

Open Forum

Potential audience members to call on

Note – you do not need to call on any of these people – but we wanted you to have a list of reliable speakers in the event that you want to change the course of the conversation or there is a lull.

Teaching the tradition

Les Lenkowsky, Indiana University Center on Philanthropy

You recently returned from a trip to Russia. Can you draw comparisons between the US and Russia regarding philanthropy?

Betty Beane, United Way of America

One of our young heroes, Matthew Nonnemacher, conducted a penny drive through the United Way, and we have heard that the United Way is working on a youth giving initiative with the Gates Foundation. What else is the United Way doing to involve children in philanthropy?

Bernadine Healy, American Red Cross

From your vantage point as a national organization that depends on individual giving, what trends have you observed across the country that we should be aware of?

Peter Karoff, The Philanthropic Initiative

Tell us about how your initiative teaches people to give.

William Shelton, Hero

You have focused much of your giving on young people in your community. What motivates you to invest in their futures?

Matel Dawson, Forklift Operator/Hero

When did you first think about dedicating your life savings to other people's educations?

Karen Young, Youth on Board

Your organization encourages nonprofits to put young people on their boards. Why is this important?

New Philanthropy

Billy Shore, Share Our Strength

How will these new directions in philanthropy affect the nonprofit sector?

Zoe Baird, Markle Foundation

Your foundation is concerned with the public interest and the internet. What should nonprofit organizations be doing to maximize the potential of the new technology?

Paul Brainerd, Social Venture Partners

Your organization Social Venture Partners is taking the new philanthropy in new directions. Is there a particular kind of nonprofit your members most like to work with?

Janice LaChance, OPM

The Combined Federal Campaign is an example of a workplace giving campaign and its success over many decades demonstrates what employers can do to stimulate individual giving. What can other employers learn from the CFC?

Jay Hair, Greater Good.com

Why is business suddenly so interested in stimulating giving by individuals?

Vanessa Kirsch, New Profit, Inc.

What do the nonprofits you work with need the most from the giving community?

Christine Letts, Harvard Kennedy School

In many ways, you were one of the first to report on the phenomenon of "venture philanthropy" with your article in the Harvard Business Review. Is venture philanthropy a trend or simply an experiment by a few high tech donors?

Peter Hero, Community Foundation-Silicon Valley

I understand that your foundation recently completed a report on giving in Silicon Valley, is it true that Silicon Valley gives less than their counterparts elsewhere in America?

Mary Pembroke Perlin, NW Giving Project

When you talk to newly wealthy entrepreneurs what do you say to motivate them to give?

Community/Diverse Traditions

Lucille Echohawk, Native Americans in Philanthropy

What can "mainstream" foundations accomplish in Indian Country?

Peter Hero, Community Foundation, Silicon Valley

Talk to us about the role of community foundations in stimulating giving.

Ann Pearson, United Methodist Church of North Canton

Tell us a little bit more about how you came up with the idea to give \$10 to each member of your congregation. Why did you think such a sum so small could make any difference?

FINAL SCRIPT

The White House Conference on Philanthropy: Gifts to the Future

- 1 pm **Ellen Lovell welcomes East Room audience and introduces video**
- First panel is seated on stage**
- 1:01 pm **Introductory Video is shown**
- 1:04 pm **President and Mrs. Clinton are announced in**
- 1:05 pm **HRC makes remarks [Lectern]**
HRC makes opening remarks. In remarks, HRC invites “heroes” from the video to stand and be recognized. Acknowledges agency co-sponsor and conference funders.
- 1:15 pm **The President makes remarks [Lectern]**
- 1:25 pm **HRC introduces panelists:**
Emmett Carson, Peter Hart, Justin Timberlake, Dorothy Johnson

This afternoon we will hear from two panels of speakers as well as members of the audience. Our first panel will focus on two important issues – expanding America’s diverse philanthropic traditions and teaching the tradition to a new generation of youth. The second will focus on innovations in the areas of venture philanthropy and technology.

Let me introduce the first panel. Emmett Carson is President of the Minneapolis Foundation and a scholar of philanthropy in the African American community.

Peter Hart, the founder of Peter D. Hart Research Associates, has done extensive public opinion surveys and focus groups on the subject of community involvement, in addition to his extensive work for such clients as NBC News, The Wall Street Journal, and the Smithsonian Institution.

Justin Timberlake performs with the musical group N'SYNC. At the age of 18, he has created his own charitable foundation to help schools create high-calibre music programs.

And finally, Dorothy Johnson, the President of the Council of Michigan Foundations, is a nationally recognized expert on youth giving in addition to leading the largest regional association of grantmakers in the nation.

Let's begin with Dr. Carson.

1:27 pm **HRC turns to Emmett Carson, President of the Minneapolis Foundation**

Emmett Carson discusses these points:

- The importance of America's philanthropic tradition
- The importance of recognizing the contributions of all segments of American society, and the African American tradition specifically
- The role of religion in philanthropy
- The role of community foundations
- How the giving tradition is taught through family, faith, schools, and nonprofit organizations

1:31 pm **HRC response – transition to diverse cultures of giving**

America's tradition of giving is all the greater for the diversity of communities who contribute in their own ways. Many forms of giving are not captured by the statistics that we collect through the IRS and other means – especially when families give to other families in need directly, without expecting a tax deduction or going through an intermediary organization. Volunteer time is also hard to capture, but it is a major way that many people, including those with less income, give to others. In the new Millennium, people of color will be a majority in this country, and the cultural norms of these diverse communities will have an impact on the face of American philanthropy.

Before we move onto the next panelist, I'd like to hear from several people in the audience who have helpful perspectives on America's diverse giving traditions.

Lorraine Cortes-Vasquez [Cor – tezz Vas – kezz] is the President of the Hispanic Federation of New York and the incoming President of Hispanics in Philanthropy.

Evan Mendelson, the executive director of the Jewish Funders Network, will comment on the role of religious organizations in teaching the giving tradition.

And then I'd like to ask Peg Talburtt [Tall – burt], Executive Director of the Michigan Women's Foundation, to speak about women's funds. Let's start with Ms. Cortes-Vasquez.

1:33 pm **Lorraine Cortes-Vasquez discusses these points:**

- The strong giving traditions among the Hispanic community and how they differ from mainstream philanthropy
- Strategies to increase giving among communities of color generally

1:36 pm **Evan Mendelson discusses these points, speaking from the audience:**

- Underscores the importance of working with youth, describing the program her organization supports
- The role of religion in teaching the ethic of giving

1:39 pm **Peg Talburtt discusses the following points, speaking from the audience:**

- A brief history of women's funds and giving circles and how they work
- The future of women's giving in the new millennium

1:42 pm **Optional response by the President**

*May want to note the similarities among these diverse groups – the importance of **community ties** as a key determinant of people's willingness to give, regardless of their background. Therefore a strategy to increase giving is to build community.*

1:45 pm **HRC turns to Peter Hart, President of Peter Hart and Associates**

I know our next panelist, Peter Hart, has done extensive research on the attitudes of both the baby boom generation and today's youth on community and responsibility. Let's hear from him now.

Peter Hart discusses these points:

- The attitudes of the baby boom generation toward giving and how they differ from older generations
- The attitudes of young people toward community involvement, giving back
- The best strategies for involving the next generation of donors

1:49 pm **HRC turns to Justin Timberlake of N'SYNC**

Justin Timberlake makes the following points:

- What motivated him to want to give back (family? Other influences?)
- What his foundation will do.

1:52 pm **HRC turns to Dorothy Johnson, Michigan Council of Foundations**

Dorothy Johnson discusses these points:

- What the Michigan Council on Foundations is doing to involve youth in giving
- The Corporation for National Service's youth service programs
- The link between service and a lifetime of philanthropy

-- The role of schools in teaching giving, including service-learning

1:56 pm **HRC asks Johnson to introduce Ms. Chayo [Chi – o] Long-Mendez, who is seated in the audience**

I understand that you have brought with you today one of the young people who has participated in your program. Would you introduce her?

1:57 pm **Dorothy Johnson introduces Chayo Long-Mendez**

Chayo Long-Mendez speaks from the audience, briefly stating what involvement in the program has meant to her.

1:59 pm **Optional response by the President**

*May want to underscore one point that Ms. Johnson made – the important **connection between involvement in service as a youth and becoming a good citizen** as an adult. Could note that one of the important efforts of this Administration has been to seed and encourage youth service programs – particularly AmeriCorps, which celebrated its fifth anniversary earlier this week, and Learn and Serve America, which funds service-learning programs in every state.*

2:02 pm **HRC response**

[If we are running AHEAD of schedule at this point, may call on Malik Evans [Muh – leek Evans], a sophomore at the University of Rochester, who is prepared to share with the audience the outcomes of the morning's roundtable on Youth Voices On Giving, sponsored by the Corporation for National Service.]

We have many other organizations with us as well who are working to engage young people in the practice of giving. I want to acknowledge that Girl Scouts, an organization that has long been committed to teaching the ethic of service is unveiling a new philanthropy patch. I want to commend the Girl Scouts for taking this important step and thank Joyce Richards, the national director for advancement of the Girl Scouts, who is here today.

It is so important to teach philanthropy from an early age. I am particularly pleased that a group of organizations, including United Way, City Year, 4-H, Save the Children, US Committee for UNICEF, and the Corporation for National Service have come together to plan a new initiative on youth philanthropy. The Gates Foundation, which has in such a short time made such a significant contribution to so many important issues – from public access computing to health issues to educational opportunity for minorities – is committed to supporting the next stage of the group's planning process.

I'd like to ask Patty Stonesifer [Stone – sigh – fur], co-chair of the Gates Foundation, to say a few words.

2:04 pm **Patty Stonesifer discusses these points, speaking from the audience**

-- Comments on the White House Conference, acknowledging that it is stimulating action in many areas, particularly youth and philanthropy

-- Confirms the Gates Foundation's intention to help the youth organizations take their planning to the next level by supporting a working conference

-- Challenges other funders to become involved in the issue

2:06 pm **HRC invites audience to stretch their legs while Carson, Hart, Johnson, and Timberlake are reseated in the audience.**

New panel is seated on-stage

2:11 pm **HRC introduces next portion of the program.**

Now let's look at another issue – innovations in philanthropy and the role of technology.

**HRC introduces panelists:
Kevin Fong, Catherine Muther, Steve Case**

Our first panelist is Kevin Fong, a general partner of the Mayfield Fund, a California-based venture capital partnership and co-chair of Silicon Valley 2, a new fund for young professionals that promotes giving to nonprofit organizations.

He will be followed by Catherine Muther [Mew – ther], who has held senior positions in leading Silicon Valley companies, and is the founder and president of the Three Guineas Fund, whose mission is to create access to opportunity for women and girls.

Then we will hear from Steve Case, the Chairman and CEO of America Online. The AOL Foundation works to use technology to improve the lives of families and children and has just unveiled its new philanthropy website this week.

We'll start with Kevin Fong.

2:13 pm **HRC turns to Kevin Fong, Mayfield Fund**
Kevin Fong discusses the following points:

- Describes how venture capitalists approach philanthropic giving
- Discusses attitudes of "Silicon Valley" donors
- Comments on the interest of such donors in social entrepreneurs – nonprofit leaders who use business principles to further their causes

2:17 pm **HRC turns to Catherine Muther, Founder of the Three Guineas Fund**
Catherine Muther discusses these points:

- A brief description of the Three Guineas Fund
- The way that givers in the high tech world are approaching philanthropy, emphasizing differences with traditional givers/Venture Philanthropy
- How we can expand the number of those from the high tech community who invest in the nonprofit sector

2:21 pm **HRC turns to Steve Case, President and CEO of AOL**

Steve Case discusses these points:

-- How technology presents unprecedented opportunities for increasing giving

-- Why nonprofit organizations need to get up to date on new technology as consumers are increasingly turning to the internet for information

-- What are possible pitfalls to avoid

2:25 pm **HRC response**

One of the ways that many companies are assisting the nonprofit sector and working to stimulate giving among the public is to apply new technology, particularly the internet, in innovative ways. At today's E-Philanthropy Roundtable, sponsored by the National Charities Information Bureau, Greater Good, Charitable Way, the AOL Foundation, and the Commerce Department, a group of nonprofit organizations and companies came together to discuss the pitfalls and potential of giving through the internet.

I'd like to ask one of the organizers of the e-philanthropy conference to talk about what has been accomplished and what more they plan to do. Bill Massey is the President of the National Charities Information Bureau. Mr. Massey, could you fill us in?

2:26 pm **Bill Massey discusses the e-philanthropy conference, speaking from the audience**

2:30 pm **HRC response**

[If we are running ON TIME, may want to call on Rosabeth Moss Kanter to discuss how employers, like other institutions – schools, churches and synagogues, community organizations – can play a role in stimulating individual giving. Rosabeth Moss Kanter, a professor from Harvard Business School, is one of the country's leading experts on corporate community involvement and is prepared to discuss innovations in this field.]

This has given me a lot to think about. I'm sure that many of you are eager to get into the discussion. Those of you participating via Satellite will be leaving us shortly to have your own discussions – I hope that you will send us your ideas and conclusions, as well as new efforts you might choose to undertake as a result of this conference.

2:31 pm **The President makes concluding remarks and departs**

2:34 pm **Closing credits on Satellite**

2:34 pm **HRC opens up the discussion with the audience**

Now let's hear from some of you.

First, let's talk about teaching generosity – I know that there are many innovative programs represented in this room, and some young people who are heroes in their own right here with us today.

Second, we've heard a lot about technology and venture philanthropy. I can only imagine the innovations going on around the country. Tell us about them.

And finally, it has struck me that the common thread running through this conference – the common strategy that attracts young and old, new and traditional givers, people of all religions and cultures – is the importance of building community. Americans strongly desire connectedness, and as they achieve those ties, they are more likely to give of their time and their money. Let's explore this idea.

[Note – if Malik Evans has already spoken, **go directly to the audience** members to begin the discussion of “teaching generosity.”]

To begin our discussion of “teaching generosity,” I'd like to ask Malik [“Muh – leek”] Evans to share with the group the results of this morning's discussion on youth and philanthropy, organized by the Corporation for National Service.

2:36 pm **Malik Evans speaks**

2:38 pm **HRC invites others to comment on topic of teaching generosity.**

2:54pm

HRC introduces second topic – technology and venture philanthropy

[Note – if you have already called on Rosabeth Moss Kanter, **go directly to the audience for comments** on the topic of technology and venture philanthropy.]

One of the themes that all of our speakers have alluded to is that people are more likely to give if they are asked – a seemingly obvious truth, but one that bears thinking about. We have also heard how institutions – schools, churches and synagogues, community organizations – can play a role in stimulating individual giving. Employers are increasingly playing this role, working with the United Way or developing their own matching gifts programs. Rosabeth Moss Kanter, from Harvard Business School, one of the country's leading experts on corporate community involvement is with us today. Rosabeth, would you give us your views on innovations around the country in this area.

2:55 pm

Rosabeth Moss Kanter discusses the following points, speaking from the audience:

-- Why corporations are increasingly interested in community involvement

-- How employees (and customers, vendors, etc.) are important assets to corporations seeking to have an impact in the social sector

-- What some innovative companies are doing in this area (ie IBM, Timberland, others)

2:58 pm

HRC invites others to comment on topic of technology and venture philanthropy.

3:14 pm

HRC introduces third topic – diverse traditions

Finally, let's talk a little more about innovations in philanthropy as we head into the new millennium.

I'd like to ask Rebecca Adamson of First Nation's Development Institute about that organization's approach to philanthropy. I understand that First Nation's pools funds from many different sources, based on your culture of giving. Can you explain how this works?

3:16 pm **Rebecca Adamson discusses these points, speaking from the audience:**

-- The creation of the First Nations Fund

-- Innovations in the Native American community

3:19 pm **HRC invites others to comment on topic of diverse traditions in American philanthropy**

[Suggest you call on Lucille Echohawk to comment further on the tradition of giving in the Native American community]

3:35 pm **HRC asks Bill White, Mott Foundation to speak**

We need to wrap up what has been a very interesting discussion. But before we close, I'd like to ask Bill White, President of the Mott Foundation, one of our major sponsors, to have the last word.

3:36 pm **Bill White speaks**

3:39 pm **HRC makes closing remarks**

3:45 pm **Conference is adjourned**

notes: Approx. 240 guests

Program: Pool Videos & Stills, Open Print Press

Business Attire

11:00 a.m. Guests proceed to the State Dining Room for a brunch buffet.

12:35 p.m. **THE PRESIDENT AND THE FIRST LADY** receive briefing in Map Room.
Contacts: Shirley Sagawa, Ellen Lovell, Bruce Reed

12:40 p.m. Guests are invited to proceed to their seats in the East Room.

12:50 p.m. **THE PRESIDENT AND THE FIRST LADY** proceed to the Blue Room to greet the following:

Blue Room Participants (31)

Speakers (10)

Emmett Carson, President & CEO, The Minneapolis Foundation

Peter Hart, President, Peter D. Hart Research Associates

Justin Timberlake, NSYNC

Lynn Harless, Mother

Dorothy Johnson, President, Council of Michigan Foundations

Kevin Fong, General Partner, The Mayfield Fund

Cate Muther, Founder, Three Guineas Fund

Steve Case, Chairman & CEO, America Online

Jean Case

Patty Stonesfier

Heroes (13)

Myrian Bodner

Gil Castellanos

Laura Castellanos, Mother

Matel Dawson

Mary Grayson

Regina Jennings

Dr. Rolland Lowe

Matthew Nonemacher

John Nonemacher, Father

Rev. Ann Pearson

Esperanza Rich

William Shelton III

Harrison Steans

Sponsors (6)

Bill White, President, Mott Foundation

Paul Amos, President & CEO, South Carolina Education Television

Dr. Jill Iscol, President, Iscol Family Foundation

Ann Orr, Chief of Staff, NEH

Beety Beene, President & CEO, United Way of America

Bernardine Healy, President, American red Cross

Others (2)

Secretary Donna Shalala

Paul Newman

12:58 p.m. Ellen Lovell begins remarks in the East Room.

1:00:30p.m. **Video is Played**

1:04:20 p.m. **THE PRESIDENT AND THE FIRST LADY** are announced to HONORS into the East Room and proceed to the stage.

Press Note: Live cybercast/satellite feed for duration of conference.

PROGRAM

THE FIRST LADY makes remarks from the lectern and introduces **THE PRESIDENT**.

THE PRESIDENT makes remarks at lectern and proceeds to his seat on stage.

Note: Lectern is removed from the stage following The President's remarks.

THE FIRST LADY begins the discussion from her seat.

See attached script for program.

2:55 p.m. **THE PRESIDENT** departs, and **THE FIRST LADY** continues discussion.

Approx. 4:00 p.m. **THE FIRST LADY** concludes program and departs.

Guests depart East Gate. Selected participants proceed to the North Lawn for press interviews.

President's List

**WH CONFERENCE ON PHILANTHROPY - Friday OCT 22 1999 - 11:00 AM East Room - Business - East
Visitors Entrance**

Page 1

THE PRESIDENT AND FIRST LADY

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Ms. Andrea Chambers (Substitute for: Patrice Adcroft)

Ms. Kathryn Agard
Michigan Council on Foundations
Muskegon, MI

Ms. Marilda Alfonso
Vice President, Aetna Foundation
Hartford, CT

Mr. Kent B. Amos
Founder and President, Urban Family Institute
Washington, DC

Mr. Paul R. Amos
President and CEO, South Carolina Educational Television Network
Columbia, SC

Ms. Clara Apodaca
Hispanics in Philanthropy
Washington, DC

Ms. Merilee Faye Apostol
Executive Director, National Association for American Indian Children and Elders
Pine Ridge, SD

Ms. Jeanne Argoff
Executive Director, Disability Funders Network
Falls Church, VA

Mr. Steve Arkin

Mrs. Nan Aron
Alliance for Justice
Washington, DC

Dr. Alberta Arthurs
MEM Associates
New York, NY

Mr. Jonathan Atler
Senior Editor, Newsweek
New York, NY

Dr. Bobby Austin
President and CEO, Village Foundation
Alexandria, VA

Mr. Gerald E. Auten

Ms. Zoe E. Baird
President, Markle Foundation
New York, NY

Ms. Regina Jennings Barker
Morgantown, WV

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. Kenneth G. Bartells
President, Sabre Foundation, Inc.
Cambridge, MA

Ms. Anne Bartley
San Francisco, CA

Ms. Betty Stanley Beene
President and CEO, United Way of America
Alexandria, VA

Ms. Candice C. Bryant (Substitute for: Mary Bellor)

Mr. Bernard Bergreen
New York, NY

Mr. Morgan L. Binswanger
Co-Director, Creative Artists Agency Foundation
Beverly Hills, CA

Mr. Ronald Blackburn-Moreno
President, ASPIRA Association, Inc.
Washington, DC

Ms. Myrian Arguello Bodner
Nicaraguan Hurricane Victims Fund
Louisville, KY

Mr. Nicholas Bollman
Senior Program Manager, Sustainable Community, The James Irvine Foundation
San Francisco, CA

Ms. Elizabeth Boris
Urban Institute
Washington, DC

Mr. Daniel Jerome Borochoff
President, American Institute for Philanthropy
Bethesda, MD

Mr. Paul Brainerd
Social Venture Partners
Seattle, WA

Mr. William P. Breen
Editor, Fast Company
Boston, MA

Mrs. Carolyn S. Brody
Winslow Partners LLC
Washington, DC

Ms. Susan Brown
Treasury Department

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Ms. Marcia Bullard

President & CEO, USA Weekend Magazine
Arlington, VA

Ms. Alice Green Burnette

Palm Coast, FL

Ms. Janice Burrill

Vice President, Wells Fargo Bank-Charitable Management Group
Los Angeles, CA

Mrs. Kathryn Bushkin

Chief Communications Officer, America Online
Dulles, VA

Ms. Virginia Rafalko Canter

General Counsel, National Endowment for the Humanities
Washington, DC

Mr. William Lyles Carr

DC Cares
Washington, DC

Mr. James Everett Case

America Online
Dulles, VA

Mr. Gilbert Castellanos

Elmhurst, IL

Ms. Merle C. Chambers

Commissioner, The White House Conf. on Small Business
Washington, DC

Ms. Jessica Chao

Ridgewood, NJ

Dr. Brent Coffin

Executive Director, Harvard Divinity School
Cambridge, MA

Mr. Richard Cohen

President, National Committee on Responsive Philanthropy
Washington, DC

Mr. John Courtin

Executive Director, Martin House Restoration
Buffalo, NY

Mr. Edwin D. Crane

President, The Gladney Fund
Fort Worth, TX

Mr. Jason Crowe

Editor, Informer News
Newburgh, IN

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Ms. Kimberly A. Cubine
Washington, DC

Mr. Steven Culbertson
President and CEO, Youth Service America
Washington, DC

Mrs. Nancy Cunningham
Executive Director, Working Group on Funding Lesbian and Gay Issues
New York, NY

Mr. Roberta Jane D'Eustachio
Giving Magazine
New York, NY

Ms. Pamela Davidson
Laura Hansen Dean & Associates
Bloomington, IN

Mr. James G. Dees
Stanford Business School
Louisville, KY

Mr. John Paul DeJoria
Chairman and Chief Executive Officer, John Paul Mitchell Systems
Beverly Hills, CA

Ms. Joy DesMarais
Fellows Program Coordinator, National Youth Leadership Council
St. Paul, MN

Ms. Lucille A. Echohawk
Native Americans in Philanthropy, American Indian College Fund
Denver, CO

Ms. Cynthia Egan
President, Fidelity Charitable Gift Fund
Boston, MA

Mr. Thomas Ehrlich
Carnegie Foundation for the Advancement of Teaching
Menlo Road, CA

Mr. Anthony G. Espinosa
United Latino Fund in Los Angeles
Los Angeles, CA

Ms. Virginia Esposito
President, National Center for Family Philanthropy
Washington, DC

Mr. George F. Farr
Acting Deputy Director, National Endowment for the Humanities
Washington, DC

Mr. Michael Ferrer
Fund Historian, The Hispanic Fund
Lorain, OH

For Official Government Use Only

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Ms. Patricia Lewis Finnell

Woman's Philanthropy Institute
Madison, WI

Mr. Martin Gallanter

Director of Development, Dakota State University
Madison, SD

Mr. Elan Garonzik

Program Officer, Charles Stewart Mott Foundation
Flint, MI

Mr. Jonathan P. Gill

Medford, MA

Ms. Ruth Goins

Women's Funding Network
St Paul, MN

Ms. Lisa Goldberg

Executive Vice President, Charles H. Revson Foundation
New York, NY

Ms. Barbara Goldsmith

New York, NY

Mr. Robert K. Goodwin

President and CEO, Points of Light Foundation
Washington, DC

Mr. Kenneth L. Goody

Nicholas Advisors
New York, NY

Mr. Frederick Lawrence Grandy

President and CEO, Goodwill Industries International
Bethesda, MD

Ms. Mary Grayson

Los Angeles, CA

Ms. Eileen R. Growald

x

Ms. Jane Grunenbaum

Executive Director, League of Women Voters
Washington, DC

Ms. Catherine Gund

Third Wave Foundation
New York, NY

Guests: Ms. Melanie Hope, Mr. Kofi Hope-Gund, Mr. Rio Hope-Gund

Ms. Ellen Gurzinsky

Executive Director, Funding Exchange
New York, NY

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. Jay D. Hair

Executive Vice President, Greatergood.com
Seattle, WA

Dr. David Alan Hamburg

President, Carnegie Corporation of New York
New York, NY

Ms. Laura Harris

Executive Vice President, Americans for Indian Opportunity
Bernalillo, NM

Ms. Bernadette Healy

President, American Red Cross
Washington, DC

Dr. Sandra Rae Hernandez

President, San Francisco Foundation
San Francisco, CA

Mr. Peter deCourcy Hero

President, Community Foundations - Silicon Valley
San Jose, CA

Ms. Cherilyn Hersrud

Director, The Resource Center
Fargo, ND

Ms. Tracy F. Hewat

Director, Comfort Zone
North Cambridge, MA

Ms. Virginia Hodgkinson

Director, Center for the Study of Voluntary Organizations and Services
Washington, DC

Mr. Paul D.C. Huang

CJ Huang Foundation
New York, NY

Ms. Stephanie Hughly

Executive Producer, National Black Arts Festival
Atlanta, GA

Ms. Helen Hunt

President, The Sister Fund
New York, NY

Dr. Jill Iscol

President, Iscol Family Foundation
Pound Ridge, NY

Mr. Rodney Jackson

Publisher and Editor, Black Philanthropy
Washington, DC

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. Richard Jacobs

New Star (GORE)
Beverly Hills, CA

Ms. Abigail P. Johnson

Fidelity Foundation
Boston, MA

Mrs. Donna Jones Stanley

Executive Director, Associated Black Charities
Baltimore, MD

Fr. Alfred C. Kammer

President and CEO, Catholic Charities USA
Alexandria, VA

Mr. Jael Kampfe

Four Times Foundation
Red Lodge, MT

Mr. H. Peter Karoff

The Philanthropic Initiative
Boston, MA

Mr. Lewis Katz

Principal Owner, New Jersey Nets
Cherry Hill, NJ

Mr. Gene Keluche

The Ancient Ways of Knowing
Colorado Springs, CO

Mr. John Kemp

President and CEO, Vision, Strength and Artistic Expression (VSA Arts)
Washington, DC

Mr. Alan Khazei

CEO, City Year
Boston, MA

Ms. Linda Carol Kinsley

Springfield, MA

Ms. Vanessa Kirsch

Public Allies
Washington, DC

Mr. John Koten

Editor, Worth Media
New York, NY

Ms. Louisa Kreisberg

President, The Kreisberg Group, LTD.
New York, NY

Ms. Christine Kwak

Program Director, W.K. Kellogg Foundation
Battle Creek, MI

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. Bobby Kwon
Houston, TX

Hon. (Director) Janice R. Lachance
Director, Office of Personnel Management
Washington, DC

Ms. Laurie Lang
Disney Learning Partnership
Burbank, CA

Mr. Salvator LaSpada
Director, Rockefeller Foundation Financial Workshop Program
New York, NY

Ms. Marilyn Stein LeFeber
Vice President-Communications, Charles Stewart Mott Foundation
Flint, MI

Dr. Leslie Lenkowsky
Professor of Philanthropic Studies and Public Policy, Indiana University Center on Philanthropy
Indianapolis, IN

Ms. Jennifer Leonard
President and Executive Director, Rochester Area Community Foundation
Rochester, NY

Honorable Christine W. Letts
Former Secretary, The John F. Kennedy School of Government
Cambridge, MA

Mr. Reynold Levy
President, International Rescue Committee
New York, NY

Mrs. Patricia Lile
President, Arkansas Community Foundation
Little Rock, AR

Ms. Felicia Lynch
Women and Philanthropy
Washington, DC

Ms. Diane Whitty (Substitute for: Charles Lyons)

Dr. Charles F. MacCormack
President, Save the Children
Westport, CT

Mr. Cristian Mairena
Community Foundation - Silicon Valley
San Jose, CA

Mr. William Marshall
President, Progressive Policy Institute
Washington, DC

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. Jerry Marx

University of New Hampshire
York, ME

Ms. Billie Maunz

Executive Director, Scholarship Foundation of Santa Barbara
Santa Barbara, CA

Ms. Kathleen D. McCarthy

Director, Center for the Study of Philanthropy
New York, NY

Ms. Penelope L. McPhee

Vice President and Chief Program Officer, John S. and James L. Knight Foundation
Miami, FL

Ms. Ann Medlock

President, Giraffe Project
Langley, WA

Mr. William F. Meehan

Director, McKinsey and Company
San Francisco, CA

Ms. Sara E. Melendez

President, The Independent Sector
Washington, DC

Mr. and Mrs. Robert B. Menschel

Limited Partner, Goldman Sachs
New York, NY

Mr. William T. Merritt

President and Chief Executive Officer, National Black United Fund
Newark, NJ

Hon. Cheryl D. Mills

Oxygen Media
New York, NY

Mr. David Milner

President, Community IMPACT!
Washington, DC

Ms. Lourdes Miranda

President & CEO, Miranda Associates, Inc.
Washington, DC

Mr. Luis A. Miranda

Hispanic Federation of New York City, Inc.
New York, NY

Mr. Mario Morino

Chairman, Morino Institute
Reston, VA

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. William Peter Mountanos

Chief Executive Officer, Charitableway
Palo Alto, CA

Ms. Barbara H. Mulville

Vice President for External Affairs, Southcoast Health Systems
New Bedford, MA

Mr. William Murray

SCETV
New York, NY

Mr. Trevor Neilson

Communications Director, Bill and Melinda Gates Learning Foundation
Redmond, WA

Ms. Luana Nissan

Project Director, Indiana Humanities Council
Indianapolis, IN

Mr. Matthew Nonnemacher

Hazleton, PA

Guest: Mr. John Nonnemacher

Mr. Brian O'Connell

Urban and Environmental Policy
Medford, MA

Ms. Ann Young Orr

Chief of Staff, National Endowment for the Humanities
Washington, DC

Mr. Richard Schlosberg (Substitute for: Susan Orr)

