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THE PRESIDENTS' SUMMIT FOR
AMERICA'S FUTURE

PHOTOCOPY
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Newsweek

PERISCOPE

COMMITMENT WATCH

What Beautiful Service

The "beauty part," as Ross Perot would say, of the April 27-28 bipartisan Presidents' Summit for America's Future is the way it's structured. Organizations don't get to go to Philadelphia without a concrete commitment to at-risk kids. That means less talk, more action. Not so beautiful: planners are swamped. For info, check out www.citizenservice.org.

ORGANIZATION	COMMITMENT	CHALLENGE
Kiwanis International	Engage 250,000 kids in 30 million-plus hours of service by year 2000	Hunting for Lions and Elk
300 natural-gas and electric company CEOs	Sponsor school-to-career experiences for 1.5 million young people	Would work in any industry
Federated Dept. Stores	Sponsor 50,000 hours of employee time in schools as tutors, mentors	Paging the rest of the retail trade
National Education Association	Recruit and train more than 1,000 retired teachers to tutor 50,000 youths in reading	How 'bout other retirees?
New York Volunteer for Youth	Provide intense one-to-one help to 25,000 youths to improve schoolwork, prevent crime	Time to clone this one

Newsweek

PERISCOPE Section—*Commitment watch*

Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

COMMITMENT WATCH

A Deaver Extravaganza

The April 27–29 bipartisan Presidents' Summit for America's Future is shaping up as a media extravaganza, with Ronald Reagan's imagemeister Michael Deaver turning Independence Hall into a lovely backdrop for volunteerism. But the real work of the summit is taking place now, as commitments roll in. The summit Web site: www.citizenservice.org.

ORGANIZATION	COMMITMENT	CHALLENGE
Houston Reads	Quadruple recruitment to 20,000 local literacy volunteers	Dallas, L.A., etc.: big slowpokes
B.J.'s Wholesale Club	Sponsor 100 public schools, one for each of its locations; partner with 300 other schools by 2000	Paging Wal-Mart, Price Club, Costco, Sam's, Target
Jewish Social Justice Center	Mobilize 100,000 tutors through Jewish groups in eight cities	Pray for Lutherans, Methodists
YMCA	To meet "safe places" goal, will increase volunteers to 572,000, up 190,500	Make sure they serve at-risk kids, not Yuppies
National Crime Prevention Council	Use local groups to engage 100,000 youths in peer conflict resolution, other projects	Kiwanis, Rotary, Lions—the train's leaving for Philly

Newsweek

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Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

9 WEEKS TO GO

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 800–365–0153.

ORGANIZATION	COMMITMENT	CHALLENGE
Scholastic Inc.	Donate a million books to the "America Reads" program	Time to book Random House?
100 Black Men of America	Double the number of at-risk youth mentored to 120,000	Hola! ¿Dónde están Hispanic groups?
May Department Stores	Connect senior-citizen tutors to 100,000 children, in person and online, in 25 cities	Go get Gramps! Every firm could use its retirees.
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 <i>all</i> work-study to service.

CLOCKWISE FROM TOP: NO CREDIT (5).

Newsweek

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Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

10 WEEKS TO GO

COMMITMENT WATCH

Be Like Colin Powell

Will the April bipartisan Presidents' Summit be just another feel-good 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 85th birthday, 8.5 million girl-hours of mentoring	Boy Scouts: do your duty
The Pillsbury Co.	\$1.75 million for mentoring this year alone	Can 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

Newsweek®

PERISCOPE Section—*Commitment watch*

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11 WEEKS TO GO

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 PERI 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?
LensCrafters	Provide 1 million needy people, especially children, with free vision care by 2003	Paging Pearle 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 550 Greek Orthodox churches	Baptists, Catholics, etc.—match that ratio, please

Newsweek

NEWSWEEK FEBRUARY 3, 1997

...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.

