

Ideas on Other Distribution Candidates

① Earth Force

Tom Martin, President & CEO Based in DC Area, 8 cities
Youth-driven environmental group

② Teach for America - CNS

Kya Henderson - DC Office / Wendy Kopp, President
↳ young (22-25 yrs.) teachers w/local networks
who would love to get involved in this

③ Col Larry Wilkerson (ret.) - Macfarland Middle School

- heads up the Colin Powell Leaders Program - after school program
- knows DC school situation incredibly well

④ Web portion - please contact Stargazer, we are building a programming network on the web, w/a focus on philanthropy

Please call me w/any questions
Colleen Monahan
Stargazer Foundation
703 245 7045

⑤ United Way of Kalamazoo

Youth & Philanthropy Program

- Spoke at Nat'l Youth Summit & Nat'l Community Service Conference in Orlando June 28th

⑥ Tech Corps - Karen Smith

- Groups w/whom we're working
- America's Promise
 - Ashoka
 - Conservation Fund
 - Earth Force
 - Nature Conservancy
 - Community Wealth Ventures
 - Macfarland Middle School
 - NFTE
 - Power UP
 - Tech Corps
 - Teach for America
 - Share Our Strength
 - First Book
 - City Year

Power

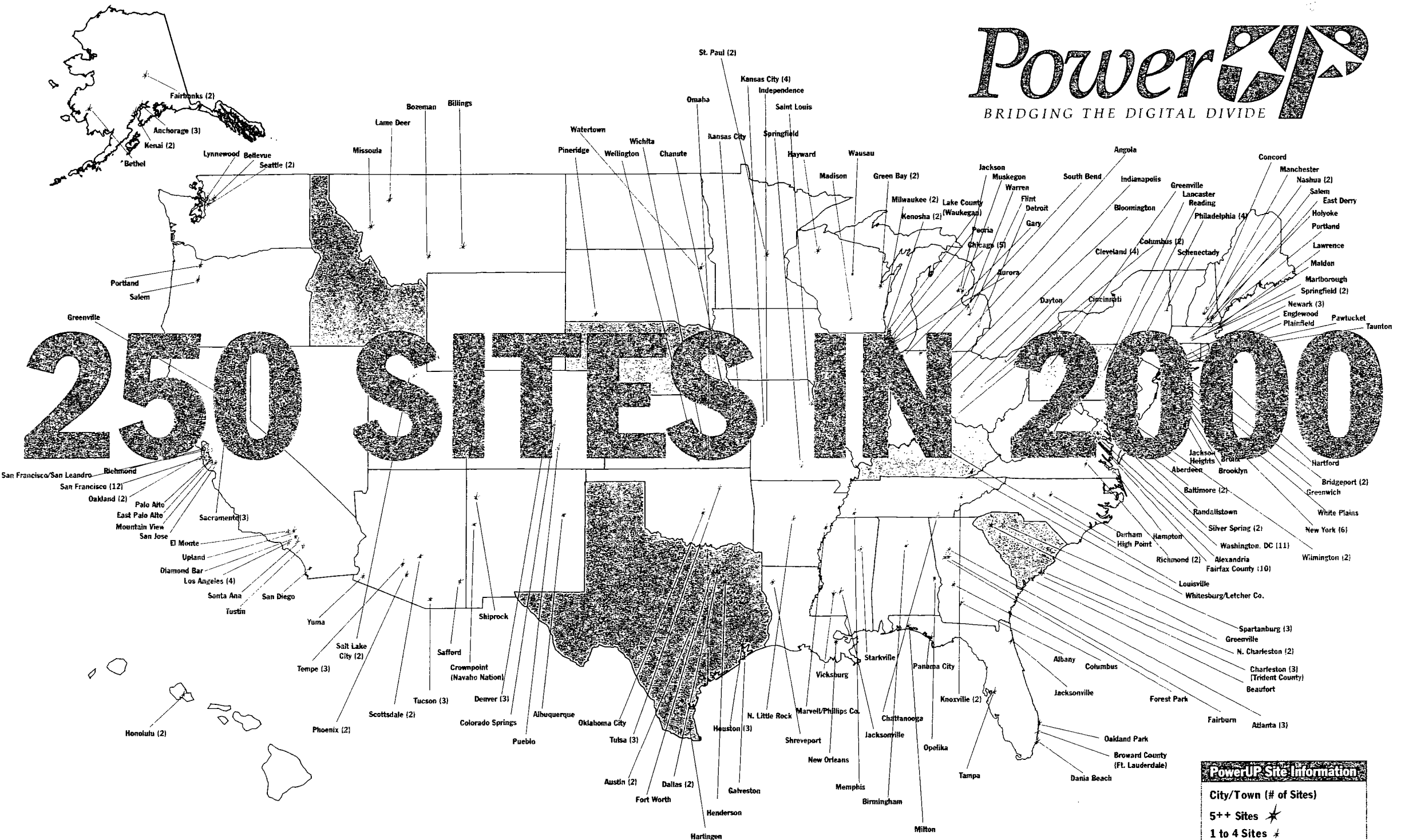
BRIDGING THE DIGITAL DIVIDE

PHOTOCOPY
PRESERVATION

**PHOTOCOPY
PRESERVATION**

100 Enterprise Way #C2 • Scotts Valley, CA 95066 • 831.431.1390 • Fax 831.431.1393
email: ContactPowerUp@aol.com • www.powerup.org





City/Town (# of Sites)
5++ Sites ★
1 to 4 Sites *



FOR IMMEDIATE RELEASE

**Contact: Pam McGraw
PowerUP
(703) 760-4896**

**PowerUP UNVEILS 250 NEW SITES IN 43 STATES TO CONNECT
UNDERSERVED YOUTH TO TECHNOLOGY AND RESOURCES
BY END OF 2000**

**After-School Sites will be Hosted in Boys and Girls Clubs, YMCAs, K-12 Schools
and Other Facilities in Rural, Urban and Suburban America from Alaska to Florida**

**Centers Complete with Gateway Computers, AOL Accounts,
Full-time Americorps*VISTA Staff, Snacks and More**

East Palo Alto, CA, April 17, 2000 - PowerUP, the groundbreaking national initiative to give underserved youth access to technology and guidance on how to use it, today unveiled its first wave of 250 new fully-equipped and staffed sites to be launched nationwide in 43 states by the end of 2000.

Today's announcement was made jointly with President Clinton as part of the White House New Markets Tour at Plugged In, a PowerUP affiliate community technology center in East Palo Alto.

From Fairbanks, Alaska to Tampa, Florida, PowerUP will establish and equip each of these new sites with partner-donated resources, including Gateway computers, America Online Internet accounts, full-time Americorps*Vista staffing and other resources including snacks, mentors, training and equipment. In addition to providing access to technology, each PowerUP site offers local youth ways to find mentors, fun and safe after-school activities, community service opportunities and more.

Launched in November, 1999, PowerUP is a collaborative and inclusive effort that gains its power from its partners: corporations, non-profits and government organizations focused on ensuring that America's underserved youth acquire the skills, experiences and resources they need to succeed in the digital age. Today's announcement of the initiative's first major wave of sites nationwide is a strong indication of the widespread momentum PowerUP has gained in just five months.

Partners that will contribute significantly to the launch of these first 250 PowerUP sites in 2000 include: America Online, Gateway, Hewlett-Packard, Microsoft, Sun Microsystems, America's Promise, the Steve Case Foundation, the Waitt Family Foundation, Americorps*Vista, Boys & Girls Clubs, Communities in Schools, National Urban League, Save the Children, YMCA and the Department of Education. Additional partnerships are already being created for the 2001 launch of even more sites, including a major partnership with HUD to create hundreds of PowerUP centers in public and assisted housing facilities.

The new PowerUP sites will be located in urban, rural and suburban communities across the country and housed in places young people congregate: schools, after school programs, residential complexes, community centers, and other settings including Boys & Girls Clubs and YMCAs. A complete list of the centers slated for 2000 is attached.

Steve Case, Chairman of PowerUP and America Online Chairman and CEO, said: "As we enter the Internet Century, nothing is more important than providing our young people – all our young people – with the skills and resources to thrive in this new age. We're grateful for the support that we've received from across the industry, the non-profit world and government. Something exciting is happening here and the momentum is just beginning."

Rae Grad, Executive Director of PowerUP, said: "PowerUP is about more than just connecting young people with technology; it's about empowering them to use that technology to improve their lives, whether that means locating a mentor online, applying to college or finding a way to give back to the community. PowerUP is an inclusive and collaborative program and we invite all communities, including existing technology centers, to contact us and see if we can partner on behalf of your community's youth."

To increase PowerUP's reach and effectiveness, a unique "PowerUP Online" content guide is available. The guide aggregates information and organizes activities and resources on: tools on how to find a mentor; fun and productive activities to do after school; healthy lifestyle information; exploration of career opportunities and how to acquire the skills needed to take advantage of them; community service; and links with real-time community youth program opportunities provided by participating local youth serving organizations. PowerUP Online, developed by the AOL Foundation, also includes a scholastic/academic component addressing educational achievement.

The Case Foundation, established by Steve and Jean Case, has provided an initial grant of \$10 million to establish PowerUP. Half of the grant covers all staff and administrative costs of the program. The other \$5 million will be given in direct grants to community- and school-based centers across the country that need additional assistance to participate in the PowerUP program.

To support the growth of thousands of PowerUP sites across the country, America Online is providing 100,000 free Internet accounts, with a retail value of \$26 million per year and the Waitt Family Foundation is donating 50,000 Gateway computers, valued at approximately \$30 million.

Last Friday, PowerUP announced 12 new sites in youth serving organizations across the country in celebration of Youth Service Day. AOL employee volunteers devoted their time and expertise to renovate and wire the sites.

U.S. Department of Housing and Urban Development to Join Next Wave of PowerUP Sites

Even as the first wave of 250 sites is being launched in 2000, a larger, second wave of PowerUP sites will be readied for launch in 2001. As an important element of the 2001 plans, PowerUP and the U.S. Department of Housing and Urban Development announced that they will create hundreds of new sites serving residents of public housing expanding HUD's existing Neighborhood Networks program across the country.

About PowerUP

Power UP: Bridging the Digital Divide is a major national initiative launched in November 1999 by more than a dozen nonprofit organizations, corporations and federal agencies to ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age. PowerUP will be able to reach thousands of young people by leveraging its partnerships with numerous public and private organizations, and by building on thousands of existing community centers, schools and other sites. PowerUP partners provide technology, funding, trained personnel, innovative interactive programming, in-kind support and other resources to help close the divide between young people who have access to computer-based information or technology-related skills and those who don't. PowerUP, a nonprofit organization, has been established as a commitment to America's Promise to deliver positive youth development opportunities to the nation's young people. PowerUP's national partners include the Case Foundation, the Waitt Family Foundation, AOL Inc./The AOL Foundation, the Corporation for National Service/AmeriCorps*VISTA, and YMCA of the USA as well as Boys & Girls Clubs of America, Communities in Schools, Family Education Network, National Urban League, PowerBar, Inc., Save the Children, Sun Microsystems, and the U.S. Department of Education.

A live Webcast of the event will be available at www.digitaldividenetwork.org on Monday, April 17, 2000 starting at 8AM Pacific (11 AM Eastern).

B-ROLL SATELLITE FEEDS: Feed Date: Monday 4/17/00 Feed Time: 9:30 - 9:45 AM ET Coordinates: C_BAND: TELSTAR 6 /TRANSPONDER 8 /AUDIO 6.2 & 6.8
Re-feed: Monday 4/17/00 Re-Feed Time: 2:00-2:15 PM ET Coordinates: C_BAND: TELSTAR 6 /TRANSPONDER 8 /AUDIO 6.2 & 6.8

#



Background Information on the Digital Divide

"Possession of computer skills is going to make the difference between getting ahead and being left behind for millions of American youth." - General Colin L. Powell, (Ret.)

A PRESSING NATIONAL NEED

"Digital divide" is the term commonly used to describe an individual or community's lack of access to computers and online resources. According to data from the U.S. Department of Commerce, this "digital divide" currently breaks along many fault lines, including education, geography and income.

Access to technology and computer-based skills is essential for children growing up in the new century and is vital to America's social and economic well-being. The U.S. Department of Commerce estimates that 60 percent of jobs require technical skills. And, the disparity between those with access to technology and those without will – if left unattended – establish an impenetrable barrier not only to quality jobs, but also to educational opportunities and access to information that all Americans will need in order to be successful. The U.S. can avert a potentially devastating new social inequality between digitally literate "haves" and "have-nots" if the nation's skills, resources and commitment are mobilized quickly.

Experience has shown that providing access to hardware and software to underserved young people is not enough. Several key elements must be present and work together if technology initiatives are to accomplish measurable educational and developmental goals. These include:

- One-on-one contact between young people and capable caring adults
- Innovative content and curriculum
- Adequate infrastructure
- Professional training and upkeep
- Evaluation and measurement systems

- more -

A DIGITAL DIVIDE

The gap between the digital “haves” and “have-nots” exists for various reasons, including parents’ education level, household income, ethnicity, geography and infrastructure. Groups that have studied telecommunications investment have found that telephone and cable companies are quicker to wire wealthier suburbs with advanced systems while poor, inner-city neighborhoods are not upgraded. (“Defining the Technology Gap,” The Benton Foundation)

Many civic organizations believe that communication networks are critical tools for fostering civic engagement by facilitating coordination and communication. Research has shown that communities without access to communication networks may find it more difficult to sustain civic engagement that can lead to an improvement in their situation. (“Defining the Technology Gap,” The Benton Foundation)

In a study on the issue of community organizations, The Urban University and Neighborhood Network (UUNN) found that, “Those who lack access to the Internet ... will lose out in an increasingly competitive environment because so many neighborhood organizations are small, geographically isolated and woefully underfunded, their members don’t have efficient access to the information needed to understand all aspects of their neighborhood problems and the paths toward solutions.”

Some statistics from the National Telecommunication Information Administration study “Falling through the Net: Defining the Digital Divide” illustrate the widening gap between those with access and those without:

- *Education:*
 - 61.6 percent of those with a college education use the Internet as opposed to only 6.6 percent of those with a high school degree or less.
 - People with a college degree are over eight times more likely to have a computer than those who are less educated.
- *Income:*
 - Households with an earned income of more than \$75,000 are over twenty times more likely to have home Internet access than those at the lowest levels.
 - The “digital divide” for home Internet access widened 29 percent between those at the highest and lowest income levels between 1997 and 1998.
- *Ethnicity:*
 - Hispanic and African-American households are half as likely to own a computer as their white counterparts.

Digital Divide Backgrounder
3-3-3-3

- *Single-Parent Households:*
 - Only 31.7 percent of single-parent households have a computer, compared to 61.8 percent of married couples.
 - At all income levels, African-American, Asian and Native American households with two parents are twice as likely to have Internet access as those with one parent. When incomes are more than \$35,000, this household type also includes Hispanic and White households, as well.

HOW DOES PowerUP HELP?

PowerUP recognizes that no single organization or solution exists to bridging the digital divide – it will take many people and many groups working together. PowerUP therefore engages a diverse and powerful coalition of people and resources, leveraging the power of public and private entities committed to building a better society.

Through the PowerUP network, more than a dozen nonprofit organizations, major corporations and the U.S. Department of Education provides technology, funding and trained personnel to help underserved young people gain the skills, experiences and resources required to succeed in the digital age.

PowerUP is designed to achieve three goals: to shine a spotlight on the issue of the digital divide and help build a national crusade to bridge it; put programs and resources in place to enhance the technology centers in schools and communities that already exist; and stimulate the creation of new sites across the country. Through its partnerships, PowerUP provides technology, funding and valuable resources to reach hundreds of thousands of young people through thousands of existing community centers, schools and other locations nationwide.

FOR MORE INFORMATION

For more information on the digital divide, see:

- *Digital Divide Clearinghouse* – A comprehensive resource center on the issue:
[http://www.helping.org/“bridging the digital divide”](http://www.helping.org/bridging%20the%20digital%20divide)
- *Department of Commerce Report on Digital Divide* - Internet
<http://www.ntia.doc.gov/ntiahome/digitaldivide/>
- *Crossing the Great 'Digital Divide'* - PC Week
<http://www.zdnet.com/pcweek/stories/columns/0,4351,409662,00.html>
- *Attacking the 'Digital Divide'? You BET!* - ZDNN
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"Our future success
as a nation will depend on
how prepared our young
people are for the challenges of
the 21st century."

— General Colin L. Powell (Ret.),
Chairman, America's Promise
--The Alliance for Youth

"PowerUP's goal is
to leverage technology's
power and the potential of
the online medium to help
young people develop
character and competence."

— Steve Case,
Chairman,
AOL and PowerUP

"Nothing is more
important in our lives and
in the future of our
communities than ensuring all of
our children have access to the
tools and information they need
to get ahead, and stay ahead."

— Ted Waitt,
Chairman, Gateway and the
Waitt Family Foundation

CONTACT US:

If you would like more information on
joining PowerUP as a national partner,
local sponsor, local affiliate,
AmeriCorps*VISTA member or trained
volunteer, or need general information
on PowerUP, please visit
www.powerup.org or contact us at
100 Enterprise Way, Suite C230,
Scotts Valley, CA 95066 (mail),
831.431.1390 (phone), or
ContactPowerUP@aol.com (e-mail).



WHAT IS POWERUP?

PowerUP, a nonprofit organization, was formed to ensure that America's underserved young people acquire the skills, experience and resources they need to succeed in the digital age. PowerUP and its partners -- more than a dozen nonprofit organizations, major corporations and federal agencies -- provide technology, funding, trained personnel, innovative interactive programming, partnerships with community organizations and other resources to help close the divide between young people who have access to technology, and those who don't.

WHAT IS THE "DIGITAL DIVIDE"?

"Digital divide" is the term commonly used to describe an individual's or community's lack of access to computers and online resources. According to data from several reports issued in 1999 by the federal government, this "digital divide" currently breaks along many fault lines, including education, income, race, and geography.

Households with an earned income of over \$75,000 are over twenty times more likely to have home Internet access than those at the lowest levels;

The "digital divide" for home Internet access widened 29 percent between those at the highest and lowest income levels between 1997 and 1998;

At every income level, households in rural areas are significantly less likely -- sometimes half as likely -- to have home Internet access than those in urban or central city areas;

Public schools with 50 percent or more minority enrollment have Internet access in 37 percent of instructional rooms, compared to 57 percent in schools with less than 6 percent minority enrollment; and

Similarly, public schools with 71 percent or more students eligible for free or reduced-price school lunch have 39 percent of instructional rooms connected to the Internet compared to 62 percent of rooms in schools with less than 11 percent of students eligible.

POWERUP PARTNERS

PowerUP's national benefactors and partners bring money, computers, access, interactive programming, trained staff, training programs, in-kind contributions and other community-based services on a large scale to sites across the nation. These partners include AOL Inc./The AOL Foundation, Boys & Girls Clubs of America, the Case Foundation, Communities in Schools, Corporation for National Service/AmeriCorps*VISTA, Family Education Network, National Urban League, PowerBar, Inc., Save the Children, Sun Microsystems, the U.S. Department of Education, the Waitt Family Foundation, and the YMCA of the USA.

Local sponsors who have established sites for PowerUP in their communities include the Case Foundation, Microsoft, the Northern Virginia Technology Council, and Sun Microsystems.

THE FIVE "CYBER" PROMISES

PowerUP incorporates the Five Promises identified by America's Promise as essential for building character and competence in youth and delivers them through an online environment. By increasing the exposure to these values in the developmental years, young people are less likely to engage in negative behaviors.

1

Ongoing Relationship with a Caring Adult

PowerUP partners with AmeriCorps*VISTA and trained staff from other volunteer organizations to provide ongoing relationships between technically skilled adults and students at each site.

2

Safe Places and Structured Activities

Young people can spend a significant amount of non-school time everyday in secure, supervised and adequately equipped PowerUP sites. Using safe surfing skills, a significant amount of structured activity is accessible via the web.

3

Healthy Start

Young people can obtain online information about: preventive health care; fun activities involving health-related topics; healthy lifestyle and behavior choices; and nutrition.

4

Marketable Skills through Effective Education

By using the Internet on a daily basis, young people learn how to use search tools and become digitally literate. Online access provides information on internships, apprenticeships and summer jobs.

5

Opportunity to Serve

PowerUP Online links with local volunteer organizations to provide community-service opportunities for PowerUP youth and their families.

PROGRAM ELEMENTS

PowerUP brings together several critical and innovative program elements to create a powerful offering for community centers, schools and other locations nationwide. Key elements include:

Computers and Internet Access - By the end of the year 2000, equipment and online access will be provided at 250 sites across the country.

Innovative, Life-enriching Interactive Programming

The "PowerUP Online" guide includes information on how to find a mentor; fun and productive activities to do after school; healthy lifestyle information; exploration of career opportunities and development of skills needed to take advantage of them; community service; and links with community programs provided by local youth-serving organizations.

Trained Workers - Skilled adults help children attain digital literacy and provide the stability of an ongoing relationship with a caring adult in a safe environment.

National Partnerships - To expand quickly and achieve nationwide penetration, PowerUP seeks to partner with youth-serving organizations, federal agencies, corporations, private individuals and foundations.

Local Partnerships - Relationships with key local organizations expands youth development opportunities and offers additional resources and expertise.

Millions of Dollars in Local Community Grants

An initial total of \$5 million in direct grants will be provided to community-based and school-based centers participating in PowerUP.

Links with Schools - PowerUP works to enhance scholastic achievement and national digital literacy goals by forming partnerships with local schools and educators. AmeriCorps*VISTA members are responsible for connecting the PowerUP program with local schools to supplement and complement educational goals of young people both at school and after school.

Parental Involvement - PowerUP fosters experiences that require kids and parents to learn together.

Healthy Snacks - PowerUP-supported sites will offer a variety of nutritional snacks.

PowerUP Online

PowerUP - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address: <http://www.powerup.org/powerup/middle/>

PowerUP

my mentors



after school



be healthy



my future



lend a hand



my web page



internet rules & tools

Welcome to PowerUP!

PowerUP is all about being smart, safe, healthy and having fun!

[tell me more](#)

Tell us!

What's your favorite good-for-you food?

[tell us](#)

Helping.org

Get involved. Find out where you can volunteer in your community!

[click here](#)

Links to AOL

[Search the Web](#)

[Homework Help](#)

[News & Sports](#)

[TV, Movies & Music](#)

[Clubs](#)

[Art Studio](#)

"I built my own Web Site! It was easy!"

- T.J. Seattle, WA

"The CyberLinks are fun."

- MF, Alexandria, VA

"I learned about becoming a scientist."

<http://www.powerup.org/powerup/middle/tellmemore.shtml>



PowerUP
Bridging the Digital Divide
www.powerup.org

Fact Sheet

"The PowerUP program does more than provide technology solutions; it leverages technology to help children succeed, personally as well as academically. It's a breakthrough initiative that our nation urgently needs."
— General Colin L. Powell (Ret.)

PowerUP™ is a major multimillion-dollar initiative aimed at helping underserved youth obtain the skills, experiences and resources they need to succeed in the digital age. The effort is a nationwide collaboration of more than a dozen major corporations, nonprofit organizations and federal agencies.

Based in schools and community centers around the country, PowerUP not only provides young people with access to the wide range of content and information on the Internet; it also helps them develop additional skills they need to succeed in the 21st century. PowerUP will continue to scale quickly and reach thousands of young people because it leverages partnerships with public and private entities and builds on thousands of existing community centers, schools and other locations nationwide. PowerUP partners provide these sites with the technology, funding, trained personnel, in-kind support and other resources necessary to close the divide between young people who have access to computer-based information or technology-related skills and those who do not.

PowerUP is a nonprofit organization headquartered in Silicon Valley, California. Chief Executive Officer is Rae Grad, a former Senior Vice President with America's Promise.

GOALS

PowerUP uses an innovative approach to bridge the "digital divide" – a separation of the "haves" and "have-nots" in access to computers, technology and online resources. This disparity threatens the ability of millions of young people to acquire the skills they need to succeed. The goals of PowerUP are to: shine a spotlight on the issue of the digital divide and build a national crusade to bridge it; put programs and resources in place to enhance technology centers in schools and communities that already exist today and stimulate the creation of new sites across the country where they are needed.

- more -

PROGRAM

PowerUP goes beyond merely providing computer hardware and connections to the Internet. It provides a safe learning environment that unleashes the full potential of young people. To do that, PowerUP brings together several key elements:

- *Computers and Internet access* from the Waitt Family Foundation and the AOL Foundation, respectively.
- *Innovative, life-enriching interactive programming* developed by the AOL Foundation and built on the "Five Promises" that America's Promise has identified as necessary for children to become successful adults.
- *An army of trained, full-time staff* from AmeriCorps*VISTA and other organizations to work with young people at the sites to attain digital literacy and other skills.
- *The ability to scale quickly and on a national level* by engaging key partner groups at the national and local levels including youth-serving organizations, federal agencies, corporations, private individuals and foundations and by providing flexible, modular program options for existing centers.
- *Local community grants* from the Case Foundation to community- and school-based centers.
- *Links with schools and educators* in order to enhance scholastic achievement and national digital literacy goals.
- *Parental involvement* encouraging parents and kids to learn together.
- *Healthy snacks* provided to all PowerUP-supported centers through a partnership with PowerBar Inc.

SITES

PowerUP will be in 250 sites by the end of 2000 in locations that include technology and computer centers in schools, public housing complexes, youth serving centers and community centers. Initial pilot sites opened in fall 1999 in Washington, D.C.; San Jose, CA; Seattle, WA; and Alexandria, VA.

FUNDING & OTHER RESOURCES

National Benefactors bring money, computers, access, interactive programming, trained staff and other community-based services on a large scale to sites across the nation.

- *The Case Foundation* has provided a grant of \$10 million, including \$5 million for local PowerUP community grants.
- *The Waitt Family Foundation* has provided 50,000 Gateway computers and Internet appliances over the next three years.
- *AOL Inc./The AOL Foundation* has donated its resources and staff to develop PowerUP Online, a first-of-its-kind interactive programming guide built around America's Promises' "Five Promises." In addition, 100,000 AOL accounts are being provided for centers that need them.
- *The Corporation for National Service* will deploy more than 400 trained AmeriCorps*VISTA members to work full-time as mentors to young people participating in the program.
- *The YMCA of the USA* provides service-learning and positive youth development opportunities for young people at PowerUP-supported sites.

National Partners support PowerUP with existing networks of community-based centers, training programs, in-kind contributions and other activities. These partners include:

- *Sun Microsystems*
- *Boys & Girls Clubs of America*
- *Save the Children*
- *National Urban League*
- *Communities in Schools*
- *FamilyEducation Network*
- *PowerBar, Inc.*
- *U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers*

PowerUP Fact Sheet
4-4-4-4

Local Sponsors establish or support PowerUP sites in their communities. Sponsors are:

- *Microsoft*
- *Sun Microsystems*
- *The Northern Virginia Technology Council*
- *The Case Foundation*

PowerUP BOARD OF DIRECTORS

- Erskine Bowles, partner at Forstmann Little and former White House chief of staff
- Jean Case, President of the Case Foundation
- Steve Case, Chairman and CEO, AOL and Chairman of the PowerUP Board
- Carly Fiorina, President and CEO of Hewlett-Packard Company
- Jack Kemp, Co-Director of Empower America
- Ken Gladish, National Executive Director of YMCA of the USA
- Sam Nunn, Partner at King and Spalding and former U.S. Senator
- Leon Panetta, Director of the Panetta Institute and former Director of OMB and White House chief of staff
- Retired Army General Colin L. Powell, Chairman of America's Promise
- Franklin Raines, Chairman and CEO of Fannie Mae
- Roger Staubach, Chairman and CEO, The Staubach Company.
- Ted Waitt, Chairman and CEO, Gateway

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PowerUP
Bridging the Digital Divide
www.powerup.org

Board of Directors

PowerUP's board of directors has a strong chair in Steve Case, Chairman and CEO, America Online. PowerUP's board of directors includes:

- Erskine Bowles, partner at Forstmann Little and former White House chief of staff
- Jean Case, President of the Case Foundation
- Carly Fiorina, President and CEO of Hewlett-Packard Company
- Jack Kemp, Co-Director of Empower America
- Ken Gladish, National Executive Director of YMCA of the USA
- Sam Nunn, Partner at King and Spalding and former U.S. Senator
- Leon Panetta, Director of the Panetta Institute and former Director of OMB and White House chief of staff
- Retired Army General Colin L. Powell, Chairman of America's Promise
- Franklin Raines, Chairman and CEO of Fannie Mae
- Roger Staubach, Chairman and CEO, The Staubach Company
- Ted Waitt, Chairman and CEO, Gateway

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PowerUP
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Partner Fact Sheet

National Benefactors

National benefactors include public and private companies or organizations that bring money, computers, access, interactive programming, trained staff and other community-based services, on a large scale to PowerUP-supported sites across the nation.

- **AOL Inc./The AOL Foundation**

The AOL Foundation provides 100,000 AOL accounts for centers that need them. In addition, AOL Inc./The AOL Foundation have developed PowerUP Online, a first-of-its-kind interactive programming guide has been developed for use in PowerUP-supported centers. Built around the "Five Promises" that America's Promise has identified as essential for children to become successful adults, PowerUP Online provides information and organizes activities and resources in an easy-to-use format for use in grades K-12.

Founded in 1985, AOL Inc., based in Dulles, Virginia, is the world's leader in interactive services, Web brands, Internet technologies, and e-commerce services. The AOL Foundation, founded by America Online in 1997, supports programs that spark innovative uses of the interactive medium to benefit society.

For more information on AOL Inc., visit www.aol.com.

For more information on the AOL Foundation, visit www.aolfoundation.org.

- **Corporation for National Service (AmeriCorps*VISTA)**

PowerUP is AmeriCorps' largest technology initiative to date. AmeriCorps*VISTA brings the people power to PowerUP. By the end of this year, several hundred AmeriCorps*VISTA volunteers and other members of the AmeriCorps family will be trained and deployed to provide dedicated, full-time mentoring and other assistance to schools; YMCAs; Boys & Girls Clubs; National Urban League centers; Save the Children "Web of Support" centers; U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers; and other community technology centers across the country. Currently 14 AmeriCorps*VISTA members are piloting PowerUP sites in Alexandria, VA; San Jose, CA; Seattle, WA; and Washington, D.C.

- more -

PowerUP Partner Fact Sheet
2-2-2-2

AmeriCorps, the domestic Peace Corps, engages more than 40,000 Americans each year in service to their community and country. The Corporation for National Service, AmeriCorps*VISTA's parent agency, is dedicated to promoting the ethic of service and citizenship and providing Americans of all ages and backgrounds with opportunities to serve in ways that help strengthen communities.

*For more information on AmeriCorps*VISTA, or Corporation for National Service, visit www.americorps.org.*

- **The Case Foundation**

The Case Foundation has provided an initial \$10 million grant to establish PowerUP as a nonprofit organization. The grant covers \$5 million for staff and administrative costs of the program — enabling all partnership contributions to go directly to supporting or establishing in-site programs for youth at centers across the country — plus an additional \$5 million for PowerUP grants for up to 5,000 local community centers and school-based sites nationwide. The Case Foundation is also a Local Partner and has adopted a Washington D.C. PowerUP-supported site located in the Southern Ridge Apartments in Anacostia, a low-income housing complex.

The Case Foundation is a private philanthropy established by Jean and Steve Case dedicated to galvanizing the combined resources of communities nationwide to benefit underserved young people in three areas: education, technology and healthcare. The Case Foundation supports venture philanthropy, a model of charitable giving based upon the venture capital structure.

- **The Waitt Family Foundation**

The Waitt Family Foundation supplies computer hardware to PowerUP by providing 50,000 Gateway computers and Internet appliances over the next three years.

Founded in 1993, The Waitt Family Foundation, founded by Ted and Joan Waitt and their family, was created to support individuals, families and communities through programs involving education, non-violence, child advocacy and community enhancement.

PowerUP Partner Fact Sheet

3-3-3-3

- **YMCA of the USA**

As the first youth-service organization to come on board with PowerUP, the YMCA offers service-learning and positive youth development opportunities for young people at PowerUP-supported sites. As a National Benefactor, the YMCA provides a sustained presence of caring, supportive adults who interface regularly with parents and teachers in the community. PowerUP-supported sites in Alexandria, VA; San Jose, CA; Seattle, WA; and Washington, DC are maintained by the following local YMCAs: YMCA of Metropolitan Washington, YMCA of Santa Clara Valley and YMCA of Greater Seattle.

Collectively, America's 2,283 YMCAs are the nation's largest provider of childcare. YMCAs across the country are at the heart of community life and offer a variety of programs such as family activity nights, juvenile delinquency prevention programs, volunteerism and mentoring, and welfare-to-work initiatives. YMCAs serve nearly 17 million people, including 9 million children during non-school hours.

For more information on the YMCA of the USA, visit www.ymca.net.

National Partners

National Partners are organizations that support the PowerUP program through their existing networks of community-based centers, training programs, in-kind contributions and other activities.

- **Boys & Girls Clubs of America**

As a National Partner, Boys & Girls Clubs of America complements and supplements their existing work with youth in after-school sites with PowerUP program elements. They also bring an important element to PowerUP by providing a safe place for young people with positive youth development opportunities, including sports, arts and crafts or other special classes.

Boys & Girls Clubs of America have a lineup of tested and proven nationally recognized programs that address today's most pressing youth issues, teaching young people the skills they need to succeed in life. More than 25 national programs are available in the areas of education, the environment, health, the arts, careers, alcohol/drug and pregnancy prevention, gang prevention, leadership development and athletics.

For more information about Boys & Girls Clubs of America, visit www.bgca.org.

PowerUP Partner Fact Sheet

4-4-4-4

- **Communities in Schools**

As a National Partner, Communities in Schools Inc. (CIS) integrates PowerUP program elements into the Cisco Networking Academy Program, a partnership between CIS, Cisco Systems Inc., and the Cisco Foundation. A 280-hour curriculum, the Networking Academy program teaches high school and community college students how to design, build and maintain computer networks. Students from underserved communities gain highly marketable technology skills enabling them to succeed in the digital age. The program was launched in 1997 and now reaches approximately 21,000 students in all 50 states, the District of Columbia and 40 countries around the world.

For the past 20 years, CIS has provided successful stay-in-school solutions at school sites by showing communities how to coordinate their public, private and nonprofit resources so kids can get the help they need — where they need it — in the public schools. CIS provides community champions — privately-supported independent teams — whose sole mission is to rally community support for children and broker services in the schools. CIS provides access to services for more than 1 million young people through 1,500 schools in 32 states and the District of Columbia.

For more information on Communities in Schools, visit www.cisnet.org.

- **FamilyEducation Network**

FamilyEducation Network provides the Web publishing tools that the youth and AmeriCorps*VISTA members will use to create their own home pages through the PowerUP program. Young people participating in the program will be encouraged to build Web sites relating to their communities, themselves or their dream jobs. In this way, PowerUP encourages community-building as well as digital literacy.

FamilyEducation Network develops and provides educational and child-development resources and services for millions of families, corporate employers, schools and communities. The Company's network of Web sites, which include familyeducation.com, teachervision.com, and infoplease.com represent the largest K-12 community of parents, educators and students on the Internet. FamilyEducation Network helps parents, schools and community organizations use online tools and other media to become more effectively involved in their children's education and overall development.

To find out more information about the FamilyEducation Network, visit www.familyeducation.com.

- **National Urban League**

As a PowerUP National Partner, the National Urban League incorporates PowerUP program elements into their community technology centers. By incorporating trained staff, PowerUP Online and consistent standards into its programs, the National Urban League fulfills its vision to collaborate with its local affiliates to plan, implement and evaluate state-of-the-art technology access centers in each Urban League affiliate.

The National Urban League has been developing technology-based programs since 1968. The League's Technology Programs & Policy (TPP) department implements the National Urban League's vision to bring the benefits of information and communications technology to underserved communities. In addition to establishing technology centers, TPP works with League affiliates, local, state and federal government, foundations and corporate partners to influence technology policy in urban communities. The office also attempts to aggregate equipment and service demand to deliver the best available hardware, software and development resources to the Urban League Movement and the communities that they serve.

To find out more information about the National Urban League, visit www.nul.org.

- **PowerBar Inc.**

As a National Partner, PowerBar Inc. helps provide well-balanced nutrition for young people at PowerUP sites through its donation of energy bars, including PowerBars, PowerBar Harvest bars and PowerBar Essentials bars.

Headquartered in Berkeley, Calif., PowerBar is the leader in the energy bar market with approximately 45 percent market share. The company's bars, gels and drinks serve as tools to help people perform at their best.

For more information on PowerBar, visit www.powerbar.com.

- **Save the Children**

Save the Children focuses its programs in the United States on out-of-school time, serving 5 to 18 year-olds in poor inner cities and rural neighborhoods. Working with community partners, Save the Children has established a "Web of Support" that provides caring adults, safe places and constructive activities during unsupervised time away from school. A unique feature of the "Web of Support" after-school programs is the "Web of Support Online (WOSO)," — a password-protected extranet that creates a virtual community linking kids from low-income neighborhoods around the country. Already sharing youth development synergies with PowerUP, Save the Children strengthens some of its rural sites with PowerUP program elements.

Save the Children is an international nonprofit child assistance organization whose mission is to make lasting, positive change in the lives of children in need. Save the Children operates health, education, economic opportunity and humanitarian response programs in 44 countries around the world.

For more information on Save The Children, visit www.savethechildren.org.

- **Sun Microsystems Inc.**

Sun Microsystems Inc. provides technical training for the AmeriCorps*VISTAs who will be staffing PowerUP. Sun is also a Local Partner, funding a PowerUP-supported site in San Jose, CA at the Holly Oak Elementary School.

Sun has developed, and continues to develop, special programs and activities aimed at improving or assisting the community, as well as furthering the use of technology to educate.

To find out more about Sun Microsystems Inc., visit www.sun.com.

- **U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers**

The power of PowerUP is its partnerships. One of the goals of PowerUP is to enhance scholastic achievement and digital literacy. PowerUP has partnered with the U.S. Department of Education to help supplement and complement education goals of children both in the classroom and outside of the classroom.

PowerUP Partner Fact Sheet
7-7-7-7

The U.S. Department of Education shares information with its Computer Technology Centers and 21st Century Community Learning Centers about the resources available to them through PowerUP as well as to provide online content for PowerUP Online.

The U.S. Department of Education's mission is to ensure equal access to education and to promote educational excellence throughout the nation. The priorities of the Department are: all students will be able to read well and independently by the end of 3rd grade, will master challenging mathematics and will be academically and financially prepared to attend college. In addition, all states and schools will have challenging, clear standards and accountability; there will be a dedicated and well-prepared teacher in every classroom; every classroom will be connected to the Internet; and every school will be safe and drug-free. The Department is committed to helping students from all backgrounds, regardless of race, national origin, disability, age or gender.

For more information on the Department of Education, visit www.ed.gov.

Local Sponsors

Local Partners are public and private companies that provide direct financial and other support needed to establish or maintain a local site.

- **Case Foundation** — See paragraph above.
- **Microsoft Corp.**

Microsoft Corp. has partnered with Meredith Mathews East Madison YMCA to sponsor the PowerUP program at an after-school center located at the South Shore Middle School in Seattle.

Founded in 1975, Microsoft is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software — any time, any place and on any device.

For more information on Microsoft Corporation, visit www.microsoft.com.

- **Northern Virginia Technology Council**

As a PowerUP Local Partner, the Northern Virginia Technology Council (NVTC) brings technology to low-income children through its sponsorship of PowerUP at the Gum Springs Community Center in Fairfax County. As a true collaborative effort, NVTC has received contributions from its members to purchase computer software and hardware for the site, and fund five AmeriCorps*VISTA members to work with the children in the computer center. Additionally, NVTC members volunteer at the site.

The Northern Virginia Technology Council (NVTC) is the voice of technology business, driving success for member companies in diverse fields and building recognition of the region as a global leader in technology development and application. NVTC represents about 1,200 member companies employing more than 175,000 workers and is one of the largest technology councils in the nation.

To enable children to achieve their full potential and become responsible members of their community, Fairfax County Department of Community and Recreation Services provided, refurbished, and rewired the PowerUP site located in the Gum Springs Community Center.

For more information on the Northern Virginia Technology Council, visit www.nvtc.org. For more information on the Fairfax County Department of Community and Recreation Services, visit www.co.fairfax.va.us/rec/ffrec.htm.

- **Sun Microsystems** — See paragraph above.

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PowerUP
Bridging the Digital Divide
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America's Promise: The Five Promises

PowerUP stems from a commitment to America's Promise.

Founded and led by General Colin Powell, America's Promise-Alliance for Youth is a national crusade dedicated to improving the lives of the nation's more than 15 million youth, especially those who are underserved. America's Promise aims to provide these young people with experiences that build character and strengthen core competencies by accessing the five America's Promise Fundamental Resources.

PowerUP embraces the Five Promises and delivers them through an online environment.

1) Ongoing Relationship with a Caring Adult

PowerUP partners with AmeriCorps*VISTA and trained staff from other volunteer organizations to provide ongoing relationships between technically skilled adults and students at each site.

2) Safe Places and Structured Activities

Young people can spend a significant amount of non-school time everyday in secure, supervised and adequately equipped PowerUP sites. Using safe surfing skills, a significant amount of structured activity is accessible via the web.

3) Healthy Start

Young people can obtain online information about: preventive health care; fun activities involving health-related topics; healthy lifestyle and behavior choices; and nutrition.

4) Marketable Skills through Effective Education

Using the Internet on a daily basis, young people learn how to implement search tools and become digitally literate. Online access provides information on internships, apprenticeships and summer jobs.

5) Opportunity to Serve

PowerUP Online links with local volunteer organizations to provide community-service opportunities for PowerUP youth and their families.

For more information on America's Promise, visit www.americaspromise.org.

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PowerUP **Bridging the Digital Divide** **www.powerup.org**

Frequently Asked Questions

WHAT IS POWERUP?

PowerUP is a major national initiative to bridge the "digital divide" — the lack of access to computers and online resources by individuals and communities.

Specifically, PowerUP helps underserved kids obtain access to technology, guidance and skills in order to succeed in the digital age. To do this, PowerUP brings together a unique and powerful partnership including more than a dozen corporations, nonprofit organizations and government agencies.

PowerUP also delivers people power — hundreds of full-time staff from AmeriCorps*VISTA — along with innovative online programming and other essential resources, including technology, funding and in-kind support to thousands of sites for young people across the country.

WHAT MAKES THIS PROGRAM DIFFERENT?

Several key elements differentiate this program from others:

- ⇒ The strength, size, reach and scope of the partnership, which will reach thousands of sites across the country;
- ⇒ A comprehensive program that provides technology access, innovative online programming, full-time staff, funding, links with schools and even healthy snacks to sites;
- ⇒ An approach that uses technology to promote positive youth development, based on the "five promises" identified by America's Promise as essential for young people to succeed.

WHAT'S THE ULTIMATE GOAL OF POWERUP?

- ⇒ Shine a spotlight on the issue of the digital divide;
- ⇒ Leverage technology and resources to give today's underserved children the best possible opportunity to become capable adults;
- ⇒ Enhance existing technology centers and community centers; and
- ⇒ Stimulate the creation of new sites across the country wherever they're needed.

- more -

FAQs
2-2-2-2

The ultimate goal of PowerUP is to ensure that all children, regardless of socio-economic status, race, gender or geography, have access to the power of technology and the vast potential that the online medium holds.

WHY IS POWERUP IMPORTANT?

Access to technology and computer-based skills is essential to children growing up in the new century and vital to our country's social and economic well-being. Information technology — and specifically the Internet — can have a great rejuvenating and democratizing effect on American society. But, technology could also accelerate the poverty and isolation that plague rural communities and inner cities if it is not made more widely available and deployed effectively. No child in America should be left behind in the 21st Century - the Internet Century.

Today, 86 percent of Internet delivery capacity is concentrated in the 20 largest cities. Seventy-five percent of households with incomes more than \$75,000 own computers, but only 10 percent of the nation's poorest families do. That's a crisis. Our country can't afford to leave anybody behind. We have a moral responsibility to ensure every child has the chance to succeed. This is an economic challenge, too. In a networked economy, people who are already connected benefit each time more people are connected. There's no more urgent task before the country than bridging the digital divide.

WHAT IS THE "DIGITAL DIVIDE"?

Essentially, the term refers to the gulf that separates the "haves" and "have-nots" in access to computers, technology and online resources. The "digital divide" affects both individuals and communities and breaks along many fault lines, including education, geography and income.

HOW IS POWERUP FUNDED?

The Case Foundation provided initial funding of \$10 million — including \$5 million for grants to local programs and \$5 million to cover all staff, administrative and program development costs, enabling other contributions to go directly to supporting or establishing in-site programs at centers across the country. In addition, The Waitt Family Foundation, the AOL Foundation, the Corporation for National Service and Power Bar are also making significant contributions. PowerUP expects to receive other necessary funding from a variety of partners.

- more -

FAQs
3-3-3-3

HOW LONG WILL INITIAL FUNDING LAST?

Initial funding will last depending on how quickly PowerUP ramps up to deploy services. The Case Foundation envisions this as an initial three-year investment and could provide additional funding as the program expands.

WHAT HAPPENS AFTER THE MONEY RUNS OUT?

The Case Foundation is committed to the program. PowerUP is also confident that other foundations and corporations will get involved, help the program grow and encourage co-investors and stakeholders to help the program thrive and establish itself independently over time.

WHAT ROLE DOES THE POWERUP BOARD PLAY?

The board is very involved in thinking through the overall strategy for PowerUP and helping to recruit partners for the program.

HOW MUCH DOES IT COST TO BUILD A POWERUP CENTER?

Costs for the centers vary. PowerUP estimates no more than \$50,000 for full set-up, including operating costs for a year. Since in many cases PowerUP provides services to sites that already exist, the cost depends on the hardware and resources already in place.

WHAT'S THE DIFFERENCE BETWEEN POWERUP AND THE SITES ALREADY ESTABLISHED BY STEVE AND JEAN CASE IN VIRGINIA?

The Cases have been working personally on the youth technology access problem and on the need for positive youth development for some time. Part of their focus went into establishing a number of prototype community technology centers for young people in Fairfax County and other parts of Virginia. After seeing how successful these were, they felt the concept could be expanded and scaled up significantly. PowerUP represents a huge step onto the national level — something that can be done only through the kind of partnership PowerUP represents — one that's able to bring together national partners, technology, innovative online programming, funding, people power, in-kind support and other vital resources to thousands of existing centers nationwide. Fairfax County plans to incorporate elements of the PowerUP in its centers.

- more -

FAQs

4-4-4-4

WILL THESE CENTERS BECOME SUPPORTED BY POWERUP?

Yes. While they already have full-time trained staff and other important elements of a total, positive youth development environment, they will benefit particularly from the new interactive programming developed by the AOL Foundation — "PowerUP Online" — and they'll want to integrate it into their program.

ARE THERE ANY POWERUP SITES IN EXISTENCE TODAY?

Pilot programs opened last fall in Washington, DC, San Jose, Seattle and San Jose. But that's just the beginning. By the end of 2000, PowerUP will be in 250 sites in technology centers in schools, housing projects, community centers and other locations across the country. PowerUP is already working with the YMCA, Boys and Girls Clubs, Save the Children, CIS, the Department of Education's Computer Technology Centers and 21st Century Community Learning Centers to support already existing programs. Ultimately, PowerUP hopes to reach thousands of centers — "wherever there is a computer and a young person."

WHO CAME UP WITH THE IDEA FOR POWERUP?

The Cases and General Powell had been discussing shared concerns about the "digital divide" for some time. It was out of those discussions that they decided that a new and comprehensive, partnership approach was needed to address the problem on a national level. PowerUP stems from a commitment to America's Promise.

WHAT IS AMERICA'S PROMISE?

Founded and led by General Colin Powell, America's Promise-Alliance for Youth is a national crusade dedicated to improving the lives of the nation's more than 15 million youth, especially those who are underserved. America's Promise aims to provide these young people with experiences that build character and strengthen core competencies by accessing the five America's Promise Fundamental Resources.

FAQs
5-5-5-5

WHAT ARE THE FIVE PROMISES?

The five resources America's Promise has identified that, if consistently fulfilled, will significantly increase the chance of youth becoming successful adults are:

1. An ongoing relationship with a caring adult-parent, mentor, tutor or coach;
2. Access to safe places and structured activities during non-school hours;
3. A healthy start;
4. A marketable skill through effective education;
5. An opportunity to give back through community service.

America's Promise believes that every young person should have a chance at the American Dream, and an opportunity to live a productive and fulfilling life.

WHY THE LINK BETWEEN POWERUP AND AMERICA'S PROMISE?

The Five Promises of America's Promise capture what is necessary for our underserved youth to succeed in the digital age. Teaching kids to use computer programs or surf the Net is not enough. By embracing America's Promise goals, PowerUP provides a more complete environment needed to unleash the full potential of young people.

HOW MANY PEOPLE WILL GO THROUGH THE POWERUP PROGRAM?

The program is expected to reach hundreds of thousands of children over time.

IS THE POWERUP PROGRAM AVAILABLE TO ANYONE? OR DO I HAVE TO GO TO A COMMUNITY CENTER?

PowerUP is intended specifically to work in the context of community centers, schools, existing technology centers and related sites - a safe place with a caring, capable adult.

WHO PROVIDES THE TRAINING OR MENTORING FOR THIS PROGRAM?

PowerUP mobilizes an army of full-time workers to help young people realize the full potential of computer-based technology in ways that will build character and competence and stimulate personal achievement.

Specially-trained, full-time AmeriCorps*VISTA members and other staff provide a sustained, dedicated, trained presence at PowerUP centers. Others participate as well, including YMCA and staff from other youth-serving organizations.

- more -

FAQ's
6-6-6-6

WHAT'S THE TARGET AGE GROUP OF POWERUP AND WHAT DO THE KIDS LEARN IN POWERUP SITES?

The target is young people in grades K-12. They will be able to access positive youth development opportunities online, develop digital literacy and have opportunities to take advantage of scholastic achievement opportunities.

HOW DOES POWERUP MEASURE SUCCESS?

Initially, sustained involvement in PowerUp programs — meaning frequency of use, longevity of use, number of children being served and the number children-created websites. Ultimately, PowerUP wants to track the ability of the program to contribute to the accomplishment of both personal and academic success and is developing metrics to do so.

HOW MANY SITES WILL GO ONLINE AND WHEN?

PowerUP will have 250 sites by the end of 2000. We will continue to aggressively scale in cities for years to come.

WHAT'S THE EDUCATIONAL FOCUS OF POWERUP?

PowerUP's main focus is positive youth development but it is providing access to academic sites as part of the program elements as well as connecting with schools in each community.

HOW MANY POTENTIAL SITES ARE THERE?

No one knows for sure, but estimates are that the total number of in-school and out-of-school youth centers in the U.S. is in the tens of thousands, including school-based learning centers — bottomline, wherever there are kids and computers.

WHAT IS THE MISSION OF THE CASE FOUNDATION?

The Case Foundation is dedicated to helping underserved young people in the areas of education, technology and healthcare. The Foundation supports social venture philanthropy, which taps the potential of communities and individuals to address social concerns.

- more -

WHAT IS GATEWAY CONTRIBUTING? WHY ARE THEY INVOLVED?

The Waitt Family Foundation, established by Ted and Joan Waitt and their family, will supply computer hardware to PowerUP by providing 50,000 Gateway computers and Internet appliances over the next three years. Since Gateway was founded 15 years ago, it has had a commitment to helping people improve their lives through technology and innovation. Both the Gateway Foundation and the Waitt Family Foundation have been providing technology and software to hundreds of schools and community organizations for years to help improve learning. The PowerUP effort is particularly important to Gateway because Gateway believes the scale of the program is certain to have a positive impact nationwide.

AREN'T THERE ALREADY PLENTY OF THESE CENTERS OUT THERE?

There are projects in communities all across the country trying to bridge the digital divide. That's exactly why PowerUP is important. Help is needed for all centers that seek to make a positive difference in the lives of our young people and that might benefit from the resources PowerUP is able to bring together: technology, funding, online programming, people power, in-kind contributions and other resources. The truth is, it's going to take many organizations working together to make a difference.

The beauty of PowerUP is that it isn't competitive with any program — it can be used as an enhancement to existing centers.

PowerUP is responding to another need as well. Efforts today are largely fragmented and lack the scale necessary to attract significant resources. PowerUP hopes to be a catalyst to knit these initiatives into a national tapestry and jump-start a crusade that can change the lives of millions of kids. It's going to take an unprecedented combination of people, skills and resources to do that — something PowerUP is uniquely able to provide.

Finally, PowerUP offers the opportunity to make dramatic progress in establishing consistent, quality-oriented methods and resources to ensure that technology centers and programs across the country share a common standard of excellence in driving positive youth development.



Rae Grad

Chief Executive Officer, PowerUP

Chief Executive Officer Rae Grad joined PowerUP on September 1, 1999. Before joining PowerUP, she worked for three years as a senior executive at America's Promise - The Alliance for Youth, founded by General Colin Powell(ret.). At America's Promise, she was one of the founding executives who helped build the organization from the ground up. A registered nurse, Ms. Grad previously served as the executive director of the National Commission to Prevent Infant Mortality. During this same period, she provided health care to inner city women as a volunteer nurse in an evening clinic in Anacostia, a low-income area of Washington, DC.

Prior to her work on the national commission, Ms. Grad was executive director of the Southern Regional Task Force on Infant Mortality. Sen. Chuck Robb (D-VA), then governor of Virginia and head of The Southern Governors' Association, created and appointed Ms. Grad as chair to recognize her volunteer activities on behalf a new organization in Virginia that promoted the health of mothers and babies. In recognition of her great work, then-Sen. Lawton Chiles (D-FL) introduced legislation creating the National Commission to Prevent Infant Mortality and asked Ms. Grad to take charge.

Ms. Grad started her career as a Labor and Delivery nurse. She learned firsthand what it means when children and families get the best possible chances in life or not. While starting her family, she stopped working to be a "stay-at-home" mom. During this period, she volunteered, wrote a book, The Father Book, and started a consulting company.

Ms. Grad received her BSN from Cornell University in nursing, MA from New York University in parent-child nursing, and Ph.D. from University of Maryland in health education. Her Ph.D. dissertation concerned the effects of electromyographic biofeedback on pain in labor. Recognized for her national work in health care for mothers and children, Ms. Grad was awarded a Kellogg Fellowship, a competitive award given to people who are leaders in their field.



MeltonEmily@aol.com

08/02/2000 02:28:01 PM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP

cc:

Subject: AOL/Youth In Philanthropy meeting 10AM 8/3 --

Hi Shirley,

If you would like to meet with Kathy Bushkin and David Eisner in person instead of by phone, you may go to the Stargazer Foundation office at 1650 Tysons Blvd., 2nd floor.

Please let me know if that is preferable and if anyone else will be with you.

Thanks again.

Emily Melton 703-265-1341 MeltonEmily@aol.com
AOL Community Relations - Foundation, Philanthropic Support

start w/ curriculum based programs in

DC

After school

power up

Jim Gibson - DC agenda

Carmie Thornhill

Lisa Sullivan at Wister

Rita Bright at Community & Hygiene

Columbus Heights Story Collaboration

Buy a franchise

America's Promise -

United Way of South Carolina - data for the whole community

Understar → database of all WONTT agency

Tie to youth entrepreneurship (business)



MeltonEmily@aol.com
08/02/2000 05:17:07 PM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP

cc:

Subject: Re: AOL/Youth In Philanthropy meeting 10AM 8/3 --

1650 Tysons is one of the tall office buildings attached to Tysons Galleria and next to the Ritz Carlton Hotel.

Kathy and David will expect you at 10am.

Thanks, Emily

Emily Melton 703-265-1341 MeltonEmily@aol.com
AOL Community Relations - Foundation, Philanthropic Support

Living Well →

Next generation innovators

Leaders from diverse areas working on
dev. solutions

Build connections between the groups

Expert in field who knows players - do an analysis
Dev. solution w/ or her

Find a group of orgs - write up w/
morningstar analysis

20-40 funds for each fund

Write up leaders

Portfolio manager or intermediary

Investors

Incentive systems

100 funds w/ 1000 orgs → create database

Te → Cisco

~~Star~~ ProVenture Mutual Fund

Virtual Venture Fund w/ Virtual University

Gifts to the Future:

A Strategy for Passing on the Giving Tradition to America's Young People

Mission

To train the next generation of philanthropists by providing young people the opportunity to contribute to and make decisions regarding the allocation of charitable funds in their communities.

Background

"Our democracy thrives, not just because of our free elections and our free markets, but because in that space between government and the economy, our citizens come together to help each other," noted First Lady Hillary Clinton at the first-ever White House Conference on Philanthropy, held October 22, 1999. Instilling the spirit of giving in each successive generation of young people is an important way that we strengthen civil society and sustain our democracy.

One of the best ways to instill that spirit is by giving young people the opportunity to contribute to their communities. Although today's young Americans have proven their willingness to give back when they are provided the opportunity, too many young people are not asked to give their time; even fewer are asked to consider giving their resources. By increasing opportunities for youth to make meaningful contributions to their communities, we not only expand resources available to solve problems today, but as those young people learn the tradition of giving, we also make an investment in the future.

Strategy

One strategy for passing on the philanthropic tradition highlighted at the conference by Dottie Johnson of the Council of Michigan Foundations enables more than 1,500 youth each year to make grants in 86 Michigan communities. Chayo Long-Mendez, one of the students involved in the program, discussed the process students go through – conducting a needs assessment and asset mapping on youth issues, performing community service, and ultimately, making grants through a collaborative decision-making process. She described one project funded by her program -- a support center for homeless teens designed by a young woman involved in the local GED program. Chayo also noted that the youth grantmaking program involves a diverse group of young people, and that it is endowed, so future generations of youth can have similar experiences. In fact, the youth themselves are responsible for recruiting and training their successors.

As demonstrated at the conference, this kind of experiential learning appears to be a highly effective way to educate youth about their communities, support entrepreneurial youth-led solutions to community problems, provide young people with a structured opportunity to experience giving, and teach the philanthropic ethic. Such efforts also teach youth leadership and collaboration skills, while helping to change the stereotypes adults hold about young people.

Studies confirm the impact of these programs, finding that they improve self-confidence, responsibility, teamwork, knowledge of philanthropy, civic pride and engagement, and commitment to future community involvement.

Convinced of the effectiveness of this experiential approach as a way of training the next generation of philanthropists, a group of private foundations began to meet after the White House Conference to discuss how to expand the number of opportunities for young people. The group identified additional examples of “youth-led funds,” including those supported by the Community Foundation-Silicon Valley, the Surdna Foundation, and the Ewing M. Kauffman Foundation in Kansas City. Such funds give youth a sense of ownership and responsibility for their own communities by vesting them with the responsibility for raising and distributing resources and involving youth in community service or supporting youth-designed projects. Successful projects also educate donors, local community foundations, and service organizations about the value of working with youth as partners.

Program design

Those involved in the discussion meetings suggested the creation of a national initiative which could take on the following structure:

1-- A “national coordinator” would provide the following functions to a network of existing and new youth-led funds:

- Identification of best practices;
- Arranging “train the trainers” training for adult advisors of youth-led funds on how to administer these funds consistent with best practices;
- Promotion of the model to funders and others, including additional partners for the initiative;
- With the assistance of the AOL Foundation, development and maintenance of a website as a resource for youth-led fund participants and as a way to educate and engage them in philanthropy; and
- Organization of an annual convening for youth-led fund leaders.

2-- The national coordinator or another organization would manage a national fund to be used to make challenge grants to local and regional funds.

3-- National, regional, and community funders would create their own youth funds, or contribute to the national fund.

4-- Youth funds could operate through or in partnership with youth-serving organizations who would operate the fund by providing adult leadership and ensuring that best practices are followed. Examples of youth-serving organizations that have already expressed interest in the

initiative are YMCA, 4-H, United Way, Save the Children, City Year, and Habits of the Heart. Funds may also be connected to service-learning programs in schools, and be supported by relevant curricula. Funds may also be managed through a website, with virtual communities developing around key issues.

5-- To qualify, a youth fund would follow these guidelines:

- Be funded at a minimum of \$2,500 per site per year, or be endowed for at least \$50,000.
- Require that youth contribute to the fund, either by making a financial contribution, raising funds, or providing an established number of hours of service
- Be allocated by a board of youth who are age 18 or younger, who participate in a process that includes:
 - a trained adult advisor to guide a series of discussions,
 - research by youth into the needs of the community,
 - establishment of grantmaking criteria by the youth within the framework established by the funder, and
 - grant decisions by the youth, working together on a consensus basis, supported by information or curricula about philanthropy.
- Be registered with the national coordinator.

Potential for leverage

An appealing feature of this initiative is its potential for leveraging funds. For example, a dollar invested in a national challenge fund (described below), would leverage a dollar from a regional or local funder, plus additional resources (time or money) from the youth themselves. In effect, the dollar invested nationally doubles or even triples in size, may leverage hours of youth service, educates youth involved in the youth-led funds in a variety of ways, and then goes to support community-based programs identified by the youth as meriting support. This may prove to be an exciting way for a funder concerned with an issue both to leverage its funds and to enlist new recruits (the youth) to a cause.

Next Steps

Leaders of a dozen foundations and regional associations of grantmakers have met several times since the White House Conference and agreed on several interim steps.

First, the group asked for some preliminary research designed to map existing programs. The Council of Michigan Foundations' Youth Project conducted a preliminary census this spring that resulted in a database of more than 250 youth-as-grantmakers programs in 30 states. This database can be found on Michigan Community Foundations' Youth Project website at

www.mcfyp.org. In addition, the America Online Foundation investigated the use of the Internet as a tool to promote youth engagement in philanthropy, and presented a preliminary report in June.

Second, a national coordinator must be identified who is able to carry out the functions described above. Ideally, the coordinator would have a substantive connection to the project, be able to contribute expertise to the project, and be able to carry the project out in a cost-effective manner, including leveraging its other resources.

Third, funders must be identified to support the national coordinator and to seed the national fund and regional funds. Specifically,

1. National founding partners are needed to:
 - Contribute to the support of the national coordinator [estimated cost -- \$1 million over three years to be shared by two or more national founding partners]; and
 - Contribute to a national challenge fund.
2. National, regional, and community participants are needed to:
 - Support any national, regional, or community youth-serving organization that will operate the youth-led fund according to the above guidelines; or
 - Operate their own youth-led fund.

Note that funders may limit the purposes for which their funds may be granted to stay within their own giving guidelines. For example, a foundation interested in the environment might ask youth to focus on environmental causes or a funder concerned with entrepreneurship might focus funds on youth-designed solutions to community problems.

Fourth, a national press announcement would be made, possibly in early September. Project organizers will request the participation of President Clinton in the announcement and suggest that he challenge other funders to participate.

Long-term program outcomes

If successful, over the next decade the initiative might grow to allow hundreds of thousands of youth in every part of the country to have the experience of contributing to their communities through youth-led funds. As a result of this involvement, as adults, the former youth participants will continue to give generously both their time and money to causes, become active leaders in their community, and involve their own children in philanthropy, thereby sustaining the tradition for future generations.

Power

BRIDGING THE DIGITAL DIVIDE

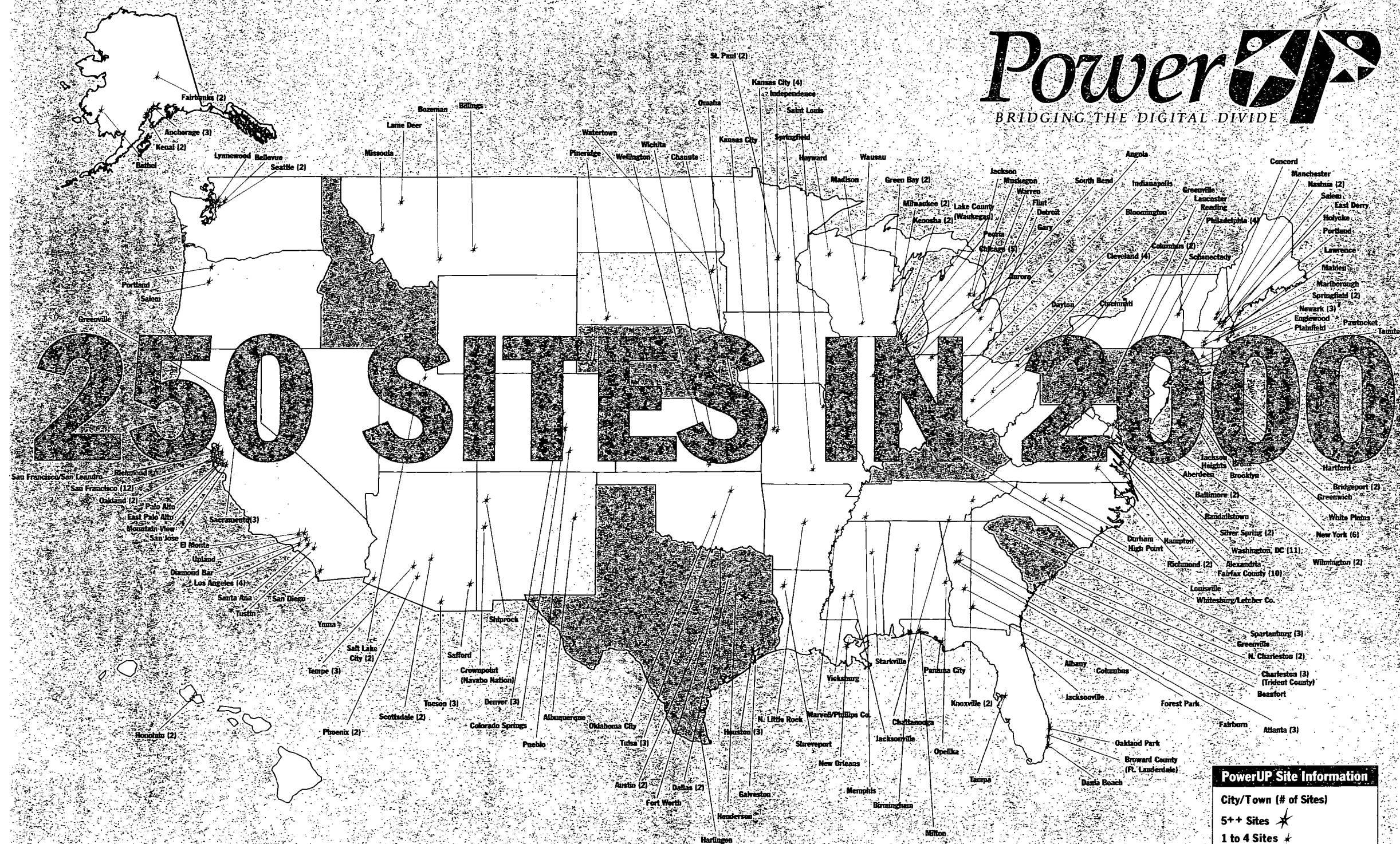
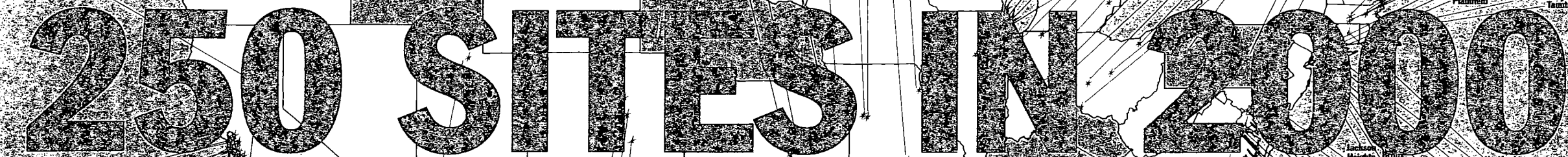


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"Our future success
as a nation will depend on
how prepared our young
people are for the challenges of
the 21st century."

— General Colin L. Powell (Ret.),
Chairman, America's Promise
--The Alliance for Youth

"PowerUP's goal is
to leverage technology's
power and the potential of
the online medium to help
young people develop
character and competence."

— Steve Case,
Chairman,
AOL and PowerUP

"Nothing is more
important in our lives and
in the future of our
communities than ensuring all of
our children have access to the
tools and information they need
to get ahead, and stay ahead."

— Ted Waitt,
Chairman, Gateway and the
Waitt Family Foundation

CONTACT US:

If you would like more information on
joining PowerUP as a national partner,
local sponsor, local affiliate,
AmeriCorps*VISTA member or trained
volunteer, or need general information
on PowerUP, please visit
www.powerup.org or contact us at
100 Enterprise Way, Suite C230,
Scotts Valley, CA 95066 (mail),
831.431.1390 (phone), or
ContactPowerUP@aol.com (e-mail).



WHAT IS POWERUP?

PowerUP, a nonprofit organization, was formed to ensure that America's underserved young people acquire the skills, experience and resources they need to succeed in the digital age. PowerUP and its partners -- more than a dozen nonprofit organizations, major corporations and federal agencies -- provide technology, funding, trained personnel, innovative interactive programming, partnerships with community organizations and other resources to help close the divide between young people who have access to technology, and those who don't.

WHAT IS THE "DIGITAL DIVIDE"?

"Digital divide" is the term commonly used to describe an individual's or community's lack of access to computers and online resources. According to data from several reports issued in 1999 by the federal government, this "digital divide" currently breaks along many fault lines, including education, income, race, and geography.

Households with an earned income of over \$75,000 are over twenty times more likely to have home Internet access than those at the lowest levels;

The "digital divide" for home Internet access widened 29 percent between those at the highest and lowest income levels between 1997 and 1998;

At every income level, households in rural areas are significantly less likely -- sometimes half as likely -- to have home Internet access than those in urban or central city areas;

Public schools with 50 percent or more minority enrollment have Internet access in 37 percent of instructional rooms, compared to 57 percent in schools with less than 6 percent minority enrollment; and

Similarly, public schools with 71 percent or more students eligible for free or reduced-price school lunch have 39 percent of instructional rooms connected to the Internet compared to 62 percent of rooms in schools with less than 11 percent of students eligible.

POWERUP PARTNERS

PowerUP's national benefactors and partners bring money, computers, access, interactive programming, trained staff, training programs, in-kind contributions and other community-based services on a large scale to sites across the nation. These partners include AOL Inc./The AOL Foundation, Boys & Girls Clubs of America, the Case Foundation, Communities in Schools, Corporation for National Service/AmeriCorps*VISTA, Family Education Network, National Urban League, PowerBar, Inc., Save the Children, Sun Microsystems, the U.S. Department of Education, the Waitt Family Foundation, and the YMCA of the USA.

Local sponsors who have established sites for PowerUP in their communities include the Case Foundation, Microsoft, the Northern Virginia Technology Council, and Sun Microsystems.

THE FIVE "CYBER" PROMISES

PowerUP incorporates the Five Promises identified by America's Promise as essential for building character and competence in youth and delivers them through an online environment. By increasing the exposure to these values in the developmental years, young people are less likely to engage in negative behaviors.

1

Ongoing Relationship with a Caring Adult

PowerUP partners with AmeriCorps*VISTA and trained staff from other volunteer organizations to provide ongoing relationships between technically skilled adults and students at each site.

2

Safe Places and Structured Activities

Young people can spend a significant amount of non-school time everyday in secure, supervised and adequately equipped PowerUP sites. Using safe surfing skills, a significant amount of structured activity is accessible via the web.

3

Healthy Start

Young people can obtain online information about: preventive health care; fun activities involving health-related topics; healthy lifestyle and behavior choices; and nutrition.

4

Marketable Skills through Effective Education

By using the Internet on a daily basis, young people learn how to use search tools and become digitally literate. Online access provides information on internships, apprenticeships and summer jobs.

5

Opportunity to Serve

PowerUP Online links with local volunteer organizations to provide community-service opportunities for PowerUP youth and their families.

PROGRAM ELEMENTS

PowerUP brings together several critical and innovative program elements to create a powerful offering for community centers, schools and other locations nationwide. Key elements include:

Computers and Internet Access - By the end of the year 2000, equipment and online access will be provided at 250 sites across the country.

Innovative, Life-enriching Interactive Programming

The "PowerUP Online" guide includes information on how to find a mentor; fun and productive activities to do after school; healthy lifestyle information; exploration of career opportunities and development of skills needed to take advantage of them; community service; and links with community programs provided by local youth-serving organizations.

Trained Workers - Skilled adults help children attain digital literacy and provide the stability of an ongoing relationship with a caring adult in a safe environment.

National Partnerships - To expand quickly and achieve nationwide penetration, PowerUP seeks to partner with youth-serving organizations, federal agencies, corporations, private individuals and foundations.

Local Partnerships - Relationships with key local organizations expands youth development opportunities and offers additional resources and expertise.

Millions of Dollars in Local Community Grants

An initial total of \$5 million in direct grants will be provided to community-based and school-based centers participating in PowerUP.

Links with Schools - PowerUP works to enhance scholastic achievement and national digital literacy goals by forming partnerships with local schools and educators. AmeriCorps*VISTA members are responsible for connecting the PowerUP program with local schools to supplement and complement educational goals of young people both at school and after school.

Parental Involvement - PowerUP fosters experiences that require kids and parents to learn together.

Healthy Snacks - PowerUP-supported sites will offer a variety of nutritional snacks.



PowerUP
Bridging the Digital Divide
www.powerup.org

Board of Directors

PowerUP's board of directors has a strong chair in Steve Case, Chairman and CEO, America Online. PowerUP's board of directors includes:

- Erskine Bowles, partner at Forstmann Little and former White House chief of staff
- Jean Case, President of the Case Foundation
- Carly Fiorina, President and CEO of Hewlett-Packard Company
- Jack Kemp, Co-Director of Empower America
- Ken Gladish, National Executive Director of YMCA of the USA
- Sam Nunn, Partner at King and Spalding and former U.S. Senator
- Leon Panetta, Director of the Panetta Institute and former Director of OMB and White House chief of staff
- Retired Army General Colin L. Powell, Chairman of America's Promise
- Franklin Raines, Chairman and CEO of Fannie Mae
- Roger Staubach, Chairman and CEO, The Staubach Company
- Ted Waitt, Chairman and CEO, Gateway

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PowerUP
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America's Promise: The Five Promises

PowerUP stems from a commitment to America's Promise — The Alliance for Youth.

Founded and led by General Colin Powell, USA (Ret.), America's Promise — The Alliance for Youth is a national crusade dedicated to mobilizing people from every sector of American life to build the character and competence of our nation's youth by fulfilling Five Promises: caring adults; safe places; healthy start; marketable skills; and opportunities to serve. America's Promise aims to provide these young people with experiences that build character and strengthen core competencies by accessing the Five Promises.

PowerUP embraces the Five Promises and delivers them through an online environment.

1) Ongoing Relationship with a Caring Adult

PowerUP partners with full-time, trained staff from other volunteer organizations to provide ongoing relationships between technically skilled adults and students at each site.

2) Safe Places and Structured Activities

Young people can spend a significant amount of non-school time everyday in secure, supervised and adequately equipped PowerUP sites. Using safe surfing skills, a significant amount of structured activity is accessible via the web.

3) Healthy Start

Young people can obtain online information about: preventive health care; fun activities involving health-related topics; healthy lifestyle and behavior choices; and nutrition.

4) Marketable Skills through Effective Education

Using the Internet on a daily basis, young people learn how to implement search tools and become digitally literate. Online access provides information on internships, apprenticeships and summer jobs.

5) Opportunity to Serve

PowerUP Online links with local volunteer organizations to provide community-service opportunities for PowerUP youth and their families.

For more information on America's Promise, visit www.americaspromise.org.

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PowerUP

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Fact Sheet

"The PowerUP program does more than provide technology solutions; it leverages technology to help children succeed, personally as well as academically. It's a breakthrough initiative that our nation urgently needs."
— General Colin L. Powell, USA (Ret.)

PowerUP is the leading national initiative aimed at helping underserved youth obtain the skills, experiences and resources they need to succeed in the digital age. PowerUP's mission is to promote, through Internet technology, the positive youth development goals of America's Promise — The Alliance for Youth, a national crusade led by General Colin Powell dedicated to mobilizing people from every sector of American life to build the character and competence of our nation's youth by fulfilling the Five Promises: caring adults; safe places; healthy start; marketable skills; and opportunities to serve. PowerUP is a nationwide collaboration of more than a dozen major corporations, nonprofit organizations and federal agencies.

Based in schools and community centers around the country, PowerUP not only provides young people with access to the wide range of content and information on the Internet; it also helps them develop additional skills they need to succeed in the 21st Century. PowerUP will continue to scale quickly and reach thousands of young people because it leverages partnerships with public and private entities and builds on hundreds of existing community and education-based centers nationwide. PowerUP partners provide these sites with the technology, funding, trained personnel, in-kind support and other resources necessary to close the divide between young people who have access to computer-based information or technology-related skills and those who do not.

PowerUP is a nonprofit organization headquartered in Silicon Valley, California. Chief Executive Officer is Rae Grad, a former Senior Vice President with America's Promise.

GOALS

PowerUP uses an innovative approach to help close the divide between young people who have access to computer-based information or technology-related skills and those who do not. This disparity threatens the ability of millions of young people to acquire the skills they need to succeed. PowerUP promotes the goals of America's Promise, puts programs and resources in place to enhance existing community and education-based centers and stimulates the creation of new sites across the country where they are needed.

- more -

PowerUP "Power Pack"

PowerUP goes beyond merely providing computer hardware and connections to the Internet. It provides each center a PowerUP "Power Pack," a comprehensive package of positive youth development elements. The PowerUP "Power Pack" includes Gateway computers; trained, full-time staff; AOL accounts; innovative, life enriching programming via PowerUP Online and based on the Five Promises of America's Promise; healthy snacks from PowerBar; links with schools and educators; and community grants.

SITES

PowerUP will be in 250 sites by the end of 2000 in locations that include technology and computer centers in schools, public housing complexes, youth serving centers and community centers. Initial pilot sites opened in fall 1999 in Washington, D.C.; San Jose, CA; Seattle, WA; and Alexandria, VA.

FUNDING & OTHER RESOURCES

National Benefactors bring money, computers, access, interactive programming, trained staff and other community-based services on a large scale to sites across the nation.

- *The Case Foundation* has provided a grant of \$10 million, including \$5 million for local PowerUP community grants.
- *The Waitt Family Foundation* has provided 50,000 Gateway computers and Internet appliances over the next three years.
- *AOL Inc./The AOL Foundation* has donated its resources and staff to develop PowerUP Online, a first-of-its-kind interactive programming guide built around America's Promises' "Five Promises." In addition, 100,000 AOL accounts are being provided for centers that need them.
- *The Corporation for National Service* will deploy more than 400 trained AmeriCorps*VISTA members to work full-time as mentors to young people participating in the program.
- *The YMCA of the USA* provides service-learning and positive youth development opportunities for young people at PowerUP-supported sites.

National Partners support PowerUP with existing networks of community-based centers, training programs, in-kind contributions and other activities. These partners include:

- *Sun Microsystems*
- *Boys & Girls Clubs of America*
- *Save the Children*
- *National Urban League*
- *Communities in Schools*
- *FamilyEducation Network*
- *PowerBar, Inc.*
- *U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers*

Local Sponsors establish or support PowerUP sites in their communities. Sponsors are:

- *Microsoft*
- *Sun Microsystems*
- *The Northern Virginia Technology Council*
- *The Case Foundation*
- *salesforce.com/foundation*
- *ZDNet*
- *Bank of America*
- *Stargazer Foundation*

PowerUP BOARD OF DIRECTORS

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- Roger Staubach, Chairman and CEO, The Staubach Company.
- Ted Waitt, Chairman and CEO, Gateway



Background Information on the Digital Divide

"Possession of computer skills is going to make the difference between getting ahead and being left behind for millions of American youth."

— General Colin L. Powell, USA (Ret.)

A PRESSING NATIONAL NEED

"Digital Divide" is the term commonly used to describe an individual or community's lack of access to computers and online resources. According to data from the U.S. Department of Commerce, this "Digital Divide" currently breaks along many fault lines, including education, geography and income.

Access to technology and computer-based skills is essential for children growing up in the new century and is vital to America's social and economic well-being. The U.S. Department of Commerce estimates that 60 percent of jobs require technical skills. And, the disparity between those with access to technology and those without will – if left unattended – establish an impenetrable barrier not only to quality jobs, but also to educational opportunities and access to information that all Americans will need in order to be successful. The U.S. can avert a potentially devastating new social inequality between digitally literate "haves" and "have-nots" if the nation's skills, resources and commitment are mobilized quickly.

Experience has shown that providing underserved young people access to hardware and software is not enough. Several key elements must be present and work together if technology initiatives are to accomplish measurable educational and developmental goals. These include:

- One-on-one contact between young people and capable caring adults
- Innovative content and curriculum
- Adequate infrastructure
- Professional training and upkeep
- Evaluation and measurement systems

- more -

- *Single-Parent Households:*
 - Only 31.7 percent of single-parent households have a computer, compared to 61.8 percent of married couples.
 - At all income levels, African-American, Asian and Native American households with two parents are twice as likely to have Internet access as those with one parent. When incomes are more than \$35,000, this household type also includes Hispanic and White households, as well.

HOW DOES PowerUP HELP?

PowerUP recognizes that no single organization or solution exists to fully prepare youth for the digital age – it will take many people and many groups working together. Therefore, PowerUP engages a diverse and powerful coalition of people and resources and leverages the power of public and private entities committed to building a better society.

Through the PowerUP network, dozens of nonprofit organizations, major corporations and the U.S. Department of Education provide young people with the skills, experiences and resources required to succeed in the digital age.

PowerUP provides a “Power Pack,” a comprehensive package of positive youth development elements, to sites across the country. The PowerUP “Power Pack” includes Gateway computers; dedicated, full-time staff; AOL accounts; innovative, life enriching programming via PowerUP Online and based on the “Five Promises” of America’s Promise; healthy snacks from PowerBar; links with schools and educators; and community grants. Through its partnerships, PowerUP will reach hundreds of thousands of young people through hundreds of existing community and education-based centers nationwide.

FOR MORE INFORMATION

For more information on the digital divide, see:

- *Digital Divide Clearinghouse* – A comprehensive resource center on the issue:
<http://www.helping.org/“bridging the digital divide”>
- *Department of Commerce Report on Digital Divide* - Internet
<http://www.ntia.doc.gov/ntiahome/digitaldivide/>
- *Crossing the Great 'Digital Divide'* - PC Week
<http://www.zdnet.com/pcweek/stories/columns/0,4351,409662,00.html>
- *Attacking the 'Digital Divide'? You BET!* - ZDNN
<http://www.zdnet.com/zdnn/stories/news/0.4586.2313980.00.html>

A DIGITAL DIVIDE

The gap between the digital “haves” and “have-nots” exists for various reasons, including parents’ education level, household income, ethnicity, geography and infrastructure. Groups that have studied telecommunications investment have found that telephone and cable companies are quicker to wire wealthier suburbs with advanced systems while poor, inner-city neighborhoods are not upgraded. (“Defining the Technology Gap,” The Benton Foundation)

Many civic organizations believe that communication networks are critical tools for fostering civic engagement by facilitating coordination and communication. Research has shown that communities without access to communication networks may find it more difficult to sustain civic engagement that can lead to an improvement in their situation. (“Defining the Technology Gap,” The Benton Foundation)

In a study on the issue of community organizations, The Urban University and Neighborhood Network (UUNN) found that, “Those who lack access to the Internet ... will lose out in an increasingly competitive environment because so many neighborhood organizations are small, geographically isolated and woefully under funded, their members don’t have efficient access to the information needed to understand all aspects of their neighborhood problems and the paths toward solutions.”

Some statistics from the National Telecommunication Information Administration study “Falling through the Net: Defining the Digital Divide” illustrate the widening gap between those with access and those without:

- *Education:*
 - 61.6 percent of those with a college education use the Internet as opposed to only 6.6 percent of those with a high school degree or less.
 - People with a college degree are over eight times more likely to have a computer than those who are less educated.
- *Income:*
 - Households with an earned income of more than \$75,000 are over twenty times more likely to have home Internet access than those at the lowest levels.
 - The “Digital Divide” for home Internet access widened 29 percent between those at the highest and lowest income levels between 1997 and 1998.
- *Ethnicity:*
 - Hispanic and African-American households are half as likely to own a computer as their white counterparts.



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Frequently Asked Questions

WHAT IS POWERUP?

PowerUP is the leading national non-profit organization dedicated to helping young people acquire the skills, experiences and resources they need to succeed in the digital age. PowerUP provides access through, Internet technology, to positive youth development opportunities based on the mission of America's Promise — The Alliance for Youth, the national crusade led by General Colin Powell that is dedicated to mobilizing people from every sector of American life to build the character and competence of our nation's youth by fulfilling "Five Promises": caring adults; safe places; healthy start; marketable skills; and opportunities to serve. PowerUP is based on a public and private partnership solution providing comprehensive programs in thousands of community and education-based locations nationwide. PowerUP partners provide technology, funding, trained personnel, innovative interactive programming, in-kind support and other resources to help close the divide between young people who have access to computer-based information or technology-related skills and those who do not.

WHAT MAKES THIS PROGRAM DIFFERENT?

Several key elements differentiate this program from others:

- ⇒ The strength, size, reach and scope of the partnership, which will reach hundreds of sites across the country;
- ⇒ The PowerUP "Power Pack," a comprehensive package of positive youth development elements, including Gateway computers; AOL accounts; trained, full-time staff; innovative, life enriching programming via PowerUP Online; healthy snacks from PowerBar; links with schools and educators; and community grants.
- ⇒ An approach that uses technology to promote positive youth development, based on the "Five Promises" identified by America's Promise as essential for young people to succeed.

WHAT'S THE ULTIMATE GOAL OF POWERUP?

- ⇒ Promote through Internet technology the positive youth development goals of America's Promise — The Alliance for Youth.
- ⇒ Enhance existing community and education-based centers; and
- ⇒ Stimulate the creation of new sites across the country wherever they're needed.

- more -

FAQs

WHY IS POWERUP IMPORTANT?

Access to technology and computer-based skills is essential to young people growing up in the new century and vital to our country's social and economic well being. Information technology — and specifically the Internet — can have a great rejuvenating and democratizing effect on American society. But, technology could also accelerate the poverty and isolation that plague rural communities and inner cities if it is not made more widely available and deployed effectively. No young person in America should be left behind in the 21st Century.

Today, 86 percent of Internet delivery capacity is concentrated in the 20 largest cities. Seventy-five percent of households with incomes more than \$75,000 own computers, but only 10 percent of the nation's poorest families do. That's a crisis. Our country can't afford to leave anybody behind. We have a moral responsibility to ensure every young person has the chance to succeed. This is an economic challenge, too. In a networked economy, people who are already connected benefit each time more people are connected.

WHAT IS THE "DIGITAL DIVIDE"?

Essentially, the term refers to the gulf that separates the "haves" and "have-nots" in access to computers, technology and online resources. The "digital divide" affects both individuals and communities and breaks along many fault lines, including education, geography and income.

HOW IS POWERUP FUNDED?

The Case Foundation provided initial funding of \$10 million — including \$5 million for grants to local programs and \$5 million to cover all staff, administrative and program development costs, enabling other contributions to go directly to supporting or establishing in-site programs at centers across the country. In addition, The Waitt Family Foundation, the AOL Foundation, the Corporation for National Service and Power Bar are also making significant contributions. PowerUP expects to receive other necessary funding from a variety of partners.

HOW LONG WILL INITIAL FUNDING LAST?

Initial funding will last depending on how quickly PowerUP ramps up to deploy services. The Case Foundation envisions this as an initial three-year investment and could provide additional funding as the program expands.

WHAT HAPPENS AFTER THE MONEY RUNS OUT?

The Case Foundation is committed to the program. PowerUP is also confident that other foundations and corporations will get involved, help the program grow and encourage co-investors and stakeholders to help the program thrive and establish itself independently over time.

FAQs

WHAT ROLE DOES THE POWERUP BOARD PLAY?

The board is very involved in thinking through the overall strategy for PowerUP and helping to recruit partners for the program.

HOW MUCH DOES IT COST TO BUILD A POWERUP CENTER?

Costs for the centers vary. PowerUP estimates between \$25,000 and \$50,000 for full set-up, including operating costs for a year. Since in many cases PowerUP provides services to sites that already exist, the cost depends on the hardware and resources already in place.

WHAT'S THE DIFFERENCE BETWEEN POWERUP AND THE SITES ALREADY ESTABLISHED BY STEVE AND JEAN CASE IN VIRGINIA?

The Cases have been working personally on the youth technology access problem and on the need for positive youth development for some time. Part of their focus went into establishing a number of prototype community technology centers for young people in Fairfax County and other parts of Virginia. After seeing how successful these were, they felt the concept could be expanded and scaled up significantly. PowerUP represents a huge step onto the national level — something that can be done only through the kind of partnership PowerUP represents — one that's able to bring together national partners, technology, innovative online programming, funding, people power, in-kind support and other vital resources to thousands of existing centers nationwide. Fairfax County plans to incorporate elements of the PowerUP in its centers.

WILL THESE CENTERS BECOME SUPPORTED BY POWERUP?

Yes. While they already have full-time trained staff and other important elements of a total, positive youth development environment, they will benefit particularly from the new interactive programming developed by PowerUP — "PowerUP Online" — and they will want to integrate it into their program.

ARE THERE ANY POWERUP SITES IN EXISTENCE TODAY?

Pilot programs opened last fall in Washington, DC, San Jose, Seattle and San Jose. But that's just the beginning. By the end of 2000, PowerUP will be in 250 sites in technology centers in schools, housing projects, community centers and other locations across the country. PowerUP is already working with the YMCA, Boys and Girls Clubs, Save the Children, CIS, the Department of Education's Computer Technology Centers and 21st Century Community Learning Centers to support already existing programs. Ultimately, PowerUP hopes to reach thousands of centers — "wherever there is a computer and a young person."

FAQs

WHO CAME UP WITH THE IDEA FOR POWERUP?

The Cases and General Powell had been discussing shared concerns about the "digital divide" for some time. It was out of those discussions that they decided that a new and comprehensive, partnership approach was needed to address the problem on a national level. PowerUP stems from a commitment to America's Promise.

WHAT IS AMERICA'S PROMISE?

Founded and led by General Colin Powell, America's Promise — The Alliance for Youth is a national crusade dedicated to mobilizing people from every sector of American life to build character and competence of our nation's youth by fulfilling the "Five Promises"; caring adults; safe places; healthy start; marketable skills; and opportunities to serve.

WHAT ARE THE "FIVE PROMISES"?

The five resources America's Promise has identified that, if consistently fulfilled, will significantly increase the chance of youth becoming successful adults are:

1. An ongoing relationship with a caring adult-parent, mentor, tutor or coach;
2. Access to safe places and structured activities during non-school hours;
3. A healthy start;
4. A marketable skill through effective education;
5. An opportunity to give back through community service.

America's Promise believes that every young person should have a chance at the American Dream, and an opportunity to live a productive and fulfilling life.

WHY THE LINK BETWEEN POWERUP AND AMERICA'S PROMISE?

The "Five Promises" of America's Promise capture what is necessary for our youth to succeed in the digital age. Teaching young people to use computer programs or surf the Net is not enough. By embracing America's Promise goals, PowerUP provides a more complete environment needed to unleash the full potential of young people.

HOW MANY PEOPLE WILL GO THROUGH THE POWERUP PROGRAM?

The program is expected to reach hundreds of thousands of young people over time.

IS THE POWERUP PROGRAM AVAILABLE TO ANYONE? OR DO I HAVE TO GO TO A COMMUNITY CENTER?

PowerUP is intended specifically to work in the context of existing community and education-based centers.

FAQs

WHO PROVIDES THE TRAINING OR MENTORING FOR THIS PROGRAM?

PowerUP mobilizes an army of full-time workers to help young people realize the full potential of computer-based technology in ways that will build character and competence and stimulate personal achievement.

Trained, full-time AmeriCorp*VISTA members and staff from other youth-serving organizations provide a sustained presence at PowerUP centers.

WHAT'S THE TARGET AGE GROUP OF POWERUP AND WHAT DO THE KIDS LEARN IN POWERUP SITES?

The target is young people in grades K-12. They will be able to access positive youth development opportunities online, develop digital literacy and have opportunities to take advantage of scholastic achievement opportunities.

HOW DOES POWERUP MEASURE SUCCESS?

Initially, sustained involvement in PowerUP programs — meaning frequency of use, longevity of use, number of children being served and the number children-created websites. Ultimately, PowerUP wants to track the ability of the program to contribute to the accomplishment of both personal and academic success and is developing metrics to do so.

HOW MANY SITES WILL GO ONLINE AND WHEN?

PowerUP will have 250 sites by the end of 2000. We will continue to aggressively scale in cities for years to come.

WHAT'S THE EDUCATIONAL FOCUS OF POWERUP?

PowerUP's main focus is positive youth development but it is providing access to academic sites as part of the program elements as well as connecting with schools in each community.

HOW MANY POTENTIAL SITES ARE THERE?

No one knows for sure, but estimates are that the total number of in-school and out-of-school youth centers in the U.S. is in the tens of thousands, including school-based learning centers — bottom line, wherever there are young people and computers.

FAQs

WHAT IS THE MISSION OF THE CASE FOUNDATION?

The Case Foundation is dedicated to helping underserved young people in the areas of education, technology and healthcare. The Foundation supports social venture philanthropy, which taps the potential of communities and individuals to address social concerns.

WHAT IS GATEWAY CONTRIBUTING? WHY ARE THEY INVOLVED?

The Waitt Family Foundation, established by Ted and Joan Waitt and their family, will supply computer hardware to PowerUP by providing 50,000 Gateway computers and Internet appliances over the next three years. Since Gateway was founded 15 years ago, it has had a commitment to helping people improve their lives through technology and innovation. Both the Gateway Foundation and the Waitt Family Foundation have been providing technology and software to hundreds of schools and community organizations for years to help improve learning. The PowerUP effort is particularly important to Gateway because Gateway believes the scale of the program is certain to have a positive impact nationwide.

AREN'T THERE ALREADY PLENTY OF THESE CENTERS OUT THERE?

There are projects in communities all across the country trying to connect young people with the resources they need to succeed in the digital age. That's exactly why PowerUP is important. Help is needed for all centers that seek to make a positive difference in the lives of our young people and that might benefit from the resources PowerUP is able to bring together: technology, funding, online programming, people power, in-kind contributions and other resources. The truth is, it's going to take many organizations working together to make a difference.

The beauty of PowerUP is that it isn't competitive with any program — it can be used as an enhancement to existing centers.

PowerUP is responding to another need as well. Efforts today are largely fragmented and lack the scale necessary to attract significant resources. PowerUP hopes to be a catalyst to knit these initiatives into a national tapestry and jump-start a crusade that can change the lives of millions of kids. It's going to take an unprecedented combination of people, skills and resources to do that — something PowerUP is uniquely able to provide.

Finally, PowerUP offers the opportunity to make dramatic progress in establishing consistent, quality-oriented methods and resources to ensure that technology centers and programs across the country share a common standard of excellence in driving positive youth development.

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