Publisher, Los Angeles Times
Los Angeles, CA

Ms. Stacy Palmer

Managing Editor, Chronical of Philanthropy
Washington, DC

Mr. and Mrs. Alan Patricof

Chairman, Patricof & Co Ventures Inc.
New York, NY

Rev. Ann A Pearson

North Canton, CT

Ms. Mary Pembroke Perlin

NW Giving Project
Seattle, WA

Mr. Edward J. Piszek

Liberty Bell Foundation, Copernicus Society of America/ Liberty Bell Foundation
Fort Washington, PA

Mr. James R. Pitosky

Director, SEA Change
New York, NY

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Ms. Marcie Z. Polier

Entdata.com
Beverly Hills, CA

Mr. Marc Pollick

President and CEO, Giving Back Fund
Boston, MA

Ms. Nancy Raybin

President, Raybin Associates
New York, NY

Ms. Holly M. Redell

Fund Development Director, Senior Services of Seattle
Seattle, WA

Dr. Irwin Redlener

President and Co-founder, Children's Health Fund
New York, NY

Ms. Joyce Richards

Girl Scouts of the USA
New York, NY

Ms. Dorothy Ridings

President and CEO, Council on Foundations
Washington, DC

Mr. Donald Ritzenhein

Office of University Development, Wayne State University
Detroit, MI

Ms. Elizabeth J. "Liz" Robbins

Robbins Associates
Washington, DC

Ms. Nancy Roberts

President, Connecticut Council for Philanthropy
Hartford, CT

Mr. Daniel Rosenblum

ED&F Man Inc.
New York, NY

Mr. Claude Rosenberg

New Tithing Group
San Francisco, CA

Mr. Mark Rosenman

Vice President, Social Responsibility, Union Institute Center for Public Policy
Washington, DC

Mrs. Karla Rubinger

Mr. Carlos L. Santiago

Vice President, Miranda Y Mas
New York, NY

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. Hubert Sapp

Senior Program Officer, Hartford Foundation
Hartford, CT

Dr. Richard J. Sauer

President and CEO, National 4-H Council
Chevy Chase, MD

Ms. Helen Scheidt

Memphis, TN

Prof. Paul G. Schervish

Director, Social Welfare Research Institute, Boston College
Chestnut Hill, MA

Mr. Stephen Smith (Substitute for: Caroline Schlossberg)

Hon. (Mr.) Eli J. Segal

President and CEO, Welfare to Work Partnership
Washington, DC

Mr. Michael S. Seltzer

Acting Chair, Nonprofit Management, New School University
New York, NY

Mr. Joseph K. Selvagio

One Percent Club
Minneapolis, MN

Hon. (Sec.) Donna E. Shalala

Secretary of Health and Human Services, United States Department of Health & Human Services (HHS)
Washington, DC

Hon. Ann Elizabeth Sheffer

Member, President's Committee on the Arts and the Humanities
Washington, DC

Ms. Moira Shek

Executive Director, Asian Americans and Pacific Islanders Philanthropy
San Francisco, CA

Mr. William C. Shelton

Washington, DC

Ms. Janet Shenk

Special Assistant to the President AFL-CIO, Liaison to the Foundation Community
Washington, DC

Mr. William H. Shore

Founder and Executive Director, Share Our Strength
Washington, DC

Dr. Timothy P. Shriver

President and CEO, Special Olympics
Washington, DC

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Ms. Laura Boudo Sillerman
New York, NY

Mr. Barry Sloane
Barrington, RI

Ms. Jean Margaret Smith (Substitute for: Marva Smalls)

Mr. James A. Smith
Trustee, Creative Capital Foundation

Ms. Kimberly Smith
New Schools Fund
Redwood City, CA

Ms. Maureen Smyth
Vice President-Programs, Charles Stewart Mott Foundation
Flint, MI

Mrs. Susan Lewis Solomont
ADS Group
Andover, MA

Mr. Jeffrey B. Soref
President, Soref Associates Incorporated
New York, NY

Hon. Joan Edelman Spero
President, The Doris Duke Charitable Foundation
New York, NY

Ms. Roxanne Spillett
President, Boys & Girls Clubs of America
Atlanta, GA

Ms. Shannon Elaine St. John
Executive Director, Triangle Community Foundation
Research Triangle Park, NC

Ms. Heather A. Steans
Strategic Planner, Chicago Public Schools
Chicago, IL

Ms. Isabel C. Stewart
National Executive Director, Girls, Incorporated
New York, NY

Mr. Chuck Supple
President and CEO, Public Allies
Washington, DC

Ms. Nancy Swanson
South Dakota State University
Brookings, SD

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Mr. Bernard Lee Teeple

Food For Life Network
Miami, FL

Mr. Eugene Tempel

Center for Philanthropy, Indiana University
Indianapolis, IN

Mr. Charles Terry

Director of Philanthropy, Rockefeller Financial Services
New York, NY

Mr. Robert Thompson

President, Thompson McCully Company
Belleville, MI

Mr. Thomas A. Troyer

Caplin & Drysdale
Washington, DC

Mr. John Walters

President, Philanthropy Roundtable
Washington, DC

Ms. Wendy Welch Hawkins

Burger King
Atlanta, GA

Ms. Alison Joan Wiley

Executive Director, Forum of Regional Grantmakers
Washington, DC

Ms. Marie C. Wilson

President, Ms. Foundation
New York, NY

Mr. William Wimsatt

Listen Inc.
Washington, DC

Mrs. Kate Pew Wolters

Executive Director, Corporate Headquarters
Grand Rapids, MI

Mr. Timothy Wu

United States Department of Health and Human Services
Washington, DC

Ms. Akiko Yamazaki

Red Husky Foundation
Los Altos, CA

Mr. Daniel Yankelovich

President, Public Agenda
New York, NY

REPORT DATE: October 21, 1999
REPORT TIME: 6:25 PM

Accepts and No Responses

Ms. Karen Young
Youth on Board
Sommerville, MA

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 through experiential learning programs that enable young people to give their time, treasure and talent to solve community problems, particularly those relating to youth.

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.

Today's young Americans have proven their willingness to give back when they are provided the opportunity. But as pollster Peter Hart, who has extensively studied the attitudes of young people, points out, “to be successful, what you have to do is go out and ask people.” Too many young people are not asked to give their time; even fewer are asked to consider giving other resources. By increasing opportunities for youth to make meaningful contributions to their communities, we not only expand resources available today to solve our pressing problems, but as those young people learn the tradition of giving, we also make an investment in the future.

Strategy

One strategy for reaching more young people was highlighted at the conference by Dottie Johnson, of the Council of Michigan Foundations. The program, known as the “Michigan Community Foundations' Youth Project,” enables more than 5,000 youth to make grants in 86 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. She also noted that the program involves a diverse group of youth, 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.

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, and help 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 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 similar 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 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.

Next Steps

The group concluded that it would be timely to collaborate on a national initiative to expand the number of youth involved in similar programs across the country. 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 volunteered to take a preliminary census of current programs. With help from the AOL Foundation, the CMF will complete a preliminary survey and make this information widely available.

The group endorsed as its second goal the need to persuade additional private foundations and possibly other new donors to contribute to either a national initiative or to local efforts. After extended discussions, the initial group of planners agreed on a decentralized, regional approach, to be seeded with a national leadership gift or gifts with matching requirements.

In addition, planners identified the need for a small national office with staff, located within an existing organization, to coordinate the initiative, provide technical assistance, and promote the project. Modest resources are needed to support this national office. Members of the planning committee have proposed several different existing organizations that could house the national office.

The White House Millennium Council and the Office of the First Lady are unofficial advisors to the project.

Initial process outcomes

To advance the initiative, the following outcomes must be achieved within the next six months:

1. The current network of programs would be expanded to new regions. Initially, potential clearly exists to expand within California, and possibly Washington, DC. Funders would be identified for a less advantaged region, such as the Mississippi Delta, Upper Plains states, or Indian Country, to test the strategy outside of well-funded urban centers.
2. New funders would join the existing set of foundations and/or current funders would devote new resources.
3. A national office would be established to provide technical assistance, monitor developments, and promote the project.
4. The initiative would be launched with a national press announcement, which would recognize the leadership efforts of initial funders and challenge other funders to participate.

Long-term program outcomes

If successful, over the next decade the initiative might grow to involve hundreds of thousands of youth in every part of the country in initiatives that:

- Use an experiential learning approach to teach the ethic of giving and volunteering, such as involvement in service-learning, grantmaking, fundraising, and conducting community needs assessments.

- May support youth as social entrepreneurs designing their own solutions to community problems or involve youth as service providers.

- May be integrated into the curriculum of a school, youth organization, or afterschool program.

As a result of this involvement:

- As adults, the former youth participants will continue to give generously both their time and money to charity causes.

- As adults, the former youth participants will be leaders in their community, remain knowledgeable about community needs, and encourage others to give.

- As adults, the former youth participants will involve their own children in philanthropy, thereby sustaining the tradition for future generations.

An opportunity

Funders interested in becoming involved in this initiative may contact members of the planning group, including Elan ? Joel ? David ? Rob ?

6/1/2000

Mission: To promote the spirit of philanthropy and community service among the nation's youth through a variety of means, including hands-on experience in grantmaking programs, volunteering and community service, and educational programs both in the formal curriculum and through mentoring and afterschool programs.

Background: As follow-up to the White House Conference on Philanthropy (October 1999) a number of private foundations and national youth service organizations are joining forces to create a national initiative to promote giving and volunteering by youth. The White House Conference on Philanthropy: Gifts to the Future showcased a number of model programs that give youth an active, hands-on role in identifying the needs in their communities and directing foundation grants and other resources, including time and money donated by youth, to finding solutions. At the same conference there was general agreement on the need to devise long term strategies to increase giving and to teach the importance of this critical American tradition to future generations.

Fortunately, a number of outstanding model programs already exist. The Council of Michigan Foundations, with support from the W.K.Kellogg Foundation and others, supports a state-wide network of youth-advisory committees at local community foundations. One of the teenaged participants in this program who spoke at the White House conference credits this imaginative project with involving thousands of Michigan youth in their communities and empowering them to find solutions to problems of delinquency, drug use, and teen pregnancies. At the White House Conference other participants also described efforts by women's funds both in Michigan and elsewhere to devise programs for girls in cooperation with the Girls Scouts and other service groups. Finally, the Conference noted the growth of Americorps programs throughout the nation.

The Need: The United States is experiencing a decade of unprecedented growth and prosperity, and experts on philanthropy note that we stand on the verge of an intergenerational transfer of wealth that may reach trillions of dollars. While the preconditions for a huge increase in philanthropic giving exist, the extent to which we will reach the full potential for giving will depend largely on the attitudes of our youth. At a time when families are under stress and technology and work tend to foster more social isolation, the need for programs that build a sense of involvement in, and responsibility for, community is apparent. Fortunately, community service programs have been growing and there are welcome signs that youth volunteering and giving is on an upswing. The timing, then, for a coordinated national initiative is excellent.

Shortly after the White House conference, a number of foundation leaders met and agreed on some interim steps. First, the group asked for some preliminary research designed to map existing programs and to identify gaps and needs. The Council on Michigan Foundations volunteered to take a preliminary assistance, and with help from the AOL Foundation this effort is underway. These preliminary findings indicate that there are over 300 youth-oriented programs in 31 states. While this is welcome evidence that there is indeed a growing national movement to devise local philanthropic programs for youth, this first survey also found that programs tend to be concentrated in a handful of areas. Only in Michigan, Hawaii and Colorado are there statewide efforts that cover the entire state. Clearly, there is an opportunity to expand youth grantmaking and volunteering.



Major Emphasis Program

Children



Key Club International

Contents

Introduction	1
Personal Development	2
Social Interaction.....	3
Seasons of Service.....	4-5
Big Brothers/Big Sisters	4
Unicef	5
Children's Miracle Network	6
March of Dimes	7
Fundraising	8-11
Contact Information	12-16



Imagine for a moment that there is a group of people responsible for the future of our world. These people are the only hope for the planet. This group will be responsible for the everyday operations of the global community. They will be the doctors, lawyers, teachers, policemen, and ministers of tomorrow. Now imagine that the people in this group have no idea of their responsibilities, and have no idea what they are supposed to accomplish in life. Pretty scary right? Such a group of people does exist; they are called children. In order to lead the world tomorrow, kids need to be loved, taught, and cared for right now. That is why, in keeping with its long history of working with children, Key Club International has once again created its Major Emphasis Program that makes children the focus of our efforts. This theme "Children: Their Future, Our Focus" unites Key Clubs under the banner of service that deals with the most important part of our community.

As kids grow and mature, many are not given the chance to learn the difference between right and wrong, the importance of self respect, or how to understand their emotions. This Major Emphasis Program focuses on the Personal Development and Social Interaction of children.

We can help them learn through mentoring, making friends, and learning to work together. As we teach children how to work with others, we open doors to their future. Our responsibility as Key Club members is to take these children and love them through their Personal Development and Social Interaction. If you ever forget why we serve others, remember "Children: Their Future, Our Focus."

Personal Development

As children mature, they develop motivation and the ability to become more productive members of society. Role models are essential in creating positive personal development. Children learn to

understand, accept, and express their feelings with the help of role models. Before they can interact with others, however, they must first understand themselves. That is the premise behind Personal Development. By helping children attain personal goals, they are equipped to help others. In this manner, the child will become capable of dealing with everyday stresses and problems. Key Club members can help children develop through various projects focusing on

respect, understanding emotions, and right versus wrong.

Every 11 seconds, a child is reported ABUSED or NEGLECTED...

Every 71 seconds, a child RUNS AWAY from home...

Every 53 minutes, a child DIES from poverty...

Every 2 hours, a child is MURDERED.

32% of children live in a SINGLE PARENT household

21% of youths live in POVERTY

Almost 10,000,000 children are AT RISK

STUDENTS WITH A MENTOR ARE 52% LESS LIKELY TO SKIP A DAY OF SCHOOL AND 37% LESS LIKELY TO SKIP A CLASS.

Projects:

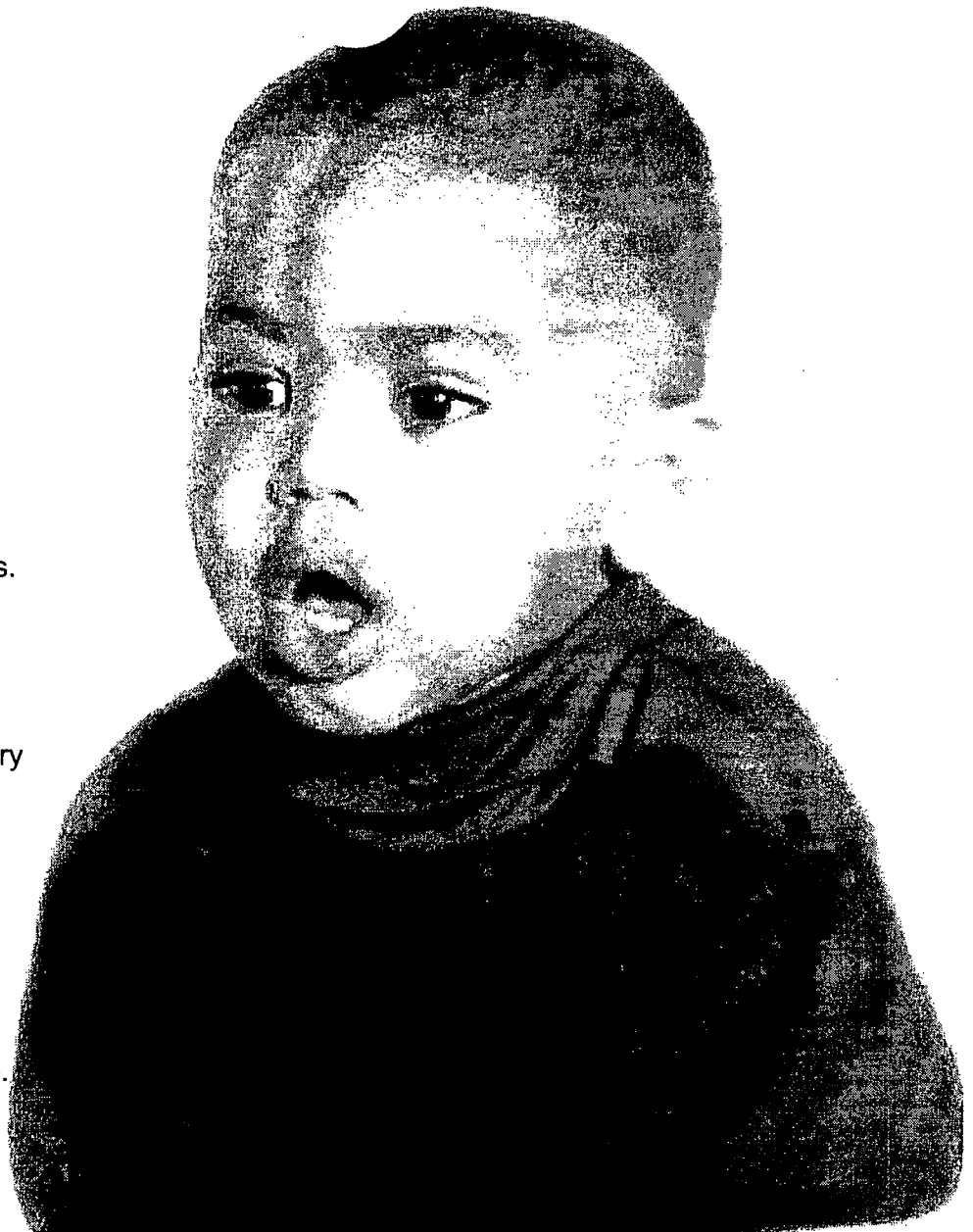
- Take children on a field trip to the local police station, and have an officer discuss consequences of actions.
- Host a cultural awareness fair at an elementary school and teach children about different countries.
- Educate children and their families about health and safety survival techniques.
- Start a community arts program and invite all children to participate.
- Sponsor or learn to teach CPR and first aid courses.
- Visit children in the hospital and help bring a smile to their faces.
- Educate young children about the harmful effects of gangs.
- Form a garden club for children in housing projects to beautify their environment.
- Educate school children to avoid abuse and criminal victimization.
- Support the immunization of children.
- Help children get school supplies.
- Sponsor a young student of the month program at a local elementary school.
- Volunteer to practice escape routes in your local elementary school, so children know what to do in case of an emergency.
- Work with the local drug education officer to educate students on the dangers of illegal substances
- Help raise awareness about children's health issues.

Social Interaction

Social Interaction is defined as communicating and working with others through active involvement. Children can best attain social interaction through mentoring programs, working together, and making friends. It is imperative to begin working with children early to develop their social skills. This ensures that every child will be able to apply these vital skills throughout their childhood and adult life. Key Club's influence on young people will prepare them for communicating, working with others, and learning basic skills that will last a lifetime. As you work with children and become their mentors, you can teach them the value of working together and making friends.

Projects:

- ☐ Sponsor a games night for families.
- ☐ Host a holiday party for underserved children.
- ☐ Sponsor a children's story hour.
- ☐ Become a mentor.
- ☐ Organize an after-school activities program for latchkey children.
- ☐ Coordinate a sport outing for developmentally disabled children.
- ☐ Work to make a playground accessible to disabled children.
- ☐ Take kids to the movies, shopping, or simply to shoot some hoops.
- ☐ Organize a park cleanup that involves children working together.
- ☐ Tutor.
- ☐ Read to children at an elementary school or local library.
- ☐ Start a community arts program and invite all children to participate.
- ☐ Visit children at day care and child development centers.
- ☐ Organize a bike rodeo.
- ☐ Work with a youth sports league.



Seasons of Service:

Each year Key Club International teams up with other organizations. The Major Emphasis Program focuses on a specific organization during each season of the year. As you plan your club's service programming for the year, keep in mind that with each new season comes a new opportunity to make a difference. Each Key Club is encouraged to participate with the following organizations as they join together to make a difference in the life of children. The following organizations have been approved as official partners, and the Seasons of Service schedule is as shown on page 5.

Big Brothers/Big Sisters

Big Brothers/Big Sister of America (BBSA) is a national youth service organization that matches volunteer mentors with children. It is a federation of more than 500 local agencies across the United States, and it serves tens of thousands of kids in all types of communities. There is a Big Brothers/Big Sisters of Canada as well as Big Brothers/Big Sisters International.

Volunteers are called Big Brothers or Big Sisters, and the children they are matched with are called Little Brothers or Little Sisters. A High School Big is simply a student in high school who volunteers as a Big Brother or Big Sister to a younger child. A High School Big becomes that child's special friend and role model, offering attention, support, and encouragement.

The most important thing a Big can do for a Little is to be a friend – to listen, give advice, and to have fun. A few ways a Key Club member can interact with their Little Brother or Sister are:

- ☐ Do homework or go to the library
- ☐ Play sports and attend athletic events
- ☐ Read a book together
- ☐ Talk about yourselves and your families
- ☐ Enjoy a hobby or play board games
- ☐ Go rollerblading, biking, hiking, etc.
- ☐ Go to the mall or to the movies
- ☐ Share a pizza after school
- ☐ Do volunteer work together for your community

A match between a Big and a Little is handled through a local agency. Each High School Big is carefully selected to ensure the volunteer is responsible and committed. Key Club members may choose to have their own Little Brother or Sister, or the entire club might become a mentor for a young person. The number one rule is responsibility and commitment on behalf of all involved.

Take time to learn more about volunteering by contacting your local Big Brothers/Big Sisters Agency.

Contact Information

Big Brothers/Big Sisters of America
230 North 13th Street
Philadelphia, Pennsylvania
19107-1538
215-567-7000

www.bbbsa.org

Big Brothers/Big Sisters of Canada

3228 South Service Road
Suite 113E
Burlington, Ontario CANADA
L7N 3H8
800-263-9133 or 905-639-0461

www.bbbsi.org

Big Brothers/Big Sisters International
211 North 13th Street
Philadelphia, Pennsylvania
19107-1538

215-665-7743

www.bbbsi.org

Signature Project:
Adopt a Little Brother/Little Sister

Date: Summer

UNICEF

UNICEF, the only organization of the United Nations dedicated exclusively to children, works with other United Nations bodies, governments and non-governmental organizations to lighten children's loads through community-based services in primary health care, basic education, and safe water and sanitation in more than 140 developing countries.

UNICEF shares the Kiwanis family's global commitment to children and has provided its extensive resources and leadership to assist in the Worldwide Service Project to virtually eliminate Iodine Deficiency Disorders (IDD) from the globe.

UNICEF is much more than IDD: It is an organization dedicated to ensuring a brighter future for the children of the world. It focuses on an unlimited number of topics including:

- ☐ Humanitarian programs around the world
- ☐ Relief and recovery work in nations that have been devastated by natural disasters
- ☐ Vitamin A global initiative
- ☐ Convention of the Rights of the Child

To learn more about these programs and how issues facing children are being addressed, contact UNICEF and learn more. Key Clubs can actively participate in a wide assortment of programs and projects to help educate their communities and the world about issues facing children.



United Nations Children's Fund

Contact Information:

UNICEF
UNICEF House
3 United Nations Plaza
New York, New York 10017
212-326-7000
www.unicef.org
UNICEF Regional Office for
the Americas and the Caribbean
Apartado Aero 89829
Santafé de Bogotá, D.C.
Phone Country Code: 57, City
Code: 1 635 7211 635 7255
UNICEF National Committee
Canada
443 Mt. Pleasant Road
Toronto, Ontario CANADA
M4S 2L8
416-482-4444
www.unicef.org
US Fund for UNICEF
333 East 38th Street
New York, New York 10016
212-992-2613
www.unicefusa.org
Signature Project:
Trick-or-Treat for UNICEF
Date: October 31, 2000

SUMMER: Big Brothers —
and Big Sisters —
During the summer,
adopt a child in your
community who needs
a friend and role
model.

AUTUMN: UNICEF —
As Halloween rolls
around, gather friends
and the community
kids Trick-or-Treating
for UNICEF.

WINTER: Children's
Miracle Network —
Visit those children in
need of expensive
medical attention and
then conduct a fund-
raiser to support
children's hospitals.

SPRING: March of
Dimes —
Improve the health of
babies by supporting
the March of Dimes
efforts to prevent
birth defects and
infant mortality.

The following pages
give a more in depth
look at each organiza-
tion along with contact
information for your
use.

Children's Miracle Network



Justin Hughes was born with a HEART DEFECT. At ten months old, he had his first SURGERY. Over the years, his condition has involved use of various MEDICATIONS and additional surgeries. When he turned ten, Justin was put on a TRANSPLANT list and, one year later, received his NEW HEART. For a brief period, his body rejected the heart. But now, thanks to his CMN HOSPITAL, he's back in school and doing just FINE.

Hospitalized infants and children need special pharmaceuticals and equipment engineered to work with their small stature. From the tiniest tube or milliliter of medication to ECMO, a formidable device that acts as an artificial lung outside the body, medicines and machines that help sick kids get well are specialized – and high-priced. Skilled pediatric professionals armed with evolving treatments and expensive tools work to save more than 14 million children annually from life-threatening injuries, birth defects, cancer, and numerous other ailments.

In order to afford treatment, children's hospitals require funding. Children's Miracle Network (CMN) is a nonprofit organization that raises money to benefit hospitalized kids and increases awareness of its member hospitals. All CMN contributions directly benefit hospitals, helping to purchase up-to-date equipment, train staff, conduct life-saving research, implement outreach programs, and provide healthcare for children whose parent's can't afford to pay.

In 1996, Key Club International decided to partner with CMN. Clubs participate in Service of Champions Day (a service-a-thon that raises money for hospitals and benefits communities simultaneously), sponsor dance marathons, and stage other fund-raising events. In addition to raising funds, Key Club members

also can participate in service projects at their local children's hospital in the following manners:

- Provide toys and dolls for kids going through trauma.
- Contribute to or create video, toy, or book lending libraries or playrooms.
- Help staff information booths or surgery waiting rooms.



- Assist families with children who require long-term care or who live great distances from hospitals.
- Support safety campaigns or parent education programs.
- Purchase specific pieces of equipment.

Contact:

Children's Miracle Network
4525 South 2300 East
Suite 202
Salt Lake City, Utah 84117
801-278-8900
www.cmn.org
Signature Project:
Service of Champions Day
Date: January 27, 2001

March of Dimes

The March of Dimes was founded in 1938 by US President Franklin Delano Roosevelt to help fight polio. Within only 12 years, the March of Dimes had amassed more than \$1 million in funds that helped researcher identify all three polio viruses. In 1954, the March of Dimes ran field trials of the polio vaccine with more than 1.8 million school children participating. This began what would become their concerted effort to save babies from birth defects.

Key Club International began partnering with the March of Dimes in the 1960s by holding dances, carwashes, and bake sales to raise funds to further research in the medical field to help reduce birth defects. Key Club members around the world remember collecting dimes in hopes that someday children would be born free of birth defects.

Though times have changed since the inception of this organization, one thing remains the same: Each day young children are being born with birth defects. Some are easily prevented while others still remain a mystery to modern medicine. Key Club is proud to



partner with the March of Dimes as we join together to save babies.

March of Dimes currently focuses on four main goals:

- Reduce birth defects by 10 percent
- Reduce infant mortality
- Reduce low birthweight to no more than 5 percent of all live births
- Increase the number of women who get prenatal care in the first trimester

Each year 750,000 corporations and individuals participate in WalkAmerica to benefit the March of Dimes. Key Club members can form teams and join their local March of Dimes Chapter in this endeavor. All contributions will remain at the local level to help with the fight against birth defects.

The March of Dimes also is promoting a Folic Acid Campaign to help educate mothers and mothers-to-be about the importance of a daily dose of folic acid. For more information on this campaign and other service opportunities, contact your local chapter or the National Office.

Together we can make a difference. Together we can ensure that babies are born healthy. Together we can reach out around the world and know that we are ensuring a safe tomorrow for children everywhere.

The human body is a **MIRACLE** when it works correctly. But it can be a painful **PRISON** when something goes wrong. **BIRTH DEFECTS**, which affect more than **150,000** babies each year, leave our kids unable to **WALK, HEAR, THINK**, or even fight off **DISEASE**. Sometimes society gives up on these children. But the **MARCH of DIMES** fights on. Every **BABY** deserves a healthy **START** in life.

Contact:

March of Dimes
National Youth Programs
1275 Mamaroneck Avenue
White Plains, New York 10605
914-997-4615
www.marchofdimes.org
Signature Project:
WalkAmerica
Date: April 28-29, 2001
Signature Project:
Folic Acid Campaign
Date: Ongoing



Everyone realizes that the purpose of fund-raising is to make money. But the ultimate reason for having the money is to channel it into service activities. Clubs should always have a definite service project in mind from which their money can be profitably used. Service projects and fund-raising projects are two sides of the same coin.

Be careful not to mislead the public about the usage of the money you want to raise. Practice "truth in advertising." A conscientious code of

ethics should be maintained by every club in its fund-raising procedures, both internally and externally, in order to attract the confidence and respect of the campus and community in which it is located.

Guidelines for fund raising

Article 4, Section 5 of the Bylaws of Key Club International reads:

"No club shall sponsor or participate in any manner in a lottery, raffle, drawing, or game of chance, for the purpose of raising funds, or shall employ a lottery, raffle, drawing or game of chance in connection with any fund-raising activity or engage directly or indirectly in any activity which may impugn or reflect unfavorably on the good name of Key Club or Kiwanis. Key Clubs may participate in lotteries, raffles, drawings, or games of chance only with clubs or districts within the Kiwanis family or organizations sponsored by the Kiwanis family for the purpose of fund raising in accordance with state, local, federal, and provincial laws. Clubs violating the provisions of this section may have their charter revoked or be otherwise disciplined as prescribed by the Board of Trustees of Key Club International, or the Board of Trustees of Kiwanis."

Many high schools have regulations covering the fund-raising activities of high school organizations. You should inquire if there are such policies at your school, and if so, be certain you are

familiar with them.

The safest approach to fund raising is to make sure the project has the support of the entire club. Unless all the members see the value of the project and are willing to work for it, you can easily end up with only mediocre success.

Next, be certain the plan is cleared with the school and that they know what will take place. (At some schools this may not be necessary; at others it is essential.) Although not required by all schools, this courtesy and forethought can save the club from unexpected complications.

The following general principles need to be kept in mind when planning and operating a fund-raising project:

1. Maintenance of the highest possible standards of operation.
2. Constant stimulation of enthusiasm for the project among club members.
3. General public acceptance of the project.
4. Complete planning in all phases well in advance.
5. Cooperation of all club members.
6. Maximum publicity and promotion.
7. Honest value in return for the price asked.

Tips for successful fund raising

Keep in mind:

A successful fund-raising plan produces a solid financial base, enthusiastic members, and colorful publicity. Created with care and imagination it will get

Fund-raising do's and don'ts

- DO double work—sell T-shirts at a dance marathon
- DO donate supplies/services as much as possible
- DO make the most of every opportunity
- DO have a goal
- DO your homework on immediate needs and final goals
- DO get groups together before and after every event to applaud successes and to strategize more difficult cases
- DO use thoughtful planning—too many events are the product of an impulse
- DO think positively
- DO make successful fund-raisers traditional
- DO watch for opportunities to build on others' efforts
- DO be energetic, creative and enthusiastic
- DON'T allow fund raising to disrupt the regular business or programs of the organization
- DON'T ask anyone to make a donation because you "need" the money
- DON'T ask for a fixed price when a donation will do
- DON'T assume that all pledges will automatically pay—you may have to remind them
- DON'T expect too much from members—you should have fun and raise money
- DON'T have a fund-raiser based on impulse—plan carefully
- DON'T let the treasurer handle all the responsibility—spread it around
- DON'T wait until the last minute for anything—be

better every year and generate more money for less work.

