

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	Evelyn R. Miller to POTUS re: Service Summit (partial) (1 page)	1/27/97	P6/b(6)
002. memo	Harris Wofford to POTUS re: National Service and Educational Opportunity (7 pages)	11/14/96	P2, P5
003. note	[National Service Summit] (1 page)	ca. 1/97	P5
004. memo	Reed to POTUS re: Summit on Service (2 pages)	1/22/97	P5

COLLECTION:

Clinton Presidential Records
 Domestic Policy Council
 Bruce Reed (Subject File)
 OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [4]

RESTRICTION CODES

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

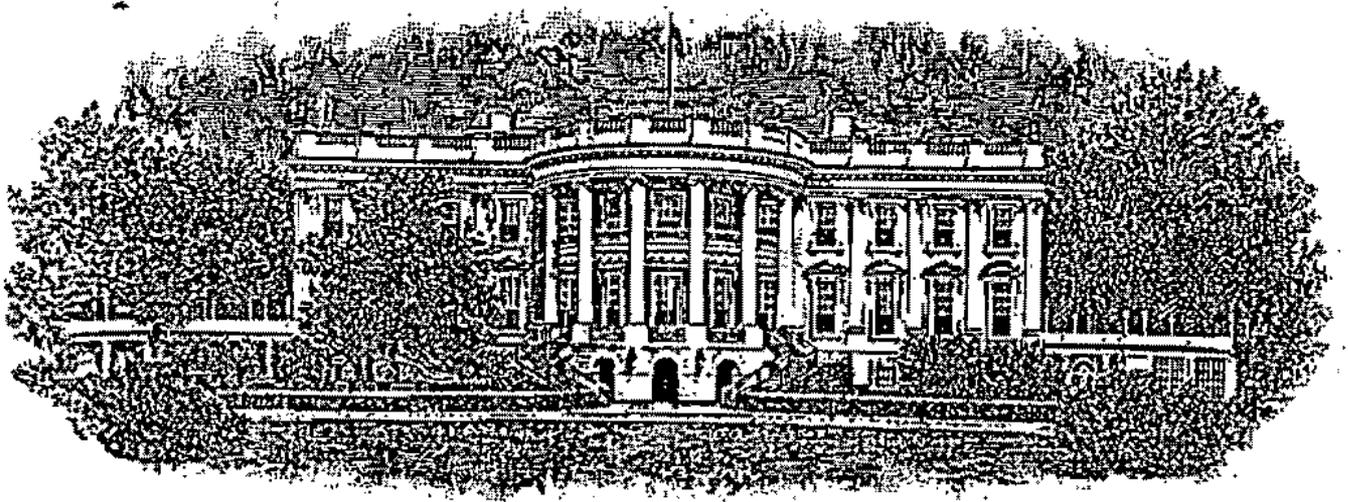
- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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Freedom of Information Act - [5 U.S.C. 552(b)]

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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

- C. Closed in accordance with restrictions contained in donor's deed of gift.
- PRM. Personal record nufile defined in accordance with 44 U.S.C. 2201(3).
- RR. Document will be reviewed upon request.

The White House



DOMESTIC POLICY

FACSIMILE TRANSMISSION COVER SHEET

TO: HENRY CISNEROS

FAX NUMBER: 801-0820

TELEPHONE NUMBER: _____

FROM: BRUCE REED

TELEPHONE NUMBER: 456-6515

PAGES (INCLUDING COVER): 5

COMMENTS: _____

Judith Rose
Sprach
Reich

Nunn.
Miletski

- Monday -
EPIC/FANB
MANIFEST - Seal
Friday

SERVICE SUMMIT

YES

baggage, left hand, know to handle

Cisneros - sole vice-chair
Honorary co-chairs [co-host] / sponsor
President's Summit

VP - Powell = 11/16/11
VP - [unclear]

WH OK on CEO
NO ^{intake} criticism of Americans, not fail for it either

**PRESIDENT CLINTON AND FORMER PRESIDENT BUSH ANNOUNCE
THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE**

January 24, 1997

President Clinton and former President Bush will join together today to announce the "The Presidents' Summit for America's Future," a three-day summit to be held in April aimed at bringing America to a new level of commitment to volunteer service, especially targeting the nation's young people. As President Clinton said in his Inaugural address, government isn't the problem or the solution -- the American people are the solution. President Clinton wants to make citizen service a part of every American's life. The Presidents Summit will be a national summons to service -- one that has already produced concrete commitments from the private sector and service organizations to step up efforts to help young people.

President Clinton and former Presidents Bush, Carter, Ford and Reagan will serve as honorary Co-Chairs of the Summit, which will be held April 27 - 29 in Philadelphia. President Clinton and former Presidents Bush and Ford will attend the Summit. President Carter and Lady Bird Johnson, while unable to attend, have pledged their support. President Reagan will be represented by Nancy Reagan.

Also today, President Clinton and former President Bush will announce that General Colin Powell will serve as General Chairman of the Summit. Henry Cisneros, former Secretary of Housing and Urban Development, will serve as Vice Chairman.

Our country faces challenges that are vast and complex. Too many people have been left out of the mainstream and too many of our communities are fragmented. The impact of this is greatest on America's young people. Too many are growing up without the kind of adult role models and relationships needed for success. Far too many do not have adequate, safe places to learn and to grow, are not getting a healthy start or the kind of education that creates real opportunities. Too many are unaware that giving through community service can make a difference in the lives of others and can be an enriching experience.

But the promise of America rests in the commitment, creativity and energy of its people to respond to our shared problems and to envision a shared future. Every day, Americans are doing that work ---- helping one another, addressing serious social problems, building stronger communities. Somewhere in America, in some way, solutions are being found to the problems we face. That is why priority must be given to expanded and more effective citizen service and new commitments from our nations institutions.

(more)

The Summit will have three focal points. First, the Presidents will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action -- mobilizing their people and abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action that will include specific targets against which we can measure progress through the year 2,000.

The Corporation for National Service and the Points of Light Foundation have worked together to organize the summit and to build a partnership with many of the nation's leading nonprofit organizations and businesses. Funding for the Summit is being provided by the W.K. Kellogg Foundation, the Pew Charitable trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

Some of the concrete commitments from the private sector and service organizations which have already been made and will be announced today include:

- Columbia/HCA Healthcare corporation has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from more than 600 hospitals, surgery centers and home care locations.
- LensCrafters will provide one million needy people, especially children, with vision care by the year 2003.
- The 400 local Volunteer Centers affiliated with The Points of Light Foundation will connect one million young people with caring adults or with the opportunity to serve.
- Communities in Schools will expand its programs so that an additional 750,000 young people in need will be better able to successfully learn, stay in school and prepare for life.
- The Greek Orthodox Church in America has committed to assist one needy child per every ten families in the more than 550 Greek Orthodox churches nationwide.
- Big Brothers/Big Sisters has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship.
- Shell Oil has made a corporate wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support. Before, during and after the Summit, this list will continue to expand.

THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

KEY QUESTIONS AND ANSWERS

When and where will The Presidents' Summit for America's Future be held?

The Summit will take place in Philadelphia, from Sunday, April 27, through Tuesday, April 29. The opening and closing ceremonies will be held at Independence Hall with most of the working sessions to be conducted at Philadelphia's Convention Center.

What are the goals of the Summit?

The Summit's goal is to mobilize millions of citizens and thousands of organizations from all sectors in order to ensure that all of our youth have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives:

- An ongoing relationship with a caring adult or mentor;
- Safe places to learn and grow;
- A healthy start;
- A marketable skill through effective education;
- An opportunity to give back through community service.

Through specific, measurable commitments toward these goals from individual organizations from every sector in America, and through community initiatives, the aim is to turn the tide for America's youth.

The Summit's goal is to make effective citizen service an integral part of the American way of life.

Who is involved in the Summit?

President Clinton and the former Presidents will serve as honorary co-chairmen of the Summit. General Colin Powell will serve as General Chairman of the Summit. Former Secretary of Housing and Urban Development Henry Cisneros will serve as Vice Chairman. The Summit is being organized at the initiative of the Corporation for National Service and the Points of Light Foundation. Former Senator Harris Wofford heads the former, and Robert Goodwin, who headed President Bush's initiative to aid Black Colleges, directs the latter. Stuart Shapiro, M.D., the former Health Commissioner of Philadelphia, is the Chief Executive Officer of the Summit organizing team. Many national non-profit organizations are already collaborating as partners in the Summit.

What is happening at the Summit?

First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action - mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action. The delegations will return home and plan their own local Summits that will stimulate further steps to meet the major goals.

How is the Summit being funded?

Funding for the Summit is being provided by the W.K. Kellogg Foundation, the Pew Charitable Trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

What are Summit commitments?

Organizations and institutions from the private, nonprofit and public sectors commit to achieving specific goals and taking specific steps to meet those goals. For instance, in some cases, they might pledge increased resources or more volunteers. Some of the first commitments being announced today include:

- Columbia/HCA Healthcare Corporation has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from more than 600 hospitals, surgery centers and home care locations.
- LensCrafters will provide one million needy people, especially children, with vision care by the year 2003.
- The 400 local Volunteer Centers affiliated with The Points of Light Foundation will connect one million young people with caring adults or with the opportunity to serve.
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- Shell Oil has made a corporate wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support. Before, during and after the Summit, this list will continue to expand.

cc: Diana

*Diana
Pls get her on
the list if poss.
BR*

THE WHITE HOUSE
WASHINGTON

February 6, 1997

Evelyn R. Miller
RR 2, Box 312
Hardy, Arkansas 72542

Dear Evelyn:

Thank you for your fine letter and for your interest in participating in the President's Summit on Citizen Service. I'm grateful for your efforts with the American Legion Auxiliary over all these years, and I hope that many others will join us in this call to service. I've made Bruce Reed, my Domestic Policy Advisor, aware of your interest and have asked him to follow up with you.

While I'm not sure what my schedule will hold next month, please call Nancy Hearnreich in my office at (202)456-6610 before you arrive so we can try to work out a time for us to meet. As always, I'm grateful for your continued support and encouragement.

Sincerely,

Bill

*cc: w/ incoming
Bruce Reed
Nancy Hearnreich
Rebecca Cameron
Ashm Emanuel*

Mailed 2/8/97 [signature]

Hansen



AMERICAN LEGION AUXILIARY

January 27, 1997

Dear Mr. President:

Of course, I watched TV all day Jan. 20 and was taken back to four years ago when I was there. I especially remember the evening church service when Carolyn Staley and the choirs sang. Carolyn's mother was with our group. We sat in the front row balcony and looked down on you all and the Carters.

BUT, THAT ISN'T WHY I'M WRITING. I am so excited about what I heard on C-SPAN last Friday night. They announced that the Summit on Community Service and Volunteerism would be on C-SPAN 2 at 8:15 P.M. I can't get that with the cable I have so I called a friend and had him tape it for me. I went over Saturday, picked up the tape, came home and played it and was even more excited.

One reason I am so enthused ...and you won't believe this...but, I had an idea somewhat like this several years ago after reading a paperback book about Colin Powell (not his biography, but written by someone else) while I was on vacation in Puerto Vallarta. I was really impressed with what I read and thought that he would be magnificent as a speaker in high schools all over the country to try to instill more responsibility and morals in teenagers. I thought he would be a real role model for our kids. I have to admit, I was thinking mostly of our young people but you have gone even further and encompassed our communities. When I came to D.C. the following spring for the usual American Legion Awareness Assembly, I told a black lady that I knew through ALA what I had in mind (because I knew she knew him quite well) about the two of you working together on this project and I asked her for his address. Her comment was, "He doesn't like Clinton and wouldn't be interested in anything like that". So, I dropped it. Of course, that was way before the election which, I'm sure, made a big difference to the Republicans on the steering committee. Anyway, this is another reason that I am so interested in the project because, as you have always known, I am very community and children oriented.

And, your choices of leadership are tremendous! (As were your cabinet choices of James Lee, Jesse and Ron....and now Rodney, Andrew and Madeline for starters. I got to know Keri Kennedy when she was on the U.S.S.R. trip in 1987 with Brownie Ledbetter, Betty Bumpers, Sara Murphy and about 40 others. Keri, Brownie and I and two or three others got adventuresome one free afternoon and took the metro from NW Moscow downtown for some shopping. And, Madeline Albright, she seems to captivate her audiences... even Strom Thurmon! I've watched her frequent appearances as U.N. Ambassador and now as S. of S. with interest because of her unusual background. I have several close friends who had Czechoslovakian parents. Three of us have recently gotten into the study of genealogy, which we find very interesting.

I've served for years as Children & Youth chair for our local unit of the American Legion Auxiliary. Since many of our members are dying or dropping out because of ill health, I find myself also chairing Americanism, Leg-

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For a complete list of items withdrawn from this folder, see the
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Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [4]

rs62

RESTRICTION CODES

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islative and National Security. I've chaired all of these committees at the state level and have served on the national committees. This year, I have been asked to serve national as Southern Division Community Service Chairman. This includes 15 southeastern states. If you can put me on whatever list is being compiled for the Philadelphia meeting, I already have the dates on my calendar. My dad was from Pa., so I have relatives there. I will get whatever info is sent to the National Chairman and the rest of our committee. We will be in contact with every active ALA Unit in the U.S. through the Department (state) Community Service chairs. I am going to try to get several copies made of the C-SPAN tape (have a Demo friend who can make copies) and will send it to people I think will be interested in it. I also plan to use it for a local League of Women Voters program.

Also, something that may interest you. The Rev. John Steer and his wife, Donna, from Ft. Steer and as directors of Living Word Christian Ministries (I serve on both boards) have just sent in (on Jan. 17) a nomination form and background info to nominate me for what is now the President's award. They were one of the "Thousand Points of Light" in 1990 and they think that I've been involved in a lot more, and varied, activities that benefit my area than they have. We have worked together on a lot of veterans activities, especially at the Veteran's home in L.R. I'm sure you remember John as he went to Atlanta and, I believe, Houston (or was it Dallas?) to sing and be with other veterans on your behalf during the Republican National Convention in 1992. Another friend, JoAnn Cayce from Thornton, was honored a year or two ago. I send JoAnn a little money a couple times a year and took her my mother's clothes and some personal things after Mom died in 1990. JoAnn does so much good in the Thornton area. Judge Arnold and his secretary, Sheila Titus, who is a member of the AL Aux., have said that they would be references for me so their names are on the nomination form. I've won a lot of awards but, I guess this would be the ultimate.....but, I'm not holding my breath as there will be thousands of nominations.

I am coming to D.C. March 1-5 for the AL Awareness Assembly. If you would have a few minutes anytime during that period, I would like for you and Rahm Emanuel to view an 8 minute video that I think would interest both of you and might give you some ideas. It is a very impressive video of some people at the Silent March and their stories very briefly. I have just read the Newsweek article on Rahm and was impressed. Of course, I talked with Sen. Bumpers and Pryor about the Brady Bill and the Assault Weapon Ban but also had several conversations with Blanche and her offices on both NAFTA and the Assault Weapon Ban and had LWV members that called, too. We like to think we helped. When I called to thank Blanche for her vote on the Assault Weapon Ban, one of them said, "Oh, you must be the lady from Hardy. Blanche told us your story after her vote". Also, I've been appointed to the National Legislative Council of the ALA as liaison between the Auxiliary and Marion Berry. In case you do have a few minutes available, my SS # is [REDACTED] and birth date is 7/7/26. (Staying at Capitol Hill Hyatt Regency)

Now, back to the Community Service and Volunteerism project. please put my name on whatever list is being compiled so that I will get pertinent info. Good luck with all of your endeavors in the next four years!

In friendship,

Evelyn R. Miller

EVELYN MILLER 521-994-7996



RR 2 BOX 312
HARRY AD 79629

Mr. Pres. - This is the elder of the two boys I've adopted.
Football took its toll - now he asked for my help to
catch up. Hope he learned his lesson. J.M.

Dear Mr. President: 1-27-96

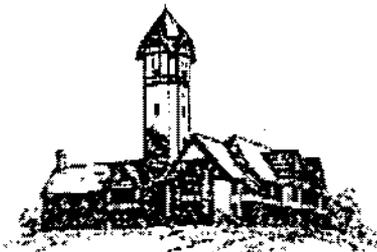
My name is Jeff Harvey. I am
fourteen years old. I live in Cherokee
Village, AR. and I go to Highland
school. I am doing a project
about writing to famous people
and hoping they'll write back.
Whoever gets the best responses will
get 100 points, which I need.
I watched parts of the inauguration.
I especially enjoyed the church
service and the music.

Sincerely,
Jeff Harvey
P.O. BOX 314
Cherokee Village, AR. 72325

Copy Diana

The Union InstituteOffice for Social Responsibility
Center for Public Policy
Center for Women1710 Rhode Island Avenue, N.W. ♦ Suite 1100
Washington, D.C. 20036-3007
202/496-1630 ♦ 800/969-6676
TDD 800/486-9968 ♦ FAX 202/496-1635

WS Summit



DIANA -
Give Mark a call
and ask him for
more suggestions
on his idea
on p. 3
- BR

February 18, 1997

MEMORANDUM

TO: Bruce Reed

FROM: Mark Rosenman

RE: Presidents' Summit for America's Future

As you know, I am a strong supporter of increased citizen engagement on public agenda and in caring for one another and our communities. I believe that the Presidents' Summit for America's Future can make a very valuable contribution in that regard.

I am concerned, however, that the Presidents' Summit is focused too narrowly on volunteer service. It would be a missed opportunity if the Summit did not build on prior White House work to encourage more effective partnerships of nonprofit, philanthropic and corporate organizations with the federal government.

The Summit holds the potential to lend legitimacy to extreme conservative calls for the transfer of government functions to private voluntary organizations. It encourages the notion that community-based action is a sufficient alternative to effective public policy and national programs. (In fact, a top staffer to a conservative Congressperson said that they were planning to use the Summit to launch their initiative.) As outlined below, there are ways in which the Summit's focus might be recast slightly, with modest additional activity, to avoid these pitfalls.