BY JONATHAN ALTER

Why Service Matters

There are problems government can't solve, so it's up to the rest of us—before it's too late. BY COLIN POWELL

NOT LONG AGO, I VISITED a Boys and Girls Club in a poor area in Florida. I was talking to a group of kids sitting on the floor around me about my own childhood. My family wasn't rich; in fact, we lived in a tenement in the Bronx. But, I told the group, my parents had created an enveloping family environment that gave sustenance, structure and discipline to our lives. We were taught to believe in ourselves. As I spoke, a 9-year-old boy raised his hand. "General," he asked, "do you think if you didn't have two parents you would have made it?"

That kid cut me right to the quick. He was saying, "This isn't my world you're talking about. Can I still make it?" My answer was: "Yes, you can." That boy may not have had what I had growing up, but, I said, "there are people here who care for you, who will mentor you, who will watch over you and teach you right from wrong."

As I began traveling around the country in retirement, my own interests turned inward,



Call to arms: 'I have seen divides that are deeply troubling'

from national security and cold war to what is going on here at home. I have seen social, cultural and racial divides that are deeply troubling. These are problems government can't solve, so it's up to us to get on with it. Last Friday we started: I had the unusual privilege of standing in the White House beside two of the presidents I had served—Bill Clinton and George Bush. One

had defeated the other at the polls, but old rivalries are giving way to a common purpose. We were together to announce the Presidents' Summit for America's Future, which will be held in Philadelphia on April 27–29. Presidents Gerald Ford and Jimmy Carter and First Ladies Hillary Clinton, Lady Bird Johnson and Nancy Reagan will be present to welcome the delegations

from every state and hundreds of volunteer groups. The goal is not just to celebrate "service" but to encourage corporations and nonprofits to further mentoring, skill training, child health care, service to community and safe places for children.

It won't be easy. In my travels, I have met many youngsters. Too many of them are in despair. I saw for myself during 35 years in the military what happens when you take young people, provide a nurturing, structured environment and give them leaders to look up to. I've since wondered what would happen if only we could make that model available to every kid.

I find that so many people are anxious to do more, if only we can help them channel their time, energy and treasure. There's no reason every company in the country can't take one kid, 10 kids or 100 kids and teach them about the workplace. There's also a place for local government. Look at California, where Gov. Pete Wilson has created a program to recruit 250,000 mentors for at-risk youngsters by 2000. Each of us who has been blessed must reach down or reach back and lift up somebody in need.

POWELL, the former chairman of the Joint Chiefs, is general chairman of the Presidents' Summit for America's Future.

THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

Initial List of Communities Invited to Send Delegations to The Presidents' Summit on America's Future

