



Associated Press

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Clintons Hold Forum on Philanthropy

WASHINGTON, Oct. 22 (AP) — The explosion of wealth in Silicon Valley has generated tales of young entrepreneurs who drive fast cars, build big houses and indulge in extreme sports.

But Kevin Fong, a general partner of the Mayfield Fund, an investment concern based in Menlo Park, Calif., wants them to think about doing more with their money.

Mr. Fong, a participant in a White House conference today on the future of philanthropy, said he was dedicated to building the "social entrepreneurs of the future." His goal, he said, is to spread the message that there are "some new

ways to talk about philanthropy."

President Clinton and Hillary Rodham Clinton held the conference to highlight the tradition of philanthropy in the United States and to consider how helping others could be made more effective.

The program was broadcast via satellite and on public television, reaching a potential audience of 10 million.

One of the conference participants, Stephen M. Case, founder of the Internet provider America Online, highlighted a new "philanthropic portal" at America Online.

Other participants included Patty Stonesifer, president of the Bill and Melinda Gates Foundation;

the actor Paul Newman, and Justin Timberlake of the pop group 'N Sync, who announced the creation of a foundation to support musical education in public schools.

Mr. Fong of the Mayfield Fund emphasized the importance of reaching out to young people who might not be thinking about the role they could play in their community, and offering them new ways to give.

For example, he pointed to a little-known practice by some start-up companies of donating private stock to local philanthropic funds. When a company goes public, that stock can generate millions of dollars.



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Moving Giving off the Dime

Can White House increase share of U.S. income that goes to charity?

By THOMAS J. BILLITTERI

WASHINGTON

THE CENTRAL UNION MISSION here opened its doors to the homeless and hungry in 1884, and over the years the charity has weathered the contrary ways of American donors.

During the Great Depression, giving to Central Union rose. "People had more sense of urgency about helping other people," says David Treadwell, the charity's executive director. But today, as America rides the crest of a prosperity wave, Central Union must struggle to persuade small, one-time donors to become major, committed ones. "People read about how great the stock market is doing and they're afraid to miss out," Mr. Treadwell says.

He has put his finger on one of the troublesome aspects of private giving in America. Despite a record peacetime economic expansion, charitable giving in some ways remains stuck in neutral.

While the total dollar amount of giving has been increasing, for three decades Americans have never given more than 2.1 per cent of their annual pre-tax income to charity. Not only that, but giving by individuals has not exceeded 1.6 per cent of gross domestic product, which measures the nation's output of goods and services.

Against this backdrop, the Clinton Administration this week plans to hold a high-profile White

Continued on Page 10



David Treadwell, of Washington's Central Union Mission: "You hear about a Bill Gates giving \$16-billion, but other people are unwilling to sacrifice \$16 because they're wrapped up in selfishness."

DENNIS DRENNER, FOR THE CHRONICLE

First Lady to Have a Big Role at White House Philanthropy Conference

Continued from Page 9

charitable giving the way similar gatherings at the Clinton White House have brought attention to issues of early-childhood development and child care.

Matthew E. Melmed, executive director of Zero to Three: National Center for Infants, Toddlers, and Families, a Washington charity, says his organization continues to benefit from those conferences.

"The conferences opened up a whole new door of awareness and opportunity for us to step through in terms of working with people in the media and policy makers," he says.

Adds Jennifer Furla, co-chair of Leave a Legacy Kansas City, a group that promotes charitable giving through estate planning, "Anytime you have a President and First Lady involved in an issue, it certainly is a motivating force."

But White House officials and others are cautioning against inflated expectations about the influence of the conference on philanthropy.

Shirley S. Sagawa, deputy chief of staff to the First Lady, says that while an indirect goal of the conference would be to see charitable giving nationwide rise, "it would be unrealistic to think that one conference or a challenge by the President or First Lady would somehow increase giving when we know that it's been so steady over time." (For an examination of giving trends in recent decades, see story on Page 1.)

Guest List Not Released

Just days before the event, the Clinton Administration was still working out the details of the conference agenda and drawing up a list of speakers. The meeting's organizers are posting updates on the gathering—before and after the event—on a Web site at <http://www.giftstothe future.gov>.

The White House has declined *The Chronicle's* request to disclose the costs of the conference or the names of any foundations or companies that are helping defray its expenses. The Administration also would not provide an advance copy of its guest list.

Because of the small size of the White House's East Room, conference planners had to limit the number of people invited. But thousands are expected to watch portions of the conference via satellite broadcast to special sites around the country or through a computer cybercast. The White House said last week that some 1,500 sites will receive the satellite broadcast.

Mrs. Clinton is expected to moderate

the entire event, while the President is scheduled to give a short speech at the close of the first session. To help illustrate the conference's themes, the White House plans to show a videotape of "heroes" who have given their time or money to help a cause.

"We want to paint a picture of philanthropy in this country that's more true to the reality that givers come from all backgrounds, all races, all economic levels, all educational backgrounds," says Ms. Sagawa. "While it's often the extremely large gifts from extremely wealthy people that capture people's attention, the real backbone of giving to the non-profit sector and to people in need who might not be connected to any social program are regular people who ought to be celebrated."

Even so, the conference apparently will count at least one well-known name among its speakers, Steve Case, chairman of America Online.

The timing of the White House meeting makes it unlikely that any major proposals to influence public policy will be announced.

One reason, according to Administration officials: Congress and the President are just now trying to wrap up their spending decisions for the federal budget for the new fiscal year and are not yet thinking about plans for next year. "Don't expect any major announcements, because the timing's wrong," says Ms. Sagawa.

Another reason that major policy proposals are unlikely to emerge: The strong possibility that Mrs. Clinton will run for a Senate seat in New York next year. White House officials are reportedly concerned that Mrs. Clinton's critics might accuse her of using the conference to advance her standing in the political world and are taking great pains to insure that the conference agenda avoids such a trap.

Planned More Than a Year Ago

But Ms. Sagawa says that the First Lady's potential Senate bid has had no effect on the conference's agenda. Plans for the meeting have been in the works for more than a year, she says, "well before" Mrs. Clinton considered running

**"Anytime
you have a
President and
First Lady
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an issue, it certainly
is a motivating
force."**

for office. "This has nothing to do with her political aspirations," says Ms. Sagawa. "If people look at her track record of working with non-profits and talking about the importance of giving in a whole variety of ways, especially around the world, they'll see that this is an interest that she's had for many, many years."

Many charity officials back up that point. Kathy McKinless, an audit partner at the accounting firm KPMG and a trustee of Greater DC Cares, which coordinates volunteer services, recalls how the First Lady served as the keynote speaker two years ago at the charity's annual conference.

Last year, Mrs. Clinton returned to the meeting to be part of a panel discussion. "She talked about the very topic she's talking about nationally now—about the need for people to give and

the importance of corporations and businesses to support philanthropy," says Ms. McKinless.

Still, some non-profit leaders worry privately that the White House will be so concerned about a potential backlash against Mrs. Clinton that this week's conference will have little substance. They say that is especially worrisome since this is probably the last major opportunity for the Administration to influence philanthropy before President Clinton leaves office.

Washington Realities

Perhaps more important than the conference itself will be efforts by the Administration and charity leaders to follow up on the meeting.

"The reality in Washington is there are so many things that pop up that it's very hard for the White House to stay focused on one or two or three initiatives," says Chris Kjeldsen, vice-president of community and workplace programs for Johnson & Johnson, who attended the White House conference two years ago on early-childhood development.

But the Clinton Administration continued to pay attention to that issue after the 1997 conference, he says. Mr. Kjeldsen was named to a special committee formed to help come up with a list of corporate policies that do the most to

help workers deal with their family responsibilities, and the panel later presented its recommendations in person to the First Lady, the President, and Cabinet secretaries.

"The day after a White House conference, you'll see splashes of news in the papers about it," he says. "But it's what happens the weeks afterward that really matter."

While an Administration must follow through, so must participants and observers, Mr. Kjeldsen adds. "If the volunteers are energized," he says, "then it really is up to them to make sure the issue stays on the agenda of the White House, and on the American people's agenda, too."

Getting Ideas From Young People

Government agencies and non-profit organizations alike have announced plans to try to make that happen.

For example, the Corporation for National Service has scheduled a meeting of 25 representatives of youth organizations the same morning as the White House conference to look at ways to encourage people ages 14 to 24 to get involved in philanthropy.

American Red Cross chapters, United Ways, regional associations of grant makers, planned-giving councils, and other organizations across the nation are holding discussion groups just before—or just after—local non-profit officials watch the first session of the White House conference through satellite transmissions. Many of those organizations have invited members of Congress and elected officials of local governments to attend the sessions.

Some organizations hope to use the conference as a chance to take a closer look at local giving. The Connecticut Council for Philanthropy, for example, plans to release updated figures on giving to charities in the state.

And some organizations are scheduling follow-up meetings. The Washington Regional Association of Grant-makers says it will gather local groups on December 1 to discuss ways to encourage people who haven't given to charity in the past to become donors.

A few foundations, including the country's largest philanthropy, the Bill & Melinda Gates Foundation, are also starting to think about ways to build on momentum generated by the conference. Says Trevor Neilson, a spokesman for the Gates Foundation: "I think there will be follow-up activities and there's a good chance that we'll be involved with them."

Send to Claire Whittaker

NYT

Sun. 10-17-99

P. 10 Business

The Philanthropy Food Chain

Philanthropy is about to show up on some high-definition radar screens.

President Clinton and Hillary Rodham Clinton, have invited 150 leading donors, as well as young people and leaders of foundations and other nonprofit groups, to the East Room this Friday for what is believed to be the first White House conference on philanthropy.

The group will "take a look at the tradition of philanthropy and giving in this country and new ways of looking at it," said Marsha Berry, Mrs. Clinton's director of communication.

Also, America Online's AOL Foundation is about to introduce a philanthropic Web portal that will connect donors and volunteers to nonprofit groups, and link those groups to resources on topics like management and fund-raising.

A second philanthropic Web portal is also in the works. The Surdna Foundation in New York has awarded \$150,000 to Compumentor, a nonprofit group in San Francisco, to create a technology portal that will include links to help nonprofit groups find technical assistance, donated and discounted software and information about hardware.

TODD COHEN

White House to Convene
Philanthropy Conference

10/21/1999

The Wall Street Journal

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WASHINGTON -- With the baby-boomer generation on the verge of inheriting trillions of dollars, first lady Hillary Rodham Clinton is convening the first White House conference on philanthropy .

Tomorrow's three-hour event will focus on new trends in giving, including who is donating to charities and how they are dedicating their money. Despite record economic growth, the number of American households that give to charities is stagnating -- although the size of the contributions has risen.

The conference is intended to give "the average person a more realistic picture of philanthropy ," in the hope that "they will come away from this saying 'I am a philanthropist,' " says Shirley Sagawa, Mrs. Clinton's deputy chief of staff.

Actor Paul Newman and Justin Timberlake of the musical group 'N Sync will provide a dash of Hollywood to the event, which also will be cybercast. But most of the 200 attendees will be people involved in local operations or the new high-tech millionaires who are breaking ground in philanthropy . Steve Case, chief executive officer of America Online Inc.; Patty Stonesifer, co-chairwoman of the Bill and Melinda Gates Foundation; and Mary Pembroke Perlin, Microsoft Corp.'s former head of corporate giving, will be among those at the event.

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Nonprofits Notebook

Charities find value in a White House confab

Carol Tice

Was the White House's recent philanthropy conference a productive event, or just a photo opportunity for the president? Two local participants thought the event was worthwhile, but say that follow-up will be crucial.

Holly Redell, fund director of Senior Services, said, "I thought it was quite valuable. There was some significant content there. The most important thing I heard said was by Mrs. Clinton at the end, that she was going to ask donors to consider funding general operations."

Other intriguing ideas Redell heard tossed around included creating a cabinet-level post for youth-oriented philanthropy. Redell, who deals with older folks, thought perhaps a broader cabinet post for philanthropy might be better.

A fund-raising drive by the Michigan Women's Foundation also caught Redell's ear. "They are asking people to donate their salary from the last hour of the millennium," she said. "I'm going to try to use that idea."

Redell was also captivated by a presentation on how the New Jersey Nets basketball team was purchased and placed into a nonprofit trust, with the profits going to children in East Rutherford, the impoverished New Jersey community where the team plays.

"It was impossible not to think of the parallel issues, with our sports teams here, and what we could be doing," she said.

For another local attendee, the president's own involvement was a highlight. "I was thrilled to hear the words 'service learning' come out of the mouth of the president of the United States,"

said Ann Medlock, president of The Giraffe Project in Langley. "It can't hurt in the long range for public figures to begin to understand that one of the futures of philanthropy is getting people to give of their time."

On that front, Medlock was inspired by a Washington, D.C., nonprofit, The Independent Sector, which recently did a national campaign called Give Five. The idea is to encourage donors to give five percent of their income and five hours a week of their time to charity. Currently, the cash portion donated is closer to two percent.

Medlock was also excited by Mrs. Clinton's proposal that something on the order of a Tennessee Valley Authority-type project was needed to bring the Internet to poor regions. "I was glad they understood what was happening with e-mail," she said.

The Internet will be a major donation vehicle in the future, Medlock added, noting that her small nonprofit is already signed up with a half-dozen online sites, including GreaterGood.com and charitableway.com.

Charity watch

Four-year-old charity The Service Board has expanded on its original mission of providing at-risk kids with opportunities to do everything from volunteering to snowboarding. The nonprofit's model has attracted so much interest that Service Board now has a growing sidelight in giving trainings to other nonprofits looking to learn about innovative programs for enriching young people's lives.

Staff director and co-founder Thomas Goldstein -- who until recently also worked at the Center for Ethical Leadership in Seattle -- said Service Board is able to charge market-rate consulting fees for the trainings, which are a welcome boost to its bottom line. Currently, the group functions on a budget of \$120,000, half of it in-kind donations of goods and services from about 45 local businesses.

Service Board has grown to the extent that the group is contemplating seeking its own 501(c)(3) status. So far, Service Board is technically a project of the Center for Ethical Leadership, and uses the center's nonprofit status for tax purposes.

At just 3 years old, the Muckleshoot Charity Fund has grown into a substantial giver, mostly in the local community. The fund, which receives a percentage of proceeds from the tribe's casino operations, has given away more than \$1.5 million since its inception. In its Fall Awards handed out last month, \$174,000 was given to 21 local charities.

Fund administrator John Loftus said the Muckleshoot's giving philosophy is to spread the donations around, potlatch-style, giving a little to many institutions rather than a lot to a few. So

the fund usually limits awards to \$5,000 or less.

The fund makes grants in a wide range of interest areas, mostly in Western Washington, from health and human services to the environment and minority concerns. "Our areas of interest are open to everything," Loftus said.

When the literati gather at the Convention Center this week for Northwest Bookfest 1999, they'd better not get too comfy. Seems the Convention Center was unavailable for the same slot next year -- so Bookfest, which moved to the Convention Center this year after its traditional location at Pier 48 became unavailable -- will be moving again. A Bookfest spokeswoman said the 'fest is close to inking a deal to move to the new Exhibition Center for 2000.

Charities that are reticent about disclosing their financial information to donors have already had to adjust to new laws that require them to hand out the information on demand to anyone who visits their office. But now, their financials will be even more readily available -- on the Internet.

The nonprofit Philanthropic Research Inc. of Williamsburg, Va., began posting charities' tax form 990 on its Web site in last month. At least a few charities must think full disclosure is a good idea -- the effort is being funded by several nonprofits, including the Ford, Kellogg and Mellon foundations.

Having the information available on one site (<http://www.guidestar.org>) will allow donors to easily compare, say, the percent of funds raised that a charity spends on overhead. The funding groups are hoping closer scrutiny will result in better operational standards at the charities, The New York Times reported.

What were the 25 most important events of the 20th century in the nonprofit community? Consulting firm The Alford Group Inc. of Skokie, Ill., is celebrating its 20th anniversary by creating a list of the top nonprofit events. To contribute, e-mail info@alford.com.

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She gave and gave -- now she gets at White House

Friday, October 22, 1999

By **TRACY JOHNSON** ✉

SEATTLE POST-INTELLIGENCER REPORTER

As a girl back in Nebraska, Esperanza Rich knew poverty. It was toiling away dirty, sweaty hours in the fields and once calling a railroad boxcar home.

She knew racism. It was running from cruel, fist-waving kids who didn't like her skin color as a Mexican native.

And she knew kindness. It was two women who helped her family through times when they needed a hand. Rich doesn't know how the women found them, where they came from or how they learned of her family's desperation.

She only knows they came with boxes of clothes, food and toys -- and that it made an impression.

"I thought, when I grow up, I'm going to help the poor," Rich said.



Esperanza Rich

Today the Seattle woman will be honored at the White House for doing just that. She was chosen to be one of 11 special guests at the White House Conference on Philanthropy: Gifts to the Future, a first-ever presidential gathering to focus on charitable giving and to explore ways to encourage it.

Rich has worked with St. Vincent de Paul since she retired from a secretarial job in 1983. And though she lacks the wealth of the philanthropists who have grabbed headlines recently, she will leave the charity money when she dies.

She prefers not to discuss some things, such as her age or the amount of money she'll bequeath St. Vincent. "It's not important," she insisted.

Her generosity is notably uncommon. National

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Her generosity is notably uncommon. National statistics show only 40 percent of Americans draw up a will, and only 6 percent of those who do leave a gift for charity.

contract, averts
strike

Rich helps poor local Hispanic families, sometimes 100 each month, get food, clothing and basic necessities through St. Vincent.

For many, she's an accessible savior because she speaks their language. Some have struggled for years, needing help but unable to form the English words to ask.

"She's given us the avenue to help touch people we wouldn't be able to help. The language barrier has been a challenge for us," said St. Vincent spokesman Richard Bray. "She is one fantastic lady."

Rich, who now lives in Magnolia, knows the struggles of the families she serves.

Born in Guanajuato, Mexico, her father died when she was a toddler, leaving behind his pregnant wife and three children.

Her mother scrimped together money by cooking sweet potatoes and selling them to people on the street. It seemed like a decent business to Rich, who proudly recalls her mother as "a wheeler-dealer."

Her family moved from Mexico when she was 8, when her mother wed a widower she'd exchanged letters with in Iowa. But the ill-fated marriage barely lasted a year.

By then, Rich's older brother had a railroad job in Lincoln, Neb. The family, with nowhere else to turn, tagged along.

For a while they lived in a cold, idle box car, huddling together as the trains whizzed past. They were soon kicked out and took up shelter in the soggy basement of someone else's home.

They spent summers farming, starting each day when the sugar beets were still covered with dew and plucking them until the sun bore down on their stiffening shoulders and later, mercifully, set.

"It's a wonder we didn't get sunstroke," Rich said. But "if you wanted to eat, you had to work."

When they finally scraped enough money to buy the house and move upstairs from the basement, other problems lingered. There were people who taunted them or simply turned away, Rich said, because

their brown skin made them different.

Schoolmates called Rich and her siblings "dirty Mexicans," and they weren't allowed to swim in the public pool.

Bullies would chase them and beat them up. Teachers let Rich and her siblings out of class a few minutes before the closing bell rang in a vain effort to give them a running start.

Rich moved to Seattle in 1960 and married in 1968. Now a widow, she works one or two days each week interviewing low-income families and making arrangements to get them what they need.

To Rich, the notion of visiting the White House was more frazzling than exciting. She chatted recently about not having anything to wear, and how she'd borrow a dress from her niece.

She's baffled why she was chosen "when so many other people do good work" and said everyone, no matter their background or bank-account size, should give others a hand.

She supports Leave a Legacy of Western Washington, an effort encouraging people to put charitable gifts in their wills.

As for her volunteer work, she'll keep at it.

"I'm going to do it," she said, "until I drop."

The "White House Conference on Philanthropy: Gifts of the Future" will be broadcast on the internet from 9:30 to noon Pacific Standard Time at www.giftstothefuture.gov/cybercast.asp

For more information about Leave a Legacy of Western Washington, contact www.leavelegacy.org

P-I reporter Tracy Johnson can be reached at 206-448-8128 or tracyjohnson@seattle-pi.com

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For more information about Leave a Legacy of Western Washington, contact www.leavelegacy.org

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Published on 10/23/99, SAN JOSE MERCURY NEWS

CLINTON: HIGH-TECH CHARITY CAN GO HIGHER VALLEY AIMS TO SHAKE CYBER-SCROOGE IMAGE

President Clinton, noting that the Internet revolution is creating young millionaires almost daily, hosted a White House conference Friday urging "a new generation of philanthropists" to lead the nation to higher levels of charitable giving, already a \$175 billion annual enterprise.

The conference, featuring celebrities from the music, film and high-tech industries -- including at least two speakers from Silicon Valley -- was designed to put a younger, hipper face on philanthropy. The Clintons

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Local News : Sunday, October 31, 1999

Life of poverty never too far from humble philanthropist's mind



Nicole Brodeur

Amid the mansions of Magnolia, in a **house** that sits where the Sound meets the soil, Esperanza Rich lives a life of ironies.

She is surrounded by wealth, yet she lives simply and sparingly.

"I save every little thing!" she said the other morning.

She was raised in a **house** with dirt floors, yet there she was last week, standing on the thick carpets of 1600 Pennsylvania Avenue, as one of 11 Americans recognized at the **White House Conference on Philanthropy**.

Rich is a longtime volunteer at the St. Vincent dePaul Society, and has remembered the charity in her will. She attended the conference as a representative of Leave a Legacy of Western Washington, which encourages people of all means to make a will and leave a gift to charity.

Rich is humble and modest about her donation, and the recognition that it has brought: "I didn't want to take bows," she told me the other morning.

But then, in her ironic way, she brought me ribbons of newspaper clippings, and spread them out like napkins before a barbecue: "I'm a celebrity!" she said.

Rich, a retired University of Washington secretary, spends most of her time at the St. Vincent dePaul, helping poor Hispanic families through the daily struggle of finding work and feeding mouths.

Yet, she was just as comfortable in the presence of a president and his wife.

"So along comes Hillary first," she told me. "And I was a little bit nervous because I felt something in my tooth and I was afraid it was spinach, but it was all right."

Rich, who won't reveal her age, disdains the extravagance of our stock-option society ("I am amazed at what they throw away!"), yet cherishes an ornate, paper hand towel she lifted from the ladies' bathroom at the **White House**.

While her words bring smiles, Rich's life story can stir up shame in the listener: Shame for the car you have in your driveway, the cell phone in your bag and the constant, "if only" thinking so common in the middle class.

She was born in Mexico, one of three kids, and lost her father when she was young.

Her desperate mother heard of a widower in Iowa who was looking for a wife, so she taught herself to read and write, corresponded with the man, accepted his marriage proposal and moved with her children to Council Bluffs.

"My mother took an awful chance," Rich said. "And that's why I have compassion for the poor."

Children teased Rich because she couldn't speak English. Teachers let her out of school early so she could get a head start on the bullies. The school's principal, aware that Rich wore the same dress every day, called her into the office one day, put her in another dress, and sent her back to class. The memory of her classmates seeing that she had been made to change her clothes still makes her face warm.

No wonder, then, that she first hesitated to accept the **White House** invitation. It meant a new dress.

"I didn't have anything to wear," she said. "But my niece gave me a dress, so I was able to go."

As a teen, Rich worked in the sugar-beet fields, and was encouraged by two young secretaries who brought her family food and clothes they collected from their neighbors. Rich considered them role models.

When one of them moved to Seattle, Rich visited, and then she, too, moved to Seattle and became a secretary. She married a schoolteacher named Bernard Rich, who died 20 years ago.

Like her role models, Rich has tried to help the poor at every chance.

"I felt I represented the poor people and, if I put it in my will, it might move other people do to the same," she said, refusing to reveal how much she's left.

"We have so many millionaires here, and they should give it

where it's needed. But what are they doing with it? Buying a boat, a summer home, taking trips.

"My preference is to stay home," Rich said. She paused.

"But I do also want to see the world."

Nicole Brodeur's column appears Sunday, Tuesday and Thursday in The Times. Her phone number is 206-464-2334. She's the same way.

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Moving Giving off the Dime

*Can White House increase share
of U.S. income that goes to charity?*

By **THOMAS J. BILLITTERI**

WASHINGTON

THE CENTRAL UNION MISSION here opened its doors to the homeless and hungry in 1884, and over the years the charity has weathered the contrary ways of American donors.

During the Great Depression, giving to Central Union rose. "People had more sense of urgency about helping other people," says David Treadwell, the charity's executive director. But today, as America rides the crest of a prosperity wave, Central Union must struggle to persuade small, one-time donors to become major, committed ones. "People read about how great the stock market is doing and they're afraid to miss out," Mr. Treadwell says.

He has put his finger on one of the troublesome aspects of private giving in America. Despite a record peacetime economic expansion, charitable giving in some ways remains stuck in neutral.

While the total dollar amount of giving has been increasing, for three decades Americans have never given more than 2.1 per cent of their annual pre-tax income to charity. Not only that, but giving by individuals has not exceeded 1.6 per cent of gross domestic product, which measures the nation's output of goods and services.

Against this backdrop, the Clinton Administration this week plans to hold a high-profile White

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David Treadwell, of Washington's Central Union Mission: "but other people are unwilling to sacrifice \$16

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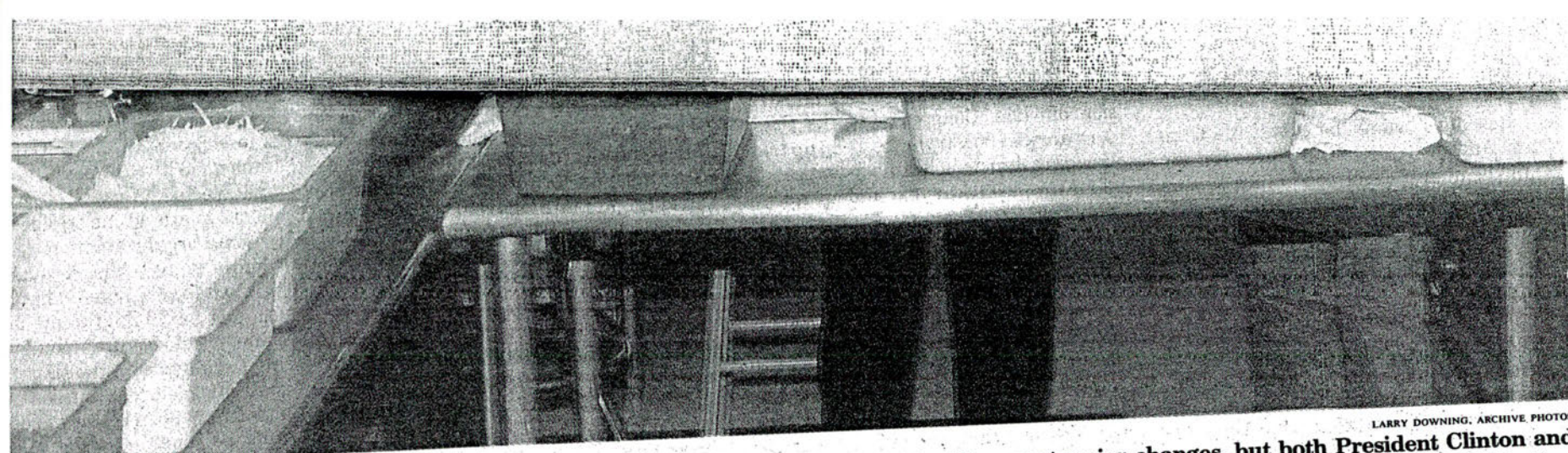
The Chronicle on the Internet: <http://philanthropy.com>

A Surge of Volunteers

Americans are volunteering in record numbers, a new survey reports. But average monetary contributions are only slightly—and as a percentage of household income, giving has actually fallen. Story on Page 16.

A Web of Confusion

Non-profit leaders are urging state charity regulators to clarify the rules that govern fund raising on line, which has exploded in recent years, little government oversight. Story on Page 37.



Philanthropy Takes the Bully Pulpit

*Charities hope that conference
White House stimulates giving*

JENNIFER MOORE
GRANT WILLIAMS

The White House is trying to deflate expectations that its conference on philanthropy will prompt major changes, but both President Clinton and First Lady have long promoted volunteering: Last December, they made lasagna at a Washington soup kitchen with AmeriCorps volunteer Jill Mueller.

LARRY DOWNING, ARCHIVE PHOTOS

WASHINGTON
PHILANTHROPY will be in the national spotlight this week as the Clinton Administration holds the first White House conference ever to focus on charitable giving.

President Clinton and Hillary Rodham Clinton have invited 150 donors, charity executives, and others to attend the "White House Conference on Philanthropy: Gifts to the Future."

Among the topics to be discussed: how traditions of philanthropy can be passed to future generations, how companies can encourage individuals to increase their philanthropy, and how people who are making fortunes in high-technology fields are reshaping the non-profit world.

Non-profit leaders say they are eager for the attention. "If there was ever a right moment to step back, look at the big picture, and pull the key players in philanthropy together, this is it," says Bill Shore, founder of Share Our Strength, a Washington organization that fights hunger and poverty, and a former aide to two Democratic Senators.

"It's such a dynamic time, in part because of all the new wealth that's being created by philanthropists who are younger and giving their money away earlier—the Silicon Valley entrepreneurs," says Mr.

Shore. "It's also because our social institutions have changed dramatically: Non-profit organizations have assumed responsibility for being the service providers in a lot of areas where government was once the provider."

Nice People Saying Nice Things

Others doubt that White House gatherings can really stir debate and force big changes in public attitudes.

"I look forward to seeing what comes out of it," says Chris K. Olander, executive director of the JM Foundation, in New York, "but I have a feeling that a lot of nice people will get together and say nice things and then not much is going to be accomplished."

Mr. Olander adds, "I hope some people who disagree with the Clintons on some of their basic precepts—they deeply believe in the public sector—are invited to discuss the role of philanthropy and ask some tough questions. But I don't expect that at a White House conference. That's not what White House conferences are for."

Still, many charity officials expect that the high-profile conference will lead Americans to focus on

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First Lady to Have a Big Role at White House Philanthropy Conference

Continued from Page 9

charitable giving the way similar gatherings at the Clinton White House have brought attention to issues of early-childhood development and child care.

Matthew E. Melmed, executive director of Zero to Three: National Center for Infants, Toddlers, and Families, a Washington charity, says his organization continues to benefit from those conferences.

"The conferences opened up a whole new door of awareness and opportunity for us to step through in terms of working with people in the media and policy makers," he says.

Adds Jennifer Furla, co-chair of Leave a Legacy Kansas City, a group that promotes charitable giving through estate planning, "Anytime you have a President and First Lady involved in an issue, it certainly is a motivating force."

But White House officials and others are cautioning against inflated expectations about the influence of the conference on philanthropy.

Shirley S. Sagawa, deputy chief of staff to the First Lady, says that while an indirect goal of the conference would be to see charitable giving nationwide rise, "it would be unrealistic to think that one conference or a challenge by the President or First Lady would somehow increase giving when we know that it's been so steady over time." (For an examination of giving trends in recent decades, see story on Page 1.)

Guest List Not Released

the entire event, while the President is scheduled to give a short speech at the close of the first session. To help illustrate the conference's themes, the White House plans to show a videotape of "heroes" who have given their time or money to help a cause.

"We want to paint a picture of philanthropy in this country that's more true to the reality that givers come from all backgrounds, all races, all economic levels, all educational backgrounds," says Ms. Sagawa. "While it's often the extremely large gifts from extremely wealthy people that capture people's attention, the real backbone of giving to the non-profit sector and to people in need who might not be connected to any social program are regular people who ought to be celebrated."

Even so, the conference apparently will count at least one well-known name among its speakers, Steve Case, chairman of America Online.

The timing of the White House meeting makes it unlikely that any major proposals to influence public policy will be announced.

One reason, according to Administration officials, Congress and the Presi-

for office. "This has nothing to do with her political aspirations," says Ms. Sagawa. "If people look at her track record of working with non-profits and talking about the importance of giving in a whole variety of ways, especially around the world, they'll see that this is an interest that she's had for many, many years."

Many charity officials back up that point. Kathy McKinless, an audit partner at the accounting firm KPMG and a trustee of Greater DC Cares, which coordinates volunteer services, recalls how the First Lady served as the keynote speaker two years ago at the charity's annual conference.

Last year, Mrs. Clinton returned to the meeting to be part of a panel discussion. "She talked about the very topic she's talking about nationally now—about the need for people to give and the importance of corporations and businesses to support philanthropy," says Ms. McKinless.

Still, some non-profit leaders worry privately that the White House will be so concerned about a potential backlash against Mrs. Clinton that this week's conference will have little substance. They say that is especially worrisome

help workers deal with their family responsibilities, and the panel later presented its recommendations in person to the First Lady, the President, and Cabinet secretaries.

"The day after a White House conference, you'll see splashes of news in the papers about it," he says. "But it's what happens the weeks afterward that really matter."

While an Administration must follow through, so must participants and observers, Mr. Kjeldsen adds. "If the volunteers are energized," he says, "then it really is up to them to make sure the issue stays on the agenda of the White House, and on the American people's agenda, too."

Getting Ideas From Young People

Government agencies and non-profit organizations alike have announced plans to try to make that happen.

For example, the Corporation for National Service has scheduled a meeting of 25 representatives of youth organizations the same morning as the White House conference to look at ways to encourage people ages 14 to 24 to get involved in philanthropy.

American Red Cross chapters, United Ways, regional associations of grant makers, planned-giving councils, and other organizations across the nation are holding discussion groups just before—or just after—local non-profit officials watch the first session of the White House conference through satellite transmissions. Many of those organiza-

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uest List Not Released

Just days before the event, the Clin- n Administration was still working it the details of the conference agenda id drawing up a list of speakers. The eeting's organizers are posting up- ites on the gathering—before and af- r the event—on a Web site at <http://www.giftstothe future.gov>.

The White House has declined *The hronicle's* request to disclose the costs the conference or the names of any undations or companies that are help- ing defray its expenses. The Adminis- tration also would not provide an ad- vance copy of its guest list.

Because of the small size of the White ouse's East Room, conference planners ad to limit the number of people invit- d. But thousands are expected to watch ortions of the conference via satellite roadcast to special sites around the ountry or through a computer cyber- ast. The White House said last week hat some 1,500 sites will receive the atellite broadcast.

Mrs. Clinton is expected to moderate

well-known name among its speakers, Steve Case, chairman of America On- line.

The timing of the White House meet- ing makes it unlikely that any major proposals to influence public policy will be announced.

One reason, according to Administra- tion officials: Congress and the Presi- dent are just now trying to wrap up their spending decisions for the federal bud- get for the new fiscal year and are not yet thinking about plans for next year. "Don't expect any major announce- ments, because the timing's wrong," says Ms. Sagawa.

Another reason that major policy pro- posals are unlikely to emerge: The strong possibility that Mrs. Clinton will run for a Senate seat in New York next year. White House officials are reported- ly concerned that Mrs. Clinton's critics might accuse her of using the conference to advance her standing in the political world and are taking great pains to in- sure that the conference agenda avoids such a trap.

Planned More Than a Year Ago

But Ms. Sagawa says that the First Lady's potential Senate bid has had no effect on the conference's agenda. Plans for the meeting have been in the works for more than a year, she says, "well before" Mrs. Clinton considered running

the importance of corporations and busi- nesses to support philanthropy," says Ms. McKinless.

Still, some non-profit leaders worry privately that the White House will be so concerned about a potential backlash against Mrs. Clinton that this week's conference will have little substance. They say that is especially worrisome since this is probably the last major op- portunity for the Administration to in- fluence philanthropy before President Clinton leaves office.

