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[May 1989]

THE WHITE HOUSE

WASHINGTON

THE OFFICE OF NATIONAL SERVICE

President Bush has called for a "new engagement in the lives of others" and repeatedly pointed to "a thousand points of light", meaning the whole constellation of concerned and committed individuals and institutions, schools and colleges, churches and synagogues, businesses and firms, unions, civic groups and service organizations that are already making a positive difference in their communities. The President has said that "From now on in America any definition of a successful life must include serving others."

To quote his Inaugural Address:

My friends, we have work to do. There are the homeless, lost and roaming, there are the children who have nothing -- no love and no normalcy -- there are those who cannot free themselves of enslavement to whatever addiction -- drugs, welfare, the demoralization that rules the slums. There is crime to be conquered, the rough crime of the streets. There are young women to be helped who are about to become mothers of children they can't care for and might not love. They need our care, our guidance . . .

I am speaking of a new engagement in the lives of others -- a new activism, hands-on and involved . . .

The President believes that, while the nation is at peace and record numbers of Americans are enjoying an historic degree of prosperity, many seemingly intractable problems now plague us and have proved to be beyond the power of government alone to solve. At the root of many of these problems - drug abuse, illiteracy, teenage pregnancy, homelessness and AIDS, to name a few, lie the destruction of the family and the disintegration of communities. Countless people, alienated and disconnected from society, feel totally alone and devoid of self-esteem. These people are debilitated and without hope.

If progress is to be made in addressing these critical national issues, we must cause all Americans to see homelessness and illiteracy and other problems as not simply the government's problems to be solved by the government's resources, but as the nation's problems to be solved by the resources of every individual and institution in America. While there is a critical

role for government funding to play, no amount of money can rebuild a family, reweave the fabric of a community, reawaken moral values or restore self-esteem and hope. Only the power of the American people and their many institutions working together can fill this void.

The President is so committed to engaging all Americans and all American institutions in service to others that he has taken the unprecedented step of establishing the Office of National Service in the White House. The office will, under the President's leadership:

1. Call to action every individual and institution (schools and colleges, churches and synagogues, businesses and firms, unions, civic groups and service organizations) in America to engage in service to others;
2. Cause the most extraordinarily gifted leaders in America of all ages to contribute their leadership skills in part to service to others.
3. Identify and encourage the replication of service initiatives undertaken by neighborhoods, businesses, schools, churches and other institutions that are "working;"
4. Help to ensure that every individual and institution wanting to serve knows of available service opportunities in the relevant community;
5. Identify legal and governmental barriers to increased levels of service (i.e. tort law reform, tax reform and welfare law reform); and
6. Awaken all people, regardless of their circumstances, to the potential for empowerment that comes from serving others.



THE POINTS OF LIGHT INITIATIVE:

COMMUNITY SERVICE AS NATIONAL POLICY



"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'thousand points of light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

*President George Bush
June 22, 1989*

THE WHITE HOUSE

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THE PRESIDENT'S STRATEGY FOR
THE POINTS OF LIGHT INITIATIVE

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

OVERVIEW

Objective: A Nation Transformed by Service

The Points of Light Initiative is a movement to engage all individuals, families, businesses, groups and organizations in America in direct and consequential action to solve community problems. The President's three-part strategy to make community service national policy of the highest priority is as follows:

I. THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American family, corporation, firm, school, place of worship, union, club or association to engage in helping to solve our most critical social problems.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, bring news of their existence to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals who are "Points of Light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and successful life.

CHALLENGE

Though America is at peace and more Americans are enjoying a greater degree of prosperity than ever before in our history, we still have work to do. Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is free falling through society, as their communities, small as families and large as neighborhoods, disintegrate all around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.

MISSION

The nation's mission must be to solve our most critical social problems. To accomplish this mission, each individual, business, group and organization must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to attack comprehensively the multiple problems of individuals in need.

The President believes in the innate desire of every single American and American business, group and organization to be a "Point of Light." As we enter the new century, the multiplication and magnification of "Points of Light" across the nation must be America's mission.

STRATEGY

I. THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'Thousand Points of Light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

President George Bush
June 22, 1989

A. Every single business, group and organization in America should develop a community service initiative (or a family of initiatives) in which every member or employee is

urged to participate. Every single person in America should participate regularly in at least one act of community service, either through any one of the groups or organizations of which he or she is a part, or independently as an individual. By "group" or "organization," we mean every family, corporation, firm, school, place of worship, union, club or association, as large as General Motors and as small as a neighborhood bowling team. Larger groups and organizations are urged to create service opportunities in each chapter, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- o Targeted at our most serious social problems;
- o Focused on systemic reform;
- o Structured as a partnership among several groups and organizations with complementary resources so as to respond simultaneously to the multiple problems affecting an individual in need.

Examples of "Points of Light" initiatives or projects that may be designed to meet these criteria include:

- o A project like the partnership in Atlanta between a hotel chain, Days Inn of America, Inc., and a social service center, that provides mentoring and child care, housing, meals, job training and employment for the homeless.
- o A project like that of Brother Bruce Earl in Detroit who has mobilized his parishioners to march on community crack houses every Sunday and, through a mortgage partnership between the local bank and the church, buys vacant crack houses and makes these properties available to parishioners.

B. The distinctive capabilities of businesses, groups and organizations and the unique skills of individuals should be engaged in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual, group and organization has and will encourage the giving of that "gift." For example:

- o Every television and radio station, newspaper, magazine, cable system and other media group or organization is encouraged to awaken all individuals and all groups and organizations to their ability to solve problems, by relentlessly promoting community service as a national ethic, spotlighting successful service initiatives, profiling outstanding community

service leaders, groups and organizations and informing the public of how to get involved in community service;

- Every credit card issuer, bank, telephone and utility company is encouraged to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others;
- Every place of worship is encouraged to make community service central to the life of its congregation;
- Every real estate developer, building contractor, architect and financial institution is encouraged to form consortiums to build decent, affordable housing for the homeless;
- Every restaurant, grocery and convenience store and farm is encouraged to make surplus food available to the hungry each day;
- Every individual, knowingly or unknowingly, has at least one talent or skill that can be used to improve the lives of others (e.g., imparting parenting skills to unwed mothers, making auto repairs or playing sports with teenagers, teaching music or painting to the elderly).

C. Every business, group and organization should create an ethic that places paramount importance on community service and instills the conviction that any definition of a successful life must include serving others. To accomplish this attitudinal change and organizational restructuring:

- Every family is asked to make community service a regular family activity of premium importance;
- Every group and organization is asked to identify and prominently honor as heroes individual members most deserving of recognition for their community service work;
- Every group and organization is asked to identify and prominently honor as heroes those outside the institution but within the community who deserve recognition for their community service work;
- Every employer is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;
- Every state and local education board is urged to uphold the value of community service in primary and secondary schools;

- o Every college and university is urged not only to uphold the value of community service, but also to weigh an applicant's community service record in admissions decisions;
- o Every not-for-profit service organization is asked to:
 - (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities; (ii) serve as "coaches," bringing their expertise and insights to those individuals, groups and organizations new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles;
- o Every young American, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled "Youth Engaged in Service (YES) to America," young people are called to engage in community service. They are asked to persuade adults, groups and organizations to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

Like the overall "Points of Light" initiative, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989:

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

President George Bush
June 22, 1989

A. Matching Solutions with Problems

- o Every problem in America is being solved somewhere. But successful approaches to drug abuse, homelessness, illiteracy, hunger and other social problems are too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by millions of individuals, groups and organizations,

until the best ideas and approaches are made known to every community. In order to show how such ideas may be found and disseminated by any individual, group or organization, a foundation, **The Points of Light Initiative Foundation**, will be established, of which the President will serve as Honorary Chairman.

- o Every successful approach to our most dire social problems must be identified and those who have put such ideas into action must go to other communities in search of new leaders with initiative, the will to succeed and/or access to resources. These ideas will be spread throughout the nation by: (i) the individuals, groups and organizations who conceive them; (ii) other individuals, groups and organizations who have accepted the challenge to find solutions and match them with problems; and (iii) the Foundation itself. Local leaders must then adapt these tested or promising ideas to fit the particular needs and conditions of their own localities.
- o Every community will be asked to form or to reinvigorate "Points of Light Action Groups," teams as small as a band of committed citizens, and as large as a partnership among neighborhood leaders, corporate chief executives, local management, business associations, community activists, not-for-profit groups, educational institutions, media organizations, civic associations, minority groups, religious denominations and/or local political leaders. These groups will identify community problems, marshal community resources and apply tested or promising solutions to community problems.
- o Every kind of "institution," from large and small corporations and professional firms, to neighborhood associations, to Boy and Girl Scout troops, will be asked to donate, either to the Foundation or to local "Points of Light Action Groups" the services of some of its most talented and promising people for a period of time. These extraordinary individuals will form and lead "peer-to-peer pressure groups," with, for example, union members going to fellow union members, teachers going to fellow teachers, lawyers going to fellow lawyers, bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable institutions without such initiatives to devise and implement them. This undertaking will be known as the "ServNet" project.

B. Matching Servers with Needs

- o Every method for matching potential servers with community needs will be explored and adapted for the use of the community service movement.
- o Every "high-technology" company will be urged to harness the latest technological advances and apply them to the success of the evolving community service movement. Over time, the nation should build a comprehensive nationwide telephone hotline system, an interactive computer data base program and an electronic bulletin board, that would permit people all across the country to learn of volunteer opportunities in their own communities and/or about approaches that are succeeding in their own communities or elsewhere. These mechanisms will be known as "ServLink."
- o Every neighborhood will be urged to establish its own volunteer center where residents may go to learn of volunteer opportunities and community needs. Such centers may serve as magnets, drawing together diverse members of the community. These centers may be in specifically designated places, or even in church or synagogue basements, union halls, libraries, fire stations, post offices, service organization headquarters or neighborhood homes.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

- o Every business, group and organization and every community contains natural but rarely recognized and often uncredentialed leaders. These individuals are the community's "antibodies," its indigenous and potent but largely untapped natural defense against decay and destruction. If this community service movement is to succeed, each group, organization and community must identify these leaders and encourage them to devote their leadership skills, at least on a part-time basis,

to community service. Moreover, within each of us there is a leader. Our challenge is to call forth the leader in all of us.

- o Every community must give special attention to identifying and developing new leaders of community service particularly among young people and older Americans. The energy and idealism of youth and the experience of age can combine to contribute much to the aim of making community service national policy of the highest priority.

B. Recognition and Awards

- o Every step must be taken by the Foundation to recognize and reward talented community service leaders and successful initiatives that are solving the nation's most critical social problems.
- o Every business, group and organization in America will be urged to follow the Foundation's example by relentlessly and prominently recognizing and conspicuously honoring its own "Points of Light."

IV. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. Even though our problems are great, our resources are far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual, group and organization in America -- the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs and associations -- been joined with those of government and the not-for-profit sector to attack our problems systemically. The "Points of Light" initiative seeks to make community service central to the life and work of every individual, group and organization in America. Brightened by millions of Points of Light across the nation and, indeed, around the world, this initiative can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise, both at home and abroad.

For additional information, please contact:

Office of National Service
The White House
Washington, D.C. 20500
(202) 456-6266

**THE PRESIDENT'S NEW LEADERSHIP STRUCTURES
FOR THE POINTS OF LIGHT INITIATIVE**

Three new institutions enable the President to play a personal leadership role in the growing nationwide community service movement. These three institutions are:

1. The Points of Light Initiative Foundation
2. The President's Daily Point of Light
3. The White House Office of National Service

1. THE POINTS OF LIGHT INITIATIVE FOUNDATION

The Foundation will serve as a catalyst for the implementation of the President's three-part community service strategy. The Administration will seek \$25 million annually in Congressional funding and at least an equal amount of money from private sources. Some of the most talented and influential men and women of all ages in the country will be asked to work with the Foundation.

The Foundation may achieve its goal of making community service central to the life and work of every individual, group and organization in America by concentrating on the eight critical mission areas:

- o Call every "institution" -- every family, business, firm, union, school, place of worship, club, group, association and organization -- to develop its own community service initiatives in which every member or employee actively and regularly participates. In addition, every institution will be urged to engage its distinctive capabilities in community problem solving and to foster among all of its members or employees a community service culture (**Business/Group/Organization Initiatives**);
- o Link individuals and groups of every kind who wish to serve to examples of what actually works and to the leaders who have made things work (**ServNet/ServLink/Volunteer Centers**);
- o Convince people who may never have worked together before to come together in every community to identify community needs, marshal community resources and solve community problems (**Points of Light Action Groups**);

- o Engage young people in community problem solving and create a new generation of American leaders (**Youth Engaged in Service to America -- YES**);
- o Build a web of meaningful and positive personal relationships with each individual who is alienated from society because of the breakdown of the extended family (**One-to-One Relationships**);
- o Bring alive to the public in ways that make this movement irresistible the importance of direct and consequential engagement in the lives of those in need and the satisfaction that comes from so engaging (**Media Leadership/Support**); and
- o Encourage the creation of entrepreneurial opportunities for the economically disadvantaged as an alternative to despair and illegal activity, and obtain funds and donated services to support the Foundation and its activities (**Entrepreneurship/Finance/Resource Acquisition**).
- o Motivate individuals, groups and institutions to engage in community-based problem solving throughout the world (**International**).

2. THE PRESIDENT'S DAILY POINT OF LIGHT

On November 22, 1989, the President began the practice of recognizing a Daily Point of Light. "Points of Light" are initiatives, groups, organizations or individuals across the country who share the President's commitment to making community service central to the life and work of everyone in America.

Six days a week the White House publicly identifies one group, organization or individual who has taken direct and consequential action to solve our most dire social problems through community service.

As there are millions of Americans who would be worthy recipients, it is impossible to recognize each exemplar of community service individually. However, Points of Light recognition is intended by the President as a national tribute of the highest order to every single American who makes a difference in the life of someone in need.

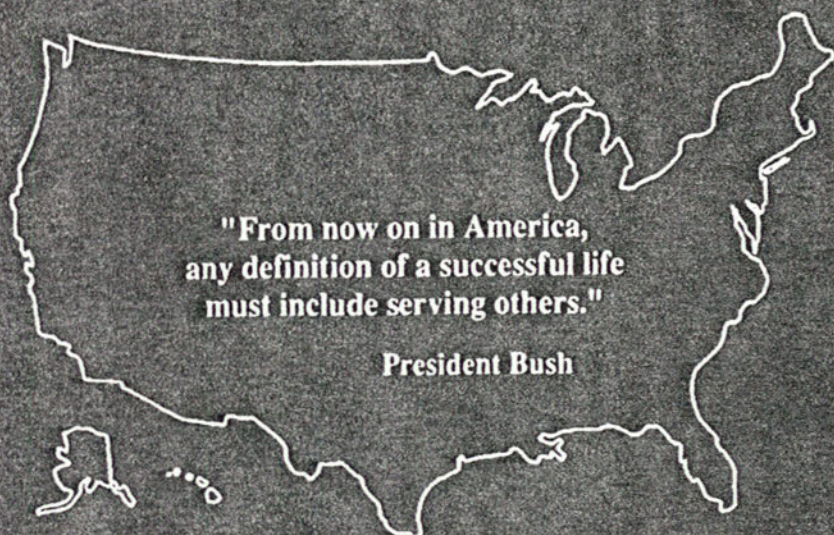
By instituting this initiative at the White House, the President hopes to encourage every other institution, corporation and group in America to identify and recognize Points of Light within its own ranks.

3. THE WHITE HOUSE OFFICE OF NATIONAL SERVICE

The White House Office of National Service performs the following functions:

- o **Advises the President** on community service policy and strategy;
- o **Communicates the President's** community service strategy and the role that every individual, group and organization in America can play in the evolving community service movement;
- o **Proposes ways for the President and other government officials** to highlight outstanding community service leaders and initiatives, so as to honor them and to encourage others to follow their example (Daily Point of Light, speeches, statements, and site visits);
- o **Participates in the solution of problems** like drug abuse, education reform and others whose solution is largely dependent on community action; and
- o **Recommends government policy reforms** in such areas as tort law and the tax code in order to remove impediments to community service.

A THOUSAND POINTS OF LIGHT: THE FIRST ONE HUNDRED



"Intended as a national tribute of the highest order to every American who makes a positive difference, each day the President recognizes those who are successfully addressing our most pressing social problems through community service."

The Memphis Commercial Appeal, Memphis, TN
William and Sandra Hale, Oklahoma City, OK
Richard Andrew McDonough, Phoenix, AZ
Helen VerDuin Palit, New York City, NY
The Volunteer Project, San Diego, CA
Shahid Samad Watson, Trenton, NJ
Drop-A-Dime, Boston, MA
Adopt-A-School, Orange Park, FL
Edward Castor, Wind Falls, IN
REACH, Inc., Detroit, MI
Acres Homes War on Drugs, Houston, TX
WVOR-TV, Secaucus, NJ
South Seattle Crime Prevention Council, Seattle, WA
Carolyn Lantz Jackson, Wilmington, DE
G. D. Searle & Company, Skokie, IL
Ewing Marion Kauffman, Kansas City, MO
Antonio Valle Jr., La Habra, CA
The Lawrence Eagle Tribune, Lawrence, MA
Jack L. Powell, Salisbury, MD
Aja Dyani Henderson, Baton Rouge, LA
The GlenCastle Project, Atlanta, GA
Eugene Lang, New York City, NY
Tero Mauldin Coleman, Washington, DC
Town of Hope, Hope, NM
Anchorage Neighborhood Housing Services, Anchorage, AK
Stephanie Ann Fox, Milton, DE
Foster Care Youth Independence Project, Syracuse, NY
Julius Glass, Forest Hills, NY
Duke Power Company, Charlotte, NC
Pioneer Human Services, Seattle, WA
Senior Health and Peer Counseling Center, Santa Monica, CA
Sophia Jeffery, Springfield, MA
Senior Center Foster Grandparents Program, Charlottesville, VA
MOVE (Mobilization of Volunteer Efforts), Winoski, VT
Jefferson County Community Center, Lakewood, CO
Katherine Donihi, Altamonte Springs, FL
Little Vikings Program, Arlington, TX
Neil J. Houston House, Roxbury, MD
Higher Achievement Program, Washington, DC
The Cincinnati Youth Collaborative, Cincinnati, OH
Herbert John Chamberlain, Rochester, NY
Saint Vincent De Paul-Joan Kroc Center, San Diego, CA
Marsha Goggans Johnson, Cleveland, OH
Marilyn Millard Murphy, Stamford, CT
Kelley Renee Edwards, Lilburn, GA
Mary's House, Rockville, MD
Sheila Fitzpatrick, Harrisburg, PA
Third Grade Class of Dian Wurst, Polk, NE
The Kerby Sisters, Troy, MI
MIPALS (Principle of the Alphabet Literacy System)/Entergy Corporation, New Orleans, LA
Gallia Academy High School Key Club, Gallipolis, OH

The Town of Yoncalla, Yoncalla, OR
Daniel Emanuel Conrad, Minnetonka, MN
Michael Carlton Noyes, Levant, ME
Youth Aware, San Francisco, CA
Daniel James Greene, David, KY
Phyllis Lydia Green and her 6th graders, Long Grove, IA
The Reverend Michael Wayne Lewis, Tampa, FL
Salvation Army Hope Center, St. Louis, MO
Friends, Fargo, ND
Holy Rosary Family Center, Columbus, OH
Alan Waters, Daleville, AL
Pamela Calhoun, Sparks, NV
Project Good Turn, Missoula, MT
Men on the Move's "ESTEEM", Cordele, GA
South San Jose Neighborhood Association, Albuquerque, NM
Seniors Serving Schools Program, Mission, KS
Self Enhancement, Inc., Portland, OR
Lou and Lola Stouffer, Terra Alta, WV
ActionAIDS, Philadelphia, PA
Stacy Lynn Priest, Little Rock, AR
Project Aware, Jackson, MS
Daisy Patricia Hitchcock, Louisville, KY
George Simmons, Provo, UT
Save The Bay, Providence, RI
Orangeburg School District Five, Orangeburg, SC
The Shoulder, Houston, TX
Joseph A.A. Fournier, Augusta, GA
Black Hills Regional Ski For Light, Rapid City, SD
Stop The Violence Movement, Milwaukee, WI
Edith Lewis, Garland, TX
Cheyenne Botanic Gardens, Cheyenne, WY
Zenobia White, Des Moines, IA
Page Attacks Trash, Page, AZ
Project Chesed, Miami Beach, FL
Jonathan Soderstrom, Oak Ridge, TN
Robert and Jacquelyn Corrigan, Corham, NH
Julia Goldstein, University City, MO
Robert Low, Waianae, HI
Joseph Ziskovsky, Shoreview, MN
The Building and Construction Trades Council of Alameda County, (AFL-CIO), Oakland, CA
Toni Allee, Norfolk, VA
Jesse Sanchez Berain, Boise, ID
Pauline Hord, Memphis, TN
William Warner Johnson, Washington, DC
Glaxo, Inc., Research Triangle Park, NC
Joan Stairs and Juanita Suggs, New Castle, IN
VITAL (Volunteer Youth Training and Leadership), Pittsburgh, PA
Barbara Tomblinson, Riverside, MO

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MISSION

The nation's mission must be to solve our most critical social problems. To accomplish this mission, each individual and institution must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to attack comprehensively the multiple problems of individuals in need. To be a "point of light" is to serve others with whatever means and skills one has available.

