

FIRST LADY HILLARY RODHAM CLINTON
REMARKS FOR NATIONAL SENIOR SERVICE CORPS CONFERENCE
"RENEWING AMERICA THROUGH SENIOR SERVICE"
WASHINGTON, D.C.
JULY 17, 1996

~~I am so happy and honored to be here.~~ I want to thank Harris Wofford for the passion and leadership he has brought to the Corporation for National Service. His commitment to providing opportunities for Americans of all ages to serve and make their communities safer, healthier and stronger is unsurpassable. And we all thank you for making the Senior Corps one of your top priorities at the Corporation.

When I look at all of you in this audience and think of the half-million senior volunteers you work with, I can't help but feel proud and enthusiastic about our country and our future. So many people have been touched by your generosity and commitment. I want to express my deep appreciation for all you are doing to help our nation's senior citizens serve each other, mentor our children, and share their boundless wisdom and vitality with our communities.

Some of you may know that I've just come back from a trip to ~~central and eastern~~ Europe. ~~For ten days,~~ I visited countries that are emerging from decades under communism and are now making the difficult transition to democracy and the free market.

In each of the seven countries I visited, there were many hopeful signs of democracy at work. Free and fair elections are becoming the rule. Privatization is underway in most places. And with few exceptions, citizens can voice their beliefs without fear of government retribution.

All of these developments are crucial. But democracy is not just about institutions; it's also about democratic values becoming part of people's hearts, minds, and everyday lives.

That's why I was so encouraged when I visited community groups in each country where ~~average~~ citizens were working together to solve problems and shape their own destinies. They had recognized their common responsibility and had united to tackle issues such as health care, the environment, the free press, and the treatment of minorities in their countries.

Here in America we have always put our democratic values into action through service. More than 150 years ago, Alexis de Tocqueville observed that volunteer organizations and community groups had become a hallmark of American citizenship and a distinctive part of our national life.

The key to the success of our democratic society has always been our belief that ~~we~~ ^{we} as individual citizens have the power to change things, to make things better, to solve our most serious

problems by working together, taking responsibility and serving each other.

And today, as we prepare to meet both the anticipated and unknown challenges of a new millennium, public service must continue to play a vital role in our society if our country, our communities, and our families are to flourish.

Our country's modest investment in the Corporation for National Service enables thousands of Americans to share their talents and abilities with their communities and to fulfill their own God-given potential. Through Learn and Serve America, AmeriCorps, and the National Senior Service Corps, our nation reinforces the principle that in America, service is a lifelong endeavor that can begin in ~~kindergarten~~ ^{childhood} and last well into retirement.

My husband has often said ^{and that means} that our country cannot afford to waste any of our citizens. ~~Let me add that we cannot afford to waste any of our~~ citizens no matter what stage of life they may be in.

^{me} Even in retirement, the senior citizens ^{are} who worked so hard to make this country great ~~can~~ still be wonderful resources for their communities. For proof, we only need look to the thirty year history of Foster Grandparent Program, the twenty-five year experience of Retired Senior Volunteer Program, and the twenty-year record of Senior Companions Program.

These programs look upon the aging of America not as a burden, but as an opportunity, an opportunity for neglected children and teen mothers in some of our poorest neighborhoods to feel the care and guidance of a foster grandparent; an opportunity for frail seniors to avoid the cost and loneliness of a nursing home through help in their daily chores from a senior companion; and an opportunity for libraries, police stations, elementary schools, hospitals, ^{across} our country to save costs and serve citizens more efficiently with the aid of retired volunteers.

^{Grandmas} You and your senior volunteers are truly "Renewing America Through Senior Service." This renewal works in so many ways. Neighborhoods are being reclaimed from crime through block watches staffed by Senior Corps members. Families are breaking the cycles of poverty and teen parenthood under the mentorship of foster grannies and grandpas. ^{mothers} ~~As one teen mom in Grand Rapids, Michigan said of the Foster Grandmother she credits with~~ inspiring her to stay in high school, "It wasn't just that she helped by driving me to appointments -- just getting through the day -- it's that she motivated me." ^{she said}

Each and every one of our 50 million active and healthy seniors has something to contribute to his or her community, regardless of education or station in life. ~~All seniors have~~

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persevered through most of the seasons in life. ~~They have been~~ sons and daughters, mothers and fathers, grandmothers and grandfathers. They have been workers and citizens and so much more. ~~As one Native Alaskan foster grandparent said to the~~ children in his care: "You young people look at me and you say who is this old man? He has no value. He cannot read. He cannot write. He has no teeth," he said. "But I can tell you who you are."

Feel
Seniors, too, can be renewed by the Senior Service Corps. For those who meet income requirements, the small stipend the Corps provide can help make life more comfortable. And all *it seems that* seniors who serve are healthier, more satisfied with life and, *according to a study,* live longer than those who don't.

clerk
~~This Administration believes in the tremendous value and cost-effectiveness of the Senior Corps. The President wants you to know that he will do everything in his power to make sure these programs remain vital and grow to meet the needs of our communities.~~ *Steel*

Senior Corps
But government cannot do this alone. That is why I am so pleased to know that you have been reaching out and receiving help from the ~~business community~~. On Monday afternoon, while all of you were working hard here at the hotel, a group of ~~people~~ *men + women* came to the White House for an unprecedented gathering. Fifty leaders from business, foundations, universities, non-profit, and the media came together to find ways to bolster and expand senior service. The future of this movement depends on partnerships like these. *-- and that includes me and my 7 son in law*

The doubling of our senior population in the next thirty years ~~[I suppose that means me]~~ can mean great things for the future of service in America, and the continuing vitality of our communities. All of you here today are the keys to unlocking potential of our seniors, you are the bridges between this vast pool of talent and wisdom and the communities they can benefit.

overseas and
Service, taking responsibility for each other, is what keeps us together. It's what makes our country stronger and moves us forward. It's what links neighbor to neighbor, community to community, and most of all, generation to generation. Thank you for keeping this tradition alive.

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R E N E W I N G
AMERICA
Through Senior Service
July 14-17, 1996 Washington, DC

PHOTOCOPY
PRESERVATION



Senior Corps

Senior Companion Program

What is the Senior Companion Program?

The Senior Companion Program is a service initiative through which people age 60 and older provide assistance and friendship to elderly individuals who are homebound and, generally, living alone. By taking care of simple chores, providing transportation to medical appointments, and offering contact to the outside world, Senior Companions often provide the services that frail elderly need to live independently.

Senior Companions also provide respite care to relieve live-in caretakers for short periods of time. They usually serve two to four clients through 20 hours of weekly service.

How do Senior Companions benefit communities?

Senior Companions not only assist clients with chores such as paying bills, grocery shopping, and finding transportation to medical appointments, they also help make the lives of the people they serve less lonely. Many Senior Companions serve clients for several years and form the most meaningful friendships of their lives.

How does the Senior Companion Program operate locally?

Local public and private nonprofit agencies receive grants to sponsor and operate Senior Companion projects.

What organizations are eligible for Senior Companion assistance?

Community organizations that address health needs of the elderly (hospitals, centers on aging, home health care agencies) can apply to be Senior Companion volunteer stations. Volunteer stations identify individuals who need assistance and then work with Senior Companion projects to match them with available Senior Companions. Interested organizations should contact their area Senior Companion Program project (listed in telephone directories) or call the toll-free Senior Corps information line: 1 - 800 - 424 - 8867.

What benefits do Senior Companions receive?

Senior Companions receive modest tax-free stipends, reimbursement for transportation, meals during service, annual physical examinations, and accident and liability insurance while on duty. In addition to these benefits, the Senior Companion Program gives participants the opportunity to share lifetime experiences with other seniors and join more than one half million older Americans who are strengthening communities across the country as part of the National Senior Service Corps.

Who can be a Senior Companion?

Senior Companions must meet income eligibility requirements and be at least 60 years of age. They must participate in pre-service orientation and in training workshops throughout their service. To find out about serving in your community, call your local Senior Companion Program project or the Senior Corps information line: 1 - 800 - 424 - 8867.

What is the National Senior Service Corps?

The National Senior Service Corps (Senior Corps) is a network of federally-supported programs that helps seniors find opportunities to address community needs through service. In addition to the Senior Companion Program, the Senior Corps includes the Retired and Senior Volunteer Program, which involves

Americans age 55 and older in service that ranges from leading local museum tours to teaching adult education classes and from planning community gardens to aiding terminally ill individuals; and the Foster Grandparent Program, through which seniors help community organizations meet needs of children and youth.

Together, these programs involve over one half million seniors serving in tens of thousands of sites across the country. Foster Grandparents and Senior Companions meet income eligibility requirements, serve 20 hours per week and receive small stipends.

What is the Corporation for National Service?

The federally-funded Corporation for National Service offers opportunities for Americans of all ages and backgrounds to make their communities safer, healthier, and stronger through service. In addition to the National Senior Service Corps, the Corporation oversees AmeriCorps (the new domestic Peace Corps) and Learn and Serve America programs for students.

Senior Companions: Saving America Millions

- SCP's FY95 federal budget of \$30.8 million was supplemented by \$20.7 million in cash and in-kind donations from the states and local communities served by Senior Companions. This represents a nonfederal match of 67%, or \$.67 for every federal dollar invested.
- The estimated value of Senior Companions' service is \$150 million -- representing more than a 5-fold return on federal dollars invested in the program and significant realized savings in nursing home costs and related services.
- Senior Companions serve through almost 200 projects sponsored and managed by local nonprofit agencies in all 50 states, the District of Columbia, Puerto Rico and the Virgin Islands. Several of these programs are supported totally by nonfederal funds.
- The average cost of nursing home care in the United States exceeds \$38,000 annually. The annual federal cost for one Senior Companion serving 20 hours per week is \$3,850.

Estimated values of service come from the Independent Sector, a Washington, D.C.-based organization that studies American volunteerism.



**Senior Corps information: 1 - 800 - 424 - 8867
TDD Line: 1 - 800 - 833 - 3722**

June 1996



Senior Corps

Foster Grandparent Program

What is the Foster Grandparent Program (FGP)?

The Foster Grandparent Program offers seniors age 60 and older opportunities to serve as mentors, tutors, and caregivers for children and youth with special needs. They provide 20 hours of weekly service to community organizations such as schools, hospitals, and youth centers.

How does FGP benefit communities?

Foster Grandparents offer emotional support to children who have been abused and neglected, mentor troubled teenagers and young mothers, and care for premature infants and children with physical disabilities. In the process, they strengthen communities by providing youth services that community budgets cannot afford and by building bridges across generations.

How does FGP operate locally?

Local public and private nonprofit agencies receive grants to sponsor and operate FGP projects.

What organizations are eligible for FGP assistance?

Most nonprofit, child and youth-oriented organizations are eligible to serve as FGP volunteer stations. Interested organizations should contact their local FGP project (listed in telephone directories) or call the toll-free Senior Corps information line: 1-800-424-8867.

What benefits do Foster Grandparents receive?

Foster Grandparents receive modest tax-free stipends, reimbursement for transportation, meals during service, annual physical examinations, and accident and liability insurance while on duty. In addition to these benefits, the program gives participants the opportunity to share a lifetime of experience with youth and join the half million older Americans who are strengthening communities across the country as members of the National Senior Service Corps.

Who can be a Foster Grandparent?

Foster Grandparents must meet income eligibility requirements and be at least 60 years of age. They must participate in pre-service orientation and in training workshops throughout their service. To find out about becoming a Foster Grandparent, contact your local FGP project or call the Senior Corps information line: 1-800-424-8867.

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Foster Grandparents: a smart investment for supporting youth

- 80,000 children, teenagers, and their families are supported by the services of Foster Grandparents (FGP) every year.
- Nearly 24,000 FGPs contribute 22 million hours of volunteer service annually. The value of this service is \$262 million, and represents more than a 4-fold return on the federal dollars invested in FGP.
- 14,300 FGPs are placed in settings connected to the health care system, helping some of the 39,200 children they serve maintain independence and avoid institutionalization. The annual cost of institutionalized care for a child is \$44,000.
- The annual federal cost for one FGP serving 20 hours per week is \$3,670.
- FGPs FY 1995 federal budget of \$67.2 million was matched with \$31.6 million dollars in cash and in-kind donations from states and local communities in which FGPs serve. This represents a nonfederal match of 47% for every federal dollar invested -- well over the 10% match required by law.
- FGPs serve through almost 300 projects sponsored and managed by local nonprofit agencies in all 50 states, the District of Columbia, Puerto Rico and the Virgin Islands. Several of these projects are supported totally by nonfederal funds.