Washington Realities

Perhaps more important than the conference itself will be efforts by the Administration and charity leaders to follow up on the meeting.

"The reality in Washington is there are so many things that pop up that it's very hard for the White House to stay focused on one or two or three initia- tives," says Chris Kjeldsen, vice-presi- dent of community and workplace pro- grams for Johnson & Johnson, who at- tended the White House conference two years ago on early-childhood develop- ment.

But the Clinton Administration con- tinued to pay attention to that issue af- ter the 1997 conference, he says. Mr. Kjeldsen was named to a special com- mittee formed to help come up with a list of corporate policies that do the most to

Ways, regional associations of grant makers, planned-giving councils, and other organizations across the nation are holding discussion groups just be- fore—or just after—local non-profit offi- cials watch the first session of the White House conference through satellite transmissions. Many of those organiza- tions have invited members of Congress and elected officials of local govern- ments to attend the sessions.

Some organizations hope to use the conference as a chance to take a closer look at local giving. The Connecticut Council for Philanthropy, for example, plans to release updated figures on giv- ing to charities in the state.

And some organizations are schedul- ing follow-up meetings. The Washing- ton Regional Association of Grant- makers says it will gather local groups on December 1 to discuss ways to en- courage people who haven't given to charity in the past to become donors.

A few foundations, including the country's largest philanthropy, the Bill & Melinda Gates Foundation, are also starting to think about ways to build on momentum generated by the confer- ence. Says Trevor Neilson, a spokesman for the Gates Foundation: "I think there will be follow-up activities and there's a good chance that we'll be involved with them."

Despite Economic Boom, Americans Donate Small Portion of Income to Charity

Continued from Page 1

House Conference on Philanthropy, a one-day event that is aimed at elevating the issue of private giving and volun- teering to one of national importance. Experts in the non-profit world general- ly laud the effort, but they say Washing- ton must do far more than mount a bully pulpit in an effort to persuade Ameri- cans to be more charitable. Policy mak- ers, they say, must treat philanthropy with the same degree of importance that they assign to the federal budget, the stock market, and other measures of na- tional vitality and economic health.

the government to refine the federal tax code in ways that encourage more giv- ing, especially among middle- and low- er-income donors; to devote more re- sources to collecting reliable data on why, how, and how much people give; and to learn more about the uses—and misuses—of philanthropy in social poli- cy.

If the White House simply says, "Let's just have more giving," that is not quite enough, says Charles T. Clotfelter, di- rector of the Center for the Study of Phi- lanthropy and Voluntarism at Duke University. "The questions are, do we have the right amount of giving, is it

directed in the correct way, are we pro- viding the right incentives for people to give, and do people have enough infor- mation to make choices?"

Rise in Total Given

The White House has some good news to build on, of course. Total contribu- tions from individuals grew from \$71.3- billion in 1975 to \$134.8-billion in 1998, after adjusting for inflation, according to the latest estimates from *Giving USA*, a statistical almanac published by the American Association of Fund-Rais- ing Counsel. What's more, giving by the most affluent Americans is on the rise.

In 1996, people with incomes of \$1-mil- lion or more reported giving an average of \$137,000 to charity, up from about \$113,000 in 1995.

Yet, when measured against the yardstick of personal and national pros- perity, American generosity has hardly budged for decades.

In 1968, amid a potent upturn in in- flation, a rise in taxes to pay for the Vietnam War, and a personal-savings rate of nearly 8 per cent of take-home pay, Americans gave 2.1 per cent of their pre-tax income to charity. In 1998, with inflation and unemployment low,

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Generosity of Americans Fails to Match Growing Economic Prosperity

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household income high, and a savings rate of only 0.5 per cent, Americans gave even less of their treasure to charity than in 1968: only 1.9 per cent of pre-tax income.

New data from Independent Sector, a Washington advocacy group of charities and foundations, affirm the trend. A study of giving and volunteering to be released this week shows that average household contributions dropped slightly from 1995 to 1998, to 2.1 per cent of household income.

"With wealth going up, when we already consume a good deal, and when our economy is good enough that savings seem less important, one would expect that more of that surplus would go to charity," says Julian Wolpert, a Princeton University professor who studies patterns of charitable giving.

Even gifts from the super-rich—\$16-billion this year alone from Microsoft founder Bill Gates and his wife, Melinda, for example—have not assuaged the concern about the level of giving in America.

"We do see some increase in giving among the wealthy," says Virginia A. Hodgkinson, a Georgetown University philanthropy scholar and a former vice-president of Independent Sector, "but nothing in comparison to their growth in wealth."

Spirited Debate

Why personal generosity remains flat is cause for spirited debate. But with little reliable data on giving habits, the deliberations are far from conclusive.

Some observers, such as Susan Saxon-Harford, vice-president for research at Independent Sector, say that the aver-

Giving by Americans, 1968-1998

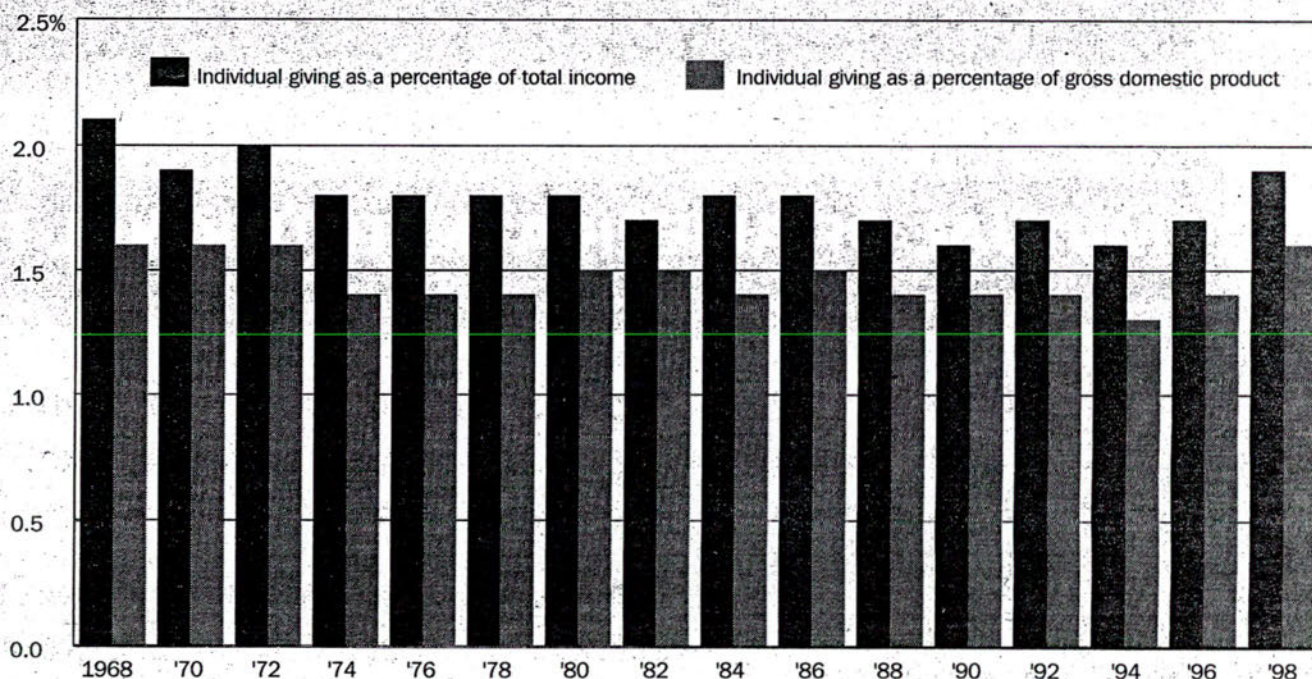
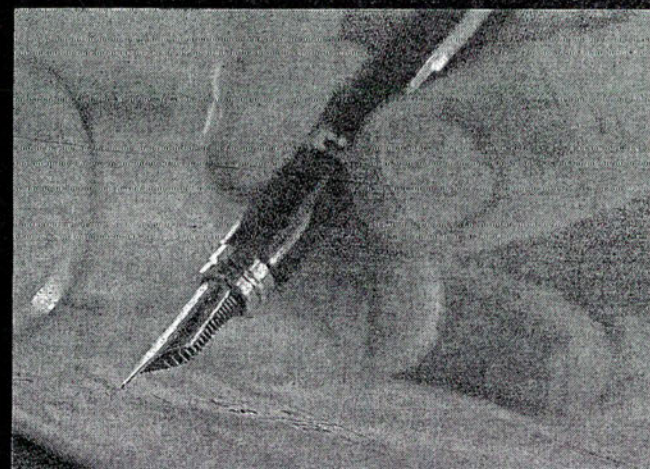


PHOTO: © Jon Feingersh/Stock Market

SOURCE: American Association of Fund-Raising Counsel

Why personal generosity remains flat is cause for spirited debate. But with little reliable data on giving habits, the deliberations are far from conclusive.

Some observers, such as Susan Saxon-Harrold, vice-president for research at Independent Sector, say that the average charitable gift per household remains low because more people of modest means are joining the ranks of donors. Still other observers cite an erosion of spiritual and moral values for the stagnation in generosity.

"The moral training of our nation has

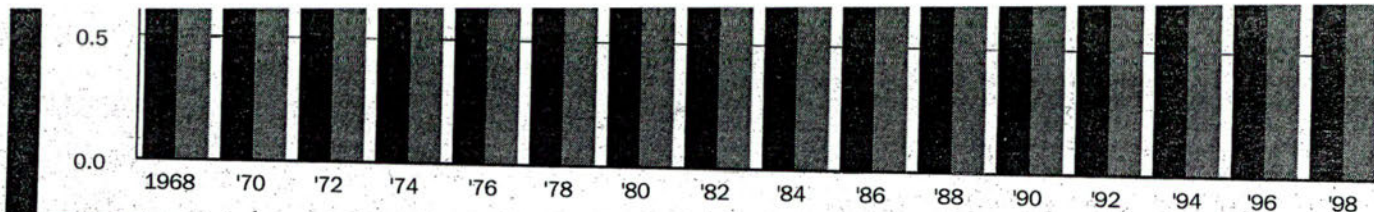


PHOTO: © Jon Feingersh/Stock Market

been on the downhill," says Mr. Treadwell, of Central Union Mission. "You hear about a Bill Gates giving \$16-billion, but other people are unwilling to sacrifice \$16 because they're wrapped up in selfishness."

Notwithstanding the theories, many charity advocates believe that Americans, on average, have more room to be generous.

Claude Rosenberg, a former investment manager who founded an organi-

SOURCE: American Association of Fund-Raising Counsel

zation called Newtithing Group, in San Francisco, to encourage greater philanthropy, has reviewed Internal Revenue Service figures to determine that Americans could donate another \$242-billion this year "without it creating any sacrifices for anybody." More than three-fourths of that giving, he says, could come from the richest 3 per cent of Americans who file tax returns.

Many wealthy people "are really not sure how much they should give or even where to put" their charitable dollars, Mr. Rosenberg says. "In fact, many of the people are so overwhelmed with solicitations already that they almost throw up their hands and say, 'I don't know what I'm going to do.' So they just procrastinate."

Limits on Generosity

As Mr. Rosenberg suggests, wealthy people hold special potential for charities. But relying on the rich to shore up the nation's record of generosity has its limits.

For one thing, says Mr. Clotfelter of Duke University, while the number of affluent people in America is growing, "the wealthy are not numerous, so they can't really contribute that much" to raising the national average on giving as a percentage of personal income. In 1996, the number of people with adjusted gross incomes of \$1-million or more grew 28 per cent from the year before, to 111,000, showing that the ranks of the wealthy are on the rise. But those

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Big Gifts Do Little to Change National Giving Averages

Gates Pours \$6-Billion More Into Foundation ... Gates Foundation to Give \$1-Billion for Scholarships ... Microsoft Founder to Become Biggest Benefactor in History

Read the headlines, and you'd think that Microsoft mogul Bill Gates could single-handedly raise the national averages for per-capita giving to charity. This year alone, Mr. Gates and his wife have poured \$16-billion into the Bill & Melinda Gates Foundation, more money than any other U.S. donors have given to charity by far.

But big gifts are one thing. Moving the national averages are another. Even the Gateses' breathtaking largesse won't make a significant difference in the level of giving when expressed as a share of personal income or gross domestic product.

That's because national giving averages rely largely on information that donors report to the Internal Revenue Service—specifically, the amount of charitable deductions that

donors are allowed to claim each year on their income taxes. And not even the Gateses—the world's wealthiest couple—make enough to let them write off their donations all at once.

Under federal tax law, donors can never claim a charitable deduction for gifts that total more than 50 per cent of their adjusted gross income. Write-offs on contributions to private foundations are limited even more—to 30 per cent of the donors' annual income for gifts of cash, 20 per cent for gifts of property such as stock.

Because the Gateses' gifts have been in Microsoft stock, to claim a deduction on the \$16-billion all in one shot, they would need a combined adjusted gross income of about \$80-billion this year. Mr. Gates's compensation from Microsoft in 1999? \$623,373.

Even if the Gateses could claim a deduction for, say, \$5-billion of this year's \$16-billion in donations, personal U.S. giving as a percentage of gross domestic product would remain

virtually unchanged, at about 1.6 per cent, based on data from *Giving USA*, a statistical almanac published by the American Association of Fund-Raising Counsel.

In fact, big gifts never seem to have much of an effect on national average-giving figures. A look back at another heyday of philanthropy—the Roaring '20s—underscores the point.

In 1928, donors made 500 lump-sum gifts of \$1-million or more to charity, Ohio State University professor emeritus Robert H. Bremner wrote in his book, *American Philanthropy*. Yet even those gifts—huge for America's pre-Depression economy—failed to raise the overall level of giving in the nation.

Charitable gifts claimed by taxpayers on their I.R.S. returns totaled \$533-million in 1928, \$25-million more than in the year before. But giving as a share of Americans' income? It dropped in 1928—to 1.84 per cent, from 1.94 per cent the year before.

—THOMAS J. BILLITTERI

Charities Look to Washington for Policies to Help Spur Philanthropy

Continued from Page 12

Healthy filers still represented only about 1 in 800 U.S. taxpayers.

Moreover, many observers say that cuts in the top income-tax rate over the decades have diminished an important incentive for people—especially rich ones—to give: the opportunity to keep their money out of the government's hands.

When the top tax rate was above 90 per cent in the 1940s, 1950s, and 1960s, wealthy donor wound up spending less than 10 cents to give a dollar to charity; cutting on to the dollar meant losing 90 cents of it to the Internal Revenue Service.

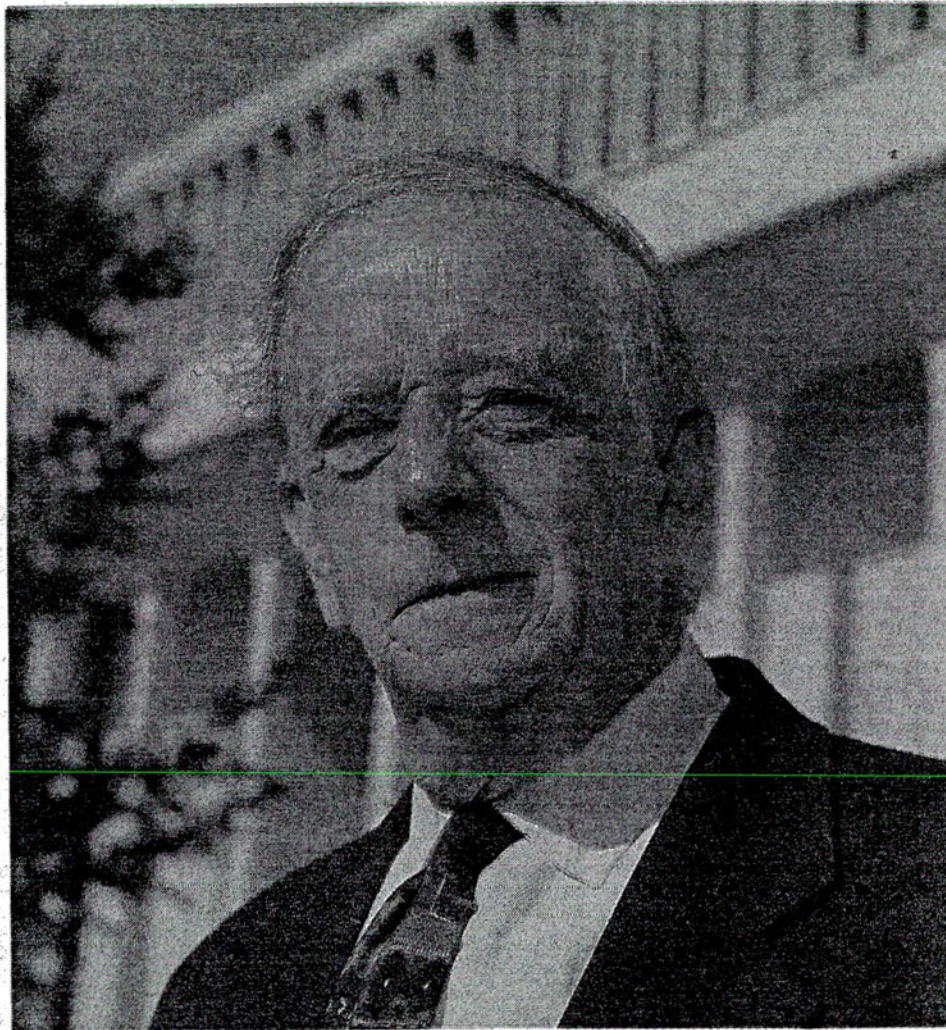
But in recent years Congress has slashed the top tax rate—to 50 per cent in 1983 and then to 28 per cent in 1986, before raising it again in the 1990s to the current 40 per cent. Today, it costs a donor in the top tax bracket as much as 40 cents to give a dollar to charity.

"On one side, there is more wealth," Mr. Clotfelter concludes, "but on the other side, the wealthy don't have as much tax-related incentive to give."

Of course, not everyone agrees that taxes—or the possibility of escaping them—are the way to promote giving. "I don't think being heavily taxed makes people feel very charitable," says Alan Reynolds, director of economic research at the conservative Hudson Institute. "It makes them feel ripped off."

State-Tax Debate

Mr. Reynolds's comment points up the awkwardly drawn battle line over taxes and philanthropy. Those lines are no more



ADDISON GEARY, FOR THE CHRONICLE

Princeton University professor Julian Wolpert: "With wealth going up and when our economy is good enough that savings seem less important, one would expect that more of that surplus would go to charity."

businesses, raise interest rates, and

Eliminating the estate tax "won't

charitable giving because it will enable people to have more of their income and wealth to dispose of."

Still, David Joulfaian, an analyst in the U.S. Treasury Department's Office of Tax Analysis, suggests in a recent paper that eliminating the estate tax could cost charities between \$1-billion and \$1.5-billion a year. Eugene C. Steuerle, a senior fellow at the Urban Institute, a Washington think tank, also concludes that the estate tax creates an important incentive for wealthy people to give to charity. People with a net worth of \$10-million or more at death bequeath about a third of their estates to charity, with the estate tax playing a significant role in many of those decisions, he says.

Whatever the course of national tax policy, many analysts are sanguine about the future of giving. Some cite the growth of the Internet as a fund-raising tool, saying it will lead many Americans to give for the first time or to give more than they have in the past. Others expect a spate of bequests when today's Silicon Valley millionaires reach old age.

Trillions of Dollars

But the biggest reason for the optimism can be summed up in one word: demographics. In coming decades, the World War II generation is expected to transfer trillions of dollars in wealth to heirs, to charity, and to government in the form of estate taxes. Charity could reap a significant harvest from that transfer.

In a new study, Mr. Schervish fore-

people feel very charitable," says Alan Reynolds, director of economic research at the conservative Hudson Institute. "It makes them feel ripped off."

Estate-Tax Debate

Mr. Reynolds's comment points up the starkly drawn battle line over taxes and philanthropy. Those lines are no more clear than in the debate over whether to eliminate the so-called death tax on the estates of the wealthy.

Conservatives have long said that estate taxes lead to the demise of family

businesses, raise interest rates, and bring in little net revenue to government. Supporters contend that the taxes spur philanthropy and discourage dynastic concentrations of family wealth.

Princeton University professor Julian Wolpert: "With wealth going up and when our economy is good enough that savings seem less important, one would expect that more of that surplus would go to charity."

ADDISON GEARY, FOR THE CHRONICLE

Eliminating the estate tax "won't automatically increase or decrease giving," says Paul G. Schervish, director of the Social Welfare Research Institute at Boston College. But, he says, it would "provide a better terrain for increased

demographics. In coming decades, the World War II generation is expected to transfer trillions of dollars in wealth to heirs, to charity, and to government in the form of estate taxes. Charity could reap a significant harvest from that transfer.

In a new study, Mr. Schervish forecasts that the total wealth transfer will be "many times greater" than current estimates of about \$13-trillion, and he foresees the awakening of "a sleep-

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Growing Ranks of Fund Raisers Haven't Increased a Key Measure of Giving

The number of charity fund raisers has grown dramatically in recent years, but the increase has, in some ways, failed to pay off in higher levels of giving.

Membership in the National Society of Fund Raising Executives grew fourfold, to nearly 20,000, in the past 14 years. Membership in local councils of the National Committee on Planned Giving rose tenfold since 1987, to 11,500.

And yet, while the total amount of charitable contributions has risen over the years, the share of personal income that average Americans devote to donations has changed little from a decade or two ago.

Theories abound as to why the rapid growth in fund-raising personnel hasn't produced a commensurate increase in generosity. Some experts point out that the sheer number of non-profit groups has increased sharply in the past decade or two, swelling the ranks of fund raisers. And even among groups that have existed for a long time, many more are competing for donations today than in the past, experts note.

"Much of the growth in new fund raisers is in social-service agencies, the arts, and a lot of other non-profit

organizations that traditionally have relied on government support or United Ways," says Patricia Jackson, vice-president for education at the Council for Advancement and Support of Education, which represents college and private-school fund raisers. "People might still be giving away 5 per cent of their income, but they might be giving it to more organizations than they were 10 years ago."

Observers also say that many charities have hired additional fund raisers to position themselves for the future, when trillions of dollars are expected to pass from the hands of the World War II generation. "There is a lot of interest in trying to insure that philanthropy gets its share of that transfer," says Alan J. Abramson, director of the Nonprofit Sector Research Fund, a Washington unit of the Aspen Institute.

What's more, observers say that the rise of complex planned-giving techniques has led many non-profit groups to hire additional fund raisers with discrete skills in such areas as charitable remainder trusts and gifts of real estate or stock.

Social changes also have helped spur demand for new fund raisers. For example, Americans are far more mo-

bile than a generation ago, making it more difficult for charities to establish lasting relationships with potential donors, experts say. More and more fund raisers may be needed simply to attract the same share of Americans' income as in prior years, they say.

And rising membership totals for fund-raising organizations—one of the few sources of data on fund-raiser employment—may simply reflect the fact that the job of attracting charitable dollars has become more formalized than in past years.

"A generation ago, you may have had people who did fund raising but didn't consider themselves to be fund raisers," says Ron Carroll, a Washington-area Boy Scouts of America executive and past chairman of the National Society of Fund Raising Executives. "They were executive directors or other members of the non-profit community."

A Lack of Sophistication

Still, changes in society and in the charity world don't entirely explain why Americans' generosity in some ways remains stagnant despite a steep rise in the number of fund raisers. Some experts also point to the fund-raising profession itself. Too

many fund raisers, they say, are tyros at using sophisticated financial and estate-planning tools—tools that are widely employed by for-profit companies that compete for a share of Americans' income.

"To be a chief development officer, you can be innumerate," asserts Richard Steinberg, who directs the master's program in philanthropic studies at Indiana University-Purdue University in Indianapolis.

"The standard education of fund raisers does not include what any finance major would get: training in the present value of money so you could compare planned versus current giving, advanced statistical techniques to refine your campaign design, portfolio analysis so that you know how to diversify your appeals."

Although some development officers have become adept at using computer software and other state-of-the-art techniques to woo donors, many are too busy—or unwilling—to adopt a more sophisticated approach to raising money, Mr. Steinberg says.

"One of the things I'm working toward is making sure that the next generation of fund raisers is a little less scared of learning these tools."

—THOMAS J. BILLITTERI

Ranks of Volunteers Swell to a Record but Donations Dip, Survey Finds

By STEPHEN G. GREENE

Americans are volunteering in record numbers, a new survey reports, although their charitable contributions have dipped slightly.

An estimated 109 million people—or about 56 per cent of all American adults—volunteered some of their time last year, according to the report. That's a big jump from 1995, when 93 million Americans—49 per cent of the adult population—volunteered.

The average contribution per household, however, fell a bit after adjusting for inflation, from \$1,088 in 1995 to \$1,075 last year. The decline was particularly noticeable among donors in the top income categories.

The average amount of time each person spent volunteering dropped below 4 hours for the first time, to 3.5 hours a week. But the aggregate time spent volunteering in formal programs—excluding informal activities like free babysitting or baking items for a charity fundraising event—was at an all-time high, at 15.8 billion hours.

"The proportion of Americans doing volunteer service is at its highest level ever—and is rising," says Susan Saxon-Harold, vice-president for research at Independent Sector, which is issuing results from its survey this week. "That's very good news."

Independent Sector, a national coalition of major charities and grant makers, has commissioned surveys of American patterns of giving and volunteering six times since 1987. Its latest report is based on responses from more than 2,500 people interviewed in May, June, and July by the Gallup Organization.

Household Giving to Charity

	1987	1991	1995	1998
Percentage of households that gave to charity	71.7%	72.2%	68.5%	70.1%
Households that give to charity				
Contributions in current dollars	\$790	\$899	\$1,017	\$1,075
Contributions in inflation-adjusted dollars	\$1,134	\$1,076	\$1,088	\$1,075
Percentage of household income	1.9%	2.2%	2.2%	2.1%

SOURCE: Independent Sector

households reported donating money last year, up marginally from the fewer than 69 per cent who reported giving in 1995—although still less than the 1989 figure of 75 per cent.

As a percentage of household income, donations also ticked downwards—from an average of 2.2 per cent in 1995 to 2.1 per cent in 1998.

That decline, which occurred as the United States continues to enjoy a long period of low inflation and a robust economy, reflects an increase in the number of people with modest incomes making contributions, the report says. The percentage of Americans with income less than \$20,000 who gave to charity rose last year, for example.

"We've got people feeling more financially secure, which translates into a broader participation rate of households making contributions," Ms. Saxon-Harold says.

The share of people who worry about having enough money in the future declined from 74 per cent three years ago

year, compared with 47.3 per cent in 1995. Their donations averaged 5.2 per cent of their income, compared with 4.3 per cent in 1995. (Many people with low incomes may be retired, the report points out, and able to draw upon their accumulated wealth for their donations.)

People with incomes between \$10,000 and \$20,000 also were more generous last year: 56.1 per cent of them were donors, who gave an average of 3.3 per cent of their income. In 1995, by contrast, only 51.1 per cent of such Americans were donors, and their gifts totaled 2.8 per cent of their income.

Larger percentages of relatively well-off Americans also donated last year. More than 83 per cent of those with incomes between \$75,000 and \$100,000 gave in 1998 compared with 79.7 per cent in 1995. The percentage of donors rose from 88.6 to 89.1 among those with incomes of at least \$100,000.

The percentage of donors shrank slightly among some middle-income

\$100,000 or more, and from \$1,582 to \$1,394 in those that earned between \$75,000 and \$100,000.

The average contribution among all households—including those that do not give—was \$754, an increase of 1 per cent after inflation from the 1995 figure.

Income Is Big Influence

Both giving and volunteering are correlated with income, the report notes: As people's income rises, they are more likely to donate both time and money. But the most dramatic growth in volunteers since 1995 has been among those who earned less than \$50,000—who often include people at both ends of the age spectrum.

Although the percentage of volunteers increased for all age groups, it was most dramatic among people age 35 to 44, where it swelled by 12 percentage points to 67 per cent. But it also grew significantly among the youngest and oldest age groups: The share of volunteers among people 75 and over increased 9 percentage points to 43 per cent, while among people 18 to 24 the percentage grew by 8 percentage points to 46 per cent.

Among the youngest age group, however, the growing popularity of volunteering did not accompany a rise in gifts. In a trend that charity officials may find disturbing, the percentage of young people giving to charity continued to drop: from 58 in 1993 to 57 in 1995 to 49 last year.

Both giving and volunteering increased in popularity among people over 65, however. The number of Americans

tion of major charities and grant makers, has commissioned surveys of American patterns of giving and volunteering six times since 1987. Its latest report is based on responses from more than 2,500 people interviewed in May, June, and July by the Gallup Organization.

The report analyzes giving and volunteering patterns by age, sex, race, marital status, income, education level, and employment status, and samples public attitudes about giving. It does not capture giving patterns of the wealthiest Americans, however.

Over all, more than 70 per cent of all

broader participation rate of households making contributions," Ms. Saxon-Harold says.

The share of people who worry about having enough money in the future declined from 74 per cent three years ago to 67 per cent this year, for example, while 25 per cent of Americans now say they have more money left over at the end of the year than they did the previous year, compared with 19 per cent who said that three years ago.

Among Americans with the lowest annual incomes—those under \$10,000—48.2 per cent were donors last

comes between \$15,000 and \$100,000 gave in 1998 compared with 79.7 per cent in 1995. The percentage of donors rose from 88.6 to 89.1 among those with incomes of at least \$100,000.

The percentage of donors shrank slightly among some middle-income people: those with incomes between \$20,000 and \$30,000, for example, and between \$50,000 and \$75,000.

And the proportion of wealthier donors in several income categories stayed constant or even declined—as did the amount of their contributions.

Average gifts fell from \$3,379 to \$2,550 in households with income of

disturbing, the percentage of young people giving to charity continued to drop: from 58 in 1993 to 57 in 1995 to 49 last year.

Both giving and volunteering increased in popularity among people over 65, however. The number of Americans in that age group—some 34 million today—is expected to more than double by 2030, Ms. Saxon-Harold notes, to an estimated 70 million. Charities that figure out how to engage the interest and talents of older Americans will have a great advantage, she says.

"Today's older adults represent a tre-

Continued on Page 18

From Morality to Taxes, Experts Seek to Explain Americans' Lack of Generosity

Continued from Page 14

ing giant of charitable giving" as a result.

But many analysts are adopting a wait-and-see posture on wealth-transfer projections, saying the reality will depend on what happens in the stock market. A run-up in stock prices could propel the value of the transfer to \$30-trillion or more. A Wall Street meltdown, on the other hand, would mean all bets were off.

What's more, even if tens of trillions of dollars indeed do change hands in the next half century, charities aren't insured a resulting bonanza.

"There's hope, but no assumption" of that, says Sylvia Ronsvalle, executive vice-president of Empty Tomb, a religious, research, and social-services organization in Illinois. Among religious fund raisers, she says, the prevailing view is that without better education on philanthropy, billions of dollars could pass to heirs or be paid out in estate taxes with nary a thought about charity.

"Unless some education takes place in the near future," Ms. Ronsvalle says, "people will die without wills—or by default that money will go to families be-

cause it won't occur to people to give to charities."

With so many unsettled questions about giving in America, the non-profit world is looking for leadership from policy makers in Washington. Their hope: that the White House Conference on Philanthropy will spur Washington to take the subject of charity more seriously.

The greatest need, many observers say, is for better basic data on philanthropy. Says Mr. Wolpert of Princeton: "The private sector relies a lot on all kinds of data that is paid for lavishly by government. We need to know a lot more about the non-profit sector and about philanthropy."

Besides improving government's commitment to data collection, charity advocates say, the White House needs to play a stronger leadership role in amending the tax system to encourage philanthropy.

One way might be to allow donors to take a double deduction for gifts to charities that certify they will use the contributions exclusively to help the poor.

While some non-profit groups, such as Harvard University, have amassed record endowments, many soup kitchens

and shelters are struggling to stay open, notes Curt Weeden, president of Corporate Contributions Management Academy, a Palm Coast, Fla., organization that trains business executives on philanthropy. "Our prosperity often masks some of the problems we have," he says. "Folks living at or below the poverty line are still in very significant need of support."

Two Tax Provisions

Other tax ideas also need a serious look from the White House and Congress, charity advocates say. They point to two provisions that died last summer in the bitter fight over taxes. One would allow older people to shift assets from individual retirement accounts to charity without incurring income taxes; the other would allow people who don't itemize on their federal income-tax returns to take a charitable deduction for gifts up to \$100 per family.

Even more fundamental than tax changes, charity advocates say, is a need for Presidential leadership in examining the proper role of philanthropy in American society—particularly in an era when both major political parties favor shifting the administration of more

and more social-welfare programs from government to non-profit groups.

The way to help philanthropy more dramatically than through a one-day White House conference, Mr. Wolpert says, "is to show some strong advocacy for the people who would benefit either from philanthropy or from government programs." The White House, he says, should "dramatize the problem of poor children in this country, with a clear message that both charity and government have important roles but that the charitable role is only a tiny proportion of what needs to be done. The major responsibility remains with government."

If participants at the White House conference want a reminder of the role that charity plays in caring for the poor, they need only look out the window of 1600 Pennsylvania Avenue. Across from the executive mansion is Lafayette Park, where the down and out of the nation's capital often gather in twos and threes. Among them are clients of the Central Union Mission.

"The guys who spend the night with me," says Mr. Treadwell, reflecting on this week's philanthropy conference, "go to Lafayette Park and watch the White House during the day."

