

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. report	Summit Commitment Status Report [partial] (1 page)	04/06/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Shirley Sagawa
OA/Box Number: 24342

FOLDER TITLE:

Speech Materials [1]

2013-0124-S

rc1162

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

MEMORANDUM

February 23, 1999

To: Melanne Verveer, Janie Jeffers, Molly Buford, Noa Meyer

From: Glen Howard
Chair, Business Philanthropy Summit

Re: First Lady's Participation in the 1999 Summit
March 5, Four Seasons Hotel, 8:45-10:00am

Following up on my February 11 meeting with Melanne, this memo provides additional background on the Second Annual Business Philanthropy Summit. We are all so pleased that the First Lady has accepted our invitation to speak once again at this event.

PROGRAM

As shown on the enclosed **program agenda** (*Attachment 1*), Mrs. Clinton will be one of three featured speakers, following Frank Raines and Mayor Anthony Williams. We hope that she will renew the call to action she issued at the first Summit (April 7, 1998), urging our region's top business leaders to commit themselves to a higher level and quality of "community investment" through various kinds of philanthropy and volunteerism.

As I discussed yesterday with Molly, we plan for the introductions of the three featured speakers to begin at approximately 8:50am. We would thus appreciate Mrs. Clinton arriving in the holding room **by 8:45am**. (Of course, the First Lady is more than welcome to attend the entire event, which will begin at 8:00am.) I expect that Mr. Raines and Mayor Williams will be present for the first hour of the program and will greet Mrs. Clinton as she enters the hall; all three will then take their seats on the stage, which will be arranged with a podium and three large chairs. In turn, Mr. Raines, Mayor Williams, and then Mrs. Clinton will each speak from the podium for 5-7 minutes.

As the First Lady retakes her seat, Ms. Rogers will go to the podium and help to moderate the discussion among the speakers. While the program schedule at that point will be flexible, I anticipate that this discussion may last 15-20 minutes before Ms. Rogers asks for questions and comments from the attendees. Please let me know if you have any special instructions as to how we should handle the Q&A part of the program.

At a few minutes before 10:00am, Ms. Rogers will conclude the plenary discussion and thank the three featured speakers. As Mrs. Clinton leaves the hall (and as we wait for clearance from the Secret Service), I will resume the podium, remind attendees to complete and return their "Corporate Commitment Cards," and conclude the session.

HOSTS AND SPONSORS

The Second Annual Business Philanthropy Summit is hosted by Greater DC Cares and the *Washington Business Journal*.

Greater DC Cares is the largest volunteer resource in the region, with over 14,000 oriented volunteers. Every month, Greater DC Cares' volunteers provide over 5,000 hours of service to over 100 community service organizations in the Greater Washington area. In addition, Greater DC Cares provides expertise in volunteer management and plans regular volunteer opportunities for businesses through a program called BUSINESS SHARES.

(Principals: David M. Bradt, Jr., Chair; Susan V. Linsky, Executive Director)

Washington Business Journal is a weekly business newspaper providing breaking news and information for the greater Washington region with a readership of over 150,000 senior business executives. *Washington Business Journal* is owned by American City Business Journals, with newspapers in 37 cities around the country. American City is part of Advance Publications, owner of the New Yorker, Condé Nast publications like *GQ*, *Vogue* and *Glamour*, and Random House. (Principal: Alex Orfinger, Publisher)

To coincide with the Business Philanthropy Summit, the *Washington Business Journal* is again publishing a special supplement, "The Greater Washington Business Philanthropy Guide," which will spotlight excellent examples of strategic philanthropy, business volunteer programs, and successful community partnerships. Launched in 1998 for the initial Summit, this is now a yearly publication that serves as a valuable measure of progress in our community.

Sponsors of the 1999 Summit are: **Fannie Mae Foundation** (Founding Sponsor), **Freddie Mac**, the **Eugene & Agnes E. Meyer Foundation**, and **NationsBank**. In addition, the **Morino Institute** has provided special funding to produce the videos presented at the Summit.

Approximately 380 of the National Capital region's top business leaders will be in attendance. Fifty-five key executives, acting as "hosts" for the event, generated the guest list.

PREPARATION FOR PRESENTATIONS

To assist the First Lady's staff in preparing her both for her introductory remarks and the plenary discussion, I enclose the following:

- Summit **agenda** (*Attachment 1*);
- Memo summarizing the **Conference Themes and Messages** we hope to convey during the Summit (*Attachment 2*);
- List of those individuals who will be participating (either live or via video) in the program. (*Attachment 3*);
- Report on the response to the 1998 Summit; and Greater DC Cares' follow-up goals and 1999 program strategy, with brief descriptions of the **program initiatives** to be kicked off by the 1999 Summit, including: Community Connections Conference; Board Leadership Program; Strategic Giving Forum, and Business Shares volunteer program (*Attachment 4*); and
- Suggested **talking points** for each of the three featured speakers (*Attachment 5*). While the "Conference Themes and Messages" document (above) articulates the broader menu of ideas we would like to be conveyed at the event, this document suggests how at least some of those ideas might be "allocated" among the three speakers.

As I receive feedback, outlines, or drafts from your, the Mayor's, and Mr. Raines' offices, I will circulate them to each of the others. In this way, I hope to help ensure that the presentations will be complementary and that all will be optimally prepared for the roundtable discussion. For these purposes, please let me know when I can expect to receive an outline or draft of the First Lady's remarks. Of course, in the event she plans to use the Summit as an opportunity to announce any new program or initiative, I would appreciate knowing that too.

Once again, we are delighted that the First Lady will be participating in the 1999 Summit. Please do not hesitate to contact me if you need any additional information about the Summit itself, any of the participants, or the follow-up programs planned to capitalize on momentum generated by the March 5 event.

Glen S. Howard

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Washington, DC 20015-1334
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GREATER WASHINGTON BUSINESS PHILANTHROPY SUMMIT

MARCH 5, 1999

PARTICIPANTS

Featured Speakers

First Lady Hillary Rodham Clinton

The Honorable Anthony A. Williams

Mayor of the District of Columbia

Franklin D. Raines

Chairman & Chief Executive Officer

Fannie Mae

Other Presenters

Leland C. Brendsel

Chairman & Chief Executive Officer

Freddie Mac

G.S. Fitz-Hugh, Jr.

President

NationsBank, Greater Washington

Glen S. Howard, Summit Chair

Executive Committee, Greater DC Cares

Senior Advisor, Fannie Mae Foundation

Susan V. Linsky

Executive Director

Greater DC Cares

Alex Orfinger

Publisher

Washington Business Journal

Julie L. Rogers

President

Eugene & Agnes E. Meyer Foundation

*Selected Companies and Individuals
Making A Difference*

Susan Hager

Chair & Chief Executive Officer
Hager Sharp, Inc.

Elizabeth Lisboa-Farrow

President & Chief Executive Officer
Lisboa Associates, Inc.

Marie C. Johns

President & Chief Executive Officer
Bell Atlantic-Washington, DC

Jonathan L. Kempner

President
National Multi-Housing Council

Peter C. Forster

Chairman
The Clark Construction Group, Inc.

Richard Hart

Director of Personnel Development
The Clark Construction Group, Inc.

Desa Sealy Ruffin

Vice President
William C. Smith Company

Greg Taylor

Executive Director
Community Impact!

Bernard J. Tyson

President, Central East Division
Kaiser Permanente

Individuals Featured in the Opening Video

David M. Bradt, Jr.

Partner, Arthur Andersen
Chair, Greater DC Cares

Stephen M. Case

Chairman & CEO, America Online

Eldon H. Crowell

Of Counsel, Crowell & Moring LLP

Jamie S. Gorelick

Vice Chair, Fannie Mae

Jeffrey R. Keitelman

Member, Rudnick, Wolfe, Epstein & Zeidman
Founder, Greater DC Cares

Mario Morino

Founder and Chairman, The Morino Institute

Billy Shore

Founder and Executive Director, Share Our Strength

GREATER WASHINGTON BUSINESS PHILANTHROPY SUMMIT

MARCH 5, 1999

7:30 - 10:00 am

7:30 - 8:00 REGISTRATION AND COFFEE

8:00 - 8:09 WELCOME AND VIDEO PRESENTATION
Leland C. Brendsel, Chairman & CEO, Freddie Mac

8:09 - 8:11 AGENDA OVERVIEW
Alex Orfinger, Publisher, *Washington Business Journal*

8:11 - 8:25 BREAKFAST SERVED

8:25 - 8:30 *WASHINGTON BUSINESS JOURNAL* SURVEY RESULTS - Mr. Orfinger

8:30 - 8:45 SELECTED COMPANIES AND INDIVIDUALS MAKING A DIFFERENCE -
Glen S. Howard, Summit Chair - Executive Committee, Greater DC Cares

1st video

- National Multi-Housing Council (volunteerism)
- Hager Sharp (board leadership)
- Clark Construction Group (public/private partnerships)

Live

- Bell Atlantic-Washington, D.C. - Marie C. Johns (strategic giving)
- Lisboa Associates - Elizabeth Lisboa-Farrow (volunteerism)
- Kaiser Permanente - Bernard J. Tyson (in-kind giving)

2nd video

- William C. Smith Company (Parklands - Anacostia neighborhood revitalization)

8:45 - 8:50 SUMMARY OF CORPORATE CITIZENSHIP INITIATIVE
Susan V. Linsky, Executive Director, Greater DC Cares

8:50 - 8:55 INTRODUCTION OF SPEAKERS

G.S. Fitz-Hugh, Jr., President, NationsBank, Greater Washington

8:55 - 9:58 REMARKS AND PLENARY DISCUSSION

- Franklin D. Raines – Chairman & CEO, Fannie Mae
- The Honorable Anthony A. Williams – Mayor of the District of Columbia
- First Lady Hillary Rodham Clinton

Moderated by Julie L. Rogers

President, Eugene & Agnes E. Meyer Foundation

9:58 - 10:00 CALL FOR COMMITMENTS; CONCLUSION – Mr. Howard

GREATER WASHINGTON BUSINESS PHILANTHROPY SUMMIT
MARCH 5, 1999

Conference Themes and Messages

1. Ultimate **goal** of the Summit and its program initiatives:

**To increase both the level and quality of business philanthropy –
community investment – in our city and region.**
2. In service of that goal, the Summit program is intended to convey two key messages to the almost 400 CEOs attending:
 - a. that legitimate business self-interest – not merely munificence – dictates active, creative participation in efforts to make ours a healthier, more attractive community in which to live and work; business will reap benefits if it takes the lead in making such efforts successful; and
 - b. that there are tools and resources already available to help interested businesspeople to get engaged (or more engaged) in meaningful community investment.
3. Based on what we learned from the business community's strong response to the April 1998 Summit, Greater DC Cares has designed initiatives to help businesspeople follow through on their desire to get more effectively engaged with the community. Much has been done over the past year, and now it is time to take these efforts to a higher level.
4. Now is a time of renewed optimism in our city and region; there is growing recognition that ours is a community *worth* investing in. We must capitalize on this new spirit, not only to build our own businesses in the short term, but also through broader efforts – through *community investment* – to build a healthier, more livable, more competitive city in a more competitive region in a competitive world. The nation is watching to see whether and how we in the National Capital region take advantage of our new opportunities.
5. Problems *and* solutions are regional. They neither begin nor end at the Beltway or the Potomac.
6. The “new” D.C. Government is ready to work with – not against – business, including partnering with business to improve both (i) government's ability to serve our citizens and (ii) community organizations' ability to meet community needs.

7. *Community investment* can take many forms, including:
- a. Providing human and knowledge capital (*i.e.*, volunteerism) to community service organizations and government
 - b. Strategic dollar giving
 - c. In-kind giving
 - d. Individual businesses partnering with community-based organizations
8. *Community investment* is good for business. The return on such investment, apart from the benefits to the community, also takes many forms, including:
- a. Improved company morale/pride and employee retention
 - b. Employee training and leadership opportunities outside the workplace
 - c. Employee team-building
 - d. Greater visibility; reputation-building; public relations opportunities
 - e. Cross-marketing and cause-related marketing opportunities
9. *Community investment* can be undertaken by **all** kinds of businesses: manufacturers and construction companies; law firms and technology companies; trade associations and trade unions; accounting firms and hospitality companies; health care providers and media organizations. Every type of business entity – large and small – can be involved in its own particular way.
- a. **Employee volunteer programs:** Businesses need to know how to implement volunteer programs to engage their employees in the community.
 - b. **Individual senior-level volunteerism:** Fixing up houses and tutoring kids is rewarding for many, but more senior business leaders can make an even more significant personal difference by:
 - i. joining a non-profit board, donating their expertise. and leveraging their connections; and
 - ii. providing *pro bono* professional/executive assistance to local government entities through participation in loaned executive programs, task forces, advisory groups, and project-specific consulting.
 - c. **Strategic giving:** Donations of money, goods, or services can have greater strategic impact when donors concentrate on areas in which they and their businesses have the most expertise and experience.

- i. Business knowledge and contacts, as well as financial support, can be successfully leveraged to yield more significant benefits for intended beneficiaries.
 - ii. Matching gift programs – perhaps emphasizing gifts to organizations for which your employees volunteer – can simultaneously boost employee philanthropy and volunteerism.
 - iii. Publicizing what your company is doing so that others can use it as a model for their own engagement.
- 10. We understand that many business leaders simply lack knowledge (i) about community needs and (ii) about excellent programs already in place to help meet these needs. That is why the Summit is not intended just to gently/vaguely urge business to pitch in, but instead:
 - a. To reinforce *why* community investment is good for your business and for all of us,

and (perhaps more importantly)
 - b. To make you aware of specifically *how* you and your employees can engage in community investment, *i.e.*, through some of the concrete tools available from Greater DC Cares to help you:
 - i. **Business Shares program** – showing you how to build corporate volunteer programs tailored to your own organization and its particular needs and priorities; help your employees learn how to be better volunteers; sign up to sponsor and participate in Greater DC Cares Day 1999
 - ii. **Board Leadership program** – matching your interests and talents with non-profit board(s) that need you and can take best advantage of your experience; training you for effective non-profit board membership.
 - iii. **Strategic Giving forum** – learn how to provide financial and in-kind support to community organizations in a meaningful, effective way.

Greater Washington Business Philanthropy Summit
Co-hosted by
Greater DC Cares and the Washington Business Journal

BUSINESS PHILANTHROPY SUMMIT - 1998

The Business Philanthropy Summit '98 was an unqualified success, measured by the number of regional top executives who attended, the quality of the program, the media attention, and the participation of First Lady Hillary Rodham Clinton as keynote speaker. The corporate community's response to this call to action has been extraordinary.

The '98 Summit was attended by 322 regional business executives; more than 150 of them returned a "Corporate Commitment Card" to Greater DC Cares, requesting the following assistance in becoming more involved in the community:

Interest Breakdown of Returned Commitment Cards*	
Just help me get engaged	37%
Corporate Volunteerism	35%
Board Level Leadership/Loaned Executive Program	25%
Partnerships with Community Organizations	23%
In-kind Giving	13%
Strategic Giving	11%

* Many checked more than one response

A task force of the Greater DC Cares board has had initial follow-up discussions with these business leaders to explore their areas of interest and to determine their current level of community activity. These discussions make clear that many such leaders sincerely wish to become more effectively engaged, but there is a pervasive lack of knowledge about community needs. Local business leaders are generally unaware of excellent programs currently in place to help meet these needs. Many require more community-related education and technical support before they will be in a position to give to the community in a meaningful way.

Businesses expressing interest in beginning corporate volunteer programs were contacted by Greater DC Cares about becoming *Business Shares* members. As a result, 10 companies have initiated new corporate volunteer programs through *Business Shares*.

It is not just businesses, however, that need help. Greater DC Cares has concluded that the 125 community-based organizations with which we work on a regular basis also need training and support to build their own capacity to use corporate volunteers efficiently

and to maximum effect. Greater DC Cares can help serve as a matchmaker between interested businesses and community-based organizations in need of volunteers.

FOLLOW-UP GOALS

Greater DC Cares established three strategic goals following the first Business Philanthropy Summit:

- To increase corporate philanthropy, both in terms of dollars and volunteerism
- To expand and enhance Greater DC Cares' capacity to serve as a broker and facilitator to both business and community-based organizations
- To increase community-based organizations' capacity to use corporate volunteers effectively

PROGRAM STRATEGY FOR 1999

GREATER WASHINGTON BUSINESS PHILANTHROPY SUMMIT '99 – March 5, 1999

- Co-hosted by Greater DC Cares and the *Washington Business Journal*
- Featured speakers:
 - Hillary Rodham Clinton, First Lady of the United States
 - Honorable Anthony Williams, Mayor of Washington, D.C.
 - Franklin D. Raines, Chairman & CEO, Fannie Mae
- Publication of the *Greater Washington Business Philanthropy Guide*
- Key messages:
 - Business must spearhead the revitalization of Washington
 - Philanthropy ("community investment") is good for business
 - Increase the level of giving in the Greater Washington area
 - Donate goods and services to non-profits
 - Create partnerships between individual businesses and community service organizations
 - Join a non-profit board, donating your expertise and leveraging your connections
 - Engage your employees as volunteers in the community
 - Provide *pro bono* professional/executive assistance to local government through participation in loaned executive programs, task forces, advisory groups, and project-specific consulting

- Outcomes: Measure increased philanthropy and community-building activity by surveying area companies and publishing anecdotal and statistical information in the *Greater Washington Business Philanthropy Guide* in 2000.