The President believes in the innate desire of every single American and American "institution" (formal and informal) to be a "point of light." As we enter the new century, the multiplication and magnification of "points of light" across the nation must be America's mission.

STRATEGY

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

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- **Every individual**, knowingly or unknowingly, has at least one talent or skill that can be used to improve the lives of others (e.g. teaching parenting skills to unwed mothers, teaching auto mechanics to teenagers, teaching piano or art to the elderly).

C. **Every "institution" should create an ethic that places paramount importance on community service and instills in each individual and "institution" the conviction that any definition of a successful life must include serving others.** To accomplish this attitudinal change and "institutional" restructuring:

- **Every family** is asked to make community service a regular family activity of premium importance;
- **Every "institution"** is asked to identify and prominently honor as heroes individual members most deserving of recognition for their community service work;
- **Every "institution"** is asked to identify and prominently honor as heroes those outside the institution but within the community who deserve recognition for their community service work;
- **Every employer** is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;
- **Every state and local education board** is urged to uphold the value of community service in primary and secondary schools;

- o Every college and university is urged not only to uphold the value of community service, but also to weigh an applicant's community service record in admissions decisions;
- o Every not-for-profit service organization is asked to: (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities; (ii) serve as "coaches," bringing their expertise and insights to those individuals and "institutions" new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles.
- o Every young American, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled "Youth Engaged in Service (YES) to America," young people are called to engage in community service. They are asked to persuade adults and "institutions" to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

Like the overall "Points of Light" initiative, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989,

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

President George Bush
June 22, 1989

A. Matching Solutions with Problems

- o Every problem in America is being solved somewhere. But successful approaches to drug abuse, homelessness, illiteracy, AIDS, hunger and other social problems are

too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by millions of individuals and "institutions," until the best ideas and approaches are made known to every community. In order to show how such ideas may be found and disseminated by any "institution" or anyone, a foundation, "The Points of Light Initiative Foundation," will be established, of which the President will serve as Honorary Chairman.

- Every successful approach to our most dire social problems must be identified and those who have put such ideas into action must go to other communities in search of new leaders with initiative, the will to succeed and/or access to resources. These ideas will be spread throughout the nation by: (i) the individuals and "institutions" who conceive them; (ii) other individuals and "institutions" who have accepted the challenge to find solutions and match them to problems; and (iii) the Foundation itself. Local leaders must then adapt these tested or promising ideas to fit the particular needs and conditions of their own localities.
- Every community will be asked to form or to reinvigorate "Points of Light Action Groups," teams as small as a band of committed citizens, and as large as a partnership among neighborhood leaders, corporate chief executives, local management, business associations, community activists, not-for-profit groups, educational institutions, media organizations, civic associations, minority groups, religious denominations and/or local political leaders. These groups will identify community problems, marshal community resources and apply tested or promising solutions to community problems.
- Every kind of "institution," from large and small corporations and professional firms, to neighborhood associations, to Boy and Girl Scout troops, will be asked to donate, either to the Foundation or to local "Points of Light Action Groups" the services of some of their most talented and promising people for a period of time. These extraordinary individuals will form and lead "peer-to-peer pressure groups," with, for example, union members going to fellow union members, teachers going to fellow teachers, lawyers going to fellow lawyers, bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable institutions without such initiatives to devise and implement them. This undertaking will be known as the "ServNet" project.

B. Matching Servers with Needs

- o Every method for matching potential servers with community needs will be explored and adapted for the use of the community service movement.
- o Every "high-technology" company will be urged to harness the latest technological advances and apply them to the success of the evolving community service movement. Over time, the nation should build a comprehensive nationwide telephone hotline system, an interactive computer data base program and an electronic bulletin board, that would permit people all across the country to learn of volunteer opportunities in their own communities and/or about approaches that are succeeding in their own communities or elsewhere. These mechanisms will be known as "ServLink."
- o Every neighborhood will be urged to establish its own volunteer center where residents may go to learn of volunteer opportunities and community needs. Such centers may be in specifically designated places, or even in church or synagogue basements, union halls, libraries, fire stations, post offices, service organization headquarters or neighborhood homes.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

- o Every "institution" and every community contains natural but rarely recognized and often uncredentialed leaders. These individuals are the community's "antibodies," its indigenous and potent but largely untapped natural defense against decay and destruction. If this community service movement is to succeed, each "institution" and community must identify these leaders and encourage them to devote their leadership skills, at least on a part-time basis, to community service. Moreover, within each of us there is a leader. The Foundation's challenge is to call forth that leader in all of us.

- o Every community must give special attention to identifying and developing new leaders of community service among young people and older Americans. The energy and idealism of youth and the experience of age can combine to contribute much to the aim of making community service national policy of the highest priority.

B. Recognition and Awards

- o Every step must be taken by the Foundation to recognize and reward talented community service leaders and successful initiatives that are solving the nation's most critical social problems.
- o Every "institution" in America will be urged to follow the Foundation's example by relentlessly and prominently recognizing and conspicuously honoring its own "points of light."

IV. ROLE OF THE OFFICE OF NATIONAL SERVICE

The Office of National Service will perform the following key functions:

- o Recognize and activate the innate desire and ability of people and "institutions" to solve community problems;
- o Identify exemplary community service initiatives for purposes of replication and recognition;
- o Attract to community service and develop those with leadership potential;
- o Participate in the formulation of policies to address problems like drug abuse, education reform and others whose solution is largely dependent on community action;
- o Recommend government policy reforms to strengthen a nationwide community service movement.

V. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. But though our problems are great, our resources are far greater and far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual and "institution" in America, the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs, groups and associations, been joined with those of government and the not-for-profit sector to attack our problems systemically. Brightened by millions of points of light across the nation, this initiative can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise.

For Additional Information Please Contact:

The Office of National Service
The White House
Washington, D.C. 20500
(202) 456-6266

THE WHITE HOUSE

WASHINGTON

THE STRATEGY FOR
THE POINTS OF LIGHT MOVEMENT

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

OVERVIEW

Objective: A Nation Transformed by Service

The Points of Light movement is based on three fundamental beliefs: First, every serious social problem in America is being solved by "Points of Light" somewhere. Second, every American has an innate desire to be a "Point of Light". Third, if we are shown how to make a real difference in the life of someone in need, every American will be drawn to be a "Point of Light".

The President's three-part strategy to make direct and consequential community service national policy of the highest priority is as follows:

I. CHANGE ATTITUDES WITH THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American family, business, firm, school, place of worship, union, club or association to engage in helping to solve our most critical social problems.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, communicate these ideas to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals who are "Points of Light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and fulfilling life.

CHALLENGE

Though America is a strong and prosperous nation, we have work to do. Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is now free falling through society, because they are living in communities as small as families or as large as neighborhoods that have almost totally disintegrated around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.

MISSION

The nation's mission must be to solve our most critical social problems by "Points of Light." To accomplish this mission, each individual, business, group and organization must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to attack comprehensively the multiple problems of individuals in need.

The President believes in the innate desire of every single American and American business, group and organization to be a "Point of Light." As we enter the new century, the multiplication and magnification of "Points of Light" across the nation must be America's mission.

STRATEGY

I. CHANGE ATTITUDES WITH THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'Thousand Points of Light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

President George Bush
June 22, 1989

A. Every single group, business and organization in America should develop a community service initiative (or a family of initiatives) in which every member or employee is urged to participate. Every single person in America should participate regularly in one act of community service, either through any one of the groups or organizations of which he or she is a part, or independently as an individual. By "group" or "organization," we mean every family, business, firm, school, place of worship, union, club or association, as large as General Motors and as small as a neighborhood bowling team. Larger groups and organizations are urged to create service opportunities in each chapter, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- o Targeted at our most serious social problems;
- o Focused on systemic reform;
- o Structured as a partnership among more than one group or organization with complementary resources so as to respond simultaneously to the multiple problems affecting an individual in need.

B. The distinctive capabilities of groups, businesses, and organizations and the unique skills of individuals should be engaged in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual, group and organization has and will encourage the giving of that "gift." For example:

- o Every television and radio station, newspaper, magazine, cable system and other media group or organization is encouraged to call all individuals and all groups and organizations to see their ability to solve problems by relentlessly promoting community service as an overarching national ethic, spotlighting successful service initiatives, profiling outstanding community service leaders, groups and organizations and informing the public of how to get involved in community service;
- o Every credit card issuer, bank, telephone and utility company is encouraged to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others;

- o **Every place of worship** is encouraged to make community service central to the life of its congregation;
- o **Every real estate developer, building contractor, architect and financial institution** is encouraged to form consortiums to build decent, affordable housing for the homeless;
- o **Every restaurant, grocery and convenience store and farm** is encouraged to make surplus food available to the hungry each day;
- o **Every individual**, knowingly or unknowingly, has at least one talent or skill that can be used to improve the lives of others (e.g., imparting parenting skills to unwed mothers, making auto repairs or playing sports with teenagers, teaching music or painting to the elderly).

C. **Every group, business and organization** should create an ethic that places paramount importance on community service and instills the conviction that any definition of a successful life must include serving others. To accomplish this attitudinal change and organizational restructuring:

- o **Every family** is asked to make community service a regular family activity of premium importance;
- o **Every group and organization** is asked to identify and prominently honor as heroes individual members most deserving of recognition for their community service work;
- o **Every group and organization** is asked to identify and prominently honor as heroes those outside the institution but within the community who deserve recognition for their community service work;
- o **Every employer** is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;
- o **Every state and local education board** is urged to uphold the value of community service in primary and secondary schools;
- o **Every college and university** is urged not only to uphold the value of community service, but also to weigh an applicant's community service record in admissions decisions;

- o **Every not-for-profit service organization** is asked to:
 - (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities;
 - (ii) serve as "coaches," bringing their expertise and insights to those individuals, groups and organizations new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles;
- o **Every young American**, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled **"Youth Engaged in Service (YES) to America,"** young people are called to engage in community service. They are asked to persuade adults, groups and organizations to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

Like the overall "Points of Light" movement, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989:

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

**President George Bush
June 22, 1989**

A. Matching Solutions with Problems

- o **Every problem in America is being solved by "Points of Light" somewhere.** But successful approaches to drug abuse, homelessness, illiteracy, hunger and other social problems are too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by

millions of individuals, groups and organizations, until the best ideas and approaches are made known to every community. In order to show how such ideas may be found and disseminated by any individual, group or organization, a foundation, **The Points of Light Foundation**, has been established, of which the President serves as Honorary Chairman.

- o Every successful approach to our most dire social problems must be identified and those who have put such ideas into action must go to other communities in search of new leaders with initiative, the will to succeed and access to resources. We must make "light from light." This spreading of "light" on a peer-to-peer basis is based on the conviction that the most effective means of enlarging and replicating successful initiatives is personal contact between those who have made such initiatives work and other leaders like themselves who are capable of doing a similar thing in their own businesses, groups, neighborhoods and other institutions, if inspired to do so.

B. Matching Servers with Needs

- o Every information dissemination channel will be used to link those who wish to serve to service opportunities in their communities. Such means should include, but not be limited to, mailings of letters, brochures, booklets and leaflets, a nationwide telephone hotline, interactive computer programs, electronic bulletin boards, video and audio cassettes, teleconferences, inserts with or attachments to credit card, telephone and utility bills and ATM receipts. These mechanisms will be known as "ServLink."
- o Every community's leaders will be urged to establish Points of Light Service Centers where residents may go to obtain community service information, referral and counseling. Such centers should be in a wide and representative range of businesses, unions, schools, places of worship, clubs and organizations. In every community, a non-profit institution should serve as a "Resource Center", providing technical assistance to the Points of Light Service Centers and to the community at large. Ultimately, service information should be dispensed in locations frequented by most Americans, such as supermarkets, shopping malls, gasoline stations and movie theatres.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

- o Every business, group and organization and every community contains natural but rarely recognized and often uncredentialed leaders. These individuals are the community's "antibodies," its indigenous and potent but largely untapped natural defense against decay and destruction. If this community service movement is to succeed, each group, organization and community must identify these leaders and encourage them to devote their leadership skills, at least on a part-time basis, to community service. Moreover, within each of us there is a leader. Our challenge is to call forth the leader in all of us.
- o Every community must give special attention to identifying and developing new leaders of community service particularly among young people and older Americans. The energy and idealism of youth and the experience of age can combine to contribute much to the aim of making community service national policy of the highest priority.

B. Recognition and Awards

- o Every step must be taken by the Foundation to recognize and reward talented community service leaders and successful initiatives that are solving the nation's most critical social problems.
- o Every business, group and organization in America will be urged to follow the Foundation's example by relentlessly and prominently recognizing and conspicuously honoring its own "Points of Light."

IV. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. Even though our problems are great, our resources are far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual, group and organization in America -- the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs and associations -- been joined with those of government and the not-for-profit sector to attack our problems systemically. The "Points of Light" movement seeks to make community service central to the life and work of every individual, group and organization in America. Brightened by millions of Points of Light across the nation and, indeed, around the world, this movement can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise, both at home and abroad.

For additional information, please contact:

The "Points of Light" Office
The White House
Washington, D.C. 20500
(202) 456-6266

**THE PRESIDENT'S NEW LEADERSHIP STRUCTURES
FOR THE POINTS OF LIGHT MOVEMENT**

Three new institutions enable the President to play a personal leadership role in the growing nationwide community service movement. These three institutions are:

1. The White House "Points of Light" Office
2. The President's Daily Point of Light
3. The Points of Light Foundation

1. THE WHITE HOUSE "POINTS OF LIGHT" OFFICE

The White House "Points of Light" Office performs the following functions:

- o **Advises the President** on the Points of Light strategy;
- o **Communicates the President's** Points of Light strategy to the nation;
- o **Proposes ways for the President and other government officials** to highlight outstanding community problem solving leaders and initiatives, so as to honor them and to encourage others to follow their example (Daily Point of Light recognition, speeches, statements, and site visits);
- o **Addresses problems** like drug abuse, education reform and others whose solution is largely dependent on community action;
- o **Recommends government policy reforms** in order to remove impediments to community service; and
- o **Works with The Points of Light Foundation and other institutions** to achieve the mission of making direct and consequential community service aimed at serious social problems central to the life and work of every American.

2. THE PRESIDENT'S DAILY POINT OF LIGHT

Six days a week the President publicly identifies one group, organization or individual across the country who, by taking direct and consequential action to solve our most dire social problems through community service is a "Point of Light". The President began the practice of recognizing a daily Point of Light in November, 1989. These Points of Light share the President's commitment to making community service central to the life and work of every individual and institution in America.

As there are millions of Americans who would be worthy recipients, it is impossible to recognize each exemplar of community service individually. However, Points of Light recognition is intended by the President as a national tribute of the highest order to every American who makes a difference in the life of someone in need.

By instituting this movement at the White House, the President hopes to encourage every other institution, business and group in America regularly to identify and prominently recognize Points of Light within its own ranks.

3. THE POINTS OF LIGHT FOUNDATION

The President is the Honorary Chairman of **The Points of Light Foundation**. The Foundation is a private non-profit corporation that was incorporated in March, 1990. Following a comprehensive strategic planning process, the Foundation became operational in September, 1990. It will accept funding from both the private and public sectors. A list of Foundation Directors is attached.

The Points of Light Foundation has been designed to help America accomplish two objectives:

- o **Solve serious social problems.** The nation's most critical social problems must be overwhelmed with an unprecedented degree of engagement by millions of individuals and institutions in serving others.
- o **Bring fulfillment and satisfaction.** Every American must be convinced that by serving others in a direct and consequential way one can find the fulfillment and satisfaction in life that all seek.

To achieve these objectives, the nation must:

- o **Increase the volume of community service activity.** The number of individuals, businesses, unions, schools, places of worship, clubs, groups and organizations engaged in direct social problem solving must be dramatically increased. Every group, business and organization in America should develop community service initiatives in which every member or employee

is urged to participate. Every person in America should participate regularly in community service, either as an individual or through the workplace, the school, his or her place of worship or any one of the other groups and organizations of which he or she is a part.

- o **Build on distinctive capabilities.** Every individual and institution must take stock of their particular gifts, talents and resources and employ those tools in social problem solving. Individuals who have an interest in reading can spend time teaching those who are illiterate. Grandmothers can teach parenting skills to unwed pregnant teens. Law firms and doctors' offices can form mentoring relationships with young people, stimulating their interest in law or medicine and preparing them for careers in these professions. Home builders can make low-cost housing available to the homeless. Restaurants and grocery stores can supply surplus food to the hungry each day. Everyone has something special to offer to someone in need.
- o **Foster collaboration.** Individuals and institutions working on their own can have an impact on the social problems facing their community. But, when individuals and institutions form partnerships with others, especially those with whom they may never have worked before, the whole is greater than the sum of its parts.

America will not be transformed by service overnight. A transformation will occur only after the nation has passed through four stages of attitudinal development:

- o **Awareness.** Too many Americans believe there is little or nothing they can do to address social problems in their community. Yet, the fact is, millions of our fellow citizens, of every age, race, gender, socioeconomic level, educational background and degree of physical and mental ability, are finding ways to make a difference. By identifying and publicizing Points of Light throughout the country, the Foundation will help to convince individuals and institutions that there is something they can do to make life better for those in need.
- o **Inclination.** Once Americans are shown in a dramatic and compelling way that others just like themselves are having a major impact, they will be inclined to seek ways to participate in this growing nationwide community service movement.
- o **Participation.** Once individuals and institutions are made aware of their own problem solving potential and once their interest in participating is piqued, they will find ways to do so.

- o **Commitment.** Meaningful community service can be addictive. Once participation begins, commitment to making community service a central part of one's life often follows.

The Foundation's activities are divided into eight discrete but complementary areas.

- o **Media Leadership.** The aid of every newspaper, magazine, newsletter and other publication, television and radio broadcaster, film maker, entertainer, artist and advertising firm will be sought by this mission. By weaving the theme of community service into their publications, broadcasts and other activities, the media will help make the ethic of community service a pervasive part of our popular culture. Media will stimulate awareness and generate inclination, communicating the significant impact that community service has on serious social problems and the personal fulfillment that serving others bring to one's life.
- o **Group, Business and Organization Initiatives (GBO).** All across the nation, many businesses, unions, schools, places of worship, civic, social, educational, recreational clubs, groups and other organizations are already directly engaged to some degree in combating serious social problems. If the leaders of these efforts were to communicate effectively their most compelling activities to peers in their respective industries or fields, ideas that work could be replicated nationwide. Accordingly, this mission will use peer-to-peer leadership to spread what is working to similar institutions not now fully engaged in service. Thus, this mission will focus primarily on developing opportunities for participation.
- o **Youth Engaged in Service (YES).** This mission will work to engage every young person, age 5-25, in some form of meaningful community service. It will work through schools, youth-oriented clubs, and organizations and institutions not now engaged in youth development to stimulate interest and provide service opportunities that meet real social needs. Like GBO, then, this mission will aim chiefly to develop opportunities for participation specifically for young people.
- o **Senior Americans in Service (SAS).** This mission will call on all Americans over the age of 50 to make community service a priority in their lives. Like GBO and YES, this mission will focus on participation, in this case that of older Americans.

- o **Local Points of Light Networks.** In every community there must be multiple centers to which individuals and institutions new to community service can turn for guidance as to how they can serve others and how to obtain service from others. Ultimately, every community should enlist a wide range of leaders representing corporations, unions, schools, places of worship, clubs, nonprofit agencies and other organizations, each of which would serve as community service centers for counseling and referral. In every community, a non-profit institution will serve as a resource center, providing technical assistance to the community and its service centers. Ultimately, service information will be made available in workplaces, schools, places of worship, clubs, groups, and organizations and in locations frequented by most Americans, such as supermarkets, shopping malls, gasoline stations and movie theatres. This mission will respond to those who are inclined to serve or to seek service, by providing opportunities for participation and fostering commitment.
- o **ServLink.** This mission will focus on identifying successful community service approaches and powerful ideas for community service and disseminating this information to individuals and institutions in America through all forms of communication, including a nationwide telephone hotline, interactive computer systems, electronic bulletin boards, billboards, inserts to and addenda with credit cards, telephone and utility bills, ATM receipts, brochures, and videos. ServLink will promote awareness, inclination, participation, and commitment.
- o **Points of Light Initiatives.** The Foundation will inevitably be limited by its financial resources and other fundamental constraints. Rather than wholly accepting these limitations, the Foundation will mitigate them by entering into working partnerships with other organizations seeking to have a nationwide impact and dedicated to the same fundamental principles.
- o **International.** Ultimately, the Points of Light approach to social problem solving will be communicated to foreign individuals and institutions and to American citizens and entities based abroad.