Giving and Volunteering in America

Who Donated Time and Money, 1993-98

	1993				1995				1998			
	Percentage who gave to charity	Average contribution	Percentage of income donated	Volunteers	Percentage who gave to charity	Average contribution	Percentage of income donated	Volunteers	Percentage who gave to charity	Average contribution	Percentage of income donated	Volunteers
All	73.4%	\$880	2.1%	48%	68.5%	\$1,017	2.2%	49%	70.1%	\$1,075	2.1%	56%
Sex												
Male	70.3	996	2.2	44	65.3	1,057	2.1	45	67.5	1,154	2.1	50
Female	76.2	781	2.0	51	71.4	983	2.3	52	72.7	1,002	2.1	62
Race												
White	76.6	907	2.1	51	72.6	1,083	2.3	52	74.5	1,174	2.2	59
Non-white	54.2	659	2.0	28	51.8	651	1.6	36	53.6	639	1.5	38
Black	51.0	663	1.8	29	52.8	668	1.6	35	51.9	658	1.8	47
Hispanic*	65.4	353	1.3	32	56.9	547	1.4	40	62.9	504	1.1	46
Age												
18-24	57.8	514	1.2	45	57.1	287	0.6	38	49.2	478	1.2	46
25-34	66.0	520	1.4	46	66.9	743	1.6	51	66.9	768	1.5	55
35-44	80.4	978	1.8	55	68.5	1,342	2.6	55	74.4	1,071	1.9	67
45-54	80.8	1,241	2.5	54	78.5	955	1.8	55	77.2	1,375	2.2	63
55-64	82.0	1,037	2.4	47	71.7	1,791	3.6	48	69.3	1,345	2.5	50
65-74	76.8	1,135	3.9	43	73.0	980	2.8	45	78.0	897	2.5	47
75 and over	70.7	666	3.2	36	61.5	839	3.7	34	74.1	1,242	4.6	43
Income												
Under \$10,000	47.9	207	2.7	34	47.3	295	4.3	35	48.2	329	5.2	42
\$10,000-\$19,999	66.9	332	2.3	37	51.1	425	2.8	34	56.1	495	3.3	42
\$20,000-\$29,999	68.1	668	2.7	53	64.9	578	2.3	45	61.4	552	2.2	44
\$30,000-\$39,999	81.4	715	2.0	56	71.8	722	2.1	46	71.8	734	2.1	54
\$40,000-\$49,999	83.5	572	1.3	55	75.3	576	1.3	53	78.8	951	2.1	67
\$50,000-\$74,999	94.0	1,042	1.7	61	81.5	1,170	1.9	60	78.4	1,379	2.2	64
\$75,000-\$99,999	86.8	1,720	2.0	58	79.7	1,582	1.8	65	83.1	1,394	1.6	64
\$100,000 and above	92.3	3,213	3.2	68	88.6	3,379	3.4	69	89.1	2,550	2.2	70
Marital status												
Married	80.5	1,031	2.2	52	78.0	1,248	2.4	56	77.3	1,336	2.3	60
Single	58.7	517	1.3	41	54.9	479	1.3	40	51.8	581	1.3	45
Divorced, separated, or widowed	66.9	648	2.4	40	57.9	685	2.6	41	67.1	603	2.0	52
Employment status												
Employed	78.6	968	2.0	52	70.3	981	1.8	52	71.2	1,072	1.9	59
Full-time	79.2	956	2.1	50	70.7	1,063	2.0	50	72.8	1,090	1.9	58
Part-time	75.5	1,020	1.6	61	68.6	629	1.4	58	64.1	984	2.0	66
Not employed	64.8	710	2.4	41	61.0	1,010	2.6	46	63.0	1,258	2.8	54
Retired	73.7	903	3.5	41	66.6	1,279	4.1	40	73.7	1,044	3.1	45
Education												
High-school graduate or less	63.1	580	1.5	37	59.3	627	1.7	36	61.1	594		
Technical, trade school, or some college	80.5	779	1.8	53	74.1	977						
College graduate	89.6	1,493	2.8	67								

widowed	66.9	648	2.4	40	57.9	685	2.6	41	67.1	603	2.0	52
Employment status												
Employed	78.6	968	2.0	52	70.3	981	1.8	52	71.2	1,072	1.9	59
Full-time	79.2	956	2.1	50	70.7	1,063	2.0	50	72.8	1,090	1.9	58
Part-time	75.5	1,020	1.6	61	68.6	629	1.4	58	64.1	984	2.0	66
Not employed	64.8	710	2.4	41	61.0	1,010	2.6	46	63.0	1,258	2.8	54
Retired	73.7	903	3.5	41	66.6	1,279	4.1	40	73.7	1,044	3.1	45
Education												
High-school graduate or less	63.1	580	1.5	37	59.3	627	1.7	36	61.1	584	1.7	42
Technical, trade school, or some college	80.5	779	1.8	53	74.1	977	2.1	54	72.3	963	1.9	61
College graduate	89.6	1,493	2.8	67	82.3	1,720	2.8	71	82.0	1,748	2.5	72

* Hispanics may be of any race.

Comparisons of People Who Itemize Tax Deductions and Those Who Do Not

	Percentage of all respondents	Average household contribution	Average household income	Percentage of income donated to charity
All itemizers	40.5%	\$1,277	\$61,782	2.1%
Itemizers who claim charitable deductions	29.0	1,655	67,220	2.5
Itemizers who do not claim charitable deductions	9.9	270	47,186	0.6
Non-itemizers	51.4	367	33,775	1.1

Views on Charitable Organizations

	Agree	Disagree
The need for charitable organizations is greater now than five years ago.	74%	18%
Charitable organizations are more effective now in providing services than five years ago.	62	22
Charitable organizations play an important role in speaking out on important issues.	69	24
Charitable organizations play a major role in making our communities better places to live.	76	18
Most charities are honest and ethical in their use of donations.	62	28

SOURCE: Independent Sector

Minorities Are Volunteering in Record Numbers, According to New Survey

Continued from Page 16

emendous, largely untapped source of energy, commitment, and skills that lie waiting to address some of our social problems," Ms. Saxon-Harold declares.

But non-profit organizations will have to do a better job of tailoring volunteer opportunities to the needs, interests, and schedules of their volunteers, she adds. Many people say they have limited time to give, and do not want to spend it stuffing envelopes or pushing a hospital cart. What's more, many respondents said they volunteer only seasonally or sporadically because they cannot commit to giving time on a regular basis.

While 39 per cent of volunteers said they preferred to volunteer on a weekly, biweekly, or monthly basis, 41 per cent said they volunteer irregularly, or on a one-time basis.

The growth in volunteers was especially strong among members of minority groups. Some 47 per cent of black Americans volunteered last year, for example—up from 35 per cent in 1995. The trend was nearly as strong among Hispanic Americans, who saw volunteering rise from 40 to 46 per cent.

More Women Than Men Give

Women continue to give and to volunteer in greater numbers than men do, although men's average contributions are somewhat larger. Half of all men say they volunteered last year compared with 45 per cent in 1995. Among women, 62 per cent volunteered in 1998—up 10 percentage points from 1995. On average, men gave 3.6 hours a week, compared with 3.4 hours for women.

The survey gives some evidence that the public has an increasingly favorable

view of charities. Nearly 62 per cent of Americans say charities are more effective now than they were five years ago; only 58 per cent agreed with that statement in 1996. And 76 per cent say charities play a major role in making better communities—up from 71 per cent three years ago.

Almost 62 per cent of Americans say charities are honest and ethical in using donations. While that marks a gain from the 60 per cent in 1996, it still lags below the 67 per cent who agreed with that view in 1994.

Somewhat paradoxically, perhaps, fewer people see the need for charitable organizations increasing. About 74 per cent of respondents see a greater need for charities now than five years ago—down from 78 per cent in 1996 and 82 per cent in 1994.

Independent Sector normally publish-

es its giving and volunteering report every two years. But it waited an additional year this time so as to fall out of step with the national election cycle—and thereby perhaps get more cooperation from people not burned out by answering questions from political pollsters.

The organization will now resume its biennial schedule of reports, Ms. Saxon-Harold says.

Copies of *Giving and Volunteering in the United States Executive Summary* are available from Independent Sector, 1200 18th Street, N.W., Suite 200, Washington 20036; by phone at (888) 860-8118; by fax at (301) 843-0159; or via the organization's Web site, <http://www.independentsector.org>. The price is \$20 (\$14 for members) plus \$4.50 for postage and handling; bulk-order prices are also available. The full report and data sets will be available next year.

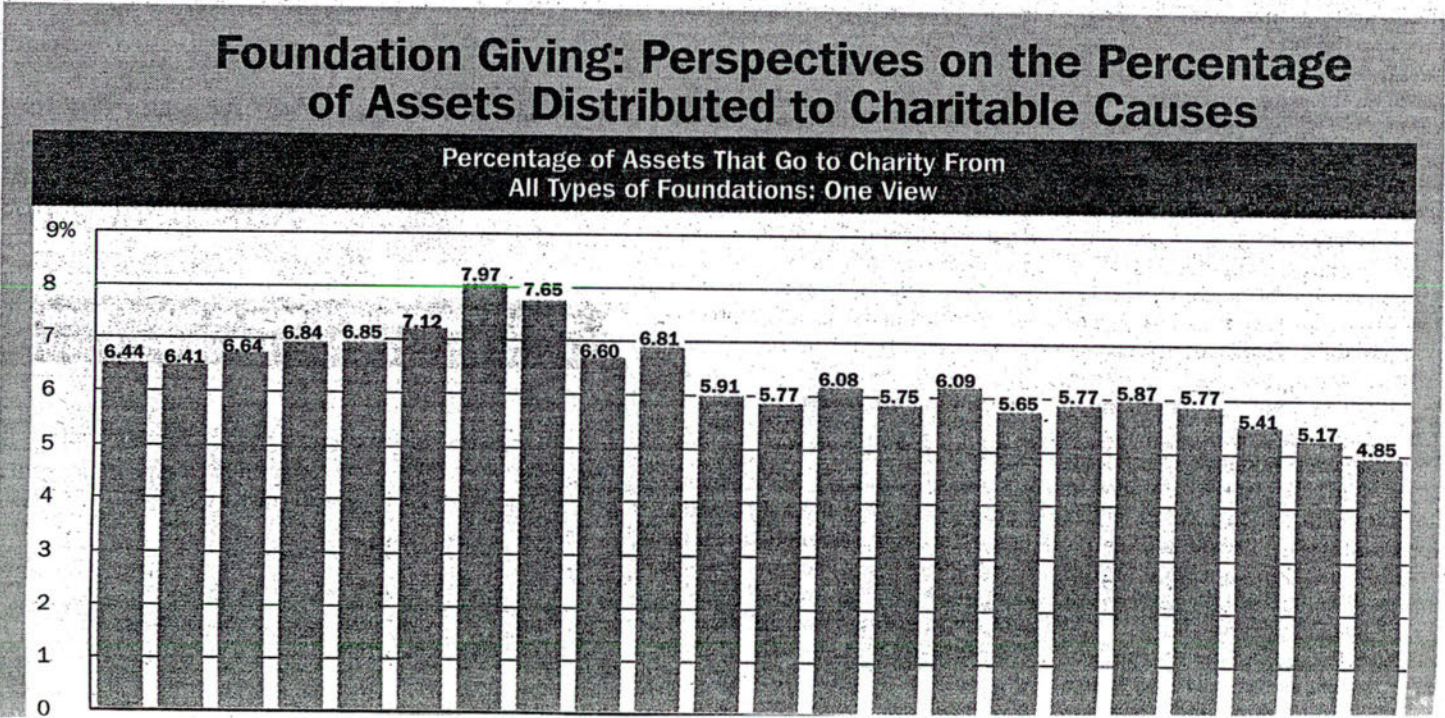
IVING

s, Grants, and Good Works

Playing the Percentages

New study heats up the debate over how much of their assets foundations can—or should—give away each year

by **MARINA DUNDJERSKI**
NEW REPORT by a Columbia University economist contends that foundations have not been giving away over the past two decades the tax benefits they and their receive.
y Mehrling, chairman of Columbia's economics department, says his study of giving patterns found that foundation grants have not kept pace with growth in grant makers' assets. In 1981, he notes, the value of foundation assets in America has tripled—because of the creation of new endowments. However, the percentage of assets that foundations distributed annually declined from 7.9 per cent in 1981 to 4.8 per cent in 1997.
"We're not getting the bang from the tax that Congress and society has a right to expect," Mr. Mehrling says. "The giving of big tax advantages to foundations and I'm not sure we're getting good value from it."



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Mehrling's analysis was commis-
by the National Network of
nakers, an organization that is
g foundations to increase the
t they give away annually. By
oundations must distribute at
per cent of their investment as-
ch year—though they are allowed
rage that amount over several

Mehrling's report has been criti-
not only for its conclusions but for
ethodology he used in his study.
grant-making experts contend
is approach was biased to make it
that foundations were stingier
they are—and to make the case
ongress should increase the mini-
payout standard—charges that
ehrling strongly rejects.

itting Commonly Held View

a report on his study, "Spending
es for Foundations: the Case for
used Grants Payout," Mr. Mehr-
ikes aim at an argument common-
de by grant makers: that if all
ations were required by law to dis-
e more than 5 per cent annually,
would be forced to shut down in a
ation or so, and as a result there
ln't be sufficient philanthropic re-
es to deal with the problems of the
3.

ead, Mr. Mehrling contends a
l foundation could have given
up to 8 per cent of its assets during
ast 20 years without significantly
asing the value of its endowment.
ile a few foundations would proba-
out of business if they distributed
ich as 8 per cent annually, he con-
s, recent history suggests that other
ations would be established or ex-

panded to insure that money is always
available to finance charitable projects.

Mr. Mehrling's analysis was based on
data collected from 44,000 foundations
by the Foundation Center, in New York.

But officials at the center—and other
grant-making experts—are raising
questions about whether the data were
analyzed in ways that led to sound con-
clusions.

They say Mr. Mehrling should have
limited his analysis to private founda-
tions, instead of looking at asset growth
and giving patterns at all kinds of foun-
dations—such as community and oper-

ating funds, which are not covered by
the federal 5-per-cent payout rule.

What's more, they argue that Mr.
Mehrling applied too strict a standard in
figuring out how much foundations
were distributing annually. He counted
only grants, but foundation leaders say
he should have included other expenses
that foundations are legally allowed to
count when they calculate whether they
meet the 5-per-cent payout standard.
Such expenses include administrative
costs and trustee compensation.

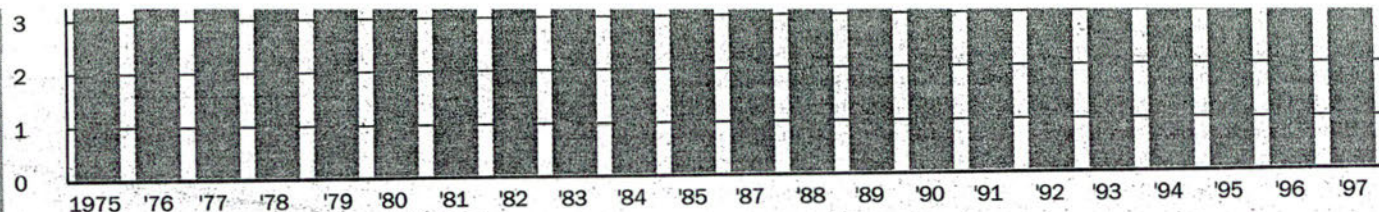
"The methodology amplifies the effect
that the report is chasing after," says

Peter Frumkin, an assistant professor of
public policy at Harvard University's
John F. Kennedy School of Government.
"This study is not necessarily about de-
riving the definitive policy analysis of
this issue, but more aimed at generating
a political conversation."

But Mr. Mehrling denies his approach
was biased. He says his analysis had
nothing to do with ideology but was
based on the standards that economists
always use to determine the social bene-
fit of public policies.

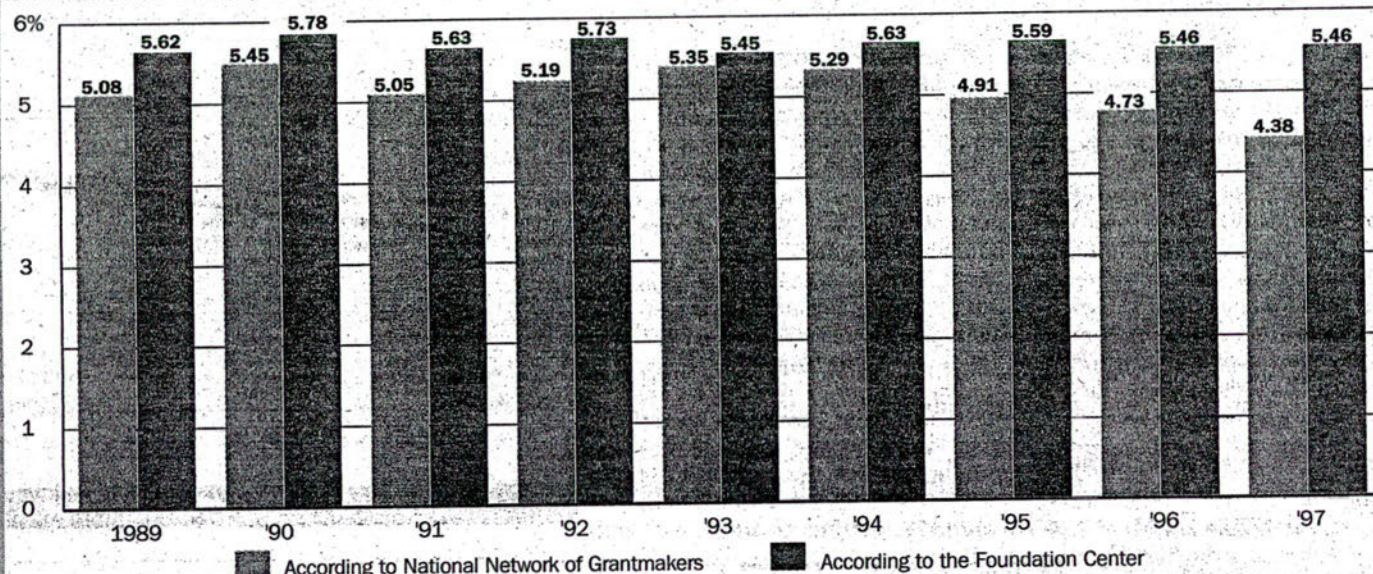
"Society does not care how much foun-

Continued on Page 22



Note: Figures unavailable for 1986.

How Two Non-Profit Groups Differ on Estimates of Share of Assets That Private Foundations Give to Charity



SOURCE: National Network of Grantmakers and the Foundation Center

CHRONICLE CHART BY JASMINE STEWART

Report Says Foundations Aren't Giving Enough Away

Continued from Page 21

dations are spending on their rent, or how much they are giving to their top executives," he says. "What is in the social interest is actual charitable giving. I'm trying to get a sense of how much society is getting for the tax advantage they provided this sector."

Mr. Mehrling says he was forced to include all foundations in his analysis—not just those covered by the 5-per-cent rule—because the Foundation Center did not have data for the years before 1989 that separated out different kinds of grant-making organizations. He said he felt it was important to look back at least as far as 1981, when Congress revised the payout formula to require the 5-per-cent annual distribution.

He says including other types of foundations didn't skew the results, since private foundations accounted for about 85 per cent of the total assets and 75 per cent of the total grants made by the foundations in the sample.

However, he did look specifically at the giving trends of private foundations for the years when such data were available. For instance, in 1997, he said, those funds distributed 4.38 per cent of their assets in grants.

Foundation Center officials say that they don't consider that figure to be accurate. They estimate that in 1997 private foundations distributed 5.46 per cent of their assets in grants. The discrepancy is based on different methods of mea-

ing about a one-percentage-point increase."

But many foundation leaders disagree.

Officials at the Robert Wood Johnson Foundation, in Princeton, N.J., have calculated how their own assets would be affected by increases in the payout requirement.

It made separate calculations based on the requirement staying as it is, rising to 6 per cent or 7 per cent, and then figured out what would happen if its investments fared very well, moderately, or poorly. They found that in each case, for about the next 20 years charities would overall receive more at the 6-per-cent and 7-per-cent payout rates. But after that, the total given to charities would drop significantly because the foundation would have a lot less money available to spend than it would have had if it kept distributions consistently at 5 per cent. (Charts at right show what would happen in each case.)

Congressional Actions

Congress first imposed a payout minimum in 1969 when it passed a major tax bill designed to make foundations more accountable to the public and make sure that they weren't hoarding their assets.

Initially, Congress voted to set the minimum payout at 6 per cent of a foundation's investment assets or the entirety of their net investment income, whichever sum was greater. Seven years later, Con-

agree, and think that it would be wrong for the government to increase payout requirements—and, in effect, make it impossible for a donor to set up a foundation that he or she could be certain would operate in perpetuity.

"If you believe that foundations should honor donor intent to be around in perpetuity, then the premise of the report is flawed," says Rebecca Rimel, president of the Pew Charitable Trusts, in Philadelphia.

Copies of "Spending Policies for Foundations: the Case for Increased Grants Payout," are available from Júlio C. Rosa, National Network of Grantmakers, 1717 Kettner Boulevard, Suite 110, San Diego 92101; (619) 231-1348 or through the organization's Web site, <http://www.nng.org>. The cost is \$8 prepaid, plus tax and a shipping and handling fee.

Education Grant Makers Told How to Learn: Listen to the Public

By MEG SOMMERFELD

CHICAGO

If foundations want their grant dollars to improve the performance of the public schools, they need to listen more to parents and the public, Andy Plattner, a communications consultant, told an audience of foundation officers assembled here for the annual fall meeting of Grantmakers for Education.

By recognizing how their own biases and experiences differ from those of the public, foundation officers can better understand the public—and therefore help educators to do a better job at en-

listing public support to improve schools.

To draw attention to some of those differences, Mr. Plattner asked the foundation officers to participate in a survey.

The survey's findings revealed some striking differences:

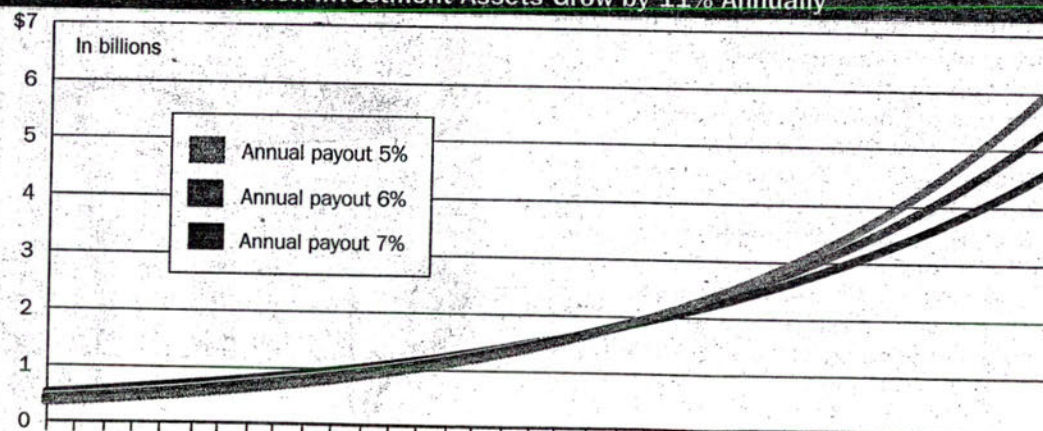
► Sixty-six per cent of the education grant makers identified themselves as Democrats, while just 2 per cent said they were Republicans. That compares with 36 per cent of the general population who describe themselves as Democrats and 29 per cent as Republicans.

► All the grant makers said they

Conference Notebook

How Giving Rates Affect a Big Foundation's Endowment

What Would Happen to Robert Wood Johnson Foundation's Endowment When Investment Assets Grow by 11% Annually



funds distributed 4.38 per cent of their assets in grants.

Foundation Center officials say that they don't consider that figure to be accurate. They estimate that in 1997 private foundations distributed 5.46 per cent of their assets in grants. The discrepancy is based on different methods of measuring the percentage given away.

The Foundation Center, following the policy of many grant makers and an approach that is allowed by the Internal Revenue Service, calculates the payout rate by dividing the amount distributed in one year by the value of a fund's assets in the previous year.

Mr. Mehrling, on the other hand, divided giving by asset values in the same year. He says that the Foundation Center approach would show payout to be a bit higher in some years, but that it would not change the overall downward trend in the percentage of assets foundations have given away.

Campaign to Increase Giving

The National Network of Grant-makers commissioned Mr. Mehrling's report as part of its "1% More For Democracy" campaign, which encourages foundations to increase by one percentage point the share of assets they give away each year and to dedicate those dollars to progressive causes (*The Chronicle*, September 23).

Robert McKay, president of his family's McKay Foundation, in San Francisco, and a member of the network's payout committee, says that the Mehrling report makes the case that "if anything, a one-percentage-point increase is not only doable but is actually incumbent on the philanthropic community to think seriously about."

He adds: "I do not think there is any question that we do not endanger foundation endowments, and by virtue their life cycles, by talk-

the public and make sure that they weren't hoarding their assets.

Initially, Congress voted to set the minimum payout at 6 per cent of a foundation's investment assets or the entirety of their net investment income, whichever sum was greater. Seven years later, Congress lowered the rate to 5 per cent. In 1981, it dropped the idea of pegging the payout to net investment income but kept the 5-per-cent rule.

"Congress intended to keep tax-favored foundations from becoming mere warehouses of wealth," Mr. Mehrling argues in the report.

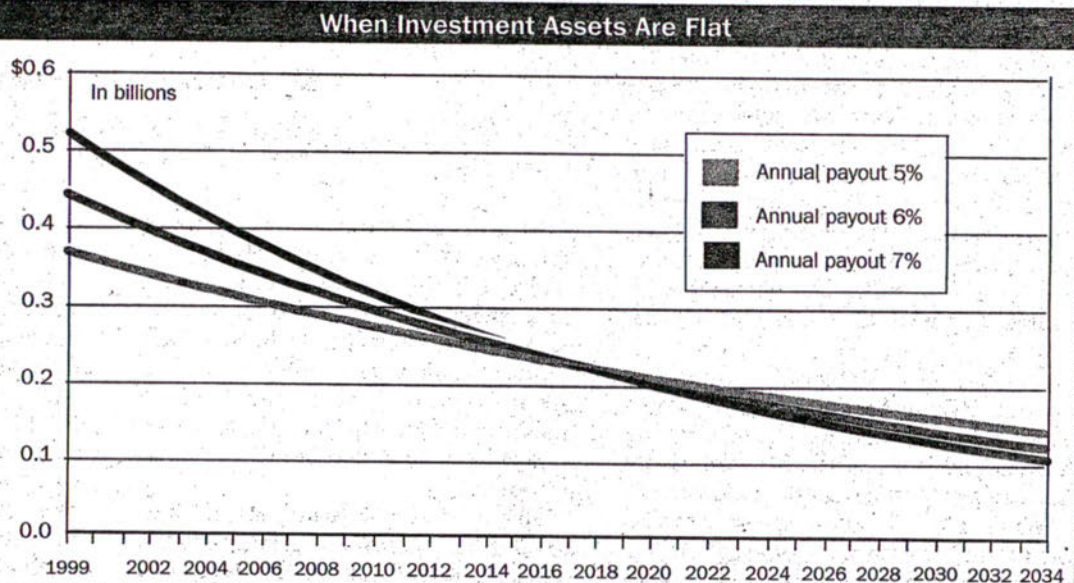
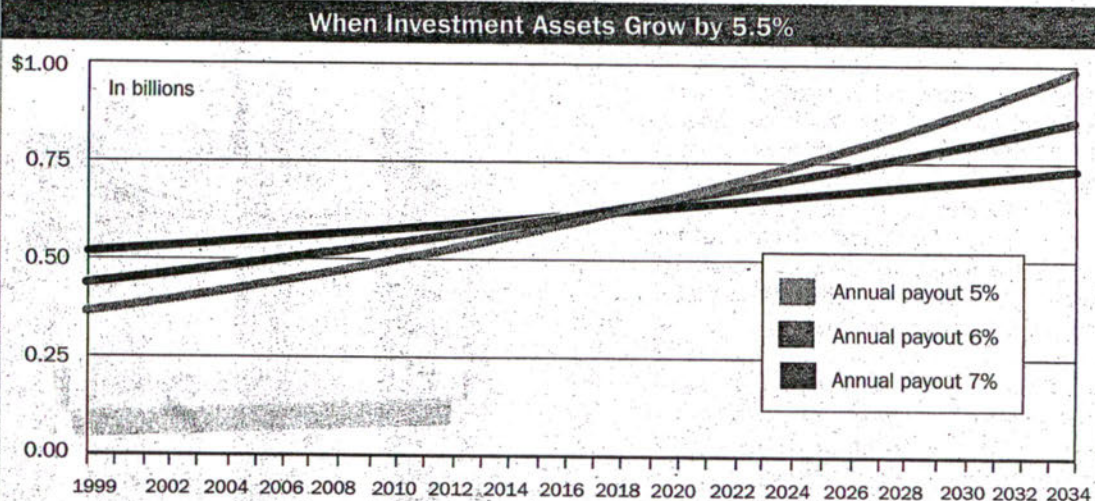
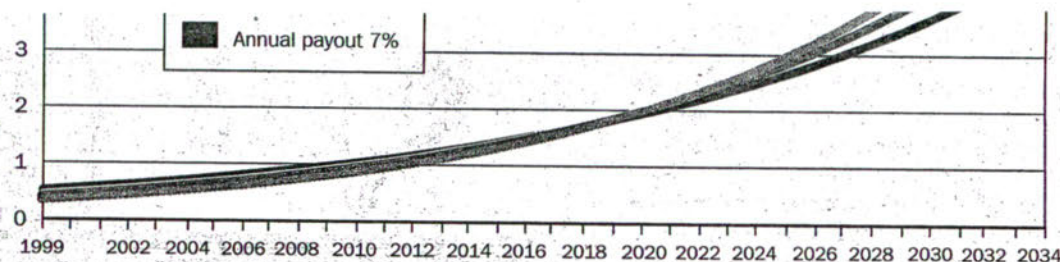
But, he adds that, in setting the 5-per-cent payout, "what Congress did not anticipate was that new [foundation] gifts would be so strong." He said that in the past two decades it has not been investment growth that has caused foundation assets to balloon so much, but the creation of new funds. He attributes 85 per cent of the rise in asset value to the start of new foundations—or the expansion of existing ones—and only 15 per cent to investment growth.

He said that if foundations try to give conservatively so they can continue to invest a large share of their endowments to generate new grant funds, "they defeat the real social purpose of their privileged tax status and risk attracting renewed legislative attention."

He says that foundations are not serving society by insisting that they deserve the freedom to exist forever. Such arguments, he says, are "equivalent to saying that society has reason to preserve the Chrysler car company in perpetuity."

He adds: "No doubt donors want to create perpetual monuments to themselves, but why should society help them for that in terms of tax laws?"

But some grant makers dis-



Note: Foundations are currently required to distribute at least 5 per cent of their assets each year for charitable purposes.

SOURCE: Robert Wood Johnson Foundation

CHRONICLE CHART BY JASMINE STEWART

ed in the 1996 Presidential election. In contrast, just 51 per cent of eligible voters did so that year. Only 17 per cent said they would support the use of a voucher program that would allow parents to send their children to any school they choose, compared with 51 per cent nationally. This group is not necessarily the general public," Mr. Plattner said. "That's why listening is so important."

As the grant makers sipped coffee in a meeting room at the Palm House Hilton, Mr. Plattner asked them a question: "What is public engagement?" A slide projector flashed the photograph of a smiling woman. Mr. Plattner explained that it was his wife, Linda, to whom he had posed on a public beach—making their betrothal a literal "public engagement." Amid the laughter of 175 foundation officers, Mr. Plattner used a joke to explain a more serious point: that many people don't know what "public engagement" really means. Good public-engagement efforts are more than just public-relations campaigns that produce a cadre of parents who will hold bake sales or raise for the school budget, Mr. Plattner said. Instead, such efforts seek to cultivate well-informed consumers who understand and support their local schools—not only as cheerleaders, but with a critical eye. The efforts involve not just parents, but all citizens who have a

foundations supported efforts to improve public schools, and the bulk of education grant dollars went to higher education.

But in the 1980s, grant makers began to show more interest in public schools. Not only were grant makers meeting together through the Precollegiate Group—they were also putting their money where their mouths were. The amount of grant dollars going to elementary and secondary schools nearly doubled, jumping from 13.6 per cent in 1980 to more than 25 per cent in the mid-1990s.

But by 1995, after 15 years of work, the Precollegiate Group's leaders decided the organization's batteries needed recharging. It was reestablished that year with a new name, Grantmakers for Edu-

cation, and a broader mission: to focus not just on kindergarten-through-12th-grade education, but also on what came before and after it—preschool and college.

Begun with 55 members, it now counts more than 130 organizations among its members.

At the meeting, Ray Bacchetti of the William and Flora Hewlett Foundation and Rick Love of the John S. and James L. Knight Foundation discussed their efforts to encourage grant makers to collaborate on higher-education issues.

Mr. Love noted that while colleges and universities have typically received the lion's share of foundation dollars for education,

there has never been a tradition of sharing information among grant makers who support higher education.

As a result, he said, most foundations tended to operate in isolation, rarely consulting with one another to determine if the programs they were developing were redundant or if they might complement each other.

Hoping to bring together those foundations, the group offered several sessions on higher-education topics at this year's conference—a first—and it plans to hold meetings for grant makers at the conferences of several higher-education associations.

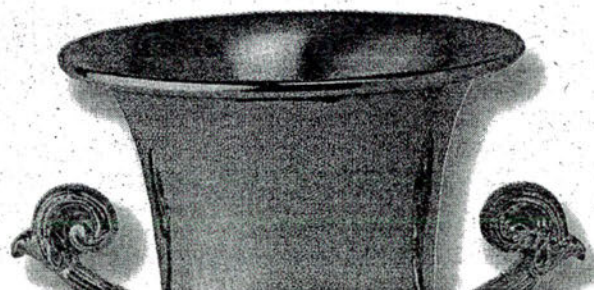
The grant-makers' conference

came on the heels of another major meeting that dealt with ways that private efforts can improve the public schools.

Just days before the meeting, the nation's governors and President Clinton joined together with corporate executives and educators at what was billed as a national "summit" on education.

Participants at that meeting, held in Palisades, N.J., approved a statement calling on businesses to devote more of their grant dollars to public education—especially to efforts that introduced high academic-performance standards. They also urged businesses to do more to encourage their employees to volunteer in the schools and to match gifts their employees make to help the schools.

First in Quality



1993

1994

port their local schools—not ly as cheerleaders, but with a al eye.

ie efforts involve not just par-, but all citizens who have a e in the future of the schools.

ll too often, Mr. Plattner said, school-improvement efforts ported by foundations and oth-on-profit groups have been de-ed because the public didn't w about or understand them.

o drive that point home, Mr. ttner showed a set of video clips interviews that his company ducted with parents in Phila-phia at a time when a com-x school-improvement effort l been under way for three rs.

n one clip, an interviewer asks ents what they think of when y hear the words “school rem-.”

There is silence for a moment, lowed by laughter. “Misguided,” e parent says. “Never,” says an-her. It is clear that the parents ow very little about—or dis-agree with—the effort’s objectives accomplishments.

“Often what the public wants is ot what the reform movement is elivering,” he said.

Grantmakers for Education is a elatively new organization, hav- ing been formed just four years go. But in other ways, it’s a new version of an old group.

Its predecessor, the Precolle- giate Group, was started in 1980 to bring together foundation officers who shared a common interest in elementary and secondary schools.

Its founding predated the 1983 release of “A Nation at Risk,” the report of a federal panel that is of- ten credited with touching off a wave of school-improvement ef- forts. At that time, relatively few



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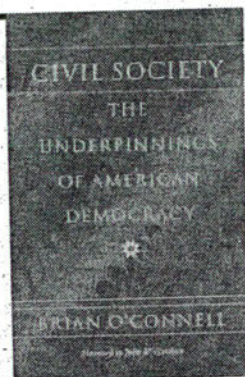
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CIVIL SOCIETY THE UNDERPINNINGS OF AMERICAN DEMOCRACY

By BRIAN O'CONNELL
Foreword by JOHN W. GARDNER

*An expert's guide on what
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"Brian O'Connell makes compellingly clear that effective citizenship and effective government are inextricably linked. His practical experience and lessons will help governance and public management return to their roots of authentic citizen engagement."—**R. Scott Fosler**, President, National Academy of Public Administration and Chairman, National Civic League

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Cornell U. Gets \$100-Million; Other Gifts

Several institutions have received big gifts.

► **Cornell University**, in Ithaca, N.Y., has received \$100-million from an anonymous donor to help pay for a campus make-over.

Officials intend to renovate the university's West Campus, which comprises residential and dining facilities for upperclass students, and incorporate academic and social programs into students' living spaces.

The project is part of a \$500-million effort to bolster undergraduate facilities, programs, and scholarships.

► **Steven Ferencz Udvar-Hazy**, a Hungarian émigré who built a fortune leasing commercial jet aircraft, has given \$60-million to the National Air and Space Museum for its planned Dulles Center in the Washington suburbs.

Mr. Udvar-Hazy (pronounced OOD-vahr HAH-zee) is president of International Lease Finance Corporation, in Los Angeles. He and his family fled Budapest during the Soviet Union's crackdown

on the 1956 Hungarian revolution and settled in New York two years later.