First, the context of my concern:

- Conservatives argue for the retreat of government from responsibility for social conditions, environment and other public concerns, saying that such are more appropriately private matters

e.g., Lamar Alexander's National Commission on Philanthropy and Civic Renewal will argue (in a report scheduled for summer 1997 release) that "less from government, more from ourselves" is the way "to care for the needy and revitalize communities."

- 2 -

■ Conservatives argue that voluntarism and altruism are an appropriate and adequate substitute for government action.

e.g., Senator Coats, Representatives Kasich and Watts propose tax credits and other incentives allowing individuals to make discretionary decisions about what kinds of voluntary anti-poverty activities (including faith-based ones) ought to be supported (if any at all). Since the cost of these credits likely would be offset by cuts in federal program funding, the credits are revenue-forgone tax expenditures that would privatize and individualize public policy decisions, shifting responsibility to voluntary action.

■ Conservatives argue that volunteer programs, especially in faith-based organizations, are better than professionally-staffed charities and government programs which they claim work to perpetuate problems in order to protect their own jobs and turf.

e.g., Representatives Talent and Watts, with support from Robert Woodson (Center for Neighborhood Enterprise) and other conservative African Americans, are pushing the American Community Renewal Act to fund faith-based volunteer programs while trying to deny support to "poverty-pimps" and established social welfare organizations.

■ Charity is not and never will be a sufficient substitute for government. Only government has the full authority and the power to establish policy and to command the necessary resources to prevent problems before they occur.

e.g., Nonprofit leaders such as Sara Meléndez and Brian O'Connell have used op.ed. pages and other media to challenge the regressive politics which undergird efforts to shift safety-net responsibility to voluntary organizations.

■ Armies of volunteers can make tremendous contributions, but they cannot take the place of effective public institutions and good public policy making. No matter what the problem or need, government policy has more to do with an ultimate remedy than the most innovative charitable service.

e.g., The Mothers Against Drunk Driving campaign to toughen laws and enforcement has saved thousands of lives and millions of dollars. A recent Rand Corporation study found that funds spent to promote high school graduation yielded 425% better results than money spent on later incarceration of these children. Prodded by environmental groups, industry has learned that it costs much less to reduce pollution at its source than to clean up downstream. Investing in community development to create jobs is less expensive than welfare subsidies. It is cheaper to stabilize a deteriorating community than to rebuild

- 3 -

it after it has become a slum. It is better to curb tobacco use than to treat lung cancer. Another study shows that intensive jailhouse drug treatment and community follow-up cuts recidivism by more than half. The same has long been true of childhood immunizations. In all these cases, an ounce of prevention really has been worth a pound of cure -- and prevention requires both nonprofit advocacy and government action more than it does volunteer services.

Charities have become increasingly wary of politicians and pundits suggesting that they can somehow pick up the slack in the safety net created by government budget cuts, devolution, welfare reform, etc. To celebrate voluntarism *without* setting it in the context of shared social responsibility and partnerships in public service will quite likely be seen as "more of the same" -- an effort to shift public responsibility to private volunteers.

Now, suggestions for a slight recast in the points covered by the Presidents' Summit:

- America has a long and rich history of volunteers serving their neighbors and their nation.
- With their time and their dollars, Americans come forward in times of crisis and on every ordinary day.
- Government cannot do it alone -- it takes volunteers and other partners to face today's challenges and to prepare for tomorrow's opportunities.
- Partners aren't meant to -- and couldn't -- replace government, but rather to supplement and augment it.
- And as much as it is helped by its partners, government needs to help the helpers.
- Each of us needs to take responsibility for ourselves, and we all need to share responsibility for one another.
- We need to work together -- not just side by side.
- That is the Summit's purpose -- to promote voluntary partnerships in service to our nation.
- We celebrate partnerships with nonprofit organizations, with charities and philanthropic foundations, with corporations, and with citizen volunteers -- all working together with federal, state and local government.

It would be relatively easy and inexpensive to institutionalize voluntary partnerships as the Summit's focus. Leaders from each sector -- from voluntary organizations, nonprofits, philanthropic foundations, corporations and governments at all levels -- could be showcased as the presenters of model partnerships in service to the nation. Particular partnerships that offered win-win dynamics which advanced the objectives of the initiators while also promoting federal and local goals would motivate replication.

Rather than simply celebrating volunteers, the Summit would celebrate voluntary collaborations that bring together public and private institutions in shared social responsibility. Effective voluntary partnerships from each of the invited communities could be highlighted instead of more rudimentary individual volunteer initiatives. The back-home celebrations would seek to spotlight and promote these collaborations.

GREAT -
give us
examples

To: Bruce Reed
From: Steve Waldman
Re: Service and the State of the Union
Date: January 29, 1997

File:
Nat. Service Summit

CM - on last page is
list of people we
shd invite to
mtg next wk.

A few thoughts on how service themes and proposals might fit into the State of the Union.

The Summit

The President can recap what happened on Friday, bask in the bipartisanship and emphasize that this summit is not about talk – it's about action. Mention one or two more of the commitments, including, again, the Big Brothers example because it is a big one and enables him to make the point that we should not just be serving the young but asking the young to serve. Then he could make a commitment of his own. Two possibilities:

Allow federal employees more flexibility to spend one hour a week as a tutor or doing other volunteering. Kimberly-Clark Corporation is investing \$2 million to support building community playgrounds. But they aren't just putting in cash – they're allowing their employees to do extra volunteering. Other CEOs have taken similar steps in the view that it helps the community and builds employee morale and productivity.

As the CEO of the largest employer in the country[ck] – the federal government – I pledge today to do the same thing. I am instructing our agency heads to devise policies that allow our employees to demonstrate the true spirit of public service by volunteering. This builds on an Executive Order issued by President Bush. By giving employees more flexibility in their work hours, we can make it far easier for them to volunteer at a school or hospital when they're needed most and still put in their full work-week. There are now 3 million people working for the federal government[ck]. If each one performs one hour extra of volunteer service that's 150 million [ck] extra hours of volunteering. And I'll bet it will improve their job satisfaction – and their job performance -- because they will be reconnected with the reasons they came into public service in the first place.

Note: we are still researching what exactly can be done easily.

Commit that any domestic policy initiative will craft a key role for volunteering and service. National service is not a program, it is an ethic, an approach – a way to solve problems. So I am committing that any domestic policy initiatives I might propose will have a significant role for volunteering and service. If we reform health care for the seniors, one of the answers has to be using volunteer power to help frail seniors so they don't have to go to nursing homes prematurely. If we are rehabilitating schools, we must insure that parents and students and other volunteers help. That way the job will be done cost effectively *and* the community will make extra sure that the quality is good and vandals don't deface our schools. I urge Congress to apply the same test: could this be done better by making greater use of volunteers or full-time community service participants.

The President could establish the goal that any young American who wants to do significant, continuous, arduous service – and earn educational aid along the way – should have the opportunity to do so.

He can say that he is very proud of AmeriCorps and views this as a key model for national service, providing the full-time cadre of service participants that can help coordinate other volunteers. But there are other ways of accomplishing some of the same goals.

Work Study. The President has already proposed that 100,000 of the new work-study slots be for reading tutors. Let's set a goal that by the year 2000, half the work-study slots – an army of 500,000 -- be engaged in service. If you had 500,000 people each doing 10 hours a week of service that would be a phenomenal 200 million extra hours of service. (The National Service act, incidentally, specifically views such activity as "national service.") With a half million people serving their way through school, just think of what we could accomplish -- without spending a dime extra of federal money.

Faith-based service. There are already a few thousand full-time service opportunities through outstanding programs such as the Jesuit Volunteer Corps, the Lutheran Volunteer Corps or the Mennonite programs having nothing to do with the government. There are also 1,000 AmeriCorps members who serve through a National Council on Churches program that represents 15 different denominations (e.g. x, y, z.) And finally there are other AmeriCorps, service learning and senior corps programs that work with faith-based groups like Habitat for Humanity, YMCAs, and Notre Dame. These full-time service participants do not proselytize but do demonstrate that being a good Christian, Jew or Muslim means serving one's neighbor.

To the great religious institutions -- and faith-based organizations like YMCAs and Habitat for Humanity -- he would put this challenge: *if you take the lead in creating*

service opportunities, we will help you. If you multiply the number of such community service participants, we will give all of them the National Service \$4,725 scholarships.

The organizations would design the service projects and ways of providing week-to-week support for the members. Some might arrange for members of a local church to provide room and board; others might raise private money to subsidize stipends. Our role would be to offer an appealing new incentive to service in the form of educational aid.

Cost: We already have enough money in our Trust Fund to pay for these Education Only awards. So this initiative would entail no new cost. Indeed, since the \$4,725 award is so much less than the standard AmeriCorps member cost (of at least \$15,000), an expansion of education award-only opportunities will reduce the average participant cost.

This would be a good way to expand AmeriCorps and promote service -- and strengthen the connection between young people and religious institutions. The President could discuss this by referring to his exposure to the Catholic tradition of service while attending Georgetown.

National Service Scholars – Last Spring, at Penn State, the President announced the creation of a National Service Scholars program, to acknowledge outstanding volunteer activity. Now the President can say:

We are now ready to launch this program. In the coming weeks, schools will be getting the information they need to set up this scholarship. Now it's up to you. Schools need to select the outstanding volunteer. And communities – civic organizations, companies, religious groups -- need to come up with \$500 to fund. If communities do that – we will match the \$500. We will provide 6,000 scholarships this year but by next year this should be in every high school in America – and should become a tool to encourage volunteering.

The ultimate goal, of course, is not to reward one student but help stimulate a dramatic increase in volunteering among students -- for with them lies the solution to so many problems. Consider what is happening in Philadelphia. English teachers in twenty schools have taught 11th and 12th graders to tutor second graders a few afternoons a week. The teenagers ~~help~~ found their reading has improved at the same time they've helped the young kids..

Race

The key point here is that divisions of race cannot be solved merely through talk. The best way is through service together in a common mission. It's not accident that the military is the best institution in America at bridging the gulf in the racial divide. It is because everyone knows there is a level playing field and that they are all working toward a common mission. I'm often struck with AmeriCorps that young people who go to

college and are schooled in the politics of separatism must learn a different ethic when they start performing community service: teamwork.

Let's pledge that as we embark upon service or volunteer efforts – whether it's AmeriCorps, faith-based service or volunteer efforts spurred by the Summit – let's use this as an opportunity to bring America together. If you belong to a white suburban church don't just pledge to "help blacks" in the city – pledge to serve *with* blacks in a joint project, whether it's rebuilding a church or helping a school. If you live in the inner city, don't pretend that you are the only ones who need help. Martin Luther King said "Everyone can be great because everyone can serve."

Future Summit Plans

The people you should be meeting with here on the Summit are:

The principals:

Powell (or Col. Smullen) and Cisneros

Harris

Bob Goodwin of Points of Light

Ray Chambers

Stuart Shapiro, CEO of the summit

Greg Petersmeyer, lead Summit person on invitations and task forces

Gen. Andrew Chambers, COO, in charge of logistics

Melinda Hudson, lead CNS person on commitments

Leslie Dach, communications (Edelman)

Jay Toscano, lead CNS person on public relations

Nat Service Summit



ROBERT J. HALL, Publisher

ZACHARY STALBERG, Editor

BRIAN TOOLAN, Managing Editor

MORRIS THOMPSON, Editor, Editorial Page

Opinion

In Our Opinion

'Era of Big Citizenship' is dawning

The supply of talent has dried up to coach a team, tutor kids or help the sick. Two-income couples are struggling to juggle work and family. No one, it seems, has the time.

Maybe that's why the number of volunteers in the country recently dropped by more than 10 million. Or why membership in parent-teacher groups has dropped from 12 million to 7 million. Across the land, 30,000 children are waiting for a Big Brother or a Big Sister.

The Philadelphia summit on volunteerism this spring could not come at a better time.

President Clinton and former presidents George Bush and Gerald Ford will be there. So will Nancy Reagan. Jimmy Carter, whose work with Habitat for Humanity embodies volunteerism, has pledged his support. Colin Powell will chair the event.

The presence of so many high-powered movers and shakers demonstrates the importance of reigniting volunteerism — especially among young people — to tackle problems like poverty and inadequate education.

"If the Era of Big Government is over, the Era of Big Citizenship had better begin," said Harris Wofford, the former U.S. senator from Pennsylvania who runs the Corporation for National Service. He helped organize the meeting and bring it to Philadelphia.

Sadly, Wofford is right. Volunteers and charities can't replace the government in providing a secure safety net, but more volunteers are needed for

the kind of work that weaves a strong social fabric.

The power of volunteer work is clear. A study by the policy-research group Public/Private Ventures showed that kids assigned to a volunteer Big Brother or Big Sister were less likely to use drugs, skip school or join gangs.

Summit organizers hope to get corporations to commit more of their resources, including employees, to volunteer efforts. They also hope to

entice more teens and young people to do volunteer work.

But involving more of the elderly — America's great untapped resource — should also be a top agenda item, equal to the focus on young people. The number of people 65 and older is soaring. According to a 1992 Harris survey, 6 million elderly adults are willing — and able — to do volunteer work.

They just haven't been asked. ■

BETWEEN THE LINES

THE MEDIA'S MEATY MEAL

Stung by the Food Lion case, the press has a chance to redeem itself by redefining news

BY JONATHAN ALTER

SEND 'EM A MESSAGE," GEORGE Wallace used to say. The Alabama governor was talking about "pointy-headed bureaucrats." While Americans still resent bureaucrats, today's pointy heads are the talking heads of the media, long the objects of a strange mixture of adulation and contempt. But even as the verdict in *Food Lion v. ABC News* sends yet another message that the media should change its ways, the more daunting question becomes "What message do we send back?" Fortunately, an answer awaits. It comes from Washington, of all places.

First to Food Lion. The scary part about this case for anyone who ever shops in a supermarket is that jurors awarded Food Lion more than \$5 million in punitive damages for a 1992 ABC News story that was not alleged to be false. Food Lion made no convincing response to "PrimeTime Live's" charge that it sold moldy meat in unsanitary conditions. ABC producers got the story by passing themselves off as employees and then using hidden cameras to tape the store's sloppy food handling. The grocery chain's case was so weak that it never sued for libel. In fact, the structure of the trial prevented the North Carolina jurors from seeing the broadcast or ruling on the use of hidden cameras. Instead, the company charged fraud (for the lies told by undercover producers on job applications) and trespassing. The lawbreaking (which ABC denies) looked bad. But if upheld, the award would set a horrible precedent—slamming the media for doing its job in exposing risks to public health.

From Nellie Bly pretending to be a mental patient in the 1880s through Diane Sawyer slipping cameras into shoddy day-care centers, undercover journalism is sometimes the only way to get the story. Upton Sinclair's surreptitious reporting about conditions in turn-of-the-century Chicago slaughterhouses led to the creation of the Food and Drug Administration. OK, "Inside Edition" is not exactly "The Jungle," and the republic doesn't rest easier knowing that Times Square VCR salesmen have been brought to justice by a tiny camera hidden in a hat. But after eliminating the dopey "gotcha" stories that border on entrapment, news organizations should reserve the right to go undercover when necessary. Now it will be much harder to do so.

That still leaves the problem of how to respond to all the press-bashing. The media's all-purpose rationalization—"Hey, they don't hate us enough to stop reading and watching"—is



Tough verdict: The jury, clearly sick of the press, ordered ABC to pay Food Lion \$5.6 million for the network's going undercover

threadbare. Yes, the public can be hypocritical—decrying, but buying, what the media produces, blaming mainstream media for the excesses it sees in the tabloids. But that's almost beside the point. Only the most arrogant journalists would argue that the rupture between the public and the press needs no repair.

The essential fix is to expand and rethink how we define news. Right now news is too often a Pavlovian reaction to conflict, scandal and the lives of celebrities. Reporters joked that they especially loathed the part of President Clinton's Inaugural Address where he urged an end to partisan bickering, but on some level they were dead serious. Bickering is our meal ticket.

The public senses this and now lumps the noisy press and partisan political combatants together as a bunch of troublemakers diverting the country from its real problems. Clinton is cleverly moving to exploit this alignment. So is Newt Gingrich. In their expedient embrace both are essentially saying, "If you want to yell about scandal on TV, fine, but that makes you one of the cynical *them*—carping like some columnist while we join in the center to get things done."

Of course the ceasefire may not hold: today's average politician is so conditioned by the reigning conventions of news that he speaks naturally in contentious sound bites. And today's average journalist believes in his bones that bipartisanship must be boring, even when it's the only

real man-bites-dog story in town.

But what if a story came along with the potential to change that dynamic? Actually one did, just last week. Clinton, George Bush and Colin Powell got together to announce the Presidents' Summit for the American Future, April 27-29 in Philadelphia. It is designed to move beyond inspirational rhetoric to expand and coordinate hundreds of community-service ideas. The multiplier effect could prove powerful in really changing lives.

Imagine if this summit were covered like the superpower summits of old. (The goal, saving the next generation, is certainly as weighty.) Imagine, further, that the press treated each major commitment by a corporation or church or nonprofit in advance of the summit as a campaign promise, with tough-minded reporters holding them as accountable as politicians. Imagine how intensive press attention in the next 90 days might kick off a wonderful new arms race—a competition within the private sector to see who can commit the most to spur service. (Beginning next week, NEWSWEEK's Periscope section will do its part by regularly tracking those commitments.) This is hardly a minor story. In the centrist world of the late '90s, it's in the private sector, not in Washington, where children will be mentored, workers trained, social problems solved. Keeping those stories saccharine-free is a creative challenge, but that's what we're paid for.

I still want to see the usual stories on scandals and partisan sniping, and even some celebrities. But isn't it about time we sent a message back to the public that shows we are trying to reconnect to the spirit that lurks, somewhere, in all good journalists—a spirit of idealism coexisting with skepticism? This is about more than getting the public to like us better, so that juries don't destroy what we do. It's about better stories, in a better country.