<u>City</u>	<u>State</u>	<u>City</u>	<u>State</u>	<u>City</u>	<u>State</u>
Albany	New York	Gary	Indiana	Providence	Rhode Island
Albuquerque	New Mexico	Grand Rapids	Michigan	Raleigh	North Carolina
Allentown	Pennsylvania	Green Bay	Wisconsin	Richmond	Virginia
Anchorage	Alaska	Harrisburg	Pennsylvania	Riverside	California
Asheville	North Carolina	Honolulu	Hawaii	Rochester	New York
Athens	Georgia	Houston	Texas	Rockford	Illinois
Atlanta	Georgia	Indianapolis	Indiana	Sacramento	California
Austin	Texas	Jackson	Mississippi	Salisbury	Maryland
Baltimore	Maryland	Jacksonville	Florida	Salt Lake City	Utah
Baton Rouge	Louisiana	Kansas City	Kansas	San Antonio	Texas
Battle Creek	Michigan	Kansas City	Missouri	San Diego	California
Bend	Oregon	Knoxville	Tennessee	San Francisco	California
Billings	Montana	Lansing, Greater	Michigan	San Jose	California
Birmingham	Alabama	Laredo	Texas	San Juan	Puerto Rico
Boise	Idaho	Las Vegas	Nevada	Santa Ana	California
Boston	Massachusetts	Little Rock	Arkansas	Savannah	Georgia
Bridgeport	Connecticut	Long Beach	California	Scranton/	
Buffalo	New York	Los Angeles	California	Wilkes-Barre	Pennsylvania
Burlington	Vermont	Louisville	Kentucky	Seattle	Washington
Camden	New Jersey	Madison	Wisconsin	Sioux Falls	South Dakota
Champaign/		Manchester	New Hampshire	Spokane	Washington
Urbana	Illinois	Marquette/Alger	Michigan	Springfield	Illinois
Charleston	South Carolina	Memphis	Tennessee	Springfield	Massachusetts
Charleston	West Virginia	Miami	Florida	St. Louis	Missouri
Charlotte	North Carolina	Milwaukee	Wisconsin	St. Petersburg	Florida
Cheyenne	Wyoming	Minneapolis	Minnesota	Syracuse	New York
Chicago	Illinois	Moorhead	Minnesota	Tampa	Florida
Cincinnati	Ohio	Nashville	Tennessee	Toledo	Ohio
Cleveland	Ohio	New London	Connecticut	Trenton	New Jersey
Columbia	South Carolina	New Orleans	Louisiana	Tucson	Arizona
Columbus	Ohio	New York	New York	Tulsa	Oklahoma
Dallas	Texas	Newark	New Jersey	Virginia Beach	Virginia
Decatur	Alabama	Oakland	California	Waco	Texas
DeKalb	Illinois	Oklahoma City	Oklahoma	Washington	DC
Denver	Colorado	Omaha	Nebraska	Waterloo	Iowa
Des Moines	Iowa	Oneonta	New York	Wichita	Kansas
Detroit	Michigan	Orlando	Florida	Wilmington	Deleware
El Paso	Texas	Patterson	New Jersey		
Elkhart	Indiana	Peoria	Illinois		
Erie	Pennsylvania	Philadelphia	Pennsylvania		
Eugene	Oregon	Phoenix	Arizona		
Fargo	North Dakota	Plattsburgh	New York		
Flint	Michigan	Pine Bluff	Arkansas		
Fresno	California	Pittsburgh	Pennsylvania		
Ft. Wayne	Indiana	Portland	Maine		
Ft. Worth	Texas	Portland	Oregon		

THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

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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, former President Bush and the other 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, "Much of the work of America cannot be done by government, much other work cannot be done by government alone. The solution must be the American people through voluntary service to others."

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 effort 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 threats 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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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: mentor, tutor, coach;
- Safe places and structured activities during non-school hours 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 former President Bush 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.
- 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

SUMMIT COMMITMENTS

Every child in America should 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; and an opportunity to give back through community service.

Commitments are being made to provide these fundamental resources to our nation's youth in each of the above categories. Some of these are:

I. An ongoing relationship with a caring adult or mentor.

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 and a key activity for current and future "Bigs and Littles."

One to One/National Mentoring Partnership, Inc.

Will help the nation forge 2,000,000 new mentoring relationships over the next five years and will support national and local leaders who have already made mentoring a priority and mobilize others to do the same. It plans to educate Americans and their organizations about responsible mentoring and what they can do to make it available to every child in this country. It will serve as a resource to mentoring initiatives nationwide, and will teach children how to find caring and trustworthy adults to mentor them and adults how to connect with opportunities to mentor children; e.g. Twin cities - 100,000 mentoring relationships, Greater Kansas City YouthFriends - 1,000 caring adult relationships.

NFL Players Association

Is launching a pro-athlete mentoring program for Native American teens in partnership with the Johns Hopkins Center for Indian Health. Over the next 3 years, it will recruit retired and active NFL players to serve as mentors for Indian youth, launch a reservation-based peer leadership and healthy lifestyles curriculum, as well as in-school motivational sessions with NFL players, and an annual summer camp.

