

January 2001

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CURRENT

**FIRST LADY HILLARY RODHAM CLINTON PRESENTS
AWARDS FOR EXCELLENCE IN MICROENTERPRISE DEVELOPMENT**
The White House, Presidential Hall
January 16, 2001

Today, First Lady Hillary Rodham Clinton and Treasury Secretary Lawrence Summers Present Awards for Excellence in Microenterprise Development. The Presidential Awards for Excellence in Microenterprise Development reflect an on-going commitment by the Federal Government to advance the role of microenterprise in expanding economic opportunities for all Americans, especially low-income workers, women and minorities who often lack access to traditional sources of credit. The awards are administered by the Community Development Financial Institutions Fund of the U.S. Department of Treasury. The fund, signed into law by President Clinton in 1994, has certified over 400 Community Development Financial Institutions (CDFIs) to date. It also has provided over \$427 million to match investments in CDFIs and to encourage traditional financial institutions to increase lending opportunities in under-served markets.

The awards were an outgrowth of the First Lady's work on microcredit over the past 15 years and her participation at the United Nations Fourth World Conference on Women in Beijing in September 1995. It was there that the U.S. government made a commitment to improve microcredit opportunities, and soon after Mrs. Clinton announced the creation of the awards as part of that effort.

In keeping with the U.S. commitment in Beijing, the President directed the Treasury Department to establish the Presidential Awards to draw attention to the important role and success of microenterprise development in the domestic economy. The awards, first presented in January 1997, are given in different categories to reflect the diverse goals, purposes and activities of microenterprise organizations.

This Year's Awardees (And Some of Their Clients' Stories) Are:

Center for Economic Options. The Center for Economic Options (CEO) of Charleston, WVA, is being honored for Excellence in Program Innovation. CEO provides a comprehensive set of business support services to economically distressed West Virginia residents, particularly women, and was selected because of its success in developing strategies to meet the unique needs of microentrepreneurs who live in isolated rural communities. CEO targets customers who want to participate in the market economy but have little history of gainful employment, few employment opportunities, or unrealized entrepreneurial potential. Key to the program's success is a series of sectoral networks – groups of small rural businesses that cooperatively access training and marketing services – created by CEO to support their customers' endeavors.

➤ ***Client Profile: Charlotte Chandler, Honey of an Herb Farm***

Charlotte Chandler started with a small stone herb garden, when in 1994 she learned about CEO's new Appalachian Flower Network. She attended the first meeting and has since become an active network member with a successful business, Honey of an Herb Farm, a three-and-a-half acre farm in Roane County, West Virginia. Through network training

provided by CEO, she has learned production, business development, and marketing skills. Originally, Ms. Chandler had feared that her rural location would limit customer traffic. However, Ms. Chandler says that CEO's comprehensive support has been the key to her ability to start and grow her very successful business. "One of the most important things that the Center has given me is encouragement," states Ms. Chandler, "Every time I lost faith in myself, someone from the Center was there to encourage and help me. I couldn't have done it without that."

Ms. Foundation for Women. The Ms. Foundation for Women of New York, NY, was selected for a Presidential Award for Excellence in Public or Private Support for Microenterprise Development, because of its long-term commitment to the microenterprise development field. Through an integrated, comprehensive set of initiatives, including the direct training of women in microenterprise development, a Peer-to-Peer Assistance program for the sharing of expertise among some microenterprise development organizations, and the dissemination of practitioner lessons, the Foundation has been an effective supporter and promoter of microenterprise. The Foundation's Collaborative Fund for Women's Economic Development has created partnerships among foundations, corporations, and individuals to support microenterprise development organizations (MDOs) across the country, and provides seed money to MDOs to experiment with new program strategies.

➤ ***Client Profile: Acre Family Day Care Corporation, Lowell, Massachusetts and Marea Washington, Family Day Care Business Owner.*** The Acre Family Day Care Corporation (Acre), based in Lowell, MA, provides training to Spanish-speaking residents on how to start child care businesses in their homes. Over the past 12 years, more than 250 child care providers have graduated from the Acre training program. The Ms. Foundation began funding the fledgling Acre in 1991 with a \$150,000 grant from the Collaborative Fund, which led to new resources that Acre needed to transform itself from a pilot project into the full-fledged, bilingual organization it is today.