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CORPORATION
FOR NATIONAL
★ SERVICE

Bruce,
Here's an original
packet.

Bush wants to come
Friday & will have difficulty
getting back soon.

Please do all you
can in the go-ahead.

Harris

COPY

January 22, 1997

CORPORATION
FOR NATIONAL
 SERVICE

MEMORANDUM TO THE PRESIDENT

From: Harris Wofford 
Subject: Progress report on the Summit

Erskine asked me to give you an update on the plans for the Summit in Philadelphia, April 27-29, and information on the scope of our hopes for the aftermath to the Summit. And I want to stress as strongly as I can the need to go ahead with the announcement Friday.

The Summit ties together several of the key themes of your presidency. You have called for citizens to come together to address the challenges of their communities. The Summit is designed to dramatically increase public awareness about the role of service and volunteering to solve problems, to de-politicize the issue of national service, and to stimulate specific commitments for problem solving. In convening the Summit with President Bush you are showing your commitment to bipartisanship and your ability to catalyze action without creating a big new federal spending program.

When we talked about the Summit on the trip to your Commencement talk at Penn State, I told you why the Summit was a central part of the strategy to establish National Service as a widely-supported, non-partisan institution in American life, and to have the Corporation for National Service act as a catalyst for a large national coalition "to crack the atom of civic power".

In my November 14th memorandum, I wrote:

A major, historic opportunity to make service non-partisan will be the Citizen Service Summit, now scheduled for April 27-29 in Philadelphia. President Bush has committed to joining you in the call for service, and we are working on getting Nancy Reagan and Presidents Carter and Ford. We have reason to hope that Colin Powell will agree to some high profile role at the summit. Organizations and institutions invited to the Summit will be asked to come with tangible commitments to new action that will help create the conditions for the success of American youth.

1201 New York Avenue, NW
Washington, DC 20525
Telephone 202-606-3000

Getting Things Done.
AmeriCorps, National Service
Learn and Serve America
National Senior Service Corps

Together, these proposals provide a grand theme for your presidency -
- a government helping citizens to solve problems through service,
and in the process, expanding educational opportunity. By
emphasizing local, volunteer-oriented solutions, you recognize that
while the era of big government is over -- the era of big citizens --
and big citizen action -- had better begin. It would demonstrate that
you have far-reaching, far-sighted and effective ideas for addressing
the problems facing American families.

By reaching out to Republicans, you will be showing yourself to be
above partisan politics, using common sense to find the common
good.

We had wanted to launch this before the campaign season began, but when that proved
impossible, I sent you the attached Nov. 5th memorandum, and I then met with Bruce Reed
and Gene Sperling. When the cabinet selection process was completed, I asked Erskine to
arrange a meeting with you as soon as possible.

The hoped-for, "high profile" role for General Powell (which was in our original plans of
1995 when we stated our hope he would be chair of the Summit) was not mentioned in my
November 5th memorandum because at that time he had turned us down. Since then, Ray
Chambers became the chair of our joint Points of Light Foundation--Corporation for
National Service Steering Committee, and set out to persuade Powell to be General
Chairman of the Summit and of whatever continuing partnership emerged. Recently, he
succeeded in getting Powell, who now says the Summit and aftermath efforts will get a lot
of his time and attention.

Since then as well, President Ford has agreed to come for the morning of April 28th but
must leave later for Atlanta for some international event being convened by President
Carter -- who says he cannot come to Philadelphia because of that prior commitment.
Rosalyn Carter may be able to come and some electronic connection to President Carter is
expected. Nancy Reagan has said she will come while Lady Bird Johnson has declined
because of her eye sight and health problems, but may arrange a video.

Since then, too, the Summit has been presented to the Republican Governors Conference
by Governors Weld and Engler. Governor Dean of the Democratic Governors
Association is actively working with us. So is Dick Celeste and Richard Gordon, the
former policy advisor to Governor Bayh. All Governors are being invited and we expect a
number to attend. Governor Engler expects to announce the Summit, to be seconded by
Governor Carper, at the closing plenary of the NGA winter meeting February 4th.

The Mayor of each of the 100 communities will be invited as part of their community
delegations, and a number are expected to attend. Mayor Rendell is enthusiastically
organizing plans to make Philadelphia a "five-star host city" -- with notable commitments

for each of the five goals. Mayor Menino and I talked of the Summit to the U.S. Conference of Mayors session last Saturday, and Mayor Victor Ashe, our newest Corporation board member, is representing us actively, as is our staff colleague, Jim Scheibel, former Mayor of St. Paul.

Erskine wants me to indicate, as far as I can, the process likely to go on, in the coming years. My memorandum outlined what we have proposed:

The 1,500 participants are being invited to Philadelphia to launch a strategy for citizen service and community leadership to "turn the tide" by the turn of the century on many of the challenges facing so many young people today. Organizations and institutions invited to the Summit will be asked to come with a tangible commitment to new action that will help create the conditions for the success of American youth.

.... Following the Summit, community teams and local summits will further develop and refine measurable targets. The Summit should be seen as the beginning of an on-going process through the year 2000. It will provide an organizing model for many others who find this model an impetus to new action. We would hope to track some of the progress being made in communities over the next few years and reconvene a Summit in the year 2000 to see if together we are actually solving some of the problems confronting children and youth and celebrate what is being achieved.

The specific targets (in that memorandum) for additional mentors, tutors, and other volunteers engaged in work with the young, and additional youth engaged in service, are not now proposed for the announcement Friday. But such targets are very much a part of the plan for the Summit and the aftermath.

We've been actively involved in assembling the initial commitments -- some of the most notable of which I attach. Major foundations -- led by Pew, Kellogg and the Robert Wood Johnson Foundation, each of which has invested more than \$400,000 each -- are considering much larger investments in funding local and national programs to achieve the five goals. Ray Chambers has had talks that make him believe a post-summit fund for service of \$100 million is in sight.

That is the kind of quantum leap in non-governmental support we have been dreaming of. I add that all of this has been put together before General Powell recently agreed to be Chairman. Corporation for National Service and Points of Light staff and I, and more recently Ray Chambers and his personal network, have made this possible.

Ray reports that the major foundations interested suggest a 501 (c) (3) corporation to be the funding mechanism, to receive some of the funds and allocate them to programs working on the goals. Note that many of the programs utilize AmeriCorps members and

could be aided in meeting our requirements for private sector match. Indeed, one of the latest commitments -- from IBM -- for a Technology Corps proposes to pay half of the costs of utilizing 40 AmeriCorps*VISTA members. Another example: at the national board of the Big Brothers/Big Sisters, after my presentation, a resolution was adapted (enthusiastically seconded by Senator Dan Coates) to make as their commitment for the Summit: the doubling of Big Brothers/Big Sisters from 100,000 to 200,000, by the year 2,000, and the requirement that all 200,000 matches jointly do a sustained project of community service. This idea grew out of their AmeriCorps and Corporation Learn and Serve America grants.

Also, the commitments strategy, before and after the Summit, will give powerful new momentum for securing the 100,000 Work Study commitments for the Reading Initiative - and the goal of half of the nearly one-million work-study jobs going into community service.

So you see why your continued support of this is essential to the cause, and to my own continued leadership of the Corporation for National Service.

More importantly, this is an unprecedented opportunity for your continued leadership of citizen service. It is the occasion when you can reach beyond AmeriCorps to embrace and salute and support the far larger family of service in the country.

I need your confidence and support.

COPY

January 22, 1997

The Honorable Erskine Bowles
Chief of Staff to the President of the United States

Dear Erskine:

It was a pleasure speaking with you this morning. We are deeply grateful for your and President Clinton's support of this unique opportunity for the children of our nation.

Harris asked if I would relate to you my understanding of the operational elements of the Summit and its aftermath.

Having worked with some of the most disadvantaged children in our society over the last decade, it is quite clear to me that nothing is of greater concern to Americans than the status of our young people, especially those most at risk.

After surveying a cross-section of the organizations most involved in children's issues, it was relatively easy to conclude that the five most fundamental resources every child in America should have in their lives are: a caring adult, a safe space, a healthy start, a marketable skill and an opportunity to give back. Just about everyone associated with the proposed Summit has concurred that those five resources should constitute the heart of the Summit and what is to be accomplished over the next three years.

So many of us in the philanthropic community have become tired of just making grants to well-intentioned organizations with good programs who make a difference in the lives of a select number of Americans. What we have strongly requested over the last several years has been the establishment of one overarching plan so that if it were accurately executed, the "tide would have been turned" at the end of an agreed-upon period of time.

If several million additional youngsters will have benefitted from those five fundamental resources having been incorporated into their lives by the year 2000, we would all agree that the "tide had been turned". The proposed strategy affords a broad enough "tent" under which could fit every concerned non-profit and for-profit entity.

Page 2...

Originally, we had internally set targets of two million children receiving the benefits of each of the fundamental resources by the year 2000. Rather than predicting and, therefore, risking being too optimistic or too pessimistic, we decided not to disclose any internal goals but, instead, to inspire and encourage commitments from various organizations. The Summit would be the point of climax for the building of the crescendo of commitments where the numerical goals would be announced in amounts comfortable to everyone based on what was already in hand.

All of the living Presidents coming together in a non-partisan manner, led by President Clinton, to announce the critical need and proposed solutions will no doubt engender the greatest number of commitments from those many institutions in our society. The proposed strategy represents the best opportunity to show how the President's "new spirit of community" could work in a manner unlike anything that has been attempted before. His request to have one million Americans teaching children to read would fit within the fundamental resource of a "caring adult" in a child's life. The citizens service requirement implicit in each and every one of the five fundamental resources addresses a response to his statement of "taking time out of our lives to serve others" and to "assume personal responsibility not only for ourselves and our families but for our neighbors and our nation."

The organizational structure for the Summit event can be different from the coalition entity carrying out the strategic plan. Titles could be allocated to different people with respect to each structure.

It is envisioned that the entity charged with executing the strategic plan will represent a consortium of many for-profit and not-for profit organizations. We have had discussions with a potential Chief Executive Officer who is, perhaps, the most highly respected leader and has the best track record in the youth arena. As we discussed, we would hope to organize a task force around each fundamental resource and the task forces would have representation on the Board of Directors of the entity. While perceived as a partnership, the legal status of the organization is likely to be that of a 501(c)(3) corporation that will not be involved in program operation but will fill a role of coordinating and grant-making with a view toward optimizing the accomplishment of the Summit goals.

Page 3...

As you are aware, it is expected that approximately 1,000 representatives of 100 communities will be invited to the Summit and these communities as well as thousands of others throughout the nation will be a significant part of the strategic plan as well.

I have never in my lifetime experienced an opportunity where such a confluence of need, spirit and willingness of our people and capacity of resources has occurred. If you and President Clinton concur that this is the most unique chance we have encountered to truly "turn the tide" by the "turn of the century", we and the rest of the nation would be deeply and forever thankful for his leadership.

Sincerely,

Ray Chambers

RGC:fm
/ru-20

P.S. We are all grateful for Harris Wofford's guidance in making all of this come about.

The Announcement – On Friday, you and President Bush will announce the Summit to be held in Philadelphia on April 27-29 and some of the initial commitments. You can also announce that Colin Powell has agreed to your and President Bush's invitation to serve as a General Chairman of the Summit itself. The Summit is being jointly organized by the Corporation for National Service and the Points of Light Foundation.

The First Commitments – You will be able to announce that this process has already resulted in more than twenty significant pledges from major institutions to address major social problems. Examples include:

- Columbia/HCA has committed to fully immunize one million children through their health care facilities through the year 2000.
- Big Brothers/Big Sisters – has pledged to double their mentoring relationships, reaching 200,000 matches through the year 2000. They pledge that the "Bigs and Littles" will perform service together as an integral part of the program.
- LensCrafters will provide one million free eye exams for children by the year 2003.
- ABC, CBS and HBO have committed to providing programming and Public Service announcement to promote mentoring.

Other organizations already making commitments include the Greek Orthodox Church, IBM, the California University system, and the city of Tuscon. By the time of the summit, we will have secured many, many more.

The Summit Goals – The goal of the summit is to insure that that each disadvantaged child has: 1) an ongoing relationship with a caring adult 2) a safe place for structured activities during non-school hours; 3) a healthy start; 4) economic opportunity through education, including the ability to read 5) and opportunities to give back to others. In the weeks leading up to the summit, task forces of leaders from business, organized labor, the media, religion, education and philanthropy will work to set specific numerical targets.

The Summit Event -- First, the President and First Lady, former President Bush and Ford and the participating First Ladies will join together at Independence Hall in Philadelphia in a historic call to service. Second, local, state and national leaders from all sectors will announce organizational commitments to action. Third, representatives from 100 communities from 50 states will work together to organize local efforts to reach the goals.

The Summit Funders – The Summit is being funded by Kellogg Foundation, Pew Charitable Trusts, Robert Wood Johnson Foundation, the David and Lucile Packard Foundation and the Kauffman Foundation.

Post-Summit – A 501c3 partnership will be created to promote service and volunteering to meet these goals. General Powell will be its Chairman of the Board and an experienced CEO will run the operation. This partnership will work to secure funding from major foundations and then distribute smaller grants to local organizations that address these major challenges.

SUMMIT COMMITMENTS

pre announcement 1/23/97

LensCrafters: will provide one million free eye exams, especially for children, by the year 2003

Big Brothers/Big Sisters: double their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship and a key activity for current and future "Bigs and Littles".

Columbia-HCA: has committed to fully immunize one million children through their health care facilities through the year 2000.

The YMCA of the USA: this commitment will not only focus on providing a safe place for children and youth to gather in the over 2,000 YMCA's in the US, but also focus on providing additional adults to be caring and supportive. Over the next three years, we will increase the number of YMCA volunteers to 572,000. This will mean recruiting 190,500 additional volunteers. These volunteers will help teach the values of *Caring, Honesty, Respect, and Responsibility* s mentors, tutors, coaches, skill instructors, and fund raisers. As a summit partner, the YMCA will recruit over 63,500 additional volunteers per year.

NFL Players Association: is launching a pro-athlete mentoring program for Native American teens. Partnership with Johns Hopkins Center for Indian Youth. Launching a reservation-based peer leadership and healthy lifestyles curriculum, in-school motivational sessions with NFL players, and an annual summer camp.

Kimberly-Clark: is making a \$2 million commitment to building community playgrounds, creating safe places for children in twenty cities this year.

Greek Orthodox Church in America: in accordance with the church's historical and pastoral commitment to families and children and their future, and in connection with the upcoming Summit, Archbishop Spyridon has announced that each of the 550 Greek Orthodox Churches in America will commit to championing a number of children in need in proportion to the size of each congregation. At least one child will be sponsored for every ten families who will serve as champions to ensure that children have caring adults relationships, safe places to live, learn and grow, a healthy start in life, an education that provides marketable skills, and an opportunity to give back to their community. The Archbishop will call upon fellow orthodox bishops to make a similar commitment and also encourage other religious leaders of various faiths to do likewise.

Three television networks have already committed to the summit. **ABC's** campaign, Children First, is a multi-million dollar investment in programming and PSA's dedicated to mentoring. **HBO** and **CBS** will provide programming and broadcast PSA's to promote the growth of the mentoring movement. The Harvard School of Public Health is spearheading these commitments. Specific details of these three commitments are still in development.

Shell Oil: Phil Carroll, the CEO of Shell, is still crafting their commitment in writing but it will be in support of all five goals for America's youth. Aspects of the commitment will include engaging its employees as volunteers, its retail operations, and its marketing assets. Initiatives that are being developed include a national corporate day of service, "pump toppers" to promote youth service, etc. After the Summit, as the inaugural partner for Connect America, the corporation will support local summits and other post-summit activities.

Pillsbury: launching "Caring Adults and Kids" comprehensive commitment to help economically disadvantaged young people build and sustain relationships with caring adults. Donating \$1.75 million in grants to mentoring organizations in 1997 alone.

California University system: through the leadership of San Francisco State University, the system is committing 50% or more of its increase in work-study funds to community service initiatives. (up to 21 additional universities and systems to be announced.)

IBM: a national partnership with United Way of America and AmeriCorps*VISTA and will launch a Technology Corps in at least ten US cities, including Atlanta, New York, Los Angeles, Dallas to help not-for-profit organizations use up-to-date technology and provide higher quality services to people in need. AmeriCorps*VISTA members will provide free technology planning, staff training, and donations of equipment and software serving 2,000 not-for-profit organizations. By the year 2,000, agencies served will include day care centers, community centers, and senior citizen centers.

Tucson: every youth in the community will be connected to an adult who can serve as a positive role model, giving the youth hope, pushing them gently along, and expecting them to succeed. Led by the Volunteer Center of Tucson, partners include city, county, police department, higher education, businesses, nonprofits, and neighborhood association. The goal is to serve 2,000 additional youth by the year 2000 and to engage 3,000 adults in mentoring programs.

Leadership 18: this association of the largest nonprofit service providers in the nation is a summit partner, a convener of Summit delegations, and will be a leader of post-summit activities. This group is led by the United Way of America and includes **Girl Scouts of the USA, American Red Cross, Big Brothers and Big Sisters, Boy Scouts of America, Campfire Boys and Girls, Catholic Charities USA, Child Welfare League of America, Council of Jewish Federations, Family Service America, Girls, Incorporated, Goodwill Industries, International, National Mental Health Association, National Urban League, Salvation Army, YMCA of the USA, YWCA of the USA, United Neighborhood Centers of America, and the Visiting Nurses Association.**

Boys and Girls Clubs of America: given adequate financial and human resources at the national and local levels, the Boys and Girls Clubs of America will increase the number of youth served by at least an additional 500,000 young people – 100,000 a year over the next five years.

Jewish Social Justice Center: a new collaboration to mobilize 100,000 volunteer tutors and aids in eight target cities. Start-up funds have been provided by the Righteous Persons Foundation and will probably be ready to announce in time.

