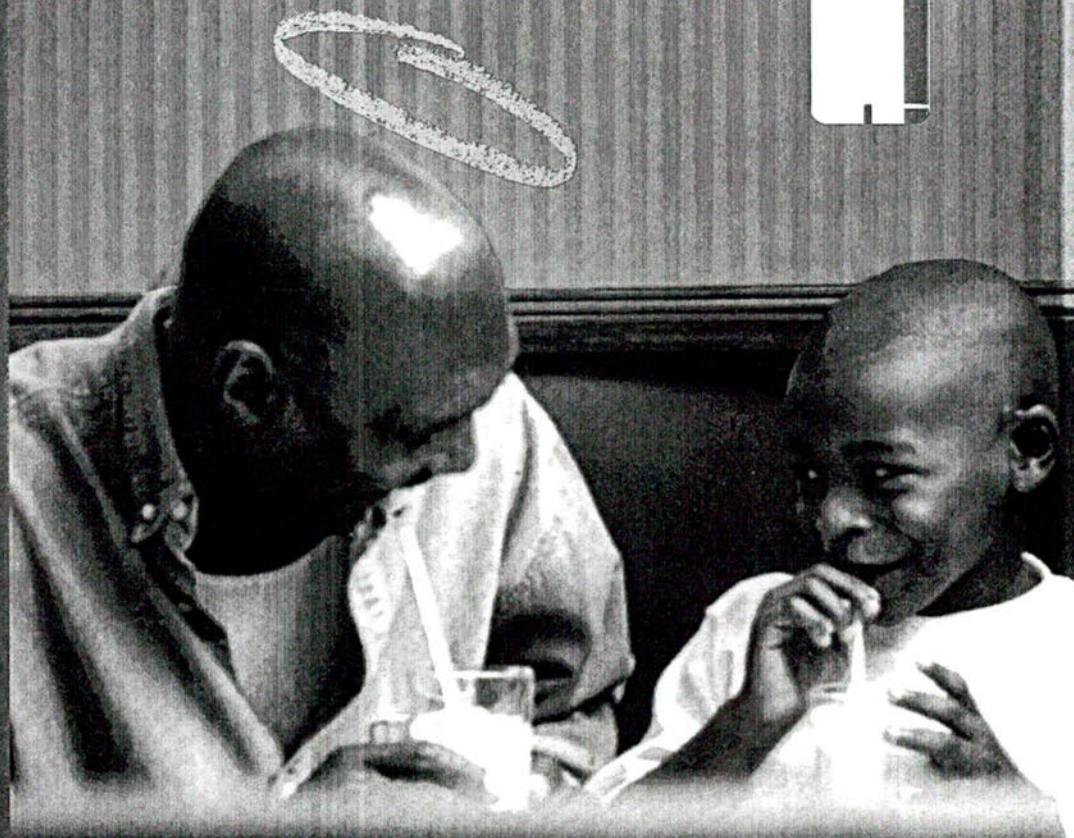




Education

Mentoring

DO
GOOD.
MENTOR
A CHILD.



PHOTOCOPY
PRESERVATION



Save the Children®

WEB OF SUPPORT FOR U.S. CHILDREN™

DO
GOOD.
MENTOR
A CHILD.



FACT: Nearly 7 million American children
are at risk today.

FACT: Less than 5% have mentors.

Partnering caring adults with kids works!
It helps young people set goals.
Stay in school. Achieve their full potential.

CALL TOLL-FREE 1-877-BE-A-MENTOR

PHOTOCOPY
PRESERVATION



Save the Children®

WEB OF SUPPORT FOR U.S. CHILDREN™

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(203) 221-4000



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HOLD FOR RELEASE**February 3, 1999****2:00PM EST**

Contact: Georgia Bushman
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**Save the Children and Advertising Council
Announce Major New Mentoring Public Service Campaign**

**“Do Good. Mentor a Child” Campaign Features National Database
To Provide Nation’s Children with Caring Mentors**

Washington, D.C. -- In an event today in the East Room of the White House, First Lady Hillary Rodham Clinton spoke up in support of a new public service advertising campaign sponsored by Save the Children and The Advertising Council. This new initiative plans to increase by thousands the number of adults serving as mentors for U.S. children. The campaign, “Do Good. Mentor a Child,” comprises two television ads, four print ads, radio, outdoor advertising, and internet banners.