THE POINTS OF LIGHT FOUNDATION BOARD MEMBERS

John F. Akers	Chairman, President and Chief Executive Officer, I.B.M. Corporation
William Aramony	President, United Way of America
Red Elk Banks	Founder, Soaring Eagles
Augusta Denise Beal	Outreach Director, Campus Outreach Opportunity League (COOL)
Norman A. Brown	President and Chief Programming Officer, W.K. Kellogg Foundation
Raymond G. Chambers (Chairman)	Chairman, Amelior Foundation, One-to-One Foundation and READY Foundation
Johnnetta B. Cole	President, Spelman College
Marva N. Collins	Founder, Westside Preparatory School
Lodwrick M. Cook	Chairman of the Board and Chief Executive Officer, ARCO
Michael D. Eisner	Chairman and Chief Executive Officer, The Walt Disney Company
Roberto C. Goizueta	Chairman and Chief Executive Officer, The Coca-Cola Company
S. Kim Grose	Founder, the Stanford Project on National Service
James A. Joseph	President and Chief Executive Officer, Council on Foundations
Margaret E. Kuhn	Founder, The Gray Panthers
Rev. Edward A. Malloy	President, University of Notre Dame
Cynthia Mayeda	Chair, Dayton Hudson Foundation
Sybil C. Mobley	Dean, School of Business and Industry, Florida A&M University
Brian O'Connell	Founding President, Independent Sector
George W. Romney	Founding Chairman, The National VOLUNTEER Center
James W. Rouse	Chairman and Chief Executive Officer, The Enterprise Foundation
Robert C. Wright	President and Chief Executive Officer, National Broadcasting Company

July, 1992

THE WHITE HOUSE
WASHINGTON

**POINTS OF LIGHT:
Some Questions and Answers**

"From now on in America, any definition of a successful life must include serving others."

**President George Bush
June 22, 1989**

What is a "Point of Light"?

A "Point of Light" is an individual, business, union, school, place of worship, club, group or organization voluntarily taking direct and consequential action to solve drug abuse, illiteracy, inadequate education, homelessness, hunger, AIDS or other serious social problems in their own community.

What kind of people can become "Points of Light"?

Every American, regardless of age, gender, race, economic circumstance, background or physical ability has a gift to give to someone else in need. In Polk, Nebraska, each third grade child in Ms. Dian Wurst's class is assigned a homebound senior citizen to telephone each day to offer words of comfort and cheer. In Houston, Texas, sexually abused teenagers like Shelley Spell counsel other young victims. In San Diego, California, Bob McElroy's partnership of concerned citizens, ranging from retired carpenters to college students, teach homeless people carpentry, budgeting, administration and other employment skills, pay them to work on construction projects and provide them with food, shelter and clothing free of charge until they earn enough money to become independent.

What core beliefs underlie the Points of Light movement?

- Every social problem in America is being solved somewhere in the country by Points of Light.
- Every American has an innate desire to be a Point of Light.
- If every American were shown how to be of help to someone in need, every American would be drawn to serve as a Point of Light.

Why are Americans turning to Points of Light today?

Points of Light are the only solution to our social problems. Effective government programs and a growing economy are essential to addressing social needs. However, news reports and polls today indicate almost universal disillusionment with the incapacity of government to solve social problems. And those Americans who believe that "a rising tide lifts all boats" are equally disillusioned by the fact that our nation's unparalleled recent prosperity has coexisted with widespread pockets of poverty and social disintegration. More and more people are forgetting Washington, their state capitols and city halls and forging their own solutions to social problems in their own backyards. Many Americans have come to believe that Points of Light are the only solution to our social problems. The growth and magnification of these Points of Light must now become America's mission.

Are Points of Light a substitute for government?

The government has a critical role to play in addressing social problems. There is no substitute for effective government action. But without Points of Light, no social problem in America can be solved. Effective government programs can and do treat the drug-dependent, teach the illiterate, feed the hungry and house the homeless. But drug abuse, illiteracy, hunger, homelessness and other social problems are really symptoms of larger, more fundamental problems that programs cannot solve: the breakdown of the traditional family structure; the disintegration of communities; the loss of self-respect and, most importantly, hope. What the millions of Americans who live in darkness need most is not a program, but a web of family-like relationships that impart the values, habits, skills and self-confidence that result in the conviction that one's future is not limited by present circumstances.

What motivates Americans to respond to the Points of Light call?

- Direct and consequential engagement in the lives of those in need brings the fulfillment and satisfaction that each of us seeks in life.
- America's continued political, economic and military strength and global competitiveness demand that we successfully address our most serious social problems.
- Americans recognize that they have a moral obligation to help those among us in need.

What can be done to make more people become Points of Light in their communities?

First, people must be assured that meaningful engagement in the lives of those in need is relatively easy and non-threatening. While some Americans have the courage to walk into a homeless shelter, soup kitchen or drug-plagued neighborhood on their own, most Americans will do so only if they can serve in groups or teams with others with whom they feel comfortable and compatible. Accordingly, a principal aim of the

Points of Light movement is to motivate Americans to serve with their family members, friends, co-workers, or fellow church or club members.

Second, people must be made aware of simple and appealing ideas for community service that they can implement in their own way.

Third, people must be convinced of their potential as leaders of community problem solving initiatives.

How can Points of Light become a nationwide movement?

First, we must change attitudes about community service so that every individual, group and organization in America wants service to be central to their life and work.

Second, we must focus on what is working by identifying, enlarging and multiplying Points of Light across the country.

Third, we must discover, encourage and develop the countless number of people with untapped leadership potential within every organization and community.

Who should participate in the Points of Light movement?

Every business, union, school, place of worship, club, group and organization should develop community service projects in which every employee or member is urged to participate. Every individual in America should participate in some regular community service activity, either as an individual or through the workplace, the school, the place of worship or any one of the other groups and organizations of which he or she is a part.

What is the most appropriate type of community service?

All individuals and institutions should take stock of their particular gifts and talents and employ them in social problem solving. Individuals who have an interest in reading can spend time teaching those who are illiterate. Mothers can teach parenting skills to unwed pregnant teens. Law firms and doctors' offices can form mentoring relationships with young people, stimulating their interest in education and professional careers. Home builders can make low-cost housing available to the homeless. Restaurants and grocery stores can supply surplus food to the hungry each day.

Where can leaders be found for the Points of Light movement?

Leaders of the Points of Light movement will be found in every group and organization, as those leaders begin to see the movement as essential to the mission of their own institutions. In addition, in every community there are those of every age and background with untapped leadership potential. We must discover people

with the courage and vision to craft solutions to the problems of their communities, recognize and recruit them to this cause, and conspicuously honor them for their work. These leaders are a community's "antibodies", its indigenous and potent natural defense against decay and destruction and its important source of renewal.

What is a "Community of Light?"

Combining Points of Light in one community to solve its serious social problems would create a "Community of Light". In such a community, members of every group and institution would apply their own distinctive talents, work with one another, and adapt successful ideas from other places to create the following conditions:

- Commitment to children, youth developing good character and values, and strong families
- Excellent schools and a culture that fosters lifelong learning
- Meaningful employment opportunities and the hope for economic advancement
- A decent, drug-free and safe place to live in a clean environment
- Quality health care and a sense of well-being for each member of the community

What is the Office of National Service?

To demonstrate the centrality of service to both his Presidency and the nation's future, President Bush became the first President to establish an office in the White House exclusively devoted to placing direct and consequential community service at the top of the national agenda. The Office performs the following functions:

- Advises the President on community service policy and proposes ways for him to call the nation to service (Daily Point of Light recognition, Honorary Chairmanship of The Points of Light Foundation, recruitment of community service leaders, speeches, statements, meetings, visits)
- Communicates the President's community service call to the nation (liaison to The Points of Light Foundation, periodic progress report mailings, briefings)
- Proposes legislative initiatives to support community service (National and Community Service Act of 1990, tax policy, volunteer liability protection)
- Assists Cabinet departments and agencies in becoming model community service institutions

What is the National Center for Community Risk Management and Insurance?

The privately funded, non-government controlled center was established in 1992 in response to the President's call for a nonprofit center which addresses the concerns of volunteer organizations about tort liability. The Center will assist public and private community service organizations with their ongoing need to accomplish three objectives: (1) help prevent injuries, illness, and legal violations; (2) help organizations obtain appropriate insurance at reasonable rates; and (3) reduce the deterrent effect of liability on community service

For further information, please contact:

**The National Center for
Community Risk Management and Insurance
1828 L Street, N.W., Suite 505
Washington, D.C. 20036
(202)785-3891**

How will Points of Light transform our future?

The Points of Light movement is changing the definition of success in America. The movement envisions a new America, one in which every business, union, school, place of worship, club, group and organization in every community is a Point of Light. It is a nation in which every American finds personal fulfillment through direct and consequential service to those in need.

In a nation transformed by Points of Light, all people are aware of the benefit to themselves, their community and the nation of engagement in community service and act on this awareness. Leaders in organizations of every size and at every level of society make service a part of what they are and do. All people have ready access to service ideas that work and are stimulated to build on these ideas. Communities have the capacity to support the active engagement of all their citizens in effective service initiatives. And, both young and old lead the rest of the nation in a renewed and enduring commitment to service.

For further information, please write or call:

**The Office of National Service
(The White House Points of Light Office)
The White House
Washington, D.C. 20500
(202) 456-6266**

What is The Points of Light Foundation?

The Points of Light Foundation is a private, non-profit, non-partisan corporation established in March, 1990. The role of the Foundation is to help to call the nation to engage in direct and consequential service focused on serious social problems and to translate this call into action in the following ways:

- **Community Mobilization:** Helping communities form mobilization centers to provide people with community service ideas that work and to assist leaders of local organizations carry out service initiatives.
- **Leadership Outreach and Development:** Providing leaders with compelling reasons and proven ideas and tool for mobilizing within their own institutions those they can influence to serve.
- **Public Awareness:** Working through the media to shape popular attitudes about community service.

For further information about the Foundation, please contact:

The Points of Light Foundation
736 Jackson Place, N.W.
Washington, D.C. 20503
(202)408-5162

What is the Commission on National and Community Service?

The Commission was established by the President and Congress to stimulate service programs that meet critical human and environmental needs, and that transform the lives of young people and others who serve their communities. The Commission provides grants to states for the development of school-based, service corps and model states programs. It is governed by a Board of Directors whose 21 members were appointed by the President.

For further information about the Commission, please contact:

The Commission on National and Community Service
The National Press Building, Suite 452
529 14th Street, N.W.
Washington, D.C. 20045
(202)724-0600

THE WHITE HOUSE
WASHINGTON

THE STRATEGY FOR
THE POINTS OF LIGHT MOVEMENT

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

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OVERVIEW

Objective: A Nation Transformed by Service

The Points of Light movement must engage all individuals, families, businesses, groups and organizations in America in direct and consequential action to solve community problems. The President's three-part strategy to make community service national policy of the highest priority is as follows:

I. THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American family, business, firm, school, place of worship, union, club or association to engage in helping to solve our most critical social problems.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, communicate these ideas to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals who are "Points of Light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and successful life.

CHALLENGE

Though America is a strong and prosperous nation, we have work to do. Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is now free falling through society, because they are living in communities as small as families or as large as neighborhoods that have almost totally disintegrated around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.

MISSION

The nation's mission must be to solve our most critical social problems by "Points of Light." To accomplish this mission, each individual, business, group and organization must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to attack comprehensively the multiple problems of individuals in need.

The President believes in the innate desire of every single American and American business, group and organization to be a "Point of Light." As we enter the new century, the multiplication and magnification of "Points of Light" across the nation must be America's mission.

STRATEGY

I. THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'Thousand Points of Light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

President George Bush
June 22, 1989

A. Every single group, business and organization in America should develop a community service initiative (or a family of initiatives) in which every member or employee is urged to participate. Every single person in America should participate regularly in one act of community service, either through any one of the groups or organizations of which he or she is a part, or independently as an individual. By "group" or "organization," we mean every family, business, firm, school, place of worship, union, club or association, as large as General Motors and as small as a neighborhood bowling team. Larger groups and organizations are urged to create service opportunities in each chapter, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- o **Targeted at our most serious social problems;**
- o **Focused on systemic reform;**
- o **Structured as a partnership among more than one group or organization with complementary resources so as to respond simultaneously to the multiple problems affecting an individual in need.**

B. The distinctive capabilities of groups, businesses, and organizations and the unique skills of individuals should be engaged in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual, group and organization has and will encourage the giving of that "gift." For example:

- o **Every television and radio station, newspaper, magazine, cable system and other media group or organization is encouraged to call all individuals and all groups and organizations to see their ability to solve problems by relentlessly promoting community service as an overarching national ethic, spotlighting successful service initiatives, profiling outstanding community service leaders, groups and organizations and informing the public of how to get involved in community service;**
- o **Every credit card issuer, bank, telephone and utility company is encouraged to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others;**

- o **Every place of worship** is encouraged to make community service central to the life of its congregation;
- o **Every real estate developer, building contractor, architect and financial institution** is encouraged to form consortiums to build decent, affordable housing for the homeless;
- o **Every restaurant, grocery and convenience store and farm** is encouraged to make surplus food available to the hungry each day;
- o **Every individual**, knowingly or unknowingly, has at least one talent or skill that can be used to improve the lives of others (e.g., imparting parenting skills to unwed mothers, making auto repairs or playing sports with teenagers, teaching music or painting to the elderly).

C. **Every group, business and organization should create an ethic that places paramount importance on community service and instills the conviction that any definition of a successful life must include serving others.** To accomplish this attitudinal change and organizational restructuring:

- o **Every family** is asked to make community service a regular family activity of premium importance;
- o **Every group and organization** is asked to identify and prominently honor as heroes individual members most deserving of recognition for their community service work;
- o **Every group and organization** is asked to identify and prominently honor as heroes those outside the institution but within the community who deserve recognition for their community service work;
- o **Every employer** is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;
- o **Every state and local education board** is urged to uphold the value of community service in primary and secondary schools;
- o **Every college and university** is urged not only to uphold the value of community service, but also to weigh an applicant's community service record in admissions decisions;

- o **Every not-for-profit service organization** is asked to:
 - (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities;
 - (ii) serve as "coaches," bringing their expertise and insights to those individuals, groups and organizations new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles;
- o **Every young American**, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled **"Youth Engaged in Service (YES) to America,"** young people are called to engage in community service. They are asked to persuade adults, groups and organizations to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

Like the overall "Points of Light" movement, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989:

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

President George Bush
June 22, 1989

A. Matching Solutions with Problems

- o **Every problem in America is being solved somewhere.** But successful approaches to drug abuse, homelessness, illiteracy, hunger and other social problems are too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by

millions of individuals, groups and organizations, until the best ideas and approaches are made known to every community. In order to show how such ideas may be found and disseminated by any individual, group or organization, a foundation, **The Points of Light Foundation**, has been established, of which the President serves as Honorary Chairman.

- o Every successful approach to our most dire social problems must be identified and those who have put such ideas into action must go to other communities in search of new leaders with initiative, the will to succeed and access to resources. We must make "light from light." This spreading of "light" on a peer-to-peer basis is based on the conviction that the most effective means of enlarging and replicating successful initiatives is personal contact between those who have made such initiatives work and other leaders like themselves who are capable of doing a similar thing in their own businesses, groups, neighborhoods and other institutions, if inspired to do so.

B. Matching Servers with Needs

- o Every information dissemination channel will be used to link those who wish to serve to service opportunities in their communities. Such means should include, but not be limited to, mailings of letters, brochures, booklets and leaflets, a nationwide telephone hotline, interactive computer programs, electronic bulletin boards, video and audio cassettes, teleconferences, inserts with or attachments to credit card, telephone and utility bills and ATM receipts. These mechanisms will be known as "ServLink."
- o Every community's leaders will be urged to establish Points of Light Centers where residents may go to obtain community service information, referral and counseling. Such centers should be in a wide and representative range of businesses, unions, schools, places of worship, clubs and organizations. In every community, a non-profit institution should serve as a resource center providing technical assistance to the Points of Light Centers and to the community at large. Ultimately, service information should be dispensed in locations frequented by most Americans, such as supermarkets, shopping malls, gasoline stations and movie theatres.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

- o Every business, group and organization and every community contains natural but rarely recognized and often uncredentialed leaders. These individuals are the community's "antibodies," its indigenous and potent but largely untapped natural defense against decay and destruction. If this community service movement is to succeed, each group, organization and community must identify these leaders and encourage them to devote their leadership skills, at least on a part-time basis, to community service. Moreover, within each of us there is a leader. Our challenge is to call forth the leader in all of us.
- o Every community must give special attention to identifying and developing new leaders of community service particularly among young people and older Americans. The energy and idealism of youth and the experience of age can combine to contribute much to the aim of making community service national policy of the highest priority.

B. Recognition and Awards

- o Every step must be taken by the Foundation to recognize and reward talented community service leaders and successful initiatives that are solving the nation's most critical social problems.
- o Every business, group and organization in America will be urged to follow the Foundation's example by relentlessly and prominently recognizing and conspicuously honoring its own "Points of Light."

IV. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. Even though our problems are great, our resources are far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual, group and organization in America -- the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs and associations -- been joined with those of government and the not-for-profit sector to attack our problems systemically. The "Points of Light" movement seeks to make community service central to the life and work of every individual, group and organization in America. Brightened by millions of Points of Light across the nation and, indeed, around the world, this movement can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise, both at home and abroad.

For additional information, please contact:

The "Points of Light" Office
The White House
Washington, D.C. 20500
(202) 456-6266

**THE PRESIDENT'S NEW LEADERSHIP STRUCTURES
FOR THE POINTS OF LIGHT MOVEMENT**

Three new institutions enable the President to play a personal leadership role in the growing nationwide community service movement. These three institutions are:

1. The White House "Points of Light" Office
2. The President's Daily Point of Light
3. The Points of Light Foundation

1. THE WHITE HOUSE "POINTS OF LIGHT" OFFICE

The White House "Points of Light" Office performs the following functions:

- o **Advises the President** on the Points of Light strategy;
- o **Communicates the President's** Points of Light strategy to the nation;
- o **Proposes ways for the President and other government officials** to highlight outstanding community problem solving leaders and initiatives, so as to honor them and to encourage others to follow their example (Daily Point of Light recognition, speeches, statements, and site visits);
- o **Addresses problems** like drug abuse, education reform and others whose solution is largely dependent on community action;
- o **Recommends government policy reforms** in order to remove impediments to community service; and
- o **Works with The Points of Light Foundation and other institutions** to achieve the mission of making direct and consequential community service aimed at serious social problems central to the life and work of every American.

2. THE PRESIDENT'S DAILY POINT OF LIGHT

Six days a week the President publicly identifies one group, organization or individual across the country who, by taking direct and consequential action to solve our most dire social problems through community service is a "Point of Light". The President began the practice of recognizing a daily Point of Light in November, 1989. These Points of Light share the President's commitment to making community service central to the life and work of every individual and institution in America.

As there are millions of Americans who would be worthy recipients, it is impossible to recognize each exemplar of community service individually. However, Points of Light recognition is intended by the President as a national tribute of the highest order to every American who makes a difference in the life of someone in need.

By instituting this movement at the White House, the President hopes to encourage every other institution, business and group in America regularly to identify and prominently recognize Points of Light within its own ranks.

3. THE POINTS OF LIGHT FOUNDATION

The President is the Honorary Chairman of The Points of Light Foundation. The Foundation is a private non-profit corporation that was incorporated in March, 1990. *bold* and following a comprehensive strategic planning process, became operational in September 1990. It will accept funding from both the private and public sectors. A list of Foundation Directors is attached.

The Points of Light Foundation has been designed to help America accomplish two objectives:

- o **Solve serious social problems.** The nation's most critical social problems must be overwhelmed with an unprecedented degree of engagement by million of individuals and institutions in serving others.
- o **Bring fulfillment and satisfaction.** Every American must be convinced that by serving others in a direct and consequential way one can find the fulfillment and satisfaction in life that all seek.

To achieve these objectives, the nation must:

- o **Increase the volume of community service activity.** The number of individuals, businesses, unions, schools, places of worship, clubs, groups and organizations engaged in direct social problem solving must be dramatically increased. Every group, business and organization in America should develop community

service initiatives in which every member or employee is urged to participate. Every person in America should participate regularly in community service, either an individual or through the workplace, the school, one's place of worship or any one of the other groups and organizations of which he or she is a part.