Your greatest resource is the creativity and energy of your own members. A fundraiser that is fun for everyone will, at the same time, be building a stronger organization.

Apply the physics of fund raising: Take your members' potential energy—all their ideas and talents—and turn it into kinetic energy—planning events. Keep up the momentum. It takes more energy to boil a pan of water than to keep it going. The same is true with people. It takes a bigger push at the beginning but gets easier once you're rolling.

Some Tips:

1. Decide exactly how long your group will spend on each fund-raising project.

* Pick a definite beginning and ending to the project. Let everyone know the exact date they will be required to finish.

* It's easier for people to make a commitment when they know that the project is not a big commitment.

* It has been found that most groups sell more when a project is relatively short. Remember Murphy's law: "If you can put it off until tomorrow, you will."

2. Only involve those group members who want to get involved.

* It is usually 20% of the people who make 80% of the problems, so don't expect everyone to participate.

* Announce to your group that each member should only commit to do what they are certain they can do. By doing this, it will eliminate most of the negative com-

ments about the products, services, etc., you sell. Negative comments usually generate from those who don't do anything. Confine your efforts to the group's active members.

3. Set your financial goals before you start.

* Be specific, let the members know how much you expect them to sell and how much your group expects to earn.

* Make your goal high, but realistic. By being clear, everyone will know when they have done a good job or did not do their share.

4. Keep in touch with the members during the fund-raising drive.

* Check in with your group members to see how they are doing and to answer any questions they may have.

* Give the members plenty of feedback by letting them know when they are doing well. Give them ideas when they are slow.

5. Provide incentive programs.

* Depending upon the service or product you are selling, perhaps you could reward your top seller(s) with prizes, coupons, etc.

Fund-raising projects

HOLIDAYS

1. CHRISTMAS TREES

The sale of Christmas trees involves a good deal of money and a lot of planning. It is best when done with the help of the Kiwanis club.

2. HALLOWEEN INSURANCE

Preceding Halloween, some clubs sell "clean-up insurance" to the residents of their community. Clubs should state that all damage

would be cleaned up, but that repairs would not be paid by the club. There may be ordinances in some areas which prevent this project. You should obtain permission from the city beforehand.

3. ST. PATRICK'S DAY

Selling green carnations to celebrate the Irish holiday can be a fun project. Sometimes setting up a booth at area churches to take orders can be effective. Offer delivery within a certain radius free, or charge a minimal charge for delivery.

4. EASTER BUNNIES

Selling chocolate bunnies at Easter time can be a successful project. Several companies sell holiday candies. Contact your local vendor. Selling with a pre-order, pre-pay basis can cut down on surplus bunnies.

5. SINGING CHRISTMAS CARDS

Set up a booth at a fall Parent-teacher conference session, sporting events, or after church services to sell "Singing Christmas Cards." People pay a fee to have you go to someone's home and sing Christmas carols. A card would be given to the recipient with the giver's name.

6. VALENTINE'S DAY KISSES, FLOWERS, COOKIES

This holiday provides many opportunities for fund raising. Selling bags of chocolate kisses (and delivering them in school) is an easy project. Also, taking orders for red, pink, or white carnations with delivery (in-school) on Valentine's Day is a successful project. Selling Valentine cookies during a lunch period or before or after

school also could raise some funds.

7. TURKEY GRAMS/ GHOUL GRAMS/ BUNNY GRAMS

For a small fee, sell "grams" during various holidays for a small fee. These grams can be a card with some candy or something similar. Singing telegrams can also be used for a fun project.

8. MAY BASKETS

Take pre-orders/pre-payment for delivery (in-school or to area elementary and junior high schools) on May Day.

Decorate jumbo drinking cups and fill them with candy (buy it in bulk or from a vendor), balloons, coupons, gum. Try to get as much of the materials donated as possible.

ITEMS

9. HOMECOMING FLOWERS Mums

for football games or homecoming weekends can usually be acquired for about \$3.00 and sold for \$3.50 or more.

Contact your local florist.

10. PROM FLOWERS

Taking orders for prom corsages and boutonnieres.

SERVICES

11. CAR WASHES

Shopping centers or gas stations will usually provide the place for a sure profit maker. Be sure to sell tickets in advance, then, whether they come or not, you have the money.

12. COAT CHECKS

This is a project that offers 100% profit, though one can't expect a huge amount of money from any one function. Keep costs reasonable.

13. RENT-A-KEY-CLUB MEMBER

A day is set aside, usually on the weekend, and community members are urged to rent a Key Club member for the day. The employer calls the club and lists the jobs that he would need to have done. Some of the activities that can be done are raking leaves, washing windows, painting, etc. This project needs good publicity, but it is easy to publicize. Its success depends on team spirit and people who really will do the job to which they are assigned.

FOOD

14. DONUTS AND PIZZA

Through arrangements with local donut shops and pizzerias, food can be brought in at a relatively low cost when bought in large numbers. Best results have been achieved by selling donuts at schools during lunch hour or before school and pizzas during evenings of events that draw large crowds.

15. BAKE SALE

Key Club members may bake food and arrange to sell it at school or at local events. This project is most successful when planned with the holidays.

16. CONCESSION STANDS

Many clubs operate concession stands for parades, fairs, festivals, athletic events, plays or other school functions. This activity can be very lucrative and should be investigated as a possible project. You may wish to divide your proceeds with the group sponsoring the event

to demonstrate your support and appreciation for allowing you to be a part of their event.

17. PANCAKE BREAKFAST

Pancake breakfasts are a high profit fund-raiser. They are fun and not too complex to organize. Pancake days are usually very successful and are an excellent joint Key Club-Kiwanis project. Don't overlook the sale of placemat advertising. The income derived from ad sales often exceeds the breakfast receipts.

18. BARBEQUE DINNERS

This is an especially good project to do during the early fall. Food can usually be secured wholesale. This project would be ideal before a school sporting event.

19. CHILI COOK-OFF

These are very popular and whether your club just participates by being an entry in a cook-off or actually organizes a cook-off, you can raise funds. Involve your Kiwanis Club in the planning of this type of event. These can be fun but will require a lot of work and planning.

20. BAKE-OFF

Hold a bake-off, perhaps between the high school athletic teams, clubs, and faculty. You could charge an entry fee and then after the competition, sell the baked goods during a school lunch hour or after school.

EVENTS

21. RUMMAGE SALE

This is a very popular sale of used odds and ends. The collection of goods can be made door-to-door or solicited through ads.

22. SPORT TOURNAMENTS

Many sport tournaments make money, and they can be a lot of fun at the same



time. Some suggestions are basketball, baseball, ping-pong, golf, pool, etc.

23. TALENT SHOWS

Few clubs have enough talented students within them to hold a talent show without inviting outside participants. With good promotion throughout the school, a successful show can be organized.

24. POWDER PUFF FOOTBALL

The girls put on uniforms and play the football game, after first modifying the rules. The boys could do the cheerleading. The novelty of this idea, if well publicized, is that it will attract a large crowd. Money comes from gate receipts and refreshment sales. This is an ideal homecoming week activity.

25. CAR SMASH

An old car will usually be donated to a club by a service station or a junkyard. After painting the name of the rival school on the car, the club can charge a fee for a swing at the car with a sledge hammer. Active support of the principal and publicity are extremely important.

26. RECYCLING DRIVE

Collecting and selling old newspapers can be a very big business. An active club can collect several tons of scrap paper. To find outlets nearest you for selling the paper you collect, look in the yellow pages of your phone directory under "scrap or waste paper." Advance publicity with a specific pick-up date will help

your efforts. A collection and resale of old bottles could be carried out in this manner as well. A school-wide aluminum can drive would provide for a very successful fund-raiser.

27. "LOST AND FOUND" AUCTION

Most schools have a large number of lost and found

such as a cake walk. You may also wish to sell refreshments, and provide entertainment.

29. KEY CLUB-FACULTY SPORTING EVENTS

This is always a hit with both students and faculty. It brings in a large amount of money, even when nominal fees are charged. An outstanding campaign is essential.

OLD BOOK AND CORD SALE

Start collecting the articles to be sold well in advance.

records can be set up in boxes or spread out on tables. Limit the hours of the sale and try to sell out during the allowed time. Prices can range from 5 cents to \$1.00.

Many clubs run a regular used bookstore and exchange center for their schools.

31. WEIGH AND PAY

Hold a supper or luncheon, preferably a social event, and charge each a penny a pound for whatever he or she weighs. You need a "Weigh Station" booth at the door. Try this with your Kiwanis club.

32. MOVIE PARTIES

Clubs can rent recent, full length motion pictures for showing at their high schools. You can have your selection on the best in contemporary motion pictures, foreign, or domestic. You can charge prices for admission and

arrange your own setting for the showing - either a standard auditorium or more informal. Consult your yellow pages for motion picture distributors.

I firmly believe that MAJOR PROGRESS in human development—progress towards PEACE—can be achieved within a single generation if the global community can muster the FORESIGHT and COMMITMENT to do what is required for children. For it is only by FOCUSING ON CHILDREN that we will find the new IDEAS and fresh VISION to break inter-generational patterns of violence and gender-based discrimination.

Carol Bellamy, Executive Director, UNICEF

articles in their lost and found department. In some cases, they will donate these articles to your club, and in turn, your club can auction them off. In most cases fantastic deals are available to students.

28. CARNIVAL NIGHT

The hall or auditorium can be decorated to suit the theme of the carnival. You can offer a diversified range of activities

By the time children reach the age of thee, their brains are twice as active as those of adults.

43% of people with the lowest literacy rates live in poverty.

2.2 million people are added to the illiterate population every year.

40% of youths score below a 4th grade reading level.

Wearing a bicycle helmet can reduce the risk of head injury by 85%

Cleaning products are the leading cause of poisoning.

15% of children have no health insurance.

33. SCHOOL DANCES

Take any opportunity to sponsor a dance on school grounds, with the school's permission. This can be an easy way to make money. Hire an inexpensive deejay or produce your own music/dance tapes and find someone with a great stereo system. Also, approach area junior high principals to see if they would allow you to sponsor a dance for junior high students. Check for school's rules in regard to dances.

MISCELLANEOUS

34. CANDY AND NUT SALES

Items such as caramels, chewing gum, hard candy, nuts, and chocolate are excellent items any time, but especially during the holiday season

35. PEANUT DAY

This project can involve all club members by accepting donations on street corners in exchange for a bag of peanuts. Some clubs attach small handbills to the bag explaining the purposes of the club, and for what the money will be used.

36. COMMUNITY CALENDARS

Clubs may sell a Community Calendar featuring pictures of your community, school, school teams, etc. with pictures in black and white or color. School athletic schedules, holidays, and other special events may be included. By selling advertisements, you can lower your costs.

37. CARD AND STATIONERY ITEMS

A variety of cards, wrapping paper, notes, and stationery make excellent fund-raising items.

38. SPIRIT ITEMS

Some clubs sell buttons, stickers, decals, etc. before athletic events to stimulate school spirit and enthusiasm.

39. DESK BLOTTERS

Many clubs make a considerable amount of money from this project. Ads sold to local merchants, the school store, or even school organizations wishing to advertise. The ads are printed on a standard size blotter, along with schedules of football, basketball games, a calendar for the year, class officers, and anything else you want. Ads should cover the cost plus profit and blotters can be sold at a minimum cost or simply distributed to the students.

MISCELLANEOUS OR UNUSUAL PROJECTS

40. FINALS "Survival Kits"

Advertise through student publications, radio, and by direct mail, if possible, that Key Club is selling Survival Kits for students at Final Exam time. The kits can include a soft drink, candy bar, pens/pencils, gum, jokes, inspirational messages, coupons, etc. Deliver these in school via homeroom, lunch periods, or study halls.

41. KISS A SENIOR GOOD-BYE

Take pre-orders and pre-payments for bags of chocolate kisses and messages to graduating seniors. These can be advertised and sold during lunch periods and before and after school. Parents enjoy sending these to their graduates, so find a way to advertise to them as well.

42. BIRTHDAY KITS

At the beginning of the school year, do a direct mail

order to student's parents selling "Birthday kits." The Key Club can deliver birthday cake, donut, cookies, balloons or something similar to students celebrating birthdays. If the club does a one-time sale, it alleviates an on-going problem of accurate ordering. This project would require a strong committee and organization.

43. MIRACLE MILES OF QUARTERS

This is an easy project to do on a daily basis in a high school setting or for a district project/district convention. Determine the charity or receiver of funds and advertise this well. You might make "paper quarters" and for every \$.25 donated, you make a quarter and post it perhaps starting in the lunchroom or corridor. Determine a goal and ending date.

44. USHERS

Some organizations will pay very well for ushers at ball games, plays, etc.

45. PARKING CARS

Many clubs park cars for school events. Some are paid by the school safety department according to the number of hours worked and others have a set fee for parking each car.

46. JUKE BOX

Place a juke box in the high school cafeteria and anticipate earnings of one hundred dollars a month or more.

CONTACT INFORMATION

Circle K International

Circle K International is a collegiate service organization and a Kiwanis family member. Devoted to involving college and university students in campus and community service, Circle K is developing quality leaders and citizens. Circle

K's Service Initiative is "Focus on the Future: Children" and encourages chapters and members to work on projects serving children. Circle K inspires people to better our world through its international membership of more than 11,000 collegians on more than 500 college campuses.

Contact:

Circle K International
3636 Woodview Trace
Indianapolis, Indiana
46268

Phone: 1-800-KIWANIS,
x 123 or 317-875-8755,
x 123.

www.circlek.org

Builders Club

Builders Club is a Kiwanis family member for middle school age students that enables members to make a personal contribution to their school, community, and peers. As the motto, "We Build" indicates, Builders Club is for young people who want to

take a positive, constructive action to build a better world.

Contact:

Builders Club Department
3636 Woodview Trace
Indianapolis, Indiana
46268

1-800-KIWANIS, x 164 or
317-875-8755, x 164

www.buildersclub.org

K-Kids

K-Kids, the newest member of the Kiwanis family, provides young people between the ages of six and 10 the opportunity to develop at an early age self-esteem, leadership skills, morals and standards, and respect for others. Each K-Kids Club is sponsored by a local Kiwanis club and may incorporate such current Kiwanis programs as the BUG Program, Reading is Fundamental, and Terrific Kids.

Contact:

K-Kids Department
3636 Woodview Trace
Indianapolis, Indiana
46268

1-800-KIWANIS, x 164 or
317-875-8755, x 164

www.kkids.org

Kiwanis International

Kiwanis International is an organization devoted to the principle of service; to the advancement of individual, community, and national

welfare; and the strengthening of international goodwill. Kiwanis membership spans the globe, with more than 300,000 members in more than 8,000 clubs in 80 countries, giving \$70 million and 7 million volunteer hours for community service each year.

Contact:

Kiwanis International
3636 Woodview Trace
Indianapolis, Indiana
46268

1-800-KIWANIS or
317-875-8755

www.kiwanis.org

American Red Cross

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies.

Contact:

American Red Cross
Volunteer Resources
National Headquarters
1624 North Kent Street
Falls Church, Virginia
22209-2106

703-248-4340

www.redcross.org

Red Cross Society



– Bahamas

76 Arnold Road
Nassau, Bahamas
876-984-7860

Best Buddies

The mission of Best Buddies is to enhance the lives of mentally disabled people by providing opportunities for socialization and employment. Best Buddies is an International non-profit organization that matches people with and without mental retardation in mutually enriching one-to-one friendships. This organization can be a part of every aspect of the community. There is a Best Buddies College program, and Best Buddy organizations for high schools.

Contact:
Best Buddies
100 SE Second Street
Miami, Florida 33131
350-374-2233

Big Brothers/Big Sisters

As the largest national network of mentoring organizations serving children, families, and communities, Big Brothers/Big Sisters has a vision to develop the resources, environment, and mechanisms to provide caring adults in the life of every child in need. Big Brothers/Big Sisters unites children with committed volunteers, primarily on a one-to-one basis, transforming their lives and enriching families, communities, and society.

Contact:
Big Brothers/Big Sisters
of America

230 North 13th Street
Philadelphia, Pennsylvania 19107
215-567-7000
www.bbbsa.org

Big Brothers/Big Sisters of Canada

3228 South Service Road,
Suite 113E
Burlington, Ontario
L7N 3H8
800-263-9133 or
905-639-0461
www.bbbsc.ca

Canadian Association of Toy Libraries and Resource Center (TLRC Canada)

The TLRC Canada will help Key Club members find information on toy libraries and the nearest family resource center or toy lending library in the region.

Contact:
TLRC Canada
205-120 Holland Avenue
Ottawa, Ontario CANADA
K1Y 0X6
613-728-3307

Child Care Advocacy Association of Canada

The Child Care Advocacy Association of Canada can help Canadian Key Club members find their voice on children's issues.

Contact:
Child Care Advocacy
Association of Canada
323 Chapel Street
Ottawa, Ontario CANADA
K1Y 0X6
613-594-3196

Center for the Improvement of Early Reading Achievement (CIERA)

CIERA's mission is to improve the reading achievement of children by generating and disseminating theoretical, empirical, and practical solutions to persistent problems in learning and teaching beginning reading.

Contact:
Center for the Improvement of Early Reading Achievement
University of Michigan
School of Education
610 East University
Avenue, Room 1600 SEB
Ann Arbor, Michigan
48109-1259
734-647-6940
www.ciera.org

Child Welfare League of America (CWLA)

CWLA is an association of almost 1,000 public and private nonprofit agencies that assist more than 2.5 million abused and neglected children and their families each year with a wide range of services. CWLA was established to guard children's rights and meet children's needs. This federation includes public and private nonprofit agencies across the United States and Canada.

Contact:
Child Welfare League of America
440 First Street NW,
Third Floor
Washington, DC
20001-2085
202-638-2952
www.cwla.org

Consumer Product Safety Commission (CPSC)

CPSC, an independent Federal regulatory agency, helps keep American families safe by reducing the risk of injury or death from consumer products.

Contact:

U.S. Consumer Product Safety Commission
Washington, DC 20207
1-800-638-2272
www.cpsc.gov

Every Child By Two (ECBT)

ECBT's Mission: To ensure that all of America's children are fully immunized on schedule, from birth to two years of age and to institutionalize immunization delivery nationwide.

Contact:

Every Child By Two
PO Box 109
Arlington, Virginia
22210-0109
703-271-2680
www.ecbt.org

First Book

First Book is a nonprofit organization that gives underserved children the opportunity to read and own their first new books. It began by "linking arms at a national level" with partners such as the Corporation for Public Broadcasting, B. Dalton Books, and Scholastic Publishing. Today, volunteer leaders continue to help raise funds and provide books for local family literacy pro-

grams.

Contact:

Kyle Zimmer
1319 F Street, NW
Suite 500
Washington, DC 20004
202-393-1222
www.firstbook.org

Habitat for Humanity International

Habitat for Humanity is a nonprofit, ecumenical Christian housing ministry dedicated to eliminating substandard housing and homelessness worldwide and to making adequate, affordable shelter a matter of conscience and action. Habitat invites people from all faiths and walks of life to work together in partnership, building houses with families in need. There are now more than 1,300 active affiliates located in all 50 states and the District of Columbia. There are also more than 250 International affiliates coordinating some 800 building projects in 56 countries around the world.

Contact:

Habitat for Humanity
International
Campus Chapters and
Youth Programs
Department
121 Habitat Street
Americus, Georgia
31709-3498
912-924-6953, x 415
www.habitat.org

Oxfam International

Oxfam fights global poverty and hunger by working in partnership with grassroots organizations promoting sustainable development in Africa, Asia, the Americas, and the Caribbean. Oxfam aims to improve people's basic living

conditions as they work to overcome poverty and powerlessness.

Contact:

Oxfam International
26 West Street
Boston, Massachusetts
02211
800-597-FAST or
617-728-2488
www.oxfam.org

Oxfam Canada

National Office
294 Albert Street,
Suite 300
Ottawa, Ontario CANADA
K1P 6E6
613-237-5236
www.oxfam.ca

The National Mentoring Partnership

In the organization's first five years, The National Mentoring Partnership has helped more than 25,000 young people find mentors and secured commitments from businesses and community leaders to recruit more than 300,000 new mentors for children throughout the world. Ultimately, The National Mentoring Partnership aims to increase the number of children with mentors to 2 million.

Contact:

The National Mentoring Partnership
1400 I Street NW
Suite 850
Washington, DC 20005
202-729-4345
www.mentoring.org

**Our work is as
ELEMENTARY as
putting a friend in a
child's life, and as
ESSENTIAL as putting
HOPE into a child's
future. Just THINK
about it: Young
adolescents SAYING
"NO" to drugs and
alcohol, IMPROVING
their school
attendance, GETTING
ALONG better with
their families and
peers — all because
they had BIG
BROTHERS and BIG
SISTERS.**

Read Across America

The National Education Association is calling every child and every community to celebrate the annual reading day, March 2nd, the birthday of Dr. Seuss. Individuals should organize events in schools, libraries, and book stores across the country for this annual celebration.

Contact:
Read Across America
National Education
Association
1201 16th Street NW
Washington, DC
20036-3290
202-822-SEUS
www.nea.org/readacross

Read and Lead

The Read & Lead™ program is a one-on-one reading improvement program conducted by high school students to teach young emergent readers in the early years of elementary school to enjoy reading.

Key Club members are asked to mentor a child by donating one hour of their time each week to read stories and books to an elementary school child who is struggling with the task of reading. By reading books and becoming the child's reading friend, the Key Club member becomes a positive role model and mentor.

Contact:
www.readandlead.org

SAFE KIDS

The National SAFE KIDS Campaign is the first nationwide movement to prevent unintentional childhood injury. At the heart of the Campaign are more than 170 State and Local SAFE KIDS Coalitions in 47 states and the District of Columbia which implement comprehensive, multifaceted, community-based strategies focusing on child occupant protection, bicycle safety, residential fire detection, and scald burn prevention.

Contact:
The National SAFE KIDS
Campaign
1301 Pennsylvania
Avenue NW
Suite 1000
Washington, DC
20004-1707
202-662-0600
www.safekids.org

Special Olympics International

Special Olympics is a nonprofit, International program in 150 countries of sports training and competition for individuals with mental retardation. Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports. Special Olympians receive continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes,

and the community.

Contact:
Special Olympics
International
1325 G Street NW
Suite 500
Washington, DC 20005
202-628-3630
www.specialolympics.org

United Way of America (United States and Canada)

United Way of America's (UWS) Mobilization for America's Children calls for all children to get the care and support they need, because too many children are suffering from personal and family problems, doing poorly in school, and growing up in poverty. Success by Six is one United Way program that strives to ensure that all children reach age six healthy and school-ready.

Contact:
United Way of America
701 North Fairfax Street
Alexandria, Virginia
22314-2045
703-836-7100
www.unitedway.org

Teach the Children

Teach the Children works to promote attendance and ensure that no impoverished child fails to attend school because of a lack of basic school supplies. This program provides positive influences to enhance the child's self-esteem and sense of pride. Information is available in Spanish.

Contact:
Teach the Children
7249 Bandera Road
Suite D
San Antonio, Texas
78238
210-680-0217



"Everybody can be GREAT. Because anybody can SERVE. You don't have to have a college degree to SERVE. You don't have to make your subject and your verb agree to SERVE. You don't have to know about Plato and Aristotle to SERVE. You don't have to know Einstein's Theory of Relativity to SERVE. You don't have to know the second theory of thermo-dynamics in physics to SERVE. You only need a HEART full of GRACE. A SOUL generated by LOVE."

Martin Luther King, Jr.





Key Club International
3636 Woodview Trace
Indianapolis, IN 46268-3196
(317) 875-8755, x247
1-800-KIWANIS
Fax (317) 879-0204
www.keyclub.org
e-mail: keyclub@kiwanis.org

A Kiwanis Family Member
Kiwanis International - Serving the Children
of the World

This material funded by the International dues
paid by each Key Club member.

Printed 3/2000

FOR RELEASE:
EMBARGOED UNTIL NOON MAY 24, 2000

FOR ADDITIONAL INFORMATION:
ANN KAPLAN (212.697.8276)

**TOTAL GIVING REACHES \$190.16 BILLION
AS CHARITABLE CONTRIBUTIONS INCREASE \$15.80 BILLION IN 1999
SECOND LARGEST INCREASE OF THE DECADE**

May 24, 2000. New York City. The AAFRC Trust for Philanthropy released its 1999 estimates of charitable giving in the United States at noon. George C. Ruotolo, Jr., CFRE, Chair, AAFRC Trust for Philanthropy stated that, as the 1900s ended, charitable giving surpassed \$190 billion. Since 1997, giving has increased by more than \$15 billion annually. Giving also gained ground in the context of the total economy. Since 1995, when philanthropy represented 1.7% of gross domestic product (GDP), giving as a share of GDP has steadily increased, reaching 2.0% in 1998 and 2.1% in 1999. Giving as a percentage of personal income has also been growing over that time span. In 1995, personal giving represented 1.5% of personal income. In 1998 and 1999, it reached 1.8%.

Giving By Individuals and Bequests Up \$11.63 Billion

In fact, contributions from individuals caused the vast majority of the 1999 increase in overall giving. Personal giving rose an estimated \$11.63 billion, representing nearly three-quarters of the total. Most of this increase--\$9.64 billion--came from living individuals. Another \$1.99 billion were contributed by bequest. Personal giving increased 7.2% and reached \$143.71 billion; bequest giving increased 14.6% and reached \$15.61 billion.

The Ripple Effect

Personal giving creates a ripple effect that goes beyond the increase of a particular year. Individuals make contributions to foundations, and these contributions subsequently begin to flow out to the nonprofit sector as grants. Contributions that formed new foundations or enlarged the endowments of existing foundations are now directly funding nonprofit programs. Moreover, the seeds that are planted in foundation endowments become more vital by virtue of the fact that they are invested, and the growth in invested assets augments the value of the original gift.

Giving By Foundations Increases Sharply

Giving by non-corporate foundations, as estimated by the Foundation Center, increased by \$2.80 billion and reached \$19.81 billion. This 16.5% increase was the direct result of the increased value of foundation assets. Foundation endowments swelled because of both the strong economy and the infusion of new money in the form of personal contributions.

Foundations As Vehicles For Personal Giving

Personal gifts to foundations increased by double-digit percentages every year of the decade except 1994. In keeping with this pattern, personal giving to foundations in 1998, the last year for which data are available, increased by over \$14 billion, or 37.8%. The Foundation Center reports that the number of active foundations in 1998 rose by 2,700, the largest increase in numbers on the record, that begins in 1975. Since 1980, the number of foundations almost doubled. Thus, the relatively strong rate of growth in institutional giving is in part due to the increased use of these institutions as vehicles for personal giving.

Giving As Investing, Some Other Examples

In addition to beefing up the endowments and numbers of foundations, individuals made gifts of appreciated assets, mostly stocks, to other institutions over the past decade that will continue to fund nonprofit programs into the future. People gave to the endowments of specific nonprofits, such as those at colleges and universities. And the phenomenon of giving to charitable gift funds rapidly accelerated over the past ten years, as well. It is apparent that individuals have chosen to invest their charitable assets as well as their personal assets.

The Stock Market

The extent to which individuals make gifts of assets for capital purposes the focus of their philanthropic planning is closely tied to the performance of those investments in the stock market. Year-end values of the market are particularly salient indicators of personal wealth and the value of contributions. The market grew more in 1997 and 1998 than in 1999. The Standard & Poors 500 index's average value in November and December increased by over 200 points in 1997, by over 300 points in 1998, and by just under 150 points in 1999. This slightly slowed the rate of growth of giving in 1999 relative to 1998. In 1999, total giving grew 9.1% after increasing by 13.4% the year before. However, much 1998 giving was invested in foundation endowments, charitable gift funds, and the endowments of specific charities, and so the 1998 growth continued to play an important role in the financial health of the sector in 1999.

Corporate Giving Rises Also

In keeping with the pattern of increase seen in foundation giving, corporations and their foundations increased their giving over 1998 by an additional \$1.37 billion. Corporate giving was up 14.2%, and total corporate giving reached \$11.02 billion. Corporate giving as a percentage of pretax profits also climbed. In 1996, corporate giving represented 1.0% of corporate pre-tax income; by 1999, it had reached 1.3%. This is particularly impressive because the value of corporate philanthropic contributions and corporate foundation grants is only part of corporate support of nonprofits. Marketing dollars and other expenditures also benefit charities, even though they are not charitable gifts.

Religion Posts Largest Dollar Increase Among Recipient Categories

Giving to religion increased by \$4.29 billion, reaching \$81.78 billion. This is double the next largest dollar increase of \$2.14 billion that went to education organizations. Religious giving is the largest component of total giving, representing 43.0% of 1999 contributions, and it has historically been the area to which Americans donate the most. Because the baseline number on giving to religion--\$77.49 billion in 1998--is so high, the percentage increase generally does not appear very dramatic. For 1999, it was 5.5%, compared to 8.5% for education, even though education organizations posted a lower increase in dollar amounts.

Giving to Education Increases. Second Largest Dollar Increase.

Giving to education increased by 8.5%--or \$2.14 billion--in 1999 and reached \$27.46 billion in 1999. This is slightly slower than the 10.9% growth in giving to higher education for fiscal 1999 reported by the Council for Aid to Education. Still, it follows two years of double-digit increases, and education giving remains very strong. The organizations surveyed by *Giving USA* showed strong increases in contributions to large and small organizations, but weaker performance among mid-sized groups.

Giving to International Affairs and the Environment Increase Sharply

The small categories of international affairs and environment/wildlife posted large percentage increases--23.6% and 11.1%, respectively. Much of the charitable giving to these kinds of organizations is concentrated in the largest groups, and these large groups fared even better than did the complete categories. In 1999, total international giving reached \$2.65 billion, and environment/wildlife giving reached \$5.83 billion.

Public/Society Benefit Giving Slows

Giving to the category of nonprofits called public/society benefit slowed in the aggregate after growing sharply the year before. But this represents some variety in

how different institutions performed. For one thing, there was a lot of variability among the largest institutions that responded. Charitable gift funds, as an example, fall into this category and are among the large organizations. Some of these large public/society benefit organizations posted very sharp gains, gains that were well outside the norm. But the more typical response was not as strong as some of these particular institutions' responses would imply. In addition, small organizations in this category performed very well; they just do not command enough revenue to influence the totals very much.

Arts Giving Up Solidly; Large and Small Organizations Continue to Show Strongest Growth

Giving to the arts, culture, and humanities increased by 5.12% in 1999, reaching \$11.07 billion. The growth was caused primarily by increases in giving to large and small organizations, the same categories that fared well in 1998. Also like 1998, the mid-sized organizations showed a moderate decline in contributions. Still, total revenue reported by these mid-sized organizations was up, indicating that charitable contributions data do not tell the whole story with regard to the financial health of the responding charities. Other sources of income to mid-sized arts organizations apparently did not fall off.