Three Television Networks

Have committed to the goals of the summit. ABC's campaign, *Children First*, is a multi-million dollar investment in programming and PSA's that will help recruit thousands of churches and synagogues as sponsors of mentoring projects for young people. 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, and is also committed to mobilizing the Hollywood creative community.

Tucson, Arizona

Will connect every youth in need to an adult who can serve as a positive role model, giving youth hope, pushing them to be independent, and expecting them to succeed. Led by the Volunteer Center of Tucson, partners include city, county, police department, higher education, businesses, non-profits, and neighborhood associations. The goal is to serve 2,000 additional youth by the year 2000 and to engage 3,000 adults in mentoring programs.

Jewish Social Justice Center

Will mobilize 100,000 volunteer tutors and aids in eight target cities.

National Council of Volunteer Centers

Committed Volunteer Centers that are members of The Points of Light Foundation will develop 400 new collaborations on new or expanded youth initiatives connecting one million young people with caring adults and/or with the opportunity to serve.

National Association for Equal Opportunity in Higher Education

Fully supporting the Summit goals, N.A.F.E.O. is pledging that 50% of the student enrollment (approximately 140,000 students) of the 117 historically and predominantly Black Colleges and Universities across the country will engage in Volunteer Community Service Projects in local communities with an emphasis on tutoring and mentoring.

8th Grade Class of Julian D. Coleman Academy of International Studies, Indianapolis, Indiana

Have committed to tutoring younger students in the John Hope Elementary School in academic subjects in order to prepare them for a successful transition into middle school. Tutoring will occur twice monthly, focusing on mathematics, language and arts.

Texas State Comptrollers Office/Family Pathfinders Division

Committed to matching 1,000 families on public assistance with teams of volunteers who will assist the families to become independent from welfare by the year 1999. This will be accomplished by working in partnership with Volunteer Centers, interfaith coalitions, religious judicatory organizations and civic clubs in the major metropolitan areas and with individual congregations and clubs in the small towns and rural areas.

The Pillsbury Company

Is launching "Caring Adults and Kids," a comprehensive commitment to help economically disadvantaged young people build and sustain relationships with caring adults. It plans to direct \$1.75 million in grants to mentoring organizations in 1997 alone.

II. Safe places to learn and grow.

The YMCA of the USA

Will focus on providing a safe place for children and youth to gather in the over 2,000 YMCA's in the US, but also will provide additional caring and supportive adults. Over the next three years, we will increase the number of YMCA volunteers to 572,000. This will mean recruiting 190,500 additional volunteers to help teach the values of *Caring, Honesty, Respect, and Responsibility* as mentors, tutors, coaches, skill instructors, and fund raisers.

Kimberly-Clark Corporation

Will invest \$2 million to support community playgrounds built by thousands of employees, family members, and neighborhood volunteers in 30 cities across the United States in 1997. Creating safe and imaginative places for children to play and learn will be the heart of K-C's 125th Anniversary Celebration. To facilitate this project, the company has forged an innovative alliance with KaBOOM!, a national non-profit leader in coordinating community-built playgrounds.

III. A healthy start.

LensCrafters

Will provide one million needy people, especially children, with free vision care by the year 2003.

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 the more than 600 hospitals, surgery centers, and home care locations.

IV. A marketable skill through effective education.

Junior Achievement

Will lead an effort to introduce an additional 2 million young people to economic opportunity through education, including the connection for many of them with summer jobs and internships by the year 2000.

AT&T

Has committed \$150 million to connect the country's 110,000 public and private elementary and secondary schools on the Information Superhighway by the year 2000. This commitment represents AT&T's single largest commitment to education and will make available some of its newest services and extensive education support to every school in the United States.

V. An opportunity to give back through community service.

United States Army

The Army commits to taking the lead in encouraging a joint effort among the military services to expand opportunities for active duty, reserve and retired military personnel to volunteer their time as mentors and tutors in schools in their local communities.