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But government cannot do this alone. That is why I am so pleased to know that you have been reaching out and receiving help from the business community. On Monday afternoon, while all of you were working hard here at the hotel, a group of people came to the White House for an unprecedented gathering. Fifty leaders from business, foundations, universities, non-profit, and the media came together to find ways to bolster and expand senior service. The future of this movement depends on partnerships like these.

The doubling of our senior population in the next thirty years [I suppose that means me] can mean great things for the future of service in America, and the continuing vitality of our communities. I urge all of you here today to continue in your vital task of linking our seniors with the communities they can serve.

Service, taking responsibility for each other, is what keeps us together. It's what makes our country stronger and moves us forward. It's what links neighbor to neighbor, community to community, and most of all, generation to generation.

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All of these developments are crucial. But democracy is not just about institutions; it's also about democratic values becoming part of people's hearts, minds, and everyday lives. As I said overseas, it's about all of us who live in free societies joining together in an alliance of values that can fuel and sustain a civil society.

I can't tell you how encouraged I was to see citizens in each country I visited working together to solve problems and shape their own destinies. They had recognized their common responsibility and had united to tackle issues such as health care, the environment, the free press, and the treatment of minorities in their countries.

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Seniors, too, can be renewed by the Senior Service Corps. For those who meet income requirements, the small stipend the Corps provides can help make life more comfortable. And studies have shown that seniors who serve are healthier, more satisfied with life and live longer than those who don't.

The President wants you to know that he will do everything he can to make sure the Senior Corps remains vital and grows to meet the needs of our communities.

But government cannot do this alone. That is why I am so pleased to know that you have been reaching out and receiving help from the private and non-profit sectors. On Monday afternoon, while all of you were working hard here at the hotel, a group of men and women came to the White House for an unprecedented gathering. Fifty leaders from business, foundations, universities, non-profit, and the media came together to find ways to bolster and expand senior service. The future of this movement depends on partnerships like these.

The doubling of our senior population in the next thirty years -- and God-willing, that means me and many of you in this audience -- can mean great things for the future of service in America, and the continuing vitality of our communities. All of you here today are the keys to unlocking *the* potential of our seniors. You are the bridges between this vast pool of talent and wisdom and the communities they can benefit.

Service, taking responsibility for each other, is what keeps us together. It's what makes our country stronger and moves us forward. It's what links neighbor to neighbor, community to community, and most of all, generation to generation. Thank you for keeping these bonds alive.

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POTENTIAL THEMES AND TALKING POINTS:

Introduction: Thank you. It is such a great pleasure and honor to be here with all of you. I want to thank Harris Wofford for his leadership, his passion and commitment. I know he has made strengthening the Senior Corps one of his top priorities at the Corporation.

When I look at all of you, and think about the half million senior volunteers you work with, I can't help but be enthusiastic about our country and our future. So many people have been touched by your generosity and commitment. I want to express my deep appreciation to each and every one of you for the outstanding contribution you have made to America.

Citizenship: Last week I returned from a trip in central and eastern Europe. I saw powerful signs of progress and hope and grim reminders of a dark past. When I was speaking with the people there I told them about our own struggle to keep our democracy strong. I told them that perfecting democracy is a never-ending challenge.

America was founded on the idea of self-government, on the rights and powers of the people. Democracy depends on civic participation. In the 1830s, the French aristocrat Alexis de Tocqueville came to America and looked at America through European eyes. What impressed de Tocqueville most was that Americans did not wait for the government to act to solve a problem. If they needed a school, they built it. Today all of you are continuing in that tradition.

The secret to American success has always been our belief that we can change things, we can make things better, that working together we can solve our most serious problems. We don't have the small towns that we once did. But we can recreate that sense of community -- in our neighborhoods, and in institutions. We can solve our problems, if we work together.

A Proud History of Success: Thirty years ago a bold Congress took a unique leap of faith. The Congress that gave us Medicare took another step, less noted but equally visionary. It created the Foster Grandparent Program.

Foster Grandparents, joined five years later by RSVP and five years after that by the Senior Companion Program, was launched on two simple premises: First, that in the effort to build America and fulfill the American dream, we can't overlook a single person; and second, the aging of America isn't a burden, but an opportunity. Senior citizens are above all resources, talent to be tapped, not problems.

I don't need to tell any of you how well that idea has worked. Over the last three decades, you've proven that senior works, that it's a proven-problem solver. That older Americans are a tremendous resource, not a drain on society. You've redefined what it means to be successful in the later stages of life. Your programs have survived through seven Administrations, Republican and Democratic alike, with bipartisan support all along the way.

Senior Corps is getting things done. Like its sister program AmeriCorps, the Senior Corps' mandate is getting things done. They are not stuffing envelopes and rocking babies. They're tackling some of America's toughest problems, and they're making a difference:

- ▶ In San Diego, 800 RSVPs are working with 32 police stations throughout the city. They do fingerprinting, research, photo lineups and answer phones, freeing up armed officers to concentrate on serious crimes. They check houses of when residents go out of town, visit shut-ins and help crime victims. They provide \$1.5 million worth of law enforcement work each year, and they've dramatically improved relations between citizens and the police. A police sergeant says, "I've never met a more dedicated, committed and sincere group of people."
- ▶ In El Paso, TX, two dozen RSVP volunteers identified 2,000 potential sources of groundwater contamination near 140 community water supply wells and saved the state \$35,000.

Seniors serve the critical needs of children and youth: Nowhere are seniors more needed than in the caring and guiding our young. Growing up in America is risky business. Young people are exposed to risks that were unknown to our parents and grandparents, from AIDS to easy access to guns and drugs. Firearms are the leading cause of death for young black males. One in four children are victims of assault or abuse. One in five live below the poverty line. And even though overall crime rates are down, crime by juveniles is up – especially violent crime.

Service is a lifelong endeavor

We now have the largest group of children that we have had since the baby boom generation. Within just a few years we'll have the largest number of young people in schools than America in the entire history of the country. We have to deal with these problems, and we can't do it unless the older people of America lead the way. We want young people to have the brightest, best future any generation of Americans has ever known.

One in four children -- over 17 million youth -- grow up in single family homes. A study conducted for Big Brothers/Big Sisters found that well-structured mentoring programs have a significant impact on the lives of these children. Young people with mentors earned higher grades, were less likely to skip school and were far less likely to get involved with drugs and alcohol. Foster Grandparents is the largest mentoring program in the country, helping 80,000 children and youth with exceptional needs. We need more older volunteers to be mentors.

Seniors and Health Care: This Administration is committed to strengthening Medicare and Medicaid and reforming health care. But whatever happens in health care reform, we know that service programs will remain vitally important. Every time a Senior Companion helps someone stay out of nursing home care, that's a savings of \$38,000 for a family or the taxpayer. And the savings that Senior Companions provide in terms of human dignity, happiness and quality of life is immeasurable. As our elderly population grows, so will our need for Senior Companions.

The Senior Companions in Russellville, Arkansas are a case in point. They help clients take their medication, get to doctor's appointments, and do household chores. A recent impact survey found that 38 of the clients served by this project would have to be placed in a nursing home if they did not have Senior Companions. Savings in this project alone were \$1.4 million.

Benefits to Volunteers: Service is good for communities, and it's good for volunteers too. When you volunteer, you learn over and over again the secret of service -- that when you give, you gain even more. Many seniors feel isolated and less productive after they retire. Research shows that seniors who volunteer are healthier, more satisfied with life and actually live longer than those who don't volunteer.

There is a lasting joy that comes from serving others. It is wonderfully rewarding to be part of an effort that makes a difference. And there is something

*Service is the rent you pay for
living*

enriching about being with other people when they are at their best. When we take inventory of our lives, service will be among the high points. The harder people work for others and the fulfillment of social goals, the more fulfilled they feel.

Vast Potential for Senior Service: Now we stand at the edge of a new frontier. Our senior population is twice what it was in 1960 and in the next thirty years it will double again. The mind boggles at the potential these numbers represent for the future of service in America. It's not just the large number of older Americans. It's that people -- thank God -- are living longer. In just this century, 28 years has been added to the average length of a person's life.

These facts cry out for us to do more. Only 5 percent of older Americans need some kind of dependent care, and 20 percent have some limitation on activities of daily living. That means that 75 percent or some 48 million seniors will have nothing standing in the way of active living and service. A Foster Grandparent said is best when she called seniors America's "only increasing natural resource."

A New "Career of Service": How should we live our final stages of life? For millions of Americans a rewarding new career is waiting when leave the job market, a new "a career of service". Everyone is qualified for this career. And the entire community will benefit.

Seniors have the skills and experience to make a difference. In the American family, only seniors have already persevered through all the earlier seasons of life. They have been sons and daughters, mothers and fathers, grandmothers and grandfathers. They have been workers and citizens and so much more. They also have the time to give their leadership. It's very hard to find the time when you are supporting yourself and your family and are working 8 to 10 hours a day. But when that job is over, a career of service can begin.

Martin Luther King Jr. said: "Make a career of humanity, and you will make a better person of yourself, a greater nation of your country, and a finer world to live in." I want to see business people and laborers and firefighters and policemen and military starting their own careers in humanity, applying their talents at the end of their career, not as retired people but in a new career of service, a new career in humanity. When Jimmy Carter retired from the Oval Office, he said he looked forward to working in a higher office -- the office of the citizen.

Now it is our challenge to harness the great untapped potential of our senior population. The White House Conference on Aging charged you with doubling the Senior Corps by the year 2000. I know you are working to meet that goal. And I know you are working on a bigger vision – to make service the common expectation of every American. It will take hard work, imagination and creativity, but working together we can achieve our vision.

Government has a role: The single greatest reason that people volunteer is because they are asked. We have to do more asking, and find better ways to ask in a time of deep cynicism. But asking people to serve takes more than words. It requires organization, time and resources from every sector -- public, private and nonprofit. There is no free lunch. And government does have a role to play.

Just as we invest in roads and bridges to keep our economy strong, so must we invest in service and volunteering to keep our democracy strong. Our modest investment in this "civic infrastructure" has immense payoffs. Strengthening the voluntary sector is even more important in a time of government downsizing. If we are going to ask nonprofits and charities to take on more burdens, they'll need new resources. National service provides the most vital resource we have: our people.

This Administration believes in the tremendous value and the cost-effectiveness of the Senior Corps. Every year we have been in office we have requested increases for your programs. I'm pleased that the House voted last week to restore last year's cut. But restoring cuts isn't enough. We will do everything in our power to make sure these programs keep on going and growing. National service is a smart and necessary investment, and it should be continued -- not despite tight budget times, but precisely because of them.

But government can't do it alone: Unleashing the power of millions of seniors is an immense task. Government must play a part. But we know government can't do it alone. That is why I am so pleased that your programs have been getting more cooperation from the business community. Their support makes sense. Your programs make communities safer and healthier places to live and work.

On Monday afternoon, while all of you were working hard here at the hotel, a group of people came to the White House (OEOB) for a unprecedented gathering. Fifty leaders from business, foundations, universities, nonprofits and the media came together

for the sole purpose of figuring out how to grow and multiply senior service. You've heard some of the new ideas and partnership and commitments that have come out of that meeting, and no doubt you will hear more as time goes on. The future of this movement, like so much of the past, depends on partnerships. And just as you have made partnerships in your communities to get things done, we on the national level are committed as well.

Conclusion: Our nation needs new volunteers to mentor high risk youth, immunize children, tutor illiterate adults and organize neighborhood block watch programs. America's fifty million seniors are a powerful source of energy for solving our social problems and challenges. We need their time and talents as never before. I'm proud of the Senior Corps and all that older volunteers are doing to improve our lives and make our country stronger.

With all the problems and challenges facing us today, one person's work may seem like a drop in the bucket, but I think Robert Kennedy said it best: "Few will have the greatness to bend history itself, but each of us can work to change a small portion of events, and in the total of those acts will be written the history of this generation."

MEMORANDUM

TO: Lissa Muscatine, Brenda Costello, Melanne Verveer
FROM: Sandy Scott and Elaina Verveer
RE: First Lady's Address to the National Senior Service Corps Conference
DATE: July 12, 1996

We are delighted the First Lady is giving the keynote address at the closing session of "Renewing America through Senior Service" conference. We are at your disposal to provide background, accomplishments, stories or anything else you may need as you develop the First Lady's remarks. We can be reached though the weekend and next week at 606-5000 ext. 255 (Sandy) and ext. 481 (Elaina). Please do not hesitate to call if we can provide assistance.

