

MEMORANDUM

TO: STEPHANIE STREETT
LORETTA UCELLI

FROM: SHIRLEY SAGAWA
ELLEN LOVELL

cc: BRUCE REED
MELANNE VERVEER

DATE: November 6, 2000

SUBJECT: OPTIONS FOR A PHILANTHROPY ANNOUNCEMENT EVENT

An often-overlooked contribution of the President and First Lady has been the way that their "third way" vision of government has transformed the nonprofit sector. Their understanding that civil society is essential to democracy has manifested itself in policies, programs, and partnerships across government, from AmeriCorps to the Welfare to Work Partnership. And the President's economic policies have made it possible for individual giving to charities to reach an all-time high, with the engagement of new high-tech givers setting off a period of innovation in the philanthropic world not seen in decades.

The October, 1999 White House Conference on Philanthropy addressed these themes and touched off a year of activity inside and outside of the White House. The results of these efforts are now ripe for a public announcement. Such an announcement would include:

- More than \$3 million that has been pledged to launch a nationwide challenge to young people to give back to their communities, with specific sites including California, DC, the Delta region, and Kansas City;
- A first-ever report by the Council of Economic Advisors demonstrating the great potential for increased giving by wealthy Americans and that low-income givers contribute a substantially higher proportion of their wealth than do high-income givers; and
- The report of the White House Task Force on Non-profits and Government, created at the White House Conference on Philanthropy. The report documents how the Clinton Administration transformed the relationship of the federal government and the nonprofit sector through dozens of ground-breaking partnerships.

Although it is not our preference, this event could be combined with one of two additional events that are pending: the DC Launch of City Year (which is a great example of federal-nonprofit partnerships) or the President's Student Service Awards dinner honoring Eli Segal, Harris Wofford, Sargent Shriver, and Colin Powell.

Here are the freestanding event options we have thought of:

Major speech on civil society

Given the importance he has placed on strengthening civil society, the President would have much fodder for a major farewell speech on the topic, including the above announcements. Such a speech would be appropriate at a university such as Georgetown, not only because the President is an alumnus, but also because it has been a leader in promoting civil society, and hosts both the Center for the Study of Voluntary Organizations and Service, a research institute, and the Volunteer and Public Service Center, directing service opportunities to staff and students. We would include the individuals involved in the Interagency Task force and youth in philanthropy initiative in the audience and request their participation in a meet and greet on site.

Community visit

During the holiday season, the President and First Lady usually visit a community-based volunteer program. In the DC area there are many community organizations that have benefited from philanthropy, engage youth in giving, or have participated in a partnership with the federal government. For example, the Thurgood Marshall Center in the Shaw neighborhood, located in the historic Twelfth Street YMCA building, was the former home of the first full service YMCA for African Americans in the nation. It is being revitalized with philanthropic support from foundations and individuals, and is part of the First Lady's Save America's Treasures program. Volunteers through the local nonprofit For the Love of Children will provide services to community youth at the Center, which will also involve the young people themselves in constructive activities. If the President were to make the above announcements at a site visit to the Center we could arrange for the children at the Center to be one of the first groups to participate in the youth giving initiative – AOL has pledged \$1 million over ten years to start the program in the DC area. If there is a reason to do so, the event could also be held at community sites in any of the locations that are part of the youth initiative, such as California, Michigan, Kansas City, or the mid-South.

East Room event

The President could host an event in the East Room (or 450, or on a smaller scale, in the Roosevelt Room) to make the announcements and thank the members of the Interagency Task Force and donors to the youth giving initiative. The event could include youth who will be participating in the giving initiative.

Timing

The holiday season of course is a logical time to focus on giving, so an event anytime between Thanksgiving and Christmas makes sense. One possible hook is the the Combined Federal Campaign, which began in September and runs through December 15. We believe that news coverage would be best around the holidays, and are confident that the *Chronicle of Philanthropy* will cover the event. Note that both the *Washington Post* and *New York Times* have philanthropy reporters, and that the *NYT* will put out a special philanthropy section in late November, around Thanksgiving.

We look forward to discussing these ideas with you. Thanks for your consideration.

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