Major United Way Agencies

Nineteen of the nation's largest nonprofit agencies who are all key participants in the United Way system, are Summit partners, along with United Way of America. A collaboration among United Ways, local designees of the Points of Light Foundation and the Corporation for National Service will be responsible for assembling local delegations. Among the organizations that will contribute to the selection process will be members of Leadership 18 including: Girl Scouts of USA, American Red Cross, Big Brothers and Big Sisters of America, Boy Scouts of America, Campfire Boys and Girls, Boys and Girls Clubs of America, 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.

Steering Committee of College Presidents

Through the leadership of the President of San Francisco State University, 21 university presidents have committed 50% or more of their increase in work-study funds to community service initiatives and other university resources to support the America Reads Challenge. Members of the steering committee have also committed to each recruit five other university presidents.

VI. Many organizations and corporations have committed to focus on all five goals or fundamental resources. Far reaching commitments include:

The IBM Company

Partnering with United Way of America and AmeriCorps*VISTA, IBM will launch a Technology Corps in at least ten US cities 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.

Shell Oil Company

Committed to a national leadership role in Connect America, a national coalition of some 30 major organizations that share a commitment to citizen service as a way to bring Americans together across their differences. Shell 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.

DePauw University, The George Washington University, University of Denver, Morehouse College, University of Notre Dame

Pledge to coordinate and host 30 local Summits by September, 1998, as members of the University Summit Advisory Board. Will host a local Summit on their campus and recruit five other universities to host Summits on their campuses.

Greek Orthodox Church in America

Will commit to assisting one needy child per every ten families in the more than 550 Greek Orthodox communities nationwide. It will help these needy children in each of our communities gain access to a healthy start in life; caring adult relationships; safe places to gather, learn and grow; education that provides marketable skills; and opportunities to give back to the community.

Communities in Schools

The largest stay-in-school network 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.

AmeriCorps Alums

Will encourage all association members to commit at least 10 hours per month to ongoing service leadership. Local alumni leaders across the country will coordinate with local service providers to provide volunteer people power. The service leadership opportunities will focus on the five summit goals, with preference given to programs supporting ongoing relationships with young people.

Additional commitments have been made by the following organizations:

The General Federation of Women's Clubs
American Booksellers Association
Minneapolis Star Tribune
National Urban Fellows
Boys and Girls Clubs of America
The National Exchange Club
Women in Community Service
The Youth Volunteer Corps of America
Prudential
University of Notre Dame
Veterans of Foreign Wars
Maryland Youth Service Action Committee
The Bonner Foundation
Volunteers of America
Girls, Inc
Campus Outreach Opportunity League (COOL)
Grantmaker Forum on Community and National Service
The City of Philadelphia
Youth Service America
Girl Scouts of the U.S.A.
Boy Scouts of America

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Five Fundamental Resources for Children and Youth

An Ongoing Relationship with a Caring Adult: Mentor, Tutor, Coach

It is more important than ever for young people to have the sustaining presence of caring adults in their lives. While there are currently hundreds of thousands of mentoring and tutoring relationships, it is estimated that more than 10 million young people would benefit from the intervention of a caring adult. Our goal is to create the additional tutoring and mentoring relationships necessary for a positive impact on the lives of these young people.

Safe Places and Structured Activities During Non-School Hours to Learn and Grow

Young people cannot flourish, develop and properly mature into productive citizens in a climate of fear and chaos. Our goal is to increase safe places and structured activities during non-school hours so that young people can study, play and receive the necessary guidance to reach their full potential in life.

Marketable Skills through Effective Education

Many young people attend school with little or no concept of how their studies will prepare them for a job or economic opportunity. Our goal is to forge new partnerships among businesses, schools and citizen volunteers to provide more young people with mentors, summer jobs, internships, and the essential skills of reading and mathematics.