AUDIENCE: 1,230 project directors from the three Senior Corps programs (Foster Grandparents, Senior Companions and RSVP) and 300 others including staff and nonprofit and agency sponsors. These are not volunteers – they are the paid staff who manage the nearly half million participants in the Senior Corps. Project directors have a three-part job: (1) recruiting, training, and placing senior volunteers; (2) serving as a bridge to community organizations, and (3) fundraising and publicizing the Senior Corps.

Conference attendees have a large and diverse network of connections and constituents. Their 1230 projects involve over 35,000 community leaders who serve on local Advisory Boards. They work with over 72,000 nonprofit and public agencies. And approximately 450,000 seniors volunteer in the Senior Corps. These populations will read about the First Lady's remarks in newsletters distributed by project directors when they return.

SENIOR CORPS: The Senior Corps consists of three programs:

- ▶ **Foster Grandparents** help children that have been abused or neglected, mentor teenagers and young mothers, and care for premature infants or children with physical disabilities. Foster Grandparents serve 20 hours a week in schools, hospitals, correctional institutions, and Head Start and day care centers. Last year 24,000 Foster Grandparents served 80,000 children and youth.
- ▶ **Senior Companions** help homebound seniors achieve their highest possible level of independence. By assisting with chores such as paying bills, grocery shopping, preparing meals, and transportation, Senior Companions allow older Americans to live independently in their homes. They usually serve two to four clients during their 20 hours of service each week. Over 12,000 Companions are serving 36,000 seniors.
- ▶ **Retired and Senior Volunteer Program (RSVP)** participants put their skills and life experience to work for their communities. Volunteers mentor youth, visit hospitals, teach English to immigrants, organize neighborhood watch groups, or help people recover from natural disasters. Last year 450,000 RSVP volunteers provided 84 million hours of service to America, valued at more than \$1 billion, a 29 fold return on the federal investment.

?pronunciation

Disabilities

Travelling Grants

3 senior corp programs
ending them

At the local level Senior Corps programs are administered by nonprofit and government agencies such as United Way, Red Cross, Family Social Service agencies, etc. These local sponsors must contribute a financial match as an indicator of local support.

Senior Corps programs are federally funded and have been in existence for 20-30 years. They have survived through seven Administrations, Republican and Democrat alike, with bipartisan support along the way. The 1993 legislation that created AmeriCorps put these programs under the jurisdiction of the Corporation for National Service.

In the current fiscal year, the Senior Corps appropriation was cut 5 percent. Rep. Lazio's (R-NY) amendment to restore \$13 million was accepted, but the final conference agreement still was 5 percent less than the FY95 level. The Clinton FY97 request, as with each of the previous years, requested an increase in the Senior Corps. Yesterday, the House-passed Labor/HHS/Education appropriations bill included \$135 million for the Senior Corps. Rep. Fox (R-PA) offered an amendment to increase Foster Grandparent program funding by \$2 million to restore it to the FY95 level.

The Senior Corps is cost-effective. Last year the federal investment of \$134 million leveraged another \$91 million in non-federal contributions. That means for every federal dollar invested in the Senior Corps, another 66 cents is contributed by non federal sources.

CONFERENCE: This is the first time we have brought all our Senior Corps project directors together. This is a training conference -- all day Monday and Tuesday, participants will be in workshops. In addition to celebrating the proud tradition of senior service, we have gathered our directors for these reasons:

- 1. Shift to Impact Programming.** The primary purpose is to focus senior service more on solving serious problems and achieving direct and demonstrable results. In the past, we've emphasized the "senior" in "senior service"-- the benefits that come from keeping seniors productively engaged. Without sacrificing that aim, we are now shifting more emphasis to the "service" side -- how projects meet community needs. We call it "Programming for Impact". Instead of asking "How many volunteers served?", we will ask, "What difference did we make?" Participants will learn new skills for assessing community needs, designing quality programs and measuring program effectiveness. The shift in this vision won't happen overnight -- some have likened it to turning around an ocean liner, but it is essential for the Senior Corps to make our case for government funding.
- 2. Expand senior service --** The White House Conference on Aging charged the Corporation with doubling (to one million) the Senior Corps by the year 2000. We are working to meet that goal. But doubling the Senior Corps is not enough. Our vision is much larger -- to make service the common expectation and experience of every older American. The Senior Corps should be a model and catalyst for unleashing the service of millions of older Americans.
- 3. Learn new tools --** To expand our ranks and have more impact, our project directors must sharpen skills in fundraising, communication, volunteer recruitment and management. If service is a strategy we have to be more strategic. That means drawing on lessons from the private sector, and achieving quality through evaluation.

RESOURCES:

I hope these talking points and the enclosed fact sheets, success stories, and background are helpful. You'll also find a draft of Harris Wofford's opening speech (for Monday) to give you a sense of his message and a charge to the conference. Our archives are full of success stories and program accomplishments in every area (environment, health, public safety, education) if you need anything else.

The First Lady spoke on senior service on April 25, 1994, at the Conference on Independent Living. The President's speech at White House Conference on Aging (May 3, 1995) covered much of this ground, as do the dozens of speeches from the President and the First Lady on service generally.

FYI -- Nancy Reagan "adopted" the Foster Grandparent program as First Lady. She wrote an introduction for a book on the program titled To Love A Child. If you'd like, we can send you the book or her introduction.

MENTIONS:

If possible, mentioning the following would be greatly appreciated:

- ▶ The 3 programs by name (Foster Grandparents, Senior Companions and Retired and Senior Volunteer Program RSVP)

The three Presidents of our Project Director Associations:

- ▶ Ms. Patricia Renner, *President*, National Association of RSVP Directors
 - ▶ Ms. Mary Louise Schweikert, *President*, National Association of Foster Grandparent Program Directors
 - ▶ Mr. John Pribyl, *President*, National Association of Senior Companion Project Directors.
-

Renewing America Through Senior Service Talking Points

- ▶ **Our country needs senior service now more than ever.** The needs of the nation are growing. Government at all levels is cutting back. We have problems only citizens can solve. Who better to lead the way than 50 million older Americans, who bring a lifetime of skills and experience to solving community problems. We have the largest, fastest-growing, most active group of seniors in our history. To meet our challenges, we must harness their time and talents.
- ▶ **Senior service is a proven concept.** Over the last 30 years the Senior Corps programs have proven that older Americans are productive members of society. We've shown that older people are a powerful force for change and community improvement. Senior service works – it keeps seniors involved, it solves problems, and it's a cost-effective investment.
- ▶ **The Senior Corps is about “getting things done”.** Like all Corporation programs, the Senior Corps' mandate is to get things done and make a difference in communities. Our new emphasis on programming for impact sharpens that focus even more. By keeping track of impacts and accomplishments, we can better make the case that older volunteers achieve results that are valued by the community. This shift will help us accomplish more and strengthen our case for government and private sector funding.
- ▶ **Expanding opportunities to serve.** Nearly a half million older Americans are in the Senior Corps today. The White House Conference on Aging charged us with doubling that number by the year 2000. We are working hard to meet that goal. But even doubling the Senior Corps is not enough. Our vision is much larger – to make service the common expectation and experience of every older American. The Senior Corps should lead the way. We should be a model, an inspiration, and a catalyst for unleashing the service of millions of older Americans.
- ▶ **The bright future of senior service.** The aging of America presents us with a tremendous opportunity. We have twice the number of seniors we had 30 years ago -- and this number will double again over the next 30 years. If we are smart enough, if we are bold enough, if we work hard and work together, we can harness this potential and renew America through senior service. The best is yet to come.

RENEWING AMERICA

Through Senior Service

July 14-17, 1996 Washington, DC

FOR IMMEDIATE RELEASE

July 11, 1996



CONTACT:

Lisa Bloch, 202-606-5000 x140

Elaine Dalpiaz x459

CORPORATION

FOR NATIONAL

SERVICE

FIRST LADY HILLARY RODHAM CLINTON, NATIONAL SERVICE CHIEF HARRIS WOFFORD TO CHALLENGE OLDER AMERICANS TO TACKLE AMERICA'S PROBLEMS

WASHINGTON – Charting the future course of America's growing senior service movement is the aim of 1,500 community leaders as they meet **July 14-17, at the Washington Sheraton Hotel for the National Senior Service Corps Conference.**

Called "**Renewing America through Senior Service,**" the conference includes project directors of Foster Grandparent, Senior Companion and the Retired and Senior Volunteer programs. They will be joined by national and local officials, experts on aging and service issues, and representatives of the nation's media.

Participants will attend leadership and communication workshops where they will share strategies for expanding resources and increasing their ability to provide quality volunteer experiences that effectively solve local problems.

Conference highlights include:

- Opening Session, 8:30 am, Monday, July 15, Washington Ballroom. Remarks by **U.S. Rep. Eleanor Holmes Norton and Harris Wofford**, CEO of the Corporation for National Service. Keynote address by Jeremy Rifkin, president of the Foundation on Economic Trends.
- **National Leadership Forum on Senior Service**, July 15, Indian Treaty Room, The White House. Meeting of some 50 business and corporate leaders, government officials, educators nonprofit service organizations and Senior Corps leaders.
- Celebration & Recognition Dinner, July 15, 7:30 p.m., Sheraton Ballroom South and Washington Ballroom. Host is **J.C. Hayward**, news anchor for WUSA TV-9. Honorees include **Sargent Shriver** and actor, author and director, **Ossie Davis**.
- Closing Session, 10:00 am, Wednesday, July 17, Sheraton Ballroom. Keynote address by **First Lady Hillary Rodham Clinton**, 10:45 am.

The conference is sponsored by the Corporation for National Service, which administers the National Senior Service Corps, Learn and Serve America, and AmeriCorps.

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1201 New York Avenue
Washington, DC 20525
Telephone 202-606-5000
Fax 202-565-2789

The Experience of a Lifetime
Foster Grandparent Program
Senior Companion Program
Retired and Senior Volunteer Program

12TH STORY of Level 1 printed in FULL format.

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August 21, 1995, Monday, Home Edition

SECTION: Part A; Page 1; National Desk

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HEADLINE: JOE CAMEL LEADS THE PACK IN LIGHTING UP CONTROVERSY;
ADVERTISING: CRITICS BLAME THE CHARACTER FOR ENTICING YOUTHS TO SMOKE.
CIGARETTE MAKER DENIES TARGETING TEENS.

BYLINE: By SHERYL STOLBERG, TIMES STAFF WRITER

BODY:

He's got the slickest race car, the hippest Ray-Bans, the raddest saxophone. He's a whiz on the harmonica, he shoots a mean game of pool and, of course, he always gets the girl. He's so famous that 6-year-olds recognize him as quickly as Mickey Mouse. And, like Mickey, he's only a cartoon.

He's Joe Camel, and if ever there was a lightning rod in the debate over whether tobacco advertising lures young people to smoke, this four-legged dude with the attitude is it.

He's been picked apart by epidemiologists and reported upon in prestigious medical journals. He has sent protesters into the streets; "Dump the Hump," they chanted in Chicago. He's been scrutinized -- and cleared -- by the Federal Trade Commission, and he's the target of a lawsuit that went all the way to the U.S. Supreme Court.

And recently, Joe Camel -- along with the Marlboro man, the Virginia Slims gals and others -- helped provide the impetus for President Clinton's controversial move to sharply limit cigarette advertising in an effort to curb teen-age smoking. The tobacco industry is waging war on the plan, which includes a ban on billboard advertising within 1,000 feet of schools and would reduce tobacco ads to black-and-white text in magazines that have a youth readership of 15% or more.

Perhaps the biggest symbol in this controversy is smokin' Joe, a party-hardy dromedary with an oversized schnoz, an ever-present smirk and a cigarette that is always lighted but never seems to burn. His foes think he's sinister -- an exercise in subliminal seduction, they allege, his face fashioned after a set of male genitals. His maker says he's misunderstood, a scapegoat. (Make that scape-camel.) Whatever Joe is, one thing is certain: He's good at selling cigarettes.

For the R.J. Reynolds Tobacco Co., the maker of Camel cigarettes, Joe Camel has been a bonanza. The marketing campaign helped reverse the declining fortunes of an 82-year-old brand that the Tobacco Reporter once bluntly described as decrepit.

Los Angeles Times, August 21, 1995

That has changed in the years since Joe worked his way into America's cultural landscape, becoming a ubiquitous presence in magazines and on billboards -- as well as on T-shirts, ball caps and other products that can be acquired with phony money, known as "Camel cash," that bears the likeness of Joe dolled up, Ray-Bans and all, in a powdered George Washington wig.