COMMUNITY CONNECTIONS CONFERENCE

- April-May 1999 at the World Bank
- 400+ community-based organizations invited
- Program:
 - Building effective non-profit / for-profit partnerships
 - How to use corporate volunteers effectively
 - Maximizing available community resources by collaboration
 - How to get business executives to join your board
 - How to get goods and services donated
- Outcomes – Greater DC Cares will:
 - work intensively with 10-20 non-profits to improve and enhance their capacity to use corporate volunteers effectively;
 - provide conference facilities at minimum cost to community-based organizations for meeting and training;
 - provide computer access for non-profits;
 - match business executives with non-profit board positions and volunteer consulting opportunities in the community.

BOARD LEADERSHIP PROGRAM

- Board leadership training for corporate executives
- Develop partnership with the Board of Trade and D.C. Chamber of Commerce to promote program
- Individual counseling to determine interest and talents
- Matching with non-profit board and loaned executive opportunities
- Program:
 - What it really means to be a board member
 - Governance vs. micromanagement
 - Fiduciary duties of board membership

- Using your connections and your skills effectively
 - Get, give, or get off
- Outcome: 10 business executives will be placed on non-profit boards.

BUSINESS FORUM: "STRATEGIC GIVING IS GOOD FOR BUSINESS"

- Key messages:
 - Philanthropy – "community investment" – is good for the bottom line
 - Four methods of giving: Corporate Foundation, Community Foundation; Targeted Giving Programs, and In-Kind Support
- Outcomes:
 - Area businesses establish five new strategic giving programs.
 - Greater DC Cares will seek corporate mentors for fledgling corporate giving programs.
 - Greater DC Cares will post on its website non-profit organizations' needs for corporate donations of goods and services.

TRAINING SESSIONS: "BUILDING A CORPORATE VOLUNTEER PROGRAM"

- Greater DC Cares' Business Shares program benefits businesses, employees, and the community.
- Corporate volunteer programs improve employee morale and pride in the company.
- Corporate volunteer programs enhance corporate image.
- Fostering employee volunteerism is a creative and powerful team-building tool.
- Program:
 - Assisting company in developing or enhancing community involvement programs
 - Developing surveys and project planning processes
 - Designing program and project evaluations
 - Providing volunteer orientation and training
- Outcome: 20 companies develop corporate volunteer programs.

BUSINESS PHILANTHROPY SUMMIT

MARCH 5, 1999

SUGGESTED TALKING POINTS FOR THE FIRST LADY

- A special period in the history of our Nation's Capital. After years of trouble and decline, the city is getting its act together:
 - The core of our region – the District of Columbia – is returning to fiscal health with the implementation of the President's Revitalization Plan. Frank Raines, as Director of the Office of Management and Budget, was both visionary and instrumental in implementing that plan to help put the city's finances on a sound basis.
 - With the election of Anthony Williams as Mayor, there is renewed hope and excitement about Washington, D.C.'s possibilities; new optimism that, through sound, caring management, the District of Columbia can become a city that works for its citizens, as well as for the visitors who throng here each year.
 - Renewed economic investment in the District of Columbia; surging regional economy. Greater Washington continues to evolve into a national and international center of business and technology, as well as being the seat of government of the greatest power in the world.
- Unprecedented opportunity to create a model community; but no one sector can do it alone – not a reinvented local government, not the Federal Government, not the business or non-profit or philanthropic communities. It takes all of us working together – as *partners* – to capitalize on this opportunity.
- The people in this room know what too few of the visitors to our region know: Washington, D.C. is more than monuments and government institutions. We are also neighborhoods and a richly diverse culture. We are also people with basic needs for affordable housing, clean and safe communities, education and training to fill the jobs growing here in such abundance. We need to attract more national attention – positive attention – to our city and region. National philanthropic foundations are beginning to catch this wave by investing in our community. But we need to cultivate more such investment. Showing that we care enough about our own community to invest in it ourselves – through strategic giving, volunteerism, and community partnerships – is key to cultivating outside economic and social investment.

- It is time for more businesses to follow the example of the companies on the *Washington Business Journal's* listing and profiles today of those investing in our community. It is time for more of you and your colleagues to increase the resources your company is willing to invest in the community – in terms of actual dollars, goods and services donated, and volunteer hours.
- Business has always been the engine for change and revitalization in our communities. I have seen it happen in cities around the country, and it can happen here too. Assembled in this room are 380 key business leaders of this region; you are the engineers that can make the renewal of the National Capital region happen. Don't wait for others to do it. Through community investment – not just in bricks and mortar, but also in people – business can be an engine for effective change here. **Together** – business, non-profits, and government – we can make a real difference in the life of our community.
- Civic pride in our Nation's Capital will come from business taking a leadership role. As the Nation's Capital, we should be a model community – a shining example of the American way of life. The Year 2000 marks the 200th Anniversary of the Nation's Capital. Business can celebrate this milestone by making a difference.
- Fortunately, you in the business community don't have to invent this wheel or carry the load all by yourself. There are so many wonderful non-profits in the region that are already doing incredible work on shoestring budgets. And, as you have heard this morning, business leaders working through Greater DC Cares and others are offering you a variety of concrete, user-friendly mechanisms designed to make it even easier for you to work with those organizations – providing your financial support, your business expertise, and the volunteer support of your employees.
 - Help them by investing in what they are already doing; expand their capacity.
 - Invest your time: join and actively participate on the board of a community service provider in whose mission you are interested.
 - Start a program for your employees to volunteer in the community.
 - Invest more of your corporate profits back into the community.
 - Donate your products and services.
 - Donate your old computers, office furniture, vehicles.
 - Partner with a non-profit that needs your particular business expertise.

I challenge you take advantage of these mechanisms to find out who these worthwhile organizations are, to find out what they need, and to find ways to give it to them.

SUGGESTED TALKING POINTS FOR MAYOR WILLIAMS

- If ever there were a window of opportunity for our city, this is it. With renewed confidence and optimism in the District – among its citizens, business, the philanthropic community, and the Congress – we must not lose this opportunity to build a healthier, more livable, more competitive city in a more competitive region in a competitive world.
- We have come to understand the limits – as well as the obligations – of a modern American city: that we must live within our means, deliver services that citizens have a right to expect, and provide a welcoming home for business, as well as for the government, trade associations, cultural and tourist institutions that have long been the foundation of our city. Real progress is being made – and will continue to be made – in acting on this understanding.
- Problems *and* solutions are regional. They neither begin nor end at the Beltway or the Potomac.
- The Williams Administration is ready to work with – not against – business, including partnering with business to improve both (i) government's ability to serve our citizens and (ii) community organizations' ability to meet community needs.
- Public/private partnerships are on the rise. Some are being established by our larger institutions (*e.g.*, Fannie Mae and Howard University; the World Bank); others are more grassroots. But much more needs to be done. The non-profit sector needs the business community's expertise – its human resources, as well as its financial support.
- The Williams Administration recognizes the wealth of expertise offered by non-profits in our community in such diverse areas as education, public works, infrastructure, health care, economic development, neighborhood development, and environment and others. We need to take advantage of this expertise in rebuilding our city.
- Community service organizations help provide some of the key services that the City simply cannot. Nevertheless, the government must act as an enabler for the non-profit community to do its important work. We need the business community also to join this partnership; with business support (through philanthropy and volunteerism), we can meaningfully increase the capacity of our non-profit sector to deliver these services – such as housing, substance abuse treatment, food and clothing, health care, and recreation services – to citizens who would otherwise simply have to do without.
- D.C. Government would also welcome the establishment of mechanisms through which businesspeople may demonstrate their corporate citizenship by contributing their experience and expertise to increase the capacity and effectiveness of local government agencies. We welcome an opportunity to work with Greater DC Cares to assess both the interest and ability

of selected agencies to utilize loaned business executives, *pro bono* professional services, management training, mentors, and the like.

**SUGGESTED TALKING POINTS FOR
FRANKLIN RAINES**

- “Community investment” is the responsibility of the business community. Business must assume a leadership role in revitalizing our city and region. Higher levels of “community investment” – through strategic giving, volunteerism, and public/private partnerships – offer ways to provide that leadership.
- Business leaders have a responsibility to shape and share a vision for the National Capital Region. This vision will provide the goals and define the priorities. What’s in it for business?
 - Your company will be seen as engaged in the community.
 - Your employees will take pride in your involvement.
 - Your customers will applaud your civic responsibility.
 - We will have a healthier community in which to work and live.
 - Employee volunteering fosters teamwork and leadership skills.
 - More business commitment will mean less government intervention.
- Our region’s non-profit sector is investment-worthy. It has the capacity to help address many of our community’s most pressing needs, but community-based organizations require our business support. You can invest in them successfully.
- Showing that we care enough about our own community to invest in it ourselves – through strategic giving, volunteerism, and community partnerships – is key to cultivating outside investment.
- Now is a time of unprecedented hope for our city and region; there is growing recognition that ours is a community *worth* investing in. We must capitalize on this new spirit, not only to build our own businesses in the short term, but also through broader efforts – through *community investment* – to build a healthier, more livable city and region. The nation is watching to see whether and how we in the National Capital region take advantage of our new opportunities.
- Community investment can be undertaken by *all* kinds of businesses. Every type of business entity – large and small – can be involved in its own particular way.
- Concentrate your community investment in the areas which you and your business know best. Just as Fannie Mae focuses much of its attention on the creation of affordable housing in communities most in need of it, any organization can leverage its own particular business expertise and contacts, as well as financial support, to yield more significant benefits for the communities in which it wants to invest. This is simply good business; “invest” in what you

know best. If more and more companies – manufacturers and construction companies; law firms and technology companies; trade associations and trade unions; accounting firms and hospitality companies; health care providers and media organizations – “invest” in what they know best, the aggregate impact of these investment decisions can be enormous.

April 6, 1998

Harvard Business School Video-Conference

DATE:	April 7, 1998
TIME:	1:30pm-2:15pm
LOCATION:	Rm 459 OEOB
FROM:	Michael O'Mary

I. PURPOSE

To speak, via satellite, to the Harvard Business School's Forum on "Business Leadership in the Social Sector."

II. BACKGROUND

You have been asked to speak, via satellite, to the, "Building Human Capital" session of the Business Leadership in the Social Sector CEO Forum, taking place at Harvard University's School of Business April 6-8. The Forum has been organized by Prof. Rosabeth Moss Kanter and Harvard's Social Enterprise Initiative as part of a larger project which is seeking to contribute to the understanding of why, when, how, and whether businesses can best strengthen the social sector, address social problems, and revitalize urban communities. The project is examining success factors in serious, extended business engagement with the social sector, as well as barriers and limitation to an activist business role. Further, outcomes and impacts of business activism, whether intended or unintended, on both the issue area and the business itself are being discussed. Finally, the project is seeking to identify the institutional vehicles that permit the highest, "value-added use of private resources," in the public interest.

The CEO Forum is Phase II of this project. Phase I involved extensive research by a team at Harvard Business School into three areas in which business can have a significant impact: public education, welfare-to-work, and urban investment. The research has led to a series of case studies, some of which can be found in the front pocket of your briefing book.

Phase II, as mentioned, is the actual CEO Forum. National policy leaders, CEOs, and business thinkers from Harvard and other faculties have been invited to participate in the discussions, taking place over a three day period. (See attached list of participants)

Phase III will be a dissemination of the knowledge gained during the earlier steps to a wider audience through media reports, articles, and materials to use in company and business school programs to teach business leaders how to work on these issues.

As mentioned, you will be speaking to the "Building Human Capital" session of the forum. This session is the fourth in a series, all of which are designed to discuss specific case studies of business intervention in the social sector. Your session will be more general, and will not focus on any particular study, but rather on topics which are mentioned below. The first session frames the issues through a general discussion and is taking place Monday evening. The second, entitled, "Reinventing Education: Role of Business School by School," will take place early Tuesday morning, and centered on the case study entitled, "Bell Atlantic in the Union City Schools." (The case study can be found in the front pocket of the briefing book.) The third session will take place Tuesday, midmorning, and is entitled, "Reinventing Education." The session will be talking about "IBM's National Innovation Partnerships," a case study which deals with district wide business intervention. (Again, the case study can be found in the front pocket of the briefing book.) For a complete program, see attachment.

The focus of your session will be the challenges of public education reform and welfare-to-work -- and what role the private sector, particularly business corporations, can play in state and national reform efforts.

Prof. Kanter will introduce you. Following your remarks, you have agreed to take questions from the audience. Prof. Kanter has said the following individuals would likely be asking questions: Boston Mayor Thomas Menino, CoreStates CEO Terry Larsen (who is very active in Philadelphia school reform), former Oregon Governor Barbara Roberts, Eli Segal, BankBoston CEO Chad Gifford, NEA President Robert Chase, and IBM Foundation President Stanley Litow. For a complete list of invited guests, see attached list.

III. PARTICIPANTS

- The First Lady
- Prof. Rosebeth Moss Kanter (via-satellite)

IV. SEQUENCE OF EVENTS

- The First Lady arrives video studio for briefing
- The First Lady is briefed by Laura Schwartz
- The First Lady gives remarks via satellite to CEO Forum
- The First Lady takes questions from audience via satellite
- The First Lady departs

V. PRESS

Closed press in Washington/Closed press at Harvard (although journalists will be participating in the sessions.)

VI. REMARKS

Provided by Christy Macy

Agenda as of March 26, 1998

**Business Leadership in the Social Sector Forum
Harvard Business School, April 6-8, 1998**

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***Monday evening, April 6, 1998, 6:30-9:00pm - Faculty Club South Terrace
Framing the Issues***

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Reception

Dinner and Welcomes: Harvard Business School Dean Kim Clark, former Goldman Sachs chairman John Whitehead

Overview and Framework: BLSS chair Professor Rosabeth Moss Kanter

Old Needs, New Times: ~~Call for a New Paradigm?~~ Town Meeting Style discussion starting with Metropolitan Life CEO Harry Kamen, former U.S. Labor Secretary Robert Reich, Education Commission of the States President Frank Newman, BankBoston CEO Charles Gifford, Harvard Graduate School of Education Dean Jerome Murphy, National Alliance of Business President Roberts Jones, and others

Informal Getting-Acquainted: coffee, tea, dessert

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***Tuesday, April 7, 1998, 8:00-10:00am - McCullom 102
"Reinventing Education": Role of Business School by School***

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Business Partnerships Introduction: Professor Rosabeth Kanter

Video Briefing: Bell Atlantic in Union City, New Jersey

Lessons Learned: Bell Atlantic CEO Raymond Smith and others including Union City School Superintendent Thomas Highton and officials Fred Carrigg and Robert Fazio

Implications: open plenary discussion, including comments from Harvard Graduate School of Education Professor and Achieve President Robert Schwartz, National Education Association President Robert Chase, Lightbridge Technologies CEO Pamela Reeve, Xerox Business Services President Thomas Dolan, and all BLSS forum participants - facilitated by HBS Professor Alexander Dyck

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Tuesday, April 7, 1998, 10:30am-12:30pm - McCullom 102
"Reinventing Education": Role of Business District by District

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Video Briefing: IBM's Reinventing Education Projects (Broward County, Cincinnati, Philadelphia, San Jose, and others)

Lessons Learned: IBM VP Stanley Litow and Cincinnati School Superintendent Michael Brandt, Philadelphia School Superintendent David Hornbeck, San Jose School Superintendent Linda Murray

Implications: open plenary discussion, including comments from Procter & Gamble CEO John Pepper, Harvard Graduate School of Education Dean Jerome Murphy, Pacer Systems CEO John Rennie, Conference Board President Richard Cavanaugh, and all BLSS forum participants - facilitated by HBS Professor Clayton Christensen

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Tuesday, April 7, 1998, Working Lunch, 12:30-2:45pm
Building Human Capital: Role of Business in State & National Action

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Roundtable Executive Exchanges over Lunch - Faculty Club South Terrace

SPECIAL DIALOGUE WITH THE WHITE HOUSE: Aldrich 112

The Challenge: First Lady of the United States Hillary Rodham Clinton, by interactive video conference from the White House

The Response: Dialogue with Mrs. Clinton, CEOs and National Leaders including (but not confined to) CoreStates CEO Terry Larson, New York Education Commission Richard Mills, Fannie Mae Vice Chairman Jaime Gorelick, BankBoston CEO Charles Gifford, former Oregon Governor Barbara Roberts, Timberland CEO Sidney Swartz and other BLSS forum participants

Reports from Roundtable Chairs

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Tuesday, April 7, 1998, 3:30-5:30pm - McCullom 102
"Ending Welfare as We Knew It": Employer by Employer

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Welfare-to-Work Introduction: Professor Rosabeth Kanter
 Video Briefing: Marriott International's Pathways to Independence
 Lessons Learned: Marriott CEO J.W. Marriott, Jr., and others including Marriott Senior Vice President Charlotte Sterling and Employment Programs Manager Janet Tully
 Video Briefing: United Airlines
 Lessons Learned: United CEO Gerald Greenwald, and others including Vice President Shelley Longmuir, Vice President Eileen Sweeney
 Implications: open plenary discussion, including comments from former HHS Assistant Secretary Mary Jo Bane, Organization for a New Equality President Charles Stith, MIT Professor Paul Osterman and all other BLSS forum participants - facilitated by HBS Professor Herminia Ibarra

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Tuesday, April 7, 1998, 5:45-7:00pm Reception- Faculty Club South Terrace

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Heavy hors d'oeuvres and buffet dinner
 BLSS participants and guests