- o **Build on distinctive capabilities.** Every individual and institution must take stock of their particular gifts, talents and resources and employ those tools in social problem solving. Individuals who have an interest in reading can spend time teaching those who are illiterate. Grandmothers can teach parenting skills to unwed pregnant teens. Law firms and doctors' offices can form mentoring relationships with young people, stimulating their interest in law or medicine and preparing them for careers in these professions. Home builders can make low-cost housing available to the homeless. Restaurants and grocery stores can supply surplus food to the hungry each day. Everyone has something to offer someone in need.
- o **Foster collaboration.** Individuals and institutions working on their own can have an impact on the social problems facing their community. But, when individuals and institutions form partnerships with others, especially those with whom they may never have worked before, the whole is greater than the sum of its parts.

The mission of the Foundation is to make direct and consequential service aimed at serious social problems central to the life and work of every American. The Foundation's activities are divided into eight discrete but complementary areas.

- o **Media Leadership.** The aid of every newspaper, magazine, newsletter and other publication, television and radio broadcaster, film maker, entertainer, artist and advertising firm will be sought by this mission. By weaving the theme of community service into their publications, broadcasts and other activities, the media will help make the ethic of community service a pervasive part of our popular culture.

- o **Group, Business and Organization Initiatives (GBO).** All across the nation, many businesses, unions, schools, places of worship, civic, social, educational, recreational clubs, groups and other organizations are already directly engaged to some degree in combating serious social problems. If the leaders of these efforts were to communicate effectively their most compelling activities to peers in their respective industries or fields, ideas that work could be replicated nationwide. Accordingly, this mission will use peer-to-peer leadership to spread what is working through and to institutions of every level and size not now fully engaged.

See
INSERT "A"

- **Youth Engaged in Service (YES).** This mission will work to engage every young person, age 5-25, in some form of meaningful community service. It will work through schools, youth-oriented clubs, and organizations and institutions not now engaged in youth development to stimulate interest and provide service opportunities that meet real social needs.
- **Senior Americans in Service (SAS).** This mission will call on all Americans over the age of 50 to make community service a priority in their lives.
- **Local Points of Light Networks.** In every community there must be multiple centers to which individuals and institutions new to community service can turn for guidance as to how they can serve others and how to obtain service from others. Ultimately, every community should enlist a wide range of leaders representing corporations, unions, schools, places of worship, clubs, nonprofit agencies and other organizations, each of which would serve as community service centers for counseling and referral. In every community, a non-profit institution will serve as a resource center, providing technical assistance to the community and its service centers. Ultimately, service information will be made available in workplaces, schools, places of worship, clubs, groups, and organizations and in locations frequented by most Americans, such as supermarkets, shopping malls, gasoline stations and movie theatres.
- **ServLink.** This mission will focus on identifying successful community service approaches and powerful ideas for community service and disseminating this information to individuals and institutions in America through all forms of communication, including a nationwide telephone hotline, interactive computer systems, electronic bulletin boards, billboards, inserts to and addenda with credit cards, telephone and utility bills, ATM receipts, brochures, and videos.
- **Points of Light Initiatives.** The Foundation will inevitably be limited by its financial resources and other fundamental constraints. Rather than wholly accepting these limitations, the Foundation will mitigate them by entering into working partnerships with other organizations seeking to have a nationwide impact and dedicated to the same fundamental principles.
- **International.** Ultimately, the Points of Light approach to social problem solving will be communicated to foreign individuals and institutions and to American citizens and entities based abroad.

THE POINTS OF LIGHT FOUNDATION BOARD MEMBERS

John F. Akers	Chairman, President and Chief Executive Officer, I.B.M. Corporation
William Aramony	President, United Way of America
Red Elk Banks	Founder, Soaring Eagles
Augusta Denise Beal	Outreach Director, Campus Outreach Opportunity League (COOL)
Norman A. Brown	President and Chief Programming Officer, W.K. Kellogg Foundation
Raymond G. Chambers (Chairman)	Chairman, Amelior Foundation, One-to-One Foundation and READY Foundation
Johnnetta B. Cole	President, Spelman College
Marva N. Collins	Founder, Westside Preparatory School
Lodwrick M. Cook	Chairman of the Board and Chief Executive Officer, ARCO
Michael D. Eisner	Chairman and Chief Executive Officer, The Walt Disney Company
Roberto C. Goizueta	Chairman and Chief Executive Officer, The Coca-Cola Company
S. Kim Grose	Founder, the Stanford Project on National Service
James A. Joseph	President and Chief Executive Officer, Council on Foundations
Margaret E. Kuhn	Founder, The Gray Panthers
Rev. Edward A. Malloy	President, University of Notre Dame
Cynthia Mayeda	Chair, Dayton Hudson Foundation
Sybil C. Mobley	Dean, School of Business and Industry, Florida A&M University
Brian O'Connell	Founding President, Independent Sector
George W. Romney	Founding Chairman, The National VOLUNTEER Center
James W. Rouse	Chairman and Chief Executive Officer, The Enterprise Foundation
Robert C. Wright	President and Chief Executive Officer, National Broadcasting Company

9/27/89

THE WHITE HOUSE
WASHINGTON

THE STRATEGY FOR
THE POINTS OF LIGHT MOVEMENT

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

OVERVIEW

Objective: A Nation Transformed by Service

The Points of Light movement is animated by three fundamental beliefs: First, every serious social problem in America is being solved somewhere. Second, every American has an innate desire to be a "Point of Light". Third, if we are shown how to make a real difference in the life of someone in need, every American will be drawn to do so.

The President's three-part strategy to make direct and consequential community service national policy of the highest priority is as follows:

I. CHANGE ATTITUDES WITH THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American family, business, firm, school, place of worship, union, club or association to engage in helping to solve our most critical social problems.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, communicate these ideas to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals who are "Points of Light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and fulfilling life.

CHALLENGE

Though America is a strong and prosperous nation, **we have work to do.** Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is now free falling through society, because they are living in communities as small as families or as large as neighborhoods that have almost totally disintegrated around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. **For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.**

MISSION

The nation's mission must be to solve our most critical social problems by "Points of Light." To accomplish this mission, each individual, business, group and organization must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to attack comprehensively the multiple problems of individuals in need.

The President believes in the innate desire of every single American and American business, group and organization to be a "Point of Light." As we enter the new century, the multiplication and magnification of "Points of Light" across the nation must be America's mission.

STRATEGY

I. THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'Thousand Points of Light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

President George Bush
June 22, 1989

A. Every single group, business and organization in America should develop a community service initiative (or a family of initiatives) in which every member or employee is urged to participate. Every single person in America should participate regularly in one act of community service, either through any one of the groups or organizations of which he or she is a part, or independently as an individual. By "group" or "organization," we mean every family, business, firm, school, place of worship, union, club or association, as large as General Motors and as small as a neighborhood bowling team. Larger groups and organizations are urged to create service opportunities in each chapter, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- Targeted at our most serious social problems;
- Focused on systemic reform;
- Structured as a partnership among more than one group or organization with complementary resources so as to respond simultaneously to the multiple problems affecting an individual in need.

B. The distinctive capabilities of groups, businesses, and organizations and the unique skills of individuals should be engaged in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual, group and organization has and will encourage the giving of that "gift." For example:

- Every television and radio station, newspaper, magazine, cable system and other media group or organization is encouraged to call all individuals and all groups and organizations to see their ability to solve problems by relentlessly promoting community service as an overarching national ethic, spotlighting successful service initiatives, profiling outstanding community service leaders, groups and organizations and informing the public of how to get involved in community service;
- Every credit card issuer, bank, telephone and utility company is encouraged to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others;

- **Every place of worship** is encouraged to make community service central to the life of its congregation;
- **Every real estate developer, building contractor, architect and financial institution** is encouraged to form consortiums to build decent, affordable housing for the homeless;
- **Every restaurant, grocery and convenience store and farm** is encouraged to make surplus food available to the hungry each day;
- **Every individual**, knowingly or unknowingly, has at least one talent or skill that can be used to improve the lives of others (e.g., imparting parenting skills to unwed mothers, making auto repairs or playing sports with teenagers, teaching music or painting to the elderly).

C. **Every group, business and organization** should create an ethic that places paramount importance on community service and instills the conviction that any definition of a successful life must include serving others. To accomplish this attitudinal change and organizational restructuring:

- **Every family** is asked to make community service a regular family activity of premium importance;
- **Every group and organization** is asked to identify and prominently honor as heroes individual members most deserving of recognition for their community service work;
- **Every group and organization** is asked to identify and prominently honor as heroes those outside the institution but within the community who deserve recognition for their community service work;
- **Every employer** is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;
- **Every state and local education board** is urged to uphold the value of community service in primary and secondary schools;
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- o **Every not-for-profit service organization** is asked to:
 - (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities;
 - (ii) serve as "coaches," bringing their expertise and insights to those individuals, groups and organizations new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles;
- o **Every young American**, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled **"Youth Engaged in Service (YES) to America,"** young people are called to engage in community service. They are asked to persuade adults, groups and organizations to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

Like the overall "Points of Light" movement, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989:

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

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June 22, 1989

A. Matching Solutions with Problems

- o **Every problem in America is being solved somewhere.** But successful approaches to drug abuse, homelessness, illiteracy, hunger and other social problems are too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by

millions of individuals, groups and organizations, until the best ideas and approaches are made known to every community. In order to show how such ideas may be found and disseminated by any individual, group or organization, a foundation, **The Points of Light Foundation**, has been established, of which the President serves as Honorary Chairman.

- Every successful approach to our most dire social problems must be identified and those who have put such ideas into action must go to other communities in search of new leaders with initiative, the will to succeed and access to resources. We must make "light from light." This spreading of "light" on a peer-to-peer basis is based on the conviction that the most effective means of enlarging and replicating successful initiatives is personal contact between those who have made such initiatives work and other leaders like themselves who are capable of doing a similar thing in their own businesses, groups, neighborhoods and other institutions, if inspired to do so.

B. Matching Servers with Needs

- Every information dissemination channel will be used to link those who wish to serve to service opportunities in their communities. Such means should include, but not be limited to, mailings of letters, brochures, booklets and leaflets, a nationwide telephone hotline, interactive computer programs, electronic bulletin boards, video and audio cassettes, teleconferences, inserts with or attachments to credit card, telephone and utility bills and ATM receipts. These mechanisms will be known as "ServLink."
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III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

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June 21, 1989

A. Identify Strong and Creative Leaders

- o Every business, group and organization and every community contains natural but rarely recognized and often uncredentialed leaders. These individuals are the community's "antibodies," its indigenous and potent but largely untapped natural defense against decay and destruction. If this community service movement is to succeed, each group, organization and community must identify these leaders and encourage them to devote their leadership skills, at least on a part-time basis, to community service. Moreover, within each of us there is a leader. Our challenge is to call forth the leader in all of us.
- o Every community must give special attention to identifying and developing new leaders of community service particularly among young people and older Americans. The energy and idealism of youth and the experience of age can combine to contribute much to the aim of making community service national policy of the highest priority.

B. Recognition and Awards

- o Every step must be taken by the Foundation to recognize and reward talented community service leaders and successful initiatives that are solving the nation's most critical social problems.
- o Every business, group and organization in America will be urged to follow the Foundation's example by relentlessly and prominently recognizing and conspicuously honoring its own "Points of Light."

IV. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. Even though our problems are great, our resources are far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual, group and organization in America -- the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs and associations -- been joined with those of government and the not-for-profit sector to attack our problems systemically. The "Points of Light" movement seeks to make community service central to the life and work of every individual, group and organization in America. Brightened by millions of Points of Light across the nation and, indeed, around the world, this movement can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise, both at home and abroad.

For additional information, please contact:

The "Points of Light" Office
The White House
Washington, D.C. 20500
(202) 456-6266

**THE PRESIDENT'S NEW LEADERSHIP STRUCTURES
FOR THE POINTS OF LIGHT MOVEMENT**

Three new institutions enable the President to play a personal leadership role in the growing nationwide community service movement. These three institutions are:

1. The White House "Points of Light" Office
2. The President's Daily Point of Light
3. The Points of Light Foundation

1. THE WHITE HOUSE "POINTS OF LIGHT" OFFICE

The White House "Points of Light" Office performs the following functions:

- o **Advises the President** on the Points of Light strategy;
- o **Communicates the President's** Points of Light strategy to the nation;
- o **Proposes ways for the President and other government officials** to highlight outstanding community problem solving leaders and initiatives, so as to honor them and to encourage others to follow their example (Daily Point of Light recognition, speeches, statements, and site visits);
- o **Addresses problems** like drug abuse, education reform and others whose solution is largely dependent on community action;
- o **Recommends government policy reforms** in order to remove impediments to community service; and
- o **Works with The Points of Light Foundation and other institutions** to achieve the mission of making direct and consequential community service aimed at serious social problems central to the life and work of every American.

2. THE PRESIDENT'S DAILY POINT OF LIGHT

Six days a week the President publicly identifies one group, organization or individual across the country who, by taking direct and consequential action to solve our most dire social problems through community service is a "Point of Light". The President began the practice of recognizing a daily Point of Light in November, 1989. These Points of Light share the President's commitment to making community service central to the life and work of every individual and institution in America.

As there are millions of Americans who would be worthy recipients, it is impossible to recognize each exemplar of community service individually. However, Points of Light recognition is intended by the President as a national tribute of the highest order to every American who makes a difference in the life of someone in need.

By instituting this movement at the White House, the President hopes to encourage every other institution, business and group in America regularly to identify and prominently recognize Points of Light within its own ranks.

3. THE POINTS OF LIGHT FOUNDATION

The President is the Honorary Chairman of **The Points of Light Foundation**. The Foundation is a private non-profit corporation that was incorporated in March, 1990. Following a comprehensive strategic planning process, the Foundation became operational in September, 1990. It will accept funding from both the private and public sectors. A list of Foundation Directors is attached.

The Points of Light Foundation has been designed to help America accomplish two objectives:

- o **Solve serious social problems.** The nation's most critical social problems must be overwhelmed with an unprecedented degree of engagement by millions of individuals and institutions in serving others.
- o **Bring fulfillment and satisfaction.** Every American must be convinced that by serving others in a direct and consequential way one can find the fulfillment and satisfaction in life that all seek.

To achieve these objectives, the nation must:

- o **Increase the volume of community service activity.** The number of individuals, businesses, unions, schools, places of worship, clubs, groups and organizations engaged in direct social problem solving must be dramatically increased. Every group, business and organization in America should develop community service initiatives in which every member or employee

is urged to participate. Every person in America should participate regularly in community service, either as an individual or through the workplace, the school, his or her place of worship or any one of the other groups and organizations of which he or she is a part.

- **Build on distinctive capabilities.** Every individual and institution must take stock of their particular gifts, talents and resources and employ those tools in social problem solving. Individuals who have an interest in reading can spend time teaching those who are illiterate. Grandmothers can teach parenting skills to unwed pregnant teens. Law firms and doctors' offices can form mentoring relationships with young people, stimulating their interest in law or medicine and preparing them for careers in these professions. Home builders can make low-cost housing available to the homeless. Restaurants and grocery stores can supply surplus food to the hungry each day. Everyone has something special to offer to someone in need.
- **Foster collaboration.** Individuals and institutions working on their own can have an impact on the social problems facing their community. But, when individuals and institutions form partnerships with others, especially those with whom they may never have worked before, the whole is greater than the sum of its parts.

America will not be transformed by service overnight. A transformation will occur only after the nation has passed through four stages of attitudinal development:

- **Awareness.** Too many Americans believe there is little or nothing they can do to address social problems in their community. Yet, the fact is, millions of our fellow citizens, of every age, race, gender, socioeconomic level, educational background and degree of physical and mental ability, are finding ways to make a difference. By identifying and publicizing Points of Light throughout the country, the Foundation will help to convince individuals and institutions that there is something they can do to make life better for those in need.
- **Inclination.** Once Americans are shown in a dramatic and compelling way that others just like themselves are having a major impact, they will be inclined to seek ways to participate in this growing nationwide community service movement.
- **Participation.** Once individuals and institutions are made aware of their own problem solving potential and once their interest in participating is piqued, they will find ways to do so.

- **Commitment.** Meaningful community service can be addictive. Once participation begins, commitment to making community service a central part of one's life often follows.

The Foundation's activities are divided into eight discrete but complementary areas.

- **Media Leadership.** The aid of every newspaper, magazine, newsletter and other publication, television and radio broadcaster, film maker, entertainer, artist and advertising firm will be sought by this mission. By weaving the theme of community service into their publications, broadcasts and other activities, the media will help make the ethic of community service a pervasive part of our popular culture. Media will stimulate awareness and generate inclination, communicating the significant impact that community service has on serious social problems and the personal fulfillment that serving others bring to one's life.
- **Group, Business and Organization Initiatives (GBO).** All across the nation, many businesses, unions, schools, places of worship, civic, social, educational, recreational clubs, groups and other organizations are already directly engaged to some degree in combating serious social problems. If the leaders of these efforts were to communicate effectively their most compelling activities to peers in their respective industries or fields, ideas that work could be replicated nationwide. Accordingly, this mission will use peer-to-peer leadership to spread what is working to similar institutions not now fully engaged in service. Thus, this mission will focus primarily on developing opportunities for participation.
- **Youth Engaged in Service (YES).** This mission will work to engage every young person, age 5-25, in some form of meaningful community service. It will work through schools, youth-oriented clubs, and organizations and institutions not now engaged in youth development to stimulate interest and provide service opportunities that meet real social needs. Like GBO, then, this mission will aim chiefly to develop opportunities for participation specifically for young people.
- **Senior Americans in Service (SAS).** This mission will call on all Americans over the age of 50 to make community service a priority in their lives. Like GBO and YES, this mission will focus on participation, in this case that of older Americans.

- **Local Points of Light Networks.** In every community there must be multiple centers to which individuals and institutions new to community service can turn for guidance as to how they can serve others and how to obtain service from others. Ultimately, every community should enlist a wide range of leaders representing corporations, unions, schools, places of worship, clubs, nonprofit agencies and other organizations, each of which would serve as community service centers for counseling and referral. In every community, a non-profit institution will serve as a resource center, providing technical assistance to the community and its service centers. Ultimately, service information will be made available in workplaces, schools, places of worship, clubs, groups, and organizations and in locations frequented by most Americans, such as supermarkets, shopping malls, gasoline stations and movie theatres. This mission will respond to those who are inclined to serve or to seek service, by providing opportunities for participation and fostering commitment.
- **ServLink.** This mission will focus on identifying successful community service approaches and powerful ideas for community service and disseminating this information to individuals and institutions in America through all forms of communication, including a nationwide telephone hotline, interactive computer systems, electronic bulletin boards, billboards, inserts to and addenda with credit cards, telephone and utility bills, ATM receipts, brochures, and videos. ServLink will promote awareness, inclination, participation, and commitment.
- **Points of Light Initiatives.** The Foundation will inevitably be limited by its financial resources and other fundamental constraints. Rather than wholly accepting these limitations, the Foundation will mitigate them by entering into working partnerships with other organizations seeking to have a nationwide impact and dedicated to the same fundamental principles.
- **International.** Ultimately, the Points of Light approach to social problem solving will be communicated to foreign individuals and institutions and to American citizens and entities based abroad.

THE POINTS OF LIGHT FOUNDATION BOARD MEMBERS

John F. Akers	Chairman, President and Chief Executive Officer, I.B.M. Corporation
William Aramony	President, United Way of America
Red Elk Banks	Founder, Soaring Eagles
Augusta Denise Beal	Outreach Director, Campus Outreach Opportunity League (COOL)
Norman A. Brown	President and Chief Programming Officer, W.K. Kellogg Foundation
Raymond G. Chambers (Chairman)	Chairman, Amelior Foundation, One-to-One Foundation and READY Foundation
Johnnetta B. Cole	President, Spelman College
Marva N. Collins	Founder, Westside Preparatory School
Lodwrick M. Cook	Chairman of the Board and Chief Executive Officer, ARCO
Michael D. Eisner	Chairman and Chief Executive Officer, The Walt Disney Company
Roberto C. Goizueta	Chairman and Chief Executive Officer, The Coca-Cola Company
S. Kim Grose	Founder, the Stanford Project on National Service
James A. Joseph	President and Chief Executive Officer, Council on Foundations
Margaret E. Kuhn	Founder, The Gray Panthers
Rev. Edward A. Malloy	President, University of Notre Dame
Cynthia Mayeda	Chair, Dayton Hudson Foundation
Sybil C. Mobley	Dean, School of Business and Industry, Florida A&M University
Brian O'Connell	Founding President, Independent Sector
George W. Romney	Founding Chairman, The National VOLUNTEER Center
James W. Rouse	Chairman and Chief Executive Officer, The Enterprise Foundation
Robert C. Wright	President and Chief Executive Officer, National Broadcasting Company

10/1/90
12:30 pm

THE WHITE HOUSE
WASHINGTON

THE STRATEGY FOR
THE POINTS OF LIGHT MOVEMENT

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

Objective: A Nation Transformed by Service

CHALLENGE

Though America is a strong and prosperous nation, we have work to do. Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is now free falling through society, because they are living in communities as small as families or as large as neighborhoods that have almost totally disintegrated around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.