Health and Human Services Post Gains

Giving to health and human services increased, by 6.28% and 7.95%, respectively. Giving to human service organizations reached \$17.36 billion. Giving to health reached \$17.95 billion. Both increases come after giving to both categories increased by more than 20% the previous year. The solid growth of the 1999 year is part of a recent pattern of strong performance.

The AAFRC Trust for Philanthropy

The American Association of Fund-Raising Counsel (AAFRC) was founded in 1935 to advance professional and ethical standards in philanthropic fund-raising consulting and to promote philanthropy in general. *Giving USA* was first published as a public service in 1955. In 1985, three association leaders, Arthur D. Raybin, John Grenzebach, and Charles E. Lawson, incorporated the AAFRC Trust for Philanthropy to carry out and expand a number of the public service goals of the association.

Today the trust publishes *Giving USA*, the annual yearbook on American philanthropy, and supports research and education in philanthropy. The American Association of Fund-Raising Counsel continues to provide financial support, expertise, and leadership to the trust and works in partnership with it to advance philanthropy and promote ethics in the fund-raising profession.

Giving USA 2000 data will be available on disc in June 2000, and *Giving USA 2000* will be available in book form by September 2000. Both may be ordered by calling 888-5-GIVING or by downloading an order form from <http://www.aafrc.org>. *Giving USA* \$65 + \$6 shipping and handling (\$71). *Giving USA on Disc* is \$135 + \$6 shipping and handling (\$141). All orders must be prepaid.



AAFRCT TRUST FOR PHILANTHROPY

FACT SHEET *GIVING USA 2000*

- **Total giving** increased from \$174.36 billion to \$190.16 billion between 1998 and 1999. This represents a 9.1% increase (6.7% in inflation-adjusted terms). Total giving represented 2.1% of gross domestic product in 1999 and 1.8% in 1989. The last time giving was at 2.1% of GDP was in 1971.
- **Giving by living individuals** increased from \$134.08 billion to \$143.71 billion between 1998 and 1999. This represents a 7.2% increase (4.9% in inflation-adjusted terms). Individual giving represents 75.6% of 1999 contributions. Personal giving represented 1.8% of personal income in 1999, the same percentage as in 1989. The last time giving was above 1.8% of personal income was in 1973, when it was at 1.9%.
- **Giving by bequest** increased from \$13.62 billion to \$15.61 billion between 1998 and 1999. This represents a 14.6% increase (12.1% in inflation-adjusted terms). Bequest giving represents 8.2% of 1999 contributions.
- **Giving by foundations** (not including corporate foundations) increased from \$17.01 billion to \$19.81 billion between 1998 and 1999, according to data released by the Foundation Center. This represents a 16.5% increase (13.9% in inflation-adjusted terms). Foundation giving represents 10.4% of 1999 contributions.
- **Giving by corporations and corporate foundations** increased from \$9.65 billion to \$11.02 billion between 1998 and 1999. This represents a 14.3% increase (11.8% in inflation-adjusted terms). Corporate giving represented 1.3% of corporate pre-tax income in 1999 and 1.5% in 1989. Historical comparisons of this nature are somewhat misleading, however, because modern corporate support of nonprofits is not limited to the sum of tax-deductible gifts and corporate grants that are reported in *Giving USA*.
- **Giving to religious congregations and denominations** increased from \$77.49 billion to \$81.78 billion between 1998 and 1999. This represents a 5.5% increase (3.3% in inflation-adjusted terms). Contributions to religious organizations account for 43.0% of 1999 giving and accounted for 48.5% in 1989.
- **Giving to education organizations** increased from \$25.32 billion to \$27.46 billion between 1998 and 1999. This represents an 8.5% increase (6.1% in inflation-adjusted terms). Contributions to education organizations account for 14.4% of total 1999 giving and accounted for 11.1% in 1989.
- **Giving to health organizations** increased from \$16.89 billion to \$17.95 billion between 1998 and 1999. This represents a 6.3% increase (4.0% in inflation-adjusted terms). Contributions to health organizations account for 9.4% of 1999 giving and accounted for 10.1% in 1989.

-over-

- **Giving to human service organizations** increased from \$16.08 billion to \$17.36 billion between 1998 and 1999. This represents an 8.0% increase (5.6% in inflation-adjusted terms). Contributions to human service organizations account for 8.6% of 1999 giving and accounted for 11.6% in 1989.
- **Giving to arts, culture, and humanities organizations** increased from \$10.53 billion to \$11.07 billion between 1998 and 1999. This represents a 5.1% increase (2.8% in inflation-adjusted terms). Contributions to arts, culture, and humanities organizations account for 5.8% of 1999 giving and accounted for 7.6% in 1989.
- **Giving to public/society benefit organizations** increased from \$10.86 billion to \$10.94 billion between 1998 and 1999. This represents a 0.8% increase (-1.4% in inflation-adjusted terms). Contributions to public/society benefit organizations account for 5.8% of 1999 giving and accounted for 3.9% in 1989.
- **Giving to environment/wildlife organizations** increased from \$5.25 billion to \$5.83 billion between 1998 and 1999. This represents an 11.1% increase (8.7% in inflation-adjusted terms). Contributions to environment/wildlife organizations account for 3.1% of 1999 giving and accounted for 1.9% in 1989.
- **Giving to international affairs organizations** increased from \$2.14 billion to \$2.65 billion between 1998 and 1999. This represents a 23.6% increase (20.9% in inflation-adjusted terms). Contributions to international affairs organizations account for 1.4% of 1999 giving and accounted for 1.0% in 1989.
- **Gifts to non-corporate foundations** are included in the *Giving USA* estimate through 1998. Data for 1999 are not yet available, but do comprise some part of the \$190.16 total giving figure. Many people made gifts to foundations or formed foundations in 1999. To derive the 1998 estimate of \$19.24 billion, the AAFRC Trust for Philanthropy subtracts gifts to corporate foundations from the Foundation Center's estimate of all gifts to foundations. The Trust also commissions the Foundation Center to calculate the value of transfers of assets to healthcare foundations that result from nonprofit to for-profit conversions, which are not, technically speaking, charitable gifts, even though they are recorded by foundations as "gifts received." This figure is also subtracted from total gifts to foundations that the Foundation Center releases. Over the ten years 1988-1998 gifts to foundations increased from \$3.93 billion to \$19.24 billion, a substantial increase of 389%. For comparison, total giving over the same period increased by 98%. It is also interesting to note that contributions to the public/society benefit category of organizations, that includes other types of supporting organizations, such as federated giving programs and charitable gift funds at investment companies or banks, increased 238% over this period.



AAFRC TRUST FOR PHILANTHROPY

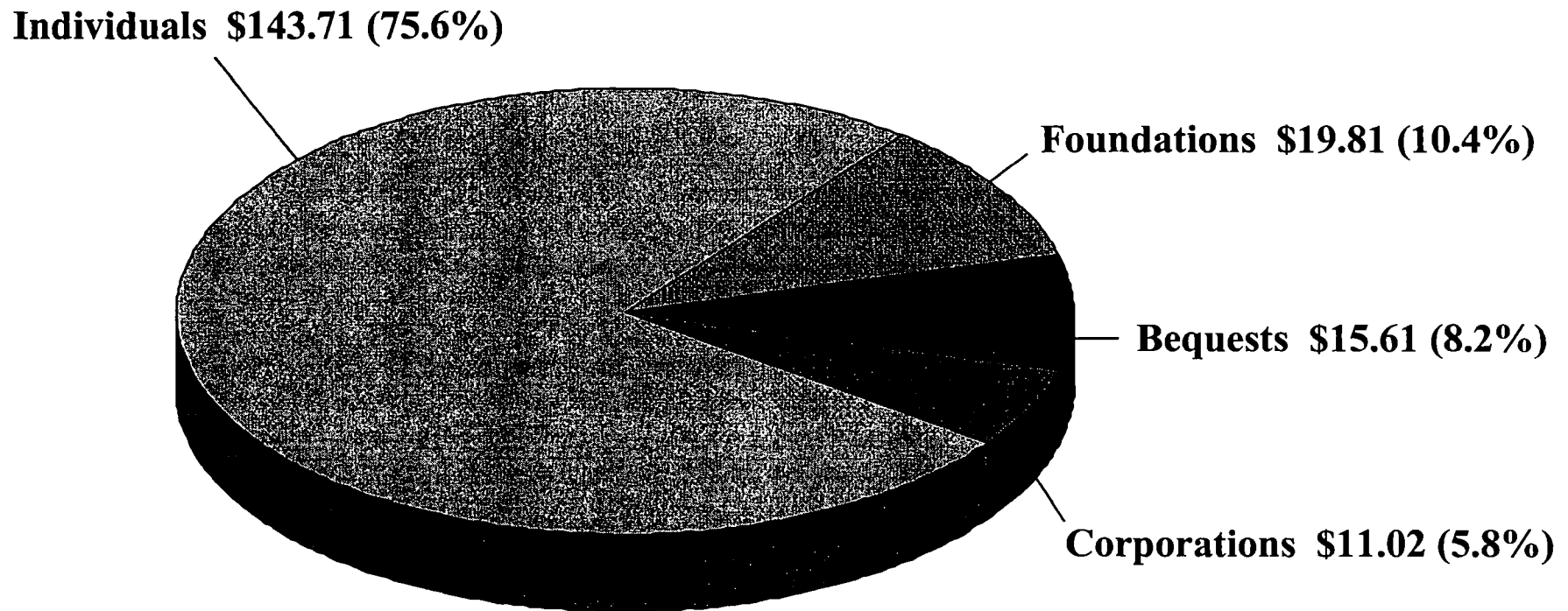
Comparison of 1999 Estimates to 1998 Estimates (\$ in billions)

	Original 1998	Revised 1998	1999	% Change Current \$	Change Adjusted for Inflation
Sources of Contributions					
Individuals	\$134.84	\$134.08	\$143.71	7.2%	4.9%
Bequests	\$13.62	\$13.62	\$15.61	14.6%	12.1%
Foundations	\$17.09	\$17.01	\$19.81	16.5%	13.9%
Corporations	\$8.97	\$9.65	\$11.02	14.3%	11.8%
	\$174.52	\$174.36	\$190.16	9.1%	6.7%
Uses of Contributions					
Religion	\$76.06	\$77.49	\$81.78	5.5%	3.3%
Education	\$24.56	\$25.32	\$27.46	8.5%	6.1%
Health	\$16.89	\$16.89	\$17.95	6.3%	4.0%
Human Services	\$16.08	\$16.08	\$17.36	8.0%	5.6%
Arts, Culture, & Humanities	\$10.53	\$10.53	\$11.07	5.1%	2.8%
Public/Society Benefit	\$10.86	\$10.86	\$10.94	0.8%	-1.4%
Environment/Wildlife	\$5.25	\$5.25	\$5.83	11.1%	8.7%
International Affairs	\$2.14	\$2.14	\$2.65	23.6%	20.9%
Gifts to Non-Corporate Foundations Minus Unallocated (1999)	\$4.51	\$9.79	\$15.11		
Gifts to Non-Corporate Foundations (Revised 1998 Only)	N/A	\$19.24	N/A		
Unallocated (Revised 1998 Only)	N/A	(\$9.45)	N/A		
	\$174.52	\$174.36	\$190.16	9.1%	6.7%

Notes: Totals and percentage changes may not add up due to computer rounding. Revised figures reflect new data released by primary sources. Gifts to foundations for the 1999 year have not been officially estimated. Data for 1998 gifts to foundations are from the Foundation Center.

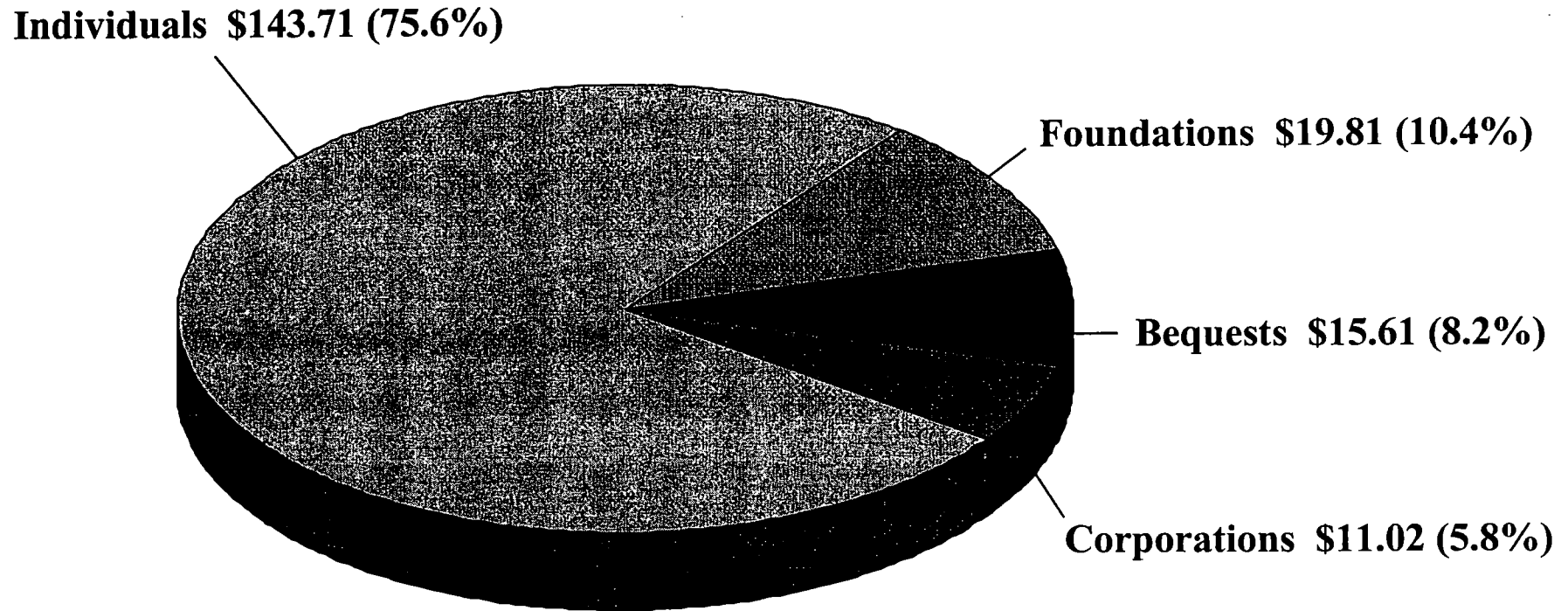
Source: AAFRC Trust for Philanthropy, *Giving USA 2000*

1999 CONTRIBUTIONS: \$190.16 BILLION BY SOURCE OF CONTRIBUTIONS



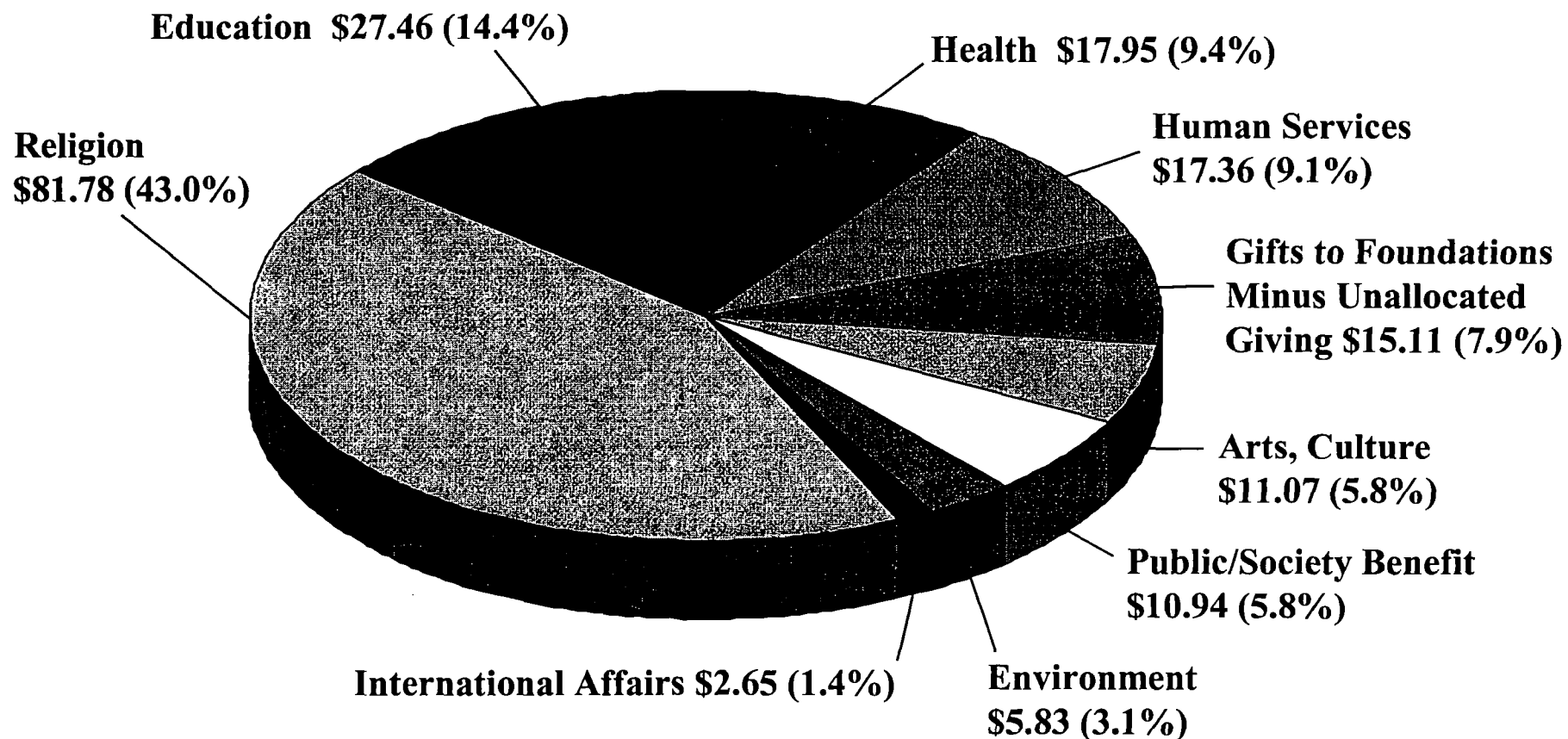
Source: *Giving USA 2000*/AAFRC Trust for Philanthropy

1999 CONTRIBUTIONS: \$190.16 BILLION BY SOURCE OF CONTRIBUTIONS



Source: *Giving USA 2000*/AAFRC Trust for Philanthropy

1999 CONTRIBUTIONS: \$190.16 BILLION BY TYPE OF RECIPIENT ORGANIZATION



Source: *Giving USA 2000*/AAFRFC Trust for Philanthropy



INDEPENDENT SECTOR

A National Leadership
Forum to Encourage
Philanthropy, Volunteering,
Not-for-Profit Initiative
and Citizen Action

1200 Eighteenth Street, NW
Suite 200
Washington, DC 20036

202-467-6100

fax 202-467-6101

www.IndependentSector.org
info@IndependentSector.org

Peter B. Goldberg
Chairperson

Patricia L. Willis
Vice Chairperson

Robert B. Rogers
Treasurer

John E. Marshall, III
Secretary

Sara E. Meléndez
President & CEO

Board of Directors

Marilda Gandara Alfonso
Judy Belk
David Bergholz
Stephen F. Brimigton
Michael H. Brown
Diana Campoamor
Kinshasha Holman Conwill
Jane A. Couch
Barry D. Gaberman
Christopher Gates
Fred Grandy
Donald R. Greene
Hanmin Liu
Kathleen McCarthy
Gabriella E. Morris
Rita Moya
Karen Narasaki
Roger H. Nozaki
William S. Reese
Steven A. Schroeder
John R. Seffrin
Benjamin R. Shute, Jr.
Chuck J. Supple
Eric Swanson
Linda Tarr-Whelan
Herman Art Taylor
William Trueheart
Arturo Vargas
Kirke P. Wilson

John W. Gardner
Founding Chairperson
and Chairperson Emeritus

Brian O'Connell
Founding President
and President Emeritus

Barbara D. Finberg
Immediate Past Chairperson

cc: Malcolm

20 YEARS

of Enhancing
Nonprofit
Initiative

March 21, 2000

Ellen McCulloch-Lovell
White House Millennium Council
708 Jackson Place, NW
Washington, DC 20503

Dear Ms. McCulloch-Lovell: *Ellen*

In response to your request, INDEPENDENT SECTOR surveyed our members on their experiences collaborating with Federal agencies. INDEPENDENT SECTOR is a national coalition of nonprofit organizations including many of the nation's foundations, nonprofits, and corporations with strong commitments to community involvement, which represent millions of volunteers, donors and people served.

We adapted your questions for Federal departments and agencies to create a survey that would be easy for our members to complete while answering your key questions. We received 162 responses to the survey from our 740 members. Of these, 24 respondents, most of whom were private foundations, indicated that the survey did not apply to their organization. This may explain some of the nonresponse rate.

We also received a number of calls and letters from our members expressing overall views not captured in the survey. For example, many believe relationships between nonprofit organizations and the Federal government are essential for the sector. Some conveyed that their relationships with Federal agencies are primarily indirect or through their grantees. Others feel there should not be a relationship between the Federal government and their organization.

In all, we received 138 completed surveys. While the results of this survey are not statistically representative, they characterize the nature of relationships between our member organizations and the Federal agencies. It is particularly interesting to note that nearly one-third of the respondents felt they have a model relationship or collaboration with a federal agency that is particularly effective in achieving the goals of their organization.

To facilitate your analysis, we have entered all of the survey responses into a database, except for the written answers to the open-ended questions. Due to time constraints, we were unable to complete an analysis of the qualitative data. We believe these responses will provide valuable information on the nature of relationships between nonprofit organizations and the Federal government and



how they can be improved. We plan to conduct an analysis of this information in the future and will forward a copy of the results to you when we have finished.

We sent all of the materials to Malcolm Richardson at the Millennium Council offices, who has been identified as the person with whom we should be in contact. These materials include a blank copy of the survey, tables summarizing quantifiable results, copies of the open-ended responses, a disk containing the full quantitative data set, and a list of some of the participating organizations to give you a broad picture of whom the data represent.

We sincerely hope that this information will be helpful as you develop the Interagency Task Force on Nonprofits and Government. If you have any questions about this survey, or the work of INDEPENDENT SECTOR, please call me, or Michelle Weber in our research department at 202/467-6152.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Sara', written in dark ink.

Sara Meléndez
President



Malcolm Richardson
06/01/2000 01:22:20 PM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP@EOP

cc:

Subject: edits

I think this draft is great. Here are my few suggestions:

Mission, line 1: suggest change "opportunities" to "programs"

Background: do you want to drop in the buzz word, civil society, at the end of the 1st paragraph? "an important way that we strengthen civil society and that our democracy sustains itself" ? Definitely not necessary

Strategy: the formal name of the CMF program is the Michigan Community Foundations' Youth Project. I'm not sure that all of the local programs require kids to raise money (I'll check with Rob). I think the main point to emphasize is that they are responsible for coming up with a plan to grant the money to solve community problems.

YACers are also responsible for recruiting and training their successors.

2nd page. in the sentence in the first full paragraph on "youth led funds, we should probably insert the Surdna Foundation too.

Longterm outcomes (third page): 1st outcome, insert "and volunteering" after "teach the ethic of giving."

I think this is clear ... and persuasive!

*Send one - page
to Mr.**before noon
10:30
11:50*

**Department Of The Treasury
Office of Tax Legislative Counsel
1500 Pennsylvania Avenue, N.W.
Washington, D.C. 20220**

October 18, 1999

To: Shirley Sagawa

Fax: 456-6244

Number of pages (including this coversheet): 2

From: Steven D. Arkin

Tel: 202/622-1336

Fax: 202/622-9260

Comments:

See attached.

NOTE: THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHOM IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL, AND/OR RESTRICTED AS TO OR EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAWS. If the recipient of this message is not the addressee (i.e. the intended recipient), you are hereby notified that you should not read this document and that any dissemination, distribution, or copying of this communication, except insofar as is necessary to deliver this document to the intended recipient, is strictly prohibited. If you have received this communication in error, please notify the sender immediately by telephone, and you will be provided further instructions about the return or destruction of this document. Thank you.

UNCLASSIFIED



DEPARTMENT OF THE TREASURY
WASHINGTON, D.C. 20220

MEMORANDUM FOR: Eric Liu
Deputy Assistant for Domestic Policy

FROM: Jonathan Talisman *JT*
Deputy Assistant Secretary (Tax Policy)

Steven D. Arkin *SDA*
Deputy Tax Legislative Counsel

SUBJECT: IRS Tax Exempt Advisory Committee

DATE: October 18, 1999

As we discussed, the Treasury Department recently announced the formation of a "tax exempt advisory committee" at the IRS. At the October 22nd philanthropy conference, the President or First Lady could bring the following information to the attention of the conferees:

In view of the growing size and importance of the nonprofit sector of the economy, a new "Tax Exempt and Government Entities" division is being established at the Internal Revenue Service (IRS), which will be one of the four main customer groups at the newly reorganized IRS. As part of this effort, the Treasury Department also announced in July of this year the formation of a "tax exempt advisory committee" to provide an organized public forum for discussions between the IRS and representatives of charities and other tax-exempt organizations. This advisory committee will enable the IRS to receive regular input with respect to the development and implementation of IRS policies and practices affecting tax-exempt organizations.

The Administration asked for nominations of individuals to serve on the tax-exempt advisory committee, which will be composed of representatives of a broad range of nonprofits and other customers served by the new IRS division. In response, over 100 nominations were received from private citizens representing different charities and other tax-exempt entities. The selection process is now underway, and the advisory committee is expected to be up and running by early next year.

This advisory committee will promote an on-going dialogue between the IRS and the nonprofit community about tax administration issues, including issues that impact philanthropy in particular. We hope that both the new IRS division and the advisory committee will serve as models for future efforts to provide coordinated avenues for charities and other nonprofits to communicate, and improve their working relationships, with all Federal agencies.

cc: Eric Gould, Melissa Schroder, Michael Barr, Ellen Lovell, Shirley Sagawa

1250 Connecticut Avenue NW
Suite 610
Washington DC 20036
tel 202 955 3005 / fax 202 955 1087

From the Office of Eli J. Segal

Fax

To: Shirley Sagawa

From: EJS/amrb

Fax: 202 456 6244

Pages: Eight inc cover

Phone: 202 456 2583

Date: 10/06/99

Re: Fred Grandy

☐ **Urgent** ☐ **For Review** ☐ **Please Comment** ☐ **Please Reply** ☐ **Please Recycle**

Shirley,

We couldn't find any of Fred's speeches but I thought the enclosed would still be helpful. I'm very high on him. I feel confident he wouldn't embarrass us and would be happy to introduce you to him if you'd like. Let me know what you think.

Regards,


Eli

Hi Shirley!



Goodwill
 Industries
 International
 Inc.

Fred Grandy
 President/CEO

THINKING OUT LOUD

August 6, 1999

I was somewhat surprised when Eli Segal called a month ago and asked me to address the opening session of the third annual Welfare to Work Partnership conference which took place in Chicago this week. These events have become largely public love letters to the corporate community where human service organizations take a back seat (assuming we are even allowed into the auditorium). But I accepted the invitation for two reasons: One, I was frankly curious to see which businesses were genuinely participating in welfare reform; and two, Goodwill has compiled a very impressive record on welfare to work in the last two years, and it's time the for-profit guys and their government sponsors heard about it. Consider that over 120 Goodwills around the U.S. are operating some type of welfare-to-work program, and currently are managing more than \$300 million in federal, state and local TANF-related dollars. Of the 320,000 people we served in 1998, almost 90,000 were welfare recipients and over 14,000 of them found competitive placement. So if the United Airlines and Burger Kings were going to publicly toot their horns, I reasoned Goodwill deserved to march in the band, as well.

The trip was worth the time. Both Jim Van Erden and I came away feeling that the corporate and government contacts alone justified the two days in Chicago, but that was not the most satisfying part. Much to my surprise and delight, Goodwill was not just invited to this conference. We were spotlighted. In addition to my pitch, Joanne Hilferty of Morgan Memorial showcased her partnership with TJX in Boston. Both the Seattle and Providence, Rhode Island Goodwills are developing alliances with major corporate partners like Bank of America and CVS pharmacies. For the first time in my four years with Goodwill, I felt that business and government were finally beginning to figure out what to do. There is genuine interest on several fronts to take some of these local partnerships and replicate them around the country.

So in the final analysis, the Chicago event was a dog-and-pony show. But there were some mighty big dogs and some mighty big ponies there, and they now all have a better understanding of Goodwill's capabilities in workforce development. At the end of President Clinton's "Town Hall" meeting (during which Joanne presented), Secretary of Labor Alexis Herman came up to me and said, "Fred, that TJX partnership sounds exciting. Do you think you could do that on a national scale?" I said I'd get back to her.

Keep in touch.

9200 Rockville Pike
 Bethesda, Maryland
 20814-3896
 USA

Phone: 301-530-6500
 Fax: 301-530-1516
 TDD: 301-530-9759
<http://www.goodwill.org>

***Goodwill Industries International
Statement of Corporate Capabilities
Workforce Development***

Goodwill is a highly successful major business, with a deep understanding of the business world, and a mission to help those with disadvantages succeed in the world of work. We are national in scope but fully aligned with the needs of the nation's communities in which we operate.

Operations:

- Goodwill Industries is North America's largest non-profit provider of employment and training services for people with barriers to employment including individuals with disabilities.
- In 1998, our total revenues exceeded \$1.5 billion, we employed, at any given time, over 72,000 staff, with over 130,000 individuals employed at some time during the year.
- Goodwill places a person into a permanent competitive occupation every two minutes on an average day. Total clients placed increased from 42,160 in 1997 to 58,265 in 1998, at an average wage of \$6.47 per hour over a 34-hour average workweek.
- Goodwill Industries' operates over 1,700 stores and over 170 sub-contract/industrial shops.
- In 1998, Goodwill Industries received over \$250 million dollars in funding to provide employment and training services to 320,848 individuals throughout North America including 89,785 welfare recipients.

Community Focus:

- The success formula for Goodwill Industries' is our emphasis on building community partnerships and collaborations to provide services that are directly in line with local community needs and labor market demands.
- Goodwill is a major player in the federal and state governments' initiative to effectively provide services to employers and individuals through the "one-stop" center. We have primary responsibility for the operation of one-stop-systems in 10 major cities in the U. S. with another 60 Goodwill affiliates providing services through more than 125 one-stop career centers.

Services Provided:

- Goodwill organizations provide a wide range of basic and comprehensive services for skill training, pre-and post-employment supportive services, placement, life skills training, transportation and childcare.
- In 1998, Goodwill Industries received over \$250 million dollars in federal, state, local and private funding to provide employment and training services to 320,848 individuals throughout North America including 89,785 welfare recipients.
- Since 1996, Goodwill has experienced a 57 percent increase in the number of people served, and a 106 percent increase in the number of people placed into permanent unsubsidized employment. These increases were accomplished with an increase of 43 percent in service revenues.