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Tuesday, April 7, 1998, 7:30-9:00pm, Public Forum - Burden Auditorium
The Role of Business in Public Education and Welfare Reform
A Public-Private Dialogue on America's Future

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Opening Speaker: Wisconsin Governor Tommy Thompson
 CEO Panel: Procter & Gamble CEO John Pepper, United Airlines CEO Gerald Greenwald, Bell Atlantic CEO Raymond Smith
 Moderator: Professor Rosabeth Moss Kanter
 Town Meeting Q&A, and comments from BLSS forum participants

Open to the public
 Followed by coffee, tea, and dessert for BLSS participants & their guests only

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Wednesday, April 8, 1998, 8:00-10:00am - McCullom 102
"Ending Welfare as We Knew It": State & National Action

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Video Briefing: The Welfare-to-Work Partnership -- National Mobilization
Lessons Learned: WTW Partnership CEO Eli Segal and others, including WTW Senior Vice President Kate Carr and Vice President Lynn Hogan
Video Briefing: Lockheed Martin Information & Services Sector
Lessons Learned: President/COO Arthur Johnson, Senior Vice President Gerald Miller

Implications: open discussion, with comments from Committee for Economic Development President Charles Kolb, Former Ambassador Swanee Hunt, National Alliance of Business President Roberts Jones, Caremark International CEO Michele Hooper, and all other BLSS forum participants - facilitated by Professor Willis Emmons

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Wednesday, April 8, 1998, 10:30am-12:30pm - McCullom 102
"Investing in Our Cities": Enlarging the Pool of Capital and Capability

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Introduction to Urban Investment: HBS Professor James Austin
Video Briefing: Cleveland Tomorrow
Lessons Learned: TRW CEO Joseph Gorman, Brush Wellman CEO Gordon Harnett, and Cleveland Tomorrow executive director Joseph Roman
Implications: open discussion

Video Briefing: New York City Investment Fund
Lessons Learned: NYCIF CEO Katherine Wylde
Implications: open discussion

Comparisons with Other Regions and Conclusions: open plenary discussion, with comments from Shorebank Chairman Ron Grzywinski, BankBoston Group Executive Gail Snowden, Fannie Mae Vice Chairman Jaime Gorelick, New School Professor Bennett Harrison - facilitated by Professor James Austin

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***Wednesday, April 8, 1998, Working Lunch 12:30-3:00 pm - Faculty Club
South Terrace***

***Mobilizing the Private Sector for Public Needs: Public-Private
Partnerships for Public Education Reform, Welfare -to-Work, and
Investment in Our Cities***

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Executive Roundtables over Lunch

The Public Perspective: Indianapolis Mayor Stephen Goldsmith , with Boston Mayor
Thomas Menino

The Private Perspective: Lazard Freres Deputy Chief Executive Steven Rattner,
National Alliance of Business President Roberts Jones, BankBoston Executive
Vice President Ira Jackson

Moderator: Professor Robert Kaplan, with commentary by other HBS faculty

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Wednesday, April 8, 1998, 3:15-4:30pm - McCullom 102
Action across America: Next Steps for High Impact Innovation

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Accelerating Change on Public Education, Welfare-to-Work, Urban Investment:
Reports from Roundtable Chairs

Action Agendas : open plenary discussion

1. Priority actions for businesses and business associations on public education,
welfare-to-work, and urban investment
2. Priority actions for public policy - local, state, or federal
3. How to leverage the results of this forum

Adjournment

Participants in the Business Leadership in the Social Sector Forum April 6-8, 1998

Harvard Business School

Gordon M. Ambach *Executive Director, Council of Chief State School Officers*

Mary Jo Bane *Professor, Kennedy School of Government, Harvard University; Former Assistant Secretary, U.S. Department of Health & Human Services*

J. Michael Brandt *Superintendent of Schools, Cincinnati*

Kate Carr *Senior Vice President, The Welfare-to-Work Partnership*

Fred Carrigg *Director of Instructional Programs, Union city*

Richard Cavanaugh *President & CEO, The Conference Board*

Robert Chase *President, National Education Association*

Thomas Dolan *President, Xerox Business Services*

Robert Fazio *Principal, Christopher Columbus School, Union City*

Charles Gifford *Chairman, President, & CEO, BankBoston*

Stephen Goldsmith *Mayor of Indianapolis*

Jaime Gorelick *Vice Chairman, Fannie Mae*

Joseph Gorman *Chairman & CEO, TRW Inc.*

John Grady *ADSL Product Manager, Bell Atlantic*

Patricia Albjerg Graham *President, The Spencer Foundation; Professor, Former Dean, Graduate School of Education, Harvard University*

Gerald Greenwald *Chairman & CEO, United Airlines*

Jerome Grossman *Chairman & CEO, Health Quality Inc.; Former Chairman, Private Industry Council*

Ron Grzywinski *Chairman, ShoreBank Corporation*

Gordon D. Harnett *President, Chairman & CEO, Brush Wellman*

Bennett Harrison *Professor, New School for Social Research*

Thomas Highton *Superintendent of Schools, Union City*

Nickolas Hill *Director of Corporate Relations, Marriott International*

Lynn Hogan *Vice President, The Welfare-to-Work Partnership*

Michele Hooper *President, Caremark International Business Group; Former President, Committee of 200*

David W. Hornbeck, *Superintendent of Schools, Philadelphia*

Swanee Hunt *Director, Women's Leadership Initiative, Kennedy School of Government, Harvard University; Former U.S. Ambassador to Austria*

Ira Jackson *Executive Vice President, BankBoston*

Mark Jacobson *Vice President, Human Services, The TJX Companies, Inc.*

Roberts Jones *President, National Alliance of Business*

Arthur Johnson *President & COO, Lockheed Martin Information and Services Sector*

Harry Kamen *Chairman & CEO, Metropolitan Life Insurance*

Alan Khazei *Co-Founder, City Year*

Barbara D. Kibbe *Program Officer, David and Lucile Packard Foundation*

Peter Koch *Vice President, National Alliance of Business*

Charles Kolb *President, Committee for Economic Development*

Wendy Kopp *President, Teach for America*

Terrence A. Larsen *Chairman, President & CEO, CoreStates Financial Corporation*

Sara Lawrence-Lightfoot *Professor, Graduate School of Education, Harvard University*

Christine Letts *Lecturer, Kennedy School of Government, Harvard University*

Stanley Litow *Corporate Vice President, IBM; President, IBM International Foundation*

Shelley Longmuir Vice President, United Airlines

J.W. Marriott, Jr. Chairman & CEO, Marriott International

Thomas Menino Mayor of Boston

Gerald Miller Senior Vice President, Lockheed Martin IMS

Richard Mills Commissioner of Education, State of New York

Cathy Minehan President & CEO, Federal Reserve Bank of Boston

Mark Moore Professor, Kennedy School of Government, Harvard University

Jerome Murphy Dean, Graduate School of Education, Harvard University

Linda Murray Superintendent, San Jose Unified School District

Frank Newman President, Education Commission of the States

Katherine Newman, Professor, Kennedy School of Government, Harvard University

Garry R. Orren Professor, Kennedy School of Government, Harvard University

Paul Osterman Professor, Sloan School of Management, MIT

Gerald M. Ostrov Company Group Chairman, Johnson & Johnson

Pete Pederson Store Operations, The Marmaxx Group

John Pepper Chairman & CEO, Procter & Gamble

Terry Peterson Counselor to Secretary Riley, U.S. Department of Education

Roger Porter Professor, Director, Center for Business and Government at the JFK School of Government, Harvard University

Robert Putnam Professor, Kennedy School of Government, Harvard University

Steven Rattner Deputy Chief Executive, Lazard Freres

Pamela Reeve President & CEO, Lightbridge; Immediate past Chair, Massachusetts Software Council

Robert Reich Professor, Heller School, Brandeis University; Former U.S. Secretary of Labor

John Rennie Chairman & CEO, Pacer Systems

Barbara Roberts Director, State & Local Executive Programs, Kennedy School of Government, Harvard University; Former Governor of Oregon

Janice Cook Roberts Senior Vice President, New York City Investment Fund

Joseph Roman Executive Director, Cleveland Tomorrow

Isabel Sawhill Senior Fellow, The Brookings Institution

John Sawhill President & CEO, The Nature Conservancy

Robert Schwartz President, ACHIEVE; Professor, Graduate School of Education, Harvard University

Eli Segal President & CEO, The Welfare-to-Work Partnership; Former Assistant to President Clinton

Raymond Smith Chairman & CEO, Bell Atlantic

Gail Snowden President, First Community Bank, & Group Executive, BankBoston

Larry Sorensen Director, Business Outreach & Strategic Planning, National Education Association

~~*Charles Stith President, Organization for a New Equality*~~

Sidney Swartz President & CEO, Timberland

Jeffrey Swartz COO, Timberland

Eileen Sweeney Vice President, United Airlines

Tommy Thompson Governor of Wisconsin

Alexandra Tildesley Store Operations, The Marmaxx Group

Glen Toney Group Vice President, Applied Materials

Susan Traiman Executive Director, Education Initiative, Business Roundtable

Janet Tully Director of Community Employment & Training, Marriott International

Sandra Waddock Assoc. Professor, Carroll School of Management, Boston College

Curtis G. Weeden Corporate VP Contributions Program, Johnson & Johnson

Brenda Welburn Executive Director, National Association of State Boards of Education

John Whitehead Partner, AEA Investors; Former Chairman, Goldman Sachs

Robin Willner Director of Corporate Social Policy and Programs, IBM

Kathryn Wylde President & CEO, New York City Investment Fund

HARVARD BUSINESS SCHOOL PARTICIPANTS

Prof. Kim Clark *Dean of the Faculty*

Prof. Rosabeth Moss Kanter *BLSS Chair*

Prof. James Austin *Social Enterprise Co-Chair*

Prof. Kash Rangan *Social Enterprise Co-Chair*

Robert Burakoff *Social Enterprise Director*

Prof. Joseph L. Badaracco, Jr.

Prof. Louis B. Barnes

Prof. Joseph L. Bower

Prof. Jeffrey L. Bradach

Prof. Adam M. Brandenburger

Prof. Clayton M. Christensen

Prof. Alexander Dyck

Prof. Willis Emmons, III

Prof. Benjamin C. Esty

Prof. Myra M. Hart

Prof. Regina Herzlinger

Prof. Herminia Ibarra

Prof. Robert S. Kaplan

Prof. F. Warren McFarlan

Prof. Lynn S. Paine

Prof. Bruce R. Scott

Prof. David A. Thomas

Prof. Peter Tufano

6

HILLARY RODHAM CLINTON
VIDEO REMARKS FOR HARVARD BUSINESS SCHOOL PROJECT
BUSINESS LEADERSHIP IN THE SOCIAL SECTOR
APRIL 7, 1998

I'm very pleased to join all of you for the Business Leadership in the Social Sector Forum. I want to thank the Harvard Business School, and particularly my friend Professor Rosabeth Moss Kanter, for your leadership in promoting the important dialogue that we're engaged in here today.

This session is about the role of business in building human capital. And I can't imagine a more critical topic for our future. There's an urgent demand for new skills to fuel the 21st century global economy. And there's a growing need for new ideas to improve our schools and give all citizens the education, skills, and other opportunities they need to fully contribute to their families and their workplaces, their communities and their nation.

These are the investments we must make to ensure this nation is prepared to meet the challenges of the next century, and the next millennium. That's why the Clinton Administration has proposed the largest investment in child care in our nation's history, provided critical funds for school construction and teacher hiring, helped people trying to move from welfare to work, and invested in lifelong learning, adult literacy, and job training for our citizens.

But, as you know so well, government cannot do it alone. As the President has said, "the era of big government is over, but the era of big challenges for our nation is surely not." When it comes to preparing our people to compete and succeed in the next century, each of us has a critical role to play. All of us must work together. And that's why this forum is so important.

As I have been privileged to travel around our nation and world, I have seen lives transformed, communities revitalized, success stories written -- all because the private sector stepped up to the plate. Right here at this forum, we have seen shining examples of good corporate citizenship and effective public-private partnerships. In "Project Explore," Bell Atlantic has joined New Jersey's Union City schools to enhance the students' learning environment through technology. United Airlines has been a leader in the national effort to help citizens replace welfare checks with paychecks. And in Cleveland, private investment is being leveraged to create jobs and revitalize urban communities.

Thanks to many of you here today, we're making progress. But tough questions remain -- and all of us must answer them. Is the private sector doing enough, and if not, what are the most critical areas for investment? What can business associations, educational professionals, and leading institutions like the Harvard Business School do to better address our social needs? And how do we enlist the best brains and the best technology in America to build the human capital for the future?

In every time of great change, our nation has enlisted the creativity and commitment of all of all our citizens. I know we will do the same today. I thank you again for hosting this very important dialogue -- and I look forward to our discussion.

Harvard Business School



Social Enterprise Initiative

Business Leadership in the Social Sector
April 6-8, 1998

**SETTING THE AGENDA FOR BUSINESS-
EDUCATION PARTNERSHIPS:
A SAMPLE OF LEADING
ORGANIZATIONS**

Robin Root, Ph.D.
Research Associate
Harvard Business School

Sampler Catalogue of Business-Education Coalitions, Organizations and Associations

American Youth Policy Forum

- Co-Directors: Samuel Halperin and Glenda Partee
- telephone: (202) 775-9731
- Offers publications for educators interested in youth development and school-to-work.

Annenberg Institute of School Reform

- National Coordinator, Annenberg Challenge: Barbara Cervone
- telephone: (401) 863-7990
- The institute's fundamental goal is to assist in creating and sustaining excellent schools that help all students reach high levels of learning. The work of the Institute is carried out in three interrelated "strands."
 - * Rethinking accountability to include both the use of effective assessments and the strategies to use them to improve student performance.
 - * Engaging the public as advocates for excellent schools and participants in developing and sustaining them.
 - * Developing the capacity of schools and teachers to set and help their students meet high standards.
- Evaluation: Built into the Annenberg Challenge, a collective reform effort in nine cities and certain rural areas as well, is an evaluation process.

Business Roundtable

- Director Education Initiative: Susan Trainman
- telephone: (202) 872-1260
- Established in 1972, it is an association of chief executive officers who examine public issues that affect the economy and develop positions which seek to reflect sound economic and social principles. The Education Initiative, launched in 1989, is based on nine essential components of a successful education system: safety and discipline, performance and assessment, school accountability, school autonomy, professional development, parent involvement, learning readiness, technology, and standards. It spearheads a state-by-state initiative to achieve comprehensive education reform around the nation.

Coalition for Essential Schools

- Chairman: TedSizer
- telephone: (401) 863-3384
- The Coalition of Essential Schools was born out of the research of educator and school reform leader Theodore R.Sizer, author of "Horace's Compromise: The Dilemma of the American High School." Currently, the role of the Coalition at Brown is shifting from that of mentor to facilitator. The work is proceeding along several avenues designed to support the Essential School reform effort in its entirety:
 - * Explore the concepts about school change and the Coalition's nine Common Principles through research projects which position the Coalition at the fault-line between theory and practice.

- * Facilitate reform by focusing effort on those places which show the most promise of serving as both helpmates and examples for others.
 - * Invest in people who will build the capacity of the Coalition to support school reform via local and regional efforts, particularly through development of the Coalition's corps of practitioners-in-the-field.
 - * Challenge policymakers to create a climate which favors school change by bringing the work of Essential Schools beyond the classroom and introducing it to members of the larger community.
 - * Influence the national discourse about school change by continuing to explore the issues of Essential School reform and communicate them via the media and publications which link the Coalition of Essential Schools to its members and to the public.
- Evaluation: The Coalition publishes "PERFORMANCE: Progress Reports from the Coalition of Essential Schools," which describes areas in which Essential Schools are demonstrating significant progress towards change using the Nine Common Principles (test scores, graduation rates, advanced courses, and attendance).

Committee for Economic Development

- President: Charles Kolb
- telephone: (212) 688-2063
- CED, founded in 1942, is an independent, nonpartisan organization of 250 business leaders and educators dedicated to policy research on major economic and social issues, and the implementation of its recommendations by the public and private sectors. As a follow-up to the policy statement "American Workers and Economic Change," released in May 1996, CED is undertaking a project to examine the employer's role in strengthening the connections between school and the job market. The statement, due for release in early 1998, identifies practical strategies for increasing the participation of employers in improving the transitions between school and work.. Field studies were undertaken in 1997 in four cities -- Boston, Louisville, Philadelphia, and Fort Worth -- with the assistance of Jobs for the Future, Inc. (JFF), which has conducted extensive work in the fields of workforce preparation and education. Analysts in each city studied employer involvement in school-and-work efforts and sought employer views on how local efforts might be strengthened. The researchers paid particular attention to the role of intermediaries in organizing employer involvement.

Computers for Schools Program (The Detwiler Foundation)

- Regional Director: Carman J. Cedola
- telephone: (619) 456-9045
- A non-profit organization (one of numerous intermediary and umbrella organizations in the partnership arena) which helps fit business resources with school needs. The Detwiler Foundation's Computer for Schools Program was expanded in 1994, with Pacific Bell's support, to the entire state of California. With AT&T's involvement, the program is currently expanding to other states as well. A letter to the National Governor's Association from Governors Bob Miller and Tommy Thompson notes that the Detwiler Foundation is able to place modern computers in the classroom by using corporate donations of equipment and money, and by obtaining gubernatorial help in acquiring donations and establishing repair facilities in the state prison system and community colleges.