National Council of Volunteer Centers: a million tutors by the year 2000

The **United States Army** supports the convening of a youth commitment summit to help communities create the five conditions the lead to success in life for American youth. The Army is already working collaboratively with Communities in Schools to connect soldier volunteers with opportunities to serve as mentors and tutors for students, and in assisting students in selected Junior Reserve officer Training Corps (ROTC) programs to refine their citizenship, leadership and teamwork skills and improve their chances for productive employment. The Army commits to taking the lead in encouraging a joint effort among the military services to 1) expand opportunities for active duty, reserve and retired military personnel to volunteer their time as mentors and tutors in schools in their local communities, and 2) expand opportunities for students to give back to their local community and contribute to the common good through a community service learning module in the JROTC program of instruction.

Communities in Schools: is committed to expanding its coordination of community resources and partnerships with the public so that an additional 750,000 young people in need will have access to all five goals enabling them to successfully learn, stay in school, and prepare for life.

The **Grantmaker Forum on Community and National Service** will develop and implement a strategy designed to increase the number and quality of foundation and corporate investment in the field of community and national service. To that end, the Forum will develop specific outreach strategies for family foundations, community foundations, private foundations, corporate giving programs and federated giving programs designed to increase investment in local programs and create more and better opportunities to engage young people in meaningful service to their communities. As part of the strategy, the Forum will sponsor a series of "town meetings" designed to educate communities, including foundations, corporations, and other prospective investors about the benefits and impact of service programs.

Minneapolis Star Tribune: volunteer employee hours for the Minneapolis Public Schools.

American Booksellers Association: employees addressing literacy, recruiting volunteers, hosting literacy activities through their one thousand independent booksellers.

Philadelphia: will be a "five star city of service", engaging all three sectors in the five goals. As the host city of the Summit, will also deliver a signature service project.

Riverside, California, Springfield, Massachusetts, Minneapolis, Minnesota, and Gary Indiana are also ready with similar commitments.

Bruce Reed...

Assume you've seen this -
the Dept. of Ed Intergov.
person attends the weekly
Dem Gov reps mtg &
Nat. Service distributed
this on Monday 1/13..

CR

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. memo	Harris Wofford to POTUS re: National Service and Educational Opportunity (7 pages)	11/14/96	P2, P5

**This marker identifies the original location of the withdrawn item listed above.
For a complete list of items withdrawn from this folder, see the
Withdrawal/Redaction Sheet at the front of the folder.**

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [4]

rs62

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]

310 SOUTH STREET
MORRISTOWN, NEW JERSEY 07960

RAYMOND G. CHAMBERS

Nat Service Summit

201-540-9148

January 27, 1997

The Honorable Erskine Bowles
Chief of Staff to the
President of the United States
The White House
Washington, DC 20500

Dear Erskine:

It was a pleasure meeting you after having heard so much about you. I appreciate all you did to make Friday possible. I am certain that we have begun to truly "turn the tide" for our nation's young people and I sincerely appreciate your support.

~~Rick-Little, the individual we have proposed to be the Chief Executive Officer of the Partnership for America's Future, is leaving to go out of the country tonight. While we recognize that our effort is not dependent upon government funding in any way, we have agreed with you that you will approve the selection of that Chief Executive Officer, which approval would not be unreasonably withheld.~~

I have enclosed a curriculum vitae on Rick and I know you will find him to be as outstanding a potential Chief Executive Officer as we could find. I would like to respectfully request that you give your consent to our moving ahead with Rick so that we don't lose any more very valuable time.

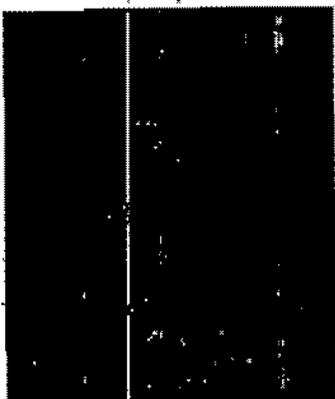
I appreciate your consideration of this request.

Sincerely,



RGC:fm
14211
Enclosure

CC: Harris Wofford
(Bruce Read)

**RICK R. LITTLE**

**President/Chief Executive Officer
International Youth Foundation
34 Market Place, Suite 800
Baltimore, Maryland 21202 - USA
Telephone: (410) 347-1500
Fax: (410) 347-1188**

For more than 20 years, Rick Little has been working to improve the conditions and prospects for children and youth. At the age of 19, after a debilitating accident that resulted in a broken back and nearly a year of rehabilitation, Rick set off to interview over 2,000 young people across the US about the problems in their lives that were not being addressed in school. Armed with this knowledge and significant additional research, Rick convinced the W.K. Kellogg Foundation to grant him — a 19-year-old in a neck brace -- \$133,000 to develop a program that would offer young people positive and productive ways to face the challenges in their lives. Thus Rick Little brought Quest International to life. Today, Quest has developed a wide range of programs that empower thousands of adults teaching millions of 5- to 20-year-olds, in over 30 countries, to nurture responsibility and caring in those young people. Through youth community service, curricula, and training programs, Quest mobilizes communities (schools, parents, volunteers and community-based organizations) to promote the "fourth R." responsibility.

After fifteen years as President and Chief Executive Officer of Quest (he remains volunteer Chairman of the Board), Rick joined the W.K. Kellogg Foundation in 1989 as a consultant in order to create the International Youth Foundation (IYF). He led a process involving hundreds of leaders from many countries to establish a new global organization focused on finding proven solutions for the problems of children and youth. Today, IYF is among the world's largest public foundations focused on finding and supporting "what works" for young people. IYF concentrates its efforts in Eastern Europe, the Middle East, Southern Africa, Latin America and Southeast Asia. Recently, IYF's international Board of Directors committed to begin work in the United States. As President and CEO, Rick has mobilized the broad support of dozens of major foundations, companies, and leaders on behalf of children and youth. In fact, IYF is now the largest single recipient of funding from the W.K. Kellogg Foundation in history.

As an expert on positive youth development, Rick Little has served as a consultant to numerous foundations and international organizations, including the World Health Organization, the National Institute on Drug Abuse, the Pacific Institute for Research and Evaluation, and the W.K. Kellogg Foundation. Rick is also a Fellow of the Institute for Children, Youth and Families at Michigan State University. Rick served as the founding Chairman of the National Coalition for the Prevention of Drug and Alcohol Abuse, and has received numerous awards, including the Presidential Award of the International Association of Lions Clubs, and the Global Leader for Tomorrow award, given annually by the World Economic Forum (in Switzerland) to 100 emerging world leaders. Rick currently serves on the National Board of Visitors of Indiana University School of Education, as a member of the International Committee of the Council on Foundations, and on several boards.

Nat Service - Summit

MEMORANDUM FOR BRUCE REED AND GENE SPERLING

From: Shirley Saggawa, Corporation for National Service
Re: Service Summit
Date: December 30, 1996
cc: Harris Wofford

I hope you had nice holidays.

We are moving ahead with the Summit planning, and are assuming that the January 21 announcement date is a "go," pending discussions with President Bush. Please let us know if this changes.

When we met several weeks ago, we discussed the issue task forces that we are putting together to refine the Summit goals and to track progress toward them. I think Bruce offered to put together a meeting of federal agency representatives to discuss the Summit, and we would like to do that as soon as possible in the new year. We would also appreciate any input you might have on individuals to serve on the Task Forces, which are being organized to respond to the following five goals:



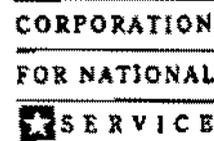
1. Caring and supportive mentoring relationships in the life of every young person (i.e. 2,000,000 additional mentors by the year 2000)
2. Education that prepares the coming generation for productive employment, economic fulfillment and good citizenship (i.e. 2,000 additional students reading at grade level by the year 2000)
3. A healthy start in life and encouragement of healthy behavior (i.e. 2,000,000 additional children having access to health care by the year 2000)
4. Safe and decent places to gather, learn, work, play and live (i.e. 2,000,000 additional children and youth engaged in safe group activities by the year 2000)
5. Inspiration and opportunities for everyone - young and old - to give back to others through service and to contribute to the common good (i.e. 2,000,000 additional youth engaged in community service by the year 2000)

WR?

We hope to finalize the task forces this week. Thanks for all your help. If you need more information, I can be reached at (703) 548-4919 until Friday, when I will be back in the office at (202) 606-5000 x 394 or x161.

CORPORATION FOR NATIONAL SERVICE

Harris Wofford, CEO
FACSIMILE TRANSMITTAL SHEET



TO: Bruce Reed

LOCATION: _____

FAX #: 456-2878 PHONE #: _____

FROM: Joe Bongiovanni

FAX #: (202) 565-2784 TELEPHONE #: (202) 606-5000, Ext. 546

COMMENTS:

Please call me Bruce.
Home tonight - 202 835-1087
Office tomorrow 202-606-5080 x177
Bryn Mawr Sat. Eve/Sun eve. 610 525 7248

NUMBER OF PAGES (INCLUDING COVER SHEET) 7

IF THERE IS ANY PROBLEM WITH THIS TRANSMISSION, PLEASE CALL THE EXTENSION NOTED ABOVE.

1201 New York Avenue, NW
Washington, DC 20525
Telephone 202-606-3000

Getting Things Done.
AmeriCorps, National Service
Learn and Serve America
National Senior Service Corps

Office of the
Chief Executive Officer

Memo

CORPORATION
FOR NATIONAL
SERVICE

To: Bruce Reed
From: Harris Wofford
Date: January 9, 1997
Re: Citizen Service Summit announcement

The Citizen Service Summit – to which all living presidents and first ladies have been invited – is due to be announced in coming weeks (see attached fact sheet). Due to the nonpartisan nature of this event, it is critical that the announcement reflect representatives from both major political parties and every sector of American life: public, private, nonprofit, academic, religious, youth, sports, entertainment, et al.

WHITE HOUSE EVENT: The most attractive option to convey bipartisan support and importance is for President Clinton, former president Bush, and General Colin Powell (who we expect to chair the Summit) to announce the Summit from the White House.

SUPPORTING CAST: General Powell and summit principals would be assembled with high profile representatives from each sector (see attached list) who have made significant commitments to the Summit. They would meet in roundtable in the Roosevelt Room, and be joined by President Clinton and former president Bush midway through the one hour meeting. A photo opportunity would ensue, during which the president, former president, and General Powell could make statements announcing the Summit and its goals, urging Americans to join them in their commitment to community service as a strategy to help meet community challenges. The president, former president, and media would then leave the meeting.

A follow-up press briefing would be scheduled that day for the White House press briefing room or the National Press Club, at which the Summit principals will elaborate on the Summit and answer questions. A comprehensive press packet is being developed for distribution. Our media relations team includes Leslie Dach, David Crosson, Jim Issokson and others at Edelman Worldwide, J. Toscano and Dan Kerrigan at the Corporation for National Service, and Barbara Lohman at Points of Light Foundation.

1201 New York Avenue, NW
Washington, DC 20525
Telephone 202-506-5000

TIMING: We have been hoping that January 21st would be the date for a White House event. This would make this nonpartisan, community-building, service-oriented announcement one of the first signature events of the second term. We have just learned that former president Bush has indicated that he can participate on January 24th. We expect General Powell to serve as chairman of the Summit, and he could therefore participate in the announcement event.

An alternative symbolic day could be Presidents Day on February 11th, 1997. Whether it falls on one of these dates or in between, the announcement should occur no later than February 11th. The Summit is already drawing public and media interest. Outreach to national leaders is ongoing. Invitations to local community leaders will be mailed the third week of January. The Summit has already been mentioned in trade journals and in the January 13th edition of FORTUNE magazine.

OTHER OPTIONS: If the event described above is not possible, there are other options.

- The President, Mr. Bush and General Powell could announce the Summit during a photo opportunity following an Oval Office meeting, followed by a press briefing by Summit principals
- Summit principals could conduct a press conference at the National Press Club or another site

THEMATICS: The President has called upon Americans to come together to meet the tough challenges our community faces. *"In this rare and fleeting moment of opportunity, we still have work to do,"* the President has said, *"for while the era of big government is over, the era of big challenges is not."* The Summit is timed to take full advantage of this critical moment, engaging thousands of "big citizens" in community problem-solving.

The President's following statement seems to call for the process which will be kicked off by the Summit: *"For all of our differences, we have to identify the challenges we face in common as Americans and find ways to go after them in common. We must mobilize people in every walk of life to meet those challenges, and we must shine a spotlight on what works anywhere in America so that it can be adopted everywhere in America. And all of our citizens must be willing to serve. The nearly 70,000 Americans who have served in AmeriCorps, the national service program. . . have proven that we can do great things together."*

The Summit is a high-profile response by America's community and national leaders. Community delegations will identify the toughest challenges facing youth and engage all sectors of society -- public, private, nonprofit, academic, religious, youth, sports, entertainment, et al - to meet them. The 100 community delegations present at the Summit will serve as models for community engagement for the rest of America.

By bringing together national and community leaders -- with service as an organizing vehicle -- and by appearing side-by-side with former President Bush, who is committed to the Summit -- President Clinton can kick-off his second term announcing a significant, tangible, non-governmental and non-partisan response to his rhetorical call to action.

DRAFT

The Summit will include delegations from all 50 states, governors from across the nation, and representatives of 100 communities spanning the diversity that is America. In addition, "Hero" volunteers doing the kind of work to be encouraged by the Summit will be in attendance, along with "Ambassadors," exemplary citizen volunteer leaders from various sectors of society -- including the corporate, non-profit, academic, and entertainment worlds. Finally, young people will be involved, telling their stories and being recognized as resources and talents rather than simply the "problem" being addressed.

In anticipation of the summit, the organizers have established as an ultimate goal that every child in America will have a caring and supportive mentoring relationship, access to a safe environment, proper healthcare, a connection to economic opportunities through education, and the opportunity to give back to others.

To achieve such an ambitious goal, strategies will need to be mapped out at the Summit that will accomplish the following:

- 2 million additional young people having caring and supportive mentoring or tutoring relationships by the year 2000.
- 2 million additional youngsters having access to a safe and decent place to gather, learn, work and play by the year 2000.
- 2 million additional children receiving proper healthcare by the year 2000.
- 2 million additional young people connected to economic opportunities through education, in which the ability to read is essential, by the year 2000.
- 2 million additional young people giving back to others through effective citizen service by the year 2000.

To catalyze the kind of service that is needed, to tap the vast reservoir of talent, knowledge and understanding with which America can in fact nurture our young will require an unprecedented campaign, a unique and new expression of national will. What is envisioned is an ongoing effort into the next millennium in which young and old are teamed together to sustain America's promise.

In generating enthusiasm that can be sustained and in directing such energy in ways that will allow voluntary actions to make a real difference for the next generation, the Summit also will be devoted to the following:

- Educating the public and the Summit participants on the circumstances placing so many young people at risk and the possible consequences for the nation.

DRAFT

- Identifying the kinds of grass roots citizen initiatives that can improve the future prospects of America's young people.
- Engendering commitments to effective new citizen action that will help create conditions for success for the nation's youth.

The problems of today's youth are many and varied. The economic challenges facing parents are such that many simply don't have the time their children need to be well grounded adults. Broken families and broken schools are both, tragically, contributing to a wider sense of disaffection among young people.

A national Summit of the kind that is being planned -- with the President along with former Presidents and First Ladies -- is without precedent. It can provide a real clarion call for a substantive change in the way we as Americans connect with one another; in the process, turning the tide for a generation increasingly imperiled by poverty, inadequate healthcare and education, drugs, fear, and a lack of adequate adult guidance

The time leading up to the Summit, the event itself and all that flows from it must contribute to a sense of urgency that the problems facing young people today must be solved or they will one day haunt us all.

DRAFT

"Service is never a simple act. It's about sacrifice for others and about accomplishments for ourselves."
President William Jefferson Clinton

*"Serving others shouldn't be a detour on your career path.
.... It's a way of life, something you start when you are young and stick with..."*
President George Herbert Walker Bush

"The Citizens Service Summit: Turning the Tide with Young America"

The challenges facing young Americans today are unique and daunting. In small towns and big cities alike, young people increasingly are in need of caring and supportive adult relationships; a healthy start and incentives for healthy behavior; safe and decent places to gather, learn, work, play and live; and early childhood education and extra tutoring in and out of school. Young people also have much to offer and need more opportunities to establish the good habit of giving back to others through service.

Unless a concerted effort is made to turn the tide for our young people and reduce the number of those whose lives are not getting off to a good start, the cost to the country will be huge, in the trillions of dollars, jeopardizing our competitiveness as an economy in the global marketplace. It is within our reach to address the mounting crisis, to renew America's promise for the next generation.

Thousands of organizations and millions of Americans already are spending tremendous amounts of money and time meeting the needs of our young. At the same time, with more and more young people in need and with program funding ever more difficult to obtain, there is a clear need to bring the skills and spirit of more people to bear.

Surveys routinely suggest that more Americans would give time to help if only they were asked and given the opportunity. Studies also show that citizen service initiatives focused on meeting the needs of children in fact are extremely effective, providing dividends far in excess of costs. When young people who have lacked caring and supportive mentors or tutors are provided with such relationships -- be they with family members, teachers or effective citizen volunteers -- invariably they manage quantum leaps forward in development.

To begin this campaign -- to kick off a new era of BIG citizenship -- a National Startup Summit is planned for Philadelphia from April 27 through April 29 of this year. President Clinton and former President Bush have endorsed both the Summit and the campaign that is to follow. Each also has pledged to attend the Summit, to be joined by other former Presidents and First Ladies.

LIST OF NAMES: The following individuals are the type of people we would invite to the White House announcement. Each has made a significant commitment.