A Healthy Start

Adequate health care and healthy behaviors are essential to every child's development and well-being. Our goal is to find new ways, in cooperation with government, health care providers and business, to assure that this is achieved.

An Opportunity to Give Back

Often young people are not encouraged, or given the opportunity, to help others. Our goal is to provide young people with the opportunity to serve, so that they become part of the solution and experience first-hand the benefit of being active citizens.

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The Points of Light Foundation

Founded in May 1990, The Points of Light Foundation's mission is to engage more people more effectively in volunteer service to help solve serious social problems. The Foundation seeks to help Americans connect with one another through service as a new way to combat the sense of disconnection that is fragmenting our communities. The Foundation is working with 30 other national organizations through Connect America to get 10 million Americans to "commit to connect" through service in the next five years.

The Foundation is the national champion and resource organization for its 400+ member Volunteer Centers and for businesses committed to engaging their workers in volunteer service. It manages Make A Difference Day, National Volunteer Week, the President's Service Awards, the Awards for Excellence for business and the National Community Service Conference. Its Youth Ambassadors mobilize other young people to become community problem solvers. The Points of Light Institute offers products, membership services and training for thousands of local volunteer leaders worldwide.

Corporation for National Service

National service is a movement that provides opportunities for Americans of all ages and backgrounds to help solve community problems through service. Created in 1993 by Congress, the President, and community groups nationwide, the Corporation for National Service is a public-private partnership that oversees three national service initiatives:

AmeriCorps engages 25,000 citizens in a year of full-time, results-driven service sponsored by local and national nonprofits, AmeriCorps*VISTA, and AmeriCorps* NCCC. In return, AmeriCorps members earn education awards to help pay for college or pay back student loans. AmeriCorps members help communities meet critical challenges in the areas of education, public safety, human needs, and the environment.

National Senior Service Corps engages a half million Americans age 55 and older in results-driven service as Foster Grandparents, Senior Companions, and RSVP volunteers. The Senior Corps taps the vast wealth of experience, skills, and talents of older citizens to meet community challenges.

Learn & Serve America engages over one million students from kindergarten through college in community projects that integrate service and learning. Learn & Serve America builds on the grassroots service-learning movement by promoting service as a learning opportunity and providing models and resources to schools, universities, and community groups. Students use academic skills to solve real-world problems, and learn the value of service, citizenship, and responsibility.

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ORGANIZERS' MISSION STATEMENT

On Monday morning, April 28, the President of the United States and former President Bush will stand with other former Presidents together on the steps of Independence Hall in Philadelphia. Together, as Honorary Co-Chairs of The Presidents' Summit for America's Future, they will issue a call to action through service.

General Colin Powell, the former Chairman of the Joint Chiefs of Staff, will serve as General Chairman of the Summit and the campaign that will follow. Henry Cisneros, former Secretary of Housing and Urban Development, will serve as Vice Chairman.

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.

But, unfortunately, our problems are vast and complex. There is a growing sense of disconnection. Too many of our people have been left out of the mainstream, and too many of our communities are fragmented along racial, ethnic, religious or economic lines. We find ourselves feeling that what divides us from one another is more powerful than the glue that holds us together in communities and as a nation.

The impact of this is greatest on America's young people. In small towns as well as big cities, far too many young people 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 grow, are not getting a healthy start, or the kind of education that creates real opportunities. And too many are unaware that giving through community service can make a difference in the lives of others and can be an enriching experience.

That is why priority must be given to expanded and more effective citizen service and new commitments from our nation's most important institutions. We must 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: mentor, tutor, coach;
- safe places and structured activities during non-school hours to learn and grow;
- a healthy start;
- a marketable skill through effective education;
- an opportunity to give back through community service.

Certainly, all Americans can agree that we are all capable of doing more to achieve these goals.

The Presidents' Summit for America's Future will be both a celebration of our nation's heritage of volunteer citizen service and a call to action. It will be a call to commitment – for Americans to pledge to serve; for each of us to put our individual gifts to work for the common good; for us to renew the sense of civic responsibility that has served us well throughout our history as a nation.