“Do Good. Mentor a Child” invites adults to join a national mentoring effort by calling a toll-free Mentoring Hotline (1-877-BE-A-MENTOR) to access local volunteer organizations in need of mentors. Challenging the notion that particular talents are needed for mentoring, the voiceover of the broadcast ads (by Academy Award-winning actor Morgan Freeman) intones, “To be a mentor, you don’t have to be perfect. You just have to be yourself which, by the way, is pretty good.”

The Mentoring Hotline allows callers to quickly access local child-assistance organizations in their community by means of Save the Children's unprecedented National Mentoring Database, developed with funding provided by the Department of Justice's Office of Juvenile Justice and Delinquency Prevention. Organizations in the database have confirmed their ability to receive and support volunteers and have committed to respond to callers within a quick turn-around of 48 hours. The National Mentoring Partnership will continue to develop and manage the database for the benefit of the entire mentoring community.

The campaign was conceived by Save the Children as part of its commitment to America's Promise and executed by the Ad Council as part of its ongoing commitment to youth advocacy issues. McCann-Erickson produced the creative treatments on a pro bono basis and cast young people who attend Save the Children after-school programs in Brooklyn, New York and Bridgeport, Connecticut in the print ads.

Big Brothers Big Sisters of America is the designated local media outreach partner for the campaign. Top media markets feature the local Big Brothers Big Sisters affiliate logo on the ads.

The "Do Good. Mentor a Child" ad campaign is an initiative very much in keeping with Save the Children's belief that caring adults acting as mentors are perhaps the most important influence in the successful growth of young people into adulthood," said Catherine Milton, Save the Children's Executive Director of U.S. Programs. "Do

Good. Mentor a Child" will go a long way to providing much-needed caring adults as mentors."

Ruth Wooden, President of the Ad Council said, "This campaign will help make it easier for adults to get involved in the lives of children by making the crucial step between idea and action easier. The campaign gives adults a resource for more information about mentoring and a reason to make a difference."

Save the Children works in 40 countries around the world, including the United States. In the U.S., its focus is on providing help for at-risk children during their out-of-school time. The Save the Children "Web of Support" provides caring adults, safe places, and constructive activities for young people during critical after school hours. The largest corporate supporter for Save the Children's "Web of Support" is Denny's, which has contributed over \$3 million to date.

The Advertising Council is a private, nonprofit organization, which has been the leading producer of public service communications programs in the United States since 1942. The Council supports campaigns that benefit children, families, and communities. The Ad Council is financed through contributions from more than 350 corporations.

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“DO GOOD. MENTOR A CHILD.”

Purpose of Campaign

In 1997 Save the Children made a personal commitment to America's Promise to help fill the urgent need for mentors. Save the Children is now keeping its promise with the launch of a major new public service campaign, “Do Good. Mentor A Child,” which is expected to match thousands of volunteers with young people in need of a caring adult.

Overview of Campaign

Save the Children worked in partnership with The Ad Council to produce this national PSA project. McCann Erickson Worldwide generously donated its time and talent to develop the creative executions for the campaign. Academy Award-winning actor Morgan Freeman provides the voiceover narration for the television and radio spots. (His voice also will welcome callers to the toll-free hotline: 1-877-BE-A-MENTOR). This extraordinary collaboration has produced an integrated multi-media campaign, including TV, radio, print, outdoor, and internet advertising.

Overview of Mentoring Hotline

The PSAs will encourage caring adults to call the toll-free hotline that houses a data base comprising thousands of organizations in the U.S. looking to match young people with adults. The hotline will educate callers about ways that they can become mentors themselves or help young people get mentors. In addition, it will provide information on how to contribute much-needed financial resources to defray the cost of recruiting, screening, matching and supporting mentors. The National Mentoring Hotline is groundbreaking in that it is the first mechanism devised to refer callers directly to their local, quality mentoring organization in need of volunteers. Young people in search of mentors can also use the Hotline to find mentoring programs in their area.