Market Share Gains

Before the birth of Joe Camel in 1988, the federal government reports, an estimated 3% of teen-age smokers and 4% of adult smokers picked Camel cigarettes as their brand of choice. Five years later, the percentage of adult smokers favoring Camels remained the same, but among smokers ages 12 to 18, Camel's market share had more than tripled to 13%, prompting outrage among public health professionals and tobacco critics who say Joe Camel is proof that the industry targets young people with its ads.

"What is notable about Joe Camel is that it is incredibly obvious that they are targeting children," said Mark Pertschuk, spokesman for Americans for Nonsmokers Rights, a Berkeley-based anti-tobacco group. "It doesn't take a Ph.D. to tell you that cartoon characters on skateboards are not targeting 35-year-old professional women."

Countered Maura Ellis, an R.J. Reynolds spokeswoman: "There is nothing nefarious behind Joe Camel. Joe has been scrutinized up one side and down the other by the U.S. government and has been exonerated."

The Lure of Smoking

Underlying this pitched debate is a public health paradox: In the past three decades, as more and more evidence has accumulated linking smoking to disease, the number of adult Americans who smoke has steadily declined. But overall, the smoking population has remained the same. This is because teen-agers are stepping in to fill the gap.

"The biggest success story of the public health movement is the convincing of adults not to be enticed to start smoking," said John Pierce, a UC San Diego epidemiologist who studies the link between advertising and tobacco use. "Our biggest failure is our inability to convince our adolescents against the lures of the industry."

More than 3.1 million adolescents currently smoke, according to the U.S. Centers for Disease Control and Prevention. A long-running study conducted by the University of Michigan found that 19% of high school seniors used cigarettes daily in 1993.

That actually reflects a decline from two decades ago. In 1976, the year the Michigan study began, the figure was 28.8%. But what has public health officials so alarmed is that this steady downward trend has leveled off. It hit bottom in 1984, when 18.7% of high school seniors smoked, and has remained essentially unchanged since then.

There are various explanations. Peer pressure is certainly a factor, as is parental influence. Studies show that youths whose friends or parents smoke are more likely to be smokers themselves. Or the trend may be a reflection of what

Los Angeles Times, August 21, 1995

Michael Eriksen, director of the CDC's Office on Smoking and Health, calls "the perverse relationship between teens and adults."

Smoking has always been an act of rebellion. As more adults frown on the use of tobacco, Eriksen says, it is possible that cigarettes have become even more "attractively illicit" to teen-agers.

Then there is the advertising link, which is where Joe Camel comes in. In the past four years, researchers have compiled a mountain of evidence showing that Joe is a hit with kids.

Of six different cigarette advertising campaigns, one study found, Camel was the most familiar brand to 12- to 17-year-olds. Another found that a four-year decline in smoking among California teen-agers was reversed and replaced by an abrupt increase in 1988, the year Joe Camel was introduced in the United States. A third study found that 90% of children ages 8 to 13 named Camel when asked to name a familiar brand; only 73% named Marlboro, even though Marlboro's market share is seven times that of Camel's.

Three weeks ago, the CDC published data on "initiation rates" among adolescent smokers -- the percentage of young people who begin smoking each year. Throughout the 1980s, the rate was essentially unchanged, ranging from 4.6% to 5.5%. But there was one year that the rate jumped above 6%. That was 1988. The researcher who conducted that study, epidemiologist Michael Cummings at the Roswell Park Cancer Institute in Buffalo, N.Y., says he has a phrase for what happened: "I call it the Camel hump."

Joe's U.S. Appearance

Like so many things fashionable, Joe Camel came to the United States from France.

He made his first appearance in 1974, the creation of a British illustrator named Nick Price whose whereabouts have been lost to time. A poster used by R.J. Reynolds' French subsidiary featured "a Joe-like caricature" bursting through the front of the traditional yellow-and-white Camel pack, which features a camel marching past the great pyramids of Egypt.

In 1987, with the 75th birthday of Camel cigarettes a year away, R.J. Reynolds began looking for a way to freshen up the brand's stale image.

If Camel was to survive, it needed to compete with Marlboro, which had long been -- and continues to be -- the industry leader. Someone trotted out the French Joe, and the R.J. Reynolds people liked what they saw.

By 1988, a jazzier version of Joe was in circulation across America. For a camel, Joe began turning up in the unlikeliest of places -- on the golf course, swinging an iron dressed in dapper chinos; at a nightclub, strumming his electric guitar in a black T-shirt and blazer; in the pool hall, his red baseball cap turned backward on his furry scalp as he lined up his cue. "Smooth character," the ads proclaimed.

Three years later, Joe came out with his own line of merchandise -- tank tops, gym bags, ball caps, lighters, sunglasses, jackets in denim and suede. All are featured in the Camel Cash catalogue, free at convenience stores. In every

Los Angeles Times, August 21, 1995

pack of Camels comes a C-note -- a phony dollar bill. Joe's tank top costs 55 C-notes. Smokin' Joe's racing cap costs 175. Joe's denim biker jacket costs 490.

Critics say the ads play to the desire of young people to be hip, and they charge that the catalogue is a ploy to get youths to collect C-notes like baseball cards -- and buy more cigarettes to get them. Even Advertising Age editorialized against Joe Camel, writing in January, 1992, that the campaign "encourages youngsters to smoke" and should be dropped.

R.J. Reynolds disputes these charges, as well as the government's statistics that show a jump in sales to teen-agers.

The company itself doesn't study the underage market. "It's not a market we're interested in pursuing," Ellis said. What she does say is that Joe Camel did his job by helping young adult smokers to switch from Marlboro and keeping Camel's market share steady at its current 4.3%.

"The campaign has been successful in stopping the erosion of the brand," she said. "And at a time when the market itself is declining in size, that's good news."

Fame Among Children

One person who did not find good news in Joe Camel is Dr. Paul Fischer.

Fischer is a doctor in Augusta, Ga., who used to teach at the Medical College of Georgia. One day he took his 2-year-old son to a restaurant, where the boy picked up a straw and pretended to smoke it. "Daddy," the child told his father, "when I grow up I want to be a man. I want to drive fast cars and I want to smoke cigarettes."

Fischer was horrified. How, he wondered, could a 2-year-old living in a house of nonsmokers already be attuned to the glamour of cigarettes? And that is what drove this doctor, in 1991, to become the first medical researcher to report that Joe Camel was making quite a name for himself among America's youngest citizens.

Fischer recruited 229 children, ages 3 to 6, for a simple experiment. He created a game board that featured 22 pictures of products and a set of 22 cards with commercial images. Included was Joe Camel, although he was not pictured smoking.

When the tests were finished, Joe was in a dead heat with Mickey Mouse as the most recognizable of the 22 images -- more recognizable than the Marlboro man or the Nike symbol. Among 3-year-olds, 30% were able to match Joe Camel with a cigarette. So were 91% of the 6-year-olds -- the same percentage who matched Mickey Mouse with the Disney Channel.

At the same time, a University of Massachusetts researcher, Joseph DiFranza, was studying brand preference among underage smokers. Surveying more than 1,000 high school students and 345 adults, DiFranza found that adolescents were 10 times as likely as adults to smoke Camels. Before the Joe Camel campaign, his study showed, 1% of the students smoked Camels. At the time of his research, 33% picked Camel as their brand.

Los Angeles Times, August 21, 1995

These studies created a huge uproar when they were published in the Journal of the American Medical Assn. "Before we did this, nobody thought advertising was important," Fischer said. "But by showing that children at very young ages are affected by this, there was a 180-degree change in people's attitudes about cigarette advertising."

But the work also drove Fischer out of academia.

After his study was published, San Francisco lawyer Janet Mangini sued R.J. Reynolds in an attempt to ban Joe Camel. In turn, R.J. Reynolds sued Fischer, seeking his research files so that they could duplicate his work. (They eventually did so, finding that while 6-year-olds did recognize Joe Camel, 96% also said they disapproved of smoking.)

The Medical College of Georgia declined to defend Fischer, and after three rounds in court, the doctor was forced to turn over his notes -- minus the names of the children who were the study subjects. Today, soured on academia, he is in private practice. Mangini's lawsuit, meanwhile, is tied up in the discovery process in the wake of a Supreme Court ruling that upheld her right to proceed with the case.

Making Enemies

Armed with studies such as Fischer's, a broad array of health advocates -- including the American Cancer Society, the American Lung Assn., the American Heart Assn. and former Surgeons General Antonia C. Novella and C. Everett Koop -- asked the Federal Trade Commission, which regulates unfair business practices, to ban Joe Camel on the grounds that he appeals to an illegal market.

But last year the FTC declined, saying there was not enough direct evidence to prove that the ad campaign actually caused young people to smoke. For Reynolds, it was an important victory. But Joe Camel foes have not given up. Led by Koop, they have been gathering more evidence and were planning to ask the FTC to reconsider when Clinton preempted them.

Yet amid all the fuss over Joe Camel, tobacco foes say that the Marlboro man is actually much more effective at reaching young people, probably because Philip Morris Inc., the maker of Marlboro, spends at least twice what R.J. Reynolds spends on advertising and promotions.

"People always talk about Joe Camel, and Joe Camel is the most blatant, outrageous act we have seen in recent years," said Matthew Myers, lawyer for the Coalition on Smoking OR Health. "But if someone were to get rid of Joe Camel and not get rid of the Marlboro man, you wouldn't be touching the problem."

All of which leaves Ellis, the Reynolds spokeswoman, baffled.

"Our share of media coverage in the last five years is way out of proportion to the size of the brand," she said. "Our chairman, Jim Johnston, has said from the very beginning that if we can find evidence that Joe is causing kids to smoke, we will withdraw him from the marketplace."

Some suggest that may already be occurring -- perhaps because of pressure

Los Angeles Times, August 21, 1995

from tobacco foes, perhaps because, after seven years of selling cigarettes, Joe is getting a little bit tired. Around Los Angeles, Joe no longer looms over every street corner as he once did. Recently, the Wall Street Journal wrote an article suggesting Joe had been quietly demoted.

Not so, Ellis insists. She says a 50-foot mural of Joe just went up in Manhattan's Times Square, and, despite the controversy, there are no plans to ship him off to that great barnyard in the sky. Joe's low profile, she asserts, is nothing more than a strategy to keep the competition guessing.

"Sometimes you see Joe by himself, sometimes you see Joe with others, sometimes you don't see Joe at all. I'm not telling anybody what we are doing with Joe Camel. But we are not leaving Joe."

(BEGIN TEXT OF INFOBOX / INFOGRAPHIC)

Teen Smoking Trends

Researchers believe teen-agers, more so than adults, are swayed by tobacco advertising, in particular the Joe Camel campaign. The following chart compares brand preferences in 1989 -- when Camel spent \$27 million on advertising and Marlboro, the industry leader, spent \$102 million -- to preferences in 1993, when Camel spent \$43 million and Marlboro spent \$75 million.

	Brand preference, ages 12 to 18		Overall market share	
	1989	1993	1989	1993
Marlboro	68.7%	60%	26.3%	23.5%
Camel	8.1%	13.3%	3.9%	3.9%
Newport	8.2%	12.7%	4.7%	4.9%
Winston	3.2%	1.2%	9.1%	6.7%
Kool	1.0%	1.2%	5.9%	3.0%
Salem	1.5%	1.0%	6.2%	3.9%
Benson & Hedges	1.4%	.3%	3.9%	2.5%

Source: U.S. Centers for Disease Control and Prevention

GRAPHIC: Photo, Joe Camel, the dude with attitude, helped provide impetus for President Clinton's controversial move to sharply curb tobacco advertising. ; Photo, ADVERTISING: Joe Camel, the Camel cigarette character, has become a focus for debate over whether tobacco ads are luring young people to smoke. ; Table, Teen Smoking Trends / Los Angeles Times ; Drawing, Teen Smoking Trends / Los Angeles Times

LANGUAGE: ENGLISH

LOAD-DATE: August 22, 1995



Senior Corps

Retired and Senior Volunteer Program

What is the Retired and Senior Volunteer Program (RSVP)?

The Retired and Senior Volunteer Program (RSVP) helps people age 55 and older find service opportunities in their home communities. RSVP volunteers serve from a few to over forty hours a week in organizations that range from hospitals and youth recreation centers to local police stations and education facilities. RSVP involves seniors in service that matches their personal interests and makes use of their skills and lifelong experiences.

How does RSVP benefit communities?

RSVP volunteers provide hundreds of community services, ranging from tutoring at-risk youth to planning community gardens to setting up computerized information systems for community health organizations. Through such efforts, RSVP is meeting needs that strained local budgets cannot afford.