The museum also announced a \$130-million capital campaign for the Dulles Center, which has raised \$90-million to date.

► **The University of California at Berkeley** has received \$50-million from an anonymous donor. The gift supports a \$500-million campaign to bolster health research.

The "Health Sciences Initiative" has raised \$124-million to date, including the \$50-million gift. The university hopes to finance the work of as many as 400 scientists from several fields to advance cancer treatment, medical imaging, therapies for brain and spinal injuries, and knowledge of genetic and infectious diseases and dementia.

► **Duke University**, in Durham, N.C., has received \$35-million from Edmund T. Pratt, Jr., retired chairman of Pfizer Inc., to endow its engineering school. Other than the gift from the industrialist James B. Duke that transformed Trinity College into Duke Univer-

sity in 1924—roughly \$150-million when adjusted for inflation—Mr. Pratt's donation is the largest ever to the university.

The university has named the School of Engineering in honor of Mr. Pratt, who graduated from Duke in 1947.

► **Haverford College**, in Pennsylvania, has received \$15-million from Daniel Koshland, a biochemist, for a new science facility. The complex will be named after Mr. Koshland's late wife, Marian, an immunologist.

Other recent gifts:

Albany Academy (N.Y.): \$5,000,000 from James F. Caird of Redondo Beach, Cal., founder of Auto Insurance Specialists, for unrestricted use.

Albright College (Pa.): \$1,500,000 from P. Kenneth Nase of Sinking Spring, Pa., a retired ophthalmologist, to endow a professorship in biology.

Arizona State U.: \$5,000,000 from David Lincoln of Paradise Valley, Ariz., president of Arizona Oxides Company, and his wife, Joan, to expand the Center for Applied Ethics at the College of Business.

Brewton-Parker College (Ga.): \$1,644,000 from Dennis (Chock) Sikes of Vidalia, Ga., a retired veterinary medical investigator, and from the estate of his late

Volunteers Honored With Points of Light Award

Following are the people and organizations that have most recently been named to receive President Clinton's Daily Points of Light Award.

The Points of Light Foundation, a Washington charity, assists the President in making the choices and carrying out the award program. More information about the

significantly below their grade levels.

1478. Community Health Advancement Program, Seattle, which recruits medical and health-science students to provide health care in low-income neighborhoods through a Saturday clinic, health seminars, and services for homeless people at a shelter.

1479. HOPE for Kids, Colum-

thalmology that offers a telephone line for senior citizens who need answers about their vision problems and referrals to local ophthalmologists who provide free examinations or treatments for people who can't afford to pay.

1481. Samantha Oliver, Barrington, Ill., who founded the Hospice of Northeastern Illinois, which provides medical and psy-



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Early-Bird Deadline: November 12, 1999
Final Deadline: December 13, 1999
Issue Date: January 13, 2000

Following are the people and organizations that have most recently been named to receive President Clinton's Daily Points of Light Award.

The Points of Light Foundation, a Washington charity, assists the President in making the choices and carrying out the award program. More information about the award winners and the program is available at the foundation's World-Wide Web site, <http://points.oflight.org>, or by contacting the foundation at 1400 I Street, N.W., Suite 800, Washington 20005; (202) 729-8184.

The recipients:

1473. The Urban Technology Project, Philadelphia, an after-school group created by science teacher Edison Freire at Edison High School/Fareira Skills Center to teach disadvantaged students how to design Web pages, repair computers, and provide technical support; the students then use their knowledge to aid local community organizations and schools.

1474. Naval Junior Reserve Officer Training Corps-Oxford High School, Mass., which involves students in a number of volunteer activities with local non-profit organizations, including fund raisers, landscaping, and renovations.

1475. Kansas City's Promise Youth, Mo., a service organization that offers young people ways to volunteer in their community on a regular basis.

1476. New Hampshire Partners in Education, Barrington, a network of more than 50,000 volunteers who have contributed more than 1.2 million hours to increase attendance, literacy, and student volunteerism at schools statewide.

1477. Summer Scholars, Denver, a full-day summer program that trains teen-agers with strong academic records to tutor students whose reading skills are signi-

ficantly below their grade levels.

1478. Community Health Advancement Program, Seattle, which recruits medical and health-science students to provide health care in low-income neighborhoods through a Saturday clinic, health seminars, and services for homeless people at a shelter.

1479. HOPE for Kids, Columbia, S.C., an organization whose members work in some of the state's poorest neighborhoods to educate residents about health care, particularly the need to obtain childhood immunizations, and medical programs for which they are eligible; the group also runs a resource center where children can go for academic tutoring.

1480. National Eye Care Project, San Francisco, a creation of the American Academy of Oph-

thalmology that offers a telephone line for senior citizens who need answers about their vision problems and referrals to local ophthalmologists who provide free examinations or treatments for people who can't afford to pay.

1481. Samantha Oliver, Barrington, Ill., who founded the Hospice of Northeastern Illinois, which provides medical and psychological services for terminally ill patients and their families, and who set up an associated foundation that supports patients who can't afford hospice services.

1482. Willie Mae Matthews Christie, Norwood, La., who has devoted her time to children in her hometown by starting academic tutoring, recreational, and Sunday-school programs, often covering the expenses herself.

2 Funds Join in \$16-Million Effort to Aid Poor Californians

The California Endowment and the Rockefeller Foundation plan to spend a total of \$16-million on a new grant-making program to improve the health of impoverished Californians by increasing their access to local and regional job opportunities.

The program, California Works for Better Health, will award grants to non-profit organizations in as many as six regions of the state. Eligible groups include those that conduct job-training programs, help unemployed people find jobs, and help people advance in their careers.

"Lack of work, low wages, and lack of opportunity all affect people's health directly, in terms of increased risk for illnesses such as cardiovascular disease and depression," said Marion Standish, a senior program officer at the California Endowment who is one of two

directors of California Works. "We believe that opportunities for better jobs and for job mobility will have some direct relationship to improved health in low-income communities."

Joint Board Meetings

The partnership arose after the foundations' trustees began meeting more than a year ago to discuss possible ways to help solve some of the underlying causes of poor health among low-income people in California.

Rockefeller has since opened an office within the California Endowment's San Francisco offices, and the foundations have held joint board meetings.

For additional information, contact California Works for Better Health, 88 Kearny Street, Suite 1850, San Francisco 94108; (415) 343-0223.

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Office of Intergovernmental and Interagency Affairs
400 Maryland Avenue, SW
Washington, DC 20202

FAX TRANSMISSION

DATE: November 19, 1999
TO: Ginger
202-395-7376
FROM: Andy Finch
PHONE: 202-401-3292
FAX: 202-205-9133
EMAIL: Andy_Finch@ed.gov
RE:

Pages including cover: 4

Here are the Education Week piece and the TeachingK-8 column.

Coming Up Taller
+
NARS Millennium
Clips

To Ginger
I see
from Jane



JUDITH HUMPHREYS WEITZ

COORDINATOR

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Vermont Adult Learning

Peter Welch
Attorney
White River Junction

Victor R. Swenson

Ms. Judy Weitz
President's Committee on the Arts and the Humanities
1100 Pennsylvania Avenue, Suite 526
Washington, D.C. 20506

Dear Judy:

Thanks so much for your memorandum of November 2 and for the Committee's most cordial hospitality to the Coming Up Taller award winners last month. It was a delightful experience and deep honor to be part of that wonderful group of young people and their adult mentors. Thank you for the conception of the award and for including the Vermont Council's Teen Parent Reading Project in the group of ten programs to receive national recognition.

I am glad to offer some thoughts in response to your questions.

- The Coming Up Taller award (including both the prize this year and the special listing in the 1996 catalogue of projects) has been extremely helpful to us in gaining attention to the work we are doing. It is one thing to offer programs and believe they are important. It is another thing entirely to be able to point to proof of national recognition for work we are doing.
- The Coming Up Taller honor benefits us in many ways. We talk about the award with state legislators, NEH colleagues and everyone else in the universe of the public funding which supports our work. On Monday, November 1, the Council held a reception in Brattleboro celebrating the award and honoring Rose Jones and Anne Eilen Ackerman. Senator Peter Shumiin, President Pro Tem of the Vermont State Senate, and Senator Nancy Chard, Chair of the Senate Education Committee both attended. This was excellent follow-up exposure for us. We have made our annual appeal for increased state funding to the office of Governor Howard Dean and the Coming Up Taller award was one of our strong talking points.
- The award, absolutely, helps us make our fund raising case to corporations, foundations and individual donors. We have sent the Coming Up Taller award booklet with pride to the Turrell Fund which helped conceive and fund this program. We talk about it with prospective donors on fund raising calls. This is critically important

to us. We have a fiscal year 2000 budget of \$1,271,000 of which \$700,000 will come from private fund raising of all kinds. Coming Up Taller is a strong talking point.

- Coming Up Taller has brought the Council much valuable publicity. News of the award from your office in Washington generated several phone calls from people around the country interested in the concept of a teen parent reading program. The Washington based quarterly magazine, **Youth Today**, called us in response to your news release and is doing a feature article on the teen parent project in its forthcoming issue (due out in December, we believe). Meanwhile, Senator Leahy's office sent Vermont media a news release on the award. We publicized the honor in our current newsletter (a copy is enclosed). After the ceremony in Washington last month three Vermont papers (that we know of) have picked up the story. I enclose two of them. We will send others (including one from the Burlington Free Press) when they come in from our clipping service.
- The cash prize dimension of the Coming Up Taller Award is very important and lends an additional credibility to the distinction of the honor, I believe. We are deeply grateful for the support that the cash award gives our work. It is a significant sum of money. People take notice. We spend well over \$150,000 each year on Connections programs--reading and discussion programs using children's literature for fragile readers. The teen parent project is part of that budget. The \$10,000 award from the President's Committee supports that effort.

Please let me know if you have additional questions or if you would like more information about any of the questions posed in your memorandum. I enclose a snapshot of Rose and Anne-Ellen speaking with you at the Tuesday breakfast. The three of us had a wonderful time as your guests in Washington. We enjoyed the night time tour of the city, the breakfast forum, the awards ceremony and the reception afterwards. It was beautifully done. Your staff made all the arrangements seem easy.

Thank you again, Judy, for your interest in our work and for the work which you do with the President's Committee. Let us know when you are visiting Vermont. It would be good to see you here. We will stay in touch in any case.

Sincerely yours,



Victor R. Swenson
Executive Director

Council's Teen Parent Reading Project Wins National Award for Second Time



Newly embarking on the journey of parenthood with offspring who are very newly embarking on the journey called life are Jessica McSweeney and Allison Harvey (cradling pacified son Joshua). At the Lund Family Center in Burlington, both teens participated in a humanities-based book discussion series centered around Robin Lister's lavishly illustrated retelling of The Odyssey. Photo by Mary Claire Carroll.

The President's Committee on the Arts and the Humanities has for the second time chosen our Teen Parent Reading Project to receive a Coming Up Taller Award in recognition of "outstanding work with young people." The award, one of ten made across the country, recognizes programs that "use the power of the arts and the humanities to give all children the best chance for a creative, productive, safe and optimistic future." In addition to a plaque, the award carries with it \$10,000 to be used to enhance or expand services to children at risk.

The Teen Parent Reading Project is unique in that it serves two generations of youth simultaneously. It was developed in response to a 1994 survey of 100 Vermont kindergarten teachers, conducted by the Vermont Agency of Human Services, that revealed that 20 percent of five-year-old students are not ready to succeed in school. When teachers were asked what was the most urgent need for these students, half singled out their students' need to experience "language richness," a concept including articulation, listening and sense of story. A student, they said, who is not prepared to read, is not likely to develop a love of reading in school classrooms.

We had had success with special reading-discussion programs (*Connections*) targeting at-risk youth for some 8 years prior to this, and decided to focus on one of Vermont's most vulnerable populations — teen parents and their children. We set out to interrupt the cycle of illiteracy created when illiterate and "low literate" young people give birth to children and raise them without books and reading. Research links school success to being read to as a child and shows conversation's importance in learning. Building on this, the Council tailored a series of reading discussion groups to instill a love of books and reading in young parents and to help them help their children enter school ready to learn.

Richard Hill, an early childhood specialist who carries the Teen Parent program into his clients' homes, wrote to us, "I have been surprised by the number of parents who told me that they were not

...continued on page 11

MESSAGE FOR THE WEEK

CHESTER, VT
WEEKLY 19,500

OCT 6 1999

NEW ENGLAND NEWSCLIP AGENCY, INC.

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Award Recognizes Project For Reading Efforts

Ginger Lee from the Vermont Council of the Humanities has announced that the Teen Reading Project will receive the Coming Up Taller Award for its work with teen parents.

Anne-Ellen Ackerman, from Early Education Services in Brattleboro, has participated in this project for the last four years. Working with teen parents in Windham County, this program is geared towards teen moms, encouraging reading between mother and child.

The program is aimed at getting the mothers to feel more comfortable about reading and importance of reading to your child at an early age. It also provides mothers with free children's books that they can keep.

Ackerman works with mothers at the EES centers, providing three to four-week reading series. "The goal is to keep this exchange interactive and fun," she says.

"We don't want these books to sit on a shelf. We want mothers and children to enjoy reading."

Chosen from a field of 300 applicants, this award comes from the President's Coalition on the Arts and Humanities (PCAH) in conjunction with the National Endowment for the Arts. The Vermont Arts Council will receive a plaque and \$10,000 for the work they have done around the state.

PCAH is a presidential advisory committee established by executive order to stimulate private sector support for the arts

and the humanities, create more public-private partnerships and to raise public awareness of the benefits of the culture to society.

Ackerman, education and employment specialist for EES, works with teen parents throughout the county on parenting and life skills. EES is a Vermont Parent Center in Windham County, providing preschool programming and Early Head Start and Head Start programming and Reach Up services to teen parents.

For further information on EES programs, call 254-3742.

a compiled error

DEERFIELD VALLEY NEWS

WEST DOVER, VT
WEEKLY 5,000

OCT 7 1999

NEW ENGLAND NEWSCLIP AGENCY, INC.

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JF

Teen reading project to receive award

BRATTLEBORO- Ginger Lee from the Vermont Council of the Humanities has announced that the Teen Reading Project will receive the "Coming Up Taller Award" for its work with teen parents. Working with teen parents in Windham County, this program is geared toward teen moms, encouraging reading between mother and child. The program is aimed at getting mothers to feel more comfortable about reading to children at an early age. It also provides mothers with free children's books that they can keep. From a field of 300 applicants, this award comes from the President's Coalition on the Arts and Humanities (PCAH) in conjunction with the National Endowment for the Arts.

The Vermont Arts Council will receive a plaque and \$10,000 for work done around the state. For information, call (802) 254-3742.

Arts Wire CURRENT is a project of Arts Wire, a national computer-based network serving the arts community. Arts Wire CURRENT features news updates on social, economic, philosophical, and political issues affecting the arts and culture. Your contributions are invited. Contact Judy Malloy, editor.

To encourage the exchange of arts information and perspectives, Arts Wire CURRENT contents are not copyrighted unless specifically stated. We ask that you cite Arts Wire CURRENT as well as Arts Wire's url (<http://www.artswire.org>) when reprinting material. In addition, Arts Wire is very interested in documenting the use of material from Arts Wire CURRENT in other newsletters, publications and on online networks. Please send a copy to: Joe Matuzak, Arts Wire Director.

This week's Current is sponsored by the National Assembly of State Arts Agencies--
<http://www.nasaa-arts.org>

Current's work as a whole is made possible by a generous grant from the List Foundation.

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COMING UP TALLER Honors Arts Education Programs
-

MISSOURI ARTS PROGRAMS GET "JUMP START" THROUGH CULTURAL TRUST

MISSOURI-- In a unique pilot launched by The Missouri Arts Council (MAC) to strengthen arts programs and organizations, MAC's Missouri Cultural Trust Fund has stimulated and assisted art organizations in raising \$13.6 million in private funds in seven months, matched by nearly \$7 million from the state. Twelve organizations from five regions of the state -- including the Saint Louis Symphony Society; the Albrecht-Kemper Museum in St. Joseph; State Ballet of Missouri; and the Kansas City Art Institute -- participated in the pilot, which operated from December 1998 to June 1999.

"All of the organizations were extremely successful, with 11 of the 12 groups meeting or exceeding their fundraising goals," said Flora Maria Garcia, executive director of the MAC, which promotes, facilitates and coordinates the Missouri Cultural Trust's programs. "The incredible success of the pilots is turning the Trust's promise to stabilize arts programs throughout Missouri into a reality."

For example, in 1996, a local donor offered State Fair Community College in Sedalia a multi-million dollar art collection and \$2 million to construct a museum building to house the collection -- with the stipulation that the challenge be matched by \$800,000 for an acquisitions and operating endowment, a considerable sum to be raised for a town the size of Sedalia. (a city of about 25,000 about 90 miles East of Kansas City) To help meet the \$800,000 endowment goal, the Cultural Trust Fund will provide income from \$500,000 as a match, to be used for building operations.

According to Doug Freed, director of the museum, "Having the Cultural Trust invest in the operating endowment for the new building was one of the most important pieces to making the dream of a contemporary art museum in Sedalia a reality."

The Cultural Trust Fund, funded by 60 percent of the income tax on nonresident athletes and entertainers, was conceived as a long-term stabilization program for cultural organizations in the state. Over a 14-year period, the public monies of the Trust are projected to reach \$100 million, to be matched with \$100 million in private investment.

Another of the organizations which participated in the pilot, the Kansas City Art Institute, recently completed the renovation of a small warehouse space in a low-income neighborhood into a contemporary gallery and arts education space. With the Cultural Trust matching grant as an incentive, the Art Institute was able to develop the Artspace facility by converting a four-year pledge into

shared equipment. Within a short time, however, the Clay Studio artists consciously shifted the Studio's mission from an inward focus to an outward educational and community focus. It was the artists' intention to affirm the importance of the ceramic arts alongside other art forms as well as to bring clay as an accessible, tactile medium to a broad range of people.

In the past five years The Clay Studio has experienced dramatic growth, made possible through the development and renovation of the Second Street Art Building, which provides not only expanded facilities for the Studio but galleries for three other artist collectives as well.

Visit the site to find out more.

ELSEWHERE ON THE NET

COMING UP TALLER HONORS ARTS EDUCATION PROGRAMS

WASHINGTON, D.C. -- On October 26, William Baldwin, actor and President of The Creative Coalition presented the second annual COMING UP TALLER Awards during a ceremony in Presidential Hall at the Old Executive Office Building. Sponsored by the President's Committee on the Arts and the Humanities, in partnership with the National Endowment for the Arts, the awards honor arts and humanities programs designed to encourage and engage children's creativity, and provide them with opportunities to develop their skills and aspirations.

Recipients of the awards, who each received \$10,000, included Gallery 37 in Chicago which provides youth employment and training in the visual, performing and literary arts; Hilltop Artists in Residence in Tacoma, Washington, which offers a program of glass blowing instruction as well as academics and mentoring for youth at risk; DC WritersCorps, a project of the Humanities Council of Washington, DC, which uses the power of the written and spoken word to strengthen children's reading and writing skills; and the Angkor Dance Troupe in Lowell Massachusetts which helps young people make constructive choices in their lives by immersing them in their rich Cambodian cultural heritage.

The other programs honored were:

El Puente Arts & Cultural Center, the Latino multi-arts and cultural center in Brooklyn, NY; Mosaic Youth Theatre of Detroit which offers a nine-month "youth ensemble" program providing free, quality theatrical training for 85 Detroit-area young people; the Corcoran Art Mentorship Program in Washington, DC, which has successfully teamed professional artists with high school students in long-term one-on-one mentoring relationships; East Bay Center for the Performing Arts in Richmond, California, community-based minority cultural center; Teen Parent Reading Project, Vermont Council on the Humanities, Morrisville, Vermont; and Young Aspirations/Young Artists, Inc. (YA/YA) New Orleans, LA.

For more information, visit the NATIONAL ENDOWMENT FOR THE ARTS WEBSITE at <http://arts.endow.gov>

Weitz, Judith

From: H. Mark Smith [Mark.Smith@art.state.ma.us]
Sent: Thursday, October 28, 1999 3:31 PM
To: MCC Staff; MCFP Staff; LCC Local Reps.; Alan Bush (E-mail); Alex Avear (E-mail); An-Ming Truxes (E-mail); Ann McQueen (E-mail); Anna Madison (E-mail); ArtBank (E-mail); Artists for Humanity (E-mail); Boston Photo Collaborative (E-mail); Christine Farrell (E-mail); David Brody (E-mail); Donna Glick (E-mail); Ellen Connorton (E-mail); James F. Grace (E-mail); Jane Hirshberg (E-mail); Judith Humphreys Weitz (E-mail); Kathe Izzo (E-mail); Lisa Fliegel (E-mail); Margaret Tittermore (E-mail); Mary Campbell Zapf (E-mail); Matthew (Matt) Siegel (E-mail); Mauricio Cordero (E-mail); Monika Jastrzebski (E-mail); Nan Clark (E-mail); Northern Berkshire Community Coalition (E-mail); Paula Conrad (E-mail); Peter Lee (E-mail 2); Roland Dufault (E-mail); Ron Bosch (E-mail); Sherri Brown (E-mail)
Subject: FW: Angkor Dance at White House

Can't help but brag on them-- we're so darned proud of our Coming Up Taller finalists, Angkor Dance and their YouthReach project, the Angkor Youth Ensemble. Below is a link to the coverage from New England Cable News. I haven't seen it (and I fear I am technologically inept--can't seem to get to this), but I hear the piece is terrific.

(Congrats to Massachusetts' Coming Up Taller semifinalists, as well-- Boston Photo Collaborative and Artists for Humanity, both two-time honorees, and RAW Art Works.)

-----Original Message-----

From: SJ Glidden [mailto:pageone@mediaone.net]
Sent: Thursday, October 28, 1999 4:17 PM
To: Andy Page
Cc: Brenda Bond; Carol Keirstead; Carol Mathews; Carrie Regan; Chhan Touch; Gardner Page; George Chigas; Jane Benfey; Khoeun Pring; Laurie Kalb; Mark Smith; Nina Coppens; Paul Marion; Paulette Renault-Caragianes; Tim Thou; Toni Shapiro
Subject: Angkor Dance at White House

Hi Everyone,
Details of the Troupe's recent trip to the White House to receive a prestigious national award can be accessed at the web site of New England Cable News:

<http://www.necnews.com/1999/10/26/LC.shtml>

This address features top Boston area news stories for Tuesday, Oct. 26. The story on the Troupe, as it appeared on New England Cable Primetime, is the third from the top of the screen. It features dance footage of Samnang Hor as the White Monkey, Linda Thou performing the Peacock with Master Sophea Sek, footage of the group who went to DC, and the White House awards ceremony.

Not sure how long they'll keep the video active on the site ? perhaps only a week or two. You will need "Real Player" to play the video. If you don't have it, you can download it for free.

Hope you are well.
Yours,
Ruth Page



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Social Services

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DEADLY MOTORCYCLE ACCIDENT IN MIDDLETON. MA

(1:53) Summary: One person
is dead after an accident
involving a motorcycle and a



tractor trailer truck in Middleton, Massachusetts Tuesday night. New England Cable News reporter Greg Wayland has the latest.



BRADLEY STUMPING IN NEW HAMPSHIRE

(3:35) Summary: One day
before the town meeting with
democratic presidential



opponent Al Gore, Bill Bradley is back in New Hampshire focusing on campaign finance reform. New England Cable News political reporter Alison King has the story.



LOWELL, MA TEENAGE DANCE TROUPE PERFORMS AT WHITE HOUSE

(2:51) Summary: A group of
Cambodian-American



teenagers from Lowell, Massachusetts was in Washington, DC performing at a White House ceremony this week. New England Cable News reporter Dan Harris has the details on the Massachusetts dance troupe with a lofty mission to repair a culture fractured by war and to save lives.



MA STATE BUDGET AGREEMENT AT IMPASSE

WASHINGTON news

FROM

The Times-Picayune (New Orleans, LA)

WEDNESDAY, OCTOBER 27, 1999

N.O. YA/YA receives national arts award

Youth program is one of 10 to win \$10,000

By Bruce Alpert

Washington bureau/The Times-Picayune

WASHINGTON -

A New Orleans program that trains and encourages young people to develop their artistic skills was honored Tuesday with a \$10,000 award from the National Endowment for the Arts.

Young Aspirations/Young Artists, known as YA/YA, was one of 10 programs in the nation to receive the "Coming Up Taller" award, sponsored by the President's Committee on the Arts and the Humanities through the NEA. The award is designed to recognize "some of the outstanding after-school, weekend and summer programs challenging young people to persevere through education and practical experience in the arts and humanities."

Albert Stewart II, a senior at Warren Easton Fundamental High School, said YA/YA helped him expand on his natural abilities.

"They let me know what my skills were and how to use them," said Stewart, as he waited to accept the award on behalf of YA/YA.

Stewart said he always had a talent for drawing, but YA/YA showed him how to extend that talent beyond illustrating comic books. He now expresses himself with unique T-shirts, pillows, interior designing techniques and carpentry.

Quo Vadis Gex-Breaux, YA/YA's executive director, said the national recognition means a lot to the New Orleans based program that began in 1988.

Cond T.

Arts Beat



BY RICK BOWMER—THE WASHINGTON POST

Marlon Prather and co-editors Nijole Gedutis and Robin Bingham at a Wash staff meeting.

Editors Let Everyday Life Come Out in the Wash

By NICOLE LEWIS
Washington Post Staff Writer

Every other month, Robin Bingham and Nijole Gedutis meet over beer and Chinese food to drum up a theme for the next issue of their literary magazine, the Wash. The most recent one offered thoughts on nudity. The next issue will publish works on race.

Other "seeds," as the editors lovingly call them, haven't been quite so trendy or serious. This year's Valentine's Day issue used the word "pink" for inspiration. And then there was glue. "I thought glue was an excellent idea, but then I couldn't think of anything to write," Bingham says with a grin.

That's the fun part of their job as editors. The not-so-fun part is rejecting submissions, which are increasing with each issue. Luckily, rejection is not really what the Wash is about. Instead, it's about encouraging people to be creative. "Everyone has a poem under their bed," Bingham says. The two want to "make people feel they can share their secrets," adds Gedutis.

Printed in black and white on 12 pages of newsprint, the Wash defies pretension. Its short stories, essays, poems, photographs and illustrations fulfill the editors' desire to capture the essence of the everyday.

"We already have The Washington Post to write about all the wars in the world, but we don't have anywhere to put the little things, like the guy who dropped his bag on

The two friends met while working on the Annex, a literary supplement to the student newspaper at their alma mater, California's Pomona College. "We were always the people who were still there at 3 a.m. eating french fries and [drinking] Coke and giggling together," Bingham says. "It was so much fun that we decided to do it once we graduated."

After moving to Washington last year, they enlisted the help of another college friend, Angelo Gonzales, and the first issue of the Wash popped out last December. Gonzales' recent move to New Mexico forced Bingham and Gedutis to sharpen their desktop publishing skills in preparation for the next issue. "He's definitely our left brain," Bingham says.

Although putting out the Wash consumes a good chunk of their spare time (Bingham works for a nonprofit and Gedutis teaches), neither woman considers it work. "We laugh 90 percent of the time," Gedutis says. "Only the last day is kind of painful," adds Bingham.

They amuse themselves in the wee hours by putting inside jokes in the calendar of events and adding bits of information or quotations related to the theme on each

page, such as "15 percent of Americans sleep naked," or "You can make glue with skim milk, vinegar and baking soda."

The Wash comes out every two months and costs the women about \$450 to produce 3,000 copies. Free copies of the Wash are distributed around Adams Morgan and Georgetown for now. The editors say a sure place to always find it is at Tryst, a coffee place on 18th Street in Adams Morgan. The target audience is anyone and everyone. So, really, do Bingham and Gedutis dream of editing or writing for the New Yorker or Granta one day? Nope, they say, they'd rather be editors of the Wash.

For information, e-mail wash1@yahoo.com or call 202-986-4142.

Mayor's Arts Awards

Mayor Anthony Williams made his inaugural appearance at the Mayor's Arts Awards on Monday night at the Lincoln Theatre. Now in its 15th year, the Arts Awards recognize individuals and organizations that contribute to the city's cultural life. Scattered among the presentations were performances by local talent, including the Gay Men's Chorus of Washington, two members of the Washington Ballet and vocalist Bernice Johnson Reagon.

The late poet Gaston Neal, artist Michael Platt and the Woolly Mammoth Theatre Company won for Excellence in an Artistic Discipline. Keith Alan Baker of the Studio Theatre and poet, teacher and vocalist Lisa Pegram were recognized as Outstanding Emerging Artists. Writer Kenneth Carroll and the Humanities Council of Washington, D.C., won the Excellence in Service to the Arts awards.

For Outstanding Contribution to Arts Education, the National Building Museum Youth & Family Education Programs and Washington Very Special Arts were honored. Laurie Stroblas, founder of the District Lines Poetry Project, won the Innovation in the Arts award.

"There are two things that make a city," said ceremony host Jim Vance, "a kick-butt football team and a vibrant arts community. At least we have a vibrant arts community."



On Tuesday, two Washington-based arts organizations won \$10,000 awards from the President's Committee on the Arts and the Humanities and the National Endowment for the Arts. The Coming Up Taller Awards recognize creative programs for children from at-risk communities.

Among the 10 winners were D.C. WritersCorps, a project of the Humanities Council of Washington, D.C., to strengthen reading and writing skills, and the Corcoran Art Mentorship Program, which pairs professional artists with students in a long-term mentoring relationship.



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Arts Beat

Editors Let Everyday Life Come Out in the Wash

By Nicole Lewis

Washington Post Staff Writer

Thursday, October 28, 1999; Page C05



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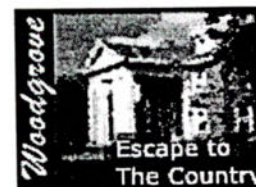
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Lowell Dance Troupe Wins National Award**Page 2****July 20, 1999**

The "Coming Up Taller" Awards, presented jointly by the National Endowment for the Arts and the President's Committee on the Arts and the Humanities, are designed to showcase cultural excellence and enhance the availability of after-school, summer and weekend arts and humanities programs for children – especially children whose opportunities for such experiences are limited because of family and community circumstances.

The program also includes family and support services, such as job training, college and career counseling, tutoring, transportation, conflict resolution sessions and parenting support. Competition for these awards was particularly fierce for 1999. The Angkor Dance Troupe was selected among 350 nominations from 47 states. Ten recipients were named. The Massachusetts Cultural Council nominated the Lowell troupe for this honor.

###



Top honors for Cambodian dance troupe

Wednesday July 21, 1999

By MATT WICKENHEISER
Sun Staff

LOWELL -- The Angkor Dance Troupe has been awarded a prestigious National Endowment for the Arts grant worth \$10,000.

The "Coming Up Taller" awards are presented jointly by the N.E.A. and the President's Committee on the Arts and the Humanities and are designed to showcase cultural excellence and to enhance the availability of after-school, summer and weekend arts programs for children -- especially youths with limited opportunities.

Angkor was one of only 10 winners from among more than 350 applicants from 47 states.

"This is huge, this is as big as the All-America City designation," said an excited Ruth Page, the troupe's general manager. "It's really the nation's top honor for programs that combine a high level of arts training with at-risk youth. We're thrilled to be chosen."

The dance troupe recently traveled to Philadelphia, Pa., with other city delegates to win the All-America City award.

Every penny raised by the troupe -- including the N.E.A. grant -- goes toward operating expenses and working with kids, Page said.

"The \$10,000 is nice, but winning the designation is really amazing," Page said. "I think it's recognition of the value of what we do with Cambodian-American teen-agers. We give them something very beautiful to celebrate about being Cambodian, it strengthens them in their identity."

According to U.S. Rep. Marty Meehan's office, the troupe will join him in Washington, D.C., this fall, where they will be presented with the grant. In the past, the event has been hosted by First Lady Hillary Rodham Clinton at the White House.

"I am so proud that these wonderful young people from our city will be able to demonstrate their talent, joy and dedication before the American people in our nation's capital," Meehan said. "The dancers are some of Lowell's finest ambassadors to the world and they represent a wonderful example of the city's rich celebration of its cultural diversity."

Clearly, the performance of the Angkor Dance Troupe, and the growing involvement of Lowell's Southeast Asian community in the social and cultural life of our city were key factors that helped Lowell achieve status as an All-America City during the competition last month in Philadelphia."

Page said in teaching the youths to dance, they help to divert them from so many of the pressures teens face, such as gang involvement. They're also helping to preserve a centuries-old culture that was the target of the Khmer Rouge regime.

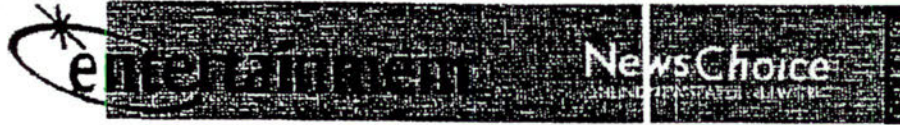
"We teach them so much when we teach them to dance," Page said. "We're not just teaching dance, we're preserving a culture."

Top honors for Cambodian dance troupe

http://www.newschoice.com/Webnews/...07-21_lcl-angkorgrant.asp?GPC=LoSu

The name of the grant "Coming Up Taller," is from a saying that when a performer takes a bow, he or she comes up taller, Page said.

The Angkor Dance Troupe is set to perform at a celebration recognizing Lowell's All-America City designation on Wednesday, July 28 at the Lowell Memorial Auditorium.



Please check out our featured link(s) above:

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News Release from

Congressman Marty Meehan

Fifth District, Massachusetts

CONTACT: John Gill (978) 459-0101
Bill McCann (202) 225-3411

FOR IMMEDIATE RELEASE
July 21, 1999

Congressman Meehan Announces Lowell's Angkor Dance Troupe to Receive Prestigious \$10,000 National Arts Award for Children

*National Endowment and President's Committee Recognize Group
that Helped Lowell Win All-America City Award*

LOWELL - U.S. Rep. Marty Meehan announced today that the National Endowment for the Arts and the President's Committee on the Arts and the Humanities has named Lowell's Angkor Dance Troupe, comprising more than 50 dancers from ages 4 to 40, as one of only ten winners across the United States, in this year's competitive "Coming Up Taller" Awards. The award carries a \$10,000 grant.

The Angkor Dance Troupe, under the direction of Ruth Page, performs folk and religious dance in the Cambodian tradition, led by instructors who have performed for the royal family in Cambodia. As recipients of this prestigious award, members of the Angkor Dance Troupe will join Congressman Meehan in Washington D.C. this fall where they will be presented with the grant.

The trip is sponsored by the National Endowment for the Arts. In years past, this celebration has been hosted at the White House by First Lady Hillary Rodham Clinton. A date and location for this year's event will be announced in the near future.

"I am so proud that these wonderful young people from our city will be able to demonstrate their talent, joy and dedication before the American people in our nation's capital," Congressman Meehan said today.

"It is particularly appropriate that the Angkor Dance Troupe has been awarded this year's 'Coming Up Taller' award. The dancers are some of Lowell's finest ambassadors to the world and they represent a wonderful example of the city's rich celebration of its cultural diversity. Clearly, the performance by the Angkor Dance Troupe, and the growing involvement of Lowell's Southeast Asian community in the social and cultural life of our city were key factors that helped Lowell achieve status as an All America City during the competition last month in Philadelphia," the Congressman continued.