Save the Children is conducting the campaign on behalf of the entire mentoring community, and volunteers and funds raised will be channeled to mentoring organizations nationwide. The Mentoring Hotline has been developed in collaboration with the National Mentoring Partnership, Mentoring Policy Council, and Big Brothers Big Sisters of America, and thanks to funding from the Department of Justice. The Hotline will be available for use by the entire mentoring community as a core infrastructure to support future mentoring initiatives.

Team

- Save the Children is an international child assistance organization dedicated to making lasting, positive change in the lives of children in need. Save the Children operates health, education, economic opportunity, and humanitarian response programs in 40 countries worldwide, including the United States. In the United States, Save the Children focuses its efforts on helping low income children during their critical out-of-school hours.
- The Advertising Council is a nonprofit organization whose mission is to identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in society.

What is Mentoring?

Mentoring -- the presence of one or many caring individuals who, along with parents and guardians, provide youth with support, counsel, friendship, and constructive example -- is a proven strategy for placing adults into the lives of children and youth. Mentors are good listeners, people who care, people who want to help young people bring out strengths that are already there.

Experts Agree Mentoring Works

Studies show that the presence of a mentor(s) is the single biggest factor that can make a difference in the life of a child:

- A Public Private Ventures study recently found that young people who met regularly with their Big Brothers Big Sisters mentors for a year were:
 - ⇒ 52% less likely than peers to skip a day of school;
 - ⇒ 46% less likely to start using illegal drugs;
 - ⇒ 37% less likely to skip a class; and
 - ⇒ 27% less likely to start drinking.
- Researchers Terry Williams and William Kornblum found that “the probabilities that teenagers will end up hanging out on the corner or in a stable job are conditioned by a great many features of life in their communities...the most significant is the absence or presence of adult mentors.”
- A Procter and Gamble study of their mentoring programs in Cincinnati schools shows that young people with mentors were more likely to stay in school, aspire to and achieve better grades, and go on to college.
- Researchers from Columbia University and the University of Massachusetts found that “those who overcome poverty and reach college often share a common bond: a mentor, or perhaps several, who shepherds students across unfamiliar terrain.”

Urgent Need for Mentors

Despite documentation of the success of mentoring, millions of young people in need of mentors do not yet have them:

- An estimated 97% (or 13.2 million) of the young people at risk of not reaching productive adulthood are not receiving the benefits of mentoring. Across the nation it is estimated that only 340,000 youth are receiving the proven benefits of mentoring.
- At Big Brothers Big Sisters alone, 40,000 young people are waiting to receive mentors. In Atlanta, the average waiting list for African-American boys to receive mentors is 18-24 months; for girls of all races the waiting list is 6-12 months. This is typical of communities across the country.

Opportunity

Two obstacles stand in the way of expanding proven mentoring programs: (1) lack of volunteer mentors (2) funding to cover the cost of recruiting, screening, and supporting volunteer mentors. This campaign can play a crucial role in overcoming these obstacles to ensure more of our nation's youth receive this critical resource.

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THE WEB OF SUPPORT FOR U.S. CHILDREN

For sixty-six years, Save the Children has worked with families and community-based organizations in the United States to address the needs of children living in poverty, improve the quality of child care, early childhood education, and primary and maternal health care, and promote the healthy development and the leadership capabilities of young people.

In the fall of 1997, Save the Children launched the "Save the Children Web of Support for U.S. Children," an unprecedented national out-of-school-time initiative that is targeted to reach ultimately 200,000 at-risk children across the country.

Extensive research confirmed the need to provide support to children when they are not in school--the hours when many children find themselves unsupervised and unoccupied, increasing the chances of their involvement in risky, destructive behaviors:

- Fact: Children spend less than 20 percent of their waking hours in school.
- Fact: Children spend more of their out-of-school time watching television than any other single activity.
- Fact: Violent juvenile crime peaks when schools let out.