The Summit will be the beginning of a new effort. In the weeks ahead, a national partnership will engage leaders from business, labor, the media, religious and educational institutions, and the voluntary sector. They will develop specific numerical targets in making available the five fundamental resources for our children against which we can measure our progress, through the year 2000. The partnership will also develop appropriate mechanisms so the momentum generated by the Summit will be sustained.

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.

The Points of Light Foundation and the Corporation for National Service have taken the lead in building a working partnership with many of the nation's leading nonprofit organizations and businesses. Funding 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.

The spirit of the Summit transcends the individual concerns of its sponsoring organizations. Americans need not be separated by their differences. Through service, we can build strong connections with one another. And together, we can fulfill the American promise for all of our people.

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SUMMIT SPONSORS

The Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation, based in Princeton, NJ, is the nation's largest philanthropy devoted exclusively to health and health care. It became a national institution in 1972 and concentrates its grantmaking in four areas: assuring access to basic health services; improving the way services are organized and provided for people with chronic health conditions; reducing the harm caused by substance abuse; and helping the nation address the problem of rising health care costs.

The Foundation was created by the late Robert Wood Johnson, who built the family firm, Johnson & Johnson, into a worldwide health and medical care products company.

The Ewing Marion Kauffman Foundation

The Ewing Marion Kauffman Foundation is a private grantmaking foundation established by Ewing Marion Kauffman, the founder of pharmaceutical manufacturer Marion Laboratories and the original owner of the Kansas City Royals Baseball team.

The foundation is committed to serving organizations and individuals dedicated to the vision of self-sufficient people in healthy communities. The Foundation supports partnerships with selected not-for-profit organizations whose vision, mission and strategic initiatives are consistent with the Foundation's purpose.

The W.K. Kellogg Foundation

The W.K. Kellogg Foundation was established in 1930 to "help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations."

The foundation's programming activities center around the common vision of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, an healthy communities.

To achieve the greatest impact, the Foundation targets its grants towards specific focal points or areas. These include: health; food systems and rural development; youth and education, and higher education; and philanthropy and volunteerism. When woven throughout these areas, funding also is provided for leadership; information systems/technology; efforts to capitalize on diversity; and family, neighborhood, and community development programming.

David and Lucile Packard Foundation

The David and Lucile Packard Foundation in California was established by its founders as a reflection of their deep interest in philanthropy. Today the Foundation maintains a strong focus on improving the local quality of life for children, youth and families through support for nonprofit and public agencies' endeavors. The Foundation also supports math and science education, conservation, reproductive health, child health and related policy issues locally and nationally.

The Pew Charitable Trusts

The Pew Charitable Trusts, a national philanthropy with a special commitment to Philadelphia, support nonprofit activities in the areas of culture, education, the environment, health and human services, public policy and religion. Through their grant making, the Trusts seek to encourage individual development and personal achievement, cross-disciplinary problem solving and innovative, practical approaches to meeting the changing needs of a global community.

THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

COMMUNITY "TEAMS" PARTICIPATING IN THE SUMMIT

The partnership that will emerge from the Summit needs to be with *every* community in America. To start this process, "teams" of ten citizens from 112 communities from all 50 states are being invited to participate in the Philadelphia event.

The local teams will share "best practices" and begin to develop concrete action plans to achieve broader citizen engagement and additional local commitments to turn the tide for America's youth. As part of their work, these local teams will take the first steps in planning their own local and regional Summits to be held soon after they return home. It is anticipated that the Summit will also result in suggestions on ways that communities can better communicate with each other allowing "communities of interests and action" focused on the Summit goals to grow and deepen locally throughout the country.

Communities invited to attend the Summit will include the 50 largest cities; the largest city in those states that do not contain one of those fifty; plus a group of smaller or rural communities recommended by the Summit funders.