Marea Washington, 27, is one of Acre's graduates. As a single mother, she is the sole supporter of her three children and spent three years on welfare after her second child was born. When her third child was just two weeks old, Marea enrolled in Acre's 12-week Family Child Care and Entrepreneur training program. She became a licensed child care provider in April 1998, and her business has experienced a steady increase in revenue. Now, Marea, like many other Acre graduates, has signed up for its new Individual Development Accounts program, which will help her save for a down payment on a house. The purchase of a house will enable Marea to begin caring for children with physical disabilities.

Partners for the Common Good 2000 (PCG 2000). PCG 2000, of San Antonio, TX, was selected to receive a Program Innovation award because its unique limited partnership model demonstrates a new type of vehicle through which investor capital can be raised to support microenterprise. PCG, a partnership of nearly 100 religious organizations devoted to innovative economic development strategies, makes low-interest loans and deposits to support microenterprise organizations and credit unions engaged in microenterprise lending and low-income housing. PCG is the first group to organize a private sector venture capital vehicle to attract and manage investments in microenterprise. PCG's services have worked to benefit

women and minorities, creating jobs and increasing the wages of low-income people, and leveraging private investment.

➤ ***Customer Profile: The Esperanza Peace and Justice Center***

Established in 1987, the Esperanza Peace and Justice Center is a San Antonio, TX, city-wide community-based organization working for social justice and cultural enrichment through programming in education and the arts. It used a low-interest loan from PCG 2000 to acquire a building in downtown San Antonio. Esperanza's *MujerArtes* program gives low-income Mexican-American women the opportunity to build incomes by selling their hand-made clay crafts. This cooperative model recognizes that women are often heads of households in need of employment, and that women usually play a preeminent role in passing art and culture on to future generations. The *MujerArtes* program includes an intensive training component for up to 20 participants who commit to 20 hours of class time each week over a two-year period. The training is offered by an artist-in-residence, who is joined by community leaders, scholars, and other Latina women, who also facilitate in-depth discussions on economics, history, culture and race. The participating women sell their work through the Esperanza Center, and a percentage of the proceeds of the sale of the women's artwork is reinvested in the *MujerArtes* Cooperative.

The Women's Initiative for Self Employment. The Women's Initiative for Self Employment (WI) of San Francisco, CA, is being honored for Excellence in Enhancing Entrepreneurial Skills and as an outstanding model for providing comprehensive bilingual microenterprise development training, consulting and financial services to low and very low-income women in the San Francisco Bay Area. To date, thousands of women have received training and technical assistance services and assistance in starting or expanding businesses from WI, which offers its core curriculum in both English and Spanish. WI offers entrepreneurial training programs, and on-going business development services, such as business plan writing, seminars, one-time workshops, and business financing to graduates of its entrepreneurial training program.

➤ ***Client Profile: Danielle Franklin, Danielle's Touch, Skin & Body Care.*** Seven years ago, Danielle Franklin was suddenly widowed, left alone without any resources, and with a two-year old child. In 1996, while on public assistance, she began coming to Women's Initiative (WI) to gain focus and the technical skills to improve her business development. She also obtained WI financing to relocate her business to a more lucrative part of town. Today, her cosmetics business is booming, and she is able to support her family without outside help. But this success would not have occurred without the support, both technical and financial, that WI provided as Ms. Franklin had no outside resources at the time she approached them. Now, in addition to running her business, Ms. Franklin volunteers her time at WI and helps run mentoring and training sessions.

Women's Opportunity Resource Center. Women's Opportunity Resource Center (WORC) of Philadelphia, PA, was selected to receive a Presidential Award for Excellence in Poverty Alleviation for its success in providing targeted and innovative services to help many low-income and unemployed individuals start microenterprises. With a mission of promoting social and economic self-sufficiency for disadvantaged women and their families, WORC serves women and men by helping them build assets while strengthening basic life skills and business expertise. WORC has been very successful in helping its customers start businesses – over 90

percent of WORC's customers are low-income individuals and nearly 60 percent have household incomes of less than \$20,000.

- ***Client Profile: Nancy Santana, Nancy Santana Cleaning and Maintenance, Inc.*** In 1996, Nancy Santana was on welfare – a single parent with three young children, one born with a disability. She knew she had to make a change, and went to WORC to take up self-employment through their unique entrepreneurial training. Invoking her long experience in cleaning and maintenance, she was able to start her own cleaning business, and was so successful that today she is no longer dependent on welfare, and has 22 employees, many of whom were once on assistance, and some who are disabled. WORC was critical to helping her identify contracts and financing for her business at a time when she had no ability to leverage these resources on her own.