- Evaluation: Uses the QED Quick Reference Guide 1997 edition, which ranks educational technology by state, using diverse technology data elements, such as computers per school, the presence of newer computers, and student enrollment. States with a high index factor (2.40 or higher) can be viewed as those in which technology can have a substantial impact on education. States with a medium index factor (2.00 - 2.39) can be seen as places in which technology is established but not prevalent. States with a low index factor (2.00 or less) have a strong potential for technology expansion."

Conference Board

- President: Richard E. Cavanagh
- telephone: (212) 759-0900
- The Conference Board is the world's leading business membership and research organization, connecting senior executives from more than 2,300 enterprises in over 60 nations. A not-for-profit, non-advocacy organization, The Conference Board includes topical councils, one of which is the Business/Education Council. Council discussions cover cutting edge issues in public education reform and developing partnerships between academic leaders and corporate executives.
 - * The Council's Mission Statement: To discuss cutting edge issues and innovations in public education reform; developing a unique partnership between academic leaders and corporate executives in the effort to implement systemic change in the public schools, and in the way children learn.
 - * Requirements for Membership: Members must manage a substantive program, beyond financial support. Academic members must represent a major player in the public school and higher education program.
 - * Recent Topics Discussed:
 - Leadership in School Reform: Louisville, KY
 - How to Implement Change
 - Partnerships Between Business and Education
 - Winning Support From the Unions
- Upcoming publication: *The 1998 Business and Education Conference: Technology in Education Is Everybody's Business*

Institute for Educational Leadership Inc.

- President: Michael Budan
- telephone: (202) 822-8405
- A nonprofit organization focusing on education policy and leadership issues whose board of directors is made up of national business and education leaders.

Learning First Alliance

- Contact: Shirley Sagawa, Executive Director
- telephone: (202) 822-8405
- An incorporated coalition of twelve member organizations representing the ten million Americans working to improve student learning: teachers, principals, parents, teacher educators, local and state school boards, school administrators, curriculum experts, and national, state and community leaders.

Mass Insight Education and Research Institute, Inc.

- Contact: Aaron Yeater
- telephone: (617) 492-0580.
- Manages the Massachusetts Coalition of Communities for Higher Standards. The latter represents 15 school districts implementing new higher academic standards.

National Alliance of Business

- President: Roberts Jones
- telephone: (800) 787-2848
- Leading, large, business-led non-profit membership organization advancing business leadership at the local, state, and national levels to improve workforce quality through enhanced training and education.

National Association of Partners in Education

- Executive Director: Daniel Merenda
- telephone: (703) 836-4880
- The National Association of Partners in Education, Inc. (NAPE) is the only national membership organization devoted solely to the mission of providing leadership in the formation and growth of effective partnerships that ensure success for all students. NAPE defines "partnership in education" as a collaborative effort between a school(s) or school district(s) and one or more community organizations and businesses with the purpose of improving the academic and personal growth of America's youth.

National Center on Education and the Economy

- President, Marc S. Tucker
- telephone: (888) 361-6233
- The NCEE is a not-for-profit organization that concentrates on helping states and localities build the capacity to design and implement their own education and training systems, suited to their history, culture and unique needs. The Center does not provide designs to be replicated. It provides resources for design.
- Evaluation: New Standards, a joint project of the NCEE and the Learning Research and Development Center (LRDC) at the University of Pittsburgh, began in 1990 to create a system of internationally benchmarked standards for student performance and an assessment system that would measure student performance against the standards. Much of the system is in place. In December 1996, New Standards released a widely praised comprehensive set of performance standards in mathematics, English language arts, science and applied learning at the elementary, middle and high school levels. The standards represent the first integrated set of performance standards in these subject areas developed for national use in the United States.

National Center for Research in Vocational Education

- Director: David Stern
- telephone: (800) 762-4093
- NCRVE is the nation's largest center for research and development in work-related education. Headquartered at the University of California at Berkeley since 1988, NCRVE has played a key role in developing a new concept of vocational education as the Center works towards fulfilling its mission to strengthen education to prepare all individuals for lasting and rewarding employment, and lifelong learning.

New Ways to Work

- Co-Director: Barney Olmsted and Suzanne Smith
- telephone: (415) 995-9860
- Acts as a national broker for school districts, community organizations, businesses, and other groups to provide work-based educational experiences for students.

Public Education Network (PEN)

- Manager: Michelle Hynes
- telephone: (202) 628-7460
- PEN's mission is to assist local education funds (LEFs) and other organizations in uniting and engaging their communities in building systems of public schools that result in high achievement for every child. PEN grew out of a Ford Foundation initiative established in 1983. PEN currently represents 45 LEFs in 26 states and in Washington D.C., and impacts nearly 5 million students.
- Evaluation: In 1998, the Philadelphia Education Fund will undertake a qualitative study if the Find's work and impact.

Public/Private Ventures (P/PV)

- President: Gary Walker
- telephone: (212) 557-4400
- Not-for-Profit corporation that designs, manages and evaluates social policy initiatives aiming to increase the skills, opportunities and self-sufficiency of disadvantaged youth.
- Evaluation (From "The Business leader's guide to partnerships for education reform: a strategic perspective," by Richard H. de Lone. Philadelphia, PA: Public/Private Ventures, 1992):

- 1) Advocates developing an evaluation program at three levels:
 - *overall progress of the school system toward key reform goals;
 - *overall effectiveness and implementation of the partnership and its strategy
 - *specific programs operated by the partnership that aim to improve some aspect of the student or school system performance
- 2) Calls for using a multidimensional approach to evaluation:
 - *specify implementation objectives and performance indicators that school staff, program, staff or business task forces can collect and assess in a convenient manner to guide the management of reform initiatives
 - *engage qualified third-party professional evaluators to provide sophisticated measures of impact and effectiveness
- 3) Prioritizes the development of school systems' information systems
- 4) Supports efforts to develop better measures of outcome, especially means of measuring student performance, beyond multiple choice standardized tests.

April 6, 1998

BUSINESS PHILANTHROPY SUMMIT

DATE: Tuesday, April 7
TIME: 9:30 am - 9:55 am
LOCATION: The Willard Hotel
Washington, D.C.
FROM: Brenda Costello

I. PURPOSE

To deliver the keynote address at the Business Philanthropy Summit, highlighting the Administration's commitment to D.C. revitalization and calling on area business leaders to become full partners in the revitalization, and to announce a \$5 million grant from the U.S. Department of Education to D.C. public schools.

II. BACKGROUND

On Tuesday morning you will deliver the keynote address at the Business Philanthropy Summit, a joint program hosted by Greater D.C. Cares and the *Washington Business Journal*. At the Summit, you will announce a \$5 million D.C. Public Summer School grant from the Department of Education. The goal of the Business Philanthropy Summit is to respond President Clinton's call to action at last year's Service Summit in Philadelphia by mobilizing the business community to serve as a catalyst to bring change to the city and region.

Co-sponsored by AT&T and the Fannie Mae Foundation, the Business Philanthropy Summit (BPS) will be attended by chief executive officers from the greater Washington Business community who will discuss the critical needs of the city and its children. Corporations, professional firms, trade associations, labor unions and other organizations who have successfully implemented business giving strategies and volunteer programs will be highlighted at Tuesday's Summit. Following the BPS, the *Washington Business Journal* will publish a special supplemental guide listing the area's top business philanthropy and corporate volunteer programs.

Greater D.C. Cares

Greater D.C. Cares is the largest volunteer resource in the D.C. area, claiming over 14,000 volunteers. Each month, Greater D.C. Cares (GDCC) volunteers provides over 5,000 hours of service to 100 community service organizations. GDCC coordinates oriented volunteers to these organizations, and also provides expertise in volunteer management. Additionally, GDCC plans regular volunteer opportunities for businesses through their Business Shares Program, a consulting program to help

businesses develop in-house volunteer programs for employees.

GDCC served as co-convener of the Washington Delegation to the President's Service Summit last year.

Washington Business Journal

The *Washington Business Journal* is a weekly business newspaper for the greater Washington area with a readership of over 150,000 senior business executives. Owned by American City Business Journals, part of Advance Publications which owns the New Yorker, Conde Nast publications and Random House.

D.C. Summer School Funding Announcement

You will be announcing a new \$5 million grant from the Department of Education to the D.C. public schools to help fund the *Summer STARS* (Students and Teachers Achieving Results and Success) program, a mandatory, accelerated summer school program designed to improve the academic achievement of D.C. public school (DCPS) students. This program is part of the District's "Turn of the Century Achievement Project," a comprehensive school reform effort to establish DCPS as an exemplary educational system in the 21st century. The federal funding originates from the Fund for Improvement in Education (FIE), part of the Office of Educational research and Improvement.

Eighty D.C. Schools public will remain open this summer, providing nearly 20,000 area youth with extra academic instruction in math and reading. The summer school program will specifically target those students at risk of failing or being retained. The District plans to involve parents as classroom volunteers and after-school assistants and partner with the D.C. Department of recreation to provide organized afternoon activities. (see attached press release for additional background)

Format

Upon arrival you will briefly greet Sen. Jeffords and Cong. Eleanor Holmes-Norton who are scheduled to attend the Summit.

You will deliver remarks at the end of the program, following remarks and presentations by WBJ Publisher Alex Orfinger, GDCC Chairman David Bradt, Jr., Bill Shore, CEO of Share Our Strength, as well as area CEOs. Jamie Gorelick, Vice Chair, Fannie Mae Corporation and former Clinton Administration Deputy Attorney General will introduce you. She and Gerald Lowrie, Senior VP for Global Public Affairs, AT&T are honorary chairs of the event. The audience will be comprised of approximately 350 D.C. area business leaders.

III. PARTICIPANTS

- The First Lady
- Jamie Gorelick, Vice Chair, Fannie Mae Corporation

IV. SEQUENCE OF EVENTS

- Jamie Gorelick gives welcoming remarks and introduces The First Lady
- The First Lady delivers remarks and departs

V. PRESS

Open press/WH Photo.

VI. REMARKS

Provided by Christy Macy.

Mario Morino

Mario Morino's career spans some 30 years as a business leader, social entrepreneur, and leading advisor on information technology. Mr. Morino co-founded Morino Associates in 1973, which after many years of expansion, mergers, a host of acquisitions and one name change became Legent Corporation. Legent was acquired in 1995 in one of the larger transactions in the computer software and services industry.

Today, Mr. Morino divides his time among his commercial interests in the information technology sector as an investor and advisor, and as Chairman of the Morino Institute, a nonprofit organization he founded to help people and communities use information and electronic communications to work for positive social change. He is also the founder and Chairman of the Potomac KnowledgeWay Project, an initiative to advance the Greater Washington region as the global center of the knowledge industries in the 21st century.

Mr. Morino serves as a Special Advisor to General Atlantic Partners, one of the premier private investment firms in information technology, sits on the Board of Trustees of Case Western Reserve University, the Greater Washington Initiative and the Board of Directors of Proxicom, Who Cares, The 1998 World Congress on Information Technology, and the Northern Virginia Technology Council. He also serves on the Smithsonian Washington Council, advisory Councils to the Global Information Infrastructure Awards and the Medical Care for Children's Partnership and has served on a number of industry boards. He is a graduate of Case Western Reserve University.

Bill Shore

Bill Shore is the founder and executive director of Share Our Strength (SOS), a national nonprofit organization that fights hunger and poverty by supporting short- and long-term solutions to end hunger and poverty.

Shore founded Share Our Strength in 1984 in response to the Ethiopian famine and renewed concern about hunger in the United States. His vision breaks from traditional fundraising methods because Shore believes it takes more than food to fight hunger, and his formula involves every segment of the community. SOS enlists corporations and professionals – such as chefs, writers, artists, public relations experts and event planners – to help raise millions of dollars annually by holding events such as gourmet dinners, literary benefits and other creative marketing endeavors. Since its founding, SOS has distributed more than \$43 million in grants to over 1,000 anti-hunger, anti-poverty groups worldwide.

This year, Share Our Strength launched its first for-profit enterprise, Community Wealth Ventures, Inc., to provide strategic counsel to corporations, foundations and nonprofit organizations interested in creating community wealth – resources generated through profitable enterprise to promote social change. The profits from Community Wealth Ventures will benefit Share Our Strength's anti-hunger, anti-poverty initiatives.

Shore's experience with corporate relationships led him to be selected as the chair of the task force evaluating private sector commitments for the President's Summit for America's Future. The specific commitments organizations made to fulfill the Summit goals are being implemented through America's Promise. Shore serves on the board of America's Promise as one of two nonprofit groups represented.

From 1978 through 1987, Shore served on the senatorial and presidential campaign staffs of U.S. Senator Gary Hart (D-CO) in a variety of capacities including legislative director and political director. From 1988 to 1991, Shore served as chief of staff for U.S. Senator Robert Kerrey (D-NE) and continues to serve as an informal advisor. His transition from politics to innovative community service and his prescription for community change are documented in his book, *Revolution of the Heart* (Riverhead Press, 1995).

In 1995, Shore was honored by the Caring Institute as one of its top ten caring people of the year. In 1993, Shore was named Washingtonian of the Year by *Washingtonian* magazine. Shore has been a guest lecturer at the John F. Kennedy School of Government at Harvard University and at the Cornell University Hotel School. He frequently contributes articles to newspapers and magazines on issues relating to hunger, poverty and community wealth.

A native of Pittsburgh, Pennsylvania, Shore is 43 years old. He earned his B.A. at the University of Pennsylvania and his law degree from George Washington University in Washington, D.C.

GERALD (JERRY) M. LOWRIE

Jerry Lowrie is Senior Vice President for Global Public Affairs, AT&T, in Washington, DC. He was born in Elaine, Arkansas in 1935. From Memphis State University, he obtained his undergraduate in 1957. He joined AT&T on January 15, 1985.

Prior to assuming his position with AT&T, he was Executive Director of the American Bankers Association in charge of the Government Relations Group. He started his career with IBM and served as a marketing specialist in banking and financial markets. He served from 1957 through 1960 as an artillery officer in the U. S. Marine Corps.

Among his current roles, he serves on the boards of: Cultural Alliance of Greater Washington, Ford's Theater, the Dole Foundation (For Employment Of People with Disabilities), the Federal City Council and the Greater Washington Board of Trade.

He also serves as the AT&T Campus Executive supporting Howard University.

Jerry resides in Rockville, Maryland, with his wife, Shirley Johnston. They have two married children.

March 1998



3900 Wisconsin Avenue, NW
Washington, DC 20016-2892
phone 202 752 7000

Biography

JAMIE S. GORELICK

Jamie S. Gorelick is Vice Chair of Fannie Mae, the company that is the nation's largest source of funds for home mortgages. As part of the three-person office of the chairman, she shares responsibility for the management of the company. She is also Vice Chair of the Fannie Mae Foundation.

Prior to joining Fannie Mae in May 1997, Gorelick was Deputy Attorney General of the United States, a position she assumed in March 1994. She was the Chief Operating Officer and the second-ranking official in the Department of Justice, which had an operating budget of \$18 billion and employed more than 100,000 people.

From May 1993 until she joined the Justice Department, Gorelick served as General Counsel of the Department of Defense. From 1979 to 1980 she was Assistant to the Secretary and Counselor to the Deputy Secretary of Energy.

In the private sector, from 1975 to 1979 and again from 1980 to 1993, Gorelick was a litigator in Washington, D.C., representing many major U.S. companies on a broad range of legal and business matters. She served as President of the District of Columbia Bar from 1992 to 1993.

Gorelick is a graduate of Radcliffe College and Harvard University, where she was Radcliffe Orator, and a graduate of Harvard Law School. She has taught at Harvard Law School and has been a Teaching Fellow at the Kennedy School of Government.

In addition to serving on the board of Fannie Mae, Gorelick also serves on the Boards of Washington Legal Clinic for the Homeless; the Carnegie Endowment for International Peace; the Local Initiatives Support Group; and America's Promise - The Alliance for Youth, the nonprofit organization headed by former General Colin Powell, to accomplish many of the goals announced at the recent Presidents' Summit for America's Future. She also is co-chair, with Senator Sam Nunn, of the Advisory Committee of the President's Commission on Critical Infrastructure Protection. Currently, she serves on the Council of the American Law Institute and is a member of the American Bar Association House of Delegates.

Biography of Jamie S. Gorelick
Page Two

Gorelick has received many awards and commendations, including the Secretary of Defense Distinguished Service Medal, the Outstanding Public Interest Advocate of the Year Award, the Radcliffe College Alumnae Association's Alumnae Recognition Award, the 1998 Wickersham Award for Exceptional Public Service and Dedication to the Legal Profession, the American Bar Association's Margaret Brent Award, the Prominent Women in International Law Award, and the Women's Bar Woman Lawyer of the Year Award. She is listed in the Best Lawyers in America and in Washingtonian Magazine's "Fifty Best Lawyers in Washington, as well as, "One Hundred Most Powerful Women," Who's Who in America, and in Working Mother Magazine's "Twenty-Five Most Influential Working Mothers in America."

March 1998

DRAFT

FOR RELEASE

DRAFT k:\shared\nddrafts\dcsummer

Contact: Melinda Kitchell Malico
(202) 401-1008**FIRST LADY ANNOUNCES \$5 MILLION IN SUPPORT
FOR NEW D.C. PUBLIC SUMMER SCHOOL PROGRAMS**

Eighty D.C. public schools will keep their doors open this summer to provide nearly 20,000 area youth with extra academic instruction in reading and mathematics, with assistance from a \$5 million grant from the U.S. Department of Education, First Lady Hillary Rodham Clinton announced today.