MISSION

The nation's mission must be to:

- o **Solve serious social problems.** The nation's most critical social problems must be overwhelmed with an unprecedented degree of engagement by millions of individuals and institutions in serving others.
- o **Bring fulfillment and satisfaction.** Every American must be convinced that by serving others in a direct and consequential way one can find the fulfillment and satisfaction in life that all seek.

To achieve these objectives, the nation must:

- o **Increase the volume of community service activity.** The number of individuals, businesses, unions, schools, places of worship, clubs, groups and organizations engaged in direct social problem solving must be dramatically increased. Every group, business and organization in America should develop community service initiatives in which every member or employee is urged to participate. Every person in America should participate regularly in community service, either as an individual or through the workplace, the school, his or her place of worship or any one of the other groups and organizations of which he or she is a part.
- o **Build on distinctive capabilities.** Every individual and institution must take stock of their particular gifts, talents and resources and employ those tools in social problem solving. Individuals who have an interest in reading can spend time teaching those who are illiterate. Grandmothers can teach parenting skills to unwed pregnant teens. Law firms and doctors' offices can form mentoring relationships with young people, stimulating their interest in law or medicine and preparing them for careers in these professions. Home builders can make low-cost housing available to the homeless. Restaurants and grocery stores can supply surplus food to the hungry each day. Everyone has something special to offer to someone in need.
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*indigenous
leaders*

America will not be transformed by service overnight. ~~A~~ *This* transformation will occur only after the nation has passed through certain stages of attitudinal development:

- o **Awareness.** Too many Americans believe there is little or nothing they can do to address social problems in their community. Yet, the fact is, millions of our fellow citizens, of every age, race, gender, socioeconomic level, educational background and degree of physical and mental ability, are finding ways to make a difference. By identifying and publicizing Points of Light throughout the country, the Foundation will help to convince individuals and institutions that there is something they can do to make life better for those in need.

- o **Inclination.** Once Americans are shown in a dramatic and compelling way that others just like themselves are having a major impact, they will be inclined to seek ways to participate in this growing nationwide community service movement.
- o **Participation.** Once individuals and institutions are made aware of their own problem solving potential and once their interest in participating is piqued, they will find ways to do so.
- o **Commitment.** Meaningful community service can be addictive. Once participation begins, commitment to making community service a central part of one's life often follows.

The Points of Light movement is based on three fundamental beliefs: First, every serious social problem in America is being solved by "Points of Light" somewhere. Second, every American has an innate desire to be of service to someone in need. Third, if only they are shown how to make a real difference in the life of someone in need, every American will become a "Point of Light".

Every American

The President's three-part strategy to make direct and consequential community service national policy of the highest priority is as follows:

I. CHANGE ATTITUDES BY THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American family, business, firm, school, place of worship, union, club or association to engage in helping to solve our most critical social problems.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, communicate these ideas to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals who are "Points of Light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and fulfilling life.

OVERVIEW

STRATEGY

I. CHANGE ATTITUDES BY THE CALL TO CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'Thousand Points of Light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

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The President is the Honorary Chairman of The Points of Light Foundation. The Foundation is a private non-profit corporation that was incorporated in March, 1990. Following a comprehensive strategic planning process, the Foundation became operational in September, 1990. It will accept funding from both the private and public sectors. A list of Foundation Directors is attached.

The Foundation's activities are divided into eight discrete but complementary areas

- o **Media Leadership.** The aid of every newspaper, magazine, newsletter and other publication, television and radio broadcaster, film maker, entertainer, artist and advertising firm will be sought by this mission. By weaving the theme of community service into their publications, broadcasts and other activities, the media will help make the ethic of community service a pervasive part of our popular culture. Media will stimulate awareness and generate inclination, communicating the significant impact that community service has on serious social problems and the personal fulfillment that serving others bring to one's life. *of the three strategic objectives e.g. call to claim, etc.*
- o **Group, Business and Organization Initiatives (GBO).** All across the nation, many businesses, unions, schools, places of worship, civic, social, educational, recreational clubs, groups and other organizations are already directly engaged to some degree in combating serious social problems. If the leaders of these efforts were to communicate effectively their most compelling activities to peers in their respective industries or fields, ideas that work could be replicated nationwide. Accordingly, this mission will use peer-to-peer leadership to spread what is working to similar institutions not now fully engaged in service. Thus, this mission will focus primarily on developing opportunities for participation. *Call to claim*

This mission area will

- o **Youth Engaged in Service (YES).** This mission will work to engage every young person, age 5-25, in some form of meaningful community service. It will work through schools, youth-oriented clubs, and organizations and institutions not now engaged in youth development to stimulate interest and provide service opportunities that meet real social needs. Like GBO, then, this mission will aim chiefly to develop opportunities for participation specifically for young people. *Call to Action*
- o **Senior Americans in Service (SAS).** This mission will call on all Americans over the age of 50 to make community service a priority in their lives. Like GBO and YES, this mission will focus on participation, in this case that of older Americans. *Call to Action*
- o **Local Points of Light Networks.** In every community there must be multiple centers to which individuals and institutions new to community service can turn for guidance as to how they can serve others and how to obtain service from others. Ultimately, every community should enlist a wide range of leaders representing corporations, unions, schools, places of worship, clubs, nonprofit agencies and other organizations, each of which would serve as community service centers for counseling and referral. In every community, a non-profit institution will serve as a resource center, providing technical assistance to the community and its service centers. Ultimately, service information will be made available in workplaces, schools, places of worship, clubs, groups, and organizations and in locations frequented by most Americans, such as supermarkets, shopping malls, gasoline stations and movie theatres. This mission will respond to those who are inclined to serve or to seek service, by providing opportunities for participation and fostering commitment. *Disseminate New Links*
- o **ServLink.** This mission will focus on identifying successful community service approaches and powerful ideas for community service and disseminating this information to individuals and institutions in America through all forms of communication, including a nationwide telephone hotline, interactive computer systems, electronic bulletin boards, billboards, inserts to and addenda with credit cards, telephone and utility bills, ATM receipts, brochures, and videos. ServLink will promote awareness, inclination, participation, and commitment. *I'm only, maybe! Only*

- **Points of Light Initiatives.** The Foundation will inevitably be limited by its financial resources and other fundamental constraints. Rather than wholly accepting these limitations, the Foundation will mitigate them by entering into working partnerships with other organizations seeking to have a nationwide impact and dedicated to the same fundamental principles. *Call to Claim*
- **International.** Ultimately, the Points of Light approach to social problem solving will be communicated to foreign individuals and institutions and to American citizens and entities based abroad. *Call to Claim*

insert bd list
~~THE WHITE HOUSE "POINTS OF LIGHT" OFFICE~~

The White House Points of Light Office performs the following functions:

- **Advises the President** on the Points of Light strategy;
- **Communicates the President's** Points of Light strategy to the nation;
- **Proposes ways for the President and other government officials** to highlight outstanding community problem solving leaders and initiatives, so as to honor them and to encourage others to follow their example (Daily Point of Light recognition, speeches, statements, and site visits);
- **Addresses problems** like drug abuse, education reform and others whose solution is largely dependent on community action;
- **Recommends government policy reforms** in order to remove impediments to community service; and
- **Works with The Points of Light Foundation and other institutions** to achieve the mission of making direct and consequential community service aimed at serious social problems central to the life and work of every American.

*THE
OFFICE
OF
NATIONAL
SERVICE
(The White
House Points
of Light
Office)*

add Daily Point of Light

IV. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. Even though our problems are great, our resources are far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual, group and organization in America -- the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs and associations -- been joined with those of government and the not-for-profit sector to attack our problems systemically. The "Points of Light" movement seeks to make community service central to the life and work of every individual, group and organization in America. Brightened by millions of Points of Light across the nation and, indeed, around the world, this movement can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise, both at home and abroad.

For additional information, please contact:

The "~~Points of Light~~" Office *of National Service*
(The White House *Points of Light office*)
Washington, D.C. 20500
(202) 456-6266

1600 Pennsylvania Avenue

THE POINTS OF LIGHT FOUNDATION BOARD MEMBERS

John F. Akers	Chairman, President and Chief Executive Officer, I.B.M. Corporation
William Aramony	President, United Way of America
Red Elk Banks	Founder, Soaring Eagles
Augusta Denise Beal	Outreach Director, Campus Outreach Opportunity League (COOL)
Norman A. Brown	President and Chief Programming Officer, W.K. Kellogg Foundation
Raymond G. Chambers (Chairman)	Chairman, Amelior Foundation, One-to-One Foundation and READY Foundation
Johnnetta B. Cole	President, Spelman College
Marva N. Collins	Founder, Westside Preparatory School
Lodwick M. Cook	Chairman of the Board and Chief Executive Officer, ARCO
Michael D. Eisner	Chairman and Chief Executive Officer, The Walt Disney Company
Roberto C. Goizueta	Chairman and Chief Executive Officer, The Coca-Cola Company
S. Kim Grose	Founder, the Stanford Project on National Service
James A. Joseph	President and Chief Executive Officer, Council on Foundations
Margaret E. Kuhn	Founder, The Gray Panthers
Rev. Edward A. Malloy	President, University of Notre Dame
Cynthia Mayeda	Chair, Dayton Hudson Foundation
Sybil C. Mobley	Dean, School of Business and Industry, Florida A&M University
Brian O'Connell	Founding President, Independent Sector
George W. Romney	Founding Chairman, The National VOLUNTEER Center
James W. Rouse	Chairman and Chief Executive Officer, The Enterprise Foundation
Robert C. Wright	President and Chief Executive Officer, National Broadcasting Company

THE PRESIDENT'S 1,000 POINTS OF LIGHT

"...Community -- a beautiful word with a big meaning. We are a nation of communities, of thousands and tens of thousands of ethnic, religious, social, business, labor union, neighborhood, regional and other organizations, all of them varied, voluntary and unique... This is America: a brilliant diversity spread like stars, like a thousand points of light in a broad and peaceful sky. Does Government have a place? Yes. Government is part of the nation of communities -- not the whole, just a part."

-- George Bush

The President's 1,000 Points of Light is a nationwide initiative that extends from the South Lawn of the White House to the grass roots of America. The principles of The President's 1,000 Points of Light are:

1. Heavy Presidential involvement.
2. Encourage the service ethic among as many people as possible, particularly youth.
3. A minimum of bureaucracy and a variety of funding sources: government, the private sector, service organizations, and individuals.
4. Success measured by output and achievement.

The President's 1,000 Points of Light is more than a program; it is a challenge to the American people -- a mission.

It is a mission to expand and enhance community service, not supplant the good works already being done. It is a mission to instill the service ethic in every American, particularly our youth. Indeed, the YES to America Foundation will be a star in The President's 1,000 Points of Light galaxy.

The President's 1,000 Points of Light is a true partnership -- a partnership formed to solve the nagging problems facing our nation. The President invests leadership and offers guidance. Business contributes resources and management. Civic organizations provide initiative and experience. The youth of America give of themselves to fulfill a fundamental part of their heritage: duty to country and to their fellow citizens.

We are a nation of communities -- and yet what long-term commitment do we have to ensure the vitality and safety, pride and prosperity, of our communities? The creation of The President's 1,000 Points of Light is that commitment.

A cooperative mission of this magnitude, a partnership of this breadth, has never been attempted. It requires a strong commitment from the President, which includes at least one event every month related to The 1,000 Points of Light. The success of this mission will be measured not by input (i.e., dollars and people) but by output (i.e., problems solved). The President's 1,000 Points of Light is innovative and achievement-oriented.

What better time than now to launch a mission that prepares our nation -- our youth -- for a new century?

Who better to lead this mission than President Bush, who has pledged to use the White House as a bully pulpit to speak for a "kinder, gentler America"?

TRANSITION ACTION PLAN

The creation of The President's 1,000 Points of Light will begin by establishing a bi-partisan Task Force of approximately 10 people representing the best in government, the private sector, and voluntary organizations. The Task Force will be formed and begin its work during President-elect Bush's transition.

All members of the Task Force must be familiar with, and loyal to, the themes and goals of President-elect Bush's campaign.

The Task Force will:

1. Establish the specific guidelines and priorities of The President's 1,000 Points of Light.
2. Develop the criteria for matching funds and for evaluating which community initiatives already in existence will serve as "model programs" to be entered into The President's 1,000 Points of Light data base.
3. Recommend the fundamental concept behind an Executive Order to establish The President's 1,000 Points of Light office, its operations and funding, and its Administrator and Board of Directors. (Although this initiative is being undertaken through an Executive Order, it will be essential to cultivate Congressional support to guarantee the broadest participation possible.)
4. Make personnel recommendations to President Bush regarding who should serve as members of the Board of

Directors of The President's 1,000 Points of Light, and as the Administrator of the White House staff overseeing the President's 1,000 Points of Light.

5. Prepare a letter on behalf of President Bush to be mailed to the Governors, other key elected officials, and community leaders formally enlisting their commitment to participate in The President's 1,000 Points of Light.

(NOTE: All actions taken by the Task Force will be reviewed by the President's Legal Counsel.)

EXECUTIVE ORDER

The Executive Order will establish the goals of The President's 1,000 Points of Light, and empower the Board of Directors to plan, coordinate and facilitate service projects of local, state, and national significance. The Board of Directors will draw upon the resources of public, private, and civic organizations both nationally and locally. The White House office will serve as a central clearinghouse for planning, information, and coordination of service activities.

During the first year of the Administration, the White House staff and the Board of Directors will work together to determine whether legislation is needed to advance the goals of The President's 1,000 Points of Light.

BOARD OF DIRECTORS

The creation of The President's 1,000 Points of Light will be formally announced by President Bush in early 1989, preferably when he delivers his State of the Union Address. At that time, a volunteer Board of Directors, comprised of approximately 30 leaders from business, labor, government, educational institutions, and volunteer, service, religious, and civic, and athletic organizations, will be announced.

The Board of Directors, which is intended to symbolize the mobilization of the American people, will be broadly representative of the nation. The Board of Directors will be highly visible, bi-partisan spokespeople who will help carry the message of the President's 1,000 Points of Light to the American people.

In addition, the entire Bush family will play a leadership role in the President's 1,000 Points of Light.

(Note: In keeping with the Vice President's commitment to ethics, a thorough background check of each member of the Board of Directors to examine possible conflict of interest would, of course, be conducted.)

IMPLEMENTATION STAGE

Following the formal announcement of the President's 1,000 Points of Light, the President, the First Lady, members of the

Bush family, and members of the Board of Directors will promote The President's 1,000 Points of Light through a series of public events and speaking opportunities. *★ Let local federal entities would also support this effort*

Meanwhile, the White House staff will devote several months primarily for research, program development, and mobilization of the private sector and local leadership. In other words, the White House office will identify the "1,000 points of light:" those local programs, projects, and initiatives that have been tried, tested, and are working -- especially those that can be emulated in other communities. (Programs, for example, ranging in focus from California's conservation corps to successful literacy projects to Kimi Gray's tenant management and ownership initiative.)

The White House staff will prepare an "inventory" of relevant information about each program, which will be entered into The President's 1,000 Points of Light computer system -- a system that, once in place, will be linked to every state and local 1,000 Points of Light office nationwide. As a result, this computer system will provide information about ongoing, successful local programs to other communities and organizations to enable them to start programs of their own.

The computer system is a linchpin in The President's 1,000 Points of Light effort. Through this computer network, The President's 1,000 Points of Light can equip local groups to make their own decisions and solve their problems based on a far broader knowledge base than has ever before been available. (To

cut costs and ensure performance, it is recommended that the computer system would be donated by a private corporation.)

Once The President's 1,000 Points of Light computer network is in place, it will be used as a clearinghouse of information about local projects that are working. A special emphasis will be placed on youth involvement -- not only in existing programs but in generating new volunteer opportunities in schools and communities.

With support and input from the private sector and the government at the Federal, state, and local levels, the best of existing volunteer service programs will be expanded, new initiatives will be developed, and citizen service will become an integral part of every young American's duty to citizenship and freedom.

The President's 1,000 Points of Light will introduce the notion of the "market" to the volunteer and community service sector. It will evaluate the quality of existing community service initiatives much like the market evaluates the quality of consumer goods. In the market, the best products and services succeed and prosper. The cream rises to the top. The President's 1,000 Points of Light will identify the best community service initiatives and help duplicate their successful techniques in other communities. In this way, The President's 1,000 Points of Light will be both reform-oriented (by improving current volunteer initiatives) and innovative (by bringing new techniques to solve old problems).

In addition to identifying these outstanding programs, the national and state offices will also be involved in the recruitment and orientation of local leadership. Management and location of local 1,000 Points of Light offices will be provided by the local Chambers of Commerce. The President's 1,000 Points of Light White House office, together with the appropriate state office, will help local offices organize and host Town Meetings to determine the priorities and needs of individual communities, recruit community leaders, and find funding for new initiatives.

NATIONAL CONFERENCE

In the spring of 1989, the White House will work with the Board of Directors to plan and host the first-ever National Conference of The President's 1,000 Points of Light. Invitees to the National Conference will include: members of the Board of Directors, representatives of the Governors of all 50 states, representatives of the U.S. Conference of Mayors, other key elected officials, members of the U.S. Chamber of Commerce, religious leaders, community leaders, and people involved in volunteer and service organizations. Attendance at the National Conference is estimated at 500-800 people.

The National Conference will be a hub of information sharing. The schedule of speakers -- from President Bush to the White House Administrator to selected members of the Board of Directors -- will convey the objectives of The President's 1,000 Points of Light. The invited guests will participate in a series

of seminars, where there will be a vigorous discussion of past experiences, new ideas and strategies for success.

The National Conference will be educational -- for both the invited guests and the hosts.

The entire National Conference will be taped, and segments of the conference will be televised on C-Span.

REGIONAL CONFERENCES

Five Regional Conferences will take place in the fall of 1989. Representatives from each of the 10 states attending a Regional Conference would be chosen because of their demonstrated leadership at the local level. The Regional Conferences will enhance broader national participation and will follow a speaker and seminar format similar to that of the National Conference. Attendance is estimated at between 1,000 and 1,500.

BUDGET

A White House office of The President's 1,000 Points of Light will be created to ensure broad planning, research and recruitment of state and local leadership.

If a legislative proposal for funding is made, funding for existing and pilot projects begins in the second year. This funding will come primarily from the private sector, service organizations, and individuals. The federal government will

appropriate funds only on a matching basis for community service projects.

One of the most important effects of The President's 1,000 Points of Light is that it encourages the traditional self-reliance which has made America great.

If Americans turn to each other to repair and rehabilitate neighborhood housing, to expand job retraining and career counseling, to improve our children's education, to combat crime in their communities, how many billions of dollars will the Federal government save between now and the year 2000?

Simply put, voluntarism is the most effective and least costly way of solving most problems.

THE PRESIDENT'S 1,000 POINTS OF LIGHT AWARDS

The President will clearly be identified as the leader of the 1,000 Points of Light, an identity carefully cultivated through frequent speeches, appearances, and photo opportunities. The variety of potential events is limitless. The President can spend time helping youngsters with the greening of an urban park. He can participate in the opening of a neighborhood learning center. He can use a high school commencement speech to speak out for the volunteer ethic among America's young people. The President and Mrs. Bush can visit a drug rehabilitation center which is funded primarily by private sources. Again, the opportunities are limitless.

The President can use these events to present awards for outstanding volunteer achievement, and to enlist new members in The President's 1,000 Points of Light. The President can also host an annual dinner for the same purpose.

It's important to emphasize, however, that awards ceremonies and annual dinners are not enough to ensure the success of The President's 1,000 Points of Light. Similar, though somewhat less ambitious, volunteer initiatives have been tried before and they have failed because of lack of leadership and follow-up. Only Presidential commitment will ensure the success of this initiative.

The entire Bush family, from the President and First Lady to their five children and their wives to the Bush grandchildren, will play an active role in making The President's 1,000 Points of Light shine.

In addition, such well-known sports personalities as Reggie Jackson, Digger Phelps, Pam Shriver, Ivan Lendl, Ted Williams, Joe Paterno, Arnold Schwarzenegger, and Roger Staubach will help encourage youth participation.

CONCLUSION

The time is right for The President's 1,000 Points of Light. Today 80 million Americans participate in volunteer work, including an increasing number of young, urban professionals. With the visible leadership of President Bush, The President's 1,000 Points of Light will provide both the information and the

motivation to broaden and deepen the the problem-solving results that flow from volunteerism. The President's 1,000 Points of Light gives young and old people alike the opportunity to serve their country by serving their community. To encourage participation, one possible theme for The President's 1,000 Points of Light is, "Be a Part of This."

