various resources, and to build broad-based human and financial support.

The State Department of Education provides an internal evaluation of the classroom and the program's accomplishments. Hired evaluators perform an external evaluation of the entire CONNSTRUCT project including the success of collaborations, the restructuring of higher education, and the results of public outreach.

Outcomes/Milestones

Since Project CONNSTRUCT began as an NSF-supported SSI project in 1991, the percentage of students at or above the state's goal for mastery tests has risen every year.

- In 1993, the average mathematics Scholastic Aptitude Test (SAT) 1 score for seniors was up 5 points to 477, a 10-year high.
- In 1995, 81 percent of graduates took the SAT 1, up from 74 percent in 1990. Connecticut's eighth-grade students ranked 7 out of 42 states in the National Assessment of Educational Progress (NAEP) mathematics test. Out of 39 states, Connecticut currently ranks fourth in the percentage of students taking chemistry and second in the percentage of students taking physics. High school graduates taking at least algebra rose to 82 percent, while students taking a laboratory science class averaged 91 percent statewide.
- Between 1991 and 1993, a shift occurred away from remedial and general mathematics courses in grade 8 toward pre-algebra courses. The percentage of schools offering high-school-level algebra in grade 8 increased from 83 percent to 89 percent in the same period.

Teacher education restructuring efforts are expanding at 11 of the 15 colleges and universities that prepare more than 90 percent of state-trained teachers. To date, 80 projects involving more than 500 participants have been supported, with more than 70 school districts participating. Nine restructuring efforts are underway, including significant efforts at some colleges and universities where change is becoming institutionalized.

Connecticut's original SSI grant has grown 150 percent. Additional NSF, U.S. Department of Education, private foundation, and corporate awards are enabling the state to enhance and expand many of its efforts. These include the

- CTSSInet computer network, which includes subscribers from 11 separate educational networks linked together;
- CT Resource Network, which serves the needs of local districts through a group of more than 60 mathematics, science, and technology professional development service providers;
- public awareness and community outreach strategies that assist school districts in developing community outreach events and long-term programs; and
- CT Mathematics, Science, and Technology (MST)-Leadership Council which consists of the presidents of all the state's MST professional organizations.

Other Activities

The Academy's monograph, *The Case for More Time and Better Use of Time in Connecticut Schools*, has made a compelling case for better use of existing time and increases in student and professional development time. The monograph and accompanying *Connecticut Time Survey* database have received wide publicity and have generated a powerful alliance among the teachers' unions, administrators' organizations, and Connecticut Association of Boards of Education to launch a full-scale effort to optimize the use of Time.

The *Learning Doesn't Take a Vacation* campaign, which started as a family summer vacation program, has evolved into a summer-long, learning enrichment alternative for children supported by more than 75 organizations with financial assistance from the General Electric Foundation and Channel 8 Television. This program has proven to be a catalyst for parents to solicit quality instructional programs over the summers from local school districts.

A *Discovery Guide*, published by the Academy in cooperation with the Connecticut Department of Tourism, describes attractive family learning opportunities throughout the state and is distributed to school districts, PTAs, community organizations, and libraries.

In addition to preparing and disseminating publications, television and radio programs, and major public awareness campaigns, CONNSTRUCT is expanding its Community Partnerships among leaders of religious, community service, school district, business, and public policy groups to develop local dialogues and to implement culturally sensitive strategies to increase student performance in our poorest cities.

Related Projects

- Western Connecticut Middle Grades Math and Science Teacher Leadership Project; Education Connection (Litchfield, CT)

- Project Search: Statewide Teacher Enhancement in Connecticut; Science Center of Connecticut (West Hartford, CT)
- SMARTNET 2000: A Teacher Enhancement Program for Precollege Science and Mathematics Education; Sacred Heart University (Fairfield, CT)
- The Connecticut Museum Collaborative for Science Education; Discovery Museum (Bridgeport, CT)
- Secondary Mathematics Core Curriculum Initiative; Connecticut Business/Industry Association (Hartford, CT)
- Resource and Training Network for Science Teachers in Urban Middle Schools of Connecticut; Talcott Mt. Science Center (Avon, CT)
- EPWG: United Connecticut for Women in Science, Engineering, and Mathematics; CPEP, Inc. (West Hartford, CT)
- Project PROMMISE: Promoting Role Model Minorities in Science Education; Talcott Mt. Science Center (Avon, CT)