Business Connections:

- Goodwill helps businesses fill labor shortages and meet tight time constraints and limited space or equipment gaps.
- Goodwill Industries is a continually successful provider of employment and training services throughout the United States. In 1998, Goodwill placed over 58,000 people into competitive, unsubsidized employment.
- Our customized occupational skills training services prepares candidates for high-demand fields such as computer programming, electronics, financial and medical services, and entry-level positions in a variety of industries such as retail and hospitality.
- Business Advisory Councils with more than 2,000 business members represented nationwide are a mechanism by which Goodwill fosters employer relationships.

Collaboration:

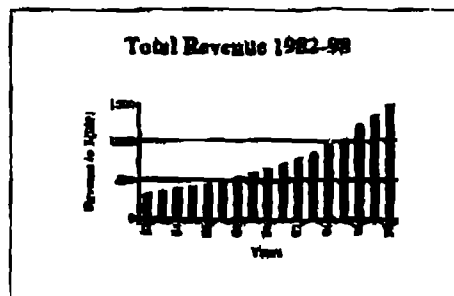
- The Goodwill Service model is one of collaboration at the national, state and local level. We have extensive and significant relationships with organizations such as: Welfare Agencies, Workforce Boards, public and subsidized housing agencies, Agricultural Extension Services, Small Business Administration, community colleges, chambers of commerce, economic and rural development offices, school systems, and local, regional and national employers.

**Goodwill Industries International
Statement of Corporate Capabilities
Workforce Development**

Goodwill is unique in the world of non-profit organizations. We are a highly successful major business, with a deep understanding of the business world, while at the same time we operate with a mission to help those with disadvantages succeed in the world of work. We are national in scope but fully aligned with the needs of the nation's communities in which we operate.

Scope of Operations: Goodwill Industries is North America's largest non-profit provider of employment and training services for people with barriers to employment including individuals with disabilities. Goodwill's 177 members in the U.S. operated service programs in 94 percent of the nation's counties and our assigned territories cover 609 out of 616 major U.S. cities (population 50,000 and over).

In 1998, our total revenues exceeded \$1.5 billion, we employed, at any given time, over 72,000 staff, with over 130,000 individuals employed at some time during the year. Over 55 Goodwill affiliates currently operate Temporary Services Agencies with over 4,000 employees.



Goodwill places a person into a permanent competitive occupation every two minutes on an average day. Total clients placed increased from 42,160 in 1997 to 58,265 in 1998. In 1998, the average wage rate of all outside competitive placements was \$6.47 per hour over a 34-hour average workweek. Primary placements occurred in the services and manufacturing sectors and in 1998 Goodwill hired 4,730 of its service participants.

Goodwill Industries' 1,700 stores and over 170 sub-contract/industrial shops, which in 1998 employed more than 131,477, have significant job openings available and are expected to be a major source of permanent unsubsidized employment.

In 1998, Goodwill Industries received over \$250 million dollars in funding to provide employment and training services to 320,848 individuals throughout North America including 89,785 welfare recipients. Goodwill Industries has received funding from federal, state and local workforce development agencies and major foundations.

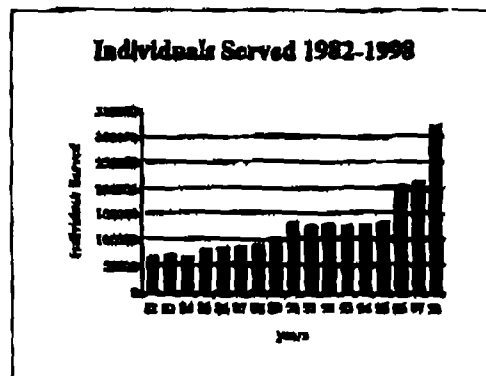
Community Focus: The success formula for Goodwill Industries' nearly 100 years of nationwide service is our emphasis on building community partnerships and collaborations to provide services that are directly in line with local community needs and labor market demands. This is demonstrated in light of our extensive experience in establishing and operating one-stop career centers. We have primary responsibility for the operation of one-stop-systems in 10 major cities in the U. S. with another 60 Goodwill affiliates providing services through more than 125 one-stop career centers.

Services Provided: Goodwill organizations provide services that fall into the following categories: job readiness, occupational skills training, jobs placement and retention services, structured employment, and on-the-job training and transitional employment.

Goodwill affiliates also offer a variety of support and skill training services that enhance individual success. These include intake, assessment, case management, career development and planning, work experience, job coaching, life skills training, placement, follow-up and job retention services, transportation and childcare.

Experiences serving hard-to-employ and welfare recipients: In 1998, Goodwill Industries received over \$250 million dollars in federal, state, local and private funding to provide employment and training services to 320,848 individuals throughout North America including 89,785 welfare recipients.

With our long successful history of helping people transition from welfare to work, Goodwill affiliates have become key partners helping states meet the new requirements of the PRWORA (welfare reform act) passed in 1996. Our service numbers indicate the response of our organization. Since 1996, Goodwill has experienced a 57 percent increase in the number of people served, and a 106 percent increase in the number of people placed into permanent unsubsidized employment. These increases were accomplished with an increase of 43 percent in service revenues.



In 1998, Goodwill placed 14,388 welfare recipients in jobs.

In the last three months of 1998, Goodwill: provided services to a total of 39,289 welfare recipients and placed 3,868 welfare recipients in employment. We continue to focus on post-employment supportive services with some 74 percent of our providing individuals with retention services. Childcare services continue to grow and are a critical part of services proved to welfare recipients entering the labor market.

Business Connections: Goodwill helps businesses fill labor shortages and meet tight time constraints and limited space or equipment gaps.

Goodwill Industries is a continually successful provider of employment and training services throughout the United States. In 1998, Goodwill placed over 58,000 people into competitive, unsubsidized employment.

Our customized occupational skills training services prepares candidates for high-demand fields such as computer programming, electronics, financial and medical services, and entry-level positions in a variety of industries such as retail and hospitality.

We train and employ industrial and service contract workers to fill outsourcing needs for packaging, assembly, mailing, data processing, custodial work, groundskeeping and more. Contracts involve both the public and private sectors. Texas Instruments, Rockwell Collins and the Miami Herald are among the many private companies that have tapped into our services. Many branches of the military and federal and state governments make up our public sector partners.

Business Advisory Councils (BACs) with more than 2,000 business members represented nationwide are a mechanism by which Goodwill fosters employer relationships. The BAC is an independent committee comprised of representative members of the local business community that provides advice and counsel to Goodwill affiliates on employment issues and vocational training programs.

In addition to the local BACs, GII has extensive relations with major national and international companies and organizations including: Xerox, CVS, TJX, Marriott, Toyota, Lockheed Martin, United Mine Workers of America, Sara Lee Hosiery and Printing Industries of America. Goodwill affiliates are also active members of Private Industry Councils and Workforce Boards and State Job Training Councils. We work with local Chambers of Commerce, economic development groups and are continuously building relationships with employers.

Collaboration: The Goodwill Service model is one of collaboration at the national, state and local level. We have extensive and significant relationships with organizations such as: Welfare Agencies, Private Industry Councils (PIC) and Workforce Boards (WDB), public and subsidized housing agencies, Habitat for Humanity, vocational rehabilitation agencies, health departments, faith-based emergency assistance organizations, and childcare resource networks. We work closely with local community action agencies, community transportation programs, adult education programs, Agricultural Extension Services, Small Business Administration offices, community colleges, chambers of commerce, economic and rural development offices, Boys & Girls Clubs, YM-YWCAs. We also have close connections with school systems, local and state mental health agencies, substance abuse agencies, and local, regional and national employers.

Goodwill is represented on PICs/WDBs in local communities throughout the United States and our employees also serve on many state level boards. Goodwill has long been partners and service providers for PICs who look to Goodwill for expertise and service provision. In addition, we partner in the management and development of One-Stop Career Centers throughout the country.

Each Goodwill affiliate served an average of 1,734 different individuals in 1998. Four programs account for the bulk of service:



<i>Vocational Service Program</i>	<i>People Served</i>
Welfare-to-Work Services	89,785
Job Seeking Skills	71,511
Case Management	60,077
Vocational Education	31,838

Career and personal assessment services are an integral part of Goodwill services. In 1998, Goodwill affiliates provided vocational evaluations to 26,317 clients. Of the total number of people served in 1998, 74.4 percent were economically and vocationally disadvantaged. People with disabilities were the second largest category with primary disabilities being mental retardation (6.2 percent), mental illness/behavioral (5.7 percent), other medical (3.0 percent) and other orthopedic (2.7 percent). In addition, our affiliates reported identifying and serving 6,241 persons with learning disabilities last year.

3RD STORY of Level 1 printed in FULL format.

Copyright 1999 Gannett Company, Inc.
USA TODAY

October 20, 1999, Wednesday, FINAL EDITION

SECTION: LIFE; Pg. 10D

LENGTH: 560 words

HEADLINE: BRIEFLY . . .

BYLINE: From staff and wire reports

BODY:

Giving it away: Encyclopaedia Britannica, which has offered its legendary 32-volume reference on the Net by subscription the past few years, is going from fee to free. The revamped www.britannica.com will look to Web ads for revenue. Britannica has been surpassed in recent years by Microsoft and others in the multimedia realm. The CD-ROM, about \$ 85, still will be published, as will the \$ 1,250 bound reference set; Britannica's editions date from the middle of the 18th century.

Attention, Alanis shoppers: Alanis Morissette devotees who can't wait for the Nov. 23 release of her MTV Unplugged CD can start previewing a streaming track called Uninvited at various music sites on the Web. What's more, those who pre-order the album or buy previous Alanis CDs or home videos via the Internet can download a freebie track from the Unplugged sessions, Thank U, which won't be included on the CD. Meanwhile, at www.towerrecords.com, www.alanismorissette.com and www.maverickrc.com, aficionados can order custom CD-ROMs (\$ 7.99-\$ 8.99) featuring four or five Alanis music videos.

Talking about e-charity: The future of philanthropy -- and the role the Net can play in helping non-profit groups raise money and get their messages out -- will be discussed at a White House conference Friday. A related event at the Commerce Department will include panels on "e-philanthropy" and the untapped potential of the Net to benefit non-profit groups. Speakers at the Commerce Department event include officials from Charitableway.com, GreaterGood.com and America Online's non-profit AOL Foundation, which this week plans to launch Helping.org, a site with information for and about charities and listings of thousands of local volunteer opportunities.

The Web must go on: Cast members from Saturday Night Fever, Annie Get Your Gun and other Broadway shows helped kick off the opening night Tuesday of Theatre.com (www.theatre.com) at the Minskoff Theatre. The Web site, aimed at both avid stage buffs and more casual audiences, lets you pore through comprehensive listings of Broadway and off-Broadway offerings, read features and commentary, and link to destinations such as Tele-charge and

*Philanthropy
press this
far.*

22ND STORY of Level 1 printed in FULL format.

Copyright 1999 News World Communications, Inc.
The Washington Times

October 08, 1999, Friday, Final Edition

SECTION: PART C; METROPOLITAN; METROPOLITAN LIFE; Pg. C2

LENGTH: 988 words

HEADLINE: Attacks on Bill Gates' philanthropy are misguided

BYLINE: Adrienne T. Washington; THE WASHINGTON TIMES

BODY:

Millionaire Ted Fortsmann established the Children's Scholarship Fund to give \$1,000 vouchers to needy families so it can send a child to private or parochial schools and he's exalted to the high heavens. He even gets anointed as one of Oprah Winfrey's "Angels."

Yet, surprise, surprise, when the richest couple in the country, Bill and Melinda Gates, earmark \$1 billion for science scholarships for bright, but poor minorities, they are mightily attacked by the same conservatives who hold up Mr. Fortsmann as a hero.

The funds, part of a \$17 billion charitable foundation the couple established, are to be allocated at a rate of \$50 million a year over 20 years to poor minorities who are underrepresented in the science, math and technology fields.

I just don't get it. What exactly is the problem?

I'm not knocking Mr. Fortsmann for what his help is worth. After all, I believe in the cardinal tenant of conservatism that doggedly defends the right of an individual to spend or donate his or her money any way they please.

So why did the Gates' Millennium Scholars Program catch so much flak from those who deemed their generous, but relatively small designated fund, as discriminatory. I guess that free will dogma doesn't fly when the donations are not given to those esteemed the right kind by those who espouse the right-wing way.

Mr. Gates' critics who charged reverse discrimination argued that folks would raise a ruckus had the Microsoft genius created a whites-only scholarship fund. Probably.

But William Gray, head of the United Negro College Fund, which will administer the Gates minority scholarships, said "It's unfortunate to see such unfounded criticism that is not fact-based and continues a double standard.

"Plenty of whites-only scholarships have been in America for hundreds of years. They just don't have the word 'white' in front of them," he said.

Mr. Gray offered the Sons of the Confederacy and the Daughters of Norway as examples of scholarships for which minorities know they need not apply. He also noted the countless preferential scholarships that are awarded to children of university alumni, who tend to be white, or to athletes, who tend to be black.

"To young blacks that says we'll give you a scholarship so you can entertain us, but we are not going to give you scholarship to lead the country economically," Mr. Gray said.

It seems to be lost on Mr. Gates' critics that this particular fund will help black, Hispanic, Asian and American Indians students who maintain a 3.3 or better grade point average throughout high school; who have an interest in science and technology; and who have demonstrated a commitment to community service.

They just cannot afford to go to college or graduate school or stay there. They are Pell Grant poor - below the poverty line - which means they come from families that earns less than \$25,000 a year.

Based on 1996 SAT and ACT test scores, that means an estimated 70,000 students are eligible for the Gates scholarships that will pay their educational expenses through their educational careers, Mr. Gray said. This speaks to need.

How anyone can be against helping disadvantaged children move from poverty and all that encompasses to productivity is beyond the pall?

But conservatives, particularly those of the anti-affirmative action crooners like Ward Connelly, have been on a tear about the Gates' gift to minorities since it was announced. They seem to see this donation somehow as a way to circumvent their strategy to impose regressive legislation such as Proposition 209 in California and Initiative 200 in Mr. Gates home state of Washington.

Some critics argued that there are plenty of minorities in the technology field so the Gates' gift is not necessary to fill the void. We know better. Most of these workers today are imports. What Bill and Melinda Gates are trying to do is cultivate some homegrown talent and well they should.

It makes far more sense to train American children for high-paying, high-tech jobs in America rather than push them into low-wage, dead-end service jobs for lack of educational opportunities and economic resources.

The Gates' gift, which Mr. Gray called "earth-shattering and landscape-changing," actually could have some positive long-term impact on the future of deserving minority students and on the American work force of tomorrow that will be 54 percent "minority" by the year 2050.

Is that prospect what's really cause some mean-spirited folks to spin themselves into a transparent tizzy?

"To deny that minority students need more help to attend college is to deny that minorities have been purposefully disadvantaged for hundreds of years," said Trevor Neilson, communications director of the Bill and Melinda Gates Foundation.

Mr. Neilson was in the District Wednesday to assist in planning a White House conference on philanthropy to be held later this year. He said the Gates are aware of the criticism but are not concerned about the "flawed logic." They feel strongly about higher education and "they understand they are doing what is the right thing to do."

When you stop to think about how far and wide Bill Gates spreads his wealth to countless people for countless charitable causes, \$1 billion is actually a drop in the bucket. Just call up the foundation's Web site at www.gatesfoundation.org, and you can read the long list.

Now, Mr. Gates is a geeky-looking guy who did not finish college himself. Still, he built a better mousetrap and became the biggest entrepreneur and the biggest donor of this century. He did it all playing by the right rules. So why criticize him for helping young people who also are playing by the rules, often times under dire circumstances, and who also are deserving of this welcome chance?

Give minorities students and Bill and Melinda Gates the break they deserve.

LANGUAGE: ENGLISH

LOAD-DATE: October 8, 1999

USA TODAY, October 20, 1999

Ticketmaster to order seats. Lest theatergoers outside the Big Apple feel left out, the site includes news on national tours and regional shows.

Here's the pitch: As the Bronx Bombers go after their 25th world championship, fans can watch video footage of the team's previous World Series in the new NY Yankees Interactive CD-ROM Yearbook. Produced by C-Squared Studios (\$ 20, www.yankees.com), the CD features an interview with manager Joe Torre, trivia games and a virtual tour of Monument Park. Die-hards can update team and player stats via the Web.

Rooked? Microsoft, sponsoring the "Garry Kasparov vs. the World" chess match on the Web (www.zone.com/kasparov/home.asp), is drawing heat from players who claim that a mishandled move cost them a draw with the grand master. E-mail troubles delayed the posting of a crucial move submitted by a 15-year-old champion, leading to Web voters' choice of an inferior move. In protest, the 15-year-old quit, and voters chose a move that would lose the game. Microsoft refused to post that move, saying the ballot box was "stuffed."

GRAPHIC: PHOTO, B/W, Eileen Blass, USA TODAY; Online gift: Alanis Morissette fans can preview a streaming track called 'Uninvited' at various sites.

LANGUAGE: ENGLISH

LOAD-DATE: October 20, 1999

10TH STORY of Level 1 printed in FULL format.

Copyright 1999 The New York Times Company
The New York Times

October 17, 1999, Sunday, Late Edition - Final

SECTION: Section 3; Page 10; Column 1; Money and Business/Financial Desk

LENGTH: 185 words

HEADLINE: PERSONAL BUSINESS: DIARY;
The Philanthropy Food Chain

BYLINE: By TODD COHEN

BODY:

Philanthropy is about to show up on some high-definition radar screens.

President Clinton and Hillary Rodham Clinton, have invited 150 leading donors, as well as young people and leaders of foundations and other nonprofit groups, to the East Room this Friday for what is believed to be the first White House conference on philanthropy.

The group will "take a look at the tradition of philanthropy and giving in this country and new ways of looking at it," said Marsha Berry, Mrs. Clinton's director of communication.

Also, America Online's AOL Foundation is about to introduce a philanthropic Web portal that will connect donors and volunteers to nonprofit groups, and link those groups to resources on topics like management and fund-raising.

A second philanthropic Web portal is also in the works. The Surdna Foundation in New York has awarded \$150,000 to Compumentor, a nonprofit group in San Francisco, to create a technology portal that will include links to help nonprofit groups find technical assistance, donated and discounted software and information about hardware. TODD COHEN

<http://www.nytimes.com>

LANGUAGE: ENGLISH

LOAD-DATE: October 17, 1999

17TH STORY of Level 1 printed in FULL format.

The Associated Press State & Local Wire

The materials in the AP file were compiled by The Associated Press. These materials may not be republished without the express written consent of The Associated Press.

October 14, 1999, Thursday, AM cycle

SECTION: State and Regional

LENGTH: 133 words

HEADLINE: Boy who raises money through pennies to be guest at White House

DATELINE: HAZLETON, Pa.

BODY:

A boy who raised \$ 18,000 for the United Way last year through his "penny project" will be a guest at a White House brunch later this month.

Matthew Nonnemacher and his father, John, will attend an invitation-only brunch with President Bill Clinton and First Lady Hillary Clinton on Oct. 22, as part of the White House Conference on Philanthropy: Gifts to the Future.

Matthew's project will be one of five highlighted in a video presentation during the conference, John Nonnemacher said Wednesday.

In October 1998, Matthew donated more than 1.8 million pennies to the United Way. Most of the pennies had been collected in jars left at local stores, including Wal-Mart.

This year, Matthew launched the Web site www.pennyboy.org to help other United Ways across the country use his idea.

LANGUAGE: ENGLISH

LOAD-DATE: October 14, 1999

- (ATTACHED) 10/18/99 from **Debbie D. Branson**, hoping you might include **Tracy Gary** for Conference on Philanthropy.

☐ Yes

☐ No, received too late

☒ To Shirley to handle

THE LAW OFFICES OF
FRANK L. BRANSON, P.C.

FRANK L. BRANSON
DEBBIE DUDLEY BRANSON
GEORGE (TEX) QUESADA
JERRY M. WHITE
ROBERT D. GRAY
WILLIAM B. CURTIS
THOMAS J. FARMER
CHARLES E. MOODY

10TH FLOOR
HIGHLAND PARK PLACE
4514 COLE AVENUE
DALLAS, TEXAS 75205-4185

214-522-0200
D/FW MKTRO: 972-263-7452
FAX: 214-521-5485

OF COUNSEL

TED Z. ROBERTSON
J. HADLEY EDGAR, JR.

October 18, 1999

VIA FACSIMILE 202/395-4198

Mrs. Hillary Clinton

RE: White House Conference on Philanthropy

Dear Mrs. Clinton:

Hillary
With regard to the upcoming Conference on Philanthropy, please see the attached. I have just had Tracy Gary in Dallas to work with the Dallas Women's Foundation and can attest to the fact that she is committed, visionary and strategic in her philanthropic thinking. If you could grab her for the day, she'd be a great addition to the conference. I know she travels often in her work with non-profits, but she can be reached by e-mail at tracygary1@aol.com.

Sincerely,



Debbie D. Branson

DDB/dh
attachment

Tracy Gary

Tracy Gary has been a donor activist and philanthropist for more than twenty-five years. Ms. Gary draws from her experiences as an activist, a philanthropist, and a consultant to numerous organizations and institutions to inspire donors and foundations; and advance the women's philanthropy movement.

As a consultant for Community Consulting Services, which she founded in 1978, Ms. Gary supports and educates donors, family foundations, financial service organizations, and non-profits about the stewardship of money, leadership, and philanthropy. Her diverse array of clients includes American Express Financial Advisors, The Institute of Noetic Sciences, regional grantmaking associations, planned giving and fundraising councils, alumni associations, private family and community foundations, donor networks, and grassroots community groups. She has worked in over 35 states and in Australia, Amsterdam, Canada, and Nepal to promote service and giving. Recently, she co-authored *Inspired Philanthropy: Creating a Giving Plan*, available through Chardon Press (www.chardonpress.com).

Ms. Gary has founded more than fourteen non-profit organizations including: Resourceful Women, The Women's Foundation of San Francisco, the International Donor Dialogue Network, and the Changemakers Fund.

In addition to her professional career, Ms. Gary also has extensive volunteer leadership experience. She has served on the board of over 28 organizations, including the Women's Philanthropy Institute, the Human Rights Foundation, International Development Exchange, Vanguard Public Foundation, The Working Assets Charitable Giving Board, The Media Alliance, KQED-Public Radio/TV, World College West, the Older Women's League, and the Women's Forest Sanctuary. Ms. Gary is also a member of NSFRE and the Northern California Planned Giving Council.

Ms. Gary is known nationally for her work in the field of philanthropy. She has appeared in or been interviewed by: The Today Show, The Oprah Winfrey Show, Time Magazine, People Are Talking, Town and Country Magazine, Lear's, Ms. Magazine, New York Times, The Washington Post, the Los Angeles Times, the Dallas Times, the Chicago Tribune, and the San Francisco Chronicle. She is also featured in *We Gave Away a Fortune and Reinventing Fundraising: Realizing the Potential of Women's Philanthropy*.



Presentation Topics:

Keynotes:

- Living and Leaving your Legacy
- Inspiring Nonprofit Partnerships
- Women, Money and the Next Millennium
- Sparking Human Generosity
- Creating a World that Works for Everyone

Workshop topics:

- Inspired Philanthropy: Creating a Giving Plan
- Creating Donor Partnerships Through Donor Education Programs
- Getting Over the Fear of Asking for Money
- Developing a Fund Development Plan
- New Trends for Nonprofit Leaders and Donors
- Community-Based Philanthropy
- Women, Money and Influence: Expressing our Financial and Philanthropic Leadership
- Working with Women Donors
- Strategic Giving

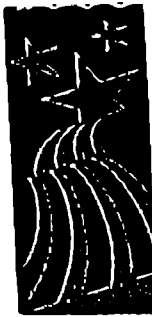
For more information contact:

Michelle Massman

Massman & Associates

P. O. Box 282, Sauk Rapids, MN 56379-0282

Phone: (320) 259-7108 Fax: (320) 656-1846



THE WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/395-7211

TO: Shirley Sagawa

FAX: 66244

May Ellen McGuire

PHONE:

FROM: Ann Castle

DATE: Oct. 21, 1999

TIME:

Number of Pages (Including Cover): 3

MESSAGE:

A revision of all the trillion stats...
These groups of zeroes are very confusing.

a trillion is \$1,000,000,000,000

THE WHITE HOUSE MILLENNIUM COUNCIL
708 JACKSON PLACE, NW
WASHINGTON, DC 20503

The information contained in this facsimile is PRIVATE and intended for the recipient ONLY. Please call if there are any problems with our transmission.

Philanthropy Statistics

Yesterday, two Boston College researchers announced their determination that the intergenerational transfer of wealth over the next 55 years will be between \$41 – \$136 trillion; the researchers themselves recommend using the \$41 trillion figure. This is up from 1993 estimates of \$10 trillion. These same researchers estimate that during these 55 years charities will receive bequests of at least \$6 trillion in 1998 dollars.

Since that number is so difficult to grasp, we have used \$1 trillion as a device for speculating about effects of this amount of money on the nonprofit sector:

- If we say that \$1 trillion of this intergenerational wealth transfer would be available to philanthropy, then we could explain what \$1 trillion is: take \$1,000 and add three groups of three zeroes or take \$1,000,000 and add two groups of three zeroes.
-
- With \$1 trillion, one hundred new Ford Foundations could be created. (Ford has current assets of approximately \$10 billion)
- \$1 trillion would triple the assets of all U.S. foundations. (The total assets of U.S. foundations in 1998 were \$329.9 billion)
- The total assets of the top ten U.S. foundations is now over \$82 billion. So \$1 trillion could create more than 12 new foundations the size of today's top ten.
- If we raised individual giving nationally to \$5,266 per itemized tax return - the level it is in Utah, the #1 rank in average contribution as percent of adjusted gross income and the 38th ranked state in per capita income - we would raise giving to \$172,250,428,188. (This is based on AAFRC data, which reports 32,709,918 itemized tax returns filed out of a total of 123,000,000 total returns.) Charitable giving is an important index of our civic community health.
- Foundations give 5% of assets annually. Individuals now give 1% of assets annually, based on the way New Tithing figures assets. If individuals raised their giving to 5% of assets, all giving would raise to 9% of Gross Domestic Product. (Giving is now at 2.1% of GDP. To have reached 3.0% of GDP, giving would have to have been more than \$80 billion higher than it was in 1998, according to the AAFRC statistics.)
- The total assets of community foundations in the U.S., which are established to meet local and regional needs, are \$19,699,826,000. If philanthropy had access to the \$1 trillion figure mentioned above, fifty new community foundations could be created at the level of today's total community foundation assets. This would allow underfunded and unfunded communities to address their needs.
- With \$1 trillion, 71 new universities with the equivalent of Harvard's current \$14 billion endowment could be created.

- The top 400 non-profits in the U.S. raised \$33 billion in 1998. \$1 trillion dollars would raise this total thirty times.
- Total giving in 1998 was \$174.52 billion. \$1 trillion would raise the 1998 total by 7.5 times.

- 1000-

- 1000/1000000

206 - 6000 new schools

4 b - #5

1 b - 1000

create the equivalent of 7 foot fold

or

5 universities w/ the equivalent of

Harvard, cannot 1000000

5849
5911
74
56
18

Treasury Discussion with NonProfits Meeting Notes 12/14

Treasury questions thrown out to audience:

1. What ideas/comments have you brought today?
2. How do you feel about permitting transfer of assets to IRAs?
3. Donor Advised Funds- what would you like to see happen there?
4. Estate Gift Tax- what would you like to be done?
5. Excise Tax on Charitable Giving for private foundations- what to do?

Independent Sector - would like Treasury to take the lead in the arena since they can say things politicians can't

- get rid of excess tax or simplify limited tax as relates to foundations; simplify calculations
- have a floor on nonitemizers but not on itemizers
- now people bump into limits so quickly no incentive to give
- if go by "wealth" only about 1-2% of income is represented and then they only have an incentive to give part of that
- people are constrained by limits, feel they have given if make the limit; they don't know there's a carryover; people are not planning well; their financial advisors and estate folks aren't talking
- what's going on with donor advised funds; is this a way of delivering a subsidy
- idea of April 15 tie in for giving (w/ad campaign)- tie in to IRS form so people can see how giving can reduce their tax liability [But what if write check 4/15 and get receipt 5/1. Will count in two years by mistake? Like to promote giving once a year? As part of reducing taxes?]

Council of Foundations- again stressed any proposals coming out of Treasury (vs WII) are easier to sell on the hill

- address issue of parody although they politically wouldn't take a stand as works against their community foundation folks.
- 4940 tax- would repeal; we took away the reason it was originally put in or reduce to a flat amount (i.e. 1%); for every \$ less paid in taxes, more has to go to increase qualifying distributions- more grantmaking; so foundations pay less tax but get more out in grants; how would this play in press- be presented? Will politics bill only as a tax cut for wealthy foundations?
- Donor Advised Funds- would be interested in some reporting on how these funds are spent; also, should they have an aggregate pay out rate similar to foundations- or too small to require this of them

AAFRRC:

- deduction for nonitemizers- would be nice to know what these people give but is open to see much abuse would we really know anything? But... gives a signal that giving is worth something.. But.. is this the role of the tax system? Are we creating social policy?
- concerned about quality of data on nonitemizers; if we allowed deduction would they keep better records or would there just be more abuse.

NSPFE:

- would like more analysis of the giving of itemized deductors in the seven categories w/a friendly presentation so charities can analyze patterns and work from them; now confidential so sector can't analyze
- supports IRA rollover

Nonprofits Capacity Building Program (NCBP)
December 13, 1999 – DRAFT

In order to create a stronger and more effective nonprofit sector the Nonprofit Capacity Building Program (NCBP) would provide capacity and technical assistance to train and manage assistance for nonprofit and community-based organizations through development centers nationwide.

The NCBPs would provide counseling, training and technical assistance in all aspects of nonprofit management. These services may include: assisting nonprofits with start-up, budgeting and financial management, marketing, fundraising, board development, technology assistance, volunteer management, human resources, strategic planning, personnel management and program evaluation. They could also assist in creating and maintaining a centralized access point of information and databases about nonprofit organizations.

The structure of the program could be through grants made by a federal agency (i.e., Treasury) to statewide nonprofit associations or technical assistance providers 501(c)(3) organizations that would then provide services to other nonprofit and community-based organizations.

Funding

Funding for the NCBP is proposed to be at \$100 million per year. A federal grant-making partner will provide up to 50 percent of the operating funds for each state NCBP. Matching funds, either in the form of direct contributions or in-kind support must be provided by one or more sponsors. In addition, membership dues and earned income may be included among the matching fund totals.

Eligibility

In each state, there will be a lead organization (LO) that will sponsor the NCBP and manage the program. The lead organization will eventually be responsible for coordinating program services offered to nonprofit organizations through a network of subcenters and satellite locations in each state. Each LO must provide for inclusive planning, evaluation, the involvement of a broad range of nonprofits and fair decision-making. At least 80 percent of the federal funds must be used to provide actual services to nonprofit organizations.

Eligible to apply are statewide nonprofit associations whose membership are open to all 501(c)(3) organizations, or other 501(c)(3) nonprofit technical assistance providers which provide management assistance to nonprofit institutions on a state level.

To qualify for funds, a provider must be a 501(c)(3) tax-exempt organization, have its own board, open to serve all 501(c)(3) nonprofit organizations in the state in which it is located, and demonstrate a level of experience and achievement in providing management assistance to nonprofit organizations.

Use of Funds

The four main objectives of the NCDP program are to:

1. strengthen the capacity and effectiveness of the nonprofit community;
2. increase community development;
3. assist a wide range of nonprofit organizations regardless of their size and institutional development; and
4. broaden the technical and management assistance delivery system to more nonprofit organizations.

Selection Criteria

In reviewing NCDP proposals, the federal grant-making entity will consider:

1. the applicant's ability to contribute matching funds;
2. the quality of prior performance;
3. evaluation of accomplishments in relation to clearly defined objectives;
4. evidence of efforts to leverage resources and effectiveness through public and/or private partnerships;
5. consideration of opportunities to use new technology to better serve nonprofit organizations; and
6. strategic partnerships with technical providers, consultants and academic institutions.

Outcomes

This initiative will better equip nonprofits executives, board members and community leaders with the knowledge and skills in management and governance to improve their organization's performance and service delivery. The NCDP will emphasize the importance of planning, strategic communications, alliances and restructuring, the use of evolving technologies, and evaluation and accountability with the nonprofits it works with. Among the key objectives of this initiative:

1. provide nonprofit boards with the highest quality management and technical assistance services specifically designed to meet their needs, resources and goals;
2. bring about cost effective, sustainable changes that strengthen nonprofits, their boards, and the services they can offer their clients.
3. customized and convenient access to accurate and timely data and information for nonprofit organizations;
4. the development, promotion and institutionalization of best practices and standards; and
5. improved technology acquisition and application.

**DETERMINED TO BE AN
ADMINISTRATIVE MARKING**

Script 10/21/99 pm

INITIALS: RUR DATE: 01/10/13 ~~Confidential~~ -- DO NOT CIRCULATE

2013-0124-5

The White House Conference on Philanthropy: Gifts to the Future

- 1 pm **Ellen Lovell welcomes East Room audience and introduces video tape**
 First panel is seated on stage
- 1:01 pm **Introductory Video is shown**
- 1:04 pm **President and Mrs. Clinton are announced in**
- 1:05 pm **HRC makes remarks [Lectern]**
 HRC makes opening remarks. In remarks, HRC invites "heroes" from the video to stand and be recognized. Acknowledges agency co-sponsor and conference funders.
- 1:15 pm **The President makes remarks [Lectern]**
- 1:25 pm **HRC introduces panelists:**
 Emmett Carson, Peter Hart, Justin Timberlake, Dorothy Johnson

This afternoon we will hear from two panels of speakers as well as members of the audience. Our first panel will focus on two important issues – expanding America's diverse philanthropic traditions and teaching the tradition to a new generation of youth. The second will focus on innovations in the areas of venture philanthropy and technology.

Let me introduce the first panel. Emmett Carson is President of the Minneapolis Foundation and a scholar of philanthropy in the African American community.

Peter Hart, the founder of Peter D. Hart Research Associates, has done extensive public opinion surveys and focus groups on the subject of community involvement, in addition to his extensive work for such clients as NBC News, The Wall Street Journal, and the Smithsonian Institution.

Justin Timberlake performs with the musical group N'SYNC. At the age of 18, he has created his own charitable foundation to help schools create high-calibre music programs.

And finally, Dorothy Johnson, the President of the Council of Michigan Foundations, is a nationally recognized expert on youth giving in addition to leading the largest regional association of grantmakers in the nation.

Let's begin with Dr. Carson.

- 1:27 pm **HRC turns to Emmett Carson, President of the Minneapolis Foundation**
Emmett Carson discusses these points:
- The importance of America's philanthropic tradition
 - The importance of recognizing the contributions of all segments of American society, and the African American tradition specifically
 - The role of religion in philanthropy
 - The role of community foundations
 - How the giving tradition is taught through family, faith, schools, and nonprofit organizations

1:31 pm **HRC response – transition to diverse cultures of giving**

America's tradition of giving is all the greater for the diversity of communities who contribute in their own ways. Many forms of giving are not captured by the statistics that we collect through the IRS and other means – especially when families give to other families in need directly, without expecting a tax deduction or going through an intermediary organization. Volunteer time is also hard to capture, but it is a major way that many people, including those with less income, give to others. In the new Millennium, people of color will be a majority in this country, and the cultural norms of these diverse communities will have an impact on the face of American philanthropy.

Before we move onto the next panelist, I'd like to hear from several people in the audience who have helpful perspectives on America's diverse giving traditions. Lorraine Cortes-Vasquez [Cor – tezz Vas – kezz] is the President of the Hispanic Federation of New York and the incoming President of Hispanics in Philanthropy. Evan Mendelson, the executive director of the Jewish Funders Network, will comment on the role of religious organizations in teaching the giving tradition. And then I'd like to ask Peg Talburtt [Tall – burt], Executive Director of the Michigan Women's Foundation, to speak about women's funds. Let's start with Ms. Cortes-Vasquez.

- 1:33 pm **Lorraine Cortes-Vasquez discusses these points:**
- The strong giving traditions among the Hispanic community and how they differ from mainstream philanthropy
 - Strategies to increase giving among communities of color generally
- 1:36 pm **Evan Mendelson discusses these points, speaking from the audience:**

-- Underscores the importance of working with youth, describing the program her organization supports

-- The role of religion in teaching the ethic of giving

1:39 pm **Peg Talburtt discusses the following points, speaking from the audience:**

-- A brief history of women's funds and giving circles and how they work

-- The future of women's giving in the new millennium

1:42 pm **Optional response by the President**

*May want to note the similarities among these diverse groups – the importance of **community ties** as a key determinant of people's willingness to give, regardless of their background. Therefore a strategy to increase giving is to build community.*

1:45 pm **HRC turns to Peter Hart, President of Peter Hart and Associates**

I know our next panelist, Peter Hart, has done extensive research on the attitudes of both the baby boom generation and today's youth on community and responsibility. Let's hear from him now.

Peter Hart discusses these points:

-- The attitudes of the baby boom generation toward giving and how they differ from older generations

-- The attitudes of young people toward community involvement, giving back

-- The best strategies for involving the next generation of donors

1:49 pm **HRC turns to Justin Timberlake of N'SYNC**

Justin Timberlake makes the following points:

-- What motivated him to want to give back (family? Other influences?)

-- What his foundation will do.

1:52 pm **HRC turns to Dorothy Johnson, Michigan Council of Foundations**

Dorothy Johnson discusses these points:

-- What the Michigan Council on Foundations is doing to involve youth in giving

-- The Corporation for National Service's youth service programs

-- The link between service and a lifetime of philanthropy

-- The role of schools in teaching giving, including service-learning

1:56 pm **HRC asks Johnson to introduce Chayo Long-Mendez, who is seated in the audience**

I understand that you have brought with you today one of the young people who has participated in your program. Would you introduce her?

1:57 pm **Dorothy Johnson introduces Chayo Long-Mendez**

Chayo-Long-Mendez speaks from the audience, briefly stating what involvement in the program has meant to her.

1:59 pm **Optional response by the President**

May want to underscore one point that Ms. Johnson made – the important connection between involvement in service as a youth and becoming a good citizen as an adult. Could note that one of the important efforts of this Administration has been to seed and encourage youth service programs – particularly AmeriCorps, which celebrated its fifth anniversary earlier this week, and Learn and Serve America, which funds service-learning programs in every state.

2:02 pm **HRC response**

[If we are running AHEAD of schedule at this point, may call on Malik Evans [Muh – leek Evans], a sophomore at the University of Rochester, who is prepared to share with the audience the outcomes of the morning's roundtable on Youth Voices On Giving, sponsored by the Corporation for National Service.]

We have many other organizations with us as well who are working to engage young people in the practice of giving. I want to acknowledge that Girl Scouts, an organization which has long been committed to teaching the ethic of service is unveiling a new philanthropy patch. I want to commend the Girl Scouts for taking this important step and thank Joyce Richards, the national director for advancement of the Girl Scouts, who is here today.

It is so important to teach philanthropy from an early age. I am particularly pleased that a group of organizations, including United Way, City Year, Save the Children, US Committee for UNICEF, and the Corporation for National Service have come together to plan a new initiative on youth philanthropy. The Gates Foundation, which has in such a short time made such a significant contribution to so many important issues – from public access computing to family planning and a range of health issues to educational opportunity for minorities – is

committed to supporting the next stage of the group's planning process. I'd like to ask Patty Stonesifer [Stone – sigh – fur], co-chair of the Gates Foundation, to say a few words.

2:04 pm **Patty Stonesifer discusses these points, speaking from the audience**

-- Comments on the White House Conference, acknowledging that it is stimulating action in many areas, particularly youth and philanthropy

-- Confirms the Gates Foundation's intention to help the youth organizations take their planning to the next level by supporting a working conference

-- Challenges other funders to become involved in the issue

2:06 pm **HRC invites audience to take a very short break while Carson, Hart, Johnson, and Timberlake are reseated in the audience.**

New panel is seated on-stage

2:11 pm **HRC introduces next portion of the program.**

Now let's look at another issue – innovations in philanthropy and the role of technology.

HRC introduces panelists:

Kevin Fong, Catherine Muther, Steve Case

Our first panelist is Kevin Fong, a general partner of the Mayfield Fund, a California-based venture capital partnership. He is also a director of the Community Foundation of Silicon Valley and a co-chair of Silicon Valley 2, a new fund for young professionals that promotes giving to nonprofit organizations.

He will be followed by Catherine Muther [Mew – ther], who has held senior positions in leading Silicon Valley companies, and is the founder and president of the Three Guineas Fund, whose mission is to create access to opportunity for women and girls.

Then we will hear from Steve Case, the Chairman and CEO of America Online. The AOL Foundation works to use technology to improve the lives of families and children and has just unveiled its new philanthropy website this week.

We'll start with Kevin Fong.

2:13 pm **HRC turns to Kevin Fong, Mayfield Fund**
Kevin Fong discusses the following points:

- Describes how venture capitalists approach philanthropic giving
 - Discusses attitudes of "Silicon Valley" donors
 - Comments on the interest of such donors in social entrepreneurs – nonprofit leaders who use business principles to further their causes
- 2:17 pm **HRC turns to Catherine Muther, Founder of the Three Guineas Fund**
Catherine Muther discusses these points:
- A brief description of the Three Guineas Fund
 - The way that givers in the high tech world are approaching philanthropy, emphasizing differences with traditional givers/Venture Philanthropy
 - How we can expand the number of those from the high tech community who invest in the nonprofit sector
- 2:21 pm **HRC turns to Steve Case, President and CEO of AOL**
Steve Case discusses these points:
- How technology presents unprecedented opportunities for increasing giving
 - Why nonprofit organizations need to get up to date on new technology as consumers are increasingly turning to the internet for information
 - What are possible pitfalls to avoid
- 2:25 pm **HRC response**
- One of the ways that many companies are assisting the nonprofit sector and working to stimulate giving among the public is to apply new technology, particularly the internet, in innovative ways. At today's E-Philanthropy Roundtable, sponsored by the National Charities Information Bureau, Greater Good, Charitable Way, the AOL Foundation, and the Commerce Department, a group of nonprofit organizations and companies came together to discuss the pitfalls and potential of giving through the internet. I'd like to ask one of the organizers of the e-philanthropy conference to talk about what has been accomplished and what more they plan to do. Bill Massey is the President of the National Charities Information Bureau. Mr. Massey, could you fill us in?*
- 2:26 pm **Bill Massey discusses the e-philanthropy conference, speaking from the audience**
- 2:30 pm **HRC response**

[If we are running ON TIME, may want to call on Rosabeth Moss Kanter to discuss how employers, like other institutions – schools, churches and synagogues, community organizations – can play a role in stimulating individual giving. Rosabeth Moss Kanter, a professor from Harvard Business School, is one of the country's leading experts on corporate community involvement and is prepared to discuss innovations in this field.]

This has given me a lot to think about. I'm sure that many of you are eager to get into the discussion. Those of you participating via Satellite may want to break after our next speaker to have your own discussions – I hope that you will send us your ideas and conclusions, as well as new efforts you might choose to undertake as a result of this conference.

2:31 pm **The President makes concluding remarks and departs**

2:34 pm **Closing credits on Satellite**

2:34 pm **HRC opens up the discussion with the audience**

Now let's hear from some of you.

First, let's talk about teaching generosity – I know that there are many innovative programs represented in this room, and some young people who are heroes in their own right here with us today.

Second, we've heard a lot about technology and venture philanthropy. I can only imagine the innovations going on around the country. Tell us about them.

And finally, it has struck me that the common thread running through this conference – the common strategy that attracts young and old, new and traditional givers, people of all religions and cultures – is the importance of building community ties. Americans strongly desire connectedness, and as they achieve those ties, they are more likely to give of their time and their money. Let's explore this idea.

[Note – if Malik Evans has already spoken, call on audience members to begin the discussion of "teaching generosity."]

To begin our discussion of "teaching generosity," I'd like to ask Malik [pronounced "Muh – leek"] Evans to share with the group the results of this morning's discussion on youth and philanthropy, organized by the Corporation for National Service.

2:36 pm **Malik Evans speaks**

2:38 pm **HRC invites others to comment on topic of teaching generosity.**

2:54pm

HRC introduces second topic – technology and venture philanthropy

[Note – if you have already called on Rosabeth Moss Kanter, go directly to the audience for comments on the topic of technology and venture philanthropy.]

One of the themes that all of our speakers have alluded to is that people are more likely to give if they are asked – a seemingly obvious truth, but one that bears thinking about. We have also heard how institutions – schools, churches and synagogues, community organizations – can play a role in stimulating individual giving. Employers are increasingly playing this role, working with the United Way or developing their own matching gifts programs. Rosabeth Moss Kanter, from Harvard Business School, one of the country's leading experts on corporate community involvement is with us today. Rosabeth, would you give us your views on innovations around the country in this area.

2:55 pm

Rosabeth Moss Kanter discusses the following points, speaking from the audience:

- Why corporations are increasingly interested in community involvement
- How employees (and customers, vendors, etc.) are important assets to corporations seeking to have an impact in the social sector
- What some innovative companies are doing in this area (ie IBM, Timberland, others)

2:58 pm

HRC invites others to comment on topic of technology and venture philanthropy.

3:14 pm

HRC introduces third topic – diverse traditions

Finally, let's talk a little more about ways that different communities in this country are approaching philanthropy as we head into the new millennium. I'd like to ask Rebecca Adamson of First Nation's Development Institute about that organization's approach to philanthropy. I understand that First Nation's pools funds from many different sources, based on your culture of giving. Can you explain how this works?

3:16 pm

Rebecca Adamson discusses these points, speaking from the audience:

- The Native American giving tradition
- The creation of the First Nations Fund
- Innovations in the Native American community

3:19 pm **HRC invites others to comment on topic of diverse traditions in American philanthropy**

3:35 pm **HRC asks Bill White, Mott Foundation to speak**

We need to wrap up what has been a very interesting discussion. But before we close, I'd like to ask Bill White, President of the Mott Foundation, one of our major sponsors, to have the last word.

3:36 pm **Bill White speaks**

3:39 pm **HRC makes closing remarks**

3:45 pm **Conference is adjourned**

Open Forum

Potential audience members to call on in

Billy Shore, Share Our Strength

How will these new directions in philanthropy affect the nonprofit sector?

Les Lenkowsky, Indiana University Center on Philanthropy

You recently returned from a trip to Russia. Can you draw comparisons between the US and Russia regarding philanthropy?

Zoe Baird, Markle Foundation

Your foundation is concerned with the public interest and the internet. What should nonprofit organizations be doing to maximize the potential of the new technology?

Paul Brainerd, Social Venture Partners

Your organization Social Venture Partners is taking the new philanthropy in new directions. Is there a particular kind of nonprofit your members most like to work with?

Greg Dees, Stanford Business School

You are known for your expertise on the subject of social entrepreneurship. How does that relate to venture philanthropy?

Janice LaChance, OPM

The Combined Federal Campaign is an example of a workplace giving campaign and its success over many decades demonstrates what employers can do to stimulate individual giving. What can other employers learn from the CFC?

Jay Hair, Greater Good.com

Why is business suddenly so interested in stimulating giving by individuals?

Vanessa Kirsch, New Profit, Inc.

What do the nonprofits you work with need the most from the giving community?

Christine Letts, Harvard Kennedy School

In many ways, you were one of the first to report on the phenomenon of "venture philanthropy" with your article in the Harvard Business Review. Is venture philanthropy a trend or simply an experiment by a few high tech donors?

Betty Beane, United Way of America

One of our young heroes, Matthew Nonnemacher, conducted a penny drive through the United Way, and we have heard that the United Way is working on a youth giving initiative with the Gates Foundation. What else is the United Way doing to involve children in philanthropy?

Bernadine Healy, American Red Cross

From your vantage point as a national organization that depends on individual giving, what trends have you observed across the country that we should be aware of?

Karen Young, Youth on Board

Your organization encourages nonprofits to put young people on their boards. Why is this important?

Matel Dawson, Forklift Operator/Hero

When did you first think about dedicating your life savings to other people's educations?

William Shelton, Hero

What kind of difference do you see yourself making in your community?

Lucille Echohawk, Native Americans in Philanthropy

How do you see "Native Americans in Philanthropy" growing over the next decade?

Peter Hero, Community Foundation-Silicon Valley

I understand that your foundation recently completed a report on giving in Silicon Valley, is it true that Silicon Valley gives less than their counterparts elsewhere in America?

Mary Pembroke Perlin, NW Giving Project

When you talk to newly wealthy entrepreneurs what do you say to motivate them to give?

Ann Pearson, United Methodist Church of North Canton

Tell us a little bit more about how you came up with the idea to give \$10 to each member of your congregation. Why did you think such a sum so small could make any difference?

Speaker Biographies

REBECCA L. ADAMSON

Founder and President

First Nations Development Institute

Rebecca Adamson, a member of the Cherokee tribe, is founder and president of First Nations Development Institute. She has worked nationally as an advocate of local tribal issues and worked with grassroots tribal communities for more than 24 years. A founding member of Native Americans in Philanthropy and Funders Who Fund Native Americans, Ms. Adamson currently serves on the President's Council on Sustainable Development/Sustainable Communities Task Force and is a member of the Social Venture Network (San Francisco, California) and Women & Philanthropy.

Among the many boards she serves on are the Council on Foundations, the Corporation for Enterprise Development, Independent Sector, the Ms. Foundation for Women and the National Committee for Responsive Philanthropy. She is also an advisor to many national and international policy organizations, foundations and task forces.

Ms. Adamson was awarded the Council on Foundation's 1996 Robert W. Scrivner Award for creative and innovative grantmaking and the National Center for American Indian Enterprise Development's 1996 Jay Silverheels Award. Ms. Adamson was named a Woman of the Year by *Ms. Magazine* in January 1997 and a Social Entrepreneur of the Year by *Who Cares Magazine* in 1998.

Ms. Adamson holds a Master's in Science and Economic Development from New Hampshire College in Manchester, New Hampshire, where she teaches a graduate course on Indigenous Economics within the Community Economic Development Program.

EMMETT D. CARSON

President and CEO

The Minneapolis Foundation

Emmett D. Carson is president and CEO of the Minneapolis Foundation, one of the largest, oldest and most complex community foundations in the country. He oversees the Foundation's grantmaking, loan making, communications, fund development and investment management activities. As spokesperson, he is responsible for developing collaborative relationships with all sectors and segments of the community, as well as with other organizations nationwide. Since his arrival in 1994, the Minneapolis Foundation has embarked on a 10-year, \$20 million initiative to improve the lives of children and families in poverty, raised record annual gifts (\$46 million in fiscal year 1999) and increased total assets under management from \$186 million to over \$400 million.

Dr. Carson came to the Minneapolis Foundation from the Ford Foundation in New York, where he was a program officer, first in the area of social justice and then in governance and public policy. He managed a \$10 million grantmaking budget as part of his responsibilities for domestic and international support of community foundations and the nonprofit sector.

Prior to his work with the Ford Foundation, Dr. Carson served as project director of the Study on Black Philanthropy at the Joint Center for Political and Economic Studies in Washington, D.C., where he designed and directed the first national study of the charitable giving and volunteer behavior of black and white Americans. Dr. Carson has received numerous awards and fellowships, including the honor of having been named one of the top 50 most powerful and influential people in the nonprofit sector by *The Nonprofit Times* in 1998.

Among his many board memberships, he is a member of the board of the Council on Foundations, an overseer of the Carlson School of Management at the University of Minnesota and a member of the advisory committee of The Urban Institute Center on Nonprofits and Philanthropy. In Minnesota, he serves as a director of the Minnesota Council on Foundations, a governor of Eleven Who Care and a trustee of Minnesota Meeting.

A native of Chicago, Emmett Carson received a Phi Beta Kappa B.A. in economics from Morehouse College in Atlanta, Georgia, and MPA and PhD degrees in public and international affairs from Princeton University. He is author of several books and dozens of articles on American philanthropy.

STEVE CASE

Chairman And CEO
America Online, Inc.

Steve Case is chairman and chief executive officer of America Online, Inc., the world's leading interactive services company. Under his leadership, AOL supports programs that use interactive technology to empower the disadvantaged. To achieve this goal the company created the AOL Foundation in 1997, which uses educational programs, community building and increasing access to interactive services to improve the lives of families and children. These efforts include:

- Providing teams of educators and community leaders with seed money to develop innovative ways to improve student performance through the integration of interactive technology.
- Supporting the volunteer activities of AOL employees.
- Promoting telecommunications innovations that strengthen rural community service.
- Partnering with the Benton Foundation and the National Urban League to create the National Digital Divide Clearinghouse, a unique resource that brings together the information on initiatives to narrow the gap between technology haves and have-nots.
- Creating a philanthropy portal called helping.org to make it easier for people to give their time and money to charities.

Recently, AOL also launched the Giving Tree Service which offers employees information to help them increase the impact of their charitable giving, find ways to get more involved in their community and join "giving circles" with AOL colleagues who share similar interests.

In 1998, Mr. Case and his wife, Jean, created the Case Foundation to serve as a catalyst for action among public, private and non-profit service organizations; civic and faith groups; and individual citizens. The Case family's personal foundation works to address the various challenges of underserved children by embracing a social venture philanthropy model.

Born and raised in Hawaii, Steve Case graduated with a degree in Political Science from Williams College.

LORRAINE CORTES-VAZQUEZ

President

Hispanic Federation

Lorraine Cortes-Vazquez has been president of the Hispanic Federation of New York since 1998. The Hispanic Federation (HF), is a membership organization of Latino health and human service agencies serving Hispanics in the tri-state region. The Hispanic Federation's mission is to build and strengthen community-based organizations which provide Latinos with a host of services, including immigration services, health care, economic development, job training, AIDS prevention, youth services, leadership development, and housing.

Ms. Cortes-Vazquez is also a member of the New York Governor's Commission for the Study of Youth Crime and Violence and Reform of the Juvenile Justice System. Formerly, she ran Aspira, Inc., a national nonprofit organization dedicated to the education and leadership development of Puerto Rican and other Latino youth. ASPIRA takes its name from the Spanish verb aspirar-- "to aspire."

MALIK EVANS

Corporation for National Service Roundtable Representative

Malik Evans is a sophomore at the University of Rochester majoring in political science. He is active in his community and is a strong advocate of youth empowerment, leadership and development. He is concerned with strengthening already existing programs for youth by combining resources. Four years ago he headed a process to combine forces with the Youth Participation Project and other youth serving agencies. This collaboration produced the City-County Youth Council, which Malik chairs. The council has developed 20 different workshops on leadership development and team building and provides assistance with major community efforts throughout the year.

Malik is a member of the New York State Youth Leadership Congress, the Monroe County Fair Youth Planning Day Committee, a tutor at Roberto Clemente School #8 in Rochester, a national trainer for the Center for Youth as Resources, and a member of the Mayor's Entertainment Task

Force. He has received the Urban League Youth of the Year Award, the National Youth Crime Prevention of the Year Award, the Do the Right Thing Award from the Rochester Police Department, and the Monroe County Young Citizen of the Year Award.

Malik has served as an attorney for Teen Court, as a member of the New York State Youth Advisory Council on National and Community Service, and as past co-host and co-producer of "Many Voices Many Visions Youth First."

KEVIN A. FONG

General Partner
The Mayfield Fund

Kevin A. Fong, a general partner of the Mayfield Fund, specializes in forming and investing in early-stage companies in the communications and software sectors. The Mayfield Fund is a private venture capital partnership based in Menlo Park, California.

Mr. Fong is a director of the Community Foundation of Silicon Valley and one of two co-chairs of Silicon Valley 2 (SV2), a new fund created for young professionals that promotes intelligent, active and effective giving to nonprofit organizations. He has worked with the community foundation to establish a new regional initiative to increase and promote corporate and individual giving among Silicon Valley residents.

Mr. Fong serves on the boards of the Western Association of Venture Capital and Network/InterOp. He is also a columnist for *Network World* and has worked in management, marketing and technical engineering capacities for several companies. Mr. Fong also acquired entrepreneurial experience at DAVID Systems, a venture-backed start-up.

Mr. Fong holds an MBA and an MS in Electrical Engineering from Stanford University, and a BS in Electrical Engineering from the University of California, Berkeley.

PETER D. HART

Founder
Peter D. Hart Research Associates

Peter D. Hart founded Peter D. Hart Associates, a public opinion research firm, in 1971. Since its inception, the firm has conducted more than 5,000 public opinion surveys, including interviews with more than 2.5 million individuals.

Mr. Hart has been the pollster for NBC News and *The Wall Street Journal* since 1989. In the political realm, he has represented more than 40 U.S. senators and 30 governors, ranging from Hubert Humphrey to Jay Rockefeller, and has conducted public policy and cultural issue analysis for clients such as the Smithsonian Institution and the Kennedy Center. In the international realm, he has conducted studies in South America, Europe, Asia, and Africa. The firm also has

performed strategic planning projects for such corporate clients as Time Warner Inc., American Airlines, Microsoft, and AT&T.

Mr. Hart appears frequently on major television programs that discuss public policy issues, including *Meet the Press*, *The Today Show*, and *The NewsHour with Jim Lehrer*. Along with Robert Teeter, he has been selected by NBC News and *The Wall Street Journal* to conduct their public opinion polling- the first time any outside firm has been retained by a news organization to conduct surveys that bear the name of the sponsoring organization.

Mr. Hart received his BA from Colby College. He is a Woodrow Wilson Visiting Fellow and a visiting professor at the Sanford Institute of Public Policy at Duke University.

DOROTHY A. JOHNSON

President
Council of Michigan Foundations

Dorothy Johnson has served as president of the Council of Michigan Foundations since 1975. The Council, an association of 435 Michigan foundations and corporations offering grants for charitable causes, is the largest regional association of grantmakers in the nation. The mission of the association is to enhance, improve, and increase philanthropy in the state of Michigan. Ms. Johnson is also president of the Community Foundation Youth Project, a program created to develop youth philanthropy programs.

Ms. Johnson is a trustee of the W. K. Kellogg Foundation, a trustee of the Grand Valley State University Foundation and a director of the Corporation for National Service in Washington, D. C., a position to which she was nominated by President Clinton in 1998. Ms. Johnson is also a commissioner, advisor and board member of many state, regional and national organizations.

She has received the Olivet College Leadership Award for Leadership in the Not-for-Profit Sector and the Women of Achievement and Courage Award from the Michigan Women's Foundation. In 1994 she received the Founders Award from the Michigan AIDS Fund and was elected to the Grand Valley State University Hall of Fame in 1990. She was named Woman of the Year by Counterpart in 1988.

Ms. Johnson received her BA from the University of California at Berkeley and earned a Certificate of Business Administration from the Harvard-Radcliffe Program in Business Administration.

ROSABETH MOSS KANTER

Professor of Business Administration
Harvard Graduate School of Business Administration

A professor at Harvard Business School, Rosabeth Moss Kanter specializes in business strategy, innovation, and the management of strategic and organizational change. In addition to her teaching responsibilities, she advises major corporations, nonprofit organizations and government entities worldwide. She is the author or co-author of 13 books, including bestsellers such as Men and Women of the Corporation, The Change Masters, When Giants Learn to Dance,

and World Class: Thriving Locally in the Global Economy. Her latest books are Rosabeth Moss Kanter on the Frontiers of Management and the co-edited collection, Innovation Masters.

Professor Kanter founded and leads the Business Leadership in the Social Sector (BLSS) project, under the auspices of the Business School's Initiative on Social Enterprise. To date, BLSS has engaged more than a hundred national leaders in dialogue about public-private partnerships and has launched a BLSS video series. She also served as editor of the *Harvard Business Review* from 1989-1992.

Professor Kanter has received 19 honorary doctoral degrees and more than a dozen leadership awards and has been included on lists of the "100 Most Important Women in America" and the "50 Most Powerful Women in the World."

Professor Kanter's public service activities span local and global interests. She is a judge for the Ron Brown Award for Corporate Leadership, has served on the Board of Overseers for the Malcolm Baldrige National Quality Award, is a fellow of the World Economic Forum, serves on the Massachusetts Governor's Economic Council, co-chairs the Youth Service Advisory Board for General Colin Powell's America's Promise and led the effort to establish a Year 2000 Commission for Legacy Projects for Boston.

ROSARIO "CHAYO" LONG-MENDEZ

Battle Creek, Michigan

Chayo Long-Mendez is a member of the Youth Alliance Committee (YAC) of the Battle Creek Community Foundation. Key components of YAC's community involvement are service, grantmaking, and proactive projects such as working with Habitat for Humanity, stocking food pantries and helping to renovate the Boys' and Girls' Annex Building at the Calhoun County Fairgrounds. As a member of the YAC, Chayo has learned to research grant proposals and prepare funding recommendations. She was an intern at the foundation last summer where she worked on activities related to the foundation's scholarship program. This fall she served as an intern at the Building Bridges Initiative International Conference in Buenos Aires, a project of the W.K. Kellogg Foundation and the Centerpoint Institute.

Chayo has worked as a volunteer in the Community Kitchen at Christmas for the last six years. During that same period, she has made annual contributions to support children's and families' needs as part of her family's work to aid their community. She recently received the National Hispanic Scholar Award of the National Hispanic Recognition Program.

Ms. Long-Mendez is a member of the National Honor Society and has maintained a 4.0 GPA at Lakeview High School in Battle Creek, where she was secretary of the student council and was named Lakeview Student of the Month for the Math and Science Center last year. She plays piano and holds a junior black belt in Tae Kwon Do.

WILLIAM P. MASSEY

President

National Charities Information Bureau

Since 1998, Bill Massey has served as president of the National Charities Information Bureau (NCIB), an 80-year-old organization committed to promoting responsible and informed philanthropy. Believing that donors are entitled to accurate information about the charitable organizations that seek their support, NCIB strives to enable contributors to make sound giving decisions. NCIB believes that well-informed givers will ask questions and make judgments that will lead to an improved level of performance by charitable organizations.

Earlier in his career, Mr. Massey was executive director of the Kathleen Price Bryan Family Fund in North Carolina, and senior vice president of Ruder Finn Public Relations in New York and Raleigh, N.C. From 1988 to 1991, he was associate vice chancellor for university relations at his alma mater, UNC-Chapel Hill.

Mr. Massey is chairman of the Board of Trustees of the North Carolina School of Science and Mathematics and a director of the Roanoke Island Historical Association and the Penland School of Crafts. He is a member of the Chancellors Club of the University of North Carolina at Chapel Hill.

Mr. Massey received his undergraduate degree from the University of North Carolina at Chapel Hill and his Master's of Education from Duke University.

EVAN MENDELSON

Executive Director

Jewish Funders Network

Evan Mendelson is executive director of the Jewish Funders Network, a national membership organization of individual Jewish philanthropists and family foundations dedicated to advancing the growth and quality of Jewish philanthropy through more effective grantmaking to both Jewish and secular causes.

For over 25 years, Ms. Mendelson has worked for the Jewish community in public policy development and advocacy, intergroup relations, planning and management. She began her career as assistant director of the Jewish Community Relations Council (JCRC) in Pittsburgh, Pennsylvania, where she was born and raised. Following this, she worked for several national community relations agencies, including the National Jewish Community Relations Advisory Council (NJCRAC), American Jewish Committee and American Jewish Congress.

In 1987, Ms. Mendelson moved to the Bay Area to become associate executive director of the Jewish Community Federation of San Francisco, and then executive director of Northern California Hillel Council, a student campus organization.

Ms. Mendelson now consults in the areas of public affairs and organizational development. She was a founder and is currently vice president of the Jewish Fund for Justice.

CATHERINE MUTHER

Founder and President

Three Guineas Fund

Catherine Muther is the founder and president of the Three Guineas Fund, a public grant making foundation incorporated in 1994. This California foundation's mission is to create access to opportunity for women and girls in education and the economy. Recently the fund launched the Women's Technology Cluster (WTC), a San Francisco industry focused incubator for women-led start up businesses in information technology.

Ms. Muther has held vice president and officer positions in leading Silicon Valley companies in the computer networking industry. Between 1989 and 1994, during Ms. Muther's tenure as senior marketing officer at Cisco Systems Inc., the company grew from \$25 million in sales to more than \$1 billion, and joined the Fortune 500. Prior to her time at Cisco, she was the vice president of Corporate Marketing at 3Com and at Bridge Communications, Inc. She began her business career as a consultant in San Francisco at Arthur D. Little, Inc.

Ms. Muther has served as a trustee of Mills College and Sarah Lawrence College and is a current board member of Cambridge University in America. She is a member of the Advisory Board of Women in Science and Technology and received a Women Making History Award from the City of San Francisco.

Ms. Muther graduated from Stanford University Graduate School of Business with an MBA. She earned an MA degree from Cambridge University, England, and a BA from Sarah Lawrence College.

PATTY STONESIFER

Co-chair and President

The Bill and Melinda Gates Foundation

Patty Stonesifer helps lead the Bill and Melinda Gates Foundation's mission to improve access to advances in global health and learning as we move into the 21st century.

In addition to her responsibilities at the Gates Foundation, Ms. Stonesifer is an active community volunteer, donating both time and resources to a number of regional non-profit organizations including her local YWCA. She also is on the board of Alaska Air Group, Inc., Amazon.com, Kinko's Inc. and CBS Corporation.

Prior to being asked to launch the work of the Gates Foundation, Ms. Stonesifer held a senior vice president position at Microsoft, and ran her own management consulting firm where she

worked with such corporations as DreamWorks SKG. She holds a bachelor's degree from Indiana University.

MARGARET A. TALBURTT, Ph.D.

Executive Director

Michigan's Women's Foundation

Since 1996, Peg Talburtt has served as executive director of The Michigan Women's Foundation (MWF), which has as one of its' priorities, the creation and development of Young Women for Change. This program teaches girls from all walks of life the skills involved in grant-making decisions: how to develop requests for proposals, read budgets, screen concept papers and make site visits. At the end of their year-long appointment, each girl makes funding recommendations to the MWF board. In the process they gain leadership skills, learn about issues facing girls in their community, and practice philanthropy.

The Michigan Women's Foundation has also worked with the Girl Scouts to create a new badge encouraging girls to participate in volunteerism and philanthropy.

Dr. Talburtt is a member of the Affordable Housing Network, the Ann Arbor Area Community Foundation, the Ann Arbor Hands On Museum, the Junior League of Ann Arbor's Community Advisory Board and the Washtenaw Community College Foundation Board. She is a corporate director of Comerica Bank.

Prior to her work with the MWF, Dr. Talburtt worked as a lecturer at the University of Michigan and as adjunct faculty at Franklin and Marshall College. She was director of Planning and Development for Greenhills Schools. Dr. Talburtt has received several volunteer awards for leadership as well as awards related to her academic career.

Dr. Talburtt holds bachelor's, master's and doctoral degrees from The University of Michigan. Her dissertation title was "Promoting Creative Risk-Taking in Women."

JUSTIN RANDALL TIMBERLAKE

Performer

'N SYNC

Justin Timberlake is an 18-year old singer from Memphis, Tennessee, and the youngest member of the teen musical sensation N'SYNC. Like many well-known artists, Justin started his musical career in church, where he was given the tools and encouragement to develop his talents. Justin's appreciation for his success, coupled with a heartfelt awareness of the importance of giving back, has led him to partner with the Giving Back Fund to create a charitable foundation which will provide schools with the assistance they need to create high-caliber music programs for students. Justin has said that when he was in school, the music programs afforded to him were without the basic tools young artists needed, namely instruments. He hopes his foundation

will afford other young people opportunities to express themselves artistically and find musical talents within themselves.

The Giving Back Fund is a national nonprofit organization that helps professional athletes, entertainers and others establish and maintain charitable foundations for philanthropic giving.

WILLIAM S. WHITE

Chairman, President and CEO

The Charles Stewart Mott Foundation

Bill White has been chairman of the Charles Stewart Mott Foundation since 1988, and a part of the foundation since 1969. With 1998 year-end assets of \$2.35 billion, Mott awarded 550 grants totaling \$88 million, to both domestic and foreign nonprofits.

In addition to his duties at Mott, Mr. White serves on the board of CIVICUS: World Alliance for Citizen Participation, and the European Foundation Centre. He is a lay reader in his church, chairman of the United States Sugar Corporation, and currently serves on several other corporate and civic boards.

Mr. White is on the boards of Independent Sector, the Council on Foundations and the GMI Engineering and Management Institute. He has also served on the Carter Center's observer delegation to the Palestinian elections, on the U.S. Presidential Delegation to observe the elections in Bosnia and on the Presidential Economic and Business Development Mission to Croatia and Bosnia. In the 1980s, he was a member of President Reagan's task force on private sector initiatives.

Mr. White received his BA and MBA from Dartmouth College and holds several honorary degrees.

Philanthropic Hero Biographies

MYRIAN ARGUELLO BODNER

Louisville, Kentucky

Considered one of the world's worst natural disasters, Hurricane Mitch left hundreds of thousands homeless, and killed an estimated 10,000 people across Central America in 1998. Longtime U.S. citizen and native Nicaraguan, Myrian Bodner, a Louisville, Kentucky homemaker, was devastated by the news. "It was absolutely horrible. All the crops were gone. It was going to take human resources to build the country up."

To alleviate the suffering, Myrian first worked with longtime friend and registered nurse, Jennifer Salazar, to gather medical supplies to ship overseas. First they approached Supplies Over Seas, a medical foundation, to provide them with medical essentials, then they asked UPS to fly the cargo to Managua free of charge. Shortly after, hospital beds, IV holders and other supplies arrived in Nicaragua to be distributed by the Red Cross. Myrian was there to help.

Upon completion of this first success, Myrian then reached out to the Mustard Seed Communities and her local church and collected \$250,000 worth of other daily essentials which were later distributed by Food for the Poor. Aside from acting as a conduit for these works, Myrian and her family have financially supported each endeavor Myrian orchestrated. Myrian felt she had to help, "Those were faces that I knew - that I've known all my life."

GIL CASTELLANOS

Elmhurst, Illinois

After seeing news accounts of the refugee crisis in the Yugoslavian province of Kosovo, 10-year-old Gil Castellanos was alarmed. Immediately he began talking with his mother Laura about the effects of war and asked her what he could do. Laura told Gil to keep the refugees in his prayers-- Gil said that that was not enough.

Working with his 11-year old sister Ashley, 4-year-old brother Michael, and three children from two other families -- Janet, Ray and Diane Barry and Taylor Thorpe, Gil created *Simply from the Heart*, a door to door effort to raise \$1 from each resident of his hometown. Accompanied by parents, and under local supervision of The American Red Cross of Greater Chicago, Simply from the Heart's six week effort raised \$7,100 for Kosovar refugees.

MATEL "MAT" DAWSON, JR.

Detroit, Michigan

Raised by parents who taught him to work hard, live simply and save money, Matel Dawson has spent his whole 59-year career at Ford Motor Company building wealth to share. By following his parents' advice, this 78-year old forklift operator worked overtime and invested his money, allowing him to give away more than \$1 million over the past eight years.

One of the many things Matel's money is used for is to help students do what he could not - complete an education. At Wayne State University in Detroit his Mat Dawson Jr. Endowed Scholarship provides full four year tuition to deserving students, regardless of race, gender or religion. Handing out the scholarships personally is his way to "meet the kids, follow their progress and know who they are." Other recipients of Matel's philanthropy are the United Negro College Fund (\$230,000), Louisiana State University (\$200,000) and the NAACP (\$150,000).

Matel recently said, "I've owned big homes and big cars and that don't excite me no more. I just want people to say that I tried to help somebody."

MARY GRAYSON

Los Angeles, California

Mary Grayson has worked for the U.S. Postal Service for thirty years where she has been a donor to the Combined Federal Campaign (CFC) since 1974, giving from each paycheck for 25 years. CFC, a model of workplace giving, allows 4 million federal employees an opportunity to give to the charities of their choice through automatic paycheck deductions.

A former Girl Scout leader, mother of three and grandmother of eight, Mary has also served as a parent volunteer with her local PTA and is a trustee at the Hays Tabernacle CME Church. One of the key factors that motivated Ms. Grayson to give to the Combined Federal Campaign was a friend who had two children with Sickle Cell Anemia. Seeing first hand what this disease can do to a family, Mary chooses to give her contributions to various sickle cell disease organizations. A true believer in the power of education, she also contributes to the United Negro College Fund.

The Combined Federal Campaign is the nation's largest fundraising campaign. In 1998, federal employees contributed \$206 million to charity, breaking the 1991 record of \$204 million.

REGINA JENNINGS

Westover, West Virginia

Through careful savings and wise investments, Regina Jennings, a custodian at West Virginia University College of Law, was able to amass a life savings of over \$93,000. Rather than spend it on herself, she decided to donate the majority of it to the law school where she works—one of the largest gifts the school has ever received. Regina made the gift because of her fondness for the school's staff and professors and for her deep appreciation of higher education.

"The law school faculty and students were so incredibly nice and genuine," Jennings recalls. "I had the chance to really get to know some folks. They always talked to me and asked me how I was doing." Over the years, Jennings developed a friendship with WVU law professor and former state Supreme Court Justice Franklin Cleckley. "I sometimes would work into the evenings, and Mr. Cleckley would always be there too....he was always very kind." Jennings said she was especially impressed with Cleckley because of his deep respect and love of law.

Ms. Jennings's gift will be used to renovate a room at the law school. When completed next spring, the facility - to be formally named for Jennings - will house a sophisticated teleconferencing system to allow for distance education. A portion of the funds will also be used to establish an endowment.

ROLLAND C. LOWE, M.D.

San Francisco, California

Rolland Lowe is the chair of the Lawrence Choy Lowe Memorial Fund and the first ever Asian American President of the California Medical Association. Dr. Lowe's goal as president has been to get physicians more involved in their communities. He has said that to be good patient advocates, doctors need to understand their community. Committed to re-establishing personal relationships between doctors and patients he has worked to provide low-income immigrants with high quality health care and advocated for better health care within the Chinese American community.

In keeping with his charitable spirit, Dr. Lowe founded the Lawrence Choy Lowe Memorial Fund in 1987, a charitable and civic foundation in Chinatown Fund which makes gifts to nonprofit organizations for a wide variety of causes in the Chinese community. Among these causes has been ensuring Asian civil rights and the establishment of a capital campaign for the Chinese Historical Society's museum. Dr. Lowe has also served in many community organizations and foundations and worked to provide decent housing for the elderly in San Francisco through redevelopment of an old hotel for use as a senior housing and community center. Dr. Lowe and his family have committed more than \$600,000 to the Lowe Memorial Fund, while giving to other local causes as well.





MATTHEW NONNEMACHER

Hazleton, Pennsylvania

Matthew Nonnemacher is an 11 year old boy who in 1997, decided to work with his local United Way to launch "A Million Ways to Care," a one million penny-drive in Hazleton, Pennsylvania. Generated by a homework question of, "If you had any wish, what would you wish for?," Matthew set his mind to collect one million pennies for the local poor. In conjunction with *Make A Difference Day*, local schools were contacted and canisters for pennies were placed in businesses and organizations throughout the Hazleton community, eventually collecting 1.8 million pennies (\$18,000).

Matthew has expressed that he would someday like to be a priest. But rather than wait to help people, he wanted "to help them now." Matthew is ensuring that the money he has raised is used so that the poor can have "food, clothing and a home."

THE REVEREND ANN A. PEARSON

North Canton, Connecticut



Reverend Pearson, Pastor of Community United Methodist Church of North Canton, Connecticut, recently inherited \$1,000 from her Uncle John, the inspiration for her faith in God and charitable works. Wanting to inspire an ethic of caring and a lifetime of service in others as her Uncle John had inspired in her, Reverend Pearson decided to give \$10 to each of her parishioners to then give to a cause of their choice. "Many folks had not realized how many avenues for giving there were until they really listened with intention," she has said. With their "Uncle John" money, adults brought new opportunities for community service into the church. Reverend Pearson then published the stories of her parishioners' philanthropy in the Church's bulletin, which profoundly influenced each participant to engage in their own journey of giving.

In addition to her pastoral duties at two churches, Rev. Pearson serves as a member of the Bishop's Task Force for Children and Poverty, on the executive board of Focus on Canton, an outreach program of the six churches in Canton; and a member of the Council on Ministries of the New York Annual Conference of the United Methodist Church. She is chair of the Central Connecticut District Council on Ministries and a member of the Central Connecticut District Committee for Ordination.

ESPERANZA RICH

Seattle, Washington

Born in Mexico, Esperanza Rich came to the United States with her parents at a very young age, eventually moving to Iowa. Despite many hardships- the death of her father, feeling inferior because of the color of her skin and working long hours in the sugar beet fields- Esperanza and all her siblings graduated from their Iowa high school.

Throughout the course of her life in Iowa, Esperanza and her family experienced the generosity of many people including that of two women who brought the family food, clothing and toys every Saturday. These simple Saturday exchanges made these women Esperanza's role models.

Many years later, one of the women – after moving with her husband to Seattle – invited Esperanza and her husband to visit. Upon visiting, Esperanza and her husband decided to move there and were able to find work. Now retired, Esperanza is as generous to people as she feels people always have been to her. Working with the St. Vincent de Paul Society, a Roman Catholic lay organization that fosters personal outreach to poor and needy people of all faiths, Mrs. Rich is able to help low-income families attain food, clothing, bus tickets, rent and utility assistance. She also gives them hope.

To ensure that her charitable works are continued past her own life, Esperanza is leaving a legacy to the St. Vincent de Paul Society in her will. "With the help of God, I've been able to serve the poor through the Conference, geared toward Hispanics. Therefore, in thanksgiving to our Lord, I've included St. Vincent de Paul in my will."

WILLIAM SHELTON III

Washington, D.C.

William Shelton is the Coordinator of Community Relations at Brookland Manor, an assisted housing complex for people of all ages in northeast Washington, D.C. A believer in getting things done, he not only helps those he works with in a professional capacity, he reaches out to help others in a personal capacity. Professionally, he has been a key player in opening a health resource center in the Brookland Manor Community that provides information, screening, and some testing to local residents. Personally, he has worked to help local children realize their dreams of college by helping them fill out financial aid forms and paying out of pocket for their transportation expenses. Mr. Shelton has been known to personally pay a young person's train, bus or airfare to university.

To show his further determination to help young people, Bill Shelton not only gave \$500 to KaBoom!, a local nonprofit that builds playgrounds, he convinced Black Entertainment Television to make a \$5,000 gift and raised playground money from others as well. "I want to see every child in this neighborhood have a place they could just be a child. A playground, even though it's a small step, is a step that will at least mobilize this community."

Mr. Shelton says he's fortunate. He and his brother were raised by their mother, a single parent, who "struggled for us and always taught us to help others." Bill says that his goal is to help people realize that everyone can use the resources they have to help others and is not at all concerned with spending all that *he* has to help others. "Just do a bit more than you normally would and you'll see how much you become part of a community."

HARRISON STEANS

Chicago, Illinois

Using financial resources garnered from talents in law, banking, education and finance, Harrison Steans, his wife, Lois, and their three daughters, co-founded the Steans Family Foundation in Chicago 14 years ago. Committed to the belief that long-term personal involvement with individuals can change lives and communities, the Steans Family Foundation's mission is to improve community development in Chicago. Specifically they are working to positively develop the North Lawndale community, identified because of significant poverty and lack of community assets.

The Steans have made a ten year commitment to North Lawndale directing 95 percent of their Foundation's \$1.5 million annual grants budget directly into working with residents. This Lawndale Partnership focuses on six broad sectors: capacity building/leadership, economic development, education and youth development, housing, health and human services, and quality of life.

In addition to his work on the family foundation, Mr. Steans is involved with numerous Chicago based non-profits as both trustee and director.

THE WHITE HOUSE

WASHINGTON

October 21, 1999

**WHITE HOUSE CONFERENCE
ON PHILANTHROPY: GIFTS TO THE FUTURE**

DATE: October 22, 1999

LOCATION: State Floor

TIME: 12:30pm

FROM: Ellen McCulloch-Lovell
Shirley Sagawa

I. PURPOSE

You and the President will participate in the first White House Conference on Philanthropy. You will make welcoming remarks and provide the context for the day's discussions, which you will moderate. In addition to providing recognition to America's philanthropic and nonprofit leaders, this conference will encourage all Americans to think of themselves as philanthropists, increase their giving and leave a legacy to future generations of volunteering and giving. Prior to the event you will meet with the panelists, conference supporters, and the outstanding individual philanthropists – the “heroes of philanthropy” – who are profiled in the introductory video to be shown to East Room and satellite audiences.

II. BACKGROUND

The White House Conference on Philanthropy is a three hour discussion with twenty discussants and a live audience of approximately 200 that will be broadcast from the East Room of the White House to downlink sites across the country. The first session will cover the ways we can teach or transmit the philanthropic tradition to future generations, and the second session will explore how changing demographics, the transfer of wealth and new technologies will transform American philanthropy in the years ahead. These panels will be followed by an open discussion with some pre-determined participants in the audience. This conference was conceived by the Office of the First Lady and the White House Millennium Council in consultation with experts from foundations, leading nonprofits, and researchers.

The conference will begin with a four minute introductory video shown to the East Room and the satellite audiences. This video will profile eleven "heroes" of American philanthropy from a wide range of backgrounds. The video makes the point that *all* Americans can be philanthropists and that American philanthropy will reflect the demographic changes transforming America in the 21st century. The first panel, "Expanding the American Tradition of Giving," features four panelists who represent new research, community foundations, youthful donors, and experts who are working with youth. The purpose of this session is to explore how the ethic of giving can best be taught and to highlight some imaginative current efforts to involve youth.

The second panel, "New Philanthropy in the New Millennium," features three outstanding new donors and philanthropists who are actively promoting more giving by entrepreneurs, the newly wealthy, and ordinary Americans. The third segment of the program will feature an open discussion which you will moderate. Observing and participating in the discussion will be an audience of some 200 leaders from philanthropic institutions, nonprofit organizations, youth groups, and researchers, educators and innovative new donors.

The first two hours of the conference will be broadcast by satellite by South Carolina Educational Television. Over 3,443 sites will receive the signal, and several public broadcasting networks will transmit it as well. Public access and cable channels will reach a potential audience of 10.5 million cable viewers, and South Carolina ETV's own network will reach 1,200 schools and other sites. 153 sites, in 42 states, have registered at our online website. Many of these local sites will sponsor their own conferences or forums in conjunction with our event. The American Red Cross and United Way cooperated to organize a number of these local conferences, but other groups – the Forum of Regional Association of Grantmakers, the National Committee on Planned Giving, and the National Association of Fund-Raising Executives also are planning special events around the broadcast. The American Red Cross will host one large forum at its national headquarters on 17th Street.

The conference provides a forum for announcing a series of action steps from both the government and our private sector partners.

Government:

- The President will announce the creation of a new Interagency Task Force on Nonprofits and Government. This Task Force will be charged with studying ways to improve collaboration between the nonprofit sector and federal agencies. The Interagency Task Force will be co-chaired by the National Economic Council, the Domestic Policy Council, and your Chief of Staff.
- The Department of Treasury will sponsor a follow-up forum with representatives of the nonprofit sector to discuss issues affecting the charitable sector.

- The Council of Economic Advisers will be charged with preparing an analysis of research on the economic impact of the nonprofit sector and new studies of possible governmental measures that could increase private giving.
- The Corporation for National Service is sponsoring a youth roundtable this morning to discuss ways that young people can be encouraged to become more active donors and volunteers.

Private Sector:

- The National Charities Information Bureau, in cooperation with AOL, charitableway.com and Greatergood.com, and with participation by officials from the Office of the Vice President, the Department of Commerce, and the White House Millennium Council, is sponsoring a second roundtable on e-philanthropy at the U.S. Chamber of Commerce. The President of NCIB will announce a commitment to hold follow-up forums and that the participating corporations have agreed to four principles that should guide online philanthropy.
- The Bill and Melinda Gates Foundation will announce that it will support the costs of a follow-up meeting with youth organizations to discuss how they can work together to promote youth philanthropy.
- The Girl Scouts of America has announced the creation of a new patch program, the Strength and Sharing Girl Scouts Philanthropy Patch program.
- The AOL Foundation just launched its online philanthropy portal, www.helping.org which provides potential donors information about hundreds of thousands of nonprofit organizations. Steve Case, CEO of AOL, is on the second panel of the conference.

The White House Conference on Philanthropy is sponsored by the White House Millennium Council in partnership with the National Endowment for the Humanities. Major support comes from the Charles Stewart Mott Foundation which is providing funds to South Carolina Educational TV for the cybercast and satellite broadcast. Additional support comes from Jill Iscol and the Iscol Family Foundation, the Marcie Polier Family Foundation, the J. Paul Getty Trust, and the Community Foundation-Silicon Valley. The American Red Cross and United Way of America have provided significant in-kind support by organizing a nationwide network of downlink sites to receive the satellite signal.

III. PARTICIPANTS

Briefing Participants:

The President

The First Lady

Ellen McCulloch-Lovell

Shirley Sagawa

Meet and Greet:

The President

The First Lady

Speakers:

Emmett D. Carson, President and CEO, The Minneapolis Foundation

Justin Randall Timberlake, N'SYNC

Peter D. Hart, Founder, Peter D. Hart Research Associates

Dorothy A. Johnson, President, Council of Michigan Foundations

Steve Case, Co-Founder, Chairman and CEO, America Online, Inc.

Catherine (Cate) Muther, Founder, Three Guineas Fund

Kevin A. Fong, General Partner, Mayfield Fund

Paul Amos, President and CEO, South Carolina Educational TV

Heroes:

Myrian Bodner

Gil Castellanos

Laura Castellanos, Mother

Matel Dawson

Mary Grayson

Regina Jennings

Dr. Rolland Lowe

Matthew Nonnemacher

John Nonnemacher, Father

Rev. Ann Pearson

Esperanza Rich

William Shelton III

Harrison Steans

Funders:

William S. White, President and CEO, The Charles Stewart Mott Foundation

Ann Young Orr, Chief of Staff, National Endowment for the Humanities

Jill Iscol, Iscol Family Foundation

Marcie Polier, CEO, Entdata.com

Beety Beene, President & CEO, United Way of America

Bernardine Healy, President, American Red Cross

Others:

Secretary Shalala

Paul Newman

Event Participants:

The President

The First Lady

Panel 1:

Emmett D. Carson, President and CEO, The Minneapolis Foundation
Justin Randall Timberlake, N'SYNC
Peter D. Hart, Founder, Peter D. Hart Research Associates
Dorothy A. Johnson, President, Council of Michigan Foundations

Panel 2:

Steve Case, Co-Founder, Chairman and CEO, America Online, Inc.
Catherine (Cate) Muther, Founder, Three Guineas Fund
Kevin A. Fong, General Partner, Mayfield Fund

Open discussion:

Rebecca L. Adamson, Founder and President, First Nations Development Institute
Lorraine Cortes-Vazquez, President, Hispanic Federation
Malik Evans, Sophomore, University of Rochester
Rosabeth Moss Kanter, Professor, Harvard Graduate School of Business
Administration
Rosario "Chayo" Long-Mendez
William P. Massey, President, National Charities Information Bureau
Margaret (Peg) Talburt, President, Michigan Women's Foundation
William S. White, President, The Charles Stewart Mott Foundation

IV. SEQUENCE OF EVENTS

12:35pm YOU and the President receive briefing in Map Room.

12:50pm YOU and the President proceed to the Blue Room for meet and greet.

12:59pm Ellen Lovell begins program and introduces video.

Video is shown to live and broadcast audience.

1:00pm YOU and the President are announced into the East Room and proceed to the stage.

See script attached for final program.

V. PRESS PLAN

Open Press

VI. REMARKS

Provided by Speechwriters

Clinton Administration Commitments:

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

- Making Government More Responsive to the Nonprofit Sector: Today, President Clinton will announce that he is creating a new Task Force on Nonprofits and Government to support and strengthen the important collaborative efforts of the nonprofit sector and government. In 1998, an estimated \$175 billion was given by Americans to a wide variety of causes and organizations. In many cases nonprofit organizations convert America's giving into results – helping people in need, providing health care and educating our nation's youth. Nonprofits are uniquely able to identify problems and promote change at the community level. As the sector grows, increasing opportunity arises to forge more effective partnerships between nonprofits and government to address public needs. Among its objectives, the Task Force in conjunction with the nonprofit sector, will: develop and maintain a public inventory of "best practices" in existing collaborations between the Federal Government and the nonprofit sector; devise a plan on how the federal government can be more responsive to the mission of nonprofit organizations; evaluate trends on nonprofits and philanthropy; and explore new policies that encourage philanthropy and service and help nonprofits develop and grow.

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

- Examining Tax-related Issues and Research Opportunities: The Department of the Treasury will hold a meeting with organizations involved in the conference to discuss tax policy and research issues affecting the nonprofit sector.
- Expanding Our Understanding of Charitable Giving: The Council of Economic Advisers will undertake an analysis of the role of philanthropy in the economy, including a discussion and interpretation of trends in charitable giving, factors that affect giving, and how the aging of Baby Boomers and other trends are likely to affect giving in the future.

Corporate and Private Commitments to Expand Giving:

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

- AOL Foundation: The AOL Foundation will highlight its launch of Helping.org, a revolutionary e-philanthropy portal that provides Americans who want to lend a helping hand with the fastest, safest, easiest and most cost-effective way to donate money or volunteer time to the charity of their choice. Helping.org connects users to over 620,000 charities and more than 20,000 volunteer activities, providing an important new resource for the more than two-thirds of American households that already make charitable contributions, as well as those new to philanthropy.
- The Bill and Melinda Gates Foundation: A group of organizations concerned with youth giving and service, including the United Way of America, Save the Children, US Committee for UNICEF, City Year, and the Corporation for National Service, have made a commitment to work together on a youth and philanthropy initiative. The Gates Foundation will announce its intention to support the next phase of their planning, including a follow-up conference and will encourage other funders to support this important effort.
- Girl Scouts of the USA: The Girl Scouts of the USA will unveil its new philanthropy patch entitled 'Strength and Sharing.' Beginning in 2000, Girl Scouts of all age levels will earn interest patches that will help them recognize and learn from philanthropists in their own families, places of worship, schools, Girl Scout troops, and neighborhoods. The program will allow girls to identify and assist organizations and institutions that meet community needs and understand how their own time and money can make a difference in their communities.

helping org.

helping people make a difference

www.helping.org

For Immediate Release

Contact:

Kathy McKiernan

(703) 265-1746

AOL FOUNDATION LAUNCHES HELPING.ORG TO MAKE PHILANTHROPY EASY AND CONVENIENT

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

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

Also Offers Comprehensive Assistance to Charities Getting Online

Dulles, VA, October 20, 1999 - The AOL Foundation today launched Helping.org, a revolutionary e-philanthropy portal that provides Americans who want to lend a helping hand with the fastest, safest, easiest, and most cost-effective way to donate money or volunteer time to the charity of their choice.

For people who want to help out during a natural disaster, mark an important occasion through giving, or simply make a difference in their own community, Helping.org is the best place to start. The most comprehensive philanthropy portal in cyberspace, Helping.org connects users to over 620,000 charities and more than 20,000 volunteer activities, and is also the only major giving site that is completely nonprofit -- receiving nothing from either donors or charities for the donations that are made through it.

Formed in partnership with the nation's leading philanthropic organizations, Helping.org contains valuable and easy-to-access information from America's Promise, the American Red Cross, the Benton Foundation, Philanthropic Research, Inc. (GuideStar®), ImpactOnline (Volunteer Match), Independent Sector, the National Urban League, and UniTEQ (PipeVine), as well as programming links to dozens of additional nonprofits and data on every charity registered with the IRS. It will be available to anyone on the World Wide Web, as well as being featured across AOL's family of brands.

-more-

The site will provide an important new resource for the more than two-thirds of American households that already make charitable contributions (totaling \$135 billion in 1998), as well as for those new to philanthropy. So far, according to Independent Sector, a national coalition of leading charities and foundations, less than one percent of charitable givers donate over the Web. However, the soon-to-be released AOL/Roper-Starch Cyberstudy shows that fully 30 percent of online users are interested in using the Internet to make charitable donations. Enthusiasm for online giving is particularly strong among young adults, who could represent an important new source of support for charitable organizations.

In addition, there is strong demand for volunteer opportunities. According to a recent study by Independent Sector, 109 million Americans volunteer every year, representing the equivalent of over 9 million full-time employees at a value of \$255 billion. In addition to making it easier than ever for people to find volunteer opportunities, Helping.org, in partnership with ImpactOnline's VolunteerMatch, represents a potentially huge cost saving for charities, since it costs approximately \$25 to recruit a single volunteer using conventional recruitment strategies versus almost nothing through online volunteer matching.

To help bring charity online and stimulate additional giving and volunteering, Helping.org provides a "one-stop helping" environment where users can make a difference, whether they wish to donate money, volunteer in their communities, participate in disaster relief, apply for jobs with charities, learn about a cause, or even establish their own charitable organization. The valuable resources it puts at users' fingertips include:

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

-more-

- *The most up-to-date and best features and news sources on events and activities in the changing world of philanthropy.*

Helping.org is fully supported by funding from the AOL Foundation, so it operates on a completely nonprofit basis, without receiving any percentage of contributions to pay for operating costs.