How does RSVP operate locally?

Local public and private nonprofit agencies receive grants to sponsor and operate RSVP projects in their community.

What organizations are eligible for RSVP assistance?

A wide range of community organizations may apply to be RSVP volunteer stations. Organizations interested in RSVP assistance should contact their area RSVP project (listed in telephone directories) or call the toll-free Senior Corps information line: 1 - 800 - 424 - 8867.

Who can participate in RSVP?

RSVP participants must be at least 55 years of age. Interested applicants should call their area RSVP project office or the Senior Corps information line. Project directors will meet with applicants to discuss interests and service opportunities.

What is the National Senior Service Corps?

The National Senior Service Corps (Senior Corps) is a network of federally-sponsored programs that helps Americans age 55 and older find opportunities to address community needs through service. In addition to the Retired and Senior Volunteer Program, the Senior Corps includes the Senior Companion Program, through which seniors visit elderly people who need assistance with simple chores and errands in order to live independently, and the Foster Grandparent Program, which provides opportunities for seniors to help community organizations meet needs of children and youth.

Together, these programs involve over one half million seniors in service at tens of thousands of sites across the country. Foster Grandparents and Senior Companions meet income eligibility requirements, serve 20 hours per week and receive small stipends.

What is the Corporation for National Service?

The federally-funded Corporation for National Service offers opportunities for Americans of all ages and backgrounds to make their communities safer, healthier and stronger through service. In addition to the National Senior Service Corps, the Corporation oversees AmeriCorps (the new domestic Peace Corps) and Learn and Serve America programs for students.

Retired and Senior Volunteers Provide Services Worth Millions

- Participants of the Retired and Senior Volunteer Program (RSVP) provide over 85 million hours of service annually to communities across the country. The value of this service is about \$1 billion and represents a 29-fold return on the federal dollars invested in RSVP. The federal cost of a RSVP volunteer is less than 45 cents per hour of service.
- Over 455,000 RSVP volunteers serve through more than 65,000 public and private nonprofit community organizations.
- RSVP's FY 1995 federal budget of \$35.2 million was matched with \$38.9 million contributed by states and local communities, demonstrating broad support for RSVP across the country. This represents a nonfederal match of 111%, or over \$1 for every federal dollar invested.
- RSVP volunteers (70% of whom are over age 70) serve over 750 projects sponsored and managed by local nonprofit agencies in all 50 states, the District of Columbia, Puerto Rico and the Virgin Islands. Several of these projects are supported totally by nonfederal funds.

Estimated values of service come from the Independent Sector, a Washington, D.C.-based organization that studies American volunteerism.



June 1996

**Senior Corps information: 1 - 800 - 424 - 8867
TDD Line: 1 - 800 - 833 - 3722**

The First National Senior Service Corps Training Conference
Celebration Dinner

July 15, 1996----7:30 PM-9:30 PM
Sheraton Washington Hotel

Welcome to the National Senior Service Corps Celebration Dinner. Tonight we celebrate the accomplishments of the last thirty years and honor some of the thousands of people who have contributed to the success of the Foster Grandparent, Senior Companion and RSVP programs over the years. We also look to the future and celebrate partnerships that will assure that the National Senior Service Corps is a vital force in Renewing America over the next thirty years.

Congratulations to all of the Project Directors who provide the leadership and support that make it possible for nearly 500,000 seniors to serve their communities every day through the Programs of the National Senior Service Corps.

Invocation
?

Hosts

Harris Wofford, CEO, Corporation for National Service
Jim Scheibel, Director, National Senior Service Corps

Master of Ceremonies

J.C. Hayward, News Anchor, WUSA, Channel 9

Volunteers from the Foster Grandparent, Senior Companion and RSVP programs, and representatives of the National Senior Service Corps Project Directors Associations will assist Harris Wofford and Jim Scheibel in making presentations to tonight's honorees.

The First National Senior Service Corps Training Conference *Celebration Dinner*

The First National Senior Service Corps Training Conference *Celebration Dinner*

HONOREES

The Honorable Sargent Shriver

Sargent Shriver has been with the programs of the National Senior Service Corps since their beginning, when he was appointed by President Lyndon Johnson in 1964 to direct the Office of Economic Opportunity. That same year, Sargent Shriver created the Foster Grandparent Program, along with many other high quality, time-tested government programs like VISTA and Head Start.

Sargent Shriver's entire life has been committed to service, from his role as the first director of the Peace Corps in 1961 to his current position as chairman of the board of the Special Olympics International, which he has held since 1990. In between, he has served as Special Assistant to President Johnson (1965-1968), U.S. Ambassador to France (1968-1970), Chairman of Congressional Leadership for the Future (1970), Vice-Presidential candidate with Senator George McGovern (1972), and President of the Special Olympics (1984). In 1994, he was awarded the Presidential Medal of Freedom, the nation's highest civilian honor, for his lifetime of service.

Shriver is involved in many associations, including Friends of VISTA, which he co-chairs, the National Catholic Conference for Interracial Justice, the National Interreligious Task Force on Soviet Jewry, the Navy League, the Veterans of Foreign Wars and the Knights of Columbus.

His awards include Veteran of the Year (1956); James J. Hooey Award, Catholic Conference for Interracial Council of New York (1958); Lay Churchman of the Year (1963); National Father of the Year (1964); Notre Dame Patriotism Award (1965); National Brotherhood Award (1966); Hannah G. Solomon Award, National Council of Jewish Women (1972) and The Order of the Smile (1989).

He currently focuses his efforts on the Special Olympics International, which provides sports training and competition programs for people with mental retardation. Since Sargent Shriver has been Chairman of the Board of the Special Olympics, the number of international programs has grown from 80 countries to more than 125 today.

Sargent Shriver's lifetime of service reflects his deep commitment to service as a way of life. He put his belief in service to words when he said, "Serve, serve, serve, because in the end, it will be the servants who save us all."

The First National Senior Service Corps Training Conference

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The Honorable Rick Lazio

Congressman Rick Lazio (R-Brightwaters) was first elected to represent the Second Congressional District of New York in November 1992. He was reelected to a second House term with 68 percent of the vote, the largest percentage in the history of the district.

Congressman Lazio is chairman of the House Banking Subcommittee on Housing and Community Opportunity. His subcommittee has jurisdiction on a broad range of housing, insurance and community development issues vital to New York and the nation. As housing chairman, Congressman Lazio is responsible for leading congressional efforts to reform housing and community policies as we enter the 21st century. Indeed, the President has signed legislation authored by Congressman Lazio to extend and broaden a federal reverse mortgage program allowing seniors to maintain and improve their quality of life.

Across the nation members of the National Senior Service Corps family associate the name Rick Lazio with the Congressman who stood up on the House floor and argued against cutbacks in the Foster Grandparent, Senior Companion, and RSVP programs. Because of his leadership, nearly \$14 million in funds were restored to RSVP, Foster Grandparents, and Senior Companions. Without the Lazio amendment, the budgets for the three Senior Corps programs would have been slashed by 15 percent.

Congressman Lazio is an eloquent spokesperson for the Senior Corps programs. In speaking on behalf of his amendment, Congressman Lazio said: "These programs, which have been incredibly successful, have brought much needed help to communities across America and provided service opportunities to almost half a million older Americans. The seniors throughout our country represent a huge resource which we must not ignore. We need to realize that senior citizens are an essential part of the solution to many of today's toughest social problems. These programs meet vital community needs that would simply go unmet without them. My amendment restores most of the money for these vital programs, and continues to utilize America's seniors in valuable community service."

Congressman Lazio graduated from Vassar College and earned his law degree from American University. He is a former prosecutor with the Suffolk County District Attorney's Office, and before serving in Congress, was twice elected to the Suffolk County Legislature. He resides in Brightwaters, Long Island with his wife Patiricia and their two daughters, Molly Ann and Kelsey.

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Janet Sainer

Director of Original RSVP Project

Janet Sainer is often called the founder of RSVP because of her role as project director of SERVE, a three-year demonstration project in Staten Island, New York, that was the forerunner to the Retired and Senior Volunteer Program. SERVE began in 1967, providing 642 volunteers to 27 community agencies. In addition to meeting the needs of the diverse communities of Staten Island, SERVE provided important information about the motivations of volunteers, the importance of matching volunteers' skills and talents with unmet community needs and the resulting improvements that service makes in quality of life, not only for those being served but for the volunteers as well.

Janet's in-depth study of SERVE provided the first detailed information about senior volunteerism. Her research showed that seniors are willing and able to volunteer regularly if agency needs are real and apparent, if appropriate volunteer assignments are available, and if staff leadership is present on an ongoing basis. The study also found that people well past the age of retirement not only volunteered to serve but had excellent attendance and a high retention rate, that most SERVE volunteers functioned consistently and well despite health difficulties or limitations and that non-traditional volunteers of low socioeconomic status who have never volunteered before can be recruited and retained.

As a result of the SERVE experience, the Committee on Aging of the Community Service Society of New York made several recommendations which laid the foundation for RSVP, including that the 1971 White House Conference on Aging should recognize and adopt as a national policy the responsibility of society to provide older Americans with a wide choice of retirement roles, including the opportunity to serve their communities as volunteers.

Janet later served as one of the first 11 RSVP project directors. She also served for 12 years as the Commissioner of the New York City Department of Aging as part of the Koch administration. She currently is a special consultant with the Brookdale Foundation Group.

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Arthur Garson

founder, RSVP International

On his 70th birthday, Arthur Garson gave himself a present: a gift of \$70,000 to begin RSVP International. That was in 1984. Since then, RSVP International has expanded the Retired and Senior Volunteer Program beyond the borders of the United States and into 36 countries on six continents.

RSVP International volunteers provide a wide range of services, including maintaining trees in newly planted rain forests in Peru, helping students with their reading skills in Australia, staffing an Independent Living Advice Center for seniors in Malta and repairing museum artifacts in Costa Rica.

Garson's commitment to productive aging began long before RSVP International. He played a key role in the development of RSVP in the United States as well. In 1967, as chair of the Committee on Aging for the Community Service Society of New York, he helped lead a research and demonstration project on Staten Island that was to become the predecessor for RSVP. SERVE, Serve and Enrich Retirement by Volunteer Experience, involved more than 600 men and women engaged in service ranging from nurturing retarded babies and tutoring school children in reading to assembling medical kits for the Red Cross Bloodmobile and restoring books for libraries serving low-income neighborhoods.

The success of SERVE led the U.S. Senate to invite SERVE volunteers to speak before hearings in 1967 and 1969 of the Special Subcommittee on Aging of the Committee on Labor and Public Welfare. The hearings further stimulated interest on the Hill in the model project, which in turn led to Congressman Ogden Reid of New York and Congressman John Brademas of Indiana to jointly introduce a new Title VI of the Older Americans Act which established the Retired Senior Volunteer Program. The legislation was signed into law by President Nixon in October 1969.

Garson remained active in the senior service movement throughout the 1970s and 1980s. Today, Garson is president of the board of directors of RSVP International, but also remains busy as president and chairman of the Lovable World Trading Co., Inc. in New York City.

Arthur Garson has greatly influenced the way we understand senior service with his years of influence. The National Senior Service Corps offers him the greatest gratitude.

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Alabama NSSC Directors Association

In 1981 the Alabama Association of RSVP Project Directors developed a proposal requesting state funding of their projects to supplement their federal budgets. During budget negotiations the funding was also extended to the state's Senior Companion and Foster Grandparent projects, marking the start of a collaboration among Senior Corps programs in Alabama which continues to this day.

As a result of the 1981 legislation, state funding flows through the Alabama Project Directors Association, which assesses each project several hundred dollars in administration fees for processing the funds.

Through the Association, the three programs also have worked together to secure other government funding. The Senior Corps' 37 Alabama projects receive a total of over a quarter of a million dollars annually from the state budget to cover costs related to volunteers. Since the late 1980s, the Association has received between \$60,000 and \$120,000 annually from the Governor's Office of Drug Abuse Policy to establish several programs, including a mentoring program in public housing and a "Peer Pals" Program that trains seniors in drug abuse and misuse. The funds have also been used to conduct intergenerational workshops at various sites statewide.

The Alabama Project Directors Association also contracts with the Internal Revenue Service for Tax Counseling for the Elderly services, receiving a total of \$57,000 in funds directly from the IRS each year. The money funds tax counseling programs at six RSVP projects, while another three RSVP projects in Alabama have applied for and received additional money directly from the IRS.

The association is now seeking Medicaid waiver funding, and hopes to soon venture into the arena of private sector funding. Project directors have taken the first step toward seeking private sector support by incorporating the association as a 501(c)(3) organization.