The new grant will support *Summer STARS (Students and Teachers Achieving Results and Success)*, an intensive and accelerated summer school program designed to increase the academic achievement of D.C. public school students in grades 1-12.

FLOTUS Quote

"This critical undertaking aims to increase significantly the number of D.C. students who are able to read and do math at grade level," said Riley. "We know that these young people -- especially those who have access to few enriching activities during the summer -- may lose some of the school-year gains during idle summer hours. This summer school program will offer a variety of learning activities to strengthen students' skills. It will help these students to move ahead, not fall behind."

The District recently adopted new promotion requirements and is putting activities in place to assist students needing extra help. The summer school program will help improve the skills of children at risk of school failure. Specifically, the program aims to boost the skills of an estimated 85 percent of students previously identified for retention in grades 2, 3, 5, 8 and 11 sufficiently to allow for promotion to the next grade level. Students who score below basic on the Stanford-9 reading and mathematics achievement tests will be selected for the summer school

enrichment program.

President Clinton has urged school districts to abandon policies of social promotion -- policies that allow students to be promoted from grade to grade even if they have not mastered the basics for each grade.

The six-week program is designed to provide students with a challenging, standards-based curriculum and instruction that focuses on the critical basic skills of mathematics and reading. Sixty elementary, 10 middle and 10 high schools are scheduled to be part of the summer school program which will operate between June and August. In addition, D.C. plans to involve parents as classroom volunteers and after-school assistants; train teachers in the new curricula; and partner with the D.C. Department of Recreation and other organizations to provide organized afternoon activities.

The federal grant was awarded under the Fund for Improvement in Education (FIE), under the Office of Educational Research and Improvement. FIE offers discretionary funding for activities that stimulate reform and improve teaching and learning.

The effort fits in with the Department's D.C. Public Schools Initiative, intended to ensure that the District's public school system implements system wide and school-based academic and management reforms to improve the quality of education. In his FY 1999 budget, President Clinton requested an additional \$20 million for the District of Columbia public schools to support comprehensive school reform activities, intensify rigorous professional development opportunities, and put reading specialists in every school.

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CORPORATION
FOR NATIONAL
 SERVICE

FAX MEMORANDUM

April 6, 1998

TO: Ann McGuire, Office of Cabinet Affairs

FROM: John Gomperts, Corporation for National Service

SUBJECT: Presidents' Summit Update

In response to your request for an update on the Summit from our perspective for the First Lady's briefing materials, please find the attached documents:

- The Corporation's Summit Commitment Status Report (as of March 1998)
- Goal 5 Progress Report for America's Promise

Also, Diana Fortuna in Domestic Policy Council has a large amount of information about the Corporation's Summit-related activities.

Please contact me if you have any other questions.



CORPORATION FOR NATIONAL SERVICE

Summit Commitment Status Report

March 1998

Original Summit Commitment as published by America's Promise:

Promised to help recruit one million additional tutors, engage 100,000 students as tutors through college work study, and if Congress concurs, deploy an additional 11,000 AmeriCorps members for America Reads; and work to engage an additional 2 million young people in 100 hours or more of service each year.

Progress:

More than 900 colleges and universities recruited to help secure 100,000 work-study students as reading tutors. Launched Seniors in Schools in 9 cities for America Reads. Added 15,000 new AmeriCorps positions through community and faith-based organizations with emphasis on 5 Summit goals. National Service Scholarships for outstanding service were awarded in 1,716 high schools and secured funding to expand to 10,000 schools. Extended service-learning coordinators to all DC and 20 Philadelphia high schools to support service by all students (Goal 5)

Forecasting:

10,000 high schools will award \$1,000 scholarships for outstanding volunteer service. Will launch a new national award recognizing young people who serve over 100 hours per year. Will deploy 5,500 additional AmeriCorps members for America Reads beginning this summer. Will select 100 Leader Schools to serve as national models of school-based service. Will engage leading non-profit, youth-serving, and faith-based organizations in a Goal 5 partnership to enlist more than 2 million students in at least 100 hours of service.

1. How many children have received services or have been impacted as a part of your commitment to America's Promise?

Two thirds of the Corporation's programs are focused on children and youth. Many have not completed their reports on what got done in the last year. The following data have been reported by just under half the programs operating with AmeriCorps members around the country. In the last year, AmeriCorps members have:

- tutored almost 97,000 students and mentored or counseled another 100,000
- recruited about 66,000 volunteers for tutoring or other educational purposes.
- conducted 50,000 home visits related to follow-up on educational activities such as tutoring and counseling.
- worked on parenting skills with over 24,000 parents or families
- assisted 15,000 pregnant women to receive prenatal care.
- immunized over 20,000 children and adults
- conducted over 4,000 community safety patrols.

Though not focused on service to children, most of the AmeriCorps members themselves are young people who have learned the ethic and practice of good citizenship by giving back to their communities through such service as:

- responded to almost 9,000 emergencies (fires, floods, tornadoes, search and rescue)
- rehabilitated, renovated, restored or built nearly 100,000 units of housing and community building
- planted more than 10 million trees
- clean or restored thousands of miles of river banks and beaches

In addition, 25,000 Foster Grandparents mentor over 80,000 children and youth who are without stable adult relationships or who are in extreme need including young people with severe mental and health challenges and those who are involved in the juvenile justice system. Each Foster Grandparent serves 20 hours per week.

Another Senior Corps program is the Retired and Senior Volunteer Programs (RSVP) for volunteers aged 55 and older. More than 35,000 RSVP volunteers provided over 1.8 million hours of education-related services to children and youth:

- Almost 300,000 families and 108,000 individuals received general support services related to healthcare delivery.
- 3,300 RSVP volunteers served at 600 day care centers (pre-elementary)
- 4,600 volunteered at 600 before- and after-school centers.
- 3,200 RSVP volunteers served at 700 Head Start Centers.
- 1,900 volunteered at 400 pre-schools.

- 25,000 served at K-12 schools.
- 128 served at 35 Native American Schools.
- 5,400 volunteered at 600 post-secondary schools.
- 11,300 served at 2,200 libraries.
- 1,300 served 300 juvenile correction centers.

And through the new initiative Seniors in Schools, RSVP volunteers and Foster Grandparents are currently tutoring 1,300 students in 26 elementary schools. All of the new funding for RSVP and Foster Grandparents, an increase of over \$14 million, will be deployed for children's literacy efforts.

2. Please check the service(s) your organization has provided since May 1, 1997:

- ☒ a caring adult, role model or mentor
- ☒ safe places to learn and grow during non-school hours
- ☒ a healthy start leading to a healthy future
- ☒ a marketable skill through effective education
- ☒ an opportunity for youth to give back through community service

See service described under each fundamental resource attached.

3. If your agency has committed financial resources through grants, program allocations, sponsorships and/or scholarships, what percentage of the original commitment amount has been distributed to date?

At the Summit, President Clinton challenged faith-based, educational and community organizations to provide an additional 50,000 full and part-time national service opportunities for young people by the year 2000 and committed the Corporation to provide education awards of approximately \$5,000 to each of those additional AmeriCorps members. The first year goal was 5,000; the Corporation has already secured partners for 15,000 such service opportunities with more than 5,000 through the National Council of Churches with the Council for Religious Volunteer Agencies and their denominations. We are ahead of schedule.

The Corporation has secured National Service Scholarships for outstanding volunteer service in over 1,700 high schools, launching the program as a Resource Five initiative. There is \$5 million in funding available through June for up to an additional 10,000 high schools.

And the Corporation has made available \$1 million for use by State Service Commissions to support post-Summit follow-up.

4. What new partnerships has your agency established to help achieve the goals of the commitment?

The nature of the national service network of programs is to form partnerships at the national, state, and local level. Partnership Initiatives include:

Daily Points of Light: on January 1, 1998, President Clinton and former President Bush reintroduced the Daily Points of Light, designed to honor volunteers and volunteer organizations that demonstrate unique and innovative approaches to community volunteering and citizen action, with a strong emphasis on service focused on the five goals for children and young people set forth at the Summit. The Daily Points of Light program is co-sponsored by the Points of Light Foundation, the Corporation for National Service, and the Knights of Columbus. The Knights of Columbus Supreme Council provides full funding for the awards.

America Reads Partnership of Colleges and Universities: the Summit gave impetus to college and university presidents in committing work-study participation in elementary tutoring by students. With the help of a steering committee of 21 college and university presidents, now more than 900 institutions have joined the partnership.

Civic Alliance for "Prevention through Service": the Corporation for National Service and the Office of National Drug Control Policy have launched a partnership with over thirty national civic organizations representing over 50 million members to use service by young people as a strategy in substance abuse prevention.

AmeriCorps Education Awards expansion: the partnership with faith-based and nonprofit organizations called for by President Clinton at the Summit has grown to 100 new education award partnerships that will support nearly 15,000 new AmeriCorps members. Sponsors include the Boys and Girls Clubs of America, which are placing 900 members in 125 clubs and the National Council of Churches with the Council for Religious Volunteer Agencies, which are placing several thousand members to meet community needs through a wide range of national and local faith-based organizations.

Habitat and AmeriCorps --- over 400 AmeriCorps members currently serve with Habitat affiliates in 128 cities, in 30 states, the District of Columbia, and Puerto Rico. In addition to direct construction work, these AmeriCorps members prepare sites for home-building and help recruit, train, and supervise non-stipended volunteers to maximize Habitat's resources and expand its productivity. There are two additional initiatives that were launched this year by Habitat and for which AmeriCorps is a key asset. "The Houses that Congress Built" is an initiative launched by Speaker Newt Gingrich and Chairman Jerry Lewis to build homes with and for disadvantaged families in each Congressional District. The second is "Collegiate Challenge", a Summit commitment which offers service opportunities through Habitat for college and university students on spring break. The AmeriCorps*National Civilian Community Corps is currently organizing spring break work for thousands of college volunteers.

IBM, the United Way and AmeriCorps*VISTA: 45 AmeriCorps*VISTA members in 11 cities are bringing technology to hundreds of not-for-profit agencies. The partners have distributed almost a million dollars in cash grants, in-kind support, and IBM technology.

5. Have there been additional resources allocated to expand the commitment?

Under the Corporation's strategic plan, priority is now given to the assignment of national service positions to programs advancing the five goals of the Summit for children and youth. This is adding human resources through almost all divisions of national service. In addition:

Last October, Congress approved an additional \$65 million for AmeriCorps, AmeriCorps*VISTA, and the Senior Corps programs for the organizing of tutors for America Reads (Summit Resources 1 and 5);

Congress approved an additional \$5 million for National Service Scholarships for up to 10,000 high schools;

The Corporation allocated \$1 million to Governor-appointed State Commissions to assist post-Summit activities in all fifty states.

6. Please tell us about the next phase of your commitment. What are the next implementation steps? Are programs or activities planned which are related to your promise?

America Reads: Another portion of America Reads becomes operational this summer and fall, when 3,000 new AmeriCorps members through the states, an additional 2,000 AmeriCorps*VISTA members serving in local schools and nonprofits, and an additional 500 AmeriCorps*VISTAs begin serving in special summer programs ... all providing tutoring and organizing additional volunteer tutors for elementary school students.

Recognizing Youth Service: In May, up to \$10 million in scholarships to students in 10,000 high schools with outstanding commitments to service will have been awarded.

This April, the Corporation and its Goal Five partners will launch a new award to honor all young people who serve their communities for 100 hours or more a year. This new program will also provide the America's Promise campaign with a tracking mechanism for Goal Five.

Technology Literacy: through pilot programs with IBM in schools and community organizations, AmeriCorps*VISTA is filling an emerging and critical need for students who do not have access to technology. AmeriCorps*VISTA members train teachers, integrate technology into the curriculum, get the hardware working with the software, and run after-school programs to build skills for students and parents. The Corporation has pledged additional resources through AmeriCorps*VISTA to America's Promise's initiatives securing commitments from technology companies.

Leader Schools: President Clinton challenged schools to compete in developing ways of building service into the curriculum and after-school activities at every level. The Corporation for National Service has convened a design committee chaired by Ted and Nancy Sizer and supported by Educational Services Inc. The committee is proposing criteria for Leader Schools and incentives to encourage schools to join the effort. The initiative will be announced this summer for the school year beginning in the fall of 1998. In the next school year, 100 high schools will be competitively selected to serve as national models of school-based service.

The Compact for Learning and Citizenship: The Compact is a new national network of kindergarten through twelfth grade superintendents and chief state school officers, provides school leaders with the programmatic and policy leadership to link service-learning to school curricula and to link caring adults and institutions to schools.

7. America's Promise intends to include a highlight section in the Report. Do you have any specific successes that you would like to share?

A central success has been the involvement of our State Commission network and our national service grantees in the post summit effort to deliver the five fundamental resources. In at least 40 states and over 93 communities, state commissions, state offices, commissioners, and national service grantees are playing key roles in organizing state and local responses the Presidents' Summit. Two examples of particular interest are:

- The Rhode Island Commission in partnership with the United Way of Southern Rhode Island sponsored a 2-day state summit. The first day of the summit was dedicated to young people between 11 and 18 years of age. They were joined on the second day by 200 adults and together developed an action plan for state follow-up.
- In Albany, New York, Commission Chair Bill Murabito, lead the Albany delegation in their response to the challenges issued at the Presidents' Summit. Albany signed the local NBC affiliate as a media sponsor and they carried a live town meeting during the early stages of post summit planning. Albany's Summit produced KIDS (Kid Improvement Districts) to organize its delivery of resources to children around resources that serve children, not some arbitrarily assigned political designation. The Youth Caucus of the Summit also decided to build or renovate a house in Albany to be used for safe spaces programming.

And, specific programs have been delivering the five fundamental resources:

- **Seniors for Schools:** In the fall of 1997, the Corporation for National Service launched the Seniors for Schools initiative in nine cities. The initiative pairs Americans age 55 and older with children for special on-one-one reading support. Seniors for Schools have provided training and placed 240 senior volunteers in 26 elementary schools to serve students with below-average reading skills in kindergarten through grade three. More than 70 percent of the volunteers are serving 15 or more hours a week, serving 1,263 children on a regular basis. Volunteers provide one-on-one tutoring, organize book drives, serve as 'storytellers,' encourage parent involvement, establish after school book clubs and homework assistance programs. In one community, a reading level assessment determined that the reading level of children assigned to Seniors for Schools improved on average 1.26 levels in three months volunteers had been assigned.
- **Houston READ Commission**
The Houston READ Commission coordinates, promotes and expands adult and family literacy services in the greater Houston area. The Houston READ Commission and the Houston Community College have joined together to use federal work-study students as reading tutors for children at community-based and elementary school programs in their support of the America Reads Challenge, a national literacy initiative. The effort includes 60 full-time AmeriCorps members at 34 different sites, as well as federal work-study students and AmeriCorps*VISTA members in partnership with schools, recreation departments, congregations, libraries and Girl Scout groups to match learners with reading partners.
- **Neutral Zone (Mountlake Terrace, Washington):** Thirty-five AmeriCorps members address juvenile crime, gang activity, school success, youth homelessness, teen parenting and other issues for high risk youth. The program offers a late night program from 10:00 p.m. - 2:00 a.m. attended by 300-400 high risk youth, a street school operating six days a week, out of school time activities for K-12 grade, a teen parenting program, and strengthens protective factors relating to juvenile crime in school settings grades K-12, while enhancing school success. The Neutral Zone is the first program of its type and scope in the nation, and is designed collaboratively to provide an alternative for Mountlake Terrace and surrounding suburbs' youth. The Neutral Zone has expanded its activities through a grant provided by AmeriCorps and matching support from the Boeing Corporation. Within the Neutral Zone AmeriCorps' programs first year, violent crime in Mountlake Terrace decreased 30 percent.
- **Building Individual and Community Self-Sufficiency Through Service**
The Chancellor's Office for the California Community Colleges and fifteen local community colleges developed a program in which over 600 AmeriCorps members

are providing services to about 5,000 pre-school and K-3 children with special reading needs, including those of limited English proficiency. Many of the AmeriCorps members are former AFDC recipients, and they are enrolled in college courses studying early childhood education and literacy.

- **City Year Young Heroes:** The Young Heroes program is a City Year AmeriCorps initiative in eight cities around the United States. Its primary objective is to lead a diverse group of seventh and eighth graders into active citizenship, including service. Several City Year Boston corps members created this program, which spans at least eleven Saturdays. Young Heroes volunteer alongside corps members then, after their service apprenticeship, branch out on their own to create their own service projects and recruit new young volunteers to join them. They have renovated housing, created murals, delivered meals to people with HIV/AIDS, cleaned schools and led hundreds of adults and children into service. The program was expanded to 1,000 Young Heroes who began their volunteer service on January 19, Martin Luther King Federal Holiday.
- **Hands On Atlanta, Atlanta, GA:** The Hands on Atlanta AmeriCorps program places 110 AmeriCorps members to work full-time in eight of the Atlanta public schools as teaching assistants, mentors and tutors. Members provide diverse educational, recreational and enrichment opportunities for children, parents, and community members after school, in the evenings and on weekends, including opportunities for youth and children to perform community service. In addition, AmeriCorps members recruit volunteer tutors and mentors from the community as part of their out-of-school time programs. In only a few short months, AmeriCorps members leveraged 165 volunteers with a total of 990 additional hours of tutoring and mentoring for school-age youth.