Local designees of the Points of Light Foundation and the Corporation for National Service, in partnership with local United Ways, will be responsible for assembling a delegation with the characteristics described in the attached paper. In this process, they will consult widely with others throughout their community.

Because of space constraints in Philadelphia, a limited number of individuals will be able to attend the Summit from any one community. However, all of those who are part of the convening process in the local community should be included in the efforts that grow out of the Summit.

Acting More Strategically

The challenge to every local community is to map out and act upon the distinctive combinations of local assets that will help it achieve the goals that it seeks. Therefore, our hope is that the team will consist of individuals who, *working together*, can significantly advance citizen action or are already doing so because they combine the neighborhood or grass-roots people, institutional power and the administrative authority of the community.

Our plan is to bring a new and increased focus to the role of citizen service, particularly as it can help 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, safe places to learn and grow, a healthy start, a marketable skill through effective education, and an opportunity to give back through community service.

The Summit will affirm the work already being done by individuals and organizations and help stimulate new efforts for others. Within some community teams, the Summit will enhance what individuals are already thinking and what they are already doing. For others, it will be the jump-start they need. For all participants, it will be a way of building on the current wave of community and neighborhood-based innovation in America. The Summit process will assist communities and organizations in thinking and acting more strategically about achieving those goals.

But we must also look differently at one another and at our organizations. Any inventory of the true resources and the potential activities of a community will reveal surprising strengths. In the end, it may be the contribution of those who are most often overlooked that provides the difference between accomplishing any of these goals and accomplishing none.

Our Most Valuable Resource -- Ordinary Citizens

Whatever the goal, whatever the strategy, communities are discovering not only that new resources must be generated and that all groups must collaborate more effectively, but that the single most important available resource – ordinary citizens with talents that can make a difference – often is not being tapped to its full potential. Indeed, study after study makes clear that the average American is prepared to do more, if only someone would ask and would engage them effectively.

Communities that commit to the campaign will benefit by learning about “best practice communities” and “best practice programs” particularly those that mobilize more citizens and engage them in efforts that have proven effective in helping young people. By joining in this concerted effort, we expect that local organizers will gain access to valuable tools for helping our young people. The Summit should provide strategic organizing tools essential for creating and sustaining action. In addition, participating communities may gain access to resources made available by national organizations, foundations, corporations and others – tangible commitments to support a vigorous process for engaging citizens.

ATTACHMENT

Characteristics and Make-Up of Community Delegations

Community delegations should be made up of ten people who:

- Have achieved success in effective citizen service.
- Are committed to the idea that each person regardless of status in community, age, gender, race, religious or institutional affiliation or background has a place at the table and something to contribute to the community.
- Are experienced in creating opportunities for others to contribute to solutions, not just do it themselves.
- Know their community and the key players.
- Are able to leave their institutional “hats” at the door.
- Are not harnessed by the “business as usual” way of operating.
- Have a record of “getting things done.”
- Above all, are trusted by others in their community.

In addition, community delegations should be selected with the following things in mind:

- The team should look like the community it represents, recognizing the diversity in the age, race, economic backgrounds and physical ability of its members. It should also include people under age 25.
- The mayor must be invited to serve on the team or to designate a special representative.
- At least two of the individuals should be doing work in the community that addresses the overarching goal of achieving better conditions for children and youth and creating opportunities for other citizens to be involved in this work.

- The balance of the team should represent interests that can increase the volume and effectiveness of citizen engagement. The team will be enhanced by including members of religious groups, educators (elementary, secondary and higher education), business and labor (a large employer and small business), neighborhood leaders (such as homeowner associations or neighborhood councils), social service delivery agencies, philanthropic groups (community, private or corporate foundations), media, and professional public sector managers.
- All team members should either be in positions to advance citizen action or already be doing so, either through work at the neighborhood or grassroots level or from a position of institutional power or administrative authority in the community.