Betty Beane	President, The United Way
David Browne	Chairman and CEO, LensCrafters
Philip Carroll	Chairman and CEO, Shell Oil
Thomas Dortch	100 Black Men
Marion Heard	Chair of the Board, Points of Light Foundation
David Gardner	David and Lucille Packard Foundation
Fred Grandy	Goodwill Industries
Ellen Hargis	National Council of Volunteer Centers
Tom McKenna	Big Brothers/Big Sisters
Mary Rose Main	Girl Scouts
Ed Rendell	Mayor, City of Philadelphia (host city)
William Richardson	The W.K. Kellogg Foundation
Rebecca Rimel	The Pew Charitable Trust
Robert Rogers	Ewing Marion Kauffman Foundation & Chair of Board, Corporation for National Service

SUMMIT LEADERSHIP:

Ray Chambers	The Amelior Foundation
Bob Goodwin	Points Of Light Foundation
Harris Wofford	Corporation for National Service

CORPORATION FOR NATIONAL SERVICE

Harris Wofford, CEO
FACSIMILE TRANSMITTAL SHEET

CORPORATION
FOR NATIONAL
SERVICE

TO: Bruce Reed

LOCATION: _____

FAX #: 456-5557 PHONE #: _____

FROM: Joe Bongiovanni

FAX #: (202) 565-2784 TELEPHONE #: (202) 606-5000, Ext. 546

COMMENTS:

Message from Harris Wofford:

Henry Cisneros should be informed that Peter

Goldmark is extremely enthusiastic about Rick Little.

Rick has the confidence of a number of major

NUMBER OF PAGES (INCLUDING COVER SHEET) _____

IF THERE IS ANY PROBLEM WITH THIS TRANSMISSION, PLEASE CALL THE EXTENSION NOTED ABOVE.

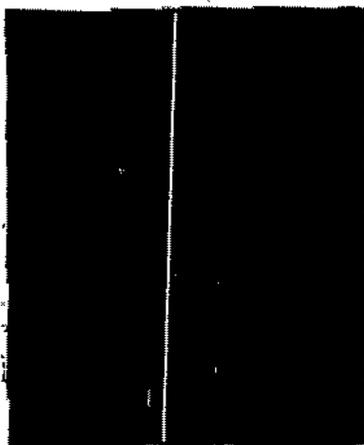
foundations, having received a grant of
\$65 million from Kellogg - the largest
they have ever given.

1201 New York Avenue, NW
Washington, DC 20025
Telephone: 202-606-5000

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Learn and Serve America
National Senior Service Corps

JAN-23-97 05:14 From: THE SUMMIT FOR AMERICA'S FUTURE

T-043 P.02/02 Job-056



RICK R. LITTLE
President/Chief Executive Officer
International Youth Foundation
34 Market Place, Suite 800
Baltimore, Maryland 21202 - USA
Telephone: (410) 347-1500
Fax: (410) 347-1188

For more than 20 years, Rick Little has been working to improve the conditions and prospects for children and youth. At the age of nineteen, after a debilitating accident that resulted in a broken back and nearly a year of rehabilitation, Rick set off to interview over 2,000 young people across the US about the problems in their lives that were not being addressed in school. Armed with this knowledge and significant additional research, Rick convinced the W.K. Kellogg Foundation to grant him -- a 19-year old in a neck brace -- \$133,000 to develop a program that would offer young people positive and productive ways to face the challenges in their lives. Thus Rick Little brought Quest International to life. Today, Quest has developed a wide-range of programs that empower thousands of adults teaching millions of 5 to 20 year-olds, in over 30 countries, to nurture responsibility and caring in those young people. Through youth community service, curricula, and training programs, Quest mobilizes communities (schools, parents, volunteers and community-based organizations) to promote the "fourth R": responsibility.

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As an expert on positive youth development, Rick Little has served as a consultant to numerous foundations and international organizations, including the World Health Organization, the National Institute on Drug Abuse, the Pacific Institute for Research and Evaluation, and the W.K. Kellogg Foundation. Rick is also a Fellow of the Institute for Children, Youth and Families at Michigan State University. Rick served as the founding Chairman of the National Coalition for the Prevention of Drug and Alcohol Abuse, and has received numerous awards, including the Presidential Award of the International Association of Lions Clubs, and the Global Leader for Tomorrow award, given annually by the World Economic Forum (in Switzerland) to 100 emerging world leaders. Rick currently serves on the National Board of Visitors of Indiana University School of Education, as a member of the International Committee of the Council on Foundations, and on several boards.

THE WHITE HOUSE

WASHINGTON

January 23, 1997

NATIONAL SERVICE EVENT

DATE: January 24, 1997
LOCATION: East Room
TIME: 2:30 p.m. to 3:45 p.m.
FROM: Bruce Reed *B.R.*

I. PURPOSE

To announce the upcoming Presidents' Service Summit to be held in April and to promote the ongoing campaign to expand volunteerism across the country.

II. BACKGROUND

The Corporation for National Service and the Points of Light Foundation have organized the Presidents' Summit for Citizen Service to be held from April 27 to 29 in Philadelphia. You and President Bush will serve as honorary Co-Chairs and General Powell will be the General Chairman. *Cisneros will be Vice Chairman.*

At this event, you will announce that more than 25 organizations have made significant commitments to this effort. LensCrafters has agreed to provide one million free eye exams for children by the year 2003. Big Brothers/Big Sisters has pledged to double their mentoring relationships matching 200,000 deserving young people with caring adults through the year 2000. Columbia HCA, a leading health care company, has committed to fully immunize one million children through their health care facilities through the year 2000.

III. PARTICIPANTS

- The First Lady
- Vice President Gore
- Former President George Bush
- General Colin Powell
- Henry Cisneros* ~~VP~~ Harris Wofford, CEO, Corporation For National Service
- Bob Goodwin, Points of Light Foundation
- Ray Chambers, Amelior Foundation

SPEAKERS:

- HRC
- VP
- POTUS
- BUSH
- POWELL
- CISNEROS

List of other attendees to be provided by Social Office.

IV. PRESS

Open

V. SEQUENCE OF EVENT

To be provided by Sarah Farnsworth.

VI. REMARKS

To be provided by Speechwriting.

6-6210

PACKET TO FAX TO MCKIERMAN



THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

FOR RELEASE
January 24, 1997

CONTACTS: David Crosson/Jim Issokson
Edelman Worldwide (202) 371-0200

CLINTON, BUSH ANNOUNCE PRESIDENTS' SUMMIT ON SERVICE

WASHINGTON, D.C. - President Bill Clinton and former President George Bush, joined by Vice President Al Gore, today announced "The Presidents' Summit for America's Future," aimed at bringing America to a new level of commitment to volunteer service, especially targeting the nation's young people.

President Clinton and the former Presidents will serve as honorary Co-Chairs of the Summit, which will be held April 27-29 in Philadelphia. Presidents Clinton, Bush and Ford will attend. President Carter and Lady Bird Johnson, while unable to attend have pledged their support. President Reagan will be represented by Nancy Reagan.

Gen. Colin Powell will serve as General Chairman. Henry Cisneros, former Secretary of Housing and Urban Development, will serve as Vice Chairman.

In announcing the Summit, President Clinton said, "For all our differences, we have to identify the challenges we face in common as Americans and find ways to go after them in common."

"To prepare for the 21st Century, The Presidents' Summit for America's Future will launch an historic mobilization of people in every walk of life to meet those challenges, and shine a spotlight on what is working somewhere in America so that it can be adopted everywhere in America," the President added.

In today's East Room announcement, former President Bush said, "The Philadelphia summit is about getting more people off the sidelines. It is about citizens pulling together, leading by example, and lifting lives."

Some 50 commitments for specific future actions have already been received from voluntary, religious, and educational organizations, business, media, and local and state governments.

The Presidents' Summit for America's Future was conceived by the late Gov. George Romney of Michigan and initiated as a joint effort by two of America's leading organizations dedicated to service: The Points of Light Foundation and The Corporation for National Service.

General Powell said of the Summit: "I can't think of a better task for my generation. We received so much from our own parents. It is only appropriate that we give back in kind. Our young people are facing unprecedented challenges. They deserve the same kind of support from their country as we received, but it will take extra efforts from all of us to make this possible. With the help of millions of Americans, we can, as a nation, turn the tide for America's youth."

Summit partners point to growing evidence that young people today face serious threat to their futures – and even their lives; thus, the urgency leading to the April Summit. Studies show, for instance, that:

- A child is abused every 13 seconds in America, with almost 3 million reports of such abuse filed each year.
- 1 in 9 African-Americans between the age of 12-15 are victims of violent crime.
- The number of children under age six living in poverty has increased 50% since 1979.
- Cigarette and marijuana use is increasing again among high school students.
- Suicide rates for children between 5-14 doubled between 1970-1988.

The Summit is organized on the proposition that America's young people must have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives:

- An ongoing relationship with a caring adult or mentor;
- Safe places to learn and grow;
- A healthy start;
- A marketable skill through effective education;
- An opportunity to give back through community service.

The Summit itself will have three focal points. First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action – mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action.

In the weeks leading up to the Summit, a national partnership engaging dozens of leaders and organizations from all sectors will develop targets for specific increases in volunteer service and put in place the framework for an extensive follow-up campaign.

Some of the substantial commitments that already have been made include the following:

- Columbia/HCA Healthcare Corporation has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from more than 600 hospitals, surgery centers and home care locations.
- LensCrafters will provide one million needy people, especially children, with vision care by the year 2003.
- The 400 local Volunteer Centers affiliated with The Points of Light Foundation will connect one million young people with caring adults or with the opportunity to serve.
- Communities in Schools will expand its programs so that an additional 750,000 young people in need will be better able to successfully learn, stay in school and prepare for life.
- The Greek Orthodox Church in America has committed to assist one needy child per every ten families in the more than 550 Greek Orthodox churches nationwide.
- Big Brothers/Big Sisters has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship.
- Shell Oil has made a corporate wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support.

Funding for the Summit is being provided by the W.K. Kellogg Foundation, the Pew Charitable Trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003. note	[National Service Summit] (1 page)	ca. 1/97	P5

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COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [4]

rs62

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]
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
004. memo	Reed to POTUS re: Summit on Service (2 pages)	1/22/97	P5

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Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [4]

rs62

RESTRICTION CODES

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

- P1 National Security Classified Information [(a)(1) of the PRA]
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- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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- 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]

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THE CITIZENS SERVICE SUMMIT

The Announcement – On Friday, you and President Bush will announce the Summit to be held in Philadelphia on April 27-29 and some of the initial commitments. You can also announce that Colin Powell has agreed to your and President Bush's invitation to serve as a General Chairman of the Summit itself. The Summit is being jointly organized by the Corporation for National Service and the Points of Light Foundation.

The First Commitments – You will be able to announce that this process has already resulted in more than twenty significant pledges from major institutions to address major social problems. Examples include:

- Columbia/HCA has committed to fully immunize one million children through their health care facilities through the year 2000.
- Big Brothers/Big Sisters – has pledged to double their mentoring relationships, reaching 200,000 matches through the year 2000. They pledge that the "Bigs and Littles" will perform service together as an integral part of the program.
- LensCrafters will provide one million free eye exams for children by the year 2003.
- ABC, CBS and HBO have committed to providing programming and Public Service announcement to promote mentoring.

Other organizations already making commitments include the Greek Orthodox Church, IBM, the California University system, and the city of Tucson. By the time of the summit, we will have secured many, many more.

The Summit Goals – The goal of the summit is to insure that that each disadvantaged child has: 1) an ongoing relationship with a caring adult 2) a safe place for structured activities during non-school hours; 3) a healthy start; 4) economic opportunity through education, including the ability to read 5) and opportunities to give back to others. In the weeks leading up to the summit, task forces of leaders from business, organized labor, the media, religion, education and philanthropy will work to set specific numerical targets.

The Summit Event -- First, the President and First Lady, former President Bush and Ford and the participating First Ladies will join together at Independence Hall in Philadelphia in a historic call to service. Second, local, state and national leaders from all sectors will announce organizational commitments to action. Third, representatives from 100 communities from 50 states will work together to organize local efforts to reach the goals.

The Summit Funders – The Summit is being funded by Kellogg Foundation, Pew Charitable Trusts, Robert Wood Johnson Foundation, the David and Lucile Packard Foundation and the Kauffman Foundation.

Post-Summit – A 501c3 partnership will be created to promote service and volunteering to meet these goals. General Powell will be its Chairman of the Board and an experienced CEO will run the operation. This partnership will work to secure funding from major foundations and then distribute smaller grants to local organizations that address these major challenges.

January 22, 1997

MEMORANDUM TO THE PRESIDENT

**CORPORATION
FOR NATIONAL
SERVICE**

From: Harris Wofford *Harris*
Subject: Progress report on the Summit

Erskine asked me to give you an update on the plans for the Summit in Philadelphia, April 27-29, and information on the scope of our hopes for the aftermath to the Summit. And I want to stress as strongly as I can the need to go ahead with the announcement Friday.

The Summit ties together several of the key themes of your presidency. You have called for citizens to come together to address the challenges of their communities. The Summit is designed to dramatically increase public awareness about the role of service and volunteering to solve problems, to de-politicize the issue of national service, and to stimulate specific commitments for problem solving. In convening the Summit with President Bush you are showing your commitment to bipartisanship and your ability to catalyze action without creating a big new federal spending program.

When we talked about the Summit on the trip to your Commencement talk at Penn State, I told you why the Summit was a central part of the strategy to establish National Service, as a widely-supported, non-partisan institution in American life, and to have the Corporation for National Service act as a catalyst for a large national coalition "to crack the atom of civic power".

In my November 14th memorandum, I wrote:

A major, historic opportunity to make service non-partisan will be the Citizen Service Summit, now scheduled for April 27-29 in Philadelphia. President Bush has committed to joining you in the call for service, and we are working on getting Nancy Reagan and Presidents Carter and Ford. We have reason to hope that Colin Powell will agree to some high profile role at the summit. Organizations and institutions invited to the Summit will be asked to come with tangible commitments to new action that will help create the conditions for the success of American youth.

1201 New York Avenue, NW
Washington, DC 20525
Telephone 202-696-5000

Getting Things Done.
AmeriCorps, National Service
Learn and Serve America
National Senior Service Corps

Together, these proposals provide a grand theme for your presidency - a government helping citizens to solve problems through service, and in the process, expanding educational opportunity. By emphasizing local, volunteer-oriented solutions, you recognize that while the era of big government is over -- the era of big citizens -- and big citizen action -- had better begin. It would demonstrate that you have far-reaching, far-sighted and effective ideas for addressing the problems facing American families.

By reaching out to Republicans, you will be showing yourself to be above partisan politics, using common sense to find the common good.

We had wanted to launch this before the campaign season began, but when that proved impossible, I sent you the attached Nov. 5th memorandum, and I then met with Bruce Reed and Gene Sperling. When the cabinet selection process was completed, I asked Erskine to arrange a meeting with you as soon as possible.

The hoped-for "high profile" role for General Powell (which was in our original plans of 1995 when we stated our hope he would be chair of the Summit) was not mentioned in my November 5th memorandum because at that time he had turned us down. Since then, Ray Chambers became the chair of our joint Points of Light Foundation--Corporation for National Service Steering Committee, and set out to persuade Powell to be General Chairman of the Summit and of whatever continuing partnership emerged. Recently, he succeeded in getting Powell, who now says the Summit and aftermath efforts will get a lot of his time and attention.

Since then as well, President Ford has agreed to come for the morning of April 28th but must leave later for Atlanta for some international event being convened by President Carter -- who says he cannot come to Philadelphia because of that prior commitment. Rosalyn Carter may be able to come and some electronic connection to President Carter is expected. Nancy Reagan has said she will come while Lady Bird Johnson has declined because of her eye sight and health problems, but may arrange a video.

Since then, too, the Summit has been presented to the Republican Governors Conference by Governors Weld and Engler. Governor Dean of the Democratic Governors Association is actively working with us. So is Dick Celeste and Richard Gordon, the former policy advisor to Governor Bayh. All Governors are being invited and we expect a number to attend. Governor Engler expects to announce the Summit, to be seconded by Governor Carper, at the closing plenary of the NGA winter meeting February 4th.

The Mayor of each of the 100 communities will be invited as part of their community delegations, and a number are expected to attend. Mayor Rendell is enthusiastically organizing plans to make Philadelphia a "five-star host city" -- with notable commitments

for each of the five goals. Mayor Menino and I talked of the Summit to the U.S. Conference of Mayors session last Saturday, and Mayor Victor Ashe, our newest Corporation board member, is representing us actively, as is our staff colleague, Jim Scheibel, former Mayor of St. Paul.

Erskine wants me to indicate, as far as I can, the process likely to go on, in the coming years. My memorandum outlined what we have proposed:

The 1,500 participants are being invited to Philadelphia to launch a strategy for citizen service and community leadership to "turn the tide" by the turn of the century on many of the challenges facing so many young people today. Organizations and institutions invited to the Summit will be asked to come with a tangible commitment to new action that will help create the conditions for the success of American youth.

...Following the Summit, community teams and local summits will further develop and refine measurable targets. The Summit should be seen as the beginning of an on-going process through the year 2000. It will provide an organizing model for many others who find this model an impetus to new action. We would hope to track some of the progress being made in communities over the next few years and reconvene a Summit in the year 2000 to see if together we are actually solving some of the problems confronting children and youth and celebrate what is being achieved.

The specific targets (in that memorandum) for additional mentors, tutors, and other volunteers engaged in work with the young, and additional youth engaged in service, are not now proposed for the announcement Friday. But such targets are very much a part of the plan for the Summit and the aftermath.

We've been actively involved in assembling the initial commitments -- some of the most notable of which I attach. Major foundations -- led by Pew, Kellogg and the Robert Wood Johnson Foundation, each of which has invested more than \$400,000 each -- are considering much larger investments in funding local and national programs to achieve the five goals. Ray Chambers has had talks that make him believe a post-summit fund for service of \$100 million is in sight.

That is the kind of quantum leap in non-governmental support we have been dreaming of. I add that all of this has been put together before General Powell recently agreed to be Chairman. Corporation for National Service and Points of Light staff and I, and more recently Ray Chambers and his personal network, have made this possible.