Research also shows—and is confirmed by preliminary reports from Save the Children rural pilot sites—the positive impact that quality out-of-school time programs have on participants' school performance, peer relations, and development of interests and talents.

The Web of Support for U.S. Children is a community-driven out-of-school-time initiative that creates innovative partnerships between Save the Children and existing child-centered community-based organizations.

The Web of Support for U.S. Children focuses on providing children with a web of support from three inextricably linked sources:

- **Caring adults:** adult role models whose guidance, attention and friendship make a significant difference in children's lives.
- **Safe places:** accessible, supervised settings where children can study, participate in enriching activities, and interact with peers and caring adults.
- **Constructive activities:** recreational, educational, and social activities that give children the opportunity to learn and master skills, pursue their interests and talents and broaden their social and cultural experiences.

The Web of Support for U.S. Children now includes out-of-school-time initiatives sponsored by Save the Children in conjunction with 63 community-based partner organizations in urban and rural areas around the country.

Working with existing and newly-identified community-based partners in economically disadvantaged neighborhoods, Save the Children helps community partners create and/or enhance programs for children at-risk during their out-of-school hours.

Specifically, Save the Children provides the following support to help its community partners reach these three targeted objectives:

Funding and Resources: Utilizing *Web of Support* foundation and corporate contributions in combination with its child sponsorship program, Save the Children provides financial support, gifts-in-kind, and volunteer services to community-based programs based upon specific local needs and the potential for lasting impact.

Technical Assistance: Save the Children provides its community partners with the research, knowledge and skills necessary to evaluate, improve and sustain the quality and reach of their out-of-school-time programs. Technical assistance, regular site visits, and rigorous evaluation of outcomes and impact are provided in conjunction with national "Web of Support" partners, including The National Institute on Out-of-School Time at Wellesley College -- a national innovator on quality out-of-school programming, and Aguirre International -- one of the nation's leading field impact evaluators.

Leadership Training and Development: Save the Children designs and convenes leadership development workshops and information networks for program directors and youth participants to enhance leadership skills, share model programs and best practices, and design collective solutions for their communities. Training is conducted in conjunction with "Web of Support" partner Ripple Effects -- a national specialist in team building and leadership training for nonprofit community leaders.

Recognition of What Works: Save the Children hosts national awards events that highlight the extraordinary contributions of youth and adults on behalf of disadvantaged children in their communities.

Public Awareness: In fulfillment of its commitment to America's Promise, Save the Children and The Ad Council will launch (December 1998) a national public service advertising campaign to raise additional volunteer and financial resources for mentoring. In conjunction with the campaign, Save the Children, in collaboration with the National Mentoring Partnership and the National Mentoring Policy Council, and with funding from the Department of Justice, has created a Mentoring Hotline to refer callers to local mentoring organizations in need of volunteers.

Membership Organization: Save the Children is developing a concept for a national membership organization that will mobilize America's young people, and through them their families and the organizations they touch, to:

- understand and focus public attention on issues affecting young people
- get involved (through service and other means) in affecting positive social change for young people and
- generate resources to enable a greater number of young people living in poverty to achieve their potential

Technology Linkage: Save the Children has created an on-line version of the Web of Support, an innovative telecommunications network that will ultimately link youth at all the community partner sites in the *Web of Support* as well as children around the world who will gain access to this network through the involvement of Save the Children's international programs. In addition, program leaders who work with youth in the Web of Support will share best practices, program evaluation strategies, new ideas, recommendations of pertinent internet sites, grant information, and other resources.

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"Do Good. Mentor A Child."

 **Save the Children.**
WEB OF SUPPORT FOR U.S. CHILDREN™

"BASEBALL" :30 CNSA-8130

Also available in :20 (CNSA-8120) & 10 (CNSA-8110) lengths.



(MUSIC UNDER)



MORGAN FREEMAN: When you mentor a child, you don't have to be perfect.



You just have to be yourself which, by the way, is pretty good.



Do good.



Mentor a child.



Call 1-877- BE A MENTOR.