The President's 1,000 Points of Light emphasizes the capacity of America's people. As our capacity grows, nurturing a higher quality of life, our needs shrink. The catalyst of The President's 1,000 Points of Light is the citizenry of America, not the bureaucracy of Washington, D.C.

The leadership of President Bush will light a prairie fire of action toward a common purpose: the renewal of America's greatness.

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MEMORANDUM

TO: Jim Pinkerton

FROM: Mark McIntyre, John Gardner, Kate Moore, Gretchon Page

SUBJECT: Decisions regarding the President-elect's community service initiative

Before this community service initiative can move forward, the decisions outlined in this memorandum must be finalized.

Decision 1:

The principles of The President's 1,000 Points of Light are:

1. Heavy Presidential involvement.
2. Encourage the service ethic among as many people as possible, particularly youth.
3. A minimum of bureaucracy and a variety of funding sources: government, the private sector, service organizations, and individuals.
4. Success measured by output and achievement.

_____ Approve _____ Disapprove

Decision 2:

The name of this initiative should be:

- _____ The President's 1,000 Points of Light
- _____ The President's Community Service Corps
- _____ The President's Community Service Initiative
- _____ The President's Task Force on Community 2000
- _____ The President's Community 2000 Commission
- _____ Community 2000
- _____ Other/Hold for later decision

Decision 3:

The YES to America Foundation should be part of this nationwide community service initiative.

_____ Approve _____ Disapprove

Decision 4:

A Transition Task Force should be formed and given responsibilities as described on pages 2-3.

_____ Approve _____ Disapprove

Decision 5:

The President should announce this initiative in his first State of the Union Address.

_____ Approve _____ Disapprove

Decision 6:

A volunteer Board of Directors consisting of approximately 30 leaders from business, labor, government, educational institutions, and volunteer, service, religious, civic and athletic organizations will be formed to serve as advisors to the President and as visible leaders in President Bush's community service initiative. In addition, the entire Bush family will play an active role.

_____ Approve _____ Disapprove

Decision 7:

A White House Office, led by an Administrator, will be established to create a data base of meritorious projects so that this information can be shared with communities and organizations wanting to start similar projects of their own. (See: IMPLEMENTATION STAGE).

_____ Approve _____ Disapprove

Decision 8:

A National Conference should be organized in the spring of 1989 for the purpose of promoting the President's community service initiative, followed in the fall by five regional conferences.

_____ Approve _____ Disapprove

Decision 9:

If a legislative proposal for funding is written, the Federal government should appropriate funds only on a matching basis for community service projects.

_____ Approve _____ Disapprove

Decision 10:

The President should do at least one event each month related to this community service initiative.

_____ Approve _____ Disapprove

#

MSDOC

THE WHITE HOUSE
WASHINGTON

**POINTS OF LIGHT INITIATIVE:
COMMUNITY SERVICE AS NATIONAL POLICY**

"From now on in America, any definition of a successful life must include serving others."

**President George Bush
June 22, 1989**

OVERVIEW

Objective: A Nation Transformed by Service

The Points of Light Initiative is a movement to engage all individuals and "institutions" in America in direct and consequential action to solve community problems. The President's three-part strategy to make community service national policy of the highest priority is as follows:

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American "institution" to engage in solving our most critical social problems in whatever way they can and with whatever means and skills are available to them.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, bring news of their existence to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals and "institutions" who are "points of light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and successful life.

- A. Every single "institution" in America should develop a community service initiative (or a family of initiatives) that every employee or member finds inviting. Every single person in America should participate regularly in at least one community service, either through any one of the "institutions" of which he or she is a part or independently as an individual. By "institution" we mean every family, corporation, firm, school, place of worship, union, club, group or association, as large as General Motors and as small as a neighborhood bowling team. Larger "institutions" are urged to create service opportunities in each chapter, group, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- o Targeted at those problems that seem most difficult;
- o Focused on systemic reform;
- o Structured as a partnership among several "institutions" with complementary resources so as to respond simultaneously to the multiple problems affecting an individual in need.

Examples of "points of light" initiatives or projects that may be designed to meet these criteria include:

- o A project like the partnership in Atlanta between a hotel chain, Days Inn of America, Inc., and a social service center, that provides mentoring and child care, housing, meals, job training and employment for the homeless.
- o A project like that of Brother Bruce Earl in Detroit who has mobilized his parishioners to march on community crack houses every Sunday and, through a mortgage partnership between the local bank and the church, buys vacant crack houses and makes these properties available to parishioners.

B. The distinctive capabilities of "institutions" and the unique skills of individuals should be engaged in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual and "institution" has and will encourage the giving of that "gift." For example:

- o Every television and radio station, newspaper, magazine, cable system and other media "institution" is encouraged to awaken all individuals and all "institutions" to their ability to solve problems, by

- o **Every college and university** is urged not only to uphold the value of community service, but also to weigh an applicant's community service record in admissions decisions;
- o **Every not-for-profit service organization** is asked to: (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities; (ii) serve as "coaches," bringing their expertise and insights to those individuals and "institutions" new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles.
- o **Every young American**, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled "Youth Engaged in Service (YES) to America," young people are called to engage in community service. They are asked to persuade adults and "institutions" to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

Like the overall "Points of Light" initiative, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989,

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

**President George Bush
June 22, 1989**

A. Matching Solutions with Problems

- o **Every problem in America is being solved somewhere.** But successful approaches to drug abuse, homelessness, illiteracy, AIDS, hunger and other social problems are too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by millions of individuals and "institutions," until the

B. Matching Servers with Needs

- o Every method for matching potential servers with community needs will be explored and adapted for the use of the community service movement.
- o Every "high-technology" company will be urged to harness the latest technological advances and apply them to the success of the evolving community service movement. Over time, the nation should build a comprehensive nationwide telephone hotline system, an interactive computer data base program and an electronic bulletin board, that would permit people all across the country to learn of volunteer opportunities in their own communities and/or about approaches that are succeeding in their own communities or elsewhere. These mechanisms will be known as "ServLink."
- o Every neighborhood will be urged to establish its own volunteer center where residents may go to learn of volunteer opportunities and community needs. Such centers may be in specifically designated places, or even in church or synagogue basements, union halls, libraries, fire stations, post offices, service organization headquarters or neighborhood homes.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

- o Every "institution" and every community contains dynamic, creative and visionary leaders. If this community service movement is to succeed, each of these leaders must be identified and persuaded to devote their leadership skills, at least on a part-time basis, to the challenging and rewarding field of community service.
- o Every community must give special attention to identifying and developing new leaders in the field of community service among young people and older Americans. The energy and idealism of youth and the

V. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. But though our problems are great, our resources are far greater and far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual and "institution" in America, the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs, groups and associations, been joined with those of government and the not-for-profit sector to attack our problems systemically. Brightened by millions of points of light across the nation, this initiative can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise.

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

January 4, 1990

THE POINTS OF LIGHT INITIATIVE FOUNDATION

The President announced in New York last summer that **The Points of Light Initiative Foundation** would be established to help to implement his three-part strategy to make community service central to the life and work of every individual, group and organization in America. The elements of that strategy are:

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American group and organization to engage in helping to solve our most critical social problems.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service initiatives, bring news of their existence to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals, groups and organizations who are "points of light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and successful life.

The White House Office of National Service has recommended a number of goals for the proposed Foundation. The Foundation may achieve these goals by concentrating on seven critical mission areas more fully discussed below:

Group/Organization Initiatives
ServNet/ServLink/Volunteer Centers
Points of Light Action Groups
Youth Engaged in Service to America (YES)
One-to-One Relationships
Media Leadership/Support
Finance/Resource Acquisition

GROUP/ORGANIZATION INITIATIVES

Mission:

To engage all groups and organizations in solving critical social problems.

Every significant sector of American society (corporate, professional, labor, education, religion, non-profits, and associations, etc.) will develop operating examples of groups and organizations that have successfully:

- a. Implemented a community service initiative (or a family of initiatives) in which every member of the group/organization is urged and welcome to participate;
- b. Made a unique contribution to the community service movement resulting from the group's or organization's use of its distinctive resources, skills or capabilities;
- c. Instilled community service as an ethic of premium importance by the creation of a web of non-financial incentives (e.g. academic or professional credit, awards and other forms of recognition) that heighten the impulse to serve others and the satisfaction derived from serving others.

SERVNET/SERVLINK/VOLUNTEER CENTERS

Mission:

To identify, enlarge and multiply what is working and to discover, encourage and develop leaders who can make things work.

- a. Every significant sector of American society will form and lead "peer-to-peer pressure groups," bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable groups and organizations without such initiatives to devise and implement them ("ServNet").
- b. Establish a telephone hotline system, an interactive computer data base program and an electronic bulletin board that would permit individuals and groups to learn of volunteer opportunities and/or successful approaches in their own communities or elsewhere ("ServLink").

- c. The Foundation, in collaboration with a coalition of national groups with extensive local organizations, will help significantly to increase the number, visibility and effectiveness of volunteer centers throughout the nation.
- d. Every significant sector of American society will develop examples of groups and organizations that continuously and conspicuously identify and honor their own "points of light."
- e. The Foundation will help to sponsor forums, symposia and workshops on community service leadership throughout the nation.

POINTS OF LIGHT ACTION GROUPS

Mission:

To engage individuals from all walks of life and diverse groups and organizations who may never have worked together before in collaborating with one another to solve community problems.

- a. To develop "Points of Light Action Groups" in all 50 states to determine pressing community problems, identify and mobilize community resources and deploy them against these problems. Such groups would consist of new or strengthened partnerships among businesses, professionals, unions, schools, religious organizations, non-profits, clubs, associations and concerned individuals.
- b. These groups will serve as catalysts for community action and as new engines for social change.

YOUTH ENGAGED IN SERVICE TO AMERICA (YES)

Mission:

To engage every young person, aged 5 - 25, in community service.

- a. The Foundation will identify model community service projects in organizations of which young people are a part (schools, churches and synagogues, neighborhood organizations, clubs, etc.) and encourage similar organizations to replicate them.
- b. The Foundation will help create youth service projects in a limited number of pilot areas (to be determined by the Board) that engage a wide variety of local groups and organizations and provide models which communities can replicate throughout the nation.

- c. Every significant sector of American society (corporate, professional, labor, religion, non-profits, clubs and associations, etc.) not yet involved in youth development will work with young people to devise community service initiatives or participate in existing projects which are led by young people.
- d. The President's National Service Youth Representatives will be selected from every state to lead other young people in community service in their regions, assist communities in developing and implementing local projects and circulate models of successful initiatives to young people and sector leaders.
- e. The Foundation will convene The President's Youth Leadership Forums to be led by young people, which call together their peers, parents, teachers and community leaders to determine pressing local problems, identify successful local initiatives which address these problems, discuss ways to enlarge these initiatives and create new ones, and devise strategies to mobilize more young people to action in their communities. After these forums, participants will form teams to follow through with identified goals.

ONE-TO-ONE RELATIONSHIPS

Mission:

To form one-to-one mentoring relationships with people in need.

- a. The Foundation will work to develop a significant number (to be determined by the Board) of one-to-one mentoring relationships. Mentors from outside the communities served will be welcomed, but they will be urged to work through community leaders, groups and organizations to appreciate local conditions and sensitivities.
- b. The Foundation will target a limited number of communities (to be determined by the Board) in which intensive efforts will be undertaken through the collaboration of a wide variety of community-based groups and organizations to develop one-to-one relationships with virtually every single individual in need.

MEDIA LEADERSHIP/SUPPORT

Mission:

To devote the distinctive capabilities of the local and national news and entertainment media to persuading people to engage in community problem solving.

- a. Every segment of the news and entertainment media (e.g., television, newspapers, magazines, radio, cable, motion pictures) will provide examples of media groups and/or organizations that highlight community service continuously, spotlight successful service initiatives, profile outstanding community leaders and inform the public of how to engage in community service.
- b. In addition, in partnership with The Advertising Council, the Foundation will develop a nationwide advertising campaign to develop a new perspective on our social problems, to increase public awareness of the importance of community service and to catalyze community action.
- c. The Foundation will also create a mechanism to provide regular satellite feeds to local television stations containing stories about highly successful and newsworthy community service leaders and developments and a wire print service to disseminate such information to local print media.

FINANCE/RESOURCE ACQUISITION

Mission:

To obtain the necessary resources from the private and public sectors to support the activities of the Foundation.

The Foundation will raise at least \$25 million from the private sector in financial contributions and additional in-kind contributions. Also, the Foundation will seek \$25 million in Congressional funding.

#

The White House
July 29, 1989

THE POINTS OF LIGHT INITIATIVE: A STATEMENT OF CHALLENGE,
MISSION, POLICY AND STRATEGIC PLAN

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

AMERICA'S GREATEST CHALLENGE

Today America is at peace. More Americans are enjoying a greater degree of prosperity than ever before in our history. But while many Americans enjoy this peace and prosperity, it is also clear that for too many Americans everyday life is a nightmare of want, suffering, and isolation:

- o Millions of Americans are hungry.
- o Millions of Americans are homeless.
- o Millions of Americans are ill-clothed and without proper medical care.
- o Millions of Americans are abusing drugs and alcohol.
- o Millions of Americans have dropped out of high school or college.
- o Millions of Americans are illiterate.
- o Millions of Americans suffer from cancers, AIDS, and other debilitating diseases.
- o Millions of Americans are pregnant teenagers with little means or preparation to support the new Americans that they will soon bear.
- o And perhaps most important, millions of Americans are isolated and alone as their families and communities disintegrate around them.

These problems are our greatest challenge. If we are to continue to lead the World politically and economically, political reality and global competitiveness will demand that we address these problems. The fact is that if much of our workforce is

hungry, homeless, illiterate, and without adequate medical care, and if we are also compelled to spend massive amounts supporting Americans who cannot support themselves, our ability to compete with Japan, the New Europe, and others will be seriously curtailed. In addition, there is little doubt that others will be reluctant to follow our social and political leadership if we do not take care of our own people.

But Government alone cannot meet this formidable challenge. Indeed, it is a challenge to every American, and it will only be through long, sustained effort on the part of every American that this challenge will be met successfully.

AMERICA ON A MISSION

It must be the mission of all Americans to help the Nation address this serious challenge. In short, we must begin to solve our most critical social problems ourselves. Each individual and organization in American must begin to play a direct and consequential role. It is to assist the Nation on this mission, and to provide some leadership, focus, and support in this effort, that the President began the "Points of Light Initiative."

COMMUNITY SERVICE AND NATIONAL POLICY

Through the Points of Light Initiative, the President has made community service a national policy. As he stated when introducing the Initiative:

"I am here today to ask that both sectors, private and public - and all branches and all levels of Government - join this great movement to extend national service into every corner of America."

The President has concluded that community service must be national policy for two simple reasons. First, Government alone can not adequately address the social problems the Nation now confronts: it has neither the expertise nor the resources, and the problems are too many, too complex, and too pervasive. Second, the President believes that private initiative, private creativity, and private energy, if properly encouraged and supported, can and will do more to meet our challenge than anything Government could do. Thus, the Points of Light Initiative has been conceived and designed primarily to inspire and support community service by every American, in every city and every town, in every way that Americans can invent.

Underlying this new national policy are several firmly held convictions. Most important, the President believes that:

"There is no problem in American that is not being solved somewhere."

He also believes that "There is something special about each and everyone of [us]," and that "[We] each have a gift that America needs." Further, it is the President's view that if each of us gives the "gifts" that we have, we will all have lives "full of meaning and adventure."

The Points of Light Initiative is therefore based on the President's view that we can all help others in our own way, that by helping others we also help ourselves and the Nation, and that it will be this direct, personal, individual and organizational action of helping each other that will allow us to meet our greatest challenge. The Points of Light Initiative embodies these principles as national policy and establishes a framework for institutionalizing them as described below.

THE POINTS OF LIGHT INITIATIVE: INSTITUTIONALIZING A NATIONAL POLICY OF COMMUNITY SERVICE

1. The Objectives of the Point of Light Initiative

The Objectives of the Points of Light Initiative are:

- o To help all Americans to realize that the social problems of America are the problem of all Americans.
- o To call on all Americans (individual and corporate; private and public; profit and not-for-profit; rich and poor and middle class) to help address these social problems in whatever way they can best serve and with whatever means and skills they have available.
- o To identify community service programs that are successful and help support, improve, expand, and replicate these programs.
- o To discover, encourage, and publicly recognize and reward Americans who are or who become outstanding examples and models of community service, at both individual and organizational levels.

Thus, the primary Objective of the Initiative is, as the President has stated, making community service "a way of life" in America.

"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'thousand points of light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

2. Strategies Achieving the Objectives of the Points of Light Initiative

To achieve the Objectives of the Points of Light Initiative, Americans will need to work together on many levels. The President will provide the vision and leadership that this work will require, and he will also provide some Federal authority, support, technical assistance, and sponsorship for the effort. But for the Initiative to truly succeed, ideas and energy for programs must come from Americans, not from the Federal Government.

Accordingly, the Points of Light Initiative will not be another Federal program. Nor will it be another Federal bureaucracy. Instead, it will be a catalyst for institutionalizing community service as an important value and attitude in American society. It will provide several institutional forums and methods for assuring that these values and attitudes endure, that successful community service programs grow and thrive, and that the innate desire and creativity that all Americans have to serve others and improve America is allowed to manifest itself in a multiplicity of forms. To extend the imagery of "light", the Initiative should be viewed as a "lightning rod" in the President's "movement to extend national service into every corner of America."

The President's strategy for institutionalizing community service as a part of everyday life in America has four key elements at this time. As this process unfolds, the creativity of Americans is engaged, and we gain more experience with community service, we expect that additional plans will evolve and more constructive steps will be taken. But as we begin the four key strategic elements will be:

A. Encouraging Individual and Organizational Community Service

Every individual and organization in America will be encouraged to develop their own "point of light" community service initiative(s). In addition, every individual and organization will be encouraged participate in at least one community service initiative somewhere. By "organization" we mean corporations, firms, schools, churches or synagogues or other places of worship, unions, clubs, groups or associations. Organizations can be public or private, for profit or not-for-profit, very large or very small. Larger institutions will be urged to create service opportunities in each chapter, group, division, department or other sub-unit, in order to facilitate participation by everyone.

Ideally, community service initiatives should:

- o Target any situation where the possibility for constructive change or relief of individual suffering seems possible. All will be encouraged to "think big", "be creative", and tackle even the problems which seem most difficult and intractable.
- o Focus on problems and solutions that affect many people as well as working one-on-one. Changing and improving systems and structures that are not working or serving as they should will be emphasized. For example: housing programs that encourage tenant ownership and management; education programs that teach skills that enhance employability; and counselling programs that encourage family cohesion and stability would all be strongly encouraged.
- o Create partnerships among several organizations with complementary resources so as simultaneously to respond to the family of problems affecting an individual in need.
- o Show demonstrable progress, against measurable and demanding criteria.
- o Show effective management techniques that others can learn and use.
- o Be replicable in other communities.

Examples of initiatives or programs that may be designed to meet these criteria include:

- o A literacy program in a company that would teach reading to every employee or family member who wants to learn to read.
- o "Adopting" a school, class or single student, and providing, with private resources, tutoring, food, medicine, clothing and shelter to each person "adopted."
- o A one-to-one mentoring and support program for unwed young mothers from pregnancy through the child's early years, or for high school drop-outs, prisoners, elderly people, or AIDS patients.

B. Encouraging the Use of Existing Skills And Resources To Provide Community Service

The Points of Light Initiative will enlist the distinctive skills and competence of organizations and individuals to assist the Nation to meet its challenge. The Initiative will seek out the "gift" that each individual and organization has and provide support and encouragement for the giving of that "gift." As a general operating principle, everyone will be encouraged to give what they know and do best in the form in which they are most comfortable. For example:

- o Real estate developers would be encouraged to form consortiums with other real estate developers, architects and commercial banks to build decent, affordable housing.
- o Restaurants, grocery stores, convenience stores, and farms would be encouraged to make surplus food available to the hungry.
- o Television and radio stations, newspapers, magazines, and other members of the media would be encouraged to (i) make media available that would promote and instill community service as a National attitude and value, (ii) spotlight successful service programs and initiatives, (iii) profile outstanding community servants and programs and (iv) inform the public as to how to get involved in community service.
- o Credit card issuers, banks, telephone and utility companies would be encouraged to include in billing and statement envelopes printed information about how and where people and organizations could serve others.

Further, the Points of Light Initiative will actively seek out extraordinary and exemplary individuals and organizations in all walks of life and draw them into community service. These individuals and organizations will form and lead "Peer-to-Peer Working Groups" (e.g., lawyers going to other lawyers, teachers to other teachers, union members to other union members, churches to other churches). These Working Groups will bring examples of successful programs within their specific expertise to others in the same field and will provide training, technical assistance and other support to enable other individuals and organizations to devise similar programs.