The National Senior Service Corps recognize the Alabama NSSC Directors Association for generating ideas and strengthening state communication within the national service network

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Dawnia Clements
Director, FGP/SCP of Alaska

Innovation is a way of life for Dawnia Clements and FGP/SCP of Alaska. Building partnerships in the Native Alaskan communities requires that the challenges of distance, cultural difference and special needs be met creatively, utilizing all the resources of the small villages. Through 16 years of successful strategizing for funding, FGP/SCP of Alaska have received a grant of \$50,000 per year for three years to provide outreach to an indigenous community. The funds will be applied directly to Senior Corps programs in North Slope Village, a remote location undergoing profound changes in way of life. The grant will be used to recruit and train six elders from the community. Each will serve 20 hours a week in their own village. The seniors act as classroom resources, providing the important link between the past accomplishments of the Native Alaskan community and the students' futures.

FGP/SCP has already made changes in rural native villages like North Slope. Elders hold a respected place in the cultural tradition. They pass on language, customs and Arctic survival skills. One FGP leads winter survival expeditions of valuable use to children and teens without parent figures. During "Spirit Days," the seniors and the youth travel for three hours up river to camp, enjoy traditional meals, share histories, and learn from one another. At the last gathering, one senior expressed the purpose of the program. "You young people look at me and you say who is this old man? He has no value. He cannot read. He cannot write. He has no teeth," he said. "But I can tell you who you are."

The key to intergenerational work with native communities is understanding, says Dawnia. "These people are in a time of cultural transition, with one foot rooted in tradition and the other in modern technology and it's a conflict. We want to build cultural pride through reinforcing the history. We cannot tell them what to do. We have a concept and we recognize the needs but we let the native community identify their problem and how to best go about solving it," she says. Dawnia's project area spans 12,000 miles of the Alaskan outback, where the lack of road makes transportation between Senior Corps sites impossible by any other means than costly jet travel. A portion of the awarded funds will allow FGP/SCP members to bridge this distance through use of ARCO's airplanes.

Developing productive partnerships between big business and native communities in Alaska has required years of dialogue addressing the unique challenges of the region. Dawnia has given presentations state-wide to corporations on the work of Senior Corps. National Senior Service Corps recognizes Dawnia Clements of FGP/SCP Alaska for creatively pursuing the necessary funding to meet the needs of native communities and building long-standing partnerships with business. Dawnia has brought senior service and corporate responsibility together.

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Trudy Gaskins

Executive Director, RSVP of the Capital Region, PA

A year ago, several community groups had established mentoring programs in the Harrisburg, PA area. A need for intergenerational service opportunities had been identified by RSVP of the Capital Region, and lead to an educational project between students and seniors called Summer Horizons. Trudy Gaskins, the Executive Director of RSVP of the Capital Region, saw the chance for coalition among groups who were already engaged in mentoring. In conjunction with RSVP, Cities in Schools, Big Brothers/Big Sisters, and Visions formed the Dauphin County Mentoring Association.

The coalition of these organizations into the Dauphin County Mentoring Association is inspiring a pooling of resources in three counties. It provides a forum for mentoring partnerships that promote discussion, learning and collaboration among the organizations. The association provides consultation and training to improve the programs, and has set standards including certification and an ongoing review of program operations. The association will create a library to contain resource materials for mentoring initiatives, and a newsletter will continue to stimulate partnerships and successful approaches. A key objective of the Mentoring Association is creating leadership that will support the programs far into the future.

RSVP has played a substantial role in the Mentoring Association as a founding partner. Trudy calls intergenerational mentoring a "pact" between the seniors, youth and the community at large. Providing models for worthwhile mentoring projects, and devising partnerships that address community needs are the tasks of RSVP within the association. The expansion of RSVP's work through collaboration with other mentoring programs makes possible greater impact, relevance and longevity.

The initiative to partner with community mentoring groups, and to expand, has led to partnerships with local businesses. Many have mentoring programs of their own. Trudy's vision of partnership with all aspects of the community, including the private sector, has led to a \$45,000 grant from the Whittaker Foundation to support the association.

The National Senior Service Corps recognizes Trudy Gaskin's contributions to standards for mentoring that lead to increased community involvement and strengthening impact. The infrastructure of resources, networks, and encouragement that she has helped to create with RSVP of the Capital Region and the Dauphin County Mentoring Association has inspired a new approach to partnerships and effective mentoring.

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Lillian Smith Madarchik

Director, RSVP El Paso, TX

At the age of 80, Lillian Smith Madarchik is one of the nation's leading advocates of senior service. She has pioneered the work of RSVP in the environment, and radically changed perspectives on aging in the process. Last year Lillian was named Director of RSVP El Paso after seven years as a Program Specialist, and ten as a volunteer. Known as the "Voice of RSVP" in her community of El Paso, TX, she has broadcasted a weekly radio show for several years. Lillian's determination, media savvy, and dedication to intergenerational service has helped to make RSVP of El Paso one of the largest RSVP programs in the country, with over 2,000 volunteers at 146 different sites.

Lillian coordinated the first national pilot project for senior volunteers to help protect ground water. Widespread interest in the program prompted her to write "Volunteers and the Environment: How-to Manual for Ground Water Protection Projects," now in its second printing and recently translated into Spanish. The groundwater protection project, funded in part by the U.S. Environmental Protection Agency, has been replicated throughout Texas and in several other states. New projects in Oregon, California, New York, Florida, and Ciudad Juarez, Mexico are beginning this fall. The project has been instrumental in recruiting seniors with special talents and professional backgrounds, as well as demonstrating the adaptability of seniors' skills to the skeptics like environmental specialists. "In the workshops and conferences when I spoke, they sat with crossed arms and dared me to prove it could work," says Lillian.

Lillian is now developing Project MEDS, a volunteer effort to prevent prescription drug misuse among older people. It is estimated that over 20% of hospital admissions of people over the age of 65 stem from drug misuse. MEDS has presented information on proper medicine use to 1500 seniors, and provides printout evaluations of medications. Health screenings, and immunizations have also been given. MEDS is bilingual, computerized, and driven by volunteers who have been trained by community MD's, nurses and pharmacists. It has initiated community participation and partnerships, as well as providing funding for outreach in health education and free services to senior citizens of moderate and low incomes.

Lillian continues to host a half-hour public radio show called "Senior Junction" and co-hosts the TV interview show, "Mature Living." The National Senior Service Corps recognizes Lillian Smith Madarchik, the "Voice of RSVP," for her vision of senior-led initiatives. Her work has expanded the meaning of senior service and affected the lives of thousands of seniors, who in turn have changed hundreds of communities for the better.

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Margaret McCarthy
RSVP of Greater Cleveland, OH
in progress

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John Pribyl

Minnesota SCP Statewide

John Pribyl was one of the first Senior Companion project directors. He now manages Minnesota's statewide SCP program. His vast knowledge of the program, his innovation in developing new volunteer stations to meet changing SCP needs of the communities in the state of Minnesota, and his dedication has been an inspiration to all.

John is an SCP leader and innovator. He developed some of the first in-home placements, helping the program remain on the cutting edge of critical needs through developing a service that helps people remain living independently at home and avoiding institutionalization.

John has served as a strong project leader. He works closely with his volunteer stations to ensure that they are fully committed to the program, that SCPs perform important, needed services and that they are of the highest quality. He is actively involved in promoting the Senior Companion Program, both locally and nationally. John has worked with leaders in Minnesota's public and private sector to build financial support. His efforts have ensured a strong base of state appropriated and other funding for all three Senior Corps programs in Minnesota.

John has also played a major role in developing the Senior Companion Program's role in obtaining Medicaid waivers from individual states. His project now has 20 volunteer service years supported with Medicaid dollars.

John also started the National Association of Senior Companion Project Directors, then served the first six years as its president. Even during the times when he wasn't holding the association's presidency, he remained involved and continued to influence policy and to develop the program nationally and at home. Today he is again the Association president. He has always been a model and mentor to other project directors as they develop their own projects.

John Pribyl has led the National Association of Senior Companion Project Directors by the strength of his commitment to the purpose of SCP, his dedication to excellence, his personable approach to people and problems. We recognize John because he continually and consistency brings out the best in us all.

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Earl R. Tuers Jr.
Project Director, RSVP of Tulsa, OK

The last three decades have marked a steady increase in productivity for RSVP of Tulsa, OK. In the 24 years since Earl Tuers became Project Director the program has boomed from 38 volunteers and ten stations to 330 stations and 4,329 volunteers. RSVP of Tulsa is one of the largest in the country, and continues to set a pace for RSVP programs nation-wide. Earl has played a significant part in RSVP of Tulsa's transformation from small, centralized program to an incorporated, service initiative drawing resources from five counties.

The expansion of RSVP of Tulsa has been steady since Earl's arrival. His emphasis on a strong advisory council has been influential in sustaining both the interest of non-federal funders and the support of community groups. The advisory council has led its' committees to extend RSVP's impact. Advisory council members are selected for their special skills, such as recruitment, business contacts or training experience. Advisory council members also work closely with a small board of directors, who operated under the principle that change is the only constant. The board's willingness to take chances has been a key feature in their success.

Earl has recruited seniors from all areas of the Tulsa community. He has made particular efforts to include professional seniors by establishing service opportunities that utilize their special skills. Since 1985 the Retired Professional Volunteer component of RSVP of Tulsa has provided consulting services to more than 40 governmental and non-profit organizations each year, including ventures that enhance the city's economic development. Volunteer accomplishments include developing a route for hazardous waste through the city, consulting on architectural and space utilization, providing engineering advice, reviewing marketing plans, leading strategic planning sessions, and conducting audits. By increasing the opportunities available to professional seniors, Earl has increased the level of interaction between seniors and the professional community in the process.

Earl has also been a leader in RSVP's movement to strengthen its national network. He has been a past president of the National Association of RSVP Directors and remains an active board member. He has been actively involved in senior service at the state level as well, where he serves as a leading member of the Oklahoma Governor's Commission on Community Service.

Earl Tuers has dedicated his life to the advancement of service opportunities for seniors. The National Senior Service Corps recognizes him as a leader in his community and in the national movement to increase the visibility and productivity of senior citizens.

The First National Senior Service Corps Training Conference

Celebration Dinner

The National Senior Service Corps extends its appreciation to the more than 100 volunteers who contributed their time, skills and enthusiasm to the National Senior Service Corps 1996 Training Conference.

The Conference Volunteer Team includes:

National Senior Service Corps Volunteers serving in the following programs:

The Foster Grandparent Program of Washington, D.C., Constance Todd,
Project Director

The Foster Grandparent Program at the Department of Juvenile Services,
Baltimore, Maryland., Ola Jackson, Project Director

The Retired and Senior Volunteer Program of the National Capitol Area,
Washington, D.C., Gwendolyn Coleman, Project Director

The Retired and Senior Volunteer Program in Baltimore City, Baltimore,
Maryland, Catherine Watson, Project Director

The Senior Companion Program of Washington, D.C., Carol Page, Project
Director

Corps members from ***AmeriCorps*National Civilian Community Corps***, Perry
Point, Maryland, Jon Underwood, Perry Point Campus Director

AmeriCorps*VISTA volunteers serving community agencies in the Washington
Metropolitan Area

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Staff from the ***Corporation for National Service Headquarters Office***,
Washington, D.C.

We are proud to have you on our team.

The First National Senior Service Corps Training Conference

Celebration Dinner

The National Senior Service Corps gratefully acknowledges the following businesses and corporations who generously provided financial support and goods to help support the NSSC Conference Volunteer Team:

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Caterpillar, Inc., Peoria, Illinois for financial support

Your commitment to our efforts is inspiring. Thank you for joining in the spirit and the promise to renew America through senior service.

Harris Wofford
Renewing America Through Senior Service
July 15, 1996

DRAFT

We gather today at a defining moment. The needs of the nation are growing. Government at all levels is cutting back. We have problems that only citizens can solve. What are we going to do about it?

We know the challenge is greater than it's ever been. There is so much to do, to make our schools better, our people healthier, our streets safer, our environment cleaner.

If the era of big government is over, then the era of big citizens must begin. If we're not going to have programs to create a Great Society, then we'd better have Great Citizens, who can act on the problems that are mounting and festering in our midst. All of you are pointing the way.

To meet our challenges, we must unleash citizen power on a scale unlike anything we've ever seen before. We must crack the atom of civic power and release that power to get things done that need to be done in our country. That is what all of you -- and the Corporation for National Service -- is all about.