(More)

FLORIDA TODAY, Friday, November 12, 1999

Students to design Mars colony

By Rolanda Hatcher-Gallop
FLORIDA TODAY

A nationwide educational endeavor has brought the prospect of human exploration of Mars home for thousands of elementary and secondary school students.

The Mars Millennium Project is an initiative spearheaded by the White House Millennium Council. Students in grades K-12 are encouraged to design a scientifically sound Mars colony for 100 people in 2030.

Students work in teams at school or in community groups to research and design the colony. They have until June 1 to finish the designs, which will be added to an Internet site and will be showcased in community exhibits nationwide.

A national campaign heralding the project was launched in May,

but word just now is reaching some local educators.

"I've never heard of it, but I'm very interested. It sounds really on target for building future problem-solving skills," said Kitt Kane, a gifted-education teacher at Suntree Elementary School in Melbourne.

Kane and teachers from across the state are invited to learn more about the project Wednesday at an open house for educators at the Kennedy Space Center Visitor Complex.

Billy Specht, manager of education for the complex, said the event will highlight the center's resources for Mars and planetary explorations.

Teachers will get a private viewing of the space film "Quest for Life," visit a new exhibit highlighting the use of robots in space and get a briefing on NASA's Mars Polar Lander, which is scheduled

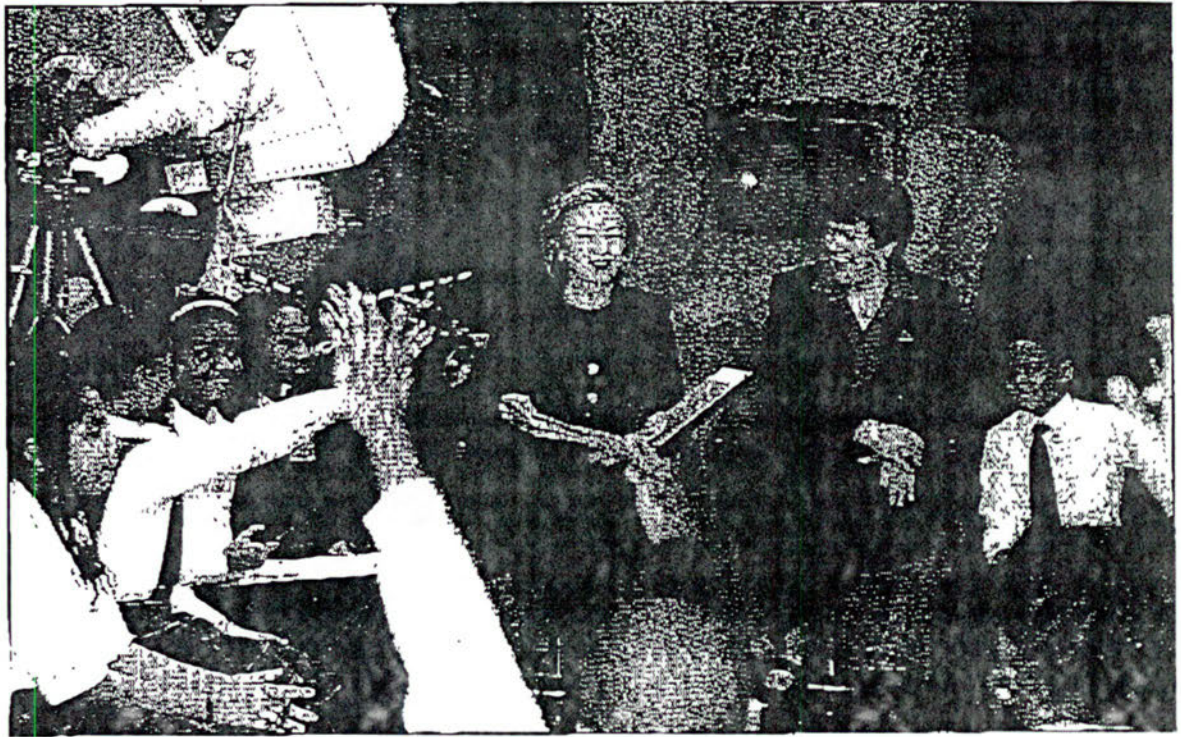
to touch down near the Martian south pole Dec. 3.

Specht said the Millennium Project incorporates art, science, math and technology, a multidimensional activity that is sure to interest students and benefit teachers.

"Teachers can take the subject of Mars travel and build it into every aspect of their curriculum. This project applies to every single subject students learn," he said.

Jeffery Lambert, a science teacher at Sebastian River Middle School, has made plans to include students in an after-school program in the project.

"We're going to do this as a group project and make it as fun as we can make it," he said. "Hopefully, it will give (students) professional choices they never considered before, maybe open new horizons."



AP PHOTO

First lady Hillary Rodham Clinton and Dr. Donna Shirley, former director of the 1997 Mars Pathfinder project, talk Thursday to sixth-grade students from

Washington's Anne Beers Elementary School at the Mars Millennium Project exhibit at the Smithsonian National Air and Space Museum.

First lady helps children launch project for settlement on Mars

By The Associated Press

FIRST lady Hillary Rodham Clinton and arts officials kicked off planning Thursday for the first permanent station on Mars by some of the schoolkids who might eventually go there.

Youngsters are being asked to think about the year 2030 and a "Millennium Mars Project." So far, only small experimental vehicles have been landed on Mars.

"We will all be reliving, through these young people's imagination, what it means to create a new world," Clinton said during a cere-

mony at the National Air and Space Museum, part of the Smithsonian Institution.

The idea is to get pupils and high school students working with scientists and technicians on the design for a permanent Mars settlement, according to officials at the National Endowment for the Arts, which is putting \$500,000 into the project.

"Our young citizens will not only imagine what new dance and music and painting will emerge in a community on Mars," said NEA Chairman Bill Ivey, "but they must also consider what our interplanetary pioneers will carry with

them. They will need creative minds — imagination and ingenuity — to solve the problems they are certain to encounter as they invent their new world."

Before her speech, Clinton and Donna Shirley, who managed the Mars Pathfinder project, met 15 pupils from Washington's Anne Beers Elementary School.

Sitting under a prototype space suit for visitors to Mars, they talked about work the children have done on how they imagined living conditions would be — based on what has already been discovered about conditions on the planet.

FYI

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2-ARIZONA DAILY SUN, Flagstaff, Arizona, Sunday, September 26, 1999

Science Fest keynote speaker urges serious planning for colonizing Mars

By DAN RICE
Sun Staff Reporter

Donna Shirley knows how to talk technical. It's what you'd expect from the head of the NASA Jet Propulsion Lab's Exploration Team that landed Mars Pathfinder on the Red Planet in July 1997.

But the main theme of Shirley's Shoemaker Keynote Lecture Friday to kick off the 1999 Festival of Science also was aimed at a different type of audience.

Shirley is encouraging today's children to participate in the White House Mars Millennium Project, which is a program designed to get children to design a Martian colony of 100 humans to live on Mars in 2030.

"You guys here who are in school are just about the right age to go to Mars in 2030," Shirley said, explaining the program. "And you want to think about not only how do you design, technically, a colony, but how do you get along with each other."

Perhaps Shirley's emphasis on generating enthusiasm among children for exploration of Mars comes from her days as a youngster, reading the likes of Ray Bradbury and

dreaming about the possibilities of visiting new frontiers.

"Of course it was an imaginary Mars," Shirley said of her early science fiction readings. "But I just thought it was the most exciting thing to go and explore. Because there isn't any frontier on the earth anymore."

Shirley said recent generations do not have the privilege of undiscovered territory on Earth, and looking to space provides the only opportunity for genuine discovery.

"Your great grandparents probably were frontier people and they came out and on covered wagons and horses. There was the unknown and they were exploring and having adventures," she told a near capacity crowd at Ardrey Auditorium Friday night. "But it's real hard to have adventures today because there are no frontiers — but space is a frontier."

A colony on Mars in 2030 may not seem so far-fetched, considering it took Shirley and her team only four years to put the Mars Pathfinder lander and rover on the Red Planet, with a budget of \$25 million.

"That sounds like a lot of money, but it's almost a year's salary for a

highly paid basketball player," said Shirley, explaining the budget had to pay for all equipment, experimentation and the salaries of up to 50 individuals working on the project.

On Dec. 3, 1996, Pathfinder took off from Earth. Seven months later, Pathfinder was approaching the Ares Valley Landing Site, a 100 mile oval-shaped area, and touched down on Mars on July 4, 1997. The rover, a six-wheel, robotic vehicle not much bigger than a common remote-controlled car named Sojourner, took pictures of the planet and relayed them back to the Lander, which then sent them to Earth. Sojourner was sent exploring the surface of the planet the next day.

While Sojourner was directed primarily by personnel on Earth based on pictures it sent back, sometimes pictures of the terrain would not be received soon enough to command the rover to maneuver out of harm's way. So NASA scientists programmed and equipped Sojourner with laser beams to help it navigate.

If the laser beams were straight, it knew it could proceed. But if the beams were curved at all, it knew an obstacle was in its path and would



Bradly J. Bonar/Arizona Daily Sun

Donna Shirley, who was on the team that built the Sojourner lander rover that went to Mars, displays an image of the robot during her presentation Friday night at NAU's Ardrey Auditorium.

stop and wait for instructions from Earth.

The 8 watts of power that Sojourner's solar panel provided — about what it takes to run a night light on Earth — kept the rover from performing more than one task at a time. But its lack of power also prevented it from approaching obstacles too rapidly.

"It was kind of like a Tai Chi rover," Shirley joked.

The landing site which Sojourner explored contained a rock garden, which excited scientists because it looked just like a dry river bed on Earth.

In fact, the presence of many geologic features on Mars indicate prior presence of water, fueling questions of past or present life on the planet.

"If water was on the surface of Mars for a long enough time, maybe life could have gotten started there," Shirley said. "Because on Earth, as soon as there was liquid water there, life got started."

The possibility of human life on Mars is largely dependent on whether humans could survive the

trip through space at zero gravity and be able to recover while living on a planet that has a gravitational pull about one-third of the Earth's.

"People have only lived in space for about a year at a time, and when they live at zero gravity, we know that calcium comes out of their bones and muscles get really weak," Shirley said. "Now, what we don't know is if the three-eighths gravity is enough to recover. In other words, will the calcium go back into your bones after the trip."

Astronauts returning to Earth from space are able to recover from the trip.

In September 1997, the lander's batteries went out and it could no longer communicate with the solar-powered rover, which was programmed to shut down after seven days of not communicating with the lander.

Thus, Sojourner shut down near the end of the month and is still resting on Mars today.

However, exploration of Mars still continues, with rover missions scheduled for 2001, 2003 and 2005.

NACo supports Mars Millennium Project

Counties have an exceptional opportunity to celebrate the new millennium and showcase their important role in influencing how a community works and grows by getting involved in the Mars Millennium Project: An Arts, Sciences and Technology Education Initiative.

Introduced to county officials by National Endowment for the Arts Chairman William J. Ivey during the 1999 Annual Conference, the Mars Millennium Project is an interdisciplinary learning initiative that engages 5- to 18-year-olds in classrooms and youth groups throughout the United States, inviting them to design a community for 100 humans yet to be imagined on Mars in the year 2030.

Teams of young people will work with educators, community leaders, and professionals in many fields, to investigate the best of the past and present, and apply what they learn to their plans for the future. The result: a design for a new community — one that is scientifically sound and

offers a high quality of life — and one in which they would be proud to live.

Involvement in the Mars Millennium Project directly supports NACo's call to counties to "reflect on the past and contemplate the future" in their millennium celebration activities. By sponsoring a team or hosting events, county governments have an ideal opportunity to educate young people and community members about the crucial programs and services provided to all segments of a community.

It is also an exciting way to share the key role counties play in local government, and the impact that decisions made today will have on every community's future.

The Mars Millennium Project is sponsored by the White House Millennium Council, U.S. Department of Education, the National Endowment for the Arts, NASA and the J. Paul Getty Trust. For more information, visit www.mars2030.net or call 800/USA-LEARN.

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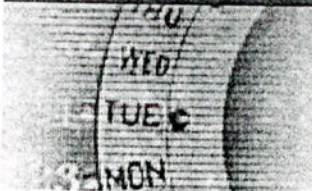
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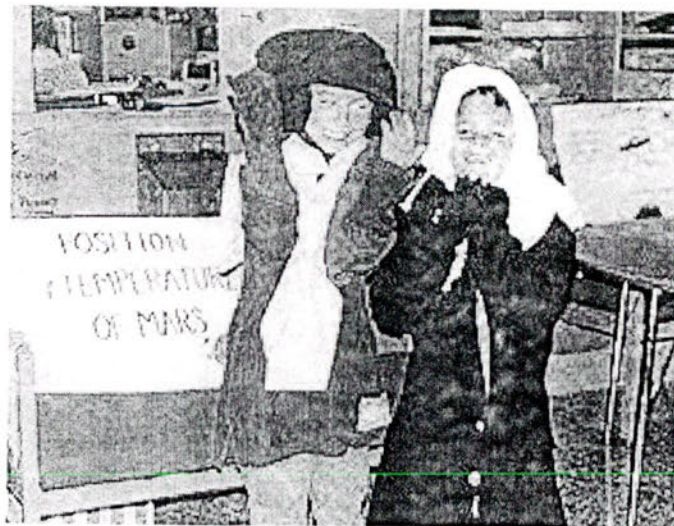
Government & Politics

October 6, 1999

2000 Council Asks Students To Imagine Village on Mars

By Candice Furlan

Washington



Victoria Walsh and Gregory Kurtzman learn about the extreme temperatures on Mars by piling on layers of clothes in Kathy Horstmeyer's 1st grade class at Gladwyne (Pa.) Elementary School.
--Kathy Horstmeyer

How do sound waves travel on Mars, and what would happen if music were played there? What would art look like on Mars, since its atmosphere is different from Earth's? And what kind of government would human inhabitants of Mars need?

This school year and next summer, many of the nation's students will do their best to answer those questions and others as part of a federally sponsored project focusing on Mars and the new millennium.

The Mars Millennium Project--a cooperative effort by the Department of Education, the National Aeronautics and Space Administration, the National Endowment for the Arts, the J. Paul Getty Trust, and the White House Millennium Council--is one of the

many federally sponsored projects timed to the start of the year 2000.

The primary education initiative from the White House Millennium Council, the project asks K-12 students to design a village for 100 transplanted humans on Mars in 2030.

Already, federal organizers are looking forward to the results. NASA plans to display finished products on a World Wide Web site, and federal organizers are working with local organizations on exhibiting projects in the designers' hometowns.

"It is worth noting that, in all likelihood, it will be one of today's students who will be the first human to set foot on Mars," said David M. Seidel, an educational service specialist for NASA's Jet Propulsion Laboratory in Pasadena, Calif.

"This will provide students with opportunities to understand Mars, exploration, science, the arts, and so on," Mr. Seidel added. "It should facilitate the interactions of faculty and engage members of the community with the life of the school, as students look outward to find experts to provide assistance."

The project is not a competition, and it places no limits on the form activities can take. According to Terry Peterson, a senior adviser to Secretary of Education Richard W. Riley, pilot programs this past summer in Los Angeles, Chattanooga, Tenn., and Houston and Fort Worth, Texas involved everything from student poetry and dancing to video presentations and model spacecrafts.

Wide-Ranging Activities

Ginger Head, the founder and executive director of the Fort Worth, Texas, branch of Imagination Celebration--a national group affiliated with the John F. Kennedy Center for the Performing Arts in Washington--is working on the Mars project with the entire 79,000-student Fort Worth school district.

"[The project] is so perfect a fit for this kind of organization," said Ms. Head, whose group promotes arts education.

Among other activities, Imagination Celebration is sponsoring a districtwide rocket launch, a logo contest, and lectures.

At Gladwyne Elementary School in Gladwyne, Pa., this fall, 1st grade teacher Kathy Horstmeyer introduced her 16 pupils to Mars on the first day of school.

Ms. Horstmeyer sent them to specially designed classroom stations that provided information about the planet's surface, temperature, moons, and volcanoes. She even invited some 2nd graders who studied Mars last year in her class to be present at the stations.

Over the course of the current school year, Ms. Horstmeyer anticipates that her students will perform a play about Mars, correspond with a scientist on the Internet, and build a model version of a bubble community for Mars.

Information Network

The five national sponsors and 121 cooperating organizations working on the Mars effort plan to offer schools a network of instructional materials, information, and corporations willing to help schools or youth groups with designing activities.

The National Endowment for the Arts has produced instructional videos, and NASA has created a Web site and participation guide with information on Mars and ways to incorporate the Mars-millennium theme into curriculum and classroom activities.

According to Mr. Peterson, 92,000 copies of the participation guide have been mailed out or downloaded from the Web page, www.mars2030.net, since the Mars-millennium effort was announced in May.

Participants are encouraged, but not required, to register their proposed projects on the Web site.

on the Web

Visit the [Mars Millennium Project](#) site. Teachers can [download a lesson plan](#).

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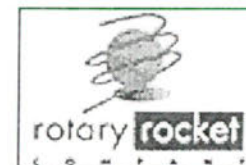


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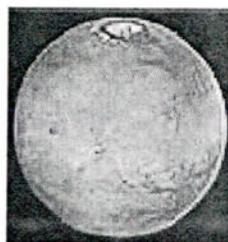
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Washington - August 25, 1999 - U.S. Secretary of Education Richard W. Riley is unveiling the Mars Millennium Project (MMP) Web site on August 26th at the California Science Center. This ambitious project will link hundreds of thousands of students across the United States in a multi-year effort to design a community for human inhabitants on Mars in the year 2030.

The Planetary Society has sponsored and built a major portion of the Web site, called "Artists, Scientists and Astronauts." That portion is hosted by Charles Kohlhasse, a member of the Society's Advisory Council and a noted planetary mission designer and artist.

Kohlhasse obtained the participation of 60 successful and influential people from 21 different fields, who contributed their own stories to the Web site. Contributors include Author David Brin, Architect Paolo Soleri, Designer Syd Mead, Internet Guru Vinton Cerf, Astronaut Kathy Sullivan, and Scientist Alex Filippenko.

Students and teachers visiting the site will discover what energizes these leading artists, scientists and astronauts, and what gets their creative juices flowing.

While the students are preparing to design their own Martian communities, they can gather

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ideas from the visionaries featured on The Planetary Society's section of the MMP Web site. Many of the contributors are on the cutting edge of their fields, and they have much to teach.

"What our contributors have to say will help young people in deciding what to do with their lives," according to Kohlhase, who further notes: "The secret to a fulfilling life is to get an education, discover what you love to do, and then live your dreams to the best of your ability."

The Mars Millennium Project encourages students to form small teams to think through the requirements for a community for 100 humans on Mars in the year 2030. These student teams will be led by teachers or professionals from the school's community. Already, 40,000 schools (K-12) and other youth organizations have signed up to participate during the 1999-2000 school year.

The MMP is jointly sponsored by the U.S. Department of Education, the National Aeronautics and Space Administration, the National Endowment for the Arts, the J. Paul Getty Trust, and the White House Millennium Council.

The Planetary Society supported this initiative to help engage the public in the arts, sciences, technology, astronautics, and space exploration. The Society works vigorously to promote the robotic and human exploration of Mars.

- [Mars Millennium Project](#)
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Your Space : For You



Mars Needs You

It's 2030. Imagine creating a Martian village for 100 transplanted Earthlings.

Sound like too much for one person? It is -- that's why community groups, as well as professionals in many fields, are teaming up to create a plan for what might someday be a community on Mars. It's called the **Mars Millennium Project**.

Thousands of kids from across

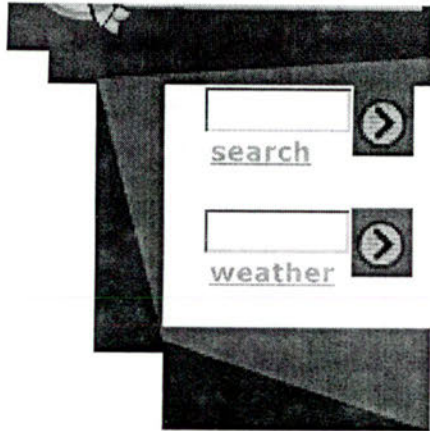


To think about...

What natural disasters might occur on Mars?
Tornadoes?
Volcanoes?
Marsquakes?
How would you prepare for them?

To listen to...

"Here is a challenge for you future engineers out there. Most scientists don't want to spend seven months getting to Mars. I would like to get there in about a week at the most -- and that's not impossible. We need to come up with new technologies to get to



the country are working in teams on the project. And **you could be involved.**

The sky isn't the limit as you explore, discover, and use your creativity to design a living environment from the ground up.

Where to begin? Take a look at your own community

- What's good and bad about it?
- What's important for safety and survival?
- What will you need for your happiness and comfort?

What's different about creating a community on Mars?

- It has about 60% less gravity than Earth
- It has nearly no atmosphere
- It's way more red (all that rust!)

So even providing the basics is a challenge:

- ☐ Clean air
- ☐ Clean water
- ☐ Food
- ☐ Living and working space
- ☐ Energy
- ☐ Transportation
- ☐ Waste management

What role do you see yourself playing on the Red Planet?

http://www.spacekids.com/yourspace/foryou/mars_needs_991105.html

technology to get to the other planets faster."

Dr. Chris McKay

To listen to...

"Are there any elements in the air on Mars that would have an effect on our normal building materials, like making metal rust faster or plastic stronger?" from Al, a student working on the Mars Millennium Project

Engineer? Architect? Greenhouse manager? Interior decorators are going to be especially important in designing the habitats.

No matter what your interests, this project has something for you. Explore the possibilities:

- ☐ What's it like dancing in 1/3 of Earth's gravity?
- ☐ Are you going to put up a basketball hoop?
- ☐ Where could you skateboard?
- ☐ How will you shower?

So, ready when you are. Just lower your space-helmet visors and hop on board -- next stop Mars!

For a Mars Millennium Project participation guide, ask a parent or teacher to call (310) 274-8787, Ext. 150

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A. Ruppel, L.L.C. Atlanta

Monitoring Report

MARS MILLENNIUM 10/21 To 10/22

- 1) News
KRLD-AM (CBS) Freq 1080 Dallas/Fort Worth 10/22/99 6:00-7:00 AM
34.00 Mars Millennium Rocket; The West Creek Elementary students released bottle rockets yesterday. 35.00
- 2) 11 News At Ten
KTVT-TV (CBS) CH 11 Dallas/Fort Worth 10/21/99 10:00-10:30 PM
13.30 TZ; Martians. V; Mars. V; Old Movies. V; West Creek elementary in Fort Worth. The kids launched home made rockets. The rockets were powered with water and elkersizer. I; Ginger Head, Fort Worth Imagination Celeb. The children are a head of us and may be ready to go to Mar. V; Ellen Baker, NASA. V; Children. It will take more then Imagination to get to Mars. I; Dr. Ellen Baker, Shuttle Astronaut. We need to educate our kids so they can face what will come tomorrow. GR; Polar Lander. A probe that is scheduled to land on Mars in the near future may send back some of the answers. Marc Levenson reporting. 15.29

MARS MILLENNIUM Continued....

3) **KRLD News****KRLD-AM (CBS) Freq 1080 Dallas/Fort Worth****10/21/99****5:00-6:00 PM**

30.00 Top Stories. >A Dallas Jury says Kenneth Ray Brown is guilty on all counts for a shoot out with Police in down town Dallas a few months ago. Bill Hill, Dallas county district Attorney is personally prosecuting the case. BJ Austin reporting. >Four Alarm fire in Benbrook burned out 3 stores and did damage to four others. Still looking for how the fire was started. I; Fay Glover, Insurance Agent, says she has never had a fire before, it is devastating, she can really understand a person who has a home fire and what they go through now. ;Students today throughout the area took a pledge as part of the day of national concern about young people and gun violence. I; Sound clip, Natia Mcnoeltie (sp), Madison High School senior, taking the pledge. >Church leaders gathered in East Dallas today to talk about violence in schools, especially teen violence. I; Bill Mackalveny (sp), says churches deal a lot with identity, as a child of God you automatically have worth and value that no one can take away from you, so they start with that premise. >A 19 year old woman is under arrest in a Comerica Bank robbery in Dallas around noontime today. I; Gabriel Grimes, Dallas Police, says the 19 year old African American woman handed the teller a note demanding 1000 dollars saying she had a gun. >Texas Regulators need more information before they allow Southwestern Bell to plunge into long distance service. I; Terry Hadley, Public Utility Commission, says the commission wants to be sure that other competitors can enter this market at the same level of service that southwestern Bell has. >New Moratorium in place barring the cutting down of trees on the Tenneson west golf course in East Dallas. Both sides agreed to wait 14 days on this issue until New Judge is appointed. John Marshal, County Judge, removed himself from the case. >Gov Bush the front runner in New Hampshire with 42% support, up from 40 in August. I; Scott McClellan (sp), Campaign spokesman, says Gov Bush takes nothing for granted and will continue campaigning hard in New Hampshire and across America. >Kids at West Creek elementary in Fort Worth hosted NASA astronaut Dr. Alan Barker today. He watched the launching of student rockets part of the Mars Millennium Project. Sound clip from school launching event. 35.59

4) **News****KRLD-AM (CBS) Freq 1080 Dallas/Fort Worth****10/21/99****4:00-5:00 PM**

49.20 Top Stories. >A Dallas Jury says Kenneth Ray Brown is guilty on all counts for a shoot out with Police in down town Dallas a few months ago. He could get life. >Four Alarm in Benbrook burned out 3 stores and did damage to four others. Still looking for how the fire was started. >Kids at West Creek elementary in Fort Worth hosted NASA astronaut Dr. Allan Barker today. He watched the launching of student rockets part of the Mars Millennium Project I; Dr. Ellen Barker, Astronaut, says she thinks almost everyone in the office enjoys talking with kids, they are as enthusiastic as the astronauts are about the space program, they are the future. >Fort Worth zoo trying to ship a female black rhino to the Dallas zoo to join with a male. She didn't like the crate. I; Victoria Winkelman, Dallas Zoo says they are thinking about building a crate that is larger and has different features to make it more comfortable to travel in. 49.59

VIDEO MONITORING SERVICES OF AMERICA, LP

Page: 3

MARS MILLENNIUM Continued....

5) News
KRLD-AM (CBS) Freq 1080 Dallas/Fort Worth 10/21/99 8:00-9:30 AM
59.00 Teasers; > Predatory lending in Dallas > Dallas church studied
violence of children > Ft. Worth students marks Mars project 60.00

#

For videocassettes or transcripts of any of the above segments, contact your nearest VMS office

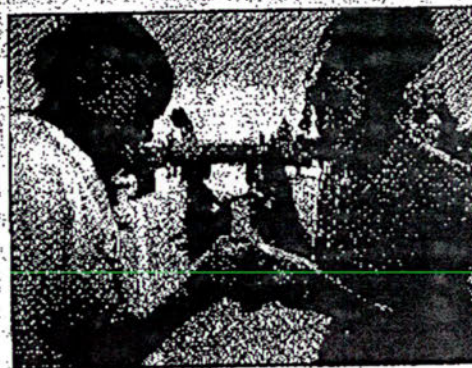
FORT WORTH METRO

, Azle, Benbrook, Blue Mound, Burleson, Cleburne, Crowley, Edgecliff Village, Everman, Forest Hill, Fort Worth, Granbury, Lake Worth, River Oaks, Saginaw, Sansom Park, Weatherford, Westworth Village, White

FRIDAY, OCTOBER 22, 1999

Star-Telegram

A REAL BLAST



Westcreek Elementary fifth-grade students Zenesia Sherman, left, and Natyra Willis fill their rocket with effervescent water before making an attempt to launch it yesterday.

Local students imagine future colony on Mars in yearlong program

BY REBECA RODRIGUEZ

Star-Telegram Staff Writer

FORT WORTH — Thousands of rockets soared into the skies of Fort Worth yesterday as schoolchildren launched a year's worth of activities aimed at promoting the new millennium.

The launch kicked off the Imagination Celebration Mars Millennium Project, in which young people are asked to envision what a future colony of 100 people living on Mars might look like.

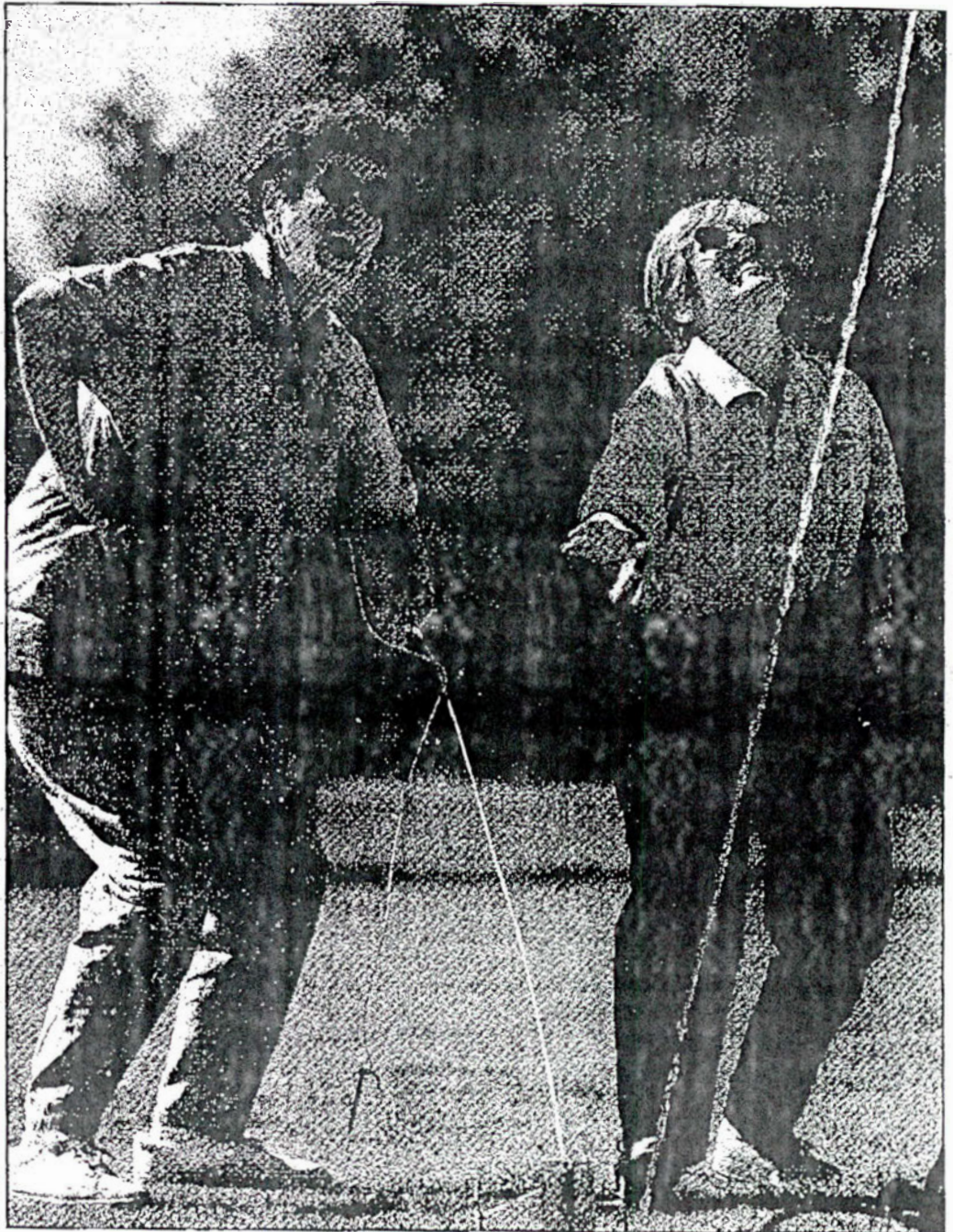
"We want them to think about what makes a community," said Donna Shirley, a space engineer and the lead designer of *Sojourner*, the rover sent to Mars in 1997. "Community is not just the technical aspects, but everything else, too."

It is all part of a national White House initiative designed to challenge young people to study their past and use what they learn to build a new future, whether it's on Mars or on Earth.

The project was officially launched Wednesday at a reception at the Fort Worth Museum of Science and History. Students were treated to autographed glossies from Ellen Baker, a U.S. astronaut who has logged nearly 700 hours in space.

Other Mars Millennium Project events include a logo competition and tree ceremony in November.

(More on LAUNCH on Page 6B)



Star-Telegram/RON T. ENNIS

Linda Bennett, left, and Stacy Neuman, Westcreek Elementary teachers, watch a rocket's water trail.

LAUNCH

From Page 1B

an invention exhibit in December and a mural and garden dedication in May.

Baker said that as a child, she never thought she would be an astronaut. Now, at 46, she has a special message for young people.

"Set your sights high," she said. "One day maybe you really will be in that colony on Mars."

For more information on the Mars Millennium Project on the Internet, go to www.mars2030.net.

Rebeca Rodriguez, (817) 390-7754,
rrodriguez@star-telegram.com

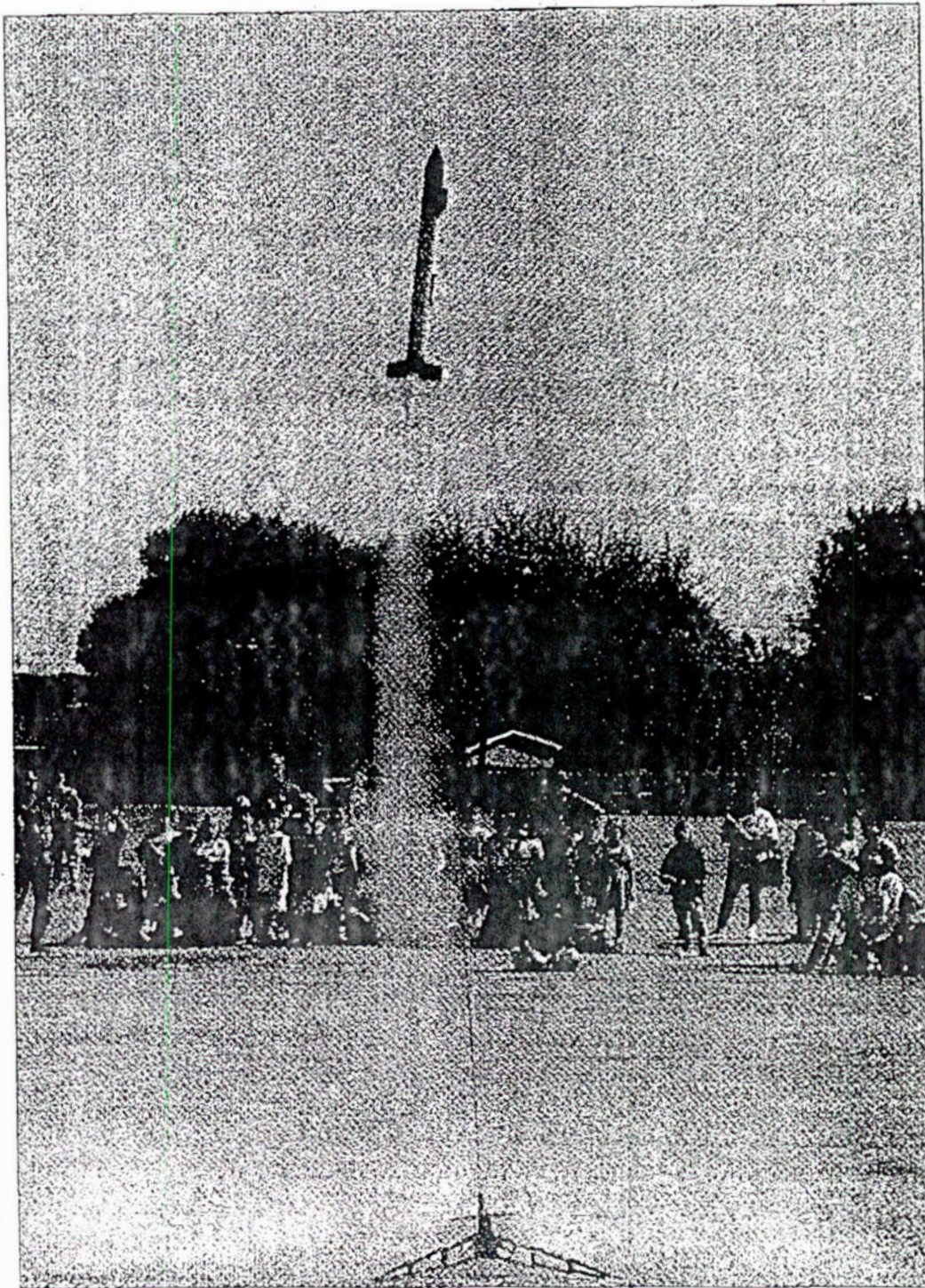
Metropolitan

Friday, October 22, 1999

The Dallas Morning News

www.dallasnews.com

Launch time



The Dallas Morning News: Natalie Candill

Students and faculty at Westcreek Elementary School in Fort Worth set off rockets as part of the Mars

Millennium Project. The event Thursday was part of a nationwide effort to envision life on Mars.