AOL Chairman and CEO Steve Case said, "Helping.org uses the power and reach of the Internet to make it easier and more convenient than ever for people to help the causes they care about. Consumers can make contributions online with the assurance that the money is going where they intend, and that their privacy and the security of their credit card information are protected. Charities will benefit not only from the ability to raise funds and recruit volunteers more efficiently, but also from the host of additional online resources Helping.org provides for them to expand their communities, fulfill their missions and publicize their needs and good works online."

Beyond its role as a service for donors and those interested in volunteering, Helping.org will serve as an online community center for the philanthropic world, providing tools to help charities make the most of the online medium, and a forum to share information, research grant opportunities and share best practices with one another. It also includes a clearinghouse for information on the Digital Divide, pulling together programs and resources on how technology can be used to narrow, rather than widen, the gap between those who have access to technology and those that do not.

AOL Foundation Chairman Jim Kimsey said, "In the modern world, the shortest distance between two points today is the Internet, and starting today the shortest distance between charities who need help and those who want to give it runs through Helping.org. The AOL Foundation built Helping.org because we are committed to turning e-philanthropy from a curiosity into a vital segment of charitable activity. Thanks to the incredible resources of our nonprofit partners, we've created a site that is going to play a big part in doing just that."

Helping.org -- Helping People Make a Difference

Helping.org's goal is to help make volunteerism, service and charity central to the online experience and as easy and convenient as e-commerce has become, transforming the way in which people contribute to society and encouraging those who do not currently participate in charity to begin giving and volunteering.

- *VolunteerMatch* - By using ImpactOnline's VolunteerMatch, Helping.org delivers information on how consumers can help in their communities. Whether it's building a house for Habitat for Humanity, organizing an arts-and-crafts fair for inner city children, or participating in an AIDS walk-a-thon, volunteers can find the opportunity that fits their interests and schedule. To use the service, consumers simply need to

enter their zip code, the time they're available and their specific interests – such as kids, helping the environment, the elderly – and a list of appropriate volunteer opportunities is presented. Nonprofits and public sector organizations can go into the "Post" area to register their volunteer opportunities. The VolunteerMatch database offers more than 20,000 volunteer opportunities from approximately 6,000 national, regional and local organizations and is completely free to volunteers and nonprofits.

- *Easy, Secure Online Giving* - Helping.org also provides a fast, easy and secure way to contribute financial support. Starting with access to important resources like the Council of Better Business Bureaus and the National Charities Information Bureau, and tapping into the GuideStar® database of more than 620,000 public charities, users can make informed decisions about where to put their charity dollars to best use. The database can be searched according to areas of interest, location, and the size of charitable organizations. Using the unique PipeVine system to streamline donation processing and administration, and its experience with online payroll deductions, Helping.org promotes full privacy protection on all transactions, and lists of contributors and volunteers will not be shared with or sold to anyone. Donors will receive comprehensive receipts to make tax deductions easier.
- *Completely Nonprofit* - Helping.org is completely free to donors and to charities. Donors' gifts are forwarded to the charity of choice (minus the standard fees deducted by credit card companies on all card charges, typically less than 2 percent), and charities make no payments to the site. Helping.org doesn't take any money from donors or charities to administer the transactions or to maintain the site because it is supported by the AOL Foundation.
- *Information and Inspiration* - America's Promise, the American Red Cross and Independent Sector provide prominently featured news, stories, tips and ideas on how to volunteer and contribute strategically and how to get more involved in service to the community. Additionally, daily news tickers on global disasters, personal stories about the experience of giving, reports on upcoming charity events, auctions, fundraisers, and more will help users find plenty of opportunities to make a difference.

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

Helping.org will contain an area just for nonprofits and charities to help them integrate the power of the Internet into their strategies and operations, helping them to be more responsive and customer oriented in the Information Age and to build vigorous, successful online communities. It will also link them to online tools enabling them to more efficiently organize, recruit, fundraise and publicize their mission and successes.

This area is being designed by a working group of more than twenty of the nation's leading nonprofit technology assistance organizations, a collaboration that is being facilitated by the Benton Foundation, which also programs and maintains the area.

The area includes a comprehensive array of easy-to-access tools, resources, information and links to other online clearinghouses to help nonprofit organizations take full advantage of the potential of the Internet, including in-depth information on: *How to get online; Making the most of e.mail; Fundraising on the Internet; Online organizing & advocacy; Planning & creating a Web site; Targeting your audience; Finding computer help; Technology grants & in-kind contributions*; and, *"In the field"*, which provides examples, case studies and other information about how technology is shaping the way nonprofits accomplish their mission.

The Nonprofit Resources area also points to collections of general information useful to nonprofits, such as clearinghouses of nonprofit jobs that provide comprehensive resources for career development and nationwide job listings, nonprofit news from leading philanthropy-related publications, as well as Web sites with information relevant to the nonprofit sector generally, such as advice on nonprofit management and other resources.

Finally, Helping.org provides nonprofits the free opportunity to update their information and include their Internet Web Sites in powerful search engines - Philanthropic Research Incorporated's GuideStar® and ImpactOnline's VolunteerMatch - where users go to find the charitable organizations that best fit their needs, a capability that's particularly important to smaller charities which all too often go unnoticed.

Helping.org - Helping to Bridge the Digital Divide

Helping.org houses the National Digital Divide Clearinghouse -- a set of resources that brings together in one location comprehensive information about efforts to provide under-served communities with access to technology, and provides tools for information sharing and community building among those working to bridge the Digital Divide.

The Benton Foundation, in partnership with the National Urban League, has developed the content for the National Digital Divide Clearinghouse, which strives to reflect the many facets of the issue, including points of view from rural America, minority research institutes, and the disability community.

Areas in the Clearinghouse include *Research & Data*, intriguing and up-to-date studies and reports from academics, policy think tanks and leading thinkers; *In the Field*, rotating vignettes of innovative and exciting Digital Divide projects underway across the country; *In the News*, pertinent and timely news summaries of Digital Divide headlines, as well as in-depth original reporting on breaking issues related to the Digital Divide; *Grants & Funding*, a continuously updated list of grants, funding opportunities and non-monetary resources available to communities seeking technological assistance; and, *Finding a Digital Divide Effort Near You*, an interactive map-based directory of local centers and resources that can help individuals contribute to Digital Divide efforts in their community.

The AOL Foundation, founded by America Online in 1997, supports programs that spark innovative uses of the interactive medium to benefit society. Other Foundation initiatives include the AOL Rural Telecommunication Awards, the Digital Divide Grant Initiative, the Innovative Education Initiative, the AOL Employee Civic Involvement Initiative, and a pilot school-business partnership in Washington, D.C. called AOL Achievers. For more information on the AOL Foundation, visit www.aolfoundation.org on America Online, use keyword: AOL FOUNDATION.

#

Bill and Melinda
Gates
Foundation

William H. Gates Foundation

Who we are...

Main ▶

**William H. Gates
Foundation ▶**

**Gates Learning
Foundation ▶**

**Gates Center for
Technology Access ▶**

Led by Bill Gates' father, William Gates Sr., the William H. Gates Foundation supports initiatives in education, global health, and community giving in the Pacific Northwest.

At the end of 1998, the Foundation had committed \$133 million to organizations working in global health; \$122 million to educational concerns; more than \$42 million to community projects in the Pacific Northwest; and over \$60 million to special projects and annual giving campaigns.

The address for the William H. Gates Foundation is PO Box 23350, Seattle, WA 98102. The Foundation does not accept unsolicited proposals.

Where we give...

Global Health ▶

Education ▶

**Libraries and
Access to Information ▶**

Pacific NW ▶

List of William H. Gates Foundation grant recipients.

Press Room

**Annual
Report**

Contact Us

Bill and Melinda
Gates
Foundation

Gates Learning Foundation

Who we are...

History

Images

Logos

Main ▶

William H. Gates
Foundation ▶

Gates Learning
Foundation ▶

Gates Center for
Technology Access ▶

Where we give...

Global Health ▶

Education ▶

Libraries and
Access to Information ▶

Pacific NW ▶

The Gates Learning Foundation began life as the Gates Library Foundation in June 1997 with the mission of helping to bridge the "digital divide" between those who have access to computers and the Internet and those who lack such access.

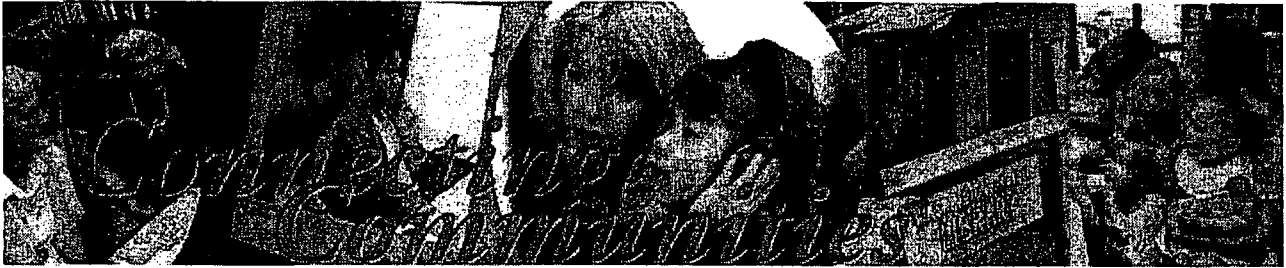
The original program goal of the Foundation was to provide computers and Internet access to public libraries serving low-income communities in the U.S. and Canada, a commitment that remains unflagging through the programs of the **Gates Library Initiative**. By the end of 1998, the Foundation had awarded grants of over \$22 million to 1300 libraries in 28 states to bring Internet access to their patrons, as well as provide staff technical assistance and training.

Yet as the Foundation grew it became clear that to address the inequities of the digital divide in a far-reaching way, the staff and founders needed to look at solutions beyond libraries, so in February of 1999 they changed the name to the Gates Learning Foundation to reflect its broadened vision. To complement the work being done in libraries, the Gates Education Initiative was also announced to support classroom teachers in Washington State to address the imbalance in access to technology. The first program underway is the Teacher Leadership Project, which funds technology and training to teachers working with 5th through 7th graders.

Press Room

Annual
Report

Contact Us

[Programs](#)[Services](#)[News](#)[Inside GCTA](#)[Search](#)[Contact Us](#)

The Gates Center for Technology Access (GCTA) is dedicated to ensuring that no one becomes "information disenfranchised." GCTA works to establish access to information technology resources in communities throughout the United States through partnerships with libraries, schools, and community organizations.



By empowering public institutions to provide their citizens access to information technology, GCTA helps build infrastructures for self-sustaining computer systems in the communities that need them most. As the ability to use computers and manage digital information becomes increasingly crucial for success in education and careers, GCTA's hope is that communities with limited access to technology can work toward a point where poverty ceases to limit opportunity.

Opportunities with GCTA

Gates Center for Technology
Access
1551 Eastlake Avenue E.
Seattle, WA 98102
(206) 709-3300
Fax: (206) 709-3310
Job Information Hotline: (206)
709-3777

[Back to Gates Foundation home](#)

Masthead designed by Deborah Taylor
Images by Chris Benion

webteam@gatesfoundation.org



Girl Scouts of the USA
420 Fifth Avenue
New York, NY 10018-2798
T 212 852 8000 F 212 852 8122

FOR IMMEDIATE RELEASE:
October 22, 1999

CONTACT: Lori Arguelles
(212) 852-8111

**GIRL SCOUTS OF THE USA UNVEILS NEW PHILANTHROPY PATCH
AT WHITE HOUSE CONFERENCE**

Washington DC – Girl Scouts of the USA unveiled its new philanthropy patch entitled *Strength in Sharing* at the White House Conference on Philanthropy: Gifts to the Future. The conference, hosted by President and Mrs. Clinton focused on the unique American tradition of giving, discussed the diverse and changing face of philanthropy, and explored strategies to sustain and expand this tradition for future generations.

Strength in Sharing is such an appropriate name for this newest Girl Scout patch and project," said Marsha Johnson Evans, Girl Scouts of the USA National Executive Director. "Learning to share what they have learned helps both girls and communities grow strong. We have a long and distinguished history of community service, so it's only logical that the next step is to instill in girls the value of a life-time commitment to philanthropic organizations."

Beginning in 2000, Girl Scouts of all age levels will earn interest patches that will help them recognize and learn from philanthropists in their own families, places of worship, schools, Girl Scout troops, and neighborhoods; identify and assist organizations and institutions that meet community needs; understand and experience how their own time and money can make a difference in their communities; and become more informed and responsible as charitable decision-makers about investments in human services

The apple tree on the patch depicts abundance and strength. Apples of different colors symbolize the philanthropic activities at each level.

Daisy Girl Scouts (age 5-6) will learn the meaning of the word PHILANTHROPY, and how to find examples of giving in their young lives.

Brownie Girl Scouts (age 6-8) will learn to identify where help is needed, and how to set individual and group philanthropic goals.

-more-

Where Girls Grow Strong.

Junior Girl Scouts (age 8-11) will research philanthropy, charity and volunteering on the Internet. They will learn about American women philanthropists, and how fund raising works at home and around the world.

Cadette Girl Scouts (age 11-14) will learn about careers in philanthropy and human services. They will select foundations and charities where they may volunteer to support funding efforts in their communities.

Senior Girl Scouts (age 14-17) will design and manage events that respond to human needs. By joining the youth advisory committees and participating in mentoring programs, they will develop relationships with major local and national foundations. They will practice skills that prepare them for lifelong participation in philanthropic activities.

Girl Scouts of the USA is the world's pre-eminent organization for girls, with a membership of more than 3.6 million girls and adults. Today, as when founded in 1912, GSUSA helps cultivate values, social conscience and self-esteem in young girls, while also teaching them critical life skills that will enable them to succeed as adults. In Girl Scouting--and its special girl-only environment--girls discover the fun, friendship and power of girls together.

###

Strength In Sharing Girl Scouts & Philanthropy

Girl Scouts of the USA will go nationwide with a new philanthropy project entitled "STRENGTH IN SHARING." Beginning in 2000, Girl Scouts of all age levels will earn interest patches that will help them:

- Recognize and learn from philanthropists in their own families, places of worship, schools, Girl Scout troops, and neighborhoods
- Understand and experience how their own time and money can make a difference in their communities
- Identify and assist organizations and institutions that meet community needs
- Become more informed and responsible as charitable decision-makers about investments in human services



The apple tree on the patch depicts abundance and strength. Apples of different colors symbolize the variety of philanthropic activities at each level.



Daisy Girl Scouts (age 5-6, kindergarten or grade 1) will learn the meaning of the word PHILANTHROPY, and how to find examples of giving in their young lives.



Brownie Girl Scouts (age 6-8 or grade 1, 2, 3) will learn to identify where help is needed, and how to set individual and group philanthropic goals.



Junior Girl Scouts (age 8-11 or grade 3-6) will research philanthropy, charity and volunteering on the Internet. They will learn about American women philanthropists, and how fund raising works at home and around the world.



Cadette Girl Scouts (age 11-14 or grade 6-9) will learn about careers in philanthropy and human services. They will select foundations and charities where they may volunteer to support funding efforts in their communities.



Senior Girl Scouts (age 14-17 or grade 9-12) will design and manage events that respond to human needs. By joining the youth advisory committees and participating in mentoring programs, they will develop relationships with major local and national foundations. They will practice skills that prepare them for lifelong participation in philanthropic activities.

Girl Scouts of the USA "Strength and Sharing" Philanthropy Patch Program

(To be announced at the White House Conference on Philanthropy)

Girl Scouts of the USA

Girl Scouts of the USA is the world's pre-eminent organization for girls, with a membership of more than 3.6 million girls and adults. Today, as when founded in 1912, GSUSA helps cultivate values, social conscience and self-esteem in young girls, while also teaching them critical life skills that will enable them to succeed as adults.

Patch Program Goal

To build a generation of young women who support women and children's causes through giving money and time. This program lays the foundation that will result in a girl's lifelong commitment to philanthropy, through learning about and practicing philanthropy.

Why Encourage Philanthropy in Girls?

The Girl Scouts have committed to the project because philanthropy adds to a young girl's feeling of self-worth. The girl should:

- have the positive experience of feeling she is making a difference in her community
- practice decision-making in choosing a cause to which to contribute
- gain self-understanding through reflection
- learn to manage money

The "Strength and Sharing" Philanthropy Patch

Philanthropic giving generates social change and girls can learn how to make that change happen. The philanthropy patch is designed to give girls a foundation of philanthropy on which to build. Completing the patch requirements will give knowledge of how to make philanthropic giving a part of their lives. Girls are encouraged to earn the patch at each age level, as it is designed to build upon knowledge gained at the previous age level. While earning the patch, they will have the opportunity to discuss the importance of giving, research organizations and explore causes they wish to support.

- Daisy Girl Scouts (age 5-6) will learn the meaning of the word PHILANTHROPY, and how to find examples of giving in their young lives.
- Brownie Girl Scouts (age 6-8) will learn to identify where help is needed, and how to set individual and group philanthropic goals.
- Junior Girl Scouts (age 8-11) will research philanthropy, charity and volunteering on the Internet. They will learn about American women philanthropists, and how fund raising works at home and around the world.
- Cadette Girl Scouts (age 11-14) will learn about careers in philanthropy and human services. They will select foundations and charities where they may volunteer to support funding efforts in their communities.
- Senior Girl Scouts (age 14-17) will design and manage events that respond to human needs. By joining the youth advisory committees and participating in mentoring programs, they will develop relationships with major local and national foundations. They will practice skills that prepare them for lifelong participation in philanthropic activities.

**** Developed by the Girl Scout councils of Michigan, this program is based on materials and research**

provided by Girl Scouts of the USA, the Council of Michigan Foundations, and Michigan Women's Foundation. It is sponsored by the W.K. Kellogg Foundation.

FINAL SCRIPT

The White House Conference on Philanthropy: Gifts to the Future

- 1 pm **Ellen Lovell welcomes East Room audience and introduces video**
- First panel is seated on stage**
- 1:01 pm **Introductory Video is shown**
- 1:04 pm **President and Mrs. Clinton are announced in**
- 1:05 pm **HRC makes remarks [Lectern]**
HRC makes opening remarks. In remarks, HRC invites “heroes” from the video to stand and be recognized. Acknowledges agency co-sponsor and conference funders.
- 1:15 pm **The President makes remarks [Lectern]**
- 1:25 pm **HRC introduces panelists:**
Emmett Carson, Peter Hart, Justin Timberlake, Dorothy Johnson

This afternoon we will hear from two panels of speakers as well as members of the audience. Our first panel will focus on two important issues – expanding America’s diverse philanthropic traditions and teaching the tradition to a new generation of youth. The second will focus on innovations in the areas of venture philanthropy and technology.

Let me introduce the first panel. Emmett Carson is President of the Minneapolis Foundation and a scholar of philanthropy in the African American community.

Peter Hart, the founder of Peter D. Hart Research Associates, has done extensive public opinion surveys and focus groups on the subject of community involvement, in addition to his extensive work for such clients as NBC News, The Wall Street Journal, and the Smithsonian Institution.

Justin Timberlake performs with the musical group N'SYNC. At the age of 18, he has created his own charitable foundation to help schools create high-calibre music programs.

And finally, Dorothy Johnson, the President of the Council of Michigan Foundations, is a nationally recognized expert on youth giving in addition to leading the largest regional association of grantmakers in the nation.

Let's begin with Dr. Carson.

1:27 pm **HRC turns to Emmett Carson, President of the Minneapolis Foundation**

Emmett Carson discusses these points:

- The importance of America's philanthropic tradition
- The importance of recognizing the contributions of all segments of American society, and the African American tradition specifically
- The role of religion in philanthropy
- The role of community foundations
- How the giving tradition is taught through family, faith, schools, and nonprofit organizations

1:31 pm **HRC response – transition to diverse cultures of giving**

America's tradition of giving is all the greater for the diversity of communities who contribute in their own ways. Many forms of giving are not captured by the statistics that we collect through the IRS and other means – especially when families give to other families in need directly, without expecting a tax deduction or going through an intermediary organization. Volunteer time is also hard to capture, but it is a major way that many people, including those with less income, give to others. In the new Millennium, people of color will be a majority in this country, and the cultural norms of these diverse communities will have an impact on the face of American philanthropy.

Before we move onto the next panelist, I'd like to hear from several people in the audience who have helpful perspectives on America's diverse giving traditions.

Lorraine Cortes-Vasquez [Cor – tezz Vas – kezz] is the President of the Hispanic Federation of New York and the incoming President of Hispanics in Philanthropy.

Evan Mendelson, the executive director of the Jewish Funders Network, will comment on the role of religious organizations in teaching the giving tradition.

And then I'd like to ask Peg Talburtt [Tall – burt], Executive Director of the Michigan Women's Foundation, to speak about women's funds. Let's start with Ms. Cortes-Vazquez.

1:33 pm **Lorraine Cortes-Vasquez discusses these points:**

- The strong giving traditions among the Hispanic community and how they differ from mainstream philanthropy
- Strategies to increase giving among communities of color generally

1:36 pm **Evan Mendelson discusses these points, speaking from the audience:**

- Underscores the importance of working with youth, describing the program her organization supports
- The role of religion in teaching the ethic of giving

1:39 pm **Peg Talburtt discusses the following points, speaking from the audience:**

- A brief history of women's funds and giving circles and how they work
- The future of women's giving in the new millennium

1:42 pm **Optional response by the President**

*May want to note the similarities among these diverse groups – the importance of **community ties** as a key determinant of people's willingness to give, regardless of their background. Therefore a strategy to increase giving is to build community.*

1:45 pm **HRC turns to Peter Hart, President of Peter Hart and Associates**

I know our next panelist, Peter Hart, has done extensive research on the attitudes of both the baby boom generation and today's youth on community and responsibility. Let's hear from him now.

Peter Hart discusses these points:

- The attitudes of the baby boom generation toward giving and how they differ from older generations
- The attitudes of young people toward community involvement, giving back
- The best strategies for involving the next generation of donors

1:49 pm **HRC turns to Justin Timberlake of N'SYNC**

Justin Timberlake makes the following points:

- What motivated him to want to give back (family? Other influences?)
- What his foundation will do.

1:52 pm **HRC turns to Dorothy Johnson, Michigan Council of Foundations**

Dorothy Johnson discusses these points:

- What the Michigan Council on Foundations is doing to involve youth in giving
- The Corporation for National Service's youth service programs
- The link between service and a lifetime of philanthropy

-- The role of schools in teaching giving, including service-learning

1:56 pm **HRC asks Johnson to introduce Ms. Chayo [Chi – o] Long-Mendez, who is seated in the audience**

I understand that you have brought with you today one of the young people who has participated in your program. Would you introduce her?

1:57 pm **Dorothy Johnson introduces Chayo Long-Mendez**

Chayo Long-Mendez speaks from the audience, briefly stating what involvement in the program has meant to her.

1:59 pm **Optional response by the President**

*May want to underscore one point that Ms. Johnson made – the important **connection between involvement in service as a youth and becoming a good citizen** as an adult. Could note that one of the important efforts of this Administration has been to seed and encourage youth service programs – particularly AmeriCorps, which celebrated its fifth anniversary earlier this week, and Learn and Serve America, which funds service-learning programs in every state.*

2:02 pm **HRC response**

[If we are running AHEAD of schedule at this point, may call on Malik Evans [Muh – leek Evans], a sophomore at the University of Rochester, who is prepared to share with the audience the outcomes of the morning's roundtable on Youth Voices On Giving, sponsored by the Corporation for National Service.]

We have many other organizations with us as well who are working to engage young people in the practice of giving. I want to acknowledge that Girl Scouts, an organization that has long been committed to teaching the ethic of service is unveiling a new philanthropy patch. I want to commend the Girl Scouts for taking this important step and thank Joyce Richards, the national director for advancement of the Girl Scouts, who is here today.

It is so important to teach philanthropy from an early age. I am particularly pleased that a group of organizations, including United Way, City Year, 4-H, Save the Children, US Committee for UNICEF, and the Corporation for National Service have come together to plan a new initiative on youth philanthropy. The Gates Foundation, which has in such a short time made such a significant contribution to so many important issues – from public access computing to health issues to educational opportunity for minorities – is committed to supporting the next stage of the group's planning process.

I'd like to ask Patty Stonesifer [Stone – sigh – fur], co-chair of the Gates Foundation, to say a few words.

2:04 pm **Patty Stonesifer discusses these points, speaking from the audience**

-- Comments on the White House Conference, acknowledging that it is stimulating action in many areas, particularly youth and philanthropy

-- Confirms the Gates Foundation's intention to help the youth organizations take their planning to the next level by supporting a working conference

-- Challenges other funders to become involved in the issue

2:06 pm **HRC invites audience to stretch their legs while Carson, Hart, Johnson, and Timberlake are reseated in the audience.**

New panel is seated on-stage

2:11 pm **HRC introduces next portion of the program.**

Now let's look at another issue – innovations in philanthropy and the role of technology.

**HRC introduces panelists:
Kevin Fong, Catherine Muther, Steve Case**

Our first panelist is Kevin Fong, a general partner of the Mayfield Fund, a California-based venture capital partnership and co-chair of Silicon Valley 2, a new fund for young professionals that promotes giving to nonprofit organizations.

He will be followed by Catherine Muther [Mew – ther], who has held senior positions in leading Silicon Valley companies, and is the founder and president of the Three Guineas Fund, whose mission is to create access to opportunity for women and girls.

Then we will hear from Steve Case, the Chairman and CEO of America Online. The AOL Foundation works to use technology to improve the lives of families and children and has just unveiled its new philanthropy website this week.

We'll start with Kevin Fong.

2:13 pm **HRC turns to Kevin Fong, Mayfield Fund**

Kevin Fong discusses the following points:

- Describes how venture capitalists approach philanthropic giving
- Discusses attitudes of "Silicon Valley" donors
- Comments on the interest of such donors in social entrepreneurs – nonprofit leaders who use business principles to further their causes

2:17 pm **HRC turns to Catherine Muther, Founder of the Three Guineas Fund**

Catherine Muther discusses these points:

- A brief description of the Three Guineas Fund
- The way that givers in the high tech world are approaching philanthropy, emphasizing differences with traditional givers/Venture Philanthropy
- How we can expand the number of those from the high tech community who invest in the nonprofit sector

2:21 pm **HRC turns to Steve Case, President and CEO of AOL**

Steve Case discusses these points:

-- How technology presents unprecedented opportunities for increasing giving

-- Why nonprofit organizations need to get up to date on new technology as consumers are increasingly turning to the internet for information

-- What are possible pitfalls to avoid

2:25 pm **HRC response**

One of the ways that many companies are assisting the nonprofit sector and working to stimulate giving among the public is to apply new technology, particularly the internet, in innovative ways. At today's E-Philanthropy Roundtable, sponsored by the National Charities Information Bureau, Greater Good, Charitable Way, the AOL Foundation, and the Commerce Department, a group of nonprofit organizations and companies came together to discuss the pitfalls and potential of giving through the internet.

I'd like to ask one of the organizers of the e-philanthropy conference to talk about what has been accomplished and what more they plan to do. Bill Massey is the President of the National Charities Information Bureau. Mr. Massey, could you fill us in?

2:26 pm **Bill Massey discusses the e-philanthropy conference, speaking from the audience**

2:30 pm **HRC response**

[If we are running ON TIME, may want to call on Rosabeth Moss Kanter to discuss how employers, like other institutions – schools, churches and synagogues, community organizations – can play a role in stimulating individual giving. Rosabeth Moss Kanter, a professor from Harvard Business School, is one of the country's leading experts on corporate community involvement and is prepared to discuss innovations in this field.]

This has given me a lot to think about. I'm sure that many of you are eager to get into the discussion. Those of you participating via Satellite will be leaving us shortly to have your own discussions – I hope that you will send us your ideas and conclusions, as well as new efforts you might choose to undertake as a result of this conference.

2:31 pm **The President makes concluding remarks and departs**

2:34 pm **Closing credits on Satellite**

2:34 pm **HRC opens up the discussion with the audience**

Now let's hear from some of you.

First, let's talk about teaching generosity – I know that there are many innovative programs represented in this room, and some young people who are heroes in their own right here with us today.

Second, we've heard a lot about technology and venture philanthropy. I can only imagine the innovations going on around the country. Tell us about them.

And finally, it has struck me that the common thread running through this conference – the common strategy that attracts young and old, new and traditional givers, people of all religions and cultures – is the importance of building community. Americans strongly desire connectedness, and as they achieve those ties, they are more likely to give of their time and their money. Let's explore this idea.

[Note – if Malik Evans has already spoken, **go directly to the audience** members to begin the discussion of “teaching generosity.”]

To begin our discussion of “teaching generosity,” I'd like to ask Malik [“Muh – leek”] Evans to share with the group the results of this morning's discussion on youth and philanthropy, organized by the Corporation for National Service.

2:36 pm **Malik Evans speaks**

2:38 pm **HRC invites others to comment on topic of teaching generosity.**

2:54pm **HRC introduces second topic – technology and venture philanthropy**

[Note – if you have already called on Rosabeth Moss Kanter, **go directly to the audience for comments** on the topic of technology and venture philanthropy.]

One of the themes that all of our speakers have alluded to is that people are more likely to give if they are asked – a seemingly obvious truth, but one that bears thinking about. We have also heard how institutions – schools, churches and synagogues, community organizations – can play a role in stimulating individual giving. Employers are increasingly playing this role, working with the United Way or developing their own matching gifts programs. Rosabeth Moss Kanter, from Harvard Business School, one of the country's leading experts on corporate community involvement is with us today. Rosabeth, would you give us your views on innovations around the country in this area.

2:55 pm **Rosabeth Moss Kanter discusses the following points, speaking from the audience:**

-- Why corporations are increasingly interested in community involvement

-- How employees (and customers, vendors, etc.) are important assets to corporations seeking to have an impact in the social sector

-- What some innovative companies are doing in this area (ie IBM, Timberland, others)

2:58 pm **HRC invites others to comment on topic of technology and venture philanthropy.**

3:14 pm **HRC introduces third topic – diverse traditions**

Finally, let's talk a little more about innovations in philanthropy as we head into the new millennium.

I'd like to ask Rebecca Adamson of First Nation's Development Institute about that organization's approach to philanthropy. I understand that First Nation's pools funds from many different sources, based on your culture of giving. Can you explain how this works?

3:16 pm **Rebecca Adamson discusses these points, speaking from the audience:**

-- The creation of the First Nations Fund

-- Innovations in the Native American community

3:19 pm **HRC invites others to comment on topic of diverse traditions in American philanthropy**

[Suggest you call on Lucille Echohawk to comment further on the tradition of giving in the Native American community]

3:35 pm **HRC asks Bill White, Mott Foundation to speak**

We need to wrap up what has been a very interesting discussion. But before we close, I'd like to ask Bill White, President of the Mott Foundation, one of our major sponsors, to have the last word.

3:36 pm **Bill White speaks**

3:39 pm **HRC makes closing remarks**

3:45 pm **Conference is adjourned**