

Office of the First Lady
Files of Shirley Sagawa
January 19, 2001
Box 8 of 11

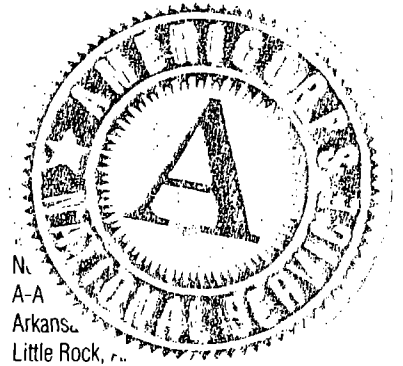
Philanthropy Conference 10/2000

Philanthropy -- Breakout notes
Philanthropy -- Conference thank yous
Philanthropy -- Conference responses
Philanthropy -- Treasury meeting
Philanthropy press
Philanthropy -- Youth challenge 2000
Philanthropy -- Attendees
Philanthropy network responses
Philanthropy -- Remarks
Philanthropy -- CNS RT
E-Philanthropy RT
Philanthropy -- National Endowment for the Humanities
Philanthropy -- Speaker bios
Philanthropy -- Speech materials
Philanthropy -- Briefings
Philanthropy -- Invitees
Philanthropy conference background info
Philanthropy -- Invites from other and outside
Philanthropy -- Invites internal and advisor requests
MaryEllen's Philanthropy binder
Miscellaneous Philanthropy conference materials

SKILCRAFT®

Executive Steno Notebook

Ameri Corps



N.
A-A
Arkans.
Little Rock, AR

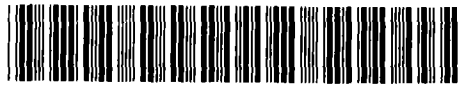
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80 Sheets
6" x 9"

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JWOD

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Philanthropy

PHOTOCOPY
PRESERVATION

9/23 10/1

- Letter to speakers asking them
to encourage their communities
to downlink

- go back to Jap for (X)
announcements

- Philip Dufour OVP 5-1774

- ~~Melina~~

- last heroes for setting

- Hispanic speaker

- call Mara

- Registration form - Sharon

- Overflow room - Gary

2 weeks from now

MUSTS

press release

script for video- facts incop

closure on heroes

speakers - bios

- handout

- remarks

Will Smith / Ted Grandy

Rebecca Adams

~~Press~~

Gungu Mag
Wired

maybe NPR
People

Sue calling cspan

1 Video - interesting #5

2 Speeches → Tuesday

headline
Trends

heroes → mention big satellite agencies say hello to the

UCC - intl info heroes ~~in~~ society
- salient statistics

POTUS - heroes policy announcement

themes 3 speaker touched on

imputation
of comm.
you asked
impulse/
to you
connected
to oppo
gic

Press Pack

Heroes

Speakers

Agenda

- what speaker
release
work, Bill Lewis
- mention related
events epm, cns

beverly - williams@who.eop.go

Handouts → P ad pencil agenda

letter Contact Sheet

After Contacts

you could
getting
noticed

briefing Books Heroes

Invites

Speakers



- call CFC

ing USA exc summary Rick Lohmox

* Rosenberg study - what people ~~can~~ afford to do Advance Issue Chronicle IS latest

Mates Endtn -

- want to act as a catalyst for Δ in Philan community
- could be leaner, smarter, built more into schls

Ntl Comm Service Conf - United Way Put it
Amer Promise
adult component
youth component — focused on service

~
youth competition among states - Bill
matches all

⑧ - big plus for states
United Way → Fiscal Agent?

Web Site → Need Name

mtg -

mission

goals

proposal / mechanism

- Unicef model of collecting
monies

Gutchen as facilitator

YOUTH Challenge 2000

FRIDAY

Issue
agenda items

2000

→ Karen by
tues.

↳ Charlie + Amy
vision

Press Packet

ann ← stats
ann
- heroes
ann
- speakers

(exec mem)

Toby

why doing
what hope
- 2 pages to accomplish

Press now - trends, heroes
next wk - agenda, speakers

can we come up w/ an accomp docum?

call Marty

Gil
long
Marty
Gruen
Matthew

script, ~~heroes~~, June -
STATS, Chris WANKEN

HRC - $\swarrow$ Intl perspct on trdn
- trends - welcome safe
- heroes

POTUS - deliverable
- if we could give 1/
- call to action
rhetorical call to service
citizenship / good con respon
give back
• age of prosperity
• respon
• salute heroes
• gut needs to figure out their
part ... why creating govt agency

YOUTH - TECH

Diversity

TECH

New Philan

CNS Forum

Raise the Roof: Youth Voices
on Gender

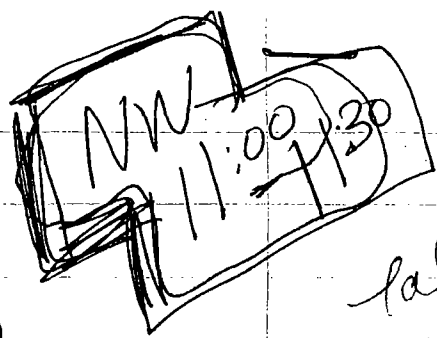
Peace Corps

30-40

4-H YSLA YSA

PNB Lt

100
HRC
video



talk to
anne
whose best
attribute was

HRC
DOTUS

Panel 1

Emmett
Peter
Catherine
Steve

Bocher
Pearson

200

Dot Johnson
Justin Timberlake
S. Martinez Tucker
Kevin Tong

Chayo
CWS
Patty

Rebecca
Evan
Reg

Paul Newman
Rosabeth
Bill Massey

2/18

Deliverables

DPC -

better coord

- ① Treasury - listening session
- ② IRS outreach to nonprofits

Paul Newman - ETUN
Steve Case - ~~ET~~ Bus
Justin Timberlake - ET

Follow up

Treasury RT → Ellen John Lennon

Staff thank yous (Eric Z)

Gates follow up

~~Karen + Hams thank yous~~

Report

Clip pack - NYT
 - Chronicle - NBC
 - CNN

100 copies video - 10 kg

NEH m task force

Executive Steno Notebook

Philanthropy

7530-00-223-7939
Notebook, Stenographers
A-A-2803
Arkansas Lighthouse for the Blind
Little Rock, AR 72219

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80 Sheets
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PHOTOCOPY
PRESERVATION

McGoire
456-2016

deka pp@
packbell.net

ab, "for leela"

PHOTOCOPY
PRESERVATION

Gen. Conf Ideas

Downlinks - across county? who else can do?

who would set up local meetings

figure out sites. - could even have link in DD C

Cybercast kids in

CNS Follow Up - on volunteering

Treasury Follow up - for ^{RT format} tools avail, tax code, etc.

- Measurable GOALS

- ^{care →} house paid for lunch / receipts by Fredth
- had Q & A, speakers, panels
- got cabinet affairs person assigned
- periodic interagency mtgs
- magazine mts

- CHILD CARE conf

- PURPOSE: GIFT TO THE FUTURE,

promote a renewed look at legacy + selves

why important? why should I enhance my giving?

R
E
N

Agenda —

- consider diversity/gender
- white face of philan has to Δ , expand table
- stress giving in perpetuity - wills A
- Michigan curric. F
- giving as citizenship E
- philan is an Amer. story D
- need potential donors to see their value A
- religious figures will add moral authority
- FOCUS MESSAGE
- we are all philan
- give tools for giving
- a call to action
- points of access (new types of giving/advising/giving)
- conference as an organizing tool
- MEASURABLE GOALS -
 - raise awareness, id insists trying to get people to give more, id connects made, crns a pd/?
- MSG - great tradtn / need to strengthen it / need to teach it
- want to reestablish a great tradtn - MRC remarks

—
Focus on opportunity — "could wipe out
illiteracy"

- million great time to refocus

Needed Resurces / Paper

- press packet "photo friendly"
- poll
- blow ups
- paper on prticipnts / attendees

- meet internal
- large internal - PL, OM B, DPC, NEC
- brief press
- film? - faces? accomplishments?
- produce 15 min clip of actual work to send out
- should we meet w/ IS^{sector} & ask them put together specific research for us?

Treasury - getting us an issues / research list, check poss of announcements, follow up mty

- Budget
- Measureable after affects

	T
	O
	D
	O

- NH Cmtee for Promtn of Philan
- paper on future of giving?
on what motivats people/mdlcs?
- where do new entrepreneurs go to learn
how to give
- children in philan pcl/models of kids
giving + learning @ it
- ^{is there a} new mtn for giving we need to tap into?
- need polling data on trends - Malcolm
- why is tradtn not being sustained

R
S
S
A
R
CH

W H H H

mtgs: communications, whole group,
cabinet affairs, deliverables
downlinks ^{potus} make link b

- NYT doing a special section on giving in Nov
- Post has a philan person
- Nickelodeon, Nick News, Scholastic, Weekly Eds
- leap yrs of giving
- OPM/federal campaign a must
- Research - commission out? future of giving?

• Guidebook idea

• Mtg R/ Reminder
NEC / DPC

Bruce Reed
Gene
Tom

• Chronicle of Philan Club

5/5 Meeting

Sig S's

- growth, stock mkt, econ, keep in mind

Hispanics are largest growing pop. more
volunteering in comm.

- people think philan is white, rich, male

(*) The Cultures of Caring - talks @ multiplicity
launched at a Kellogg Conf 1 mo ago of giving

- consider how waves of immigrants have contributed to giving — Giving = color, etc.

→ growth = diversity of giving

- also white Amer face of philan needs to S,
to expand table, open up to people of color

- also consider gender - women are now
earning their own wealth, not just inheriting

- also stress giving in perpetuity - will

- Michigan civic.

→ wealthy are not ^{any} more generous than the
non wealthy (in a report)

→ so many avg Amer are giving, is a "democratic"
tradition in every sense of the word

→ have to get the giving mechanism out to the
avg. Amer

- also consider accountability in giving so continue
to give

- newer wealth more interested in being active
w/ their giving

-
- young, more active, grassroots giving
 - may want to focus around um giving
 - make sure recog is potential for large endowments across all ethnicities
 - philan is one of our best Amer. stories
 - study out of London David Wogen looked at ^{Amer.} corp. philan (Michael)
 - need potential donors to see their value
 - Board member from Hitachi → Clara
 - Giving Time + NonProfit forums are diff conferences
 - intl dimension - lots of people outside of Amer will be interested in what's going on at this conf.
 - consider dimension of on line giving
 - consider relationship betw. donor + recipient - donors can be manip. → maybe consider getting people more involved w/ community in their giving, giving as a form of citizenship - \$, time
 - # of fundraisers is growing but can be misleading still is modest when compare to degree of capital & wealth out there today, haven't reason to the occasion
-

- are tax ~~discentres~~ discentres at there '69
tax code ie. humans are not classified as
for profit
- is a rupture of ties betw. bus + communities,
businesses aren't rooted in their communities
any more, or in so many communities it doesn't
mean anything
- giving isn't necessarily going to communities
because its the well trained program officers
like museums + hospitals who get to you /ST
- have to be thankful that all religions
preach helping others is wellspring of phila
- moral. religious figures lends
moral authority - black churches, etc
- exs. Interfaith Fndg Alliance
IOCC
Catholic Charities / Cmpgn for Human Develop
Christian World Services
- check out

The Culture of Giving: An American Legacy A uniquely American tradition

meday

- Must have a focus msg - giving money

& the avg amer can give & make a diff

we must all think of ourselves as philanthropists

Am need tools for giving
wealthiest aren't giving the most

Amer¹⁹ are doing it in many ways - internet, etc

- a call to action for all Amers.

type of giving

- horizontal you benefit

- vertical

- lateral - purpose of phlan is to give
people a ladder, empower people

to open the window talk @

not - new points of access

advice new type of giving

Camp - activism in giving

1st half - true face of giving
educating @ giving
real face of giving
types, etc

2nd half - the challenge to success in giving
tools for giving

- types - resources
- points of access
- ABA rep
- account rep.

→ should do a cybercast, downtown
to universities

- could have
a resource list
of other
conferences

-
- conference as an organizing tool
 - conference as a beginning w/ meaningful follow up $\rightarrow$ maybe a fndtn could do for us
 - check out NAC Cmtee for The Promotion of Philaia
 - few people have a reg attorney conversant in how to set up fndtns, trusts etc.
 $\rightarrow$ comes straight from universities, etc.
 $\rightarrow$ need to get ABA, accountants, etc. to educate their members
 - keep in mind ^{want} ~~what~~ materials included that a paper could slip it into a text book for any amer to see, cut out & use $\rightarrow$ need a whole press strat, & want participants to be encouraged to put these ^{types of photo-friendly} materials out & keep getting at.
-

Michael - to participants, numbers, addresses

- send pers take packet & incorp
w/ their own local stores

- not just spirit of giving but spirit of
giving in your community, not disconnected
from your community, as citizenship
- "informed giving" "lifetime giving"

- redefining giving for the millen.

- ^{not} engagement in a comm, can
& the tenor of a community

~~Andrea~~
consider new ways its' led because Amer's
led - philan is new, more hands on,
more accessible - Amer's have led it w/out
even realizing it

Andrea - Millen
Communities
find how

2/19 info from Clips

✓ 20th C Fund Paper '96 - 75% US give
- now the Century Fdn

• "generosity index" by state developed for
1st Catalogue for Philanthropy

• Heritage Fdn - donation % up w/ ^{church} attrn

• Slate ^{online} mag's "Slate 60" - top gives

• George Magp April

Newman's Own / George Award for
corp. Philanthropy (2nd this yr).

• Washington Gives - an org devoted
to promoting philan.

✓ Natl Initiative to Promote the Growth of
Philanthropy" by Forum of Regional
Assoc. of Grantmakers 467 0472

www.rag.org/promote/index.htm

• Indiana University Center on
Philanthropy

www.pj.org

"Giving USA: 1998"

← NY: Amer Assoc of
Fund Raising
Council

Amer. Assoc. of Fund Raising Council

✓ Chronicle of Philanthropy

✓ Kellogg Fdn - Youth Advisory
Councils in Mich.

✓ Natl Society of Fund Raising Exec's →
"youth in philanthropy" programs
www.nsfra.org
703 684-0470

Women's Philanthropy Institute News
newsletter
- ias publish by Women's Philan Inst.

• Rockefeller Fdn - Philanthropy Unkshp
few

Oct 6 article ~~is~~ ~~from~~ by
Todd Cohen on and Urban Instit study
@ medias understndg of nonprofits

• Springfield Business Journal @ transgenerational
Springfield Missouri transfer

✓ "Inspired Philan, Creating A Giving Plan"
^{were} book (strat 888-458-8588 Chardon Press

Indiv Univ Center on Phil 317 274 4206

"social venture" model

• Child Charitable Development
in Westport

✓ Kids Care Clubs

"The Nonprofit Connection" ^{NT} newsletter

file → AARP Civic Involvement Project/pp
601 E St NW
434-6320 1/98

IRS State by State Data at agency's
Statistics of Income Bulletin Spring 198

Informed Giving^{by} Vasquez & Kaslow
510 649 9896

Inspired Philanthropy: Creating A Giving
Plan Gary Kohnen www.charidonpress.com

The Roots of Giving: Serving - Indi Univ Centr
or Phil
Public Allies