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FROM:	<u>Laura Wade</u>	PHONE NO.	
DATE:	<u>11-19</u>	PAGES	<u>7, including cover</u>

2 -

I had more than I thought!

L.



July/August issue
Department of Education's Community Update

Mars Millennium Project Takes Flight in Houston

An initial prototype flight of the Mars Millennium Project has taken off in Houston, Texas, capturing the imaginations of children, teachers and the community in a way that can serve as a model for other communities nationwide. An interdisciplinary effort, the Mars Millennium Project encourages students from classrooms and youth groups across the nation to imagine and design a community on Mars for the year 2030.

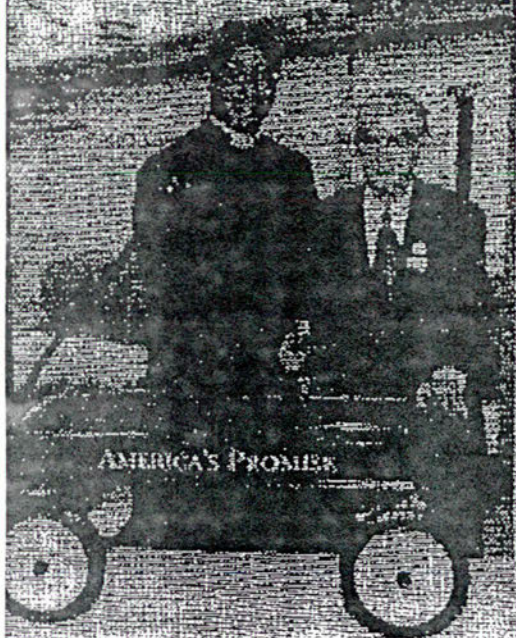
Spearheaded by the Reverend Tony Campbell, the pilot program has received full support from Houston's mayor office and America's Promise/Houston. Working in teams with educators and civic, religious, business and youth-based community groups, hundreds of students in Houston are weaving the arts, sciences and humanities into an exploration of their own communities. The result will be student projects or designs for a new community on Mars that is scientifically sound and offers a high quality of life.

"The Mars Millennium Project has enabled our children to learn math, science and the arts in an innovative way," Reverend Campbell said. "It has also given them the capacity to hope and to dream of new and better communities both here and on Mars."

U.S. Secretary of Education Richard W. Riley recently visited the program and was impressed with the quality of the children's work. The program was also featured at the U.S. Department of Education's May Satellite Town Meeting "Counting the Stars: Math, Arts and Space Science."

"I commend the citizens of Houston for putting their children's education and creativity at the forefront of learning," Secretary Riley said.

The Mars Millennium Project is sponsored by the U.S. Department of Education, the National Aeronautics and Space Administration, the National Endowment for the Arts and the J. Paul Getty Trust. For more information, visit <http://www.mars2030.net> or call (310) 274-8787, extension 150. To obtain information about the project in Houston, contact Laura Wade at (713) 437-6286. Videotapes of the May Satellite Town Meeting are available by calling 1-877-4ED-PUBS. 



St. James' school joins national pilot program

Houston—Secretary of Education Richard W. Riley was in Houston May 18 to take a firsthand look at a national prototype of The Mars Millennium Project at St. James Episcopal School.

The Rev. Tony Campbell, rector of St. James Episcopal Church received Secretary Riley, who was accompanied by U. S. Congresswoman Sherita Jackson Lee. Campbell conducted a personal tour for the two dignitaries and several Department of Education staff

The Rev. Antoine Campbell, rector of St. James, Houston, hosted Secretary of Education Richard W. Riley (l-r) during a recent trip to Houston as part of Houston's Promise.

members. St. James students displayed various projects they had constructed, including a model of a complete space community and essays depicting what returning to earth would be like after a trip to Mars. The Secretary laughed and applauded after being serenaded by a group of the students who sang a rap song they composed describing the project.

"I am very proud and honored that the Department of Education chose Houston to be the pilot for the Mars Millennium Project," Campbell said. "I am particularly proud that St. James was chosen and that the Secretary of Education chose to visit the site." Riley was accompanied by a film crew who

captured the visit for replay at a National Town Hall meeting on May 18.

The Mars Millennium Project will challenge students across the nation to design a community yet to be imagined for the planet Mars. The project is cosponsored by the U.S. Department of Education, the National Endowment for the Arts, NASA's Jet Propulsion Laboratory and the J. Paul Getty Trust. Locally, St. James has made it a part of their commitment to Houston's Promise, a local effort to bring together nonprofit, business, government, educational, medical and faith-based communities to provide certain basic resources for children and youth.

Tues Jun 29
Baytown Sun

Kids on Mars! Not yet, maybe

Ever wonder what it would be like to live on Mars in the next century? I know I have. I won't get the chance, but some kids in kindergarten very well may. I'm about to ask you to support something, so I'm letting you know up front in case you wanna read something else.

The African Cultural Exchange out of Houston has come up with \$5,000 to seed a unique summer project for as many as 75 or more kids in the DeZavala, Olive and Archer Courts community schools, Bay Harbor and Crosby Green Apartments.

"I do it because I want the kids to have an opportunity put before them. These are kids who don't have a lot of opportunities because their parents are working, and they don't have time to take their kids on adventures," says Carla Veronica Joseph, project coordinator for the Mars Millennium Program Summer Project 1999.

"We're working with limited funds and a BIG imagination," says Joseph, a Baytownian herself.

The fact is, a lot of the kids this program wants to reach are among the most unlikely to ever get to see the NASA Space Center or the inside of a space ship. Their resources are minimal, and their circumstances are, well, they don't have a lot beyond a desire to live another day.

If we want to keep these kids off drugs,



out of jail — you know, the goal we all have but too few of us really know how to attain it — this is an opportunity to help out in a very real, hands-on way. It will spark the imagination of kids whose imaginations are held in check by a lack of opportunities.

So here's the deal. The program needs money, but they'll take writing paper, pens, cardboard boxes, paint and paint brushes. Old plywood is good, and things like construction paper and snacks for the kids are needed as well.

The \$5,000 grant came from the Cultural Arts Council of Houston/Harris County. Frankly, Baytown is the only recipient of funds outside the city of Houston proper.

The program will introduce the kids to arts and sciences. The kids will be between the ages of 5 and 18, and they will be expected to meet twice a week for the next month to create in their own minds and with their own hands a concept of what life

will be like in the year 2030 when humankind colonizes Mars.

The work they create will be shown at the Children's Museum in Houston for a month — August 6 through Sept. 12. Some movers and shakers from Washington, D.C., will come see the end results on August 19.

The kids will create a home movie of the whole affair, and they will learn more about the red planet and get to do and see things they might otherwise never have a chance to experience.

This is important. The list of needs is really not that great, but any help they can get will be appreciated. The program needs about \$10,000 for travel expenses, food, snacks, T-shirts, backpacks and school supplies and the finale of Mars Millennium Picnic Day.

If you can provide food, money, backpacks, school supplies, any of the stuff I listed above, you can contact Carla or JoAnne Blanchard, or Roxann Russell at 281-425-6994, or you can go by Baytown Housing Authority on Nazro and speak with Stephen Jean. Or, you can talk to Michael Wilson at the Communities in School office at 607 West Baker Road.

Jim Webre is a staff reporter for The Baytown Sun. His column appears each Tuesday.

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THISWEEK

Time travel

Houston youths explore Mars, year 2030

Have you ever wondered what life might be like on Mars in the year 2030?

Children in Houston are paving the way for youths across America to unlock that mystery by designing communities for 100 people colonizing Mars in the year 2030, as part of the Mars Millennium Project, an official White House Millennium Council youth initiative launching nationally later this year.

In developing the communities, Houston children are working with experts in science and the arts to explore how life can be sustained on Mars, as well as what life in general could be like, considering society, the arts, government and transportation.

The results of their investigations and imaginations will be displayed in the form of an interactive exhibit at the Children's Museum of Houston, Aug. 6 through Sept. 6 in the Inspirations Gallery.

Together with the city of Houston, the museum will sponsor a reception for national and local dignitaries from 6-8 p.m. Thursday, Aug. 19 to honor the children who developed the communities and allow them to show us the future.

Houston serves as the only pilot city for this program, which is sponsored nationally by the U.S. Department of Education, National Endowment for the Arts, NASA's Jet Propulsion Laboratory and the J. Paul Getty Trust.

The Mars Millennium Project is sponsored locally by Houston's Promise, Joint City County Commis-

sion on Children and the Cultural Arts Council of Houston/Harris County.

Participating organizations include the African Cultural Exchange-Baytown, Burrus Elementary School, Lanier Middle School, Footprints in the Sand Homeless Shelter, Dragon's Gate, Duplex Center/Fly Dance Troupe, Park on Mars/Glass Free Grounds, Houston Women's Caucus for Art, Johnson Library, the Positive Project, San Jacinto Girl Scouts, Sherman Elementary School, St. James Episcopal School, SPARK and YMCA International.

Serving more than 450,000 visitors annually, the Children's Museum of Houston is the highest-attended youth museum in the country for its size. The facility is committed to the mission of learning by providing hands-on exhibitions in the areas of science and technology, history and culture, health and human development and the arts.

The museum is located at 1500 Binz in the Museum District. Museum hours are Tuesday through Saturday from 9 a.m.-5 p.m., and Sunday from noon to 5 p.m.

Admission is \$3 per person, or \$4 for seniors, age 66 and older. Children under age 2 and museum members are admitted free.

Free Family Nights are offered Thursday from 5-8 p.m., courtesy of the Wortham Foundation, Inc. and the Pennzoil-Quaker State Company.

For more information, call 713-522-1138.

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CHRONICLE

Friday, Aug. 6, 1999

Planetary plans through kids' eyes

Mars Millennium Project opens today at Children's Museum

By CAROL RUST
Houston Chronicle

Four rusty, dusty walls will enclose it. Upside-down bucelets that have been painted like the galaxy, hung from the ceiling and wired for light bulbs, will illuminate it. Miniature model art cars will traverse it. And colorful papier-mâché masks and clay models of Martians will decorate it. The year is 2034.

This hodgepodge of art is the Mars Millennium Project, and it's making its debut today at the Children's Museum of Houston, 1500 Binz.

The project, designed to let children fashion communities for a make-believe colony on Mars, was ordained by the White House Millennium Council Youth Initiative.

Houston was chosen as the pilot city for this program, which is sponsored nationally by the U.S. Department of Education, the National Endowment for the Arts, NASA's Jet Propulsion Laboratory and the J. Paul Getty Trust. If the project turns out well and organizers decide to replicate it in other cities, the Houston artwork will remain with the Children's Museum. Children's organizations in other cities will provide the artwork for their city's project.

"Their art depicts all of their thinking, feeling, fears and excitement of creating a new world," says Niobe Ngozi, arts and education curator for the museum. "The idea is to get children to think like colonists on Mars."

The exhibit includes artwork from 13 local children's organizations, which will provide a backdrop for visitors to make Mars flags and space shuttle badges, send postcards from Mars and access two computers specially bookmarked for Mars sites.

The exhibit also includes a robotic petting zoo, the two moons of Mars, model rockets, stars hung on coat hangers, giant murals depicting Mars and a land rover.

Visitors can also write suggestions about how to run a colony on special "comment cards."

The exhibit, which runs through Sept. 6, will be highlighted by a reception for national and local dignitaries 6-8 p.m. Aug. 19 to honor the children who developed the communities.

The Mars Millennium project is sponsored locally by Houston's Promise, Joint City County Commission on Children and the Cultural Arts Council of Houston/Harris County.

Museum hours are 9 a.m.-5 p.m. Mondays through Saturdays and noon-5 p.m. Sundays through Labor Day. Admission is \$5 per person and \$4 for seniors 65 and older. Children under 2 and museum members are admit-



Betty Tichich / Chronicle

Niobe Ngozi, arts and education curator for the Children's Museum, arranges items made by children for the Mars Millennium Project.

ted free. Free family nights are offered 5-8 p.m. Thursdays courtesy of the Wortham Foundation Inc. and the Penzoid-Quaker State Company.

For more information, call 713-522-1133.

Page 6 - Zone 6

Houston Chronicle Wednesday, August 11, 1999

Space experience

Clear Lake firm partners with HWCA to offer programs

Problem: How does a small business decide the recipients of corporate giving?

One solution is to follow the passions of your employees.

Employees of Hernandez Engineering Inc., an engineering firm whose fingerprints grace every NASA flight, brought a unique art and science project to HEI management.

HEI founders Terry and Mike Hernandez saw the project's value and added necessary underwriting to a grant from a consortium of local and national agencies.

The result: a space-related educational experience for students who live in public housing. HEI partnered with Houston Women's Caucus for Art, an all-volunteer, artist-run 501 (c)(3) organization that creates opportunity for women's art to be seen, evaluated and sold.

HEI employee Joy Mullett, an electronic publications specialist and past president of HWCA, is passionate in her belief that "the creative process educates, reveals truth, heals wounds and enriches life."

When Mullett received the call for proposals, she saw a natural partnership between the two organizations that play such large roles in her life.

Mullett, an artist and writer, expressed her conviction to like-minded coworkers, and the HEI-HWCA team was born.

Members include: Shirley Brandt of Webster, an HEI robotics engineer, currently working on a robotic arm on the International Space Station; Angie Chestnut, HEI multimedia training developer; Dale Jennings of Friendswood, an HEI test engineer for the X-38, a space station rescue vehicle; Jennifer Nguyen of Clear Lake, an HEI spacecraft simulation programmer; and Mullett.

The team developed a series of July workshops designed for the students of Houston Preparatory Academy, a 501 (c)(3) educational organization that provides an intense summer program for fifth, sixth and

school students with demonstrated academic achievement who live in public housing. Then they pitched their project to Terry and Mike Hernandez.

"I was struck by two things," president Mike Hernandez said. "First, the acuity of the challenge to the kids. Of course, it's possible that their leaps of imagination could lead to concrete ideas for the first Mars community."

"Secondly, early in my career, I played a role in the Moon landing, and I know in my heart that Hernandez Engineering will play a role in going to Mars."

As chief financial officer, Terry Hernandez said each week brings many requests to support charitable organizations. But it was her past career as a school principal and the enthusiasm of HEI employees that underscored her appreciation for the project's method for involving committed adults in the school lives of students.

"Sometimes children are unable to imagine a life unlike the one they're currently living," he said. "But when adults from all walks of life share their life stories and voluntarily spend time in the classroom, new worlds are revealed to the kids. Possibilities grow exponentially."

Mike and Terry Hernandez decided they would support the project, which challenges the students to create a Sensorium, a dedicated space within a residential environment designed to nourish the senses of Earthlings on Mars.

Additional supporters in the HEI-HWCA Sensorium project include United Space Alliance, Harris County Precinct One, Half Price Books and the National Management Association chapters of both Hernandez Engineering and United Space Alliance.

Inspiration was provided by astronaut Andy Thomas who, when, when landing in Florida after 130 days on the space station Mir, commented on the remarkable quality of earth air, air with moisture and aroma. Our

bodies have evolved to make the most of information we gain from our senses. But on Mars, human bodies will be deprived of earthly stimuli for noses, eyes, ears and hands unless they are engineered into the Martian colony.

Later this month, the project will culminate in a "Three-Day Research and Design Extravaganza," courtesy of Harris County Precinct One's Challenger 7 Park Educational Center, the Training Academy of United Space Alliance and Space Center Houston.

The Sensorium, along with other Mars Millennium projects from the Houston area, are on exhibit at the Children's Museum of Houston through Sept. 12.

Hernandez Engineering, Inc., which provides aerospace safety programs, product assurance, training engineering and technical services, celebrated its fifteenth anniversary in 1998 and has over 800 employees throughout the U.S.

Houston Women's Caucus for Art has been active with Houston arts community for more than 20 years. Through positions of responsibility and mentoring relationships, members develop valuable career and community skills, including financial management, public relations, and large-scale art project management.

Local granting organizations include: Houston's Promise, Joint City/County Commission on Children and the Cultural Arts Council of Houston/Harris County.

All classroom sessions led by the HWCA-HEI crew are scheduled for 2 p.m. in Room 131 of Furish Hall at the University of Houston. Remaining dates and topics are as follows:

■ Aug. 11 - Visit to Educational Center, Challenger 7 Memorial Park, 2301 W. NASA Road One; all-day design and create session.

■ Aug. 18 - Reception, Children's Museum of Houston, 1500 Binz in Museum District.

☐ Niobe Ngozi
☐ CAROL SPRINGER
☐ Helen Berger

☐ Delcie Stoute / JACKIE JOSEPH
☐ Laura Wade
☐ Carol Rensink

National Journal's CongressDailyAM

Thursday, October 21, 1999

Social Issues

White House conference on philanthropy. **Participants:** President Clinton and First Lady Hillary Rodham Clinton. White House, East Room. **Contact:** Toby Graff, 202-456-2960.

PHILANTHROPY

National Journal's CongressDailyAM

Thursday, October 21, 1999

Social Issues

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THE CHRONICLE OF PHILANTHROPY •

November 4, 1999

PHOTOCOPY
PRESERVATION

At the White House Conference on Philanthropy, President Clinton and First Lady Hillary Rodham Clinton urged Americans to give more to charity. The President said he would ask federal officials to "ask whether we can do more things to generate a more constructive philanthropy."

AGENCE FRANCE PRESSE / PAUL J. RICHARDS

Clintons Vow to Strengthen Philanthropy

At White House meeting, President unveils panel to study federal role

By JENNIFER MOORE
and GRANT WILLIAMS

WASHINGTON

THE FIRST-EVER White House conference on philanthropy lasted just three hours, but President and Mrs. Clinton, as well as many non-profit officials, hope to insure that the event has longer-lasting effects.

At the conference in the White House's East Room, the President vowed to ask federal officials to consider "whether we can do more things to generate a more constructive philanthropy."

But he also urged donors, especially those who have made fortunes from high-technology businesses, to "find ways to bring enterprise and opportunity to hard-working, decent people who live in places that have been totally passed by by this marvelous economic recovery."

Both he and Mrs. Clinton said they were concerned that philanthropic giving had not been increasing much as a percentage of household income, hovering at around 2 per cent for the past 30 years.

"I am glad that the sheer volume of charitable giving is going off the charts," said Mr. Clinton. But "I would feel even better if the percentage of our national income devoted to charitable giving had gone up just a little bit."

Added Hillary Rodham Clinton: "Just imagine

what revolutionary progress we could bring to America, how many lives we could change, if every American family increased their giving by just 1 per cent of their income.

"We could offer child care to more than six million children, we could deliver 250 million more meals to the homebound elderly, we could guarantee Head Start to every low-income preschooler in America," she said. "We could provide shelter to four million people. We could save all the rare books in our libraries—and still have more than enough money left over to create the equivalent of the Ford Foundation each year."

In addition to prompting Americans to give more, the Clintons also encouraged better use of donated funds.

A Plea for Operating Funds

The First Lady, for example, called on foundations to "rethink" their reluctance to give to charities money that is not earmarked for a specific project. "Foundations often will not give to operating expenses or to the kind of day-to-day work of delivering services," she said. But "much of the work that has to be done is drudge work. It is rebuilding communities

Continued on Page 10

Clintons Vow Philanthropy Follow-Up

Continued from Page 9

with that kind of constant attention and technical assistance. It's not very jazzy and doesn't attract new attention, but if done over the long run" it can result in major changes in society, she said.

More Conferences Planned

Plans are already under way for a follow-up meeting on the West Coast sometime in the spring. While private groups have been laying the groundwork for such a meeting, organizers expected the White House to participate.

And the Bill & Melinda Gates Foundation, in Seattle, has pledged to help pay for a gathering on youth philanthropy, although it has not said how much it would provide or when a meeting would be held.

Leading the federal government's follow-up will be a new federal committee appointed by President Clinton. He said his Interagency Task Force on Nonprofits and Government would be charged with strengthening the "philanthropic partnership between the government and non-profit groups and citizens."

At least in theory, the committee will have a high profile. It will be chaired by top aides to the President and First Lady and include a dozen high-ranking Administration officials.

Mr. Clinton said that the special committee, which will consult regularly with non-profit officials, will report back to him "from time to time" on its findings and suggestions for policy changes.

Mr. Clinton told the conference that he would ask his Council of Economic Advisers to study the role of philanthropy in the American economy—"and how they believe I can increase it." He said the council would analyze trends in

charitable giving, such as assessing what would happen to philanthropy in the coming years as the baby-boom generation reaches retirement age.

Mr. Clinton said he believes that most people now agree that government and charities have to work more closely together and that neither type of organization can bear the full weight of delivering social services. "We have to have a better partnership, and it will work better if we do," he said.

Talking About Tax Issues

In a related move, Mr. Clinton announced that he had directed officials of the Treasury Department to meet with representatives of non-profit organizations this month to discuss federal tax policy and research issues.

While the President did not elaborate on what changes might be considered, charity leaders have many ideas for what they believe should be discussed.

Some hope that the Administration will think about reviving two provisions recently considered by Congress. One would allow older people to shift assets from individual retirement accounts to charity without incurring income taxes. The other would allow people who don't itemize on their federal income-tax forms to take a charitable deduction for gifts of up to \$100 per family.

'Hierarchy of Giving'

Arianna Huffington, a political commentator who has been involved in many efforts to promote charitable giving, hopes that the Treasury Department meeting will focus on ways to use the tax code to encourage a "hierarchy of giving." She thinks the government should offer donors a more-generous tax break for gifts to anti-poverty groups than the deductions they can claim for gifts to groups that help people at all income levels.

"If we're going to close the gap in America between the two nations," she said, referring to the growing disparity between rich people and

poor people, "then we really need to draw a distinction in what kind of giving we use the bully pulpit and the tax code to encourage."

Some conference participants, however, worried that the meeting focused too much on the way that philanthropy serves the nation's most vulnerable. One observer who asked not to be named questioned the lack of attention the conference paid to arts organizations, such as symphonies and museums. "I'm concerned that philanthropy got painted as something we do for the down and out," he said, "when it's also important for raising the human spirit."

The afternoon event—called the White House Conference on Philanthropy: Gifts to the Future—was moderated by Mrs. Clinton and co-sponsored by the National Endowment for the Humanities. About 150 donors, charity executives, and others attended, while thousands more watched part of the conference via satellite at sites around the country.

Mrs. Clinton said that she and the President planned the event to try to "magnify and spur the philanthropic spirit of all our citizens in the new millennium."

To help illustrate the conference's themes, the White House showed a videotape of "heroes" who have given their time or money to help a cause.

Marking the Millennium

The conference highlighted several new efforts aimed at increasing giving. For example, the Community Foundation Serving Boulder County, in Colorado, has created a Millennium Trust to accept contributions from residents who will be urged to donate their last hour's pay of the year. Mrs. Clinton and other conference participants praised the idea as one that should be copied across the country to encourage people at all income levels to mark the millennium with a charitable gift.

Starting next year, the Girl Scouts of the USA will allow its members to work toward a philanthropy patch called "Sharing our Strength." The goal of the patch is to encourage girls to learn how to donate and volunteer.

The Clintons and conference participants agreed that other efforts needed to be made to pass on the traditions of giving to future generations.

The First Lady said that "phi-

lanthropy must be taught," adding: "Let us find innovative ways to cultivate the innately generous spirit of our young people. New communities of donors must be asked to participate. We have to find ways to embrace and encourage philanthropists of all races, ethnicities, and colors."

At a meeting the morning before the White House conference, the Corporation for National Service invited 30 representatives of youth organizations in Washington to recommend ideas for encouraging people ages 14 to 24 to get involved in philanthropy. Among the suggestions presented to the Clintons at the White House conference: Create a Cabinet-level position that oversees programs for young people; establish a U.S. Senate committee on youth service; and make community service a part of every youngster's education.

President Clinton himself made a strong pitch for schools to impose community-service requirements. "As you go back home, please ask the people in your state to add community service to the curriculum of the public schools," he said, noting that Maryland is currently the only state to require community service before students can get a high-school diploma. "It is the right thing to do," he said.

The South Carolina Education Television Network, which produced the satellite broadcast and computer cybercast of the conference with \$276,800 from the Charles Stewart Mott Foundation, has a limited number of free videotapes available; call (800) 278-0829. The event may be viewed on computer by following the instructions on the conference's Web site at <http://www.giftstothefuture.gov>

Philanthropy Is Put on the Spot by White House

WHITE HOUSE CONFERENCES are usually longer on symbols and good feelings than on substance and argument. Last week's gathering on philanthropy, called "Gifts to the Future," was no exception. Its main message was the uncontroversial one that Americans ought to be more generous toward the nation's charities. But along with that call came some other challenges that the philanthropic world might find harder to accept.

One was that, in addition to more money, philanthropy needed a new outlook, an "entrepreneurial spirit," in the President's words. Speakers from Silicon Valley explained that that meant foundations and others would need to become more willing to take risks, to become actively involved in charitable projects, to measure results, and to accept the likelihood of failures.

Such an approach to grant making—usually called "venture philanthropy"—is now more widely embraced than it was a few years ago. Yet, to many philanthropists, it smacks too much of a businesslike mentality for dealing with the inevitably tangled and intensely personal problems that charities must confront. Some even see it as a step toward encouraging for-profit businesses to replace non-profit organizations in caring for the needy.

What's more, the critics of venture philanthropy think the approach has not been tested enough to know whether it really works. But if philanthropy is to be more effective in the next millennium, the White House conference seemed to be saying, it will have to adopt more-venturesome attitudes.

The White House also suggested that philanthropy needed new leadership. To that end, the conference showcased the efforts of young people, minority groups, volunteers, and small-dollar donors—but not, despite the Clinton Administration's recent interest in faith-based organizations, religious leaders (though several had been invited, a White House aide said). Many of these "philanthropic heroes," as a handout called them, were at the conference, and their accomplishments were indeed inspiring.

Yet new leadership is easier to call for than to get. The nation's charitable landscape is—and will continue to be—dominated by large organizations with professional staffs, such as those that filled most of the seats at the White House conference. And such organizations have embraced new directions more readily in principle than in practice.

Moreover, if the much-anticipated (and oft-mentioned) multitrillion-dollar transfer of wealth to the baby boomers from their parents does indeed take place, it will concentrate the potential to give in certain families, rather than spreading it around. So, too, will the creation of more mammoth foundations based on high-tech fortunes, another development celebrated at the conference. Concentrated philanthropic wealth is concentrated philanthropic

Continued on Page 76

White House Conference Puts

Philanthropy on the Spot

Continued from Page 75

wealth, even if it may be located on the opposite coast from where such wealth has traditionally been located.

In any event, the age or background of donors will surely matter less in the future than the kinds of values they bring to their efforts—a subject that received far less attention at the conference. If the White House is right in its view that tomorrow's charities require new leadership, the real (and much harder) test will be found in what those taking on that responsibility decide to do with their time and money.

Judging from the conference, charities ought not to be looking to government for more assistance. Despite its aim of stimulating increased giving, the half-day conference contained virtually no discussion of federal tax policies that might help achieve that goal. President Clinton did promise to create special committees to consider changes in tax rules and other steps to strengthen the "philanthropic partnership between the government and non-profit groups and citizens." But, with his Administration entering its final year, those well-meaning efforts are more likely to produce delays than actions.

Nor were any commitments made to increase the budgets of programs that provide financial support for charities. To the contrary, by emphasizing the important difference that even a small rise in giving could make, the President and First Lady sent an unmistakable message that new government spending was not essential to dealing with social problems, such as feeding the elderly, sheltering the homeless, or providing more child care.

Indeed, in his concluding remarks, delivered with his customary passion, President Clinton explicitly urged the nation's donors to do more to assist places "that have been passed over by the economy" and to help those "who are willing to work and have been left behind."

Those comments may have been a reminder of the Administration's most important legacy to philanthropy: its 1996 overhaul of the welfare system, which not only has cut government-assistance rolls in half but also has dramatically affected the lives of low-income families. By limiting how much government aid those families could receive, the measure has put more pressure on the nation's charities to help the poor become self-supporting.

THE CHRONICLE OF PHILANTHROPY

November 4, 1999

were to increase, the President was suggesting, the philanthropic world should use the additional money to respond more effectively to that challenge. But to do so, many charities would also have to overcome their initial reluctance toward (and, for some, continuing distaste for) a policy they regarded as a disastrous mistake.

Moreover, many would find themselves facing competition from new organizations, including for-profit ones, that are more attuned to the demands of the new, businesslike approach to charitable programs that the conference was touting.

In other words, as welcome as more "gifts for the future" might be, they might not produce the kind of response the President was seeking.

That, of course, is one of the virtues of American philanthropy. Not even a White House conference can prompt it to take on tasks it does not want to.

Leslie Lenkowsky is professor of philanthropic studies and public policy at the Indiana University Center on Philanthropy and a regular contributor to these pages. His e-mail address is llenkows@iu.pui.edu.

PHOTOCOPY
PRESERVATION

Now, In Time For The Millennium, Compassionate Liberalism

BY LINDA GASPARELLO

London has its Millennium Dome. And Washington has its Millennium Dame. She is Ellen Lovell, head of the White House Millennium Council. For the past two years, from the top floor of a townhouse on Jackson Place, across the street from the White House, Lovell and her small staff have been doing Mother Hillary's work: saving America's treasures.

First lady Hillary Rodham Clinton's words—"Honor the past. Imagine the future"—have guided the council's historic artifacts, documents and sites preservation work. To date some of that work, funded by Congress and private donors, notably the sainted Democratic fund-raiser Terry McCaulliffe, includes: the restoration of the Star-Spangled Banner, the Declaration of Independence and the Constitution; the 1905 Wright III, the world's first practical airplane; and the Louis Armstrong House and Archives.

Preserving important national symbols has been just part of the council's work. It has also produced Millennium Evenings at the White House—a series of lectures by prominent scholars, scientists, artists and other visionary thinkers, which are accessible to the public by satellite broadcast and cybercast over the Internet. The council believes in using those technologies to spread the first lady's millennium message.

On Friday, the council organized the first-ever White House conference on philanthropy's future, entitled "Gifts to the Future." In the East Room, where the Millennium Evenings are held, the first lady told some 200 conferees that "an important part of the council's mission is to encourage Americans to identify the gift that each of us can give to the future."

Lovell opened the conference by showing a video of 12 extraordinary Americans' charitable gifts. All the "philanthropic heroes" featured in the video, including 10-year-old Gil Castellanos from Elmhurst, Ill., who raised \$7,100 for Kosovar refugees, attended the summit.

According to the video, 85 percent of all funding to charities comes from individuals. In 1998, Americans gave an estimated \$175 billion to a wide variety of causes and organizations.

President Clinton said "it was a good idea to have this conference." He especially thanked "Hillary for yet another wonderful idea." During the conference, which was broadcast live via satellite, the president either gazed reverently at the first lady and the conference speakers or bowed his head, rubbing his tired eyes.

"All of you who have helped on any of these millennium projects, I think it's done us a lot of good to take time out and think about the really big issues in our society, and how we want them to play out in the year ahead," Clinton said. "And particularly, I think this is an important issue at an important moment."

Perhaps with Texas Gov. George Bush and the 2000 elections in mind, the president said: A long time ago, Alexis de Tocqueville said that charity in America was more than simple compassion. It was a sign of good citizenship."

(Continued on page 5)

America's tradition of philanthropy is still strong but its face is changing, Clinton said. "It is more diverse; more democratic; and younger, as the high-tech economy creates a new generation of philanthropists."

Seventeen new-millennium philanthropists spoke at the summit, including Emmett Carson, president and chief executive officer of the \$400-million-in-assets Minneapolis Foundation; Justin Timberlake, 18, of the band 'NSYNC, who has set up a nonprofit foundation to promote music programs in schools, a pet-project of the first lady's; and Margaret "Peg" Tarburt, executive director of The Michigan Women's Foundation, which has created the Young Women For Change program to teach girls about the grant-making process.

Monday, October 25, 1999 WHITE HOUSE WEEKLY

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But the president, and many in the audience, seemed to be the most intrigued by the high-tech speakers.

"Silicon Valley and the whole venture capital, high-tech community needs to be at the forefront of what we're doing because of the same reason Willie Sutton robbed banks," he said. "That's where they money is."

Clinton said he was glad that the sheer volume of charitable giving is going off the charts. But he added that overall giving has held steady in recent years at about 2 percent of the gross domestic product, roughly the same as 30 years ago.

"I think as we've had this remarkable increase in wealth in our country, I would feel even better if the percentage of our national giving had gone up just a bit," he said.

America Online Inc. Chairman Steve Case, who joined Clinton on a panel on "New Philanthropy in the New Millennium," spoke about an AOL Web site, www.helping.org, that lists 620,000 charities "which need a one-click donation" and 20,000 volunteer

"I think as we've had this remarkable increase in wealth in our country, I would feel even better if the percentage of our national giving had gone up just a bit."

—President Clinton

activities.

Kevin Fong, general partner of The Mayfield Fund, a private venture capital partnership based in Menlo Park, Calif., discussed his Silicon Valley 2 (SV2), a new fund created for young "venture philanthropists." The fund, which Fong co-chairs, has had two organizational meetings. "We hope to set an example for how young professionals can get involved in their community," he said.

Peter Hart, founder of Peter D. Hart Research Associates, a public opinion research firm, discussed

his company's "encouraging" research on charitable giving among Generation Xers and baby boomers. Generation Xers, Hart said, believe that "philanthropy is as important as patriotism." Fifty-nine percent of baby boomers—who are poised to inherit \$12 trillion from their parents—say they plan to give more over the next five years, he said. Only 18 percent of people over 60 said they would do so.

To encourage and facilitate charitable giving, Clinton announced that he is creating a new Task Force on Nonprofits to

strengthen the important collaborative efforts of the nonprofit sector and government. The interagency task force, he said, will develop a public inventory of "best practices" in existing collaborations between the federal government, nonprofit groups and individuals. The president also announced that the Department of the Treasury will hold a meeting with organizations involved in the conference to discuss tax policy and research issues affecting nonprofit groups. Lastly, he announced that the Council of Economic Advisers will undertake an analysis of the role of philanthropy in the economy.

"We need to think about, in government, whether we can do more things to generate more constructive philanthropy," Clinton said.

On Internet, Charity Is the Next Big Thing

By GANDY LOOSE
Washington Post Staff Writer

After selling his company to Microsoft, Peter Mountanos looked around for a new venture and discovered philanthropy. It's inefficient, he thought. All those mailings and phone calls and galas. The Internet can do for charity, he figured, what it did for investments, books, auctions and travel.

Other entrepreneurs and charities alike are rushing simultaneously to the same conclusion, revolutionizing a sector that touches the lives of every American. Online philanthropy is "opening new world portals" for giving, President Clinton said yesterday at a White House summit on philanthropy's future that drew executives from high-tech companies and philanthropic groups.

In the context of the \$174 billion donated to American charities annually, e-philanthropy, as it's being called, is still a drop in the bucket. But it's a drop, said Bill Massey of the National Charities Information Bureau, that is creating ripples now growing into tidal waves. "We are at the beginning of something enormous," Massey said.

Mountanos is betting \$28 million that his company can raise more for charity and make a profit to boot. In April, he and other venture capitalists opened an \$8 million Web site that features, among other things, an online shopping mall and auctions. Profits are shared with more than 2,000 charities that customers can designate. In the next 60 days, he plans to raise another \$20 million to expand the site.

Others are already jockeying for position, reflecting what Clinton said is the new "entrepreneurial spirit... energizing this field." At least 10 other companies, besides Mountanos's charitableway.com, share profits from online shopping with charity. Three others host auctions and share the proceeds.

Philanthropy, in fact, is the hottest new area for what high-tech venture capitalists call "disintermediation opportunities"—in everyday language, inefficient areas of commerce that could be transformed by Internet technologies.

The largest charities have already pioneered the medium—the Red Cross raises millions for disaster relief. But even the smallest charities are finding novel ways to exploit the field. The Washington Animal League, for example, began offering "virtual pets" this week to people with the money to support an animal, but not the time to clean up after one. You

choose a featured pet and make a credit card donation online to feed it.

Already state regulators are scrambling to figure out how to monitor solicitations suddenly coming from around the world. Some experts question whether the partnerships between charities and business could blur the lines so much that the distinctions are lost.

Charity leaders and scholars are buzzing with questions. Will the Internet attract new donors or merely heighten competition? Will technology level the playing field for small charities and unpopular causes or widen the gap? Will shoppers at an online mall feel a new connection with the charities they designate for a gift, at no cost to themselves? Or will they feel they've completed their civic duty?

Whether small charities can compete in this new world remains to be seen. Buzz Schmidt, for one, believes the revolution will raise all boats. His nonprofit, Guidestar.org, in partnership with the Urban League, just made available online the income tax filings of every charity known to the Internal Revenue Service. The database is at the heart of a new AOL Foundation site.

"Obviously any medium can be most effectively used by big entity with a brand name," added Schmidt. "However, before the Internet there was no medium, other than word of mouth, for small charities to communicate. The Internet will be a great leveler."

In a remote corner of Southeast Washington, a group that makes and delivers meals to AIDS patients has marshaled the power of one of the world's largest accounting and consulting firms, Ernst & Young.

The firm has devoted a team of high-tech specialists to creating an interactive, state-of-the-art site for Food and Friends, to replace its low-tech page. The new site will allow the charity to take donations online and solve one of its biggest accounting headaches.

Each year during the AIDS Ride, donors send in more than \$4 million to Food and Friends. An army of volunteers and staffers open about 50,000 envelopes with checks and forms and tally both gross and individual totals for each of 1,900 or so riders.

The new Food and Friends site will automatically tally money donated online. And the site will sort out the confusing tangle that occurs at an organization that depends on 700 volunteers a week to deliver food.

"We happen to have garnered

the resources of a generous, multi-billion dollar consulting agency, but even without them, the Internet was giving us a leg up," said the charity's executive director, Craig Sniderman.

Ernst & Young hopes the Food and Friends project will help it market services to larger nonprofits and companies. The intermingling of charitable and profit motives is fine, Sniderman said. "If forced to choose between appealing to a business's charitable side and its marketing side, I'll choose their marketing side every time, because they'll give more."

Businesses hoping to cash in on e-philanthropy are offering a multitude of services, beyond developing sites. Several certify the security measures of charities that accept online credit card donations. Others have developed technology that allows a donor to pay through his or her telephone bill.

AllCharities.com collects donations for charities and turns over 100 percent of the money. It hopes to earn money back by offering other Web-based services to the charities, such as making their own Web pages capable of accepting donations.

It is the profit-sharing partnerships between business and charity that have some observers concerned. "Cause-related marketing," the subject of much hand-wringing for a decade, last year raised \$9 billion for charity. But the Internet is exploding the trend.

The potential is enormous. Online shopping malls alone could transform philanthropy if charities can capture even a fraction of a percent of a business that some experts predict will generate \$3 trillion in sales within five years.

The online shopping malls that share profits with charity are in the odd position of not competing on prices. Prices are set by retailers, including large department stores, who give the mall site owners a commission for selling their wares. Instead, the mall sites compete by offering consumers better donations to their favorite charity.

Shoppers in this strange new world may find themselves looking not only for the best deals for themselves, but for their charities. One donation comparison: charitableway.com will give least 90 percent of its commission to the charity designated by the shopper.

"Where business begins and charity ends is becoming ever more confusing," said Schmidt, of Guidestar.

But for the moment, many charities show more anxiety about where they are sitting on the train than the ultimate destination. "We haven't heard any of our 6,000 nonprofit partners worrying about the lines blurring," said Robert Grosshandler, CEO of iGive. "We're being asked, 'How can you make this a more effective venue, and how can we do more?'"

Washington Post

PHOTOCOPY
PRESERVATION

Clinton Urges a New Web of Giving

By CHARLES BABINGTON
Washington Post Staff Writer

President Clinton, noting that the Internet revolution is creating young millionaires almost daily, hosted a White House conference yesterday urging "a new generation of philanthropists" to lead the nation to higher levels of charitable giving, already a \$175 billion enterprise annually.

The conference, featuring celebrities from the music, film and high-tech industries, was designed to put a younger, hipper face on philanthropy, which often is associated with hoary names such as Rockefeller and Mellon. The president and first lady used the occasion to urge all Americans—individually and through corporations—to give more money to charities, whether their wealth is from new technologies or old.

"I am glad that the sheer volume of charitable giving is going off the charts," Clinton told his audience in the East Room. But he noted that overall giving has held steady in recent years at about 2 percent of the gross domestic product, roughly the same as 30 years ago.

"I think as we've had this phenomenal increase in wealth in our country, I would feel even better if the percentage of our national income devoted to charitable giving had gone up just a little bit," Clinton said.

The conference comes as some politicians are calling on nonprofit groups to do more to help poor people, drug addicts and others in need. Presidential candidates George W. Bush, the Republican governor of Texas, and Vice President Gore have said "faith-based" institutions should replace some government agencies in providing such services. Religious institutions long have been the biggest beneficiaries of charitable donations, receiving about 44 percent of the \$175 billion given last year, according to the White House.

The administration said it wants a tradition of philanthropy to take root in a new generation known for savvy entrepreneurs who make millions by starting Internet companies. Conference participants noted that some such privately held companies give stock to charities, which stand to receive huge benefits if the company goes public and its stock prices soar.

"Silicon Valley and the whole venture capital, high-tech community needs to be at the forefront of what we're doing because of the same reason Willie Sutton robbed banks," Clinton said. "That's where the money is."

America Online Inc. Chairman Steve Case, who joined Clinton on a panel on "New Philanthropy in the New Millennium," described an AOL Web site, www.helping.org, that steers potential donors to 620,000 charities. "We can take all these tens of millions of people who



BY FRANK JOHNSTON—THE WASHINGTON POST

President Clinton and the first lady advocated more charity at White House conference meant to put a younger, hipper, high-tech face on philanthropy.

are starting to change their lives because of the Internet and help them to change society because of the Internet as well," Case said.

Clinton also hosted a panel discussion meant "to teach the ethic of giving" to those coming of age in the high-tech era. Panelists included singer Justin Timberlake, 18, of the band 'NSync, who told the audience: "I got to be honest. This isn't your normal pop group's demographic." He said he recently set up a nonprofit foundation to promote music programs in schools, a pet project of Hillary Rodham Clinton's.

Other conference participants included Patty Stonesifer, president of the \$18 billion Bill and Melinda Gates Foundation, and actor Paul Newman, who gives away the profits from his brand-name salad dressings and other products.

The White House conference was broadcast live on some public access television channels and to more than 100 sites across the country where groups held their own philanthropy conferences.

Many public television stations will air the conference in coming weeks, organizers said.

With baby boomers poised to inherit \$12 trillion from their parents, Clinton said, his administration is taking steps to encourage and facilitate charitable giving.

"We need to think about, in government, whether we can do more things to generate more constructive philanthropy," he said, adding that he will establish an interagency task force to strengthen the "philanthropic partnership" of government, nonprofit groups and individual citizens.

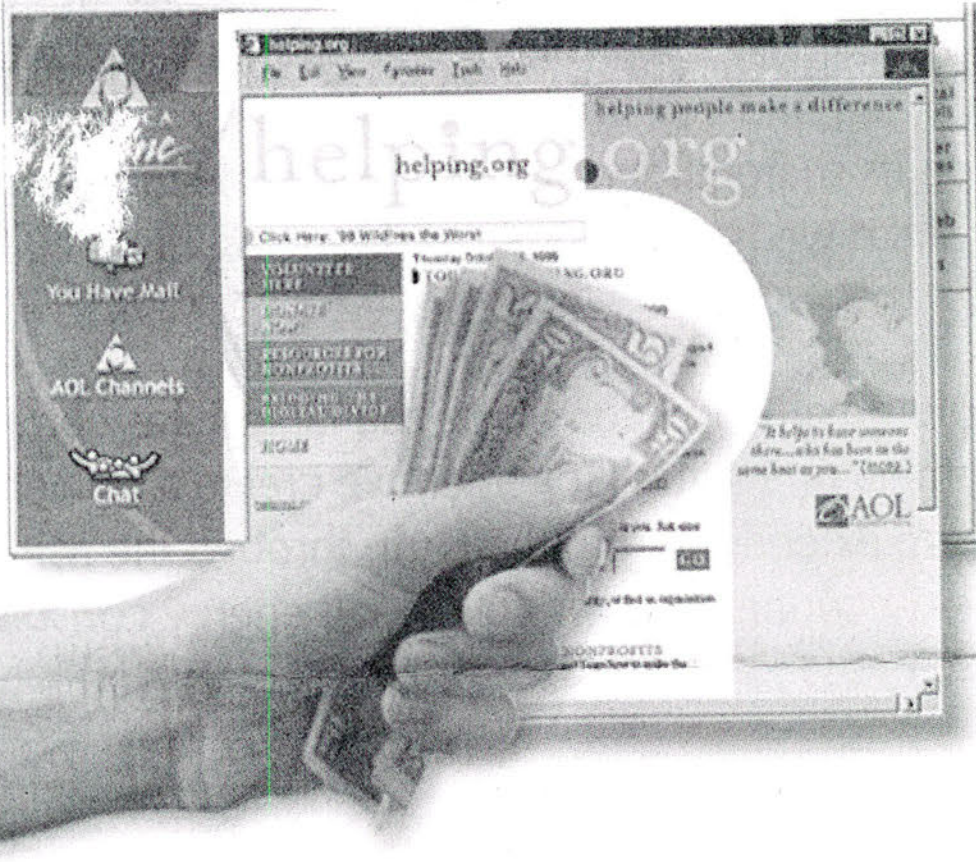
THE WASHINGTON POST

SATURDAY, OCTOBER 23, 1999

PHOTOCOPY
PRESERVATION

BUSINESS

WEDNESDAY, OCTOBER 20, 1999



Offering Help On Giving

Among Web sites offering guidance for those who want to contribute:

www.helping.org
(AOL's new site)

Allows users to search for charities by location and topic; to find out about volunteering; and donate online via credit card.

www.guidestar.org

Has a searchable database of more than 620,000 nonprofit organizations in the United States; includes postings of U.S. tax form 990, where charities report their finances and operations.

www.bbb.org (home page of the Better Business Bureau; click on "Charity Reports")

Covers the full range of charitable and other nonprofit organizations; typically includes information on the group's background, current programs, governing body, fund-raising practices, tax-exempt status, finances.

greatergood.com

Builds, markets and manages "online shopping villages" for not-for-profit partners' sites, where at least 5 percent of every purchase benefits the not-for-profit's cause.

charitableway.com

Evaluates thousands of charities and attempts to find the right one for a particular donor.

www.give.org (National Charities Information Bureau)

Publishes comprehensive reports evaluating charities by various criteria. Sample report is available online. Actual copies cost \$9.95 each.

igive.com

Enables users to choose charities, including local ones, that will benefit from the users' online purchases at igive.com mall.

Charity Begins Online

New Sites Ease Consumers' Research Into Philanthropies

By SHANNON HENRY
Washington Post Staff Writer

In the midst of the frenzied buying and selling of goods and services on the Internet, a new kind of money exchange is taking root. Call it e-philanthropy.

Web sites aimed at promoting charitable giving have been proliferating in recent months. And today, the AOL Foundation—the nonprofit arm of America Online Inc.—unveils Helping.org, an online database of 620,000 charities and 20,000 volunteer opportunities.

"The Internet is the future of charitable giving," said Daniel Langan, director of public information for the National Charities Information Bureau, which is sponsoring a national conference on "E-philanthropy: Technology and the Nonprofit Community" this Friday in Washington. "Anything that makes for a better-informed contributor is excellent."

The charity bureau has its own entry online, at www.give.org, which aims to be a kind of Consumer Reports for giving. Another is GreaterGood.com of Seattle, a site that offers users a chance to buy products from 200 charitable

groups. "We're looking to introduce the concept of shopping on behalf of a cause," said Katherine James Schuitemaker, executive vice president of the company.

Operators of such sites say they are making it easier for users to research where they want to donate their time or money. And now consumers also have access to information on how charitable groups handle their finances. This week, for the first time, many of the federal tax forms filed by nonprofit groups and charities became available online, posted at www.guidestar.org, giving users an opportunity to compare how different organizations spend donors' money.

Links to those online tax forms also will be offered at the new AOL Foundation site.

Peter Hall, a researcher at the Yale Divinity School who studies corporate philanthropy, said having charities' finances available online makes the organizations much more accountable to their donors. "The implications of this are just incredible," Hall said.

He said the AOL project illustrates how technology companies are searching for different

See CHARITIES, E4, Col. 3

At AOL Site and Others, Charity Goes Online

CHARITIES, From E1

approaches to philanthropy. He said high-tech firms "are trying to explore and exploit the social change possibilities of technology. . . . Their proclivity is to abandon the model of corporate foundations."

At the same time Helping.org was being developed, AOL was creating a program called The Giving Tree, which helps the company's 12,000 workers start their own foundations and donate to charity through seminars and a corporate intranet. It is estimated that 2,000 to 3,000 AOL employees are millionaires, thanks to stock options.

Among the features on the new AOL Foundation site is a kind of international disaster wire compiled by the Red Cross that runs like a ticker across the main screen. Users of the site can click on news of a train crash or a hurricane, find out

more about it and then donate money or clothing to the victims by typing in their credit card information.

Helping.org also is intended to act as a clearinghouse for research on what's called the Digital Divide, the gap between information technology haves and have-nots.

To find a charity on Helping.org, users may search by type of organization, Zip code or the size of the annual budget. Donations can be given electronically by typing in a credit card number. The volunteer channel lets people search by location, time and type of activity. Someone might want to volunteer on Thanksgiving this year, or for a month during a summer vacation.

In addition, charitable groups can use the site to research grant opportunities and nonprofit news.

"We should be able to make giving and service online as easy as e-mail," said David Eisner, who man-

ages the AOL Foundation staff. AOL Foundation Chairman James V. Kimsey said that AOL has spent "many millions" on the site, though he would not give an exact number.

Still, users of Helping.org will have to do their own research on the effectiveness and integrity of the charities. The site simply lists every nonprofit registered with the Internal Revenue Service. "We don't want to be in the vetting business," said Kimsey. "The liability would be horrible."

Prospective donors will be able to follow the links to the charities' online tax forms or visit the groups' own Web sites. In addition, Helping.org provides links to the charity bureau and to the Better Business Bureau, both of which offer research on how well nonprofit groups accomplish their stated missions.

Most of those listed on the AOL site don't know they're on there

yet. Eisner said letters and postcards will start going out soon to alert the groups and give them the chance to update their listings.

THE WASHINGTON POST

TUESDAY, OCTOBER 26, 1999

Literacy Drive

Education Secretary **Richard W. Riley** will give the administration's seal of approval to a literacy fund-raising program to be outlined at 1 p.m. today at the National Press Club.

Although Riley is a natural choice for the task, the fact that he is often referred to as **President Clinton's** favorite Cabinet member is an added boost for the fund-raiser. GTE Corp.'s chief executive officer, **Charles R. Lee**, will announce the program, which will allow GTE customers to voluntarily add \$1 to their monthly phone bills. The money will be sent to local and national groups promoting literacy.

Morton Bahr, president of the Communications Workers of America, and Rep. **William F. Goodling** (R-Pa.), a former teacher, will be on hand to show union and bipartisan political support.

Backers say such a program could raise \$100 million a year. The president and first lady **Hillary Rodham Clinton** have called on individuals and companies to do more to help worthy local and national social programs.

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BYLINE: ELIZABETH A. KENNEDY

BODY:

Five GOP Presidential Hopefuls Debate

DURHAM, N.H. (AP)

Five Republican presidential candidates staged their first debate of the season Friday, agreeing on more than they found to argue about, after needling the front-runner who stayed away. Gary Bauer, Alan Keyes, John McCain, Steve Forbes and Sen. Orrin Hatch participated in the debate. George W. Bush opted to skip the forum, since his lead in campaign funds and in the public opinion polls left no incentive for encounters with his challengers now. The debate came one day after the latest New Hampshire poll found Bush with a commanding lead but McCain strengthening his position in second place.

U.S. Concerned by Chechnya Attack

WASHINGTON (AP)

The White House expressed concern Friday about the "'terrible loss of life'" in Chechnya at least 143 killed in a missile attack and urged Moscow to open a dialogue with leaders of the breakaway Russian republic. The administration avoided pointing a finger of blame for the attack after a Russian military spokesman said it was a special operation and Russian political officials denied any responsibility. "'There are conflicting reports. ... We don't have a conclusive answer at this point,'" White House spokesman Joe Lockhart said.

Rwanda Seeking Genocide Suspects

WASHINGTON (AP)

As the Rwandan genocide tribunal nears its fifth anniversary with little progress, Rwanda is urging the world's governments to hand over suspects hiding in their countries. Rwanda's ambassador to the United Nations, Joseph Mutaboba, said about 1,000 people believed to have helped plan the 1994 massacre of at least 500,000 Rwandans, mostly ethnic Tutsis, are still at large. As many as

20,000 more fugitives include militia, former soldiers and others who participated in the widespread killing.

Netanyahus 'Hurt' by Police Inquiry

JERUSALEM (AP)

Grilled by police for nine hours, former Prime Minister Benjamin Netanyahu said he felt hurt by an inquiry into whether he and his wife illegally kept gifts he received while in office. The Netanyahus' home, apartment and a storage room were searched by police this week. The searches took the Netanyahus by surprise, but journalists were tipped off in advance. The Netanyahus' lawyers said the suspicions were groundless.

Unabomber Appeal To Be Heard

SAN FRANCISCO (AP)

A federal appeals court agreed Friday to hear Unabomber Theodore Kaczynski's request for a new trial, where he would face a possible death sentence. Kaczynski, a Harvard-trained mathematician who became a recluse, pleaded guilty in 1998 to mail bombings that killed three people and injured 23. The Justice Department had agreed to the guilty plea and life sentence after a psychiatric examination concluded Kaczynski was a paranoid schizophrenic but competent to stand trial. The exam had been arranged by Kaczynski's lawyers over his objections.

Clintons Host Philanthropy Conference

WASHINGTON (AP)

President Clinton and first lady Hillary Rodham Clinton today hosted a conference highlighting the future of philanthropy in America. Participants in the first such conference spoke of a need to appeal more directly to baby boomers and Generation X. America Online Inc. founder Steve Case highlighted a new philanthropic Internet portal that offers an easy way to donate to over 620,000 charities. "'Silicon Valley and the whole venture capital, high-tech community needs to be at the forefront of what we're doing,'" Clinton said.

NATO Decries Violence Against Serbs

PRISTINA, Yugoslavia (AP)

NATO's new secretary-general turned his attention Friday to the rash of violence against Kosovo's minority Serbs, saying the alliance would not permit any ethnic group rule the province. In his first visit to Kosovo since being named secretary-general, George Robertson told ethnic Albanian rebels aiming to

get even for the Serb crackdown that ''vigilante justice is no justice.''

Dow Ends Week on a Positive Note

NEW YORK (AP)

The Dow Jones industrial closed up 172.56 at 10,470.25 Friday. The rally capped a volatile week in which the Dow industrials rose 450.54 after a 630.05-point loss last week. Advancing issues on the New York Stock Exchange led decliners 1,960-1,062. The Nasdaq composite index was up 14.57 to 2,816.52.

Sabres Defeat Hurricanes 7-3

BUFFALO, N.Y. (AP)

Geoff Sanderson and Erik Rasmussen each scored twice as Buffalo routed the Carolina Hurricanes 7-3 Friday night, the Sabres' first win of the season. Martin Biron made 17 saves in place of benched goaltender Dominik Hasek and Michael Peca scored his first goal of the season for the Sabres (1-5-2), who hadn't won since Game 5 of the Stanley Cup finals.

LANGUAGE: ENGLISH

LOAD-DATE: October 23, 1999

22ND STORY of Level 1 printed in FULL format.

The Associated Press State & Local Wire

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October 23, 1999, Saturday, PM cycle

SECTION: Washington Dateline

LENGTH: 702 words

HEADLINE: Internet millionaires: the next great philanthropists?

BYLINE: By KEVIN GALVIN, Associated Press Writer

DATELINE: WASHINGTON

BODY:

The young and the rich of the high-tech realm may be better known for punching code late into the night and indulging in extreme sports on the weekend. But if participants at a White House conference on philanthropy have their way, Silicon Valley will become the home of the social entrepreneurs of the future.

The president and first lady Hillary Rodham Clinton were hosts for the conference highlighting the tradition and possible future of philanthropy in America.

"The face of this tradition is changing," President Clinton said. "Philanthropy is like our country now - more diverse as new groups seize and share opportunity in the new economy."

Participants in the first such conference spoke of a need to appeal more directly to baby boomers and Generation X.

Money isn't the only thing Internet mavens can provide.

America Online Inc. founder Steve Case highlighted a new philanthropic Internet portal, developed by the AOL Foundation, American Red Cross, the National Urban League and other groups, to offer an easy way to donate to over 620,000 charities.

"We can take all these tens of millions of people who are starting to change their lives because of the Internet and help them to change society because of the Internet as well," Case said.

But the talk turned again and again to the deep pockets of the cyberlords.

"Silicon Valley and the whole venture capital, high-tech community needs to be at the forefront of what we're doing because of the same reason Willie Sutton

The Associated Press State & Local Wire, October 23, 1999

robbed banks," Clinton quipped. "That's where the money is."

Kevin Fong, a general partner in a venture capital fund in Ventura, Calif., helped establish a group, the Entrepreneurs' Foundation.

Fong said he and his associates aim to engage young people in Silicon Valley in their own communities. "Many of these people aren't married yet, and all they know about is work," Fong said.

One example of a new approach to philanthropy, Fong said, is for a startup company to donate private stock to a local philanthropic fund. When a company goes public, the stock can generate millions.

Friday's program was broadcast via satellite and on public television, reaching a potential audience of 10 million.

Other participants included Patty Stonesifer, president of the \$ 18 billion Bill and Melinda Gates Foundation, actor Paul Newman, and 'NSync singer Justin Timberlake, who was announcing creation of a foundation to support musical education in public schools. Sponsors include the Charles Stewart Mott Foundation, the National Endowment for the Humanities, the J. Paul Getty Trust and the Iscol Family Foundation.

The conference also took stock of traditional philanthropic endeavors in the United States and assessed the importance of understanding how different ethnic communities approach the notion of supporting each other collectively.

Among the individuals honored was Esperanza Rich of Seattle, a Mexican-born woman who has helped thousands of Hispanic families get food, clothing and other necessities through the St. Vincent de Paul charity. She's volunteered at the charity in Seattle since she retired from her secretarial job in 1983.

Rich also has bequeathed the charity money in her will, and supports Leave a Legacy of Western Washington, which encourages people to put charitable gifts in their wills.

Emmett Carson of the Minneapolis Fund urged mainstream philanthropic organizations to give up any "noblesse oblige" view of giving as "narrow and one-dimensional." There are advantages to some other cultures' approaches such as giving anonymously or in communal enterprises, he said. "Philanthropy should be a lifetime endeavor."

Mrs. Clinton, noting that the baby boomers stand to inherit \$ 12 trillion as their parents' generation passes on, said just a slight increase in the 2 percent that Americans donate to charitable organizations each year could produce dramatic results for everything from homeless shelters to libraries.

"There's no better gift our generation can give to the future than a strengthened philanthropic tradition," she said.

"New communities of donors must be encouraged to participate," she said. "New avenues of giving must be opened and explored."

LANGUAGE: ENGLISH

The Associated Press State & Local Wire, October 23, 1999

LOAD-DATE: October 23, 1999

23RD STORY of Level 1 printed in FULL format.

The Associated Press State & Local Wire

The materials in the AP file were compiled by The Associated Press. These materials may not be republished without the express written consent of The Associated Press.

October 23, 1999, Saturday, PM cycle

SECTION: State and Regional

LENGTH: 322 words

HEADLINE: White House honors Seattle woman who escaped poverty to help others

DATELINE: SEATTLE

BODY:

Esperanza Rich never forgot the women who brought food, clothes and toys to her family members when they were struggling to survive.

She promised herself that she'd grow up to be like those women - someone who helped the poor. On Friday, the White House honored the Seattle resident for keeping her promise.

Rich was one of 11 guests recognized by President Clinton at a conference on philanthropy. First lady Hillary Rodham Clinton called Rich and the other honorees "American heroes."

It was a long journey for the girl from Guanajuato, Mexico, whose father died when she was a toddler. Her mother supported four children by selling sweet potatoes on the street.

Her family moved from Mexico to Iowa when she was 8, but things didn't get easier. Rich's family followed her older brother to Nebraska, where he had a railroad job. They lived in an empty box car for a while, then moved into a sodden basement.

They spent their summers farming. They spent the school year trying to outrun the bullies who called them "dirty Mexicans" and chased them home from school.

Rich escaped poverty, but never turned her back on the poor. She has helped thousands of Hispanic families get food, clothing and other necessities through the St. Vincent de Paul charity in Seattle. She's worked there since she retired from her secretarial job in 1983.

Some of the people Rich helps have struggled for years, needing assistance but unable to speak enough English to ask.

"She's given us the avenue to help touch people we wouldn't be able to help. The language barrier has been a challenge for us," said St. Vincent spokesman Richard Bray. "She is one fantastic lady."

The Associated Press State & Local Wire, October 23, 1999

Rich has bequeathed the charity money in her will, and supports Leave a Legacy of Western Washington, which encourages people to put charitable gifts in their wills.

As for her volunteer work, she'll keep at it.

"I'm going to do it," she said, "until I drop."

LANGUAGE: ENGLISH

LOAD-DATE: October 23, 1999

24TH STORY of Level 1 printed in FULL format.

Copyright 1999 The Buffalo News
The Buffalo News

October 23, 1999, Saturday, FINAL EDITION

SECTION: LOCAL, Pg. 4C

LENGTH: 367 words

HEADLINE: COURTIN PLUGS MARTIN HOUSE TO FIRST LADY AND SHALALA

BYLINE: DOUGLAS TURNER; News Washington Bureau Chief

DATELINE: WASHINGTON

BODY:

John C. Courtin of Buffalo may have recruited two distinguished women to visit the Darwin Martin House on Jewett Parkway some time soon -- first lady Hillary Rodham Clinton and Donna Shalala, secretary of health and human services.

Courtin, executive director of the Martin House Restoration Corp., spoke about the project during an encounter with Clinton at the White House Conference on Philanthropy on Friday.

"I think I was the only person whose card she requested," Courtin said, indicating it could be a sign she might stop there on her travels in New York state.

Shalala and he spoke longer, and she recalled that her cousin Gertrude Shalala operated a candy store nearby on Hertel Avenue. Shalala, Courtin said, said she plans to visit the next time she comes to Buffalo.

"The fact that there was a presence by the Darwin Martin House at this important meeting," Courtin said, "shows its stature as a nationally important project."

The corporation is scheduled to exhibit 75 Darwin Martin House windows at the National Building Museum here Feb. 17 to Aug. 28.

The exhibit will give Washingtonians one of their best examples of the artistry of architect Frank Lloyd Wright.

There is a small Wright house near Mount Vernon, President George Washington's home in Virginia near Washington, Courtin said.

After the exhibit, Courtin said, the Darwin Martin House project may play an important role in the next White House conference.

President Clinton and his wife held the conference to try to launch a new era of American philanthropy from computer millionaires and ordinary citizens.

"You feel better about the good fortune you have . . . if you spend at least a little of it giving something to someone else," Clinton told the CEOs, venture capitalists and community activists gathered in the White House East Room.

"What we want to do is to start the new millennium poised to do more and to do it better," he added.

According to the White House, Americans last year gave an estimated \$ 174.5 billion in philanthropic donations. The sum amounts to roughly 2 percent of U.S. gross domestic product, a proportion that the president said he would like to nudge up.

LANGUAGE: ENGLISH

LOAD-DATE: October 24, 1999

25TH STORY of Level 1 printed in FULL format.

Copyright 1999 The Courier-Journal
The Courier-Journal (Louisville, KY.)

October 23, 1999, Saturday MET/METRO

SECTION: NEWS Pg.01b

LENGTH: 543 words

HEADLINE: White House honors woman for aid work
Clinton gives kudos for efforts to help

BYLINE: DARLA CARTER, The Courier-Journal

SOURCE: STAFF

BODY:

hurricane victims

A Louisville-area woman who helped launch a grassroots campaign last year to collect goods and supplies for survivors of Hurricane Mitch was honored yesterday by President Clinton and the first lady during the White House Conference on Philanthropy.

Myrian Arguello Bodner, 49, of Windy Hills, was the only Kentuckian among 11 people recognized as heroes or heroines of philanthropy at the conference, which was subtitled "'Gifts to the Future.'"

"'Being here, I'm representing the people in Louisville - all of the hundreds of people who helped send aid to Nicaragua,'" said Bodner, a native of that country who came to Kentucky to get a college education three decades ago and never left.

"'If it wasn't for my adopted home, my adopted country (that) supported my homeland,'" she said, her voice breaking in mid-sentence. "'Right now, I'm too emotional. . . . Only in America.'"

Just a few minutes earlier Bodner, a homemaker, had met both Bill and Hillary Clinton.

The Clintons convened the conference "'to highlight the unique American tradition of charitable giving, discuss the diverse and changing face of philanthropy, and explore how to preserve and expand this tradition for future generations,'" according to a White House news release.

Bodner and fellow award recipients shared the spotlight with a panel of philanthropic experts and others, who included Steve Case, chairman and chief executive officer of America Online, who were asked to discuss the future of philanthropy and how to make sure young people know its importance.

"'It was really wonderful to be here,'" Bodner said. "'All these people in Louisville that supported this aid to Nicaragua, what a wonderful feeling to

The Courier-Journal (Louisville, KY.), October 23, 1999

have.''

Bodner attracted headlines late last year when she and Jennifer Salazar, who also lives in the Louisville area, began rallying local residents, groups and companies to donate items and money to Central Americans devastated after Hurricane Mitch struck that October. They also contacted state and federal officials to push for the United States to assist with recovery efforts.

The women were spurred to action by accounts from relatives and the media about the storm's toll, which included about 10,000 deaths and the destruction of homes, crops and possessions.

Several local companies agreed to serve as drop-off locations for goods.

Bodner and Salazar also got the Medical Foundation of the Jefferson County Medical Society's Supplies Over Seas program to rush medical supplies and equipment to Nicaragua's capital of Managua.

Salazar said the efforts created a 'halo effect' that spread throughout the community and into Washington, sparking an outpouring of donations and assistance.

'We raised the consciousness and the awareness,' Salazar said. '... The halo effect I think not only gives personal satisfaction, but it also gives a satisfaction that is altruistic and that kind of transcends into a whole community, and I think that's what happened.

'I think people in general want to help,' Salazar said. '... I just feel like we just kind of sparked that interest.'

Myrian Arguello Bodner organized and helped pack food for a relief effort for hurricane victims last year.

GRAPHIC: BY KEITH WILLIAMS, THE C-J

LANGUAGE: English

LOAD-DATE: October 26, 1999

26TH STORY of Level 1 printed in FULL format.

Copyright 1999 The Deseret News Publishing Co.
The Deseret News (Salt Lake City, UT)

October 23, 1999, Saturday

SECTION: WIRE; Pg. A02

LENGTH: 624 words

HEADLINE: White House pitching philanthropy among rich

BYLINE: Associated Press

BODY:

WASHINGTON -- The young and the rich of the high-tech realm may be better known for punching code late into the night and indulging in extreme sports on the weekend. But if participants at a White House conference on philanthropy have their way, Silicon Valley will become the home of the social entrepreneurs of the future.

President and first lady Hillary Rodham Clinton were hosts for the conference highlighting the tradition and possible future of philanthropy in America.

"The face of this tradition is changing," President Clinton said.
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But the talk turned again and again to the deep pockets of the cyberlords.

"Silicon Valley and the whole venture capital, high-tech community needs to be at the forefront of what we're doing because of the same reason Willie Sutton robbed banks," Clinton quipped. "That's where the money is."

Kevin Fong, a general partner in a venture capital fund in Ventura, Calif., helped establish a group, the Entrepreneurs' Foundation.

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know about is work," Fong said.

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Mrs. Clinton, noting that the baby boomers stand to inherit \$12 trillion as their parents' generation passes on, said just a slight increase in the 2 percent that Americans donate to charitable organizations each year could produce dramatic results for everything from homeless shelters to libraries.

"There's no better gift our generation can give to the future than a strengthened philanthropic tradition," she said.

"New communities of donors must be encouraged to participate," she said. "New avenues of giving must be opened and explored."

LANGUAGE: ENGLISH

LOAD-DATE: October 23, 1999

27TH STORY of Level 1 printed in FULL format.

Copyright 1999 The New York Times Company
The New York Times

October 23, 1999, Saturday, Late Edition - Final

SECTION: Section A; Page 11; Column 3; National Desk

HEADLINE: Taking a Measure of Philanthropy

BODY:

<http://www.nytimes.com>

GRAPHIC: Photo: President Clinton and Hillary Rodham Clinton held a conference at the White House yesterday to highlight the tradition of philanthropy and to consider new approaches. The participants included Stephen M. Case, the chairman of America Online, and the actor Paul Newman. (Associated Press)

LANGUAGE: ENGLISH

LOAD-DATE: October 23, 1999

28TH STORY of Level 1 printed in FULL format.