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NOTE TO MEDIA: Digital photos of today's event will be available through the U.S. Department of Treasury. Please contact Deborah Smith at SmithD@cdfi.treas.gov for more information.

The White House
Office of the First Lady

FOR IMMEDIATE RELEASE

January 12, 2001

CONTACT: LISSA MUSCATINE
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**FIRST LADY HILLARY RODHAM CLINTON TO PRESENT
AWARDS FOR EXCELLENCE IN MICROENTERPRISE**

Tuesday, January 16, 2001

WASHINGTON, DC -- On Tuesday, January 16, 2001, First Lady Hillary Rodham Clinton, joined by Treasury Secretary Lawrence Summers, will host an event to present the Presidential Awards for Excellence in Microenterprise Development. The awards recognize outstanding microenterprise organizations that have worked to enhance the economic opportunities of Americans who have traditionally lacked access to sources of credit and vital technical assistance, including women, low-income people, and minorities.

The First Lady and Secretary Summers will present awards to recipients from the following five cities: Charleston, WV; New York, NY; Philadelphia, PA; San Antonio, TX; and San Francisco, CA.

The awards were created as one of the commitments made by the United States at the United Nations Fourth World Conference on Women in Beijing, China, in September 1995. The awards are administered by the Community Development Financial Institutions Fund of the U.S. Department of Treasury.

EVENT: Awards for Excellence in Microenterprise Development
DATE: Tuesday, Jan. 16, 2001
TIME: 4:30 p.m.
LOCATION: Room 450
Eisenhower Executive Office Building
Washington, D.C.

Press Notes:

This event is OPEN PRESS. Lighting and mult provided. Press who are not credentialed by the White House should fax on company letterhead their full name, date of birth, and Social Security number to the First Lady's Press Office at 202-456-7805. Please fax all clearance information by 10:00 a.m. on January 10.

First escort from White House Briefing Room for pre-set
Final escort from White House Briefing Room

3:30 p.m.
4:15 p.m.

THE WHITE HOUSE
OFFICE OF THE FIRST LADY

FOR IMMEDIATE RELEASE
JANUARY 11, 2001

CONTACT: LISSA MUSCATINE
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PLEASE NOTE TIME CHANGE***

**PRESS SCHEDULE OF FIRST LADY HILLARY RODHAM CLINTON
FOR THURSDAY, JANUARY 10, 2001**

WASHINGTON, DC -- On Thursday, January 11, 2001, First Lady Hillary Rodham Clinton will participate at a conference on "Partnerships in Philanthropy" at the U.S. Chamber of Commerce. The First Lady will speak at 12:25 p.m.

The conference will bring together representatives of federal agencies, nonprofit organizations, law, independent, family and corporate foundations to explore innovative partnerships in philanthropy and strategies to expand these new trends for the future.

The forum is a follow-up to the October 1999 White House Conference on Philanthropy, and the September 2000 conference on "Expanding Philanthropy Through the Internet," a project of the White House Millennium Council and a number of public and private partners.

Cosponsors of the conference include the White House Domestic Policy Council, the White House Millennium Council, the National Endowment for the Humanities, the National Trust for the Humanities, the Center for Corporate Citizenship of the U.S. Chamber of Commerce, the Ingeborg Family Foundation, and Merrill Lynch Nonprofit Financial Services.

The full conference is open to press coverage.

EVENT: First Lady's Remarks at "Partnerships in Philanthropy"
DATE: Thursday, January 11, 2001
TIME: 12:25 p.m.
LOCATION: U.S. Chamber of Commerce
1600 H Street, N.W.
Washington, D.C. 20006

FOR MEDIA: OPEN PRESS. No pre-registration is required. Members of the media must show valid press credentials for gain access. **NOTE:** The First Lady's remarks will take place in the Ballroom.

For more information on the First Lady's remarks, call 202/456-2960.
For press access, call 202/456-2960.