Ray reports that the major foundations interested suggest a 501 (c) (3) corporation to be the funding mechanism, to receive some of the funds and allocate them to programs working on the goals. Note that many of the programs utilize AmeriCorps members and

could be aided in meeting our requirements for private sector match. Indeed, one of the latest commitments -- from IBM -- for a Technology Corps proposes to pay half of the costs of utilizing 40 AmeriCorps*VISTA members. Another example: at the national board of the Bog Brothers/Big Sisters, after my presentation, a resolution was adapted (enthusiastically seconded by Senator Dan Coates) to make as their commitment for the Summit: the doubling of Bog Brothers/Big Sisters from 100,000 to 200,000, by the year 2,000, and the requirement that all 200,000 matches jointly do a sustained project of community service. This idea grew out of their AmeriCorps and Corporation Learn and Serve America grants.

Also, the commitments strategy, before and after the Summit, will give powerful new momentum for securing the 100,000 Work Study commitments for the Reading Initiative - and the goal of half of the nearly one-million work-study jobs going into community service.

So you see why your continued support of this is essential to the cause, and to my own continued leadership of the Corporation for National Service.

More importantly, this is an unprecedented opportunity for your continued leadership of citizen service. It is the occasion when you can reach beyond AmeriCorps to embrace and salute and support the far larger family of service in the country.

I need your confidence and support.

January 22, 1997

The Honorable Erskine Bowles
Chief of Staff to the President of the United States

Dear Erskine:

It was a pleasure speaking with you this morning. We are deeply grateful for your and President Clinton's support of this unique opportunity for the children of our nation.

Harris asked if I would relate to you my understanding of the operational elements of the Summit and its aftermath.

Having worked with some of the most disadvantaged children in our society over the last decade, it is quite clear to me that nothing is of greater concern to Americans than the status of our young people, especially those most at risk.

After surveying a cross-section of the organizations most involved in children's issues, it was relatively easy to conclude that the five most fundamental resources every child in America should have in their lives are: a caring adult, a safe space, a healthy start, a marketable skill and an opportunity to give back. Just about everyone associated with the proposed Summit has concurred that those five resources should constitute the heart of the Summit and what is to be accomplished over the next three years.

So many of us in the philanthropic community have become tired of just making grants to well-intentioned organizations with good programs who make a difference in the lives of a select number of Americans. What we have strongly requested over the last several years has been the establishment of one overarching plan so that if it were accurately executed, the "tide would have been turned" at the end of an agreed-upon period of time.

If several million additional youngsters will have benefitted from those five fundamental resources having been incorporated into their lives by the year 2000, we would all agree that the "tide had been turned". The proposed strategy affords a broad enough "tent" under which could fit every concerned non-profit and for-profit entity.

Page 2...

Originally, we had internally set targets of two million children receiving the benefits of each of the fundamental resources by the year 2000. Rather than predicting and, therefore, risking being too optimistic or too pessimistic, we decided not to disclose any internal goals but, instead, to inspire and encourage commitments from various organizations. The Summit would be the point of climax for the building of the crescendo of commitments where the numerical goals would be announced in amounts comfortable to everyone based on what was already in hand.

All of the living Presidents coming together in a non-partisan manner, led by President Clinton, to announce the critical need and proposed solutions will no doubt engender the greatest number of commitments from those many institutions in our society. The proposed strategy represents the best opportunity to show how the President's "new spirit of community" could work in a manner unlike anything that has been attempted before. His request to have one million Americans teaching children to read would fit within the fundamental resource of a "caring adult" in a child's life. The citizens service requirement implicit in each and every one of the five fundamental resources addresses a response to his statement of "taking time out of our lives to serve others" and to "assume personal responsibility not only for ourselves and our families but for our neighbors and our nation."

The organizational structure for the Summit event can be different from the coalition entity carrying out the strategic plan. Titles could be allocated to different people with respect to each structure.

It is envisioned that the entity charged with executing the strategic plan will represent a consortium of many for-profit and not-for-profit organizations. We have had discussions with a potential Chief Executive Officer who is, perhaps, the most highly respected leader and has the best track record in the youth arena. As we discussed, we would hope to organize a task force around each fundamental resource and the task forces would have representation on the Board of Directors of the entity. While perceived as a partnership, the legal status of the organization is likely to be that of a 501(c)(3) corporation that will not be involved in program operation but will fill a role of coordinating and grant-making with a view toward optimizing the accomplishment of the Summit goals.

JAN-22-97 01:46 PM

P. 04

Page 3...

As you are aware, it is expected that approximately 1,000 representatives of 100 communities will be invited to the Summit and these communities as well as thousands of others throughout the nation will be a significant part of the strategic plan as well.

I have never in my lifetime experienced an opportunity where such a confluence of need, spirit and willingness of our people and capacity of resources has occurred. If you and President Clinton concur that this is the most unique chance we have encountered to truly "turn the tide" by the "turn of the century", we and the rest of the nation would be deeply and forever thankful for his leadership.

Sincerely,

Ray Chambers

RGC:fm.
/tu-20

P.S. We are all grateful for Harris Wofford's guidance in making all of this come about.

14/14/97

Steve, Bruce, Don
Diana

The POTUS

wanted to
make sure

that folks
saw this. He
thought we
want to

to might
incorporate
in this
somewhere.

Smart

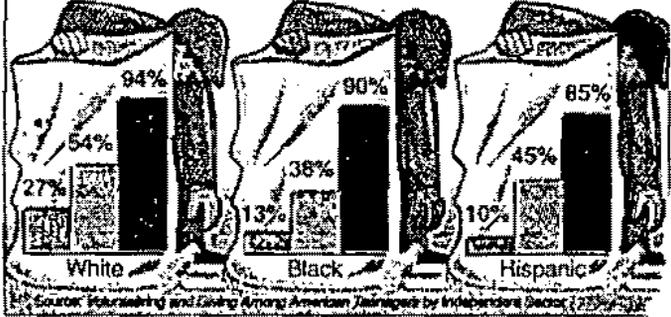
USA SNAPSHOTS®

A look at statistics that shape our lives

Will volunteer if asked

Teens ages 12-17 are much more likely to do good works when asked than to volunteer on their own initiative. And minorities are less likely to be asked. Volunteer responses:

Volunteer unasked Asked to volunteer Volunteer when asked



Source: Volunteering and Living Among Americans. Prepared by Independent Sector, 1995-96.
By Anne R. Carey and Marcy E. Mulline, USA TODAY

FOR CO

CABINET AFFAIRS ROUTING SLIP

DATE: _____ ACTION/CONCURRENCE/COMMENT DUE BY: _____
FOR APPROPRIATE ACTION: _____
FOR YOUR INFORMATION: _____

FROM: STEPHEN SILVERMAN
DEPUTY ASSISTANT TO THE PRESIDENT
AND DEPUTY SECRETARY TO THE CABINET

SUBJECT: _____

COMMENTS: _____

SYLVIA MATHEWS	_ 1 FL WW
DON BAER	_ 6 FL WW
ANN LEWIS	_ 6 FL WW
DIANA FORTUNA	_ 212 OEOB
BRUCE REED	_ 2 FL WW
KITTY HIGGINS	_ 2 FL WW
STEVE SILVERMAN	_ 160 OEOB
KRIS BALDERSTON	_ 160 OEOB
DAVID BEAUBAIRE	_ 160 OEOB
BIBB HUBBARD	_ 160 OEOB
RONDA JACKSON	_ 160 OEOB
ANNE MCGUIRE	_ 160 OEOB
STEFANIE SANFORD	_ 160 OEOB

PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

909 N. WASHINGTON STREET, SUITE 400

ALEXANDRIA, VA 22314-1556

TEL: (703)684-4500 FAX: (703)684-7328

FAX TRANSMITTAL

DATE: March 31, 1997

TO: Steve Silberman

ORGANIZATION: _____

FAX NO: 202-456-6704

FROM: Jim Rollins as per Greer Forsyth

NUMBER OF PAGES: 4 (INCLUDING COVER PAGE)

MESSAGE:

Press release that went out today



THE PRESIDENTS' SUMMIT
FOR AMERICA'S FUTURE

HONORARY CO-CHAIRN

PRESIDENT
WILLIAM J. CLINTON

PRESIDENT
GEORGE H.W. BUSH

GENERAL CHAIRMAN
GEN. COLIN L. POWELL

VICE CHAIRMAN
HENRY G. CENNERICH

Summit

IMMEDIATE RELEASE -- March 31, 1997

Contacts:

Barbara Beck, The Pew Charitable Trusts, 215-575-4816
Jeff Wender, The Presidents' Summit for America's Future,
703-684-4500, ext. 146

AP Wire Photo Available

**Pew Provides \$1 Million Grant
for Alliance to Sustain Presidents' Summit**

**General Powell Launches
"America's Promise — The Alliance for Youth"**

WASHINGTON, D.C. -- On the threshold of the Presidents' Summit for America's Future, the Pew Charitable Trusts today presented General Colin Powell with a \$1 million grant to launch "America's Promise — The Alliance for Youth," a national campaign to propel the mission of the Summit into the 21st Century.

In delivering the grant to General Powell, Pew President Rebecca Rimel said: "Pew is proud to provide the initial funding for America's Promise. Our roots are in Philadelphia and we want to make sure the Summit there in late April will prove as historic as it should be. By providing a healthy start for America's Promise, we hope to help give every youngster in need a chance to succeed and to realize the American Dream."

In accepting the Pew grant, General Powell said, "The Summit is all about inspiration, education and empowerment. America's Promise is all about realizing the goals that will be set at the Summit. I accepted the role of general chairman of the Summit on one condition: That a concerted effort be sustained into the 21st Century. Pew's generous grant will give us the headstart we need, and our profuse thanks go out to them."

The Presidents' Summit will convene in Philadelphia from April 27 through April 29 with delegations from all 50 states and nearly 150 cities, counties, and towns as well as two Indian tribes. Educators, religious leaders, heads of corporations making commitments to the Summit, and leaders of a wide range of volunteer, service and civic organizations will be involved.

All of the living Presidents, except Ronald Reagan, will be on hand during the Summit. Former President Reagan will be represented by his wife, the former First Lady Nancy Reagan. General Powell is the general chairman of the Summit with Henry Cisneros, the former Secretary of Housing and Urban Development, and Lynda B. Robb, the daughter of the late President Lyndon Baines Johnson, serving as co-vice chairmen.

The Summit is aimed at engendering an unprecedented national effort to ensure that every young person in America has access to five resources -- an ongoing relationship with a caring adult, a healthy start, safe places, access to marketable skills through effective education, and an opportunity to give back through service -- that are considered essential to the achievement of a healthy, fulfilling and productive life.

America's Promise — The Alliance for Youth has been established as a not-for-profit organization to generate new commitments and facilitate new relationships that will ensure wider and more effective delivery of resources to children and young people in need.

There is broad agreement within the education and voluntary service disciplines that as many as 15 million American young people today are not getting adequate access to the resources that can make the difference between success and disaffection.

Rick Little, the President and CEO of the Baltimore-based International Youth Foundation, will serve as Chief Executive Officer of America's Promise. With the launch of the Alliance, Little said the organization "will provide a framework for matching those making new commitments to the delivery of critical resources with organizations providing these resources to young people in need."

"America's Promise is all about changing the nation's mindset," Little added. "Business as usual no longer is enough. We need to establish benchmarks and measure progress. We need to bring new tools to bear. We need corporations to make significant new commitments. Our economic well being is at stake and we have to encourage a new sense of community. Very simply, we see ourselves as an alliance of communities and organizations committing time and talent to strengthen and protect our nation's most valuable resource -- our children."

The Pew Charitable Trusts, a national philanthropy with a special interest in the Philadelphia region, leverages its resources with partners from the public, private and non-profit communities. The trust supports non-profit activities in the areas of culture, education, the environment, health and human service, public policy and religion.

###

MEMO: April 24, 1997
TO: President Clinton
FROM: Eli Segal, Will Marshall
RE: Strategy for the Presidents' Summit

Bruce Reed suggested that we offer you some ideas for ensuring that the Presidents' Summit achieves its full potential.

We see the Summit as a great opportunity to end a fruitless argument that falsely pits volunteerism vs. national service and to cement a broad, bipartisan consensus on the urgent need to expand both.

For that to happen, we believe you should set the tone for the Summit with a strong speech on the distinct yet synergistic roles that national service, through AmeriCorps, and individual volunteerism can play in helping our communities confront their problems.

This requires not only extolling volunteerism, but also underscoring its limits when it comes to solving stubborn social problems. Liberals have a point when they complain that the media's almost exclusive focus on private/corporate volunteerism gives a conservative cast to the event, since it suggests that charitable action can replace government.

That's why it's so important that you reframe the discussion around the idea that we need innovative ways to channel volunteer energy toward our most urgent *public* needs. AmeriCorps fits the bill -- a decentralized, non-bureaucratic public venture that breaks down barriers between the public and private sectors and that makes government a catalyst for civic enterprise.

AmeriCorps is not just another government program; it's a new kind of public initiative capable of working closely with the private and civic sectors -- the kind of innovation in government we need to pursue now that the era of big bureaucratic government is over.

AmeriCorps can be the rudder on the volunteer vessel -- the *steering device* that organizes and focuses volunteer energies on our toughest problems in our neediest communities.

AmeriCorps is the lens that can bend a thousand or million points of light into a powerful laser for solving public problems.

AmeriCorps provides the crucial *infrastructure* for absorbing and harnessing the energy of untold numbers of new volunteers. It can convert short episodes of well-meaning volunteerism into the sustained effort we need to make headway against social problems. It can combine the best of what the public sector has to offer -- discipline, focus and accountability for results -- with the unique

contributions of corporations and civic organizations.

AmeriCorps already *leverages* voluntary action. The Corporation for National Service says that the average AmeriCorps member organized, recruited or trained 12 unpaid volunteers. 24 AmeriCorps members assigned to Habitat for Humanity coordinated and trained 5,000 unpaid volunteers.

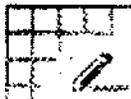
AmeriCorps also fosters an ethic of civic responsibility -- of giving something back -- because it links public benefits for education and training to community service. It is a civilian version of one of America's most popular and effective initiatives -- the G.I. Bill.

It is AmeriCorps that links volunteerism to public purposes and to a broader ethic of obligation and service. It is one of your signature ideas, and we think promoting it should be the centerpiece of what you do and say at the Summit.

On a political note, it's also important for you to get at least tacit support for expanding AmeriCorps from President Bush and General Powell. This would save your Administration countless hours of working the Hill to stave off annual GOP attempts to gut the program.

Finally, we think you may want to lay out a vision of AmeriCorp's' gradual growth into an integral part of America's civic life. This would entail making the program more like the GI Bill; that is, shifting the costs of stipends to communities with Washington paying only the post-service reward. This would tie the venture's growth to the actual value it provides to communities, as manifested by their willingness to pick up the costs of paying servers.

In short, we hope you will seize the opportunity to shift the focus of the Summit from private volunteerism to national and community service -- one of your most important and, we hope, enduring, achievements.



Bruce N. Reed
04/23/97 07:12:48 PM

Record Type: Record

To: James T. Edmonds/WHO/EOP, Michael Waldman/WHO/EOP, Jordan Tamagni/WHO/EOP, EB G. Attie/WHO/EOP

cc: Michael Cohen/OPD/EOP, Jonathan Prince/WHO/EOP

Subject: Policy outline

We in the Dead Policy Society don't want to deaden your poetry, but here is one possible outline for the (brief) policy section of the speech:

We have to make service part of every American's daily life. People will serve if asked, but most aren't asked (USA Today survey). Important to start early, which is why every high school should do what Maryland does, make service a graduation requirement and give students real opportunities to serve.

We have many tough challenges in America, but we have proved time and again that we can solve any problem if we confront it side by side and in an organized way. Not govt alone or citizens alone, but all of us together. We need 1000s of points of light, but we also need to focus like a laser beam on our common problems. We need an army of volunteer mentors and tutors, but we need 100,000 community police to keep people safe and an organized effort to make sure those mentors and tutors succeed and make a difference. That is why I've proposed America Reads. Americorps example from Simpson County KY, where Americorps volunteers have raised reading by 2 1/2 grade levels. All pitch in to give kids a healthy start, but let's agree that we should make sure every child in America gets health care.

I want to give more young people the chance to serve. Americorps. Campolo (right here in Philadelphia) interest-free loans. Police Corps. Teacher Corps (or challenge to teach).

But let's not forget, we can all come here and agree and feel good about ourselves, but none of this will make any difference unless everyone here and everyone out there reaches beyond their daily routine and does something to make this a better country for our children. We can put more cops on the street but we won't be any safer for it if you're not a role model for your kids and the other kids in your community of the difference between right and wrong. We can get a bunch of corporations together to underwrite good things, but we won't enter the 21st century as one nation by just sending money, no matter whether it's government or business that writes the check. We won't transform a generation of young people who can't yet see the promise of America unless we enlist a generation of young people who can, to devote part of their lives or perhaps their whole careers to giving something back.

A few blocks from here, there's a grade school where <35> X-graders sit in a classroom waiting to learn something. They've had X substitute teachers in the last X months. <details TK> Our republic won't stop if our law schools turn out one less lawyer. But the kids in that class won't be part of the American Dream if their school can't find one of our best and brightest to teach them.

Sorry, that's longer than I intended -- but as promised, no poetry.

Diana Fortuna 04/23/97 01:42:38 PM

Record Type: Record

To: See the distribution list at the bottom of this message
cc:
Subject: Harris's rewrite of our Summit Declaration rewrite

Harris made only very minor changes to our draft, so it looks pretty good to me.

Let me know asap what you think. Corporation wants to forward it to Summit people today.