"ART" :30 CNSA-8230

Also available in :20 (CNSA-8220) length.



(MUSIC UNDER)



MORGAN FREEMAN: To be a mentor, you don't have to have all the answers.



MENTOR: Interesting, you hungry?
MENTEE: Yeah.



MORGAN FREEMAN: You just have to be yourself which, by the way, is pretty good.



Do good.



Mentor a child.



Call 1-877- BE A MENTOR.

"Baseball" :30 & :20 and "Art" :30 have been localized with the following ISCs: CNSA-8330-state, CNSA-8320-state, and CNSA-8430-state for these markets: Phoenix (AZ); Los Angeles/Sacramento/Stockton/Modesto/San Diego/San Francisco/Oakland/San Jose (CA); Hartford/New Haven (CT); Miami/Fort Lauderdale/Orlando/Daytona Beach/Melbourne/Tampa/St. Petersburg/Sarasota (FL); Atlanta (GA); Chicago, (IL); Indianapolis (IN); Baltimore (MD); Detroit (MI); Minneapolis/St. Paul (MN); St. Louis (MO); Charlotte (NC); Cincinnati/Cleveland (OH); Pittsburgh (PA); Dallas/Fort Worth/Houston (TX); Seattle/Tacoma (WA). Plus: Boston (MH=MA+NH); New York City (NN= NY+NJ); Philadelphia (NP=NJ/DE/PA); & Washington, D.C. (MV=MD/VA/DC).



DO GOOD. MENTOR A CHILD. CALL 1-877-BE A MENTOR.

*Toll-free call.

 **Save the Children.**
WEB OF SUPPORT FOR U.S. CHILDREN.

 **Ad Council**

NOTE TO PUB: DO NOT PRINT INFO BELOW, FOR ID ONLY. NO ALTERING OF AD COUNCIL PSAs.
Save the Children - 4-5/8 x 4-7/8 B&W-STC-M-06803F "Ice Cream Cone" 110 Screen Magazine
Film at Horan Imaging (212) 689-8585 Ref.# 109973-F



DO GOOD. MENTOR A CHILD. CALL 1-877-BE A MENTOR.*

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*Toll-free call.

 **Save the Children®**
WEB OF SUPPORT FOR U.S. CHILDREN™

**Ad
Council**

NOTE TO PUB: DO NOT PRINT INFO BELOW, FOR ID ONLY. NO ALTERING OF AD COUNCIL PSAs.
Save the Children - 7 x 10" 4/C -STC-M-06803A "Weight Lifter" - 110 Screen Magazine
Film at Horan Imaging (212) 689-8585 Ref. 545724-A



DO GOOD. MENTOR A CHILD. CALL 1-877-BE A MENTOR.*

To be a mentor, you don't have to be perfect. You just have to be yourself which, by the way, is pretty good.

*Toll-free call.

 **Save the Children.**
WEB OF SUPPORT FOR U.S. CHILDREN.

Ad
Council

NOTE TO PUB: DO NOT PRINT INFO BELOW, FOR ID ONLY. NO ALTERING OF AD COUNCIL PSAs.

Save the Children - 7 x 10"B&W -STC-M-06803C "Woman Walking" 110 Screen Magazine

Film at Horan Imaging (212) 689-8585 Ref.# 109970 -C



DO GOOD. MENTOR A CHILD. CALL 1-877-BE A MENTOR.*

To be a mentor, you don't have to be perfect. You just have to be yourself which, by the way, is pretty good.

*Toll-free call.

 **Save the Children.**
WEB OF SUPPORT FOR U.S. CHILDREN™

**Ad
Council**

NOTE TO PUB: DO NOT PRINT INFO BELOW. FOR ID ONLY. NO ALTERING OF AD COUNCIL PSAs.

Save the Children 6-7/16 x 10-1/2" -STC-N-06804-B "DO GOOD..." 65 Screen

B&W Newspaper - Film at Horan Imaging (212) 689-8585 Ref.# 109524

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JUVENILE MENTORING PROGRAM

1998 Report to Congress



OJJDP
Report

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