THE WHITE HOUSE
OFFICE OF THE FIRST LADY

FIRST LADY HILLARY RODHAM CLINTON CONVENES CONFERENCE ON
"PARTNERSHIPS IN PHILANTHROPY"

EXPLORING INNOVATIVE PARTNERSHIPS AMONG FEDERAL AGENCIES, NONPROFIT
ORGANIZATIONS AND INDEPENDENT FAMILY AND CORPORATE FOUNDATIONS

January 11, 2001

The First Lady today will convene a conference on "Partnerships in Philanthropy," bringing together representatives of federal agencies, nonprofit organizations and independent, family and corporate foundations to explore innovative partnerships in philanthropy and strategies to expand their respective efforts for the future.

The program is an follow up to the October 1999 *White House Conference on Philanthropy: Gifts to the Future*, which focused on youth philanthropy, venture philanthropy, and Internet-facilitated philanthropy, and the September 2000 conference on "Expanding Philanthropy through the Internet," cosponsored by the White House Millennium Council and a number of public and private partners.

The President and First Lady's work over the last eight years to focus national attention on the importance of non-profit institutions and expanding the American tradition of charitable giving has worked in partnership to build the nation's civil society.

"Only through the creation of civil society, which depends greatly on volunteerism and philanthropic works, can any society really understand what it means to be a democracy, and then that democracy can be rooted in very, very strong soil," said First Lady Hillary Rodham Clinton at the 1999 White House Conference on Philanthropy.

Cosponsors of today's conference include the White House Domestic Policy Council, the White House Millennium Council, the National Endowment for the Humanities, the National Trust for the Humanities, the Center for Corporate Citizenship of the U.S. Chamber of Commerce, the Ford Family Foundation, and Merrill Lynch Nonprofit Financial Services.

THE WHITE HOUSE
OFFICE OF THE FIRST LADY

FOR PLANNING PURPOSES ONLY

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FIRST LADY HILLARY RODHAM CLINTON TO CONVENE CONFERENCE ON
"PARTNERSHIPS IN PHILANTHROPY"

January 11, 2001

Washington, DC - On Wednesday, January 11, 2001, First Lady Hillary Rodham Clinton will convene a conference on "Partnerships in Philanthropy" at the U.S. Chamber of Commerce. The conference will bring together representatives of federal agencies, nonprofit organizations and the financial, utility and corporate foundations to explore innovative partnerships in philanthropy and strategies to expand these new means for the future.

The program is a follow-up to the October 1999 White House Conference on Philanthropy, and the September 2000 conference on "Expanding Philanthropy Through the Internet," a project of the White House Millennium Council, and a number of public and private partners.

The day-long conference will include two panel discussions in the morning, a keynote address by the First Lady, a luncheon, and two panels in the afternoon. Secretary of Agriculture Dan Glickman and Secretary of Health and Human Services Donna Shalala will moderate the first and second panels. A tentative agenda follows:

Cosponsors of the conference include the White House Domestic Policy Council, the White House Millennium Council, the National Endowment for the Humanities, the National Trust for the Humanities, the Center for Corporate Citizenship of the U.S. Chamber of Commerce, the Bill and Melinda Gates Foundation, and Merit Center for Nonprofit Financial Services.

For more information, visit www.whitehouse.gov.

Partnerships in Philanthropy Conference

Thursday, January 11, 2001

10:00 am - 12:00 pm

U.S. Chamber of Commerce

1615 H Street, N.W.

Washington, D.C. 20006

Press Invites

Invites are available **FREE**. No pre-credentialing is required. Members of the media must show standard press credentials to gain access. **NOTE:** The First Lady's remarks will take place in the Hall of Heroes.

For more information, visit www.whitehouse.gov.

CONFERENCE AGENDA (CONTINUED)

Opening Remarks

Bob Ferriss, Chairman, National Endowment for the Humanities
Melanne Meyer, Chief of Staff, Office of the First Lady

PANEL 1: Federal Agency Partnerships with Nonprofit Organizations - Working Together Toward Shared Goals

Moderator: USDA Secretary Dan Glickman

PANEL 2: Effective Practices for Government-Nonprofit-Foundation Partnerships

Moderator: HHS Secretary Donna Shalala

Remarks by First Lady Hillary Rodham Clinton

LUNCH

PANEL 3: Innovative Private Sector Partnerships

Moderator: Bob Goody, Points of Light Foundation

PANEL 4: Challenges and Choices: The Future of Collaboration

Moderator: Sara Melnick, President, Independent Sector