----- Forwarded by Diana Fortuna/OPD/EOP on 04/23/97 01:42 PM -----



JGompert@cns.gov
04/23/97 12:39:00 PM

Record Type: Record

To: Diana Fortuna
cc:
Subject: Summit Declaration

Diana -- Here is the draft with edits by Harris and me. It has NOT gone to others yet, but they are calling, and I will need to respond this p.m.
JG

SUMMIT DECLARATION DRAFT 4/23/97

Two centuries ago, America was founded on the proposition that just as all people are endowed by their Creator with unalienable rights, citizenship entails undeniable responsibilities. As each of us has the right to Life, Liberty and the Pursuit of Happiness, each of us has an obligation to give something back to country and community -- a duty to take responsibility not just for ourselves and our families, but for one another. We owe a debt of service to fulfill the God-given promise of America -- and of her children.

In this time of opportunity -- at the dawn of a new century and a new millennium -- the need for shared responsibility is self-evident.

People of all ages and from all walks of life must claim society's problems as their own -- pulling together, leading by example, and lifting American lives. The challenges of today, especially those that face our children, require a special commitment of us all.

We have a special obligation to America's children to see that all young

Americans have:

caring adults in their lives, as parents, mentors, tutors, coaches;

safe places with structured activities in which to learn and grow;

a healthy start and healthy future;

an effective education that equips them with marketable skills;

an opportunity to give back to their communities through their own service

We therefore highly resolve to work together to be champions of youth to ensure these fundamental resources for all of America's children.

We will do so through citizen service, through voluntary action, through commitments by ourselves and the organizations to which we belong, through partnerships spanning both public and private life, but above all as one community.

THE WHITE HOUSE

WASHINGTON

April 23, 1997

MEMORANDUM FOR THE PRESIDENT

FROM: Bruce Reed

SUBJECT: Potential Policy Announcements for the Summit

The following are potential policy announcements you could make at the upcoming Summit on service and in the radio address on Saturday.

RADIO ADDRESS

You will announce that we are sending our America Reads legislation to the Hill, and use that opportunity to emphasize AmeriCorps' role in America Reads. You can also talk about your vision of the Summit and highlight America Reads as a great example of meeting the Summit's challenge on volunteering, tutoring, and literacy. In addition, you can announce that Federal agencies are making a "commitment" to the Summit that they will expand the number of schools that they have adopted or established partnerships with from approximately 1,500 schools to 2,000 schools by the year 2000. Working through partnerships established by their agencies, Federal employees tutor, purchase equipment, and hold career days.

MONDAY SPEECH AT SUMMIT

When you laid out your original vision of national service back in 1992, you set forth two fundamental principles that captured the public imagination: first, that all young Americans willing to give something back should have the chance to get help for college; and second, that we should challenge those young people to help solve our toughest problems, "as teachers, police officers, child care workers -- doing work our country desperately needs," as you said in the first Georgetown speech.

AmeriCorps, though still a well-kept secret, has gone a long way toward realizing your overall ideal of citizen service. But for budgetary and partisan political reasons, it will not become universal anytime soon, and because of its decentralized structure, AmeriCorps has not succeeded in marshaling a nation-wide effort to target a compelling national problem like education or crime.

Your speech in Philadelphia is a chance to breathe new life into that original ideal. We can't escape the budgetary constraints, but we can give more young people an incentive to serve, and most important, we can set forth a clear national mission of the problems we need them to solve. The following proposal are designed with that in mind.

1. Interest-free Year of Service

As you know, Rev. Tony Campolo has urged you to make it easier for college students and recent graduates to take a year off for service. Thanks to your income-contingent loan program and to earlier changes allowing loan deferments for service, students can already take advantage of reduced loan payments if they take low-paying service jobs, and can take time off for service without having to begin repayment of their loans. Your FY98 budget also includes a proposal to encourage service by no longer treating loan forgiveness as taxable income, so that students who universities forgive their loans will no longer have to pay taxes on it.

The only remaining barrier is the interest that accumulates on unsubsidized loans during the period of service. The cost of having the Federal government pay that interest is minimal -- \$7 million over 5 years. This is an inexpensive proposal, and the typical benefit is not enormous, but it would make this policy universal, and it would allow any young person to take time off to serve without increasing his or her debt burden. The Education Department has expressed some concerns about this.

2. Police Corps

You can announce \$20 million in grants to 17 states for the Police Corps program. The Police Corps was created in your 1994 Crime Bill to increase the number of community police officers with advanced education and training, and was one of your pledges during the 1992 presidential campaign.

The Police Corps offers educational assistance to qualified college students who commit to enter the police after graduation and serve in the force for at least four years. Students accepted into the Police Corps receive up to \$7,500 in educational assistance for up to four years of undergraduate study. In addition, Corps recruits receive 16 weeks of rigorous training to help make them effective community police officers. As an incentive to police departments to take recruits, state and local law enforcement agencies receive cash assistance for employing Police Corps officers -- \$10,000 per participant for each year of the recruit's service.

This announcement nearly triples the number of states that will receive Police Corps funds, from 6 to 17 states, and is double the funding appropriated in FY 1996 for the program. It will fund about 650 recruits. Your FY 1998 budget contains \$20 million in funding for Police Corps.

3. Teacher Corps

We believe your Summit speech should include a ringing call to service for young people to teach in inner cities. Nothing would do more to breathe new life into the ethic of service than to enlist young Americans in a national effort to transform inner-city schools that are crying out for their energy, idealism, and talent.

One way to do this would be to announce the proposal described below, which provides \$400 million over four years in incentives for approximately 48,000 new teachers. If this seems too costly to propose in the current budget environment, it could be ramped up more slowly at about

half the cost and impact. You could also propose a more modest expansion of AmeriCorps' support for Teach for America, as long as we also address quality concerns about that program. Alternatively, your speech could simply include a strong call to young people to take up the challenge of teaching in inner cities without proposing a new initiative to provide federal support. Such an initiative could still be included in the Administration's Higher Education Act proposal, which will be transmitted this summer.

Over the next decade, the nation will need to hire some 2.3 million teachers. Of these, approximately 15%, or 345,000 (approximately 35,000 per year), will be hired in central cities, in schools with large concentrations of low income students. An additional 207,000 (approximately 20,000 per year) will be needed in isolated, and often poor, rural areas. These types of communities face the greatest difficulties in attracting and retaining qualified teachers. Urban areas in particular receive significantly fewer applications for positions than neighboring suburban districts, and attrition rates in urban areas can often reach 30% to 50% in the first five years. They are therefore most likely to fill classroom vacancies with teachers who lack preparation, don't meet licensure requirements, or who are teaching outside their field. As a result, the students in these communities -- who need the *most* qualified teachers in order to meet higher academic standards -- often get exactly the opposite in the classroom.

We propose a new national effort to help attract and retain teachers in high poverty central city and rural schools. This new initiative would be a part of the Administration's proposal for the reauthorization of Title V of the Higher Education Act. The basic framework for this initiative could be announced at the summit, while many of the details could be further developed by the Education Department over the coming months.

This initiative would provide competitive grants to 100 local partnerships involving urban or rural school districts and institutions of higher education, to be used to provide incentives for individuals to prepare to teach, and to remain, in underserved schools. These would include 2-3 year fellowships for undergraduate students (including for a "5th year" program that provides intensive and sustained classroom experience for undergraduates after they have acquired a strong liberal arts background); one-year graduate fellowships for post-baccalaureate students, including recent liberal arts graduate and mid-career professionals seeking to enter teaching; stipends for teachers' aides and other education paraprofessionals seeking to move up a career ladder into full teaching positions; and 1-2 year "residencies" for beginning teachers that would provide a lighter teaching load coupled with additional time for class preparation, being coached or mentored, or working in other ways with more experienced teachers.

The incentives would range from fellowships that cover tuition and fees (which average \$3,500 at undergraduate public institutions) to forgivable loans to salary supplements for beginning teachers. Successful competitors would have to demonstrate that they have a high quality teacher preparation program, and that the program fits into a comprehensive, thoughtful strategy for recruiting and retaining teachers.

The Education Department proposes to fund this initiative at \$100 million a year for five years, beginning with the FY1999 budget. The Education Department estimates that this initiative will help attract and retain at least 48,000 teachers into high poverty central city and rural schools. This is approximately 17% of the estimated need in those communities. This is not an issue for this year's appropriations battles, and we have not tried to identify a specific offset. However, it will compete with your other discretionary priorities in the out-years. If you wish to proceed, we will work with OMB to determine what funding level we can commit to right now, recognizing that the parameters of NDD spending may change before we submit the FY99 budget.

We are also exploring ways to link this initiative to AmeriCorps, which already provides scholarships (but no stipends) to 1,000 teachers in Teach for America. As you know, Teach for America has been fairly successful in capturing the imagination of the public and of college students, but to this point has not provided the preparation and support those new teachers need to succeed in the classroom and remain in the profession. We could use existing scholarship funds to expand AmeriCorps' commitment to Teach for America, but we should also look for ways to make sure that preparation needs are addressed.

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You could also announce that you will expand AmeriCorps to include a new child care corps. The child care field has great difficulty attracting and retaining qualified workers, especially well-educated and trained workers who can go on to become leaders in the field. Your recent conference on early learning was the latest confirmation that it is critical to increase the quality of child care. Yet very few of our most talented young people enter this field.

The program would offer AmeriCorps scholarships to individuals who agree to work in child care in low-income areas for two years. It would be open both to those currently working in the field and to those seeking to enter. Members of the corps would not get a stipend from AmeriCorps, but a scholarship of \$4,725 a year for two years, which could be used either to repay existing student loans or to pay for further education. Some of these scholarships could be earmarked to help people leaving welfare to get college training to become child care workers.

The Corporation for National Service estimates that it could support a corps of 2,000 people a year without any increase in their budget or permission from Congress, as long as these individuals get only scholarships and not stipends as well. Under pressure from members of Congress to reduce the cost of an AmeriCorps member, the Corporation has begun to emphasize these "scholarship only" awards, and its scholarship trust fund has excess funds.

Non-profit groups would apply to become part of this program, and would have to demonstrate that they could offer participants high-quality training and mentoring during their two years of service, including development of management and leadership skills. In addition, corporations could sponsor members by paying for their salaries, and universities that specialize in early childhood education could match our scholarships.

5. Mentoring/Tutoring 1 Million Kids

In preparation for the Summit, Federal agencies have joined their counterparts in the private and non-profit sectors by making public "commitments" to the goals of the Summit. Agencies have identified over 40 initiatives where they will work with partners in the volunteer or service sectors to mentor and tutor kids, expand afterschool programs, and offer young people opportunities to serve. We are trying to determine whether these commitments add up to an additional 1 million kids being mentored or tutored as a result of Federal government efforts.

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The First Lady will represent the Administration at the closing ceremony on Tuesday. We are exploring the option that she could announce Kaiser Permanente's commitment of \$100 million over the next five years to provide health coverage to 50,000 children in California.

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United States Senate

WASHINGTON, D. C. 20510

April 25, 1997

The Honorable Harris Wofford
Chief Executive Officer
Corporation for National Service
1201 New York Avenue, Northwest
Washington, D.C. 20525

Dear Harris,

Thank you for your letter of commitment to action for Washington D.C. children. Your corporation has certainly taken steps in the right direction for the future of volunteerism, and we would like to congratulate you for your efforts.

As we last spoke, I feel it is imperative that we, as Federal employees, take the lead in helping children in our public school system. This is why I proposed and passed legislation, which became law in 1990, that calls for the heads of Federal agencies to direct and implement volunteer partnership programs in public schools nationwide.

The Administration has shown that they have recognized the many benefits of volunteerism by hosting the volunteer summit in Philadelphia. We need to take this opportunity to focus on this law already in existence in order to help our nation's public school children. The volunteer summit will enable us to remind our citizens that the Federal government has already agreed to take on this responsibility. This is an ideal opportunity to provide concrete steps towards implementation.

Mr. Dan Merenda and Mr. Don Walther of the National Association of Partners in Education (NAPE), and I, have been working diligently to see that this commitment is made a reality. NAPE has been an ally in the fight for Federal volunteerism in schools and they can supply us with resources that would help with the implementation of the law.

At our first convenient opportunity, I would like to invite the Administration, NAPE, and the Corporation for National Service to convene together to create a successful implementation plan. With all of our force behind this issue, I am hopeful that a plan of action will be attainable.

I look forward to an opportunity to meet and discuss these issues further, particularly regarding how we would implement this program nationwide. Once again, I congratulate you on your partnership efforts in the District, and I look forward to seeing more of the kind across the country.

With warm regards,

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Crenshaw". The signature is fluid and cursive, with a large initial "B" and "C".

United States Senator

cc: The Honorable Sylvia Mathews, Assistant to the President and
Deputy Chief of Staff for White House Operations
The Honorable Bruce Reed, Assistant to the President for
Domestic Policy

TO: Bruce Reed

FROM: John Gomperts, Corporation for National Service

RE: Summit-Related Information

DATE: April 25, 1997



As the Summit draws closer, I thought you'd like to see some good new material on AmeriCorps. If you think it is appropriate, you might like to show some of this stuff to the President.

Here's what's in this package:

- ◆ The packet of information that we have distributed to our extended national service "family" that will be attending the Summit. This packet was sent out to 638 delegates that have a strong national service connection. (Inside you will see the special delegate "credential," our new AmeriCorps pins, as well as lots of printed information about the AmeriCorps and the Corporation.)
- ◆ A mock-up preview copy of the special publication – *National Service, Meeting the Goals for America's Youth* -- that we have prepared for the Summit. As the title suggests, this publication shows how our programs are already meeting the goals of the summit, and poised to do more in the future. All delegates will get a copy of this publication. (Obviously this is a xerox copy, the real copy will be very high quality.)
- ◆ A brand new Summit Commitment from Viacom, which is extraordinary. Not only does Viacom pledge to give an extra vacation day to any employee who volunteers at least 16 hours a year, but it establishes a partnership with AmeriCorps to organize these volunteer efforts. Also a sheet describing new national service-related Summit Commitments.
- ◆ Our new video that includes the MTV produced PSA for AmeriCorps, a new Senior Corps PSA, and a new recruitment video for AmeriCorps called "Walk the Walk."

Hope you like this stuff. If you have any questions, call me at 606-5000 ext. 121. Otherwise, I'll see you in Philadelphia.

National Service Commitments

additions April 25

DO Something

DO Something commits to help 1,000,000 young people by the end of the year 2000 take local action as leaders by 1) partnering with 5 more communities to establish city-wide Local Do Something Funds; 2) coordinating, with national education and service organizations, an annual Kindness & Justice Challenge in schools across the country leading up to Martin Luther King, Jr. Day; and 3) partnering with dozens of organizations, including AmeriCorps, Learn and Serve America, and the National Senior Service Corps, to invite schools, businesses, and other community institutions to select a "Community Coach" who will be trained to connect young people with the five fundamental resources and to help the young people become leaders in their own right.

The Miss America Organization

The Miss America Organization commits to match 201 national service scholarships, four per state plus the District of Columbia, to high school students who perform extraordinary service to their communities.

Seventh-Day Adventist Church

The Seventh-Day Adventist Church will initiative 100 pilot tutoring projects that will place 3,000 trained tutors for the America Reads program throughout their network of community-based centers in ten cities in its first year.



THE PRESIDENTS' SUMMIT
FOR AMERICA'S FUTURE
MENTOR PROTECT NURTURE TEACH SERVE

April 27, 1997

HONORARY CO-CHAIRS

PRESIDENT
WILLIAM J. CLINTON

PRESIDENT
GEORGE H.W. BUSH

GENERAL CHAIRMAN
GEN. COLIN L. POWELL

VICE CHAIRMEN
HENRY G. CISNEROS
LYNDA J. ROBB

To the Members of the White House Staff

Dear Colleagues:

Welcome to Philadelphia! Over the next three days, people from throughout the country will come together to call themselves and all Americans to a new level of commitment and action to meet our national goal:

By the end of the year 2000, 2 million additional young people will have access to five fundamental resources that will maximize their success - an ongoing relationship with a caring adult; a safe place and structured activities; a health start; marketable skills through an effective education; and the opportunity to give back through their own service to their community.

We are deeply appreciative of President and Mrs. Clinton's commitment to the Summit and to the great assistance we have received from members of the White House staff. Without what you have done, we could not possibly have succeeded.

This is an historic moment, a time for us to rally around what we share in common - a time for each of us to make our own personal commitment to make America's Promise a shining reality for all young people.

We are pleased to provide you with the materials received by all participants in the Summit. Enclosed are three versions of the Summit schedule of events - for dignitaries, for national invitees and for community and state delegations. Please feel free to join any of the activities that are of interest to you. Also enclosed are a souvenir program and, most importantly, the "promise book" that summarizes the commitments made to date in response to the challenge of the Summit. These commitments are a clear indication that, together, we can "turn the tide" for America's youth by the turn of the century.

With best wishes,

Marian L. Heard
CEO, Steering Committee

Stuart H. Shapiro, M.D.
CEO, Planning Committee

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**THE PRESIDENTS' SUMMIT
FOR AMERICA'S FUTURE**

MENTOR PROTECT NURTURE TEACH SERVE

**The Presidents' Summit for America's Future
April 27-29, 1997
Philadelphia, Pennsylvania**

**Schedule of Events
for National Invitees**

2 Million by 2000



announcing...

THE NATIONAL SERVICE SCHOLARS PROGRAM

The National Service Scholars program is an opportunity for schools and communities to recognize young people for outstanding volunteer service while helping them continue their education. The Corporation for National Service is offering a matching \$500 scholarship for one high school junior or senior selected by each principal. For 1997, at least \$3 million in matching funds is available. Communities are encouraged to provide one or more scholarships of at least \$500 to deserving students, funded by the school district, community or civic organizations, private sector institutions, or other groups.

WHO IS ELIGIBLE FOR A SCHOLARSHIP?

High school juniors and seniors, in public and private schools, who have performed community service for at least a year can be nominated for the matching scholarship.

WHAT TYPES OF SERVICE QUALIFY FOR CONSIDERATION?

The National Service Scholars program is intended to reward and encourage activities that have a significant impact in meeting the needs of local communities. The types of service recognized could include:

- ★ volunteer work for community organizations like the Boys and Girls Club;
- ★ service through churches or synagogues;
- ★ involvement in service-oriented school organizations;
- ★ individual efforts to help others and improve the local community; and
- ★ activities connected with service-learning programs in the school district.