8. Are there specific individuals who have made extraordinary efforts to help fulfill your commitment? Please provide contact information and a brief description.

Sherry Thomas

AmeriCorps Pinellas

Pinellas County, Florida

Sherry Thomas grew up in Clearwater's low-income North Greenwood neighborhood. At the age of 14, she was living on the streets because of an abusive situation at home. Today, Sherry is in her second year as an AmeriCorps member, helping to build community playgrounds and assisting in neighborhood cleanups, crime patrols, crime prevention seminars, after-school programs for at-risk youth, home security surveys, graffiti eradication programs, and field trips for troubled youths. Perhaps just as important, she is serving her community while learning valuable skills toward a career in law enforcement. Sherry has become a role model for the disadvantaged youth in the neighborhood in which she grew up.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. report	Summit Commitment Status Report [partial] (1 page)	04/06/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Shirley Sagawa
OA/Box Number: 24342

FOLDER TITLE:

Speech Materials [1]

2013-0124-S
rc1162

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Ken Zeff

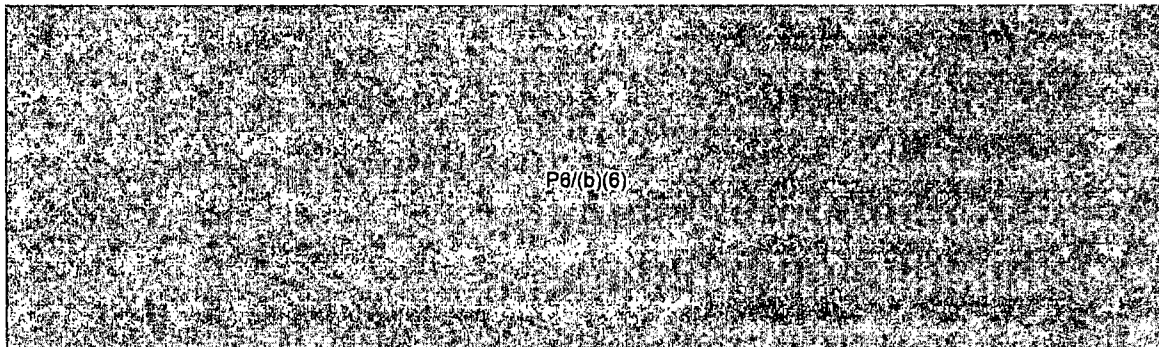
Homework Club Project
Seattle

Ken Zeff, 25, joined AmeriCorps*VISTA and took on an assignment in Seattle that utilized his organizational experience and computer skills to turn a subsidized housing lab into a learning center. Ken secured a group of volunteer tutors from a psychology class at a local college; persuaded local businesses to provide food and other incentives for children who consistently attend the Homework Club; drafted other AmeriCorps members to provide ESL and GED classes; and recruited volunteers from the Toastmasters organization to offer free classes on interview skills, public speaking, and communications. This endeavor enriched Ken's potential for future community leadership as he entered his next challenge at the Wharton School of Business.

Darrell Mitchell

Courtenay Middle School
Charleston, South Carolina

Learn and Serve America student Darrell Mitchell, who has been involved in a number of service activities since the fifth grade, most recently initiated an effort to address a literacy crisis in his neighborhood. He and his mentor designed and implemented a summer Breakfast and Reading Club, where he spent every Saturday teaching and encouraging 5- to 12-year-olds to read. Darrell even got the mayor to visit and share the joy of reading with them.

**Lizabeth Berry**

AmeriCorps VISTA/Pasco County Schools
Land O Lakes, FL

AmeriCorps member Lizabeth Berry serves in Pasco County Schools where she helps address the problem of school violence. She serves as a liaison between at-risk students and several community service agencies, including Crime Stoppers, where she collaborated with members of the Fraternal Order of Police to organize and finance a Safe Schools and Community Crime Stoppers Club at her school site. In addition, through Castle Keepers, Lizabeth recruited parents and concerned citizens and provided training to participants to serve as campus patrols. Currently, as an AmeriCorps*VISTA Leader, Lizabeth is extending her services to the entire county.

Sabrina Barbary

AmeriCorps Leader

Notre Dame Mission Volunteers Program

Sabrina Barbary, 23, is an AmeriCorps member with the Notre Dame Mission Volunteers program in Baltimore, MD. Sabrina currently teaches 62 2nd, 3rd and 4th grade students in reading and tutors and mentors five students after school at St. Mary's of the Assumption school. She also facilitates "Rainbows", a peer support group among the children, discussing topics such as divorce and death of family members. After her service in AmeriCorps, Sabrina would like to use her education award to return to school to earn her teaching certification and a Masters degree in psychology.

Kathleen Raines

Big Brothers and Big Sisters of Monadnock Region

Southwestern New Hampshire

Kathleen Raines, an AmeriCorps*VISTA member with Big Brothers/Big Sisters, is building a relationship with the University of New Hampshire's Keene State to match college students with 50 elementary students. She is also forging partnerships with local businesses to give employees the opportunity to mentor. She has begun an alumni recruiting program, in which former Big Brothers and Big Sisters speak to community groups or participate in other forms of recruitment activities.

Amy Achor

Waco, Texas

Amy is a high school senior who was the first recipient of a Daily points of Light Award when the program, which had been active throughout the Bush Administration, was resumed on January 1, 1998. Amy, 17, has been a community volunteer since she was a sixth grade, giving her time to Special Olympics, Habitat for Humanity, and Caritas, along with many other activities. She co-founded Loving Hands, a youth group serving nursing home residents and homebound people. Amy was selected to serve as the Waco Youth Delegate to the Presidents' Summit. Amy then organized the Central Texas Youth Summit at Baylor University which attracted over a 1,000 young people who were committed to volunteering over the next year.

9. **Several organizations last reported some challenges in fulfilling their commitments. Please describe any that you may have and how they have been addressed.**

Identifying baseline service numbers has been a challenge.

- 10. How are your local affiliates reaching out to their communities to build local alliances with the (1) community leader(s) who have assumed the role as America's Promise lead contacts in their communities, or (2) other community leaders from the public and private sectors engaged in delivering resources to youth?**

The national service network continues to be a key asset in the follow-up activities generated by the Summit. Of course, each of the Summit Communities had at least one convenor from the national service network. Now, Governor-appointed State Commissions and permanent State Office Staff as well as grantees across the country are organizing and working with Communities of Promise in a wide range of activities, from local and state summits to implementing local commitments through AmeriCorps, Learn and Serve America, and the National Senior Service Corps.

In at least 40 states, State Commissions are playing key roles in their state response to the Presidents' Summit. Commissions and Commissioners in the states of Alaska, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Mississippi, Nevada, North Carolina, Ohio, Oklahoma, Texas, Utah, and Wyoming have played leading roles in their state's efforts. Coming this spring are Commission-led summits in Florida, Washington, California, Connecticut, Georgia, Minnesota, Montana and Idaho to name a few. Additionally, the Corporation for National Service has made \$20,000 available to each state commission for summit follow-up activities.

In at least 90 Communities of Promise, Commissioners and national service program directors are playing a key role in organizing the delivery of the five fundamental resources. But in nearly every Community of Promise the national service grantees such as Hands On Atlanta, Habitat for Humanity, Communities in Schools are engaged in the pursue of the five fundamental resources for children and youth.

- 11. Has your agency been involved in any of the local efforts with your local America's Promise Communities of Promise?**

See above

- 12. One year report to the nation:**

Original Summit Commitment:

Promised to help recruit one million additional tutors, engage 100,000 students through college work study, and if Congress concurs, deploy an additional 11,000 AmeriCorps members for America Reads; and work to engage an additional 2 million young people in 100 hours or more of service each year.

Progress:

More than 900 colleges and universities recruited to help secure 100,000 work-study students as reading tutors. Launched Seniors in Schools in 9 cities for America Reads. Added 15,000 new AmeriCorps positions through community and faith-based organizations with emphasis on 5 Summit goals. National Service Scholarships for outstanding service were awarded in 1,716 high schools and secured funding to expand to 10,000 schools. Extended service-learning coordinators to all DC and 20 Philadelphia high schools to support service by all students (Goal 5)

Forecasting:

10,000 high schools will award \$1,000 scholarships for outstanding volunteer service. Will launch a new national award recognizing young people who serve over 100 hours per year. Will deploy 5,500 additional AmeriCorps members for America Reads beginning this summer. Will select 100 Leader Schools to serve as national models of school-based service. Will engage leading non-profit, youth-serving, and faith-based organizations in a Goal 5 partnership to enlist more than 2 million students in at least 100 hours of service.

13. Website?

www.nationalservice.org

Corporation for National Service

AmeriCorps, Learn and Serve America, and the National Senior Service Corps

National Service is playing an active role in achieving the five fundamental resources for America's young people. Each of the five goals set at the Summit are incorporated in the mission and strategic plan of the Corporation for National Service. The national service network continues to be a leading force in the follow-up activities, including implementing commitments, holding local and state summits, and supporting the full range of activities to Communities of Promise and America's Promise in the Schools. While the Corporation is working to achieve all the goals of the Summit, Goal 5 -- the opportunity for all young people to actively participate in service to their community --- is our special mandate.

COMMITMENT PROGRESS REPORT BY RESOURCE

Resource One: caring adults as mentors, tutors, coaches

America Reads, a program designed to ensure that every school child can read well and independently by the end of third grade, is underway. This summer and fall, there will be 3,000 new AmeriCorps members serving local literacy projects as organizers, leaders, and participants. Congress has approved an additional \$65 million for AmeriCorps, AmeriCorps*VISTA, and the Senior Corps programs for this initiative.

915 colleges and universities have now pledged to use a portion of their federal Work-Study funds to enable college students to tutor children and work in family literacy programs. Today, tens of thousands of college students are working in schools, nonprofit organizations, and child care centers across the country through America Reads. For instance, the Chancellor's Office for the California Community Colleges and fifteen local community colleges developed a literacy program in which over 600 AmeriCorps members are providing services to about 5,000 pre-school and K-3 children with special reading needs, including those of limited English proficiency.

Through DC Reads, AmeriCorps members and Foster Grandparents are joining almost 1,000 volunteers from six area colleges and universities and Communities in Schools to tutor, mentor, and provide after-school programs and service opportunities for students in 16 of the poorest performing public elementary schools.

Launched Seniors for Schools, a demonstration initiative in nine communities to enlist men and women over the age of 55 to work in teams to help children learn to read. In six months, the nine projects have trained and placed 240 Foster Grandparents and RSVP

volunteer in 26 Title I elementary schools. More than 70 percent are serving 15 or more hours a week and tutoring almost 1,300 children. Volunteers are tutoring one-on-one, organizing book drives, serving as storytellers, soliciting and encouraging parent involvement, and establishing after school book clubs and homework assistance programs. In one community, a reading level assessment was administered earlier in the school year and again the last week in January. This assessment reflected that the reading level of children assigned to seniors for Schools improved on average 1.26 levels in the three months volunteers had been assigned. The nine Seniors for Schools sites are located in Leesburg, Florida; Boston, Massachusetts; Minneapolis, Minnesota; Kansas City, Missouri; Bronx, New York; Cleveland, Ohio; Portland, Oregon; Philadelphia, Pennsylvania; and Port Arthur, Texas.

To support America's Promise in the Schools, the Corporation has extended service-learning coordinators to all District of Columbia high schools, twenty Philadelphia schools, and to other school districts across the nation committed to student service. The primary resource for this initiative is AmeriCorps*VISTA. For example, AmeriCorps*VISTA members organize service learning and community service projects by students in every public high school in the District of Columbia, helping to organize 92 projects involving more than 3600 youth and more than 150 local organizations in the past year.

On a national scale, there are 83 child and family literacy programs that are supported by AmeriCorps members. And there are \$33 million in grants through Learn and Serve America that bring service-learning, and its documented benefits of improved academic performance and citizenship, to over a million students in all fifty states.

Following are commitments that AmeriCorps is helping to implement:

- 25 AmeriCorps*VISTA members have joined Big Brothers Big Sisters of America in 25 cities to expand their reach in several areas, including expanding the tutor/mentor base to under represented populations, opening sites in new areas, and expanding after-school programs.
- there are almost 100 AmeriCorps*VISTA members serving in Communities in Schools directly supporting the organization's Summit commitment to reach one million young people.
- there are now 90 AmeriCorps*VISTAs serving in Save the Children's after school programs for disadvantaged youth.

Resource Two: safe places with structured activities

Public safety is a primary program area for AmeriCorps across the country, performing a wide range of services including helping close drug houses, establishing safety corridors, and training youth and adults in conflict resolution. One example is the Blue Hills AmeriCorps program in Kansas City, a partnership with the Police Department. This year, 21 Blue Hills AmeriCorps members recruited and trained 504 volunteers to serve as guards at 62 school bus stops and closed almost 20 drug houses, some of which are being taken over by the city for rehabilitation as housing for low-income families.

Recognizing that children spend more than 4,000 of their waking hours outside the classroom each year, the Corporation developed and published a "how to" manual, "To Learn and Grow" to help expand and improve the quality of programs for children and youth during non-school hours. The publication is the result of a collaboration between the Department of Education, the Department of Health and Human Services Child Care Bureau, National Association of Child Care Resources and Referral Agencies, Save the Children, the National Institute on Out-of-School Time at Wellesley College, the Y.M.C.A. of the USA, and the National School-Age Care Alliance.

Museums have enormous potential to provide safe places with structured activities for millions of young people. To support and expand museums' capacity and interest, the Corporation has deployed a National Service Fellow to work with the American Association of Museums to research and 'benchmark' the activity of museums and cultural institutions in this area.

Resource Three: a healthy start leading to a healthy future

This year, the Corporation has placed 213 AmeriCorps*VISTA members in 11 projects around the country to strengthen local immunization efforts. A primary focus is on the outreach to low income families to assure a healthy start for young children. Public awareness and parent education activities are key strategies in these projects.

- With just 66% of children two years of age properly immunized, Idaho has the worst immunization rate in the nation. Thirteen AmeriCorps*VISTA members served last year with the Idaho Childhood Immunization and WIC Outreach Project developing and implementing programs that will immunize infants and children. Community partnerships have been forged with local media, businesses, health providers, and private citizens. Over \$60,000 in cash and in-kind contributions have been donated to fund community health programs and discounted immunization clinics. Dozens of immunization coalitions have been created. It has been estimated that for every dollar spent on immunizations, \$29 is saved in direct and indirect costs. There are currently 20 hospitals participating in this program, with roughly 200 volunteers 'tracking' over 5,000 infants.

- Learn and Serve America is working with Vision Service Plan, a corporate commitment-maker, to deliver eye care and glasses to the children of the working poor in the DC public schools.

Resource Four: a marketable skill through effective education

America Reads, a program designed to ensure that every school child can read well and independently by the end of third grade, is underway. This summer and fall, there will be 3,000 new AmeriCorps members serving local literacy projects as organizers, leaders, and participants.

IBM and United Way: 45 AmeriCorps*VISTA members in 11 cities are bringing technology to hundreds of not-for-profit agencies. The partners have distributed almost a million dollars in cash grants, in-kind support, and IBM technology.

The Partnering Initiative on Education and Civil Society. Jeremy Rifkin, the Corporation for National Service, and over 70 education, service, and youth organizations have formed a coalition to integrate civic values, including the ethic of service, into the education process. A key objective is to develop more direct involvement between community organizations, civic associations, business and local schools, and colleges and universities, "weaving a seamless web between school and community" to improve the quality of education.

Leader Schools: President Clinton challenged schools to compete in developing ways of building service into the curriculum and after-school activities at every level. The Corporation for National Service has convened a design committee chaired by Ted and Nancy Sizer and supported by Educational Services Inc. The committee is proposing criteria for Leader Schools and incentives to encourage schools to join the effort.

Resource Five: an opportunity to give back through their own service

The Corporation for National Service continues to serve as the Executive Secretariat for the Advisory Board on the Fifth Fundamental Resource. Co-chairs of the Advisory Board are Tim Shriver, CEO of Special Olympics International and Rosabeth Moss Kanter, author and professor at Harvard University School of Business. Alan Khazei, Co-Founder of City Year and Shirley Sagawa, a consultant to the Corporation for National Service serve as vice-chairs of the Advisory Board.

Since the Summit, more than 80 nonprofit organizations, corporations and government organizations have made commitments to or launched initiatives in support of Goal 5. The Corporation for National Service and Do Something co-sponsored a one-day strategic planning session last August to begin to chart the course for how to dramatically expand opportunities for young people to help deliver the five fundamental resources through high-quality service. In January, the YMCA of the USA hosted a strategy session with all of the key national youth organizations to consider how they might significantly expand the number of opportunities for young people to serve and to develop more comprehensive service-learning programs. Since then, a number of new initiatives have been launched to help reach the three targets set by the Advisory Board before the Summit.

Following are brief summaries of the new initiatives that have been launched to help reach the three targets set by the Advisory Board before the Summit:

The first target, to ensure that 2 million additional young people provide at least 100 hours or service each year, has proven to be the most widely embraced of the three targets. There are a variety of existing and emerging initiatives focused on this target, including incentives (e.g. awards and scholarships), commitments on the part of major national nonprofit organizations including Big Brothers Big Sisters, the YMCA of the USA and Boys and Girls Clubs of America to build this benchmark into their programs, and an increase in the number of school districts that are considering or adopting service requirements for high school students. The April launch of a new student service award—paralleling the President's Physical Fitness Awards—and the release of a new public service announcement on youth service by the Entertainment Coalition for Education will add to that momentum.

The second target, to engage 100,000 young people in at least 1,000 hours of service each year has been more challenging to advance. We have made significant progress through the AmeriCorps Education Awards Program. The National Council of Churches has become the single largest AmeriCorps sponsor, with more than 5,500 full and part-time AmeriCorps Members soon to be in the field. The Boys and Girls Clubs have also expanded their participation by adding 800 new AmeriCorps Members through the Education Awards Program, for a total of 900 AmeriCorps Members serving in Boys and Girls Clubs across the country. A key component of the strategy to reach the 100,000 goal by the year 2000 must be to create the demand from young people for more opportunities for full-time service. The obvious other key component is the investment of private sector or state and local government support to match the federal investment. The Corporation for National Service has proposed a strategy session on this target with key leaders and investors to develop a plan for taking full-time service to this next scale.

The third target challenges college and university leaders to use their federal work-study funds (now nearly \$1 billion) to engage students in service to the community. The main initiative underway to move toward the third target of engaging half of the work-study students in service is in connection with President Clinton's America Reads Initiative to

achieve the goal of every child learning to read by grade three. So far over 900 colleges and universities have committed themselves to using work-study funds to enable college students to tutor elementary students. In addition to this and other efforts to persuade college and university administrators to shift from the current ratio of 95% of the work-study slots in on-campus administrative or service jobs to 50% in service to the community, students themselves need to be inspired to ask for such service positions. A third factor needs to be pressure from community organizations that need and are ready to use work-study students in their service programs. Target three requires a shift in thinking for colleges and universities, but if achieved, 500,000 students averaging ten hours a week of service to the community will represent an enormous step toward large-scale service by young Americans.

- **First Book:** 6 AmeriCorps*VISTAs are serving regionally to help First Book implement its commitment to deliver 2 million new books to 1 million children and double the number of local advisory boards.

Vision Service Plan: delivering eye examinations and spectacles to the children of the working poor in the District of Columbia through a partnership with Learn and Serve America.

Goal 5 Progress Report for
America's Promise

**The Fifth Fundamental Resource:
An Opportunity for Young People to
Give Back Through Their Own Service**

Five

Martin Luther King, Jr. said, "Everybody can be great because anybody can serve." To fulfill America's Promise every young person must be challenged and inspired to realize that greatness. Young people should view themselves—and be viewed by their communities and our nation—as resources for all five goals set at the Presidents' Summit For America's Future and in the campaign for America's Promise. We must challenge families, schools, colleges and universities, communities of faith, national service and youth corps, and community organizations to create more high quality opportunities for young people to serve America. Most importantly, we must ask all young people to become active duty citizens—and to discover their own potential through service.

Goal 5 Advisory Board (In formation)

Tim Shriver, Special Olympics International, Co-Chair

Rosabeth Moss Kanter, Harvard Business School, Co-Chair

Alan Khazel, Andre Lee, and Shirley Sagawa, Vice-chairs

AnnMaura Connolly, Liaison, Corporation for National Service

The Fifth Fundamental Resource: An Opportunity for Young People to Give Back Through Their Own Service

Achieving Goal 5

The Presidents' Summit for America's Future was designed to unleash a new level of energy, organizational commitment and citizen power to help turn the tide for millions of children and youth who lack five fundamental resources: (1) an ongoing relationship with a caring adult as mentor, tutor, coach; (2) safe places with structured activities to learn and grow during non-school hours; (3) a healthy start and a healthy future; (4) a marketable skill through effective education; and (5) an opportunity to give back through their own service to the community. The goal of America's Promise is to mobilize millions of citizens and thousands of organizations to ensure that every young person in our country has access to these resources.

Every young person needs all five fundamental resources, and there must be a common strategy for delivering all five. But the fifth resource—that all young people be challenged, inspired and given opportunities to serve—is itself a key to achieving all five resources. Much attention is paid to asking adults to help children. Much more attention must be given to the role young people themselves can play in delivering the five fundamentals to their peers and younger children, and for themselves. They need to view themselves and to be viewed not as problems but as a force for solving the problems. The Advisory Board for the Fifth Fundamental Resource determined three targets to drive us toward the goal of engaging all young people in service to their communities:

1. Two million additional young people by the year 2000 will provide at least 100 hours of service each year through high-quality programs;
2. 100,000 young people will become service leaders by providing 1,000 hours or more of high-quality service each year; and
3. Colleges and Universities—and students—commit at least half of the nearly 1 million work-study positions to service in the community.

Target One

On the first target of providing opportunities at the level of 100 hours or more each year, there are a variety of existing and emerging initiatives. These include incentives such as awards and scholarships as well as the commitment of many of the

large community-based youth-serving organizations such as the YMCA, Boys and Girls Clubs and Big Brothers Big Sisters to take the idea to scale. Those efforts, combined with the increase in school districts considering or adopting service requirements for high school students, have begun to create momentum in support of the first target. The April launch of the President's Student Service Awards—paralleling the President's Physical Fitness Awards—will add to that momentum.

Target Two

The second target, despite its modest goal of engaging 100,000 young people in at least 1,000 hours of service each year, has not been as easy to advance. The National Council of Churches has become the single largest AmeriCorps sponsor, with more than 5,500 full and part-time AmeriCorps Members soon to be in the field through the Education Award Only Program. That program provides the \$4,725 AmeriCorps educational award to each member who completes a year of full-time service, but leaves the other costs and leadership to the faith-based organizations that recruit, select and administer the AmeriCorps Members. This effort, has enormous potential, especially when combined with the attempt to focus work-study funds toward community service. Local and state service and conservation corps, many of which have been engaging young people in full-time service for 30 years or more, are another obvious source of full and part-time service opportunities. A key component of any strategy to reach the 100,00 goal by the year 2000 must be to create the demand from young people for more opportunities for full-time service. The obvious other key component is the investment of private sector or state and local government support to match the federal investment. We propose a strategy session with key leaders and investors to develop a plan for taking full-time service to this next scale.

Target Three

The third target challenges college and university leaders to use their federal work-study funds (now nearly \$1 billion) to engage students in service to the community. The main initiative underway to move toward the third target of engaging half of the work-study students in service is in connection with President Clinton's America Reads Initiative to achieve the goal of every child learning to read by grade three. So far over 900 colleges and universities have committed themselves to using work-study funds to enable college students to tutor elementary students. In addition to this and other efforts to persuade college university administrators to shift from the current ratio of 95% of this work-study slots in on-campus jobs to 50% in service to the community, students themselves need to be inspired to ask for such service positions. And a third factor needs to be pressure from community organizations that need and are ready to use work-study students in their service programs. Target three requires a shift in thinking for colleges and universities, but if achieved, 500,000 students averaging ten hours a week of service to the community will represent an enormous step toward large-scale service by young Americans.

Last August, the Corporation for National Service and Do Something co-sponsored a two-day strategy session hosted by the United Way of America, in cooperation with the Advisory Board for Goal Five of America's Promise, with keynotes by General Powell and Ray Chambers. More than 150 representatives from nonprofit organizations, state service commissions, service-learning programs, education associations, foundations, and corporations agreed to work together to develop and implement strategies for delivering the fifth fundamental resource. Following are among the key initiatives, some new and some already underway, to achieve the targets:

Target One: 100 Hours

President's Student Service Award: At the Goal 5 strategy session in August, participants recognized the value of an award that can be distributed widely that would recognize service by young people. The American Institute for Public Service piloted a similar program on behalf of the White House—modeled on the President's Physical Fitness Award. In early 1998, a new initiative will be launched for the President's Student Service Award that will have as a criterion the 100-hour target for Goal 5. It will be available through schools and youth organizations and will serve as a major source for registering those who serve for one hundred hours or more.

Service As an Integral Part of the School Curriculum: Since all Americans are in school for a crucial stage of their lives, the schools—public and private—are the most promising place to reach and engage them, the sooner the better. Many school districts and the whole state of Maryland, like a high proportion of religious and private schools, already require some form of service to the community as part of the curriculum. This is the most far-reaching way to achieve Goal 5 and General Powell and President Clinton have been encouraging this course. Students in districts requiring less than 100 hours can be challenged to go beyond the call of duty to reach or surpass the 100-hour target. The Learn and Serve America Program of the Corporation for National Service is working with Communities in Schools, Do Something, and a number of service-learning consortia to promote high quality service-learning opportunities. Service-learning and high-quality student service can be a key part of educational reform, including civic and character education and learning-by-doing in a number of academic subjects.

America's Promise in Schools: Led by Communities in Schools, Quest International and the American Association of School Administrators, this initiative being organized by America's Promise seeks to provide more than 2 million young people with access to the five fundamental resources using a school-based delivery system. Through regional Forums convened by Superintendents of Schools, America's Promise in Schools will encourage and work with local schools and communities to secure the five fundamental resources for all students.

National Service High School Scholarships: Congress has provided funds to enable the Corporation for National Service to offer 10,000 schools a scholarship for a junior or senior who is an outstanding example of student service and completes at least 100 hours of such service. (1700 scholarships were awarded this summer.) The Corporation's \$500 is to be matched by \$500 raised locally. The Citizen Scholarship Foundation administers the program.

National Basketball Association: The NBA has launched TeamUp, a program designed to engage middle school students in service. In September, 29 NBA teams met to develop implementation plans to engage 100,000 students by the year 2000. Participating schools receive copies of a teachers guide developed in partnership with Scholastic Magazine that connects service projects to the curriculum.

Student Summits: Led by the National Association of Student Councils, the National Association of Secondary School Principals, and the Points of Light Foundation, student council presidents in high schools across the country are being asked to convene a student summit. Initiated as a way for students to respond to the call issued at the Summit in Philadelphia, these high school events will focus on mobilizing young people to help achieve the goals of the Summit, with a particular emphasis on the 100-hour target of Goal 5.

Service-Learning Coordinators in Schools: Schools adopting a service requirement for graduation or including service-learning in the curriculum are being encouraged to seek service-learning coordinators to help organize and strengthen service initiatives, link them to the curriculum and assist teachers in developing creative projects that best link learning to service. Plans are underway for a meeting of districts and states that have adopted a service requirement to strengthen programs that support the requirement. Schools in a number of communities are demonstrating the value of service-learning coordinators with assistance from the Corporation's Learn and Serve America program, AmeriCorps Members and Communities in Schools.

Youth-Serving Organizations: The YMCA of the USA hosted a meeting in January for some of the key youth-serving organizations to consider how they might significantly expand the number of opportunities for youth to serve and to develop more comprehensive service-learning programs. The YMCA itself is substantially increasing its service-learning programs with its millions of youth members. Big Brothers Big Sisters has committed itself not only to double its 100,000 matches by the year 2000, but to ask each "Big" and "Little" to engage in service together.

Civic Alliance for "Prevention Through Service": Over thirty major national civic organizations representing over 50 million members (20 million of whom are youth) signed a formal alliance to "enhance volunteer service programs for young people" and to "promote community service recognition programs for young people," including the National Service Scholarship program. This is an integral part of the drug prevention initiative they are sponsoring. The leadership of the Lions, Kiwanis, Rotary, YMCA, Big Brothers Big Sisters, Boys and Girls Clubs, VFW, Boy Scouts, Girl Scouts and other key

Educational Services, Inc. Ted and Nancy Sizer will lead a design committee to propose criteria for Leader Schools and Incentives to encourage schools to join the effort.

The Partnering Initiative: Jeremy Rifkin and representatives from many of the major education groups have formed a coalition to integrate civic values, including the ethic of service, into the educational process. A key part of the strategy is to "expand opportunities for students to become more involved in meaningful service with neighborhood and community organizations by making service-learning an integral part of the academic experience."

The National Council for the Social Studies: The National Council for the Social Studies has developed a new section on service-learning as part of The American Promise Teaching Guide to support education efforts in the area of responsible citizenship. The new section describes the rationale for service-learning and provides a historical context and gives practical step-by-step directions for implementing and assessing service-learning within social studies courses. The guide itself was introduced to teachers last November.

Disney's Children's Summit Competition: Disney Adventures Magazine and the Just Think Foundation of Northern California are sponsoring a competition for young people between the ages of 7 and 14 that encourages them in teams of two to design a project to help their community "grow up." Projects should relate to education, nutrition, sports, relationships or children's rights, which are sub-themes of this year's Children's Summit. Five winning teams will represent the United States at the 5th Annual Children's Summit, sponsored by Disney Magazines in Europe and UNESCO, which will be held May 4-8 in Paris.

Target Two: 1,000 Hours

National Council of Churches and the President's Challenge at the Summit: At the Summit, President Clinton challenged faith-based, educational and community organizations to provide 50,000 or more full and part-time national service opportunities for young people, with AmeriCorps providing the education awards. In the largest single response, the National Council of Churches is recruiting, deploying, and supporting over 5,500 (3500 full-time and 2000 part-time) such "education award" AmeriCorps Members. The Council is doing this through its new African American Church and Community Project, the Latino Church and Community Project and the Council of Religious Volunteer Agencies, which includes the Catholic Network of Volunteer Service. The Catholic Network itself is working through its 175 faith-based service programs to reach one million additional children by engaging an additional 10,000 volunteers in full-time service. Together these efforts take major steps toward the goal of 100,000 young people providing more than 1000 hours of service.

organizations signed the Prevention Through Service agreement with Vice President Al Gore, General Barry McCaffrey, the Director of the Office of National Drug Control Policy, and Harris Wofford at the White House on November 18, 1997.

National Youth Movement: A group of young leaders who attended the Summit in Philadelphia are developing a national youth response to the Summit and the five goals. They are being assisted by the National 4-H Council, the National Youth Leadership Council, the Points of Light Foundation, the W.K. Kellogg Foundation, the Coalition of Community Foundations for Youth, the Corporation for National Service and America's Promise. Plans include a National Youth Summit by the year 2000, a series of local forums or meetings and a strong youth network.

National Council of Volunteer Centers: The National Council has committed to develop 400 new community collaborations on new or expanded youth initiatives to connect one million young people with caring adults and/or an opportunity to serve. To date, more than half of the several hundred volunteer centers affiliated with the Points of Light Foundation have begun developing programs to engage 200,000 young people with an opportunity to serve.

Nickelodeon's "Kids in History: The Big Help Classroom Video": Nickelodeon is distributing to 25,000 community partners across the country a new video and discussion guide on the famous young people who have made a difference in their communities. The video and guide have been created in support of The Big Help Week, April 18-25, 1998, which asks young people to design creative ways to help their community. An additional 36,000 videos and guides have been sent directly to classrooms around the country to assist teachers in connecting The Big Help to learning activities. In addition, teachers and community partners receive a copy of The Big Help 1997/98 Action calendar, so that classes can log their Big Helping hours every month.

Community Coaches: Community Coaches, Initiated by Do Something, are being appointed in a number of pilot schools to connect students to resources from the community as well as to organize "action teams" that will develop and implement service projects. Coaches will encourage students to reach for the 100-hour mark of Goal 5 and help connect them to all five fundamental resources.

The Compact for Learning and Citizenship: The Compact was initiated by Frank Newman of the Education Commission of the States and is chaired by Dr. Suellen Reed, Superintendent of Public Instruction in Indiana. It is modeled on The Campus Compact of college and university presidents committed to student service. The new initiative will build support for service-learning among top K-12 educators in every state.

Leader Schools for Service-Learning: President Clinton has challenged schools to compete in developing ways of building service into the curriculum and after-school activities at every level (similar to the All-Star Service City idea). The Corporation for National Service is supporting the project to identify and recognize such schools, with the assistance of

MTV: MTV, which has a special commitment to advancing Goal 5, recently released a public service announcement designed to promote full-time service through AmeriCorps. Since May, MTV has donated over \$1.3 million in air time to show the spot.

National Association of Service and Conservation Corps: The National Association of Service and Conservation Corps has committed to increasing the number of full and part-time corpsmembers by 25%. Most of the current 30,000 corpsmembers are engaged in service at a level of 1,000 hours or more each year.

Target Three: Work-Study

America Reads and Work-Study: The main initiative underway to move toward the third target of engaging half of work-study students in service is in connection with President Clinton's America Reads Initiative to achieve the goal of every child learning to read by grade three. In response to the President's challenge, a Steering Committee of 21 college and university presidents, chaired by Robert Corrigan, President of San Francisco State University, and backed by major organizations of higher education is working to secure 100,000 college work-study positions for college student tutors for America Reads. Over 800 colleges and universities have committed themselves to using work-study funds to enable college students to tutor elementary students. College students not eligible for work-study are also being organized on many campuses to become volunteer tutors.

All Three Targets

State and Local Summits: The Summits underway across the nation provide an extraordinary opportunity to engage young people in planning and implementing a community or state strategy for their own service. In most places, summit organizing committees have been including young people as key stakeholders from the start of the planning process, highlighting young leaders who are doing service that relates to the five fundamentals. The state and local plans for achieving goal five that are developed through the regional summits can provide incentives for young people who commit to the three targets: two million additional young people serve at least 100 hours each year; 100,000 young people serving at least 1,000 hours each year; and half of the nearly 1 million work-study positions dedicated to service. In some places, youth groups are organizing local and regional summits such as the successful Central Texas Youth Summit organized by Amy Achor, a high-school student who attended the Philadelphia Summit and one of the first Daily Points of Light awarded in 1998.

All-Star Service Cities: The idea of All-Star Service Cities, which several cities are now considering, was initiated at the August conference as a strategy for Goal 5. By the year 2000 an All-Star Service City would offer all of the major national models of full and part-time service by youth, including high quality service programs in schools, community

organizations, and colleges and universities. They would seek to reach all three targets of the fifth goal for that town or city. Cities that commit to becoming All-Star Service Cities for Goal 5 would be linked to the Communities of Promise strategy of America's Promise for the achievement of all five Summit goals.

Martin Luther King Day: The Corporation for National Service, the Martin Luther King, Jr. Center for Nonviolent Social Change Inc., The Points of Light Foundation, the United Way of America and Do Something joined forces to make the national Martin Luther King, Jr. holiday on January 19, 1998 a day of service. The King Holiday and Service Act of 1994 aims to transform the observance of Martin Luther King's birthday into a day of action that reflects King's life and teaching—bringing people together, breaking down barriers that divide us, and working to solve our problems through citizen service. Schools across the nation celebrated the King Holiday by participating in the national Kindness & Justice Challenge organized by Do Something. In the two weeks leading up to the holiday, students performed Acts of Kindness (helping others) and Acts of Justice (standing up for what is right) that were registered on the Internet. Service programs, churches, companies, universities and individuals are performed service-oriented celebrations on the holiday.

Public Service Announcements: The National 4-H Council, in cooperation with the US Department of Agriculture, recently released a series of public service announcements asking school-aged young people to serve. The Creative Artists Agency in Los Angeles, with the Entertainment Coalition for Education, is also developing an appeal for youth to serve the young as part of its major entertainment industry focus on education.

National Youth Service Day: April 21, 1998 marks the tenth anniversary of National Youth Service Day, a national celebration of the positive ways in which young people are improving their communities through service. Youth Service America sponsors the day with many other national partners. A Tool Kit for planning a service project, recognition event or special project is available from Youth Service America.

The Grantmaker Forum on Community and National Service: The Forum consists of corporate, community and private foundation grantmakers who share an interest in promoting the American tradition of community and national service. This January in Seattle, the Forum and the Council on Foundations will launch a series of town hall meetings designed to promote service by young people as a strategy for solving community problems, especially those affecting children and youth. Similar gatherings will follow in other communities across the country over the next year.

Goal 5 Website Resource List*

State and Local Summits and Communities of Promise

America's Promise

www.americaspromise.org

Schools as the Hub

America's Promise

www.americaspromise.org

The Corporation for National Service

www.nationalservice.org

The Points of Light Foundation

www.pointsoflight.org

The United Way of America

www.unitedway.org

Do Something

www.dosomething.org

www.kjchallenge.org

Communities in Schools

www.cisnet.org

Quest International

www.quest.edu

American Association of School Administrators

www.aasa.org

National Basketball Association (NBA)

www.nba.com

Presidents Student Summits

www.summitup.org

National Council for the Social Studies

www.ncss.org

Commitments

America's Promise

www.americaspromise.org

America Reads

www.nationalservice.org

www.ed.gov

YMCA of the USA

www.ymca.net

Big Brothers Big Sisters

www.bbbsa.org

Civic Alliance for Prevention through Service

www.ptsanet.org

National Council of Churches

www.nccusa.org

Catholic Network of Volunteer Service

www.catholic.net/rcc/cnv/cnvshome

National Council of Volunteer Centers

www.pointsoflight.org

National Youth Leadership Council

www.nylc.org/NYLC.Index.html

National 4-H Council

www.fourhcouncil.edu

Communications

America's Promise

www.americaspromise.org

National 4-H Council

www.fourhcouncil.edu

MTV

www.mtv.org

Nickelodeon

www.nick.com

Youth Service America

www.serve.net

Children's Summit Competition

www.childrens-summit.com

www.justthink.org

*This is a partial listing of resources for Goal 5, as of 1/6/98. This is listed according to appearance in the above progress report.

The Fifth Fundamental Resource

Advisory Board Members for America's Promise/Goal 5

Co-Chairs: Tim Shriver, CEO, Special Olympics
Rosabeth Moss Kanter, Harvard Business School

Vice Chairs: Alan Khazei, Co-Founder, CityYear
Shirley Sagawa, Liaison, Corporation for National Service
AmeriCorps Alum

Alliance Partners: Adventist Community Services
(Organizations working with the Goal 5 Advisory Board and/or made commitments related to the fifth fundamental resource.) Aid Association for Lutherans
American Association of Homes and Service for the Aging
American Legion Auxiliary
American Red Cross
AmeriCorps Alums
Bain & Co.
Bain Capital
Big Brothers Big Sisters
Bonner Foundation
Boys and Girls Clubs of America
Boy Scouts of America
Camp Fire Boys and Girls
Campus Compact
Campus Outreach Opportunity League
Catholic Campus Ministry Association
Catholic Network of Volunteer Service
Center for Effective Compassion
Christmas in April
City Year
Civic Alliance for Prevention Through Service
The Compact for Learning and Citizenship
Communities in Schools
Corporation for National Service
CNA
Creative Artists Agency
Devereux Foundation
Do Something
Elementary Science Education Partners
Everybody WINS Foundation
Fannie Mae Foundation
Federal Emergency Management Agency
Florida State University

Alliance Partners*(con't.)*

Girl Scouts of the U.S.A.
Girls Incorporated
Grantmaker Forum on Community and National Service
Heitman Retail Properties
Home Depot
Hugh O'Brien Youth Leadership Program
Humana, Inc.
Just Say No International
Lions Clubs International
Maryland Youth Service Action Committee
Michigan Nonprofit Association
Miss America Organization
MTV
National Assembly of National Voluntary Health and Social
Welfare Organizations
National Association of Secondary School Principals
National Basketball Association
National Council of Churches
National Council of Volunteer Centers
National 4-H Council
National Fraternal Congress of America
National Retired Teachers Association
National Society of the Daughters of the American Revolution
National Society of Fund Raising Executives
National Volunteer Fire Council
National Youth Leadership Council
National Youth Movement
Nickelodeon
Office of the Secretary of Defense
The Partnering Initiative
The Points of Light Foundation
Quest International
Selective Service System
Soroptimist International of the Americas
Special Olympics International
Steering Committee of College Presidents
Timberland Company
United States Department of Commerce
United States Department of Defense
United States Department of Veterans Affairs
United States Office of Personnel Management
The United Way of America
University of Notre Dame Alumni Association
Up With People

Alliance Partners

(con't.)

Veterans of Foreign Wars

Viacom

Women in Community Service

World SHARE

YMCA of the USA

Youth Service America

Youth Volunteer Corps of America



Greater D.C. Cares
1201 New York Avenue, N.W.
Suite 150
Washington, D.C. 20005
Phone: (202) 289-SERV (7378)
Fax: (202) 289-4108

April Calendar Enclosed!

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Washington DC 20008-1569

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BUSINESS PHILANTHROPY SUMMIT

Greater D.C. Cares is thrilled to announce that First Lady Hillary Rodham Clinton will be our honored guest and keynote speaker at the Washington Business Philanthropy Summit. The conference will be co-hosted by the Washington Business Journal and sponsored by AT&T and the Fannie Mae Foundation and will highlight the important role business plays in philanthropy and community service. On April 7th, 350 of Washington's most prominent business leaders will convene at the Willard Hotel to learn how their companies can support volunteerism. It's shaping up to be a great event!

GREATER	DC CARES	
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**HILLARY RODHAM CLINTON
BUSINESS PHILANTHROPY SUMMIT
WASHINGTON, D.C.
APRIL 7, 1998**

It is a great pleasure to be here at this Business Philanthropy Summit -- and to join so many of you in the private sector who have come together today to help build a brighter future for this city and for the people who live and work here. I want to thank Jamie Gorelick for those kind words, but more importantly for her leadership at Fannie Mae, and her life of public service. She and others we have heard this morning -- Mario Morino, Billy Shore, and Jerry Lowrie -- are powerful reminders of what can be accomplished when every sector of society commits resources and energy to promote a stronger, revitalized community. I'm also very pleased to see some very distinguished friends of this nation's capital here today, Senator Jim Jeffords and Congresswoman Norton.

Special appreciation to the two hosts of this event: Greater D.C. Cares, which does such invaluable work in matching thousands of volunteers every year with community service organizations, and the Washington Business Journal -- which is publishing a special business philanthropy guide to spotlight the best strategies, volunteer programs, and successful community partnerships. I also want to thank the Fannie Mae Foundation and AT&T for underwriting this Summit -- and Jamie Gorelick and Gerald Lowrie for serving as honorary chairs.

This is an historic gathering, and I want to thank all of the business leaders who have come here this morning. We meet here at a time of true promise and opportunity for our nation's capital -- fueled by renewed economic investments in downtown, explosive growth in technology and communications companies, and a growing spirit of civic engagement. By working together, we have a unique opportunity to revitalize this City, and to prepare our citizens for the extraordinary challenges of a new Century, and a new Millennium.

This City holds out a unique challenge for those of us who live and work here. It is the seat of the nation's government; the center of its cultural and historical life; a mecca for tourists, and a nerve center for international communications. This is not just the city for the country, but for the world. And I'm sure you would agree that every citizen of the Capital of the greatest nation on earth should have the opportunity to live in a safe and vibrant community, with good schools, access to quality child care and health care, good jobs, affordable housing, and an ever widening circle of opportunity for themselves and their children.

I'm proud that this Administration is playing a significant role in helping to fulfill this challenge of rebirth for our nation's capital. Last year, under the Revitalization Act, the federal government began to revamp the City's criminal justice system; eliminated pension liability, increased Medicaid payments -- and expanded funds for school construction and repair. And in January, I joined Cabinet members and Congresswoman Norton in announcing the President's budget request for fiscal year 1999 -- which will include over \$100 million new dollars targeted directly to the District of Columbia. \$50 million will be used to capitalize the National Capital Revitalization Corporation, aimed at dramatically expanding opportunities for public/private partnerships to revitalize both the downtown area and the city's neighborhoods.

I believe my husband's and this Administration's commitment to help lift up those who live, learn, work and visit our nation's capital is evident in this growing federal support and engagement.

So today, I'm very pleased to announce that we are building on that record with a \$5 million dollar grant from the U.S. Department of Education. And I'm particularly pleased that Senator Jeffords and Congresswoman Norton, who have been such powerful voices on behalf of the people of this city -- are with us for this announcement. These funds will be used to keep the doors of 80 D.C. public schools open this summer, so that 20,000 of our young people can take extra academic instruction in reading and math. I can't think of a better way to ensure a brighter future for our nation's capital than by investing in the education of our next generation, particularly those at risk of falling behind or failing. This new initiative will support intensive efforts already underway in the District to help boost academic achievement -- and to involve more parents and community members in the enrichment of our young people's education.

And that's what today's summit is all about: what we can do together, as partners, to fulfill the promise of this city, and to unleash the vast potential of the people who live here.

As Washington's top business leaders, you are absolutely critical to realizing this transformation, and I applaud you for coming here today. Leaders like yourselves have always been the engines for revitalization and innovation in our communities. In my travels across the country to cities like Cleveland, Philadelphia, Baltimore, and Atlanta, I've seen first hand how businesses have become the catalytic partners for downtown renewal and community development. Today, I challenge all of you to become those catalysts for change in our nation's capital.

And here, I'm not just talking about investments in bricks and mortar. The physical renaissance of Washington D.C. is critical -- and we must focus a great deal of our attention and combined resources to ensure a revitalized downtown. When I met with members of the Downtown Interactive Task Force recently at the White House, I pledged to do what I could to help them fulfill that mission.

But we must also invest in the heart and soul of this city -- in its neighborhoods and schools, in its local businesses and enterprises, in its community and volunteer organizations, and most importantly, in the future of the children who live and learn here. It is for them that we must take up this challenge, and make this commitment to act.

The challenges facing this city are formidable. As this gathering knows so well, we are surrounded by an economic boom. Yet many of you in the private sector can't find the skilled workforce you need to fill those jobs, because our schools are failing to give our children the skills they need to compete in the global marketplace.

Here in Washington, we continue to be “The Tale of Two Cities,” one the glittering seat of government and the repository of our nation’s cultural and historical heritage. The other, a city divided along racial and economic lines, where too many families are struggling to find good jobs, decent child care, and safe communities in which to live and raise their children.

It’s a public shame that here in our nation’s capital, the roofs of our schools are failing in; half of our students are dropping out; a growing number of our children are living in poverty, and too many of our young people are being robbed of their childhood, the victims of violence and drugs.

It’s time for all of us to come together to end these inequities; close the gaps of opportunity, and fulfill the promise to the next generation. It’s time to join forces to give the children in our nation’s capital the opportunity to grow up safe and healthy, ready to learn, and fully prepared to become active citizens of their community and their world.

I've always said that no problem exists that hasn't been solved somewhere, by someone. And like to many of you, I've seen what's possible to achieve when people stop wringing their hands, and use them instead to rebuild communities, and lift up the lives of families and children.

I've visited child care centers here in DC where children are being loved and read to and given the skills they need to succeed. I've visited inner city schools where teachers have the highest expectations of their students. I've visited community lending institutions where banks and businesses are providing small but critical start up loans for local enterprises. And I've met with community and religious grass roots organizations where people are rebuilding the spiritual as well as the physical fabric of their lives, and putting children first.

The good news is, we're already making progress toward a revitalized city, through public/private partnerships, through the tireless efforts of Washington's non profit community, and through the growing engagement and commitment of the business community. We know it takes sustained collaboration to create sustainable communities. And here, I want to commend the organizers of this Summit for the focus on "best practices" and model programs and partnerships that work.

I recently visited one of those model initiatives -- a new shopping center located east of the Anacostia River -- an area of the city that too many had written off for decades. The federal government dedicated more than \$13 million to help create the Good Hope Marketplace. Today, it is owned and operated by the community it serves. The government was the catalyst -- but the local business community was a critical partner in this community development initiative. This is the kind of public/private collaboration we need to boost economic growth, create more jobs, and empower city residents to take their destinies into their own hands.

Yet I believe that putting the highest priority on our children will yield the greatest long term benefit for our city, and for our nation. Imagine what could be accomplished, for example, if the corporate and business participants at this summit committed to ensuring every child in Washington the opportunity to attend an after school program by the year 2000. The need is there. The partnership with the federal government is there, through efforts like the Administration's 21st Century Learning Centers initiative. And the evidence that giving children a safe, stimulating place after school benefits them both academically and socially is there. With a comparatively small commitment of funds -- and a large does of volunteers - - we would watch student achievement go up; reading scores increase; attendance soar; parent participation grow, and suspensions and despair plunge.

We are on the brink of a new century, and a new millennium. Over the next three years, we have a unique opportunity to take stock of who we are and who we want to be as a nation and as a community. The President has invited all Americans to come together to help "Honor the Past and Imagine the Future," and to leave something meaningful to enrich the generations of the tomorrow.

I challenge every one of you here today to make a "gift to the future" to the nation's capital. Set a quantifiable goal -- of after school programs established; reading programs created; neighborhoods revitalized; volunteers recruited. And a year from now, let's reconvene, to take stock of our progress, and to build upon it. As we enter the year 2000, I want all of us to be able to say: we did more than envision a brighter future for this city -- one worthy of this nation's founding ideals of equality and ever expanding opportunity. We sparked the beginning of the fulfillment of that pledge here today -- by investing not only in the revitalization of our city -- but in a brighter future for the next generation, our children.

October 22, 1999

MEMORANDUM FOR HILLARY RODHAM CLINTON

FROM: MaryEllen McGuire
SUBJECT: Briefing Materials for the White House Conference on Philanthropy:
Gifts to the Future

I. Briefing Memo

II. Deliverables

- Administration Commitments
- Corporate Commitments
- AOL Website Press Release
- Gates Foundation Background
- Girl Scouts Patch Background

III. Script

- Script
- Open Forum: Potential Audience Members to Call On

IV. Bios

- Speaker Bios
- Hero Bios

V. Treasury/CEA Supplementals

- Treasury Memoranda on Tax Policy Issues
- Council of Economic Advisors (CEA) Philanthropy Fact Sheet
- CEA Philanthropy Q & A
- CEA Philanthropy Q & A- More Details

VI. Guest List

VII. Articles on the Conference

- “Philanthropy Takes the Bully Pulpit,” The Chronicle of Philanthropy, October 21, 1999
- “Moving Giving off the Dime,” The Chronicle of Philanthropy, October 21, 1999

VIII. General Articles on Philanthropy

- “Venture Capitalists Alter Face of Charity,” Chicago Tribune, August 22, 1999
- “Cyber Rich Folks Being Taught the Basics of Philanthropy,” San Francisco Chronicle, October 13, 1999
- “Charity Begins Online,” The Washington Post, October 20, 1999
- “Ranks of Volunteers Swell to a Record but Donations Dip, Survey Finds,” The Chronicle of Philanthropy, October 21, 1999
- “Future Grantmakers of America,” Foundation News and Commentary, September/October 1998

- “A Rainbow of Community Funds,” Responsive Philanthropy Special Report, Spring 1999
- “Passing of the Plate and Feeding the Spirit,” Responsive Philanthropy Special Report, Spring 1999
- “Payback Time for Women’s Groups?,” Responsive Philanthropy Special Report, Spring 1999

IX. Remarks

- To be forwarded

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.

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Bill and Melinda
Gates
Foundation

Gates Learning Foundation

Who we are...

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Logos

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William H. Gates
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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

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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

NEWS
RELEASES



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.
Where Girls Grow Strong.

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.

Script 10/21/99 pm
~~Confidential~~ DO NOT CIRCULATE

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: DLR DATE: 01/01/13
2013 - 01245

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' 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.