Above all, we must tap the power and resources of 50 million older Americans, who bring to service what no other age group can --- a lifetime of skills and experience as workers, parents and citizens.

Over the last three decades, your programs -- Foster Grandparents, Senior Companions and RSVP -- have done just that. You've shown that senior service works, that it's a proven problem solver. That older Americans are a tremendous resource, not a drain on society. A talent to be tapped, not a problem to be solved. You've redefined what it means to be successful in the later stages of life.

I salute you for all of this and so much more. Day in and day out you are on the front lines, working with agencies and volunteers, making the magic link between problems to be solved and people willing to help. I am proud and the President is proud of the extraordinary work you do. Give yourselves a round of applause!

But this gathering is about looking ahead, not looking back. And looking ahead we see not only a great and growing need for senior service, but an amazing opportunity. More people are living longer than ever before. Will we have the vision and organization to harness this energy?

Deep in my heart I believe we will. I believe the best is yet to come. If we are smart enough, if we are bold enough, if we work hard and we work together, there is no limit to what we can accomplish.

When Martin Luther King won the battle to get the vote and civil rights, he did not stop there. He did not rest. Instead he raised his sights to the bigger mountain of race and class and urban problems. We too must find the next higher mountain to climb. Our souls cannot rest until we meet the full challenge that is waiting for us.

Why now? you might ask. Why this new push for impact and results?

American communities are in serious disrepair. As the needs of the nation grow, so must our capacity to meet those needs. As problems continue to mount, so must our ability to solve them. To do our duty, we must be more inventive, more efficient, and more effective than ever before.

We are operating in a different climate from when these programs were started 20-30 years ago. We face obstacles that didn't exist then. Decades of cynicism about government. A watchful Congress which holds us to high standards of success. A budget deficit of a size unimaginable in the sixties. Against this backdrop, we must take senior service to a higher level.

To guide us through this changing world, I want to give you five principles for the Senior Corps of the 21st century. These principles build on the excellence of the past thirty years, but chart new directions for a future that is bright and full of possibility. Holding on to them will not always be easy. But little that is worthwhile ever comes easy.

First, strive for excellence and impact in everything you do. If there is one idea I want you to take back with you, it is impact. Community impact. Getting things done. It's our mantra and our mandate. The results of service must have a lasting effect.

In the past, we've emphasized the "senior" in "senior service"-- the benefits that come from keeping seniors productively engaged. Without sacrificing any of that, we are now shifting more emphasis to the "service" side -- how projects meet community needs. This evolution in our vision requires new standards. Instead of asking "How many volunteers served?", we will ask, "What difference did we make?" Our currency will not be volunteer hours but children immunized, reading scores raised, neighborhood watch groups formed.

A key part of this effort is better assessing community need. We should know as much as possible about our communities to direct our resources in the smartest way. Use your Advisory Council, your United Way, and other resources to sharpen your focus.

If service is a strategy we have to be more strategic. That means drawing on lessons from the private sector, encouraging quality through evaluation and being tougher on ourselves. Every project must have a demonstrable impact on the community. Every dollar must be spent wisely.

We recognize this shift will not happen overnight. But change is essential if we are to meet our challenges, keep our competitive edge, and make our case for government funding.

Second, grow opportunities to serve. Nearly a half million seniors are in our universe today. The White House Conference gave us the charge to double that by the year 2000. I will do everything in my power to reach that goal, and the President joins me in that commitment. In each of the last three years he has requested significant increases for your programs.

The aging of America gives us a head start. But we can't assume that more seniors will serve because of demographic changes alone. We have to make it happen, by strengthening our programs and expanding our capacity. As we grow, let's keep in mind our first principle -- impact. It's not numbers for the sake of numbers, but making a difference that counts.

Growing service means practicing what we preach. We preach that everyone can be great because everyone can serve, that it is more blessed to give than receive. But too often we overlook the obvious -- asking the people we serve to volunteer themselves. Spread service to those you serve.

Senior service does not begin or end with the Senior Corps. Our vision is much larger -- to make service the common expectation and experience of every older American. To achieve that vision, we must step outside our programs. We should be a model, an inspiration and a catalyst for unleashing the service of millions of older Americans.

Third, seek out private sector support. Engaging millions of seniors in service is a towering task. We know the public sector will not be able to do it alone. That is why we are convening this afternoon a National Leadership Forum on Senior Service to bring

together leaders from business, nonprofits, and government to find new ways to grow senior service.

To weave service into the fabric of American life, we'll have to keep government costs down and community support strong. That means reaching out to local businesses and foundations. Business has a vital stake in your future. Your programs make communities safer and healthier places to live and work. We know our product works -- we just have to make the sale.

Fourth, forge and strengthen relationships. Our future, like our past, depends on relationships. To achieve our vision, we must collaborate.

Each of your programs has a unique identity and a proud history. But you are also part of a larger whole, a whole much greater than the sum of its parts. Not just the other programs of the Corporation -- the half million students in Learn and Serve America, and the 25,000 Americans making a full-time commitment in AmeriCorps -- but the much larger family of service outside the Corporation -- the AT&T Telephone Pioneers, the 23,000 Bank of America retirees, the Junior Leagues and Kiwanis and Rotary and all the civic clubs and neighborhood organizations that are so important in our communities.

When you go back, I urge you to seek out these other streams of service. In every community we must find the streams that are often working separately and bring them together. Only then will we will form a river deep and mighty enough to sweep away our most urgent problems.

Fifth, communicate our success. Senior service is still one of the best kept secrets in America. Let's not keep it that way. Spread the word. Make the Senior Corps a household name. You may know what a great job your project is doing, but does your Member of Congress? The editor of your local paper?

We are living at a time of profound change in information and technology. The information superhighway opens up opportunities we never had before. We must embrace these technologies to advance our goals.

As we look around America, we know that every problem we have has been solved somewhere. We need to find the pilot programs that are working and make them contagious. What is the pilot of a furnace supposed to do? It is to ignite the whole furnace. The Senior Corps has started all kinds of pilots, and now our job must be to ignite the whole.

Conclusion: We stand at the edge of a new frontier of senior service. We have the largest and most vigorous group of seniors in our history. If we can tap their talents, we can achieve the society for which we all hope and dream.

I have given you five principles to guide us. Achieving impact. Growing service. Seeking private support. Collaboration. Communication. These are the pillars to build the Senior Corps of the 21st Century. Holding to these principles will not always be easy. But the degree we hold to them will determine our legacy. That legacy should be nothing less than rekindling the spirit of service that is the essence of America.

As we make this historic shift, you should know that you will not be alone. The Corporation will be with you every step of the way. You should also know that we need you to be here for us. We need you to tell us what is working and what is not. We can crack the atom of senior power. We can renew America and improve the quality of life of all of our people. We can do it all if we do it together. Lead us there. Help us there. The best is yet to come.

Now it is my great pleasure to introduce someone who knows a lot about where we are headed in the 21st century. Jeremy Rifkin is the author of thirteen books on the impact of technological change on the economy, the workforce and society, including his most recent book, The End of Work. His connection to service goes back to 1968, when he spent a year in New York as a VISTA volunteer. As the Founder and President of the Foundation on Economic Trends, he frequently testifies before Congress and lectures at universities around the world. The National Journal has named him one of the 150 most influential people in shaping federal policy. I'm sure glad he is on our side. Ladies and gentleman, Jeremy Rifkin.

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RENEWING AMERICA

Through Senior Service

July 14-17, 1996 Washington, DC

THE FIRST NATIONAL SENIOR SERVICE CORPS TRAINING CONFERENCE

SHERATON WASHINGTON HOTEL ■ WASHINGTON, DC

FOSTER GRANDPARENT PROGRAM

RETIRED AND SENIOR VOLUNTEER PROGRAM

SENIOR COMPANION PROGRAM



CORPORATION
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SENIOR CORPS

Senior Corps: America's smart investment

The Senior Corps involves one half million older Americans in service to thousands of communities across the country. Like all good investments, the

Senior Corps demands results. Examples of how the Senior Corps directly affects our communities follow:

- Retired and Senior Volunteer Program (RSVP) volunteers in Camp Springs, Maryland, review over 5,000 state and federal income tax returns for seniors each year through a local tax counseling program.
- In Lebanon, New Hampshire, RSVP volunteers teach decision-making and life skills to prisoners. With RSVP's help, recidivism has decreased by 40% and the county has saved \$375,000.
- During the 1993 Midwestern floods, RSVP volunteers in Missouri drove more than 54,000 miles to take people who were stranded to and from medical appointments.
- Every year in Clarksville, Tennessee, five Foster Grandparents at the Blanchfield Army Hospital outpatient clinic save an estimated 200 hours of doctors' time by assisting in over 800 appointments.
- Last summer, Senior Corps Members helped stop crime across the country by starting over 900 block watch, citizen patrol and victim assistance programs as well as new police mini-stations.
- This year, RSVP volunteers in Snohomish County, Washington, tutored 800 immigrants from Asia, the Middle East and Eastern Europe.
- Birmingham, Alabama's Senior Companions are part of a health care network that enables more than 100 of its frail elderly citizens to live independently.
- RSVP volunteers provide Bakersfield, California, with more than 92,000 hours of community service each year. They work with veterans, homebound adults, abused children and the homeless and are involved in drug prevention, literacy and environmental protection projects.
- In Provo, Utah, last year 156 RSVP volunteers worked with 1,500 at-risk children. Next year, they will double that number and, ultimately, help 10,000 children by the year 2000.
- RSVP volunteers of Wake County/City of Raleigh, North Carolina, have donated 1.8 million hours of service since 1973. The cost per service hour has consistently remained below \$1.25 and nonfederal funding has totaled more than \$500,000.
- In Bloomington, Indiana, RSVP volunteers work with local sheriff and police departments to start crime watches, produce educational materials regarding safety and train seniors to do home security surveys.
- In Las Vegas, Nevada, more than 400 frail elderly people are able to remain living in their own homes because of the assistance of Senior Companions.
- RSVP service in Austin, Texas, is valued at almost \$3 million dollars each year. Since RSVP volunteers have been helping feed and protect the baby swans that live in the area, the waterfowl population has increased by 40 percent.
- By helping seniors maintain independent living, Senior Companions in Marietta, Ohio, provide nearly \$1 million worth of caretaking services each year.
- In Little Rock, Arkansas, Foster Grandparents last year provided over \$300,000 worth of service to local organizations responding to needs of children.
- In Lafayette, Louisiana, Foster Grandparents are working with 700 families to help in the development of good communication skills, nonviolent discipline methods and proper nutrition practices.

WHAT WORKS: *Foster Grandparents' Traveling Grannies in Grand Rapids, MI*

The Project: Traveling Grannies spend five hours a week with several young teens who are pregnant or have children. Their aim is to get the new mothers back in school, off welfare, and to avoid repeated pregnancy. The Grannies go to the teens' homes to build friendships and influence daily living skills, habits and future plans.

The Results: Over three years, Traveling Grannies have mentored 100 young moms and 93 have remained pregnancy-free. Of the 50 teens involved with Traveling Grannies this past May, 33 were in school (the four seniors were about to graduate), none were pregnant, and all expected to become self-sufficient. A sure sign of success: The program's waiting list includes more than 150 referrals from the local welfare department, Salvation Army, hospitals, and public housing.

Why It Works: Rather than ask a pregnant teenager to travel to strange places to meet new people, a Granny goes to her home. Because teens feel more comfortable in their own environment, they are more open to guidance. "The young women - as young as twelve years old -- are not ready to cope with the responsibilities of raising a child, and they get sucked into the welfare system," says Project Director Peggy Lawrence-Burns. "The grannies are helping them realize alternatives. They can rely on themselves."

Granny Willie Fields says education is key. She's proud that teen mom Dorothy Harris, who wanted to work rather than finish high school, attributes her June graduation to Fields. "It wasn't just that she helped by driving me to appointments -- just getting through the day -- it's that she motivated me," says Harris. "I didn't understand why education was so important. I was all alone. No one talked with me." Fields says being an influence takes time and creative conversation. But it pays off: Now a graduate, Harris hopes to attend junior college this fall to study interior design.

Fields also teaches her teen moms about health. "We'd be driving to school and Dorothy would say, 'stop by that McDonalds there,' and I'd say 'no, you should have cereal, and so should your baby,' I'd tell her why. She was interested, and now we're even cooking together, learning to make nutritious meals."

Fields says monthly trainings on the problem's of today's youth and helping young mothers manage finances, find employment, deal with family also contribute to the Grannies' success.