WHO MAY NOMINATE A STUDENT FOR A SCHOLARSHIP?

Any high school principal may designate an individual student to receive a matching scholarship. The request for matching funds must include:

- ★ the name of the individual;
- ★ a description of the service that has been performed; and
- ★ the source of the resources to be matched.

A community organization or a high school official has significant flexibility in determining the process for selecting the most outstanding volunteer for the matching scholarship. In many cases, local organizations will nominate individuals and provide scholarships, and the principal will be responsible for the final selection of the school's one nominee.

HOW CAN SCHOOLS TAKE ADVANTAGE OF THIS OPPORTUNITY?

Schools and communities should begin now to take advantage of this unique program, which will help elevate the prestige of service in secondary schools nationwide. Look for more details, including a simple application package that will be mailed to principals in March. Your school can designate your scholarship winner before the close of the current school year, and the Corporation for National Service will announce the matching scholarship after receiving your application.

Information about the program will be available after March from the Citizens' Scholarship Foundation of America, Inc. (CSFA), the national nonprofit student aid service organization that is administering the program on behalf of the Corporation for National Service.

PERISCOPE

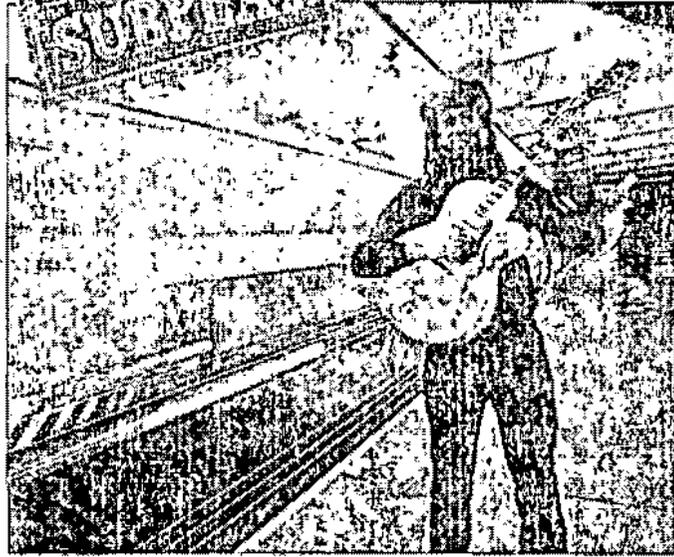
MARKETING
Counter Intelligence

WANT THE RETRO LOOK IN your kitchen? Put a lava lamp in your freezer. Otherwise, look out. KitchenAid, Krups and Hübbebrand are conspiring to bring their versions of '70s "harvest gold" back to your culinary color scheme. "It's not easy to get used to," says



Krups

Cheryl Cunningham, marketing manager at Krups, which introduced its "golden" appliances at Chicago's recent housewares show. "But muted shades of bright tones are really big now. And new colors get people into stores." But will they buy? The Color Marketing Group thinks so—mostly because yellow complements green and blue, which are popular in kitchens. "It's not as harsh as harvest gold was," says Melanie Wood, CMG president, "but it's close."



Jumping on the A line: jazz guitarist Bruce Edwards

MUSIC

The Real Underground Sound

THE MOST FAMILIAR SOUNDS of the New York City subway system—screeching brakes and scatchy loudspeakers—are generally regarded as excellent reasons to travel aboveground. But other sounds are so extraordinary they're now on a CD that's finding an audience far beyond the rails of the IRT. "Subplay," a blues, funk and jazz album by the indie label As Is Entertainment, features original record-

ings by subway performers—some of them recorded live on the platform. Since it debuted last summer, the album has found a following in Gotham. Now it's on store shelves in L.A. and Seattle, and will hit Europe and Japan this spring. Artists on the album share in sales, as does the nonprofit food organization Share Our Strength. Next up: a CD featuring musicians of the Paris Métro or the London Tube.

BUZZWORDS
Flower Power

VALENTINE'S DAY IS RIGHT around the corner, and florists everywhere are getting ready. Bring in the bushels of roses, the rains of red ribbon—and some lingo: **'It's on the truck'**: Florist's equivalent of "the check is in the mail." **Pomp and carn shop**: Low-end flower store (from pompous and carnation). **Amateur**: A customer ordering a dozen roses. **Beauty on a budget**: Customer who wants the world for \$35. **Bullet**: Tightly closed. "Those pink tulips are still bullets." **Blown**: The opposite of bullet; in full bloom. **Work rose**: Won't last more than a few days; often used in funeral arrangements.



Strictly for amateurs?

COMMITMENT WATCH

It's Put Up or Shut Up Time

Attention, anyone who believes the private sector has a role in helping the next generation. The Presidents' Summit for America's Future, sponsored by Presidents Clinton and Bush with Colin Powell, is asking corporations and nonprofits to arrive in Philadelphia on April 27 with "commitments in hand." Each week PER will track the pledges, so ante up!

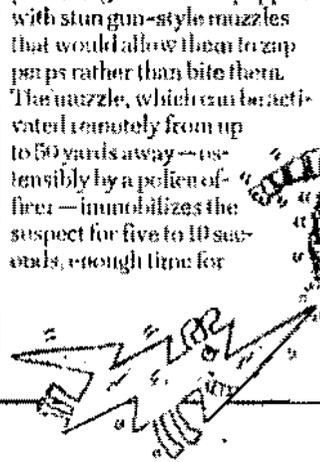
ORGANIZATION	COMMITMENT	CHALLENGE
Big Brothers and Sisters	Double their mentoring relationships to 200,000 by the year 2000	Will corporations offer incentives?
LawsCraffers	Provide 1 million needy people, especially children, with free vision care by 2003	Passing Peab Vision
Columbia/HCA Healthcare	Immunize 1 million children by the year 2000	Top that, Humana
Junior Achievement	Enlist an additional 2 million students in entrepreneurship skills program	Communities must commit space
Greek Orthodox Church	Assist one needy child per every 10 families in the BSO Greek Orthodox churches	Baptists, Catholics, etc.—match that ratio, please

LAW ENFORCEMENT

The New Buzz on Crime

THE ONLY THING WORSE than a German shepherd hugging at your leg: an armed German shepherd hugging at your leg. In just six months, police dogs could be equipped with stun-gun-style muzzles that would allow them to zap punks rather than bite them. The muzzle, which can be activated remotely from up to 50 yards away—optionally by a police officer—immobilizes the suspect for five to 10 seconds, enough time for

cops to catch up and cuff him. "It sort of looks like a Darth Vader mask with blue sparks coming off the front," says William Berke, tax consultant and his co-inventor, a former police-dog trainer, pitched the idea to help solve the liability problems associated with sicking dogs on litigious suspects. The Orange County, Calif., pair hopes to sell their first muzzles in June.



CARLA KOCH and LUCY HOWARD

Let's All Just Pick Up and Move On Now, Shall We?

IT'S STILL AN OPEN QUESTION WHETHER KEEPING TV CAMERAS out of the courtroom in the O.J. Simpson civil trial was a good thing or not. In the criminal trial, the good thing about it was that

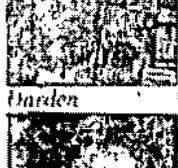
we all got to see what was really going on, right down to O.J.'s daily courtroom demeanor. The bad thing, now we're stuck with these people forever. What are they now? Right here.



Marcia Clark Former prosecutor's book, "Without a Doubt," is due this spring. Meantime Clark is trying to launch a syndicated TV show about women in law.



Girts Darden The prosecutor and commentator for CNBC and the "Today" show is set to reproduce a film based on his best seller, "In Contempt," with Paramount.



Tom Lange and Philip Yammler Less-than-dynamic ex-LAPD duo's new book, "Evidence Dismissed," exploits the only remaining angle on O.J.: a blow-by-blow of the investigation.



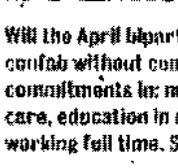
Lance Ito Judge Ito continues his daily grind, hearing criminal cases on the bench, mercifully far from TV cameras.



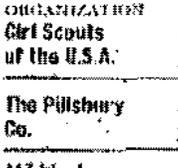
Mark Fuhrman Notorious ex-defective has moved with his wife and two children to a 20-acre farm in Idaho where he's apprenticing to be an electrician.



Robert Shapiro So-called defense team "quarterback" is practicing law and planning a chain of Hollywood-themed restaurants.



F. Lee Bailey Spent six weeks in jail over a legal-fee dispute; back practicing law from his Boston and Palm Beach, Fla., offices.



Johnnie Cochran O.J.'s lead defense attorney has started cohosting a nightly Court TV show. His book, "Journey to Justice," for which he earned a reported \$3 million advance, has not been a major success.



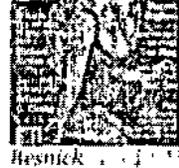
Alan Derstowitz Former defense teamer still teaching at Harvard Law School, and seeking TV cameras wherever he can.



Barry Schick and Peter Neufeld Possibly the only ones not writing a book on the trial, Innocence Project directors continue fighting judicial wrongs via DNA testing; Schick is a TV commentator for "Dateline."



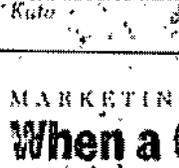
Paula Barbieri Former model, Simpson girlfriend, actress, has inked a book deal for a reported \$3 million.



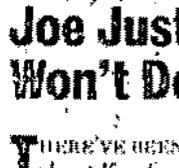
Robert Kardashian Longtime O.J. friend who read Simpson's "suicide" note the day of the Bronco chase now says that he questions his buddy's innocence.



Faye Resnick Author of critically trashed tell-all about her friend and former roommate Nicole Brown Simpson seems unclear on personal goals; recently scored L.A. charity event for battered women and posed nude for *Martell Playboy*.



Brian Kato Loopy former Simpson house guest still briel stint on L.A. talk radio; left to pursue acting, TV appearances. Said to be heading to England to work on unspecified projects.



The other Kato The Akita cat's believed to be the only witness to the murders has relocated a few times since the trial. Now, renamed Satelina, living with Simpson.

COMMITMENT WATCH

Be Like Colin Powell

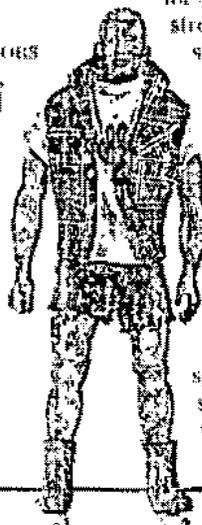
Will the April 14-15 San Francisco Summit be just another fool-gone confab without concrete results? No. Participation requires specific commitments in: mentoring, safe after-school activities, child health care, education in marketable skills or youth service. Colin Powell's now working full time. Still uncommitted: the auto and defense industries.

ORGANIZATION	COMMITMENT	CHALLENGE
Girl Scouts of the U.S.A.	For 55th birthday, \$5 million gal-hours of mentoring	Boy Scouts: do your duty
The Pillsbury Co.	\$1.75 million for mentoring this year alone	2nd Kraft out-dough Dough Boy?
117 black colleges and universities	Pledge that half of all students will volunteer for tutoring	Match that, Ivy League!
Kimberly-Clark Corp.	\$2 million for playgrounds in 30 cities	Make that a minimum for big corps.
Texas Comptroller's Office	Volunteers to help get 1,000 families off welfare	Yes, bureaucrats can have hearts, too

MARKETING When a G.I. Joe Just Won't Do

THERE'VE BEEN HUMORS about Ken for years, but Billy is being billed as the first openly gay doll. And he's very open: rippling muscles, fuzzy crew cut, five macho outfits—from bell-bottomed sailor to San Francisco leatherman. John McKitterick, one of Billy's designers at

Sorry, Barbie: Billy, the openly gay doll



London-based Totem International, says the company got "many, many rejections" from toy manufacturers before finding one who would make a gay doll. But he exports the market for \$4.95 Billy to be strong, even among straight customers.

"He's a crossover product with a lot of humor," McKitterick says. He also has a secret weapon. Billy is anatomically correct. Very anatomically correct. "He's a fantasy figure, and fantasies are larger than life—in lots of respects," McKitterick says. No wonder Billy will be sold only to adults 21 and over.

RESEARCH Look Ma, No Hands

IT'S OFFICIAL: DRIVING WHILE you're on the phone doesn't just make you look like a self-important snoop. It also quadruples your odds of getting into a car accident. According to a study published last week in *The New England Journal of Medicine*, driving while yacking is as risky as driving with the lowest legal limit of alcohol in your system. Now, the good news: driving while sipping a Shu pee or lighting a cigarette is only half as dangerous as, say, yelling at your mother on your car phone. (Stressful calls were associated with a higher accident rate.) And 80 percent of the drivers in the study used their cell phones to call for help after they crashed.



Watch those hand changes...



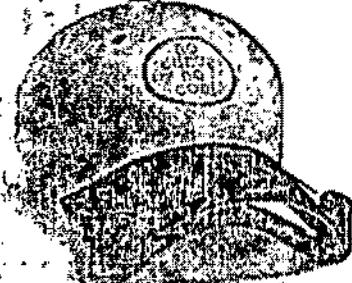
Girls magazines are hot, and parents are getting peeved.

ENGLAND Sex Tips for Teenage Girls

ONCE AGAIN, THE BRITISH ARE SHOCKED—SHOCKED!—THIS time, by the indecicate utterings of the magazines that their teenage daughters are reading. Along with the usual fashion spreads, advice on relationships and makeovers, megapopular girl magazines like *Bliss*, *Sugar*, *Mix*, *Mizz* and *Murel* spent such salacious headlines as POSITION OF THE FOREHEAD, TURNING HOROSCOPES, GIRLS WHO SELL SEX FOR DESIGNER CLOTHES and SNOGGING SIR I CAN'T RESIST MY TEACH. Editors say they are just addressing what's already on young girls' minds. Parents complain that the magazines are teaching their 10- to 15-year-olds to become sex-crazed. Critics have pressured some of the magazines' editors into adding occasional editorial warnings about the dangers of underage sex and, er, snogging to their pages. But it may be too late: a recent poll by MTV shows that the average British teenager first has sex at 15½—younger than the average teen in any other European country.

FASHION No Curve, No Cool

WHAT IS YOUR BASEBALL cap saying about you? If you don't want the stiff, flat bill to scream "dork," you may need a Perfect Curve. So says Boston entrepreneur Gregg Myles Levin, who has fashioned a plastic device for giving hats the arched visor favored by professional ballplayers and other sartorial icons. Just strap your cap into the \$9.95 plastic mold overnight, and *voilà*—the instant frat-boy look. While Levin has high hopes for his product (available at sporting-goods and hat stores), he's really out to save the world from flat bills. Says the inventor, "Whether or not you buy a Perfect Curve, for God's sake—put a curve in your cap."



Arch deluxe: Perfect Curve

ART Dr. Death: Portrait of an Artist

THIS AVOCATION IS AS STARK as his vocation. Dr. Jack Kevoorkian, the 68-year-old former pathologist who has acknowledged taking part in at least 40 "mercy" deaths since 1980, will open the second-ever show of his paintings March 15. Of the 13 works at the Acliana Gallery in Royal Oak, Mich., "From Doir ez Zor to Auschwitz (Gemeinde)" is one of his newest. It depicts the hands of a Turkish soldier and an SS guard holding a head representative of the Armenian and Jewish



Kevoorkian's 'Gemeinde' holocausts. Kevoorkian, the son of Armenian refugees, painted the frame with his own blood.

CARLA ROHLAND SARAH VAN BOVEN with bureau reports

COMMITMENT WATCH Pony Up the Pledges

The April 28 bipartisan Summit for America's Future is really snowballing now, though much of the press remains reluctant to report even huge volunteerism commitments as news. Not interested in ponying up? Fine, but don't ever say again, "These social problems should be solved in the private sector." Organizations wanting to commit, call 800-385-0153.

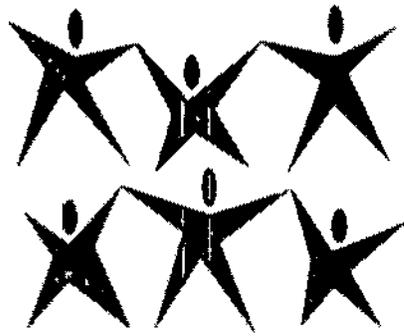
ORGANIZATION	COMMITMENT	CHALLENGE
Scholastic Inc.	Donate a million books to the "American Reads" program	Time to book Bandson House?
100 Black Men of America	Double the number of at-risk youth mentored to 120,000	Hold Dindecstan Hispanic groups?
May Department Stores	Connect senior-citizen tutors to 100,000 children, in person and online, in 25 cities	Go get Grants! Every firm could use its ethics.
Boys and Girls Clubs	Increase the number of youth served in after-school programs by 500,000 by 2002	Why are they the only ones building clubhouses?
California University System	Use work-study funds to support 200,000 hours of tutoring a year	Nix dishwashing. Convert all work-study to service.

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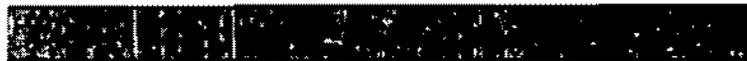
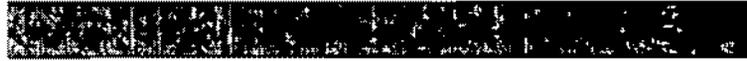
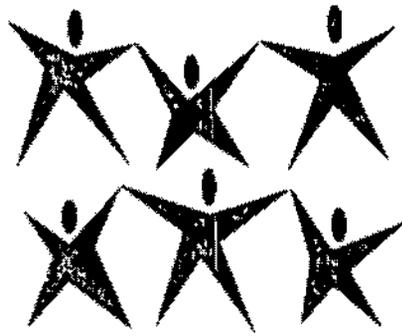
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