Copyright 1999 The News and Observer
The News and Observer (Raleigh, NC)

October 23, 1999 Saturday, FINAL EDITION

SECTION: NEWS; Pg. B5; WAKE COUNTY BRIEFS

LENGTH: 167 words

HEADLINE: Philanthropy expert attends conference

BODY:

RALEIGH -- A local philanthropy expert discussed the state of America's generosity Friday at the White House Conference on Philanthropy in Washington.

Shannon St. John, executive director of the Triangle Community Foundation, was invited by President and Mrs. Clinton.

The conference was intended to address the state of philanthropy and the role it will play in the next millennium, as baby boomers inherit unprecedented wealth, according to St. John.

Three years ago, the Triangle Community Foundation started the Catalyst Project, which St. John heads.

The project's goal is to solicit donations from regional entrepreneurs, major public and private companies and financial institutions.

So far, the project has found \$ 141 million in new philanthropic money for the Triangle, St. John said.

"The White House Conference on Philanthropy is a wonderful opportunity to share some of the exciting work that this region is undertaking," she said. "I am honored."

LANGUAGE: ENGLISH

LOAD-DATE: October 25, 1999

30TH STORY of Level 1 printed in FULL format.

Copyright 1999 Plain Dealer Publishing Co.
The Plain Dealer

October 23, 1999 Saturday, FINAL / ALL

SECTION: METRO; Pg. 1B

LENGTH: 648 words

HEADLINE: CHARITIES SEEK NEW METHODS TO RAISE FUNDS

BYLINE: By MICHELE FUETSCH; PLAIN DEALER REPORTER

BODY:

What took place at the White House yesterday was more about giving than governing. The first couple held a conference to tout the joys of philanthropy, something even their detractors respect.

Conservatives and liberals agree today, says Peter Frumkin, a professor at Harvard's Kennedy School of Government, that the field of philanthropy is loaded with opportunity.

New estimates from researchers at Boston College say that anywhere from \$41 trillion to \$136 trillion in American wealth will transfer to younger generations in the next half century, a considerable jump from the \$10.4 trillion estimated by researchers at Cornell University in 1993.

Liberals see philanthropy as a way to make social change, says Frumkin, who studies philanthropy. "Conservatives look at it and see a tool for effectuating public policy without the state," he says.

At the same time friends of Bill and Hillary were chatting it up in the East Room, philanthropy professionals gathered in Cleveland and some 1,500 other sites to watch via satellite.

About 75 people gathered at the headquarters of the Greater Cleveland chapter of the American Red Cross and talked about new developments in gathering and giving money.

Cleveland, a pioneer in the philanthropy field, is home to the first endowed community foundation in the country, the Cleveland Foundation. It is also home to the first Jewish Community Federation to establish an endowment to help support its work.

And Case Western Reserve University had the first academic center, the Mandel Center for Nonprofits, to study nonprofits and train managers.

The Clevelanders and the White House shared a common concern. While the total dollar amount of giving has increased nationwide, giving by individuals has remained static at 1.6 percent of gross domestic product, according to the Chronicle of Philanthropy.

In this unprecedented era of prosperity, President Clinton said, "I would feel even better if the percentage of our charitable givers had gone up even a little."

Norman Wein, a vice chairman of the Jewish Federation board of trustees, praised the White House for putting the spotlight on the income gap between rich and poor. People are under the impression that everybody is doing well, and that is not the case, Wein said.

To increase the amount Americans give, the experts say, nonprofit groups must attract younger donors and become smarter about distributing the money.

Both Generation X and the Baby Boomers are more skeptical than the World War II generation about giving blindly to large charitable organizations.

There are still people who want to give by attending the Red Cross' black-tie ball next month, said Michael Parry, senior manager of the corporate and foundation section of the Red Cross Greater Cleveland chapter.

But the challenge for charities of all sizes, Parry said, is to keep their eyes open for new ways of raising money.

One of the newest tools in philanthropy is online giving. America Online recently introduced a service for making charitable contributions.

More attention is also being paid to training a new generation of philanthropists.

The Jewish Federation and United Way, for example, have youth groups that give out as much as \$50,000 annually to teach them how to assess needs and prioritize.

More attention is being focused too on the idea that schools should play a part in passing on the ethic of giving. "There's nothing really in the curriculum of our schools," said Henry Doll, who works on youth service projects at the Mandel Center, "about the concept of philanthropy, that it's our heritage."

Professionals in philanthropy are also looking at the explosion in family foundations in the 1990s. Five million families in America are now worth more than \$1 million, and many look for ways to contribute as well as to shelter their money from inheritance taxes.

GRAPHIC: PHOTOS BY LYNN ISCHAY / PLAIN DEALER PHOTOGRAPHER; PHOTO 1; Ceil Cohen of the Davidson Foundation watches one of two televisions at the headquarters of the American Red Cross in Cleveland during the televised White House Conference on Philanthropy yesterday.; PHOTO 2 (located in first editions, page 3B); Barbara E. Goldfarb, development director at Park Synagogue, and James R. Hickey, director of development and membership at the Cleveland Museum of Natural History, listen to President Clinton during yesterday's broadcast of the White House Conference on Philanthropy.; BOX: Northeast Ohio's leading foundations; SOURCE: Internal revenue Service; GRAPHIC BY PLAIN DEALER

LANGUAGE: ENGLISH

LOAD-DATE: October 24, 1999

32ND STORY of Level 1 printed in FULL format.

Copyright 1999 Guy Gannett Communications, Inc.
Portland Press Herald

October 23, 1999, Saturday, CITY EDITION

SECTION: LOCAL & STATE, Pg. 2B, DISPATCHES

LENGTH: 939 words

HEADLINE: DISPATCHES

BODY:

PORTLAND

Deering Oaks tour offered

A walking tour of Deering Oaks will be held Sunday to celebrate the publication of "Bold Vision," a new book on the history of Portland's parks.

The tour, hosted by planner and landscape architect Theo H.B.M. Holtwijk and Portland historian and School Committee member Herbert Adams, will begin at 1 p.m. at the building known as the Castle.

Among other sites, participants will see where a battle between white settlers and Indians took place in 1689; where Charles Lindbergh stood in 1927; and the site of the city's first zoo, in 1902.

Free hot cider will be served.

Supper to raise funds for sick teen

The Knights of Columbus Council 2983 will sponsor a fund-raising ziti supper for Nicole Baillargeon from 5:30-7 p.m. Saturday at St. Pius X Parish Hall, at 492 Ocean Ave.

Baillargeon, 14, of Portland, has been diagnosed with an inoperable brain tumor. Money raised at the supper will help her family with the expenses associated with treatment.

Donations will be accepted at the door, or contributions can be sent to the Nicole Baillargeon Fund, in care of Peoples Heritage Bank, 200 Route 1, Falmouth 04105.

SOUTH PORTLAND

Design of 'urban village' wins award

The city and the Knightville-Mill Creek Advisory Committee have won an award for their redesign of the Knightville-Mill Creek area. The award is the Northern New England Chapter American Planning Association's Outstanding Plan of the Year Award.

Challenged to design a new traffic system and help the area after the new Casco Bay Bridge rerouted traffic, the city and the committee worked to change Knightville-Mill Creek from a commuter route into a pedestrian-friendly "urban village."

By obtaining more than \$ 2 million from the City Council and the Maine Department of Transportation, the groups worked to make one-way streets two-way, install a roundabout and mini-park at Legion Square, complete Thomas Knight Park on the waterfront and build a handicapped-accessible pedestrian ramp between the park and the bridge.

Renaming the area the "Waterfront Market," they formed a business association and a neighborhood association, worked to clean up the area, and adopted design regulations to make it a more attractive destination.

The plan, judged for its originality and public participation among other things, won high praise for its effective collaborations and its high degree of success.

FREEPORT

New trash program begins today

A new trash drop-off program begins today at the town's recycling facility on Landfill Road.

Residents may now bring their recyclable items and trash to the facility. There is a 50-cent charge for each bag of household trash, with a weight limit of 30 pounds. The fee covers the cost of taking the trash to Regional Waste Systems in Portland. The facility will be open from 8 a.m.-4 p.m. Wednesday through Friday, and 9 a.m.-4 p.m. on Saturday.

The first 250 residents to participate in the program will receive coupons for a free Ben and Jerry's ice cream cone. For more information, call 865-3740.

NORTH YARMOUTH

Voters agree to eliminate cliff

Voters at a special town meeting Wednesday approved a plan to eliminate a dangerous cliff at a gravel pit.

The cliff runs along the border of two lots, one owned by the town and the other owned by Ken Cassidy, owner of Casco Bay Paving and Construction. To avoid violating town rules, Cassidy and the town have not removed gravel within 100 feet of their shared lot line.

Had the two owners kept removing gravel in that way, they would have created a wall 100 feet wide and 1,000 to 1,200 feet long. The wall on Cassidy's side is already 80 to 90 feet high, some of it below the water line.

The plan approved by voters calls for Cassidy to add two feet of fill to the bottom of his pit to bring it above the water line, and not to excavate certain parts of the pit next to a town cemetery. In return, he may take 185,000 cubic

yards of gravel from the land between the two lots, including some from the town's side.

The plan will give the town access to an additional 350,000 cubic yards of gravel, for road projects.

YORK

Resident attends forum on philanthropy

A York man who teaches at the University of New Hampshire attended Friday's White House Conference on Philanthropy.

Jerry Marx, assistant professor in health and human services, said he asked to be invited to the conference to learn more about his chosen field of study, philanthropy.

The White House billed the conference, "Philanthropy: Gifts to the Future," as a way to address the importance of America's philanthropic tradition and to emphasize the responsibility to carry it on.

Marx said the challenge facing nonprofit social-service agencies is attracting donors at a time when corporate contributors are giving more of their money to groups that will specifically enrich their balance sheets.

For instance, he said a crayon company that previously would donate to a human-service agency now looks to give money to an arts group; and book publishers are donating to literacy projects.

Marx was invited after he received letters of referral from U.S. Reps. Tom Allen, D-Maine, and John Sununu, R-N.H.

Marx ran a church-affiliated social-service agency in the Portland area for several years before returning to school for an advanced degree.

If you have news for Dispatches, please call Lindsay Tice, news assistant, at 791-6361 or Jessica Tomlinson, community coordinator, at 791-6453. You can also send e-mail to ltice@pressherald.com or jtomlinson@pressherald.com, or fax to 791-6920 .

LANGUAGE: ENGLISH

LOAD-DATE: October 24, 1999

33RD STORY of Level 1 printed in FULL format.

Copyright 1999 Star Tribune
Star Tribune (Minneapolis, MN)

October 23, 1999, Saturday, Metro Edition

SECTION: NEWS; Pg. 3A

LENGTH: 724 words

HEADLINE: White House conference seeks ways to reach young givers;
The Clintons endorse youth city councils and mandatory community service for
younger people.

BYLINE: Robert Franklin; Staff Writer

BODY:

American philanthropy probably began when Indians _ "Not in their long-term
best interests" _ fed the Pilgrims on the first Thanksgiving, Emmett Carson said
Friday.

Carson, chief executive of the Minneapolis Foundation, told the first
White House Conference on Philanthropy that in more recent times philanthropy
has been thought of, somewhat erroneously, as a male-dominated, top-down
endeavor predominantly of the rich.

And the future of organized giving and volunteering will be more
prominent among women, people of color, those of modest means and the young, he
said.

The conference, broadcast via satellite from Washington, D.C., and a
follow-up panel discussion in St. Paul focused much of its attention on ways to
reach out to new philanthropists, especially the young. Some of the ideas:

- In 86 Michigan communities, members of youth advisory councils
("Yackers") make grants from endowed funds to causes of interest to them,
including Planned Parenthood, AIDS education and mentoring.
- The Council of Michigan Foundations has developed more than 100 lesson
plans to help teach philanthropy in schools, starting in kindergarten.
- In the Twin Cities, children are giving piggy-bank money to help pay
the \$40-a-year cost required for a child to attend school in Nepal.
- In California, young entrepreneurs have given a philanthropic fund
stock in their new companies _ stock that will multiply in value if the
companies grow and go public as intended.

President Clinton, who played host to the conference with his wife,
Hillary Rodham Clinton, endorsed mandatory community service for young people
(as is required in Maryland) and youth shadow city councils (an idea from
Boston). "Young people have something to give and ought to have a say," he said.

Clinton said he will commission two studies of how to help strengthen the partnership of government, philanthropy and citizens. A youth spokesman, Malik Evans, said a companion conference sponsored by the Corporation for National Service is asking for a Cabinet-level youth minister, service integrated with education from kindergarten and a Senate Committee on Youth Service (to balance a Committee on Youth Violence).

Clinton said he loves the Michigan Yackers idea, which also found a friendly audience in St. Paul. Officials of the St. Paul and Blandin foundations said they think it's an idea worth exploring in Minnesota.

Some Minnesota panelists said charities need to do a better job of selling philanthropy and of getting people to volunteer ("Involvement builds giving," said Lauren Segal, president of the United Way of the St. Paul Area).

Paul Verret, president of the St. Paul Foundation, said many fund raisers are so worn out from meeting monthly budgets that they don't have the energy to ask people to consider charities in their wills. While eight in every 10 Minnesotans give to charity annually, only about one in 10 makes a charitable bequest, according to one study.

Pollster Peter Hart told the Washington conference that Generation Xers "have as much idealism and involvement" as others, but that many of them believe in helping neighbors more than trying to "change the world."

Loraine Cortes-Vazquez, president of the Hispanic Federation of New York, noted that philanthropy statistics would not reflect the money that immigrants send to relatives in their home countries or the support and shelter they give to new arrivals.

Some panelists at the conference suggested that giving will be made easier through technology, including America Online's new Web site (www.helping.org), which AOL chief executive Steve Case said lists 620,000 nonprofit groups. And the American Red Cross says it raised \$17 million through the Internet last year.

But that will not take care of everyone. In the Twin Cities, executive director Anne Long told of a family that lives near her Plymouth Christian Youth Center. The family has no computer or phone, she said.

The St. Paul conference, held at KTCA Twin Cities Public Television, was sponsored by the American Red Cross, the Minnesota Council on Foundations, the United Ways of St. Paul and Minneapolis and Leave a Legacy Minnesota, a group that is promoting charitable bequests.

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October 23, 1999, Saturday, Final Edition

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LENGTH: 1224 words

HEADLINE: On Internet, Charity Is the Next Big Thing

BYLINE: Cindy Loose, Washington Post Staff Writer

BODY:

After selling his company to Microsoft, Peter Mountanos looked around for a new venture and discovered philanthropy. It's inefficient, he thought. All those mailings and phone calls and galas. The Internet can do for charity, he figured, what it did for investments, books, auctions and travel.

Other entrepreneurs and charities alike are rushing simultaneously to the same conclusion, revolutionizing a sector that touches the lives of every American. Online philanthropy is "opening new world portals" for giving, President Clinton said yesterday at a White House summit on philanthropy's future that drew executives from high-tech companies and philanthropic groups.

In the context of the \$ 174 billion donated to American charities annually, e-philanthropy, as it's being called, is still a drop in the bucket. But it's a drop, said Bill Massey of the National Charities Information Bureau, that is creating ripples now growing into tidal waves. "We are at the beginning of something enormous," Massey said.

Mountanos is betting \$ 28 million that his company can raise more for charity and make a profit to boot. In April, he and other venture capitalists opened an \$ 8 million Web site that features, among other things, an online shopping mall and auctions. Profits are shared with more than 2,000 charities that customers can designate. In the next 60 days, he plans to raise another \$ 20 million to expand the site.

Others are already jockeying for position, reflecting what Clinton said is the new "entrepreneurial spirit . . . energizing this field." At least 10 other companies, besides Mountanos's charitableway.com, share profits from online

shopping with charity. Three others host auctions and share the proceeds.

Philanthropy, in fact, is the hottest new area for what high-tech venture capitalists call "disintermediation opportunities"--in everyday language, inefficient areas of commerce that could be transformed by Internet technologies.

The largest charities have already pioneered the medium--the Red Cross raises millions for disaster relief. But even the smallest charities are finding novel ways to exploit the field. The Washington Animal League, for example, began offering "virtual pets" this week to people with the money to support an animal, but not the time to clean up after one. You choose a featured pet and make a credit card donation online to feed it.

Already state regulators are scrambling to figure out how to monitor solicitations suddenly coming from around the world. Some experts question whether the partnerships between charities and business could blur the lines so much that the distinctions are lost.

Charity leaders and scholars are buzzing with questions. Will the Internet attract new donors or merely heighten competition? Will technology level the playing field for small charities and unpopular causes or widen the gap? Will shoppers at an online mall feel a new connection with the charities they designate for a gift, at no cost to themselves? Or will they feel they've completed their civic duty?

Whether small charities can compete in this new world remains to be seen. Buzz Schmidt, for one, believes the revolution will raise all boats. His nonprofit, Guidestar.org, in partnership with the Urban League, just made available online the income tax filings of every charity known to the Internal Revenue Service. The database is at the heart of a new AOL Foundation site.

"Obviously any medium can be most effectively used by big entity with a brand name," added Schmidt. "However, before the Internet there was no medium, other than word of mouth, for small charities to communicate. The Internet will be a great leveler."

In a remote corner of Southeast Washington, a group that makes and delivers meals to AIDS patients has marshaled the power of one of the world's largest accounting and consulting firms, Ernst & Young.

The firm has devoted a team of high-tech specialists to creating an interactive, state-of-the-art site for Food and Friends, to replace its low-tech page. The new site will allow the charity to take donations online and solve one of its biggest accounting headaches.

Each year during the AIDS Ride, donors send in more than \$ 4 million to Food and Friends. An army of volunteers and staffers open about 50,000 envelopes with checks and forms and tally both gross and individual totals for each of 1,900 or so riders.

The new Food and Friends site will automatically tally money donated online. And the site will sort out the confusing tangle that occurs at an organization that depends on 700 volunteers a week to deliver food.

"We happen to have garnered the resources of a generous, multibillion dollar consulting agency, but even without them, the Internet was giving us a leg up," said the charity's executive director, Craig Sniderman.

Ernst & Young hopes the Food and Friends project will help it market services to larger nonprofits and companies. The intermingling of charitable and profit motives is fine, Sniderman said. "If forced to chose between appealing to a business's charitable side and its marketing side, I'll chose their marketing side every time, because they'll give more."

Businesses hoping to cash in on e-philanthropy are offering a multitude of services, beyond developing sites. Several certify the security measures of charities that accept online credit card donations. Others have developed technology that allows a donor to pay through his or her telephone bill.

AllCharities.com collects donations for charities and turns over 100 percent of the money. It hopes to earn money back by offering other Web-based services to the charities, such as making their own Web pages capable of accepting donations.

It is the profit-sharing partnerships between business and charity that have some observers concerned. "Cause-related marketing," the subject of much hand-wringing for a decade, last year raised \$ 9 billion for charity. But the Internet is exploding the trend.

The potential is enormous. Online shopping malls alone could transform philanthropy if charities can capture even a fraction of a percent of a business that some experts predict will generate \$ 3 trillion in sales within five years.

The online shopping malls that share profits with charity are in the odd position of not competing on prices. Prices are set by retailers, including large department stores, who give the mall site owners a commission for selling their wares. Instead, the mall sites compete by offering consumers better donations to their favorite charity.

Shoppers in this strange new world may find themselves looking not only for the best deals for themselves, but for their charities. One donation comparison: charitableway.com will give least 90 percent of its commission to the charity designated by the shopper.

"Where business begins and charity ends is becoming ever more confusing," said Schmidt, of Guidestar.

But for the moment, many charities show more anxiety about where they are sitting on the train than the ultimate destination. "We haven't heard any of our 6,000 nonprofit partners worrying about the lines blurring," said Robert Grosshandler, CEO of iGive. "We're being asked, 'How can you make this a more effective venue, and how can we do more?' "

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HEADLINE: Clinton Urges a New Web of Giving

BYLINE: Charles Babington, Washington Post Staff Writer

BODY:

President Clinton, noting that the Internet revolution is creating young millionaires almost daily, hosted a White House conference yesterday urging "a new generation of philanthropists" to lead the nation to higher levels of charitable giving, already a \$ 175 billion enterprise annually.

The conference, featuring celebrities from the music, film and high-tech industries, was designed to put a younger, hipper face on philanthropy, which often is associated with hoary names such as Rockefeller and Mellon. The president and first lady used the occasion to urge all Americans--individually and through corporations--to give more money to charities, whether their wealth is from new technologies or old.

"I am glad that the sheer volume of charitable giving is going off the charts," Clinton told his audience in the East Room. But he noted that overall giving has held steady in recent years at about 2 percent of the gross domestic product, roughly the same as 30 years ago.

"I think as we've had this phenomenal increase in wealth in our country, I would feel even better if the percentage of our national income devoted to charitable giving had gone up just a little bit," Clinton said.

The conference comes as some politicians are calling on nonprofit groups to do more to help poor people, drug addicts and others in need. Presidential candidates George W. Bush, the Republican governor of Texas, and Vice President Gore have said "faith-based" institutions should replace some government agencies in providing such services. Religious institutions long have been the biggest beneficiaries of charitable donations, receiving about 44 percent of the \$ 175 billion given last year, according to the White House.

The administration said it wants a tradition of philanthropy to take root in a new generation known for savvy entrepreneurs who make millions by starting Internet companies. Conference participants noted that some such privately held companies give stock to charities, which stand to receive huge benefits if the

The Washington Post, October 23, 1999

company goes public and its stock prices soar.

"Silicon Valley and the whole venture capital, high-tech community needs to be at the forefront of what we're doing because of the same reason Willie Sutton robbed banks," Clinton said. "That's where the money is."

America Online Inc. Chairman Steve Case, who joined Clinton on a panel on "New Philanthropy in the New Millennium," described an AOL Web site, www.helping.org, that steers potential donors to 620,000 charities. "We can take all these tens of millions of people who are starting to change their lives because of the Internet and help them to change society because of the Internet as well," Case said.

Clinton also hosted a panel discussion meant "to teach the ethic of giving" to those coming of age in the high-tech era. Panelists included singer Justin Timberlake, 18, of the band 'NSync, who told the audience: "I got to be honest. This isn't your normal pop group's demographic." He said he recently set up a nonprofit foundation to promote music programs in schools, a pet project of Hillary Rodham Clinton's.

Other conference participants included Patty Stonesifer, president of the \$18 billion Bill and Melinda Gates Foundation, and actor Paul Newman, who gives away the profits from his brand-name salad dressings and other products.

The White House conference was broadcast live on some public access television channels and to more than 100 sites across the country where groups held their own philanthropy conferences.

Many public television stations will air the conference in coming weeks, organizers said.

With baby boomers poised to inherit \$12 trillion from their parents, Clinton said, his administration is taking steps to encourage and facilitate charitable giving.

"We need to think about, in government, whether we can do more things to generate more constructive philanthropy," he said, adding that he will establish an interagency task force to strengthen the "philanthropic partnership" of government, nonprofit groups and individual citizens.

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White House to Convene
Philanthropy Conference

10/21/1999

The Wall Street Journal

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WASHINGTON -- With the baby-boomer generation on the verge of inheriting trillions of dollars, first lady Hillary Rodham Clinton is convening the first White House conference on philanthropy .

Tomorrow's three-hour event will focus on new trends in giving, including who is donating to charities and how they are dedicating their money. Despite record economic growth, the number of American households that give to charities is stagnating -- although the size of the contributions has risen.

The conference is intended to give "the average person a more realistic picture of philanthropy ," in the hope that "they will come away from this saying 'I am a philanthropist,' " says Shirley Sagawa, Mrs. Clinton's deputy chief of staff.

Actor Paul Newman and Justin Timberlake of the musical group 'N Sync will provide a dash of Hollywood to the event, which also will be cybercast. But most of the 200 attendees will be people involved in local operations or the new high-tech millionaires who are breaking ground in philanthropy . Steve Case, chief executive officer of America Online Inc.; Patty Stonesifer, co-chairwoman of the Bill and Melinda Gates Foundation; and Mary Pembroke Perlin, Microsoft Corp.'s former head of corporate giving, will be among those at the event.



Elizabeth R. Newman
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She gave and gave -- now she gets at
White House

Friday, October 22, 1999

By TRACY JOHNSON
SEATTLE POST-INTELLIGENCER REPORTER

As a girl back in Nebraska, Esperanza Rich knew poverty. It was toiling away dirty, sweaty hours in the fields and once calling a railroad boxcar home.

She knew racism. It was running from cruel, fist-waving kids who didn't like her skin color as a Mexican native.

And she knew kindness. It was two women who helped her family through times when they needed a hand. Rich doesn't know how the women found them, where they came from or how they learned of her family's desperation.

She only knows they came with boxes of clothes, food and toys -- and that it made an impression.

"I thought, when I grow up, I'm going to help the poor," Rich said.

Today the Seattle woman will be honored at the White House for doing just that. She was chosen to be one of 11 special guests at the White House Conference on Philanthropy: Gifts to the Future, a first-ever presidential gathering to focus on charitable giving and to explore ways to encourage it.

Rich has worked with St. Vincent de Paul since she

retired from a secretarial job in 1983. And though she lacks the wealth of the philanthropists who have grabbed headlines recently, she will leave the charity money when she dies.

She prefers not to discuss some things, such as her age or the amount of money she'll bequeath St. Vincent. "It's not important," she insisted.

Her generosity is notably uncommon. National statistics show only 40 percent of Americans draw up a will, and only 6 percent of those who do leave a gift for charity.

Rich helps poor local Hispanic families, sometimes 100 each month, get food, clothing and basic necessities through St. Vincent.

For many, she's an accessible savior because she speaks their language. Some have struggled for years, needing help but unable to form the English words to ask.

"She's given us the avenue to help touch people we wouldn't be able to help. The language barrier has been a challenge for us," said St. Vincent spokesman Richard Bray. "She is one fantastic lady."

Rich, who now lives in Magnolia, knows the struggles of the families she serves.

Born in Guanajuato, Mexico, her father died when she was a toddler, leaving behind his pregnant wife and three children.

Her mother scrimped together money by cooking sweet potatoes and selling them to people on the street. It seemed like a decent business to Rich, who proudly recalls her mother as "a wheeler-dealer."

Her family moved from Mexico when she was 8, when her mother wed a widower she'd exchanged letters with in Iowa. But the ill-fated marriage barely lasted a year.

By then, Rich's older brother had a railroad job in Lincoln, Neb. The family, with nowhere else to turn, tagged along.

For a while they lived in a cold, idle box car, huddling together as the trains whizzed past. They were soon kicked out and took up shelter in the soggy basement of someone else's home.

They spent summers farming, starting each day when the sugar beets were still covered with dew and

plucking them until the sun bore down on their stiffening shoulders and later, mercifully, set.

"It's a wonder we didn't get sunstroke," Rich said. But "if you wanted to eat, you had to work."

When they finally scraped enough money to buy the house and move upstairs from the basement, other problems lingered. There were people who taunted them or simply turned away, Rich said, because their brown skin made them different.

Schoolmates called Rich and her siblings "dirty Mexicans," and they weren't allowed to swim in the public pool.

Bullies would chase them and beat them up. Teachers let Rich and her siblings out of class a few minutes before the closing bell rang in a vain effort to give them a running start.

Rich moved to Seattle in 1960 and married in 1968. Now a widow, she works one or two days each week interviewing low-income families and making arrangements to get them what they need.

To Rich, the notion of visiting the White House was more frazzling than exciting. She chatted recently about not having anything to wear, and how she'd borrow a dress from her niece.

She's baffled why she was chosen "when so many other people do good work" and said everyone, no matter their background or bank-account size, should give others a hand.

She supports Leave a Legacy of Western Washington, an effort encouraging people to put charitable gifts in their wills.

As for her volunteer work, she'll keep at it.

"I'm going to do it," she said, "until I drop."

The "White House Conference on Philanthropy: Gifts of the Future" will be broadcast on the internet from 9:30 to noon Pacific Standard Time at www.giftstothefuture.gov/cybercast.asp

For more information about Leave a Legacy of Western Washington, contact www.leavelegacy.org

Moving Giving off the Dime

Can White House increase share of U.S. income that goes to charity?

By THOMAS J. BILLITTERI

WASHINGTON

THE CENTRAL UNION MISSION here opened its doors to the homeless and hungry in 1884, and over the years the charity has weathered the contrary ways of American donors.

During the Great Depression, giving to Central Union rose. "People had more sense of urgency about helping other people," says David Treadwell, the charity's executive director. But today, as America rides the crest of a prosperity wave, Central Union must struggle to persuade small, one-time donors to become major, committed ones. "People read about how great the stock market is doing and they're afraid to miss out," Mr. Treadwell says.

He has put his finger on one of the troublesome aspects of private giving in America. Despite a record peacetime economic expansion, charitable giving in some ways remains stuck in neutral.

While the total dollar amount of giving has been increasing, for three decades Americans have never given more than 2.1 per cent of their annual pre-tax income to charity. Not only that, but giving by individuals has not exceeded 1.6 per cent of gross domestic product, which measures the nation's output of goods and services.

Against this backdrop, the Clinton Administration this week plans to hold a high-profile White

Continued on Page 10



David Treadwell, of Washington's Central Union Mission: "You hear about a Bill Gates giving \$16-billion, but other people are unwilling to sacrifice \$16 because they're wrapped up in selfishness."

DENNIS DRENNER, FOR THE CHRONICLE

First Lady to Have a Big Role at White House Philanthropy Conference

Continued from Page 9

charitable giving the way similar gatherings at the Clinton White House have brought attention to issues of early-childhood development and child care.

Matthew E. Melmed, executive director of Zero to Three: National Center for Infants, Toddlers, and Families, a Washington charity, says his organization continues to benefit from those conferences.

"The conferences opened up a whole new door of awareness and opportunity for us to step through in terms of working with people in the media and policy makers," he says.

Adds Jennifer Furla, co-chair of Leave a Legacy Kansas City, a group that promotes charitable giving through estate planning, "Anytime you have a President and First Lady involved in an issue, it certainly is a motivating force."

But White House officials and others are cautioning against inflated expectations about the influence of the conference on philanthropy.

Shirley S. Sagawa, deputy chief of staff to the First Lady, says that while an indirect goal of the conference would be to see charitable giving nationwide rise, "it would be unrealistic to think that one conference or a challenge by the President or First Lady would somehow increase giving when we know that it's been so steady over time." (For an examination of giving trends in recent decades, see story on Page 1.)

Guest List Not Released

Just days before the event, the Clinton Administration was still working out the details of the conference agenda and drawing up a list of speakers. The meeting's organizers are posting updates on the gathering—before and after the event—on a Web site at <http://www.giftstothefuture.gov>.

The White House has declined *The Chronicle's* request to disclose the costs of the conference or the names of any foundations or companies that are helping defray its expenses. The Administration also would not provide an advance copy of its guest list.

Because of the small size of the White House's East Room, conference planners had to limit the number of people invited. But thousands are expected to watch portions of the conference via satellite broadcast to special sites around the country or through a computer cybercast. The White House said last week that some 1,500 sites will receive the satellite broadcast.

Mrs. Clinton is expected to moderate

the entire event, while the President is scheduled to give a short speech at the close of the first session. To help illustrate the conference's themes, the White House plans to show a videotape of "heroes" who have given their time or money to help a cause.

"We want to paint a picture of philanthropy in this country that's more true to the reality that givers come from all backgrounds, all races, all economic levels, all educational backgrounds," says Ms. Sagawa. "While it's often the extremely large gifts from extremely wealthy people that capture people's attention, the real backbone of giving to the non-profit sector and to people in need who might not be connected to any social program are regular people who ought to be celebrated."

Even so, the conference apparently will count at least one well-known name among its speakers, Steve Case, chairman of America Online.

The timing of the White House meeting makes it unlikely that any major proposals to influence public policy will be announced.

One reason, according to Administration officials: Congress and the President are just now trying to wrap up their spending decisions for the federal budget for the new fiscal year and are not yet thinking about plans for next year. "Don't expect any major announcements, because the timing's wrong," says Ms. Sagawa.

Another reason that major policy proposals are unlikely to emerge: The strong possibility that Mrs. Clinton will run for a Senate seat in New York next year. White House officials are reportedly concerned that Mrs. Clinton's critics might accuse her of using the conference to advance her standing in the political world and are taking great pains to insure that the conference agenda avoids such a trap.

Planned More Than a Year Ago

But Ms. Sagawa says that the First Lady's potential Senate bid has had no effect on the conference's agenda. Plans for the meeting have been in the works for more than a year, she says, "well before" Mrs. Clinton considered running

**"Anytime
you have a
President and
First Lady
involved in
an issue, it certainly
is a motivating
force."**

for office. "This has nothing to do with her political aspirations," says Ms. Sagawa. "If people look at her track record of working with non-profits and talking about the importance of giving in a whole variety of ways, especially around the world, they'll see that this is an interest that she's had for many, many years."

Many charity officials back up that point. Kathy McKinless, an audit partner at the accounting firm KPMG and a trustee of Greater DC Cares, which coordinates volunteer services, recalls how the First Lady served as the keynote speaker two years ago at the charity's annual conference.

Last year, Mrs. Clinton returned to the meeting to be part of a panel discussion. "She talked about the very topic she's talking about nationally now—about the need for people to give and

the importance of corporations and businesses to support philanthropy," says Ms. McKinless.

Still, some non-profit leaders worry privately that the White House will be so concerned about a potential backlash against Mrs. Clinton that this week's conference will have little substance. They say that is especially worrisome since this is probably the last major opportunity for the Administration to influence philanthropy before President Clinton leaves office.

Washington Realities

Perhaps more important than the conference itself will be efforts by the Administration and charity leaders to follow up on the meeting.

"The reality in Washington is there are so many things that pop up that it's very hard for the White House to stay focused on one or two or three initiatives," says Chris Kjeldsen, vice-president of community and workplace programs for Johnson & Johnson, who attended the White House conference two years ago on early-childhood development.

But the Clinton Administration continued to pay attention to that issue after the 1997 conference, he says. Mr. Kjeldsen was named to a special committee formed to help come up with a list of corporate policies that do the most to

help workers deal with their family responsibilities, and the panel later presented its recommendations in person to the First Lady, the President, and Cabinet secretaries.

"The day after a White House conference, you'll see splashes of news in the papers about it," he says. "But it's what happens the weeks afterward that really matter."

While an Administration must follow through, so must participants and observers, Mr. Kjeldsen adds. "If the volunteers are energized," he says, "then it really is up to them to make sure the issue stays on the agenda of the White House, and on the American people's agenda, too."

Getting Ideas From Young People

Government agencies and non-profit organizations alike have announced plans to try to make that happen.

For example, the Corporation for National Service has scheduled a meeting of 25 representatives of youth organizations the same morning as the White House conference to look at ways to encourage people ages 14 to 24 to get involved in philanthropy.

American Red Cross chapters, United Ways, regional associations of grant makers, planned-giving councils, and other organizations across the nation are holding discussion groups just before—or just after—the first session of the White House conference through satellite transmissions. Many of those organizations have invited members of Congress and elected officials of local governments to attend the sessions.

Some organizations hope to use the conference as a chance to take a closer look at local giving. The Connecticut Council for Philanthropy, for example, plans to release updated figures on giving to charities in the state.

And some organizations are scheduling follow-up meetings. The Washington Regional Association of Grant-makers says it will gather local groups on December 1 to discuss ways to encourage people who haven't given to charity in the past to become donors.

A few foundations, including the country's largest philanthropy, the Bill & Melinda Gates Foundation, are also starting to think about ways to build on momentum generated by the conference. Says Trevor Neilson, a spokesman for the Gates Foundation: "I think there will be follow-up activities and there's a good chance that we'll be involved with them."