What's New: In January, the Grand Rapids Foster Grandparents brought on two Traveling Grandpas. They work with five teen fathers or teens considered "at risk of becoming a father." Burns notes that like Traveling Grannies, which started with one Granny serving four teens, Traveling Grandpas will start small so it can accurately assess needs and grow based on successful experience. *For information: Project Director Peggy Lawrence-Burns, 616-771-9749.*



Senior Corps

National Senior Service Corps

What is the National Senior Service Corps?

The National Senior Service Corps (Senior Corps) is a network of federally-supported programs that helps people age 55 and older find service opportunities in their home communities. The Senior Corps involves seniors in three types of service: Foster Grandparents offer support to children with special needs; Senior Companions provide assistance to help elderly individuals live independently; and Retired and Senior Volunteers tend to a variety of services that range from leading local museum tours to teaching adult education computer classes.

Together, these programs involve over one half million seniors serving in tens of thousands of sites across the country. More specifically:

- **The Foster Grandparent Program**

The Foster Grandparent Program offers seniors age 60 and older opportunities to serve as mentors, tutors, and caregivers for children and youth with special needs. They serve in community organizations such as schools, hospitals, and youth centers.

Foster Grandparents offer emotional support to children who have been abused and neglected, mentor troubled teenagers and young mothers, and care for premature infants and children with physical disabilities. In the process, Foster Grandparents strengthen communities by providing youth services that community budgets cannot afford and by building bridges across generations.

Foster Grandparents meet income eligibility requirements, serve 20 hours per week and receive small stipends.

- **The Senior Companion Program**

Through the Senior Companion Program, people age 60 and older provide assistance and friendship to elderly individuals who are homebound and, generally, living alone. By taking care of simple chores, providing transportation to medical appointments, and offering contact to the outside world, Senior Companions often provide the essential services that prevent older Americans from having to enter nursing homes. They also provide respite care to relieve live-in caretakers for short periods of time.

Senior Companions not only assist the frail elderly with chores and errands, they also help make the lives of the people they serve less lonely. Many Senior Companions serve individuals for several years and form the most meaningful friendships in their lives.

Senior Companions usually serve two to four clients, providing 20 hours of weekly service. Senior Companions meet income eligibility requirements and receive small stipends.

- **The Retired and Senior Volunteer Program**

The Retired and Senior Volunteer Program (RSVP) helps people age 55 and older find service opportunities in their communities. RSVP participants serve from a few to over forty hours a week, providing hundreds of services in organizations

that range from education centers to police departments to hospitals. RSVP involves seniors in service that matches their personal interests and makes use of their skills and life experiences. Their wide range of services include tutoring youth, serving as citizen patrols for local police departments, planning community gardens, helping other seniors complete income tax forms, and serving as hospital aides.

What is the Corporation for National Service?

The Corporation for National Service offers opportunities for Americans of all ages and backgrounds to make their communities safer, healthier and stronger through service. In addition to the National Senior Service Corps, the Corporation oversees AmeriCorps (the new domestic Peace Corps) and Learn and Serve America programs for students.

Senior Corps: America's smart investment

- 80,000 children, teenagers and their families are supported by the services of Foster Grandparents (FGPs) every year.
- Nearly 24,000 FGPs contribute 21.6 million hours of service annually. The value of this service is \$262 million and represents more than a 4-fold return on the federal dollars invested in FGP.
- FGP's FY 1994 federal budget of \$66.1 million was matched with \$30.7 million dollars in cash and donations from states and the local communities in which Foster Grandparents serve. This represents a nonfederal match of 45% for every federal dollar invested -- well over the 10% match required by law.
- Over 12,000 Senior Companions (SCP) provide 12 million hours of service annually to help more than 32,000 frail elderly individuals live independently. The estimated value in terms of saved nursing home costs and services provided is \$150 million -- representing more than a 5-fold return on the federal dollars invested in SCP.
- The average cost of nursing home care in the United States exceeds \$35,000 annually. The annual federal cost for one Senior Companion serving 20 hours per week is \$3,850.
- The Senior Companion Program's FY 1994 federal budget of \$29.8 million was supplemented by \$17.8 million in cash and in-kind donations from states and the local communities in which Senior Companions serve. This represents a nonfederal match of 60%, or \$.60 for every federal dollar invested.
- Retired and Senior Volunteer Program (RSVP) participants provide over 80 million hours of service annually to communities across the country. The value of this service is about \$1 billion and represents a 29-fold return on the federal dollars invested in RSVP.
- Nearly 450,000 RSVP participants serve through more than 60,000 public and nonprofit community organizations.
- RSVP's FY 1994 federal budget of \$34.4 million is matched with \$36.7 million contributed by states, local governments and the private sector, demonstrating broad support for RSVP across the country. This represents a nonfederal match of 107%.

Estimated values of service come from the Independent Sector, a Washington, D.C.-based organization that studies American volunteerism.



Senior Corps information: 1 - 800 - 424 - 8867

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

Renewing America Through Senior Service Talking Points

- ▶ **Our country needs senior service now more than ever.** The needs of the nation are growing. Government at all levels is cutting back. We have problems only citizens can solve. Who better to lead the way than 50 million older Americans, who bring a lifetime of skills and experience to solving community problems. We have the largest, fastest-growing, most active group of seniors in our history. To meet our challenges, we must harness their time and talents.
- ▶ **Senior service is a proven concept.** Over the last 30 years the Senior Corps programs have proven that older Americans are productive members of society. We've shown that older people are a powerful force for change and community improvement. Senior service works – it keeps seniors involved, it solves problems, and it's a cost-effective investment.
- ▶ **The Senior Corps is about “getting things done”.** Like all Corporation programs, the Senior Corps' mandate is to get things done and make a difference in communities. Our new emphasis on programming for impact sharpens that focus even more. By keeping track of impacts and accomplishments, we can better make the case that older volunteers achieve results that are valued by the community. This shift will help us accomplish more and strengthen our case for government and private sector funding.
- ▶ **Expanding opportunities to serve.** Nearly a half million older Americans are in the Senior Corps today. The White House Conference on Aging charged us with doubling that number by the year 2000. We are working hard to meet that goal. But even doubling the Senior Corps is not enough. Our vision is much larger – to make service the common expectation and experience of every older American. The Senior Corps should lead the way. We should be a model, an inspiration, and a catalyst for unleashing the service of millions of older Americans.
- ▶ **The bright future of senior service.** The aging of America presents us with a tremendous opportunity. We have twice the number of seniors we had 30 years ago -- and this number will double again over the next 30 years. If we are smart enough, if we are bold enough, if we work hard and work together, we can harness this potential and renew America through senior service. The best is yet to come.

file July

**RENEWING
AMERICA**
Through Senior Service
July 14-17, 1996 Washington, DC

*CC Melanne ✓
Sara Goto
will do on 7/17*

7/17

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WOS

National Senior Service Corps

**NATIONAL SENIOR
SERVICE CORPS**

**CORPORATION
FOR NATIONAL
SERVICE**

15-17

May 8, 1996

First Lady Hillary Rodham Clinton
The White House
Washington, D.C. 20500

Dear Mrs. ~~Clinton~~ *Hillary*,

We invite you to address the opening plenary session of the first-ever National Senior Service Corps Conference at 8:30 a.m. Monday, July 15, at the Sheraton Washington Hotel in Washington D.C.

The Conference theme, "*Renewing America Through Senior Service*," reflects the Senior Corps' central role as a vibrant force that empowers older adults to make significant contributions to their communities. The United States now faces the challenge of effectively utilizing the largest, most active and fastest-growing group of seniors in our history.

Last year, the White House Conference on Aging passed a resolution to increase the number of seniors involved in service to one million strong. This training conference represents our commitment to meeting that goal as we help our projects move toward expanding into the next century.

Two years ago, you recognized the accomplishments of Senior Corps volunteers at a White House health care forum on independent living. Now we would like you to address the directors of the projects who guide the service of our 500,000 volunteers. *

We appreciate the commitment that you have made to national service. Senior service is of growing importance to the aging of America and to the national service movement. We hope you will be able to help us further our efforts by accepting this invitation.

Sincerely,

Hari

Harris Wofford
Chief Executive Officer

** Some 1500 directors from all over the country.*

... New York Avenue
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Telephone 202-606-5000
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The Experience of a Lifetime
Foster Grandparent Program
Senior Companion Program
Retired and Senior Volunteer Program

**FIRST LADY HILLARY RODHAM CLINTON
PRESIDENT'S SERVICE AWARDS
OEOB 450
APRIL 26, 1996**

It is an honor for me to be here today with this group of American heroes. So often, after the nation endures some kind of tragedy, we see an outpouring of energy and love and say, "It's a shame this only happens after a catastrophe." Well, I'm here today to say, that's not true. It doesn't just happen after explosions or earthquakes. It happens every single day in countless ways in thousands of neighborhoods.

We are here to celebrate the spirit of citizen action that is thriving in America today. All of you are proof of that. Over a century ago, Alexis de Tocqueville said "America is great because America is good." Service is at the heart of our American ethic -- it was then and it still is today.

As I have traveled the country I have seen it everywhere -- Americans of all ages serving their country and community and building what political leaders and intellectuals call "civil society." What it means is citizens banding together to solve problems in common sense ways.

Consider what has happened just this week as a part of National Volunteer Week, which has been so ably organized by the Points of Light Foundation, Youth Service America and the Corporation for National Service.

In Topeka, the entire city pitched in to build low income housing with Habitat for Humanity. In Denver, senior volunteers went door to door to educate parents about immunization. In Atlanta, school-aged volunteers built a playground in a poor neighborhood. In Pittsburgh, AmeriCorps members joined with local churches and Scout groups to rehab a local Boy Scout camp. In Nevada, more than 3,000 volunteers helped fix up homes belonging to needy senior citizens.

And here in Washington, right now, volunteers are travelling the city and removing swastikas from public places -- literally blotting out signs of hatred and division. Americans are taking matters into their own hands -- to repair, rebuild and heal our community spirit.

Many of these events were organized by the Corporation for National Service. The President is deeply proud of the work being done by AmeriCorps and the other programs run by the Corporation. And I want to applaud Harris Wofford for his efforts to ensure that national service remains a bipartisan institution of American life -- as it has been in the past and must be in the future. Bipartisan, I should say, in the tradition of the Peace Corps, which Senator Wofford helped create and which celebrates its 35th Anniversary this year. Some 143,000 Peace Corps volunteers have served since its creation. And today, under the leadership of another great director, Mark Gearan, 7,000 Peace Corps volunteers are bringing the best of America to 94 countries.

In addition to AmeriCorps and the Peace Corps there is a vast army of citizen action in this country: Working mothers who can barely make time to cook dinner nonetheless find time to bring meals to homebound seniors. Members of Junior Leagues and Kiwanis Clubs make service a part of their core mission. People volunteer through extraordinary American institutions like the Boys Clubs, the YMCAs or the Red Cross -- or at a local neighborhood shelter. Millions of Americans not only take to heart, but put into action -- the message of the Gospel: "To whom much is given, from them much is required."

One outstanding initiative is USA Weekend's "Make a Difference Day." Last fall, almost a million volunteers showed how much can be done if we just return to the basic idea of neighbors helping neighbors. *[Ask winners of Make A Difference Day Awards to stand and be recognized]*

When former President George Bush called for a 1000 points of light, some people snickered. But he was on to a very important idea. There is no single big solution to our problems - - there are thousands of solutions. And The Points of Light Foundation, led by Bob Goodwin, has taken the lead in putting together the President's Service Awards. The winners of this distinguished award come from every part of America. They include school teachers and students, a restaurant owner and the executives of some major corporations; an eighth grader and a group of independent "bikers".

What they have done is not just noble -- it's effective. They have provided supplies to poor schools, winterized homes of the poor, and helped women ex-cons to keep away from crime after they leave prison. Put simply, service and volunteering solves problems.

And yet I would wager that if you praised any one of our award winners today for their "sacrifice" they would say "I gained as much as anyone." This seems to be a nearly universal pattern. When you help someone else, you feel empowered. In the serving, you are served. Just yesterday, I met a sixth-grade boy in Denver, who participates in a program where older grammar school students tutor kindergarteners. His experience reminds us that there is no age limit on voluntarism. No matter how young or old we are, we all have something to give.

You all know that I believe it takes a village to raise a child. Well, sometimes it takes a volunteer to energize the village or block or city. The Rev. Martin Luther King, Jr. said "Everybody can be great because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You don't have to know about Plato and Aristotle to serve. You only need a heart full of grace. A soul generated by love."

Thank you all for helping make our country great through your service to others. And now I am proud to honor these great Americans with the 1996 Presidents Service Award.