C. Building a Culture and Attitude Emphasizing Community Service

The President, as part of the Points of Light Initiative, will use every opportunity to promote and support community service. More specifically, the President will lend the full weight and authority of his Office in a full fledged effort to create a National culture and attitude that values community service and instills in each individual and organization in America the conviction that "any definition of a successful life must include serving others." To accomplish this cultural and attitudinal change, the President, as part of the Points of Light Initiative, will:

- o Urge every Governor and every Mayor in every State and every locality in America to replicate the Points of Light Initiative in his or her State or locality by bringing together corporate executives, local managements, business associations, community activists, not-for-profit associations, educational associations, environmental groups, media institutions, civic associations, minority groups, religious denominations and local political leaders to develop "Points of Light Working Groups" to marshal community resources and deploy them against local problems.
- o Urge every organization in America to identify and honor as "heroes" those individuals from their ranks and most deserve recognition for their work in the field of community service.
- o Urge every employer in America to include community service among the factors considered in making hiring, compensation and promotion decisions.
- o Urge every State and local Government and educational authority to teach and uphold the value of community service in primary and secondary schools.

- o Urge every College and university in America to consider as an important factor an applicant's community service record in making admissions decisions and then to teach and instill the value of community service to all students.
- o Urge every not-for-profit organization in America to build the capacity to absorb increasing numbers of volunteers into meaningful roles and to share their expertise and insights with those new to community service.
- o Urge every young American to commit at least a part of their life to community service. Through an initiative entitled "Youth Engaged in Service (YES) to America", a special effort will be made to attract young people to community service and to persuade adults and institutions to contribute to youth leadership by devising community service programs and initiatives that address the particular needs of young people and by involving young people in community service programs that help others.

D. Recognizing and Acknowledging Successful Community Service

America's community service movement must have the strongest, most creative leadership nationally and locally. Such leadership must be constantly recruited. As a result, the President, again as part of the Points of Light Initiative, will call upon every individual and organization in America to identify the most promising leaders in all walks of life and encourage them to devote a portion of their talent and energy to the challenging and rewarding field of community service. Special attention will be given to identifying new leaders among young people and elderly citizens and developing their community service leadership potential. The energy and idealism of the young and the experience and expertise of the old can combine to contribute much to the community service movement.

The discovery and encouragement of new leaders will be the responsibility of every individual and organization. Through the Points of Light Foundation described below, the President will recognize and present awards and other forms of commendation to talented community leaders and successful programs that help to solve the Nation's most critical social problems. Every organization in America will also be encouraged to follow the President's example by recognizing and honoring its own "Points of Light."

3. The Points of Light Foundation: An Institutional Catalyst

On June 22, 1989, the President announced that he would establish, and serve as the Honorary Chairman, of the Points of Light Foundation. The Foundation will be the institutional catalyst that the President will use to accomplish the objectives and implement the strategy of the Points of Light Initiative. While the Foundation will be a vehicle for establishing the Initiative, it is not the Initiative itself. Rather, the Initiative will be composed of the "thousand points of light" across America, and the Foundation will be just one light among the thousand.

But the Foundation will have three critically important roles: inspiring, promoting, and supporting community service in all its forms all across the country. The Foundation will bring together people, ideas, information, and resources and provide for exchange and interchange among those engaged in community service. In addition, the prestige and professionalism of the Foundation will provide a legitimizing function for people, ideas, and programs that are new and promising.

Specifically, the Foundation will perform the following functions:

- o Through the Foundation's "ServNet Project," corporations, professional firms, unions, schools, religious groups, civic groups and not-for-profit service organizations will be asked to make available the services of some of their most talented and promising people. ServNet will provide training and technical assistance for those participating in community service and will be the basis for the "Peer-to-Peer Working Groups" mentioned above.
- o Through the Foundation's "ServLink Project," the Foundation will develop "technology links" between those who wish to serve and those who need service. The principal objective of ServLink will be to improve existing methods of matching would-be volunteers with purposeful service opportunities. The primary "technology links" that ServLink would use would be special telephone lines and services and a variety of interactive computers and computer networks.
- o The Foundation will set forth, using a variety of media, examples of individuals, organizations, and programs that provide models and examples of community service, and it will continuously encourage service on a National level without

regard to ideology or political content.

- o The Foundation, with the YES Initiative, will annually select two college-aged youth from each State as "President's National Service Youth Representatives." They will spend one year traveling their regions as service ambassadors urging other young Americans to get involved. The Foundation will also recognize successful community initiatives and outstanding leaders through two new Presidential Awards: the "National Service Youth Leadership Awards" which will be given each year to individuals, and the "Build A Community Awards" which will honor "partnerships" which work together to strengthen families and decaying neighborhoods in America.

The Foundation will provide modest financial support to select high impact, high visibility community service programs. It will not, however, as a regular practice, manage, design or fund particular programs. In essence, the Foundation will be a private initiative, under Presidential sponsorship, which will use private resources and initiative to serve Americans who engage in community service or who want to become involved with community service. It will make the existing "thousand points of light" brighter and will work to "turn on" thousands of new lights.

CONCLUSION

The President's Points of Light Initiative is designed to address the most critical domestic challenges facing the Nation today. These problems were long in coming and cannot be solved overnight. But if each American citizen and each American organization responds to the President's call to engage "one-to-one" in the life of another person in need, this Initiative will be the most comprehensive and inclusive movement of our time.

It is a movement that is based on the President's conviction that "America's greatness rests on the goodness of her people" and that "Government cannot substitute for 'Do Unto Others'." Further, the Initiative begins from the premise, as stated by Ralph Waldo Emerson, one of our earliest poets, that "The greatest gift is a portion of thyself." Although the problems that face us are formidable, so is the strength of our "thousand points of light." And if we can next year have two thousand points and the year after three thousand, our strength and ability to overcome the problems that confront us will be great indeed. It is for this reason that the President now calls on every individual and organization in America to make the problems of our communities their own and to join the Points of Light Initiative to help address those problems. It is only through such steps that we will be able to ensure the fulfillment of America's promise and restore our Nation to its role of political, social and economic leadership in the World.

THE WHITE HOUSE
Office of the Press Secretary

EMBARGOED FOR RELEASE
AT 9:00 PM (EST)
THURSDAY, FEBRUARY 9, 1989

PRESIDENT BUSH'S AGENDA: BUILDING A BETTER AMERICA

FACT SHEET

Less than three weeks into his Presidency, President Bush addressed a Joint Session of the Congress and outlined a comprehensive agenda for building a better America. The President's Message is accompanied by a supplementary discussion of plans and proposals entitled Building a Better America. Together, the Message and the 193-page supplement describe the President's priorities and approach.

The President outlined a realistic plan that establishes clear priorities and meets the Gramm-Rudman-Hollings budget targets, without raising taxes. While dealing with problems from the past (the Savings and Loan crisis and nuclear clean-up), and meeting tight fiscal constraints, the President's priorities nonetheless focus attention on investing in America's future.

The President's agenda has six basic parts -- each of which is summarized below:

1. Restoring Fiscal Balance
2. Advancing Priorities for Growth and Competitiveness
3. Ending the Scourge of Drugs
4. Making a Kinder and Gentler Nation
5. Managing America's Government Better
6. Securing a More Peaceful World

In seeking to advance his agenda, the President again extended his hand to the Congress in a cooperative bipartisan spirit. He repeated his observation that "the people did not send us here to bicker," emphasizing that Americans want to see their elected leaders produce. To this end, he offered to have members of his Administration negotiate in good faith -- day and night if that is what it takes -- in order to reach bipartisan agreement with the Congress.

MORE

I. RESTORING FISCAL BALANCE

A. Ordering Budget Priorities

The President's budget plan adopts a common-sense approach to budgeting. It no longer measures changes against the Wonderland concept of "current services baseline" but rather from this year to next year. In this approach the starting point is the large revenue growth expected in FY 1990 over 1989 -- almost \$82 billion. This growth is then allocated to a reduction of the deficit by 40 percent, required increases in such areas as interest on the national debt, and to the President's priorities and initiatives.

B. Budget Process Reforms

The President's budget process reform proposals include:

- o A Balanced Budget Constitutional Amendment, to end the chronic affliction of spending that exceeds revenues and to assure future fiscal responsibility.
- o A Line Item Veto, a tool possessed by 43 state governors, to help the President control spending.
- o Enhanced rescission authority that would require an up-or-down vote by Congress on Presidential rescission proposals.
- o Biennial Budgeting, to make the budget process easier and more efficient and encourage longer term policy development by the President and Congress.
- o Enactment of Individual Appropriations bills, to avoid crisis-born, thousand-page omnibus "continuing resolutions."
- o A Joint Budget Resolution, requiring approval of the President, to guarantee early negotiations and make it more likely that the resolution would ultimately be reflected in law.
- o Enforcement of the Budget Resolution as a guideline for legislative action, ending differing policy interpretations.
- o Credit Reform, to identify the true subsidy cost of direct and guaranteed loan programs.

- o Heightened Attention to Capital Expenditures without changing the measurement of a budget surplus or deficit.
- o Longer Horizons, to assure that major budget problems such as FSLIC insolvency are anticipated.

II. ADVANCING PRIORITIES FOR GROWTH AND COMPETITIVENESS

A. Investing in R&D and Long Term Productive Capacity

The President's initiatives to assure the continued economic health of future generations include:

- o Encouraging Long-Term Investment by reducing the capital gains tax rate to a maximum of 15 percent for long-held assets and eliminating capital gains taxes for taxpayers with adjusted gross incomes below \$20,000 a year.
- o Elevating Science and Technology in national policy-making by making the White House Science Advisor an Assistant to the President, reporting directly to the President.
- o Enhancing the Federal investment in basic research by increasing research programs of the National Science Foundation and the Department of Energy by \$360 million.
- o Maintaining America's leadership in space. The President proposes a 22 percent increase in funding for the National Aeronautics and Space Administration, providing for the continued development of Space Station Freedom and a build-up of the flight rate of the space shuttle. Viable commercial space initiatives are also encouraged.
- o Making the Research & Experimentation (R&E) tax credit permanent and improving R&E expense allocation rules to encourage continued growth of private domestic research and experimentation.

- o Stimulating Domestic Oil and Gas Production and reducing dependence on foreign oil by:
 - providing tax incentives for exploratory drilling costs; and
 - urging decontrol of natural gas.
- o Constructing the Super Conducting Supercollider which will be used by research scientists around the world and will assure our technological leadership in high-energy physics.
- o Expanding Biomedical Research. The President will propose a seven percent increase in funding for basic research and will encourage new partnerships with industry for applied research.
- o Promoting International Competitiveness. The President will create a Council on Competitiveness to be chaired by the Vice President.
- o Improving Opportunities for Disabled Americans. The President will establish a policy working group of senior Administration officials to recommend changes needed to promote self-sufficiency and to rationalize services across government programs.

B. Investing in People: Education

Educational achievement of our Nation's children is a major determinant of future productivity and our competitive position in the world. The President will help to reward success through public recognition and financial rewards for those schools, students and teachers who have excelled. The President's initiatives include:

- o Rewarding Successful Schools whose students demonstrate substantial progress with a new program starting at \$250 million and rising to \$500 million. The awards can be used by the winning schools for any educational purpose.
- o Recognizing Superior Teachers across the country with public recognition and cash awards to provide incentives for excellence and to demonstrate that highly motivated educators will not go unnoticed.

- o Establishing a National Science Scholars Program to foster a greater commitment to science and mathematics education. Scholarships and opportunities for hands-on experience in federal research laboratories will be provided to top high school students across the country.
- o Creating a new \$100 million addition to the magnet schools program to encourage curriculum innovation and provide better opportunities for motivated students.
- o Helping states develop alternative certification systems to remove unnecessary barriers so that talented and motivated people can become teachers or principals.
- o Providing additional Federal funds to increase support for experimentation and innovation in the schools and to assure timely distribution of knowledge about what works in education.
- o Providing \$60 million over four years in new Federal matching grants for Historically Black Colleges and Universities to create incentives for increased endowments, to assure continued progress of these important institutions.
- o Assuring proper accountability in Federal education programs to provide for the best use of tax dollars and the achievement of educational goals.

C. Expanding Economic Opportunities: Enterprise Zones

- o Create Enterprise Zones to expand economic opportunity for economically distressed areas, using tax incentives and regulatory relief to stimulate growth.

III. ENDING THE SCOURGE OF DRUGS

The President believes in zero tolerance of illegal drug use. No amount of illegal drug use is acceptable to the President. Action on multiple fronts is needed. The President is requesting \$6 billion in FY 1990 to fight drugs, including nearly \$1 billion in new outlays for drug education,

treatment, and enforcement, and will support stiffer drug penalties. The Director of National Drug Control Policy will develop a national drug control strategy.

A. Educating the Young: Drug Prevention

- o Funding for the Drug-Free Schools and Communities Act will be increased.
- o A new \$25 million Emergency Urban Grants program is created for the special needs of those urban school systems with the worst drug problems.
- o A new \$35 million community partnership grant program will also be added to stimulate more community involvement in drug prevention activities.

B. Reclaiming Lives with Improved Drug Treatment

- o Funding for drug abuse treatment will be increased 18 percent, including new grants to reduce the waiting periods for admittance into drug treatment programs.
- o A grant program will be created to assist areas of the country identified as having the greatest need for more treatment for the indigent, disadvantaged, youth and expectant mothers.

C. Going to the Source: Drug Law Enforcement

- o Substantial funding increases are requested for the Drug Enforcement Agency, the Customs Service, the State Department's Bureau of International Narcotics Matters, and the drug interdiction budget of the Coast Guard, to strengthen inspection, interdiction, intelligence efforts and crop eradication programs.
- o The Justice Department will receive funding for grants for local law enforcement agencies and for additional U.S. Attorney prosecutorial staff, as well as for FBI investigations and local law enforcement training.

D. Strengthening Our Laws: Drug Penalties

- o The President will call for strict application of the tough new penalties in the Anti-Drug Abuse Act of 1988.
- o Drug offenders will be a top prosecuting priority of U.S. Attorneys.

IV. MAKING A KINDER, GENTLER NATION

A. Protecting the Environment

The President proposes a nine-part program to protect the environment.

- o Strengthening Our Commitment to Cleaner Air: The President will propose legislation to reauthorize the Clean Air Act, ensuring progress toward meeting air quality standards in the Nation's major cities. The President will ask Congress to establish an acid rain program that will obtain significant SO₂ and NO_x emission reductions, balancing competing interests, by specified dates. The President will work to achieve the worldwide ratification of the historic Montreal Protocol.
- o Preserving and Expanding Recreation Lands: America's parks and open spaces are national treasures. The President proposes \$200 million for new land acquisitions through the Land and Water Conservation Fund, reversing the policy in the January budget of essentially no new acquisitions.
- o Developing Offshore Oil and Gas While Protecting the Environment: The President believes that oil and gas development is necessary; however, drilling will be permitted only in an environmentally sound manner. The President will delay leasing in three sensitive areas pending resolution of environmental concerns by a task force he will establish.
- o Speeding Hazardous Waste Cleanup: A reinvigorated Superfund program is the key to resolving the Nation's hazardous waste problems. Polluters unwilling to clean up their wastes will pay triple damages; cost recovery cases will be pursued sooner to end the incentive for delay; and EPA will use its emergency cleanup authority more often.
- o Fighting Ocean Pollution: The President is committed to end ocean dumping by the end of 1991, and EPA will issue no new permits for ocean dumping of sludge or industrial waste. The FBI and EPA will be instructed to prosecute illegal dumpers of medical waste and new penalties against medical waste dumpers will be sought.
- o Preserving Our Wetlands: The national goal will be no net loss of wetlands. An interagency task force will be established to ensure that all agencies involved in wetlands preservation work toward that goal, and there will be firmer enforcement of present laws aimed at saving wetlands.

- o Enhancing Water Quality: The President proposes an increase in funding of \$64 million for coordinated Federal water quality programs in four agencies. Farmers will be aided in their efforts to avoid groundwater contamination from pesticides and fertilizers.
- o Reducing the Growing Volume of Waste: The President is committed to exceeding EPA's current goal of 25 percent reduction in waste. This is primarily a local problem, but Federal assistance will be expanded, including developing a database on successful waste reduction and recycling techniques.
- o Fostering International Cooperation on the Environment: President Bush will promote international cooperation on environmental issues, including global warming, preservation of the oceans, and the loss of tropical rain forests.

B. Combatting Homelessness

- o The President is committed to addressing forcefully -- through public and private action -- the tragedy of men, women, and children living without homes. The President's budget fulfills his pledge to fully fund the McKinney Act at \$746 million in FY 1990, and over-all funding directed at homelessness will increase 70 percent to \$1 billion.
- o Beyond McKinney, an incremental \$50 million will be requested for a new matching grant program, in partnership with state and local agencies and not-for-profit and volunteer organizations. This program will address many facets of homelessness, encouraging and supporting the most promising local solutions for the problem.

C. Enhancing Parental Choice in Child Care

The President proposes a four-part initiative, a key element of which is to preserve the incentive for parents to make their own decisions about what sort of care is best for their children. The cost of the initiative in 1990 is \$330 million, rising to more than \$2.5 billion by 1993.

- o Enhancing Parental Choice in Child Care: The President proposes a new, refundable tax credit of up to \$1000 for each child under four in low-income families, allowing families to select from a wide range of child care options the arrangement that best suits their needs.

- o Making the Existing Dependent Care Credit Refundable: For lower income families that do not pay tax, the present credit is of no value. Under the proposal it would be made refundable.
- o Expanding Head Start: A \$250 million increase in the Head Start program will allow up to 95,000 additional four year-olds to get a better start in life.
- o Examining Barriers to Liability Insurance: The difficulty encountered by employers in obtaining liability insurance may prevent them from providing on-site child care. The President has directed the Secretary of Labor to determine what obstacles stand in the way of purchasing such insurance, and report back to him by the end of this year.

D. Increasing Adoption

The President proposes to facilitate adoption by restoring the tax deduction for unreimbursed one-time costs of adopting special needs children and doubling it to \$3,000. A reduction in the January budget for the Adolescent Family Life Program is withdrawn, and there is increased funding for several adoption-related programs.

E. Involving Youth in Service: YES to America

The President is convinced that increasing the involvement of young Americans in voluntary programs will not only reduce many national problems but will also instill a life-long spirit of service. He will propose legislation and funding for the establishment of the YES to America Foundation.

F. Responding to HIV/AIDS

Solving the problem of AIDS is the highest public health priority of the Bush Administration. The President proposes an increase of \$313 million in AIDS funding in 1990, devoting more money than ever before for research, education, testing, and counselling.

G. Improving Medicaid for Pregnant Women, Infants, and Children

The President is committed to improving health care for lower-income Americans by focusing first on those most at risk: pregnant women and their children. To accomplish this, the Administration is proposing to further expand eligibility for Medicaid beyond expansions recently enacted. The proposal for Medicaid savings in the January budget is withdrawn.

H. Protecting Social Insurance and Providing for Those in Need

Social Security will be fully funded, with an estimated 3.6 percent Cost of Living Adjustment in January 1990. Other social insurance benefit programs, such as Unemployment Compensation and Veterans Service-connected Compensation, are also fully funded. No cuts are proposed in means-tested entitlement programs.

V. MANAGING AMERICA'S GOVERNMENT BETTER

A. Providing for National Security While Increasing Efficiency

The President proposes to freeze defense budget authority for one year in real terms, followed by a resumption of real growth of one percent in 1991 and 1992 and two percent in 1993. The President will accept the freeze in 1990 only on condition that the savings be allocated to his priority initiatives, and that the defense spending level be part of a comprehensive budget agreement that meets the Gramm-Rudman-Hollings targets without a tax increase and includes budget process reforms.

The President has ordered a review by the National Security Council of defense policies and strategies, and has charged the Secretary of Defense with improving the defense procurement process. The President has also asked the Congress to do its share by streamlining its own procedures of oversight and budgeting for defense.

B. Attending to Problems from the Past

- o Reforming the S & L Sector. A comprehensive plan for dealing with insolvencies in the thrift industry was announced February 6. It involves a mix of industry and taxpayer funds but will not result in greater net budget outlays than contemplated in the January budget, except in FY 1989. The total cost to the taxpayer over ten years is estimated at \$39.9 billion.
- o Protecting Safety and Environment While Modernizing Nuclear Weapons Plants. The President proposes an increase of \$1.1 billion in budget authority in FY 1990 for nuclear safety, environmental cleanup and modernization, 42 percent above 1989. Outlays would rise \$700 million.
- o Ensuring Excellence and Safety in Aviation. Budget authority for the FAA will increase by almost \$1.2 billion in 1990, providing for hiring more air traffic controllers and a 41 percent increase in the program of modernization of the air traffic control system.

C. Transferring Assets to the Private Sector

The Administration intends to transfer to the private sector activities of government that can be best performed there. These include the naval petroleum reserves, helium processing facilities and the assets of two of the seven electric power marketing administrations. In addition, there will be sales of oil and gas leases on the outer continental shelf and in the Arctic National Wildlife Refuge. Three lease areas on the outer continental shelf off California and Florida are withdrawn from proposed sale pending further assessment of potential environmental damage.

VI. SECURING A MORE PEACEFUL WORLD

- o The President is committed to building ever-stronger partnerships with United States allies and friends, who are our first priority.
- o As the result of Western strength and solidarity, we enjoy the prospect of more constructive relations with the East. The President is ready to work with the Soviet Union in many areas, to build on previous significant progress. The agenda for the future includes addressing regional conflicts, arms reduction, human rights and bilateral exchanges, as well as many new transnational challenges, including terrorism, narcotics and the global environment.
- o There is a new appreciation of the benefits of economic freedom -- in developed countries, in developing countries and even in the Communist world. It is increasingly realized that free markets and private initiative are the engine of prosperity and growth. American policies will build upon this awareness and the profound changes it is likely to bring in much of the world.
- o The President and Secretary of State are pledged to consult and collaborate with Congress as appropriate. History shows that foreign policies succeed when there is a spirit of bipartisanship and cooperation.
- o The President has instructed the National Security Council to review the range of foreign policy and national security challenges facing the nation. The NSC will recommend to the President within 90 days options for United States policy.

BUSH BUDGET SUMMARY
RECEIPTS, OUTLAYS, AND DEFICITS
(In billions of dollars)

	1989	1990	1991	1992	1993
Receipts	979.3	1,065.6	1,147.6	1,218.6	1,286.6
Outlays, excluding asset sales	1,149.5	1,160.4	1,211.8	1,249.2	1,284.1
Deficit, excluding asset sales	170.2	94.8	64.2	30.6	-2.5
G-R-H targets	136.0	100.0	64.0	28.0	0.0
Deficit, including asset sales	163.3	91.1	61.9	26.8	-3.8

#

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

June 22, 1989

FACT SHEET

POINTS OF LIGHT INITIATIVE

"From now on in America, any definition of a successful life must include serving others."

CHALLENGE

Though America is at peace and more Americans are enjoying a greater degree of prosperity than ever before in our history, we still have work to do. As long as millions of Americans are illiterates, drop-outs, drug abusers, pregnant teens, delinquent or suicidal young people, AIDS victims and among the homeless and hungry, America has not yet fulfilled its promise. Our challenge is to overcome the disintegration of communities, large and small. While the government's role is critical, government cannot overcome this challenge alone.

MISSION

The President believes in the readiness and ability of every individual and every institution in America to initiate action as a "point of light." Meaningful one-to-one engagement in the lives of others is now required to overcome our most serious national problems. The growth and magnification of "points of light" must now become an American mission.

STRATEGY

- I. CLAIM PROBLEMS AS YOUR OWN
- II. IDENTIFY, ENLARGE AND REPLICATE WHAT IS WORKING
- III. DISCOVER AND ENCOURAGE NEW LEADERS

I. CLAIM PROBLEMS AS YOUR OWN

A. The President's Call for Action

The President calls on **all Americans and all American institutions**, large and small, to make service of central value in our daily life and work.

The President calls on the **heads of businesses and professional firms** to include community service among the factors considered in making hiring, compensation and promotion decisions.

The President calls on **newspapers, magazines, radio and television stations, cable systems and other media institutions** to identify service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly.

The President calls on **state and local education boards** to uphold the value of service and to encourage students, faculty and personnel to serve others.

The President calls on **college and university presidents** to recognize the value of community service in considering applicants, to uphold the value of community service and to encourage students, faculty and personnel to serve others.

The President calls on **not-for-profit service organizations** to build the capacity to absorb increasing numbers of volunteers in purposeful roles.

The President challenges **all young people** to lead the nation in this movement of community service through the **"YES (Youth Engaged in Service) to America"** initiative. The President will call all young people to help overcome society's challenges by serving others through existing organizations or new initiatives.

He will also challenge:

- o Leaders from **all institutions** to engage their organizations in the development of young people;
- o **Community leaders and students** to reach out to **alienated young people** and develop community service opportunities which redirect their lives in a positive way;
- o **Community service organizations** to build the capacity to absorb large numbers of young people in purposeful community service.

Through the foundation, the President will:

- o Select the **President's National Service Youth Representatives** who will lead other young people in community service in their regions, suggest ways that other young people can engage in community service and assist in developing and implementing local programs;
- o Initiate the **President's National Service Youth Leadership Forums**; and
- o Present the **President's National Service Youth Leadership Awards** to honor outstanding youth community leaders.

YES to America is not a federal government program, but a nationwide service movement. It is:

- o A movement that is **grass-roots and community-based** rather than devised in and imposed from Washington;
- o A movement that does not compensate people with federal dollars for what should be an **obligation of citizenship**;
- o A movement that integrates service into young people's normal life and career pattern, developing in them a **lifelong commitment to service** rather than a temporary, one or two year involvement.

B. One-to-One Problem Solving

Every individual should "connect" with his or her institution - businesses, professional firms, the media, labor, education, religion, civic groups, associations of all kinds and not-for-profit service organizations - and engage in the lives of others in need on a one-to-one basis. Examples of the kinds of engagement the President calls for include:

- o starting a **literacy program** to teach every employee or member who wants to learn to read;
- o "adopting" a **school, class or single student**, providing tutoring, computers and other learning aids, food, clothing or shelter for each student who needs them;
- o "adopting" a **nursing home**, offering comfort and cheer;

- o starting a one-to-one mentoring program for **needy young people**;
- o forming a consortium to make decent, affordable housing available to the **homeless**;
- o contributing and distributing surplus food to soup kitchens each day to feed the **hungry**.

Individuals wishing to help another in any of the above ways independently of an institution are encouraged to establish a **one-to-one relationship** with an individual in need.

II. IDENTIFY, ENLARGE AND REPLICATE WHAT IS WORKING

The President will serve as Honorary Chairman of a foundation called the **"Points of Light Initiative."**

The President will convene an **advisory committee** to make recommendations (**within 45 days of its first meeting**) on the structure and composition of the foundation and the legislation most appropriate to accomplish the purposes of the President's national service initiative.

The President will seek a **Congressional appropriation** of \$25 million annually for the foundation, which will, in turn, seek to match that amount from **private sector contributions**.

The President will challenge each **Governor** to replicate this initiative in each state and encourage **state and local leaders** to develop **"Points of Light Working Groups"** composed of community leaders. These groups will marshal resources within their communities and deploy them to overcome local problems.

The President believes that **virtually every problem in America is being solved somewhere**. There are already countless service initiatives working successfully throughout America. However, these successful initiatives are too often isolated and unknown to others. **These initiatives must be replicated over and over again by individuals and teams until everyone is connected to someone, one-to-one.**

A. Peer-to-Peer Working Groups

Through a foundation initiative to be called the **"ServNet Project"**, corporations, professional firms, unions, schools, religious groups, civic groups and not-for-profit service organizations will be **asked to donate the services of some of their most talented and promising people for a period of time**.

These extraordinary individuals will **form and lead peer-to-peer working groups**, e.g., lawyers going to fellow lawyers, teachers to fellow teachers, union members to fellow union members, bringing examples of successful initiatives and providing training, technical assistance and other support to enable other institutions to devise similar initiatives.

B. Linking Servers to Needs

One of the foundation's objectives is to help to improve existing **methods of matching** would-be volunteers with purposeful service opportunities.

Over time, through an initiative called the **"ServLink Project"** the foundation will stimulate the development through private sector resources of **"technology links"** between those who wish to serve and those who need service (e.g., telephone calls, interactive computers, etc.).

Volunteer centers should be easily accessible to all Americans in their neighborhoods, **matching people with service opportunities**. Such contact points may be in a place of worship, union hall, library, fire station, business building, service group headquarters or neighborhood home.

In addition, every bank, credit card issuer, telephone and utility company will be asked to **include in billing and statement envelopes** printed information about how people and their institutions can become engaged in serving others.

C. Recognition and Awards

In order to encourage others to engage in service, every newspaper, magazine, radio and television station will be asked to **identify service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly**.

The **"President's Build A Community Awards"** will honor those people and institutions who have worked together to rebuild families or to revitalize communities.

Through the foundation, the President will **recognize and present awards and other forms of commendation** to talented community leaders and successful initiatives that are solving the nation's most critical social problems.

III. DISCOVER AND ENCOURAGE NEW LEADERS

America's community service movement must have the **strongest, most creative leadership** nationally and locally. Such leadership must be constantly recruited.

The foundation, with the help of existing organizations, will **identify the most promising new leaders** in all walks of life, who are not now engaged in community service, and **encourage them** to devote part of their talent and energy to community service.

The foundation will give special attention to **young people** and to **those who have not had the opportunity** to fulfill their leadership potential.

IV. CONCLUSION

The President's national service initiative focuses on the most critical domestic challenges facing the nation today. These problems were long in coming and cannot be solved overnight. But if each American citizen and each American institution responds to the President's call to engage "one-to-one" in the life of another person in need, this initiative will be the most comprehensive and inclusive movement of our time. This movement can dramatically reverse negative trends on many fronts and ensure the fulfillment of America's promise.

THE WHITE HOUSE

WASHINGTON

THE PRESIDENT'S ACTIVITIES
LEADING THE POINTS OF LIGHT MOVEMENT

January 1989 - September 1990

**STRATEGY I: "CHANGE ATTITUDES WITH THE CALL TO
CLAIM SOCIETY'S PROBLEMS AS YOUR OWN"**

Change national attitudes about the role that all individuals, groups and institutions can and should play in solving serious social problems.

- o **Design** a nation-wide community service strategy to engage every American in direct and consequential community service.
- o **Elevate** service to a national mission (e.g. "From now on in America, any definition of a successful life must include serving others.").
- o **Communicate** regularly in speeches the central strategic role of community service in solving the nation's most serious social problems and the meaning and fulfillment that serving others can bring.
- o **Challenge** all Cabinet Secretaries and agency heads to:
 - Personally engage in community service;
 - Encourage employees to engage in community service;
 - Recognize employees engaged in community service;
 - Commence department/agency-wide community service initiatives;
 - Weave community service site visits into official travel.
- o **Meet and challenge** sector leaders (e.g. New York Partnership, Catholic Lawyers Guild, School Principals, National Association of Land Grant Colleges, National Association of Home Builders) to engage themselves and their institutions in community service and highlight and recognize those sector leaders already leading this movement.
- o **Call** young people to engage in community service (e.g. YES South Lawn event, numerous university and youth speeches).

- o **Facilitate** young people's role in solving serious social problems by providing forums for youth to work with business, community and education leaders to design community service action plans (e.g. The President's Youth Leadership Forum at the White House).
- o **Encourage** celebrities who wish to become a part of the Points of Light movement (e.g. Whitney Houston, Michael Jackson, Mike Love, Prime Time to End Hunger Event).
- o **Author** op-eds promoting community service for major publications and trade magazines (e.g. ABA Journal, American Gas Association).
- o **Indicate** the importance of community service during press and media interviews.
- o **Promote** community service through taping Public Service Announcements for organizations (e.g. NCAA, National Hospice Organization, United Way, NFL).
- o **Announce, publicize and participate** in the annual National Volunteer Week.
- o **Initiate** White House community service projects.
- o **Designate** a commissioned officer within the White House to assist the President in his leadership of the community service movement.
- o **Create** an office within the White House to focus Presidential leadership on community problem solving (The Office of National Service - The White House Points of Light Office).
- o **Propose** the establishment of The Points of Light Foundation to help implement a national strategy and agree to serve as its Honorary Chairman.

STRATEGY II: "IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING"
Focus on community solutions to social problems, urging their replication throughout the nation.

- o **Identify** and **thank** personally, specifically and relentlessly, those who are making a real difference (e.g. Daily Points of Light nominees and designees).
- o **Spotlight** Daily Points of Light to local press to increase their visibility so that they can be replicated (e.g. White House Press Release).

- o **Target** large audiences and communicate Daily Points of Light stories to them (e.g. Mailing of Daily Points of Light collections).

STRATEGY III: "DISCOVER, ENCOURAGE AND DEVELOP LEADERS"

Seek out those with leadership potential and convince them to lead the Points of Light movement.

- o **Establish** the Daily Points of Light recognition program and **award** annual President's Volunteer Action Awards.
- o **Honor**, personally, Daily Points of Light honorees as much as possible (The President has met with over 20% of all Daily Points of Light when traveling or at the White House for photo opportunities and special occasions, such as the ceremonies to sign the Americans with Disabilities Act, National Volunteer Week Proclamation, and Educational Excellence for Hispanic Americans).
- o **Visit** community service initiatives while travelling outside and within the Washington area (e.g. Mad Dads, Oakwood, Cincinnati Youth Collaborative, Covenant House, Acres Home, D.C. General Hospital, Capital Area Community Food Bank).
- o **Recognize** personally, individuals who engage in community service (e.g. speeches, thank you letters, phone calls).
- o **Call** upon media prominently to recognize individuals and institutions engaged in community service and thank them for playing an important role in recognizing those who are solving problems and raising awareness to the potential and appeal of community service (e.g. Prime Time to End Hunger Rose Garden Ceremony, Memphis Commercial Appeal).
- o **Support** family members' engagement in community service (e.g. Mrs. Bush).
- o **Host** White House awards ceremonies for major community service awards (e.g. J.C. Penney, Boy's Club, Peace Corps, President's End Hunger, Jefferson, Washington Charity Awards) and attend other award ceremonies for community service.
- o **Send** written messages to community service events.

THE POINTS OF LIGHT FOUNDATION BOARD MEMBERS

John F. Akers	Chairman, President and Chief Executive Officer, I.B.M. Corporation
William Aramony	President, United Way of America
Red Elk Banks	Founder, Soaring Eagles
Augusta Denise Beal	Outreach Director, Campus Outreach Opportunity League (COOL)
Norman A. Brown	President and Chief Programming Officer, W.K. Kellogg Foundation
Raymond G. Chambers (Chairman)	Chairman, Amelior Foundation, One-to- One Foundation and READY Foundation
Johnnetta B. Cole	President, Spelman College
Marva N. Collins	Founder, Westside Preparatory School
Lodwrick M. Cook	Chairman of the Board and Chief Executive Officer, ARCO
Michael D. Eisner	Chairman and Chief Executive Officer, The Walt Disney Company
Roberto C. Goizueta	Chairman and Chief Executive Officer, The Coca-Cola Company
S. Kim Grose	Founder, the Stanford Project on National Service
James A. Joseph	President and Chief Executive Officer, Council on Foundations
Margaret E. Kuhn	Founder, The Gray Panthers
Rev. Edward A. Malloy	President, University of Notre Dame
Cynthia Mayeda	Chair, Dayton Hudson Foundation
Sybil C. Mobley	Dean, School of Business and Industry, Florida A&M University
Brian O'Connell	Founding President, Independent Sector
George W. Romney	Founding Chairman, The National VOLUNTEER Center
James W. Rouse	Chairman and Chief Executive Officer, The Enterprise Foundation
Robert C. Wright	President and Chief Executive Officer, National Broadcasting Company

THE WHITE HOUSE

WASHINGTON

THE POINTS OF LIGHT INITIATIVE FOUNDATION

"From now on in America, any definition of a successful life must include serving others."

**President George Bush
June 22, 1989**

The Foundation will serve as a catalyst for the implementation of the President's three-part community service strategy. The Administration will seek \$25 million annually in Congressional funding and at least an equal amount of money from private sources. Some of the most talented and influential men and women of all ages in the country will be asked to work with the Foundation.

The Foundation may achieve its goal of making community problem solving central to the life and work of every individual, group, and organization in America by concentrating on eight critical mission areas:

- o Call every "institution" -- every family, business, firm, union, school, place of worship, club, group, association and organization -- to develop its own community service initiatives in which every member or employee actively and regularly participates. In addition, every group and institution will be urged to identify and engage its distinctive capabilities in community problem solving and to foster among all of its members or employees a pervasive ethic of community service (**Business/Group/Organization Initiatives**);
- o Link individuals and groups of every kind who wish to serve to examples of what actually works and to the leaders who have made things work (**ServNet/ServLink/Volunteer Centers**);
- o Convince people who may never have worked together before to come together in every community to identify community needs, marshal community resources and solve community problems (**Points of Light Action Groups**);

- o Engage young people in community problem solving and create a new generation of American leaders (**Youth Engaged in Service to America -- YES**);
- o Build a web of meaningful and positive personal relationships with each individual who is alienated from society because of the breakdown of the extended family (**One-to-One Relationships**);
- o Bring alive to the public in ways that make this movement irresistible the importance of direct and consequential engagement in the lives of those in need and the satisfaction that comes from so engaging (**Media Leadership/Support**);
- o Encourage the creation of entrepreneurial opportunities for the economically disadvantaged as an alternative to despair and illegal activity, and obtain funds and donated resources to support the Foundation and its activities (**Entrepreneurship/Finance/Resource Acquisition**);
- o Motivate individuals, groups and institutions to engage in community-based problem solving around the world (**International**).

These eight mission areas are more fully described below:

BUSINESS/GROUP/ORGANIZATION INITIATIVES

To engage all businesses, groups and organizations in solving critical social problems.

Every group or organization (corporations, professional firms, labor unions, schools, religious institutions, non-profits, and associations, etc.) will:

- a. Implement a community service initiative (or a family of initiatives) in which every member is urged and welcomed to participate;
- b. Make a unique contribution to the community service movement by the use of its distinctive resources, skills or capabilities;
- c. Instill community service as an ethic of premium importance by creating a web of non-financial incentives (e.g. academic or professional credit, awards and other forms of recognition) that heighten the impulse to serve others and the satisfaction derived from serving others.

SERVNET/SERVLINK/VOLUNTEER CENTERS

To identify, enlarge and multiply what is working and to discover, encourage and develop leaders who can make things work.

- a. Every significant sector of American society will form and lead "peer-to-peer pressure groups," bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable groups and organizations without such initiatives to devise and implement them ("ServNet").
- b. Establish a telephone hotline system, an interactive computer data base program and an electronic bulletin board that would permit individuals and groups to learn of volunteer opportunities and/or successful approaches in their own communities or elsewhere ("ServLink").
- c. The Foundation, in collaboration with a coalition of national groups with extensive local organizations, will help significantly to increase the number, visibility and effectiveness of volunteer centers throughout the nation.
- d. Every significant sector of American society will continuously and conspicuously identify and honor its own "Points of Light."
- e. The Foundation will help to sponsor forums, symposia and workshops on community service leadership throughout the nation.

POINTS OF LIGHT ACTION GROUPS

To engage individuals from all walks of life and diverse groups and organizations who may never have worked together before in collaborating with one another to solve community problems.

- a. To develop "Points of Light Action Groups" throughout the country to determine pressing community problems, identify and mobilize community resources and deploy them against these problems. Such groups would consist of new or strengthened partnerships among businesses, professionals, unions, schools, law enforcement authorities, religious organizations, non-profits, clubs, associations and concerned individuals.

- b. These groups will serve as catalysts for community action and as new engines for social change.

YOUTH ENGAGED IN SERVICE TO AMERICA (YES)

To engage every young person, aged 5 - 25, in community service.

- a. The Foundation will identify model community service projects in organizations of which young people are a part (schools, churches and synagogues, neighborhood organizations, clubs, etc.) and encourage similar organizations to replicate them.
- b. The Foundation will help create youth service projects in a limited number of pilot areas (to be determined by the Board) that engage a wide variety of local groups and organizations and provide models which communities can replicate throughout the nation.
- c. Every significant sector of American society (corporate, professional, labor, religion, law enforcement, non-profits, clubs and associations, etc.) not yet involved in youth development will work with young people to devise community service initiatives or participate in existing projects which are led by young people.
- d. The President's National Service Youth Representatives will be selected from every state to lead other young people in community service in their regions, assisting communities in developing and implementing local projects and circulating models of successful initiatives to young people and sector leaders.
- e. The Foundation will convene The President's Youth Leadership Forums to be led by young people, which call together their peers, parents, teachers and community leaders to determine pressing local problems, identify successful local initiatives which address these problems, discuss ways to enlarge these initiatives and create new ones, and devise strategies to mobilize more young people to action in their communities. After these Forums, participants will form teams to follow through with identified goals.

ONE-TO-ONE RELATIONSHIPS

To form one-to-one mentoring relationships with people in need.

- a. The Foundation will work to develop a significant number (to be determined by the Board) of one-to-one mentoring relationships. Mentors from outside the communities served will be welcomed, but they will be

urged to work through community leaders, groups and organizations to appreciate local conditions and sensitivities.

- b. The Foundation will target a limited number of communities (to be determined by the Board) in which intensive efforts will be undertaken through the collaboration of a wide variety of community-based groups and organizations to develop one-to-one relationships with virtually every single individual in need.

MEDIA LEADERSHIP/SUPPORT

To devote the distinctive capabilities of the local and national news and entertainment media to persuading people to engage in community problem solving.

- a. