



Shawn Valassis <svalassis@hartresearch.com>

10/20/99 01:25:44 PM

Record Type: Record

To: MaryEllen C. McGuire/WHO/EOP

cc:

Subject: Peter Hart philanthropy speech

Dear Ms. McGuire:

Attached please find a copy of the remarks that Peter will be presenting this Friday. Please let me know if I can help you with anything else.

Sincerely,

Shawn Valassis
Peter D. Hart Research Associates
(202) 234-5570



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Philanthropy At The Millennium

The rules of the game are changing in every aspect of life around us, and nowhere is this more evident than in the world of philanthropy. If we had a Dow Jones average to measure Americans' involvement in and commitment to civic engagement in the first decade of the new millennium, we not only would be breaking the 10,000 mark, but also potentially going through the 20,000 and 30,000 levels. That is how exciting and encouraging the results are from several surveys we have done on this subject.

Here are five key findings from Generation X, baby boomers, and Americans in general.

1. With regard to Generation X, here is what we know. This is a misunderstood generation; its members don't fit into the old models. They have as much idealism and involvement as their older brothers and sisters, and even their parents, but their idealism is not about changing the world, it is about changing their neighborhood. In our survey for Public Allies, 54% of Gen Xers said that a very effective way to make changes in our country was volunteering to help individuals in a direct way. Only 18% felt similarly about volunteering for a political campaign or social cause.
2. Gen Xers should give us great hope on the issues of diversity, respect, and tolerance. They place a premium on diversity and reaching out to people of different races and backgrounds. When asked about the values they care about, young people mention things such as "appreciating and respecting the racial and ethnic diversity of our country" as being every bit as important as, if not more important than, traditional American values such as self-reliance, patriotism, and religion.
3. For now, they want to give more of their time than money (45% feel that way), and 85% say that their motivation for giving is "to feel they are making a difference to help those in need." To them, leadership is seeing something from someone else's point of view. This is a different generation, but one that should make us feel encouraged.
4. The story of the baby boom generation is more challenging, but still encouraging. They have less confidence in government and accord politics a less central role in their life. Baby boomers are not blindly trusting of the groups to which they send their donations, but they do look to charitable and social causes to promote change. They view their contributions as investments and thus demand some measurable return on their support.

5. This generation is about to become the backbone for volunteerism and philanthropy in the decade ahead. Among baby boomers, 59% say they will be giving more in the next five years, while only 18% of older Americans plan to increase their giving. These boomers also are planning to leave their current careers earlier, and they are looking to be fulfilled and to stay engaged. They do not want to be asked to do “busy work”; and one-third talk about volunteering and community service being a very important part of their retirement.

The message that emerges from our work is simple: Tear up the old playbook because the rules have changed. To be successful, reach out and ask people. To be successful, try new methods. To be successful, find ways that people can feel the direct effect of their participation. To be successful, use their employers, because people want a chance to be involved at work. As Thomas Wolfe said 70 years ago: “You can’t go home again, back home to the old forms and systems and to the things that once seemed everlasting, but are changing all the time. The home to everyone of us is in the future—there is no other way.”



Trevor Neilson <trevor@gatesfoundation.org>
10/19/99 02:07:07 PM

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To: MaryEllen C. McGuire/WHO/EOP

cc:

Subject: Patty Stonesifer remarks for WH conference

-great that this first ever conference on philanthropy is taking place,
happy to be here

-we are pleased to be a part of this next step

-It's great that this conference has acted as a catalyst bringing together
all of these incredible organizations on such an important issue

-We hope that other groups can come together, support and be involved in
this work as well



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We make a living by what we get. We make a life by what we give.

-Winston Churchill



The Giving Back Fund

FAX COVER PAGE

To: MARY ELEN McGUIRE

Company: THE WHITE HOUSE

Fax #: 202-456-6244

From: MARC POLICK

Date: OCTOBER 20, 1999

No. of Pages (including cover): 3

Comments:

JUSTIN TIMBERLAKE'S REMARKS FOR TWO-MINUTE
INTERVIEW WITH MRS. CLINTON ON
OCTOBER 22, 1999

JUSTIN TIMBERLAKE'S REMARKS AT THE WHITE HOUSE

October 22, 1999

Total speaking time: 2 minutes

...MRS. CLINTON TURNS TO JUSTIN TIMBERLAKE OF N'SYNC

Justin Timberlake discusses (1.) what has motivated him to start his own foundation and (2.) what that foundation will do.

(1.) I've been really lucky in my life. I get to work with great people, travel, I have a wonderful family, and I'm fortunate enough to be successful in a field that I love! It's really important to me to stop and recognize the fact that I've had a lot of good fortune, and that along with that good fortune goes some responsibility to give back to the people and communities that have helped me get where I am today.

In the position I'm in, I see the tremendous interest in music from kids all over the country. I get tens of thousands of letters a week from kids and their number one questions ^{are} "How can I get involved in music?" "How can I get started?" Starting a foundation is a way for me to say thank you to my incredible fans and supporters, and to help them get involved. It's also a personal statement about what I value and care about in the world. In the music industry it's easy to get really focused on your career, and lose touch with other things in life that are equally- if not more - important. I want to make sure that never happens to me, and I also want to be able to do some good in the world.

For me, music has always been a way to communicate with others, and express myself in a positive way. I know that while I was growing up, I had big dreams of becoming a musician and performer, and didn't always feel like the resources I needed to pursue those dreams were available. I've thought a lot about that fact, and it's important to me to make an effort to improve the system and make sure that kids are given the tools they need to recognize and go after their dreams in public schools. I also think that often kids who don't necessarily excel in more traditional areas in school need an outlet that helps them channel their emotions and energy in a positive direction. It's easy to feel like an outsider when you don't have enough opportunities to find what you're good at, and that outsider feeling can lead to really negative and dangerous situations in schools.

(2.) Improving music programs in public schools is a really concrete way to take steps towards giving kids the tools they need to feel good about themselves and their accomplishments. I plan on having the money from my foundation go towards working within the public education system to make things better for kids, and to give them the chance to experiment and explore their interests. I'm excited about working with The Giving Back Fund to gather a team of experts in the field of music education who will help us identify the best way that my foundation can contribute to this cause. I plan on making sure that money goes to schools in the most useful, effective way possible so that kids can have the chance to explore music and make it a part of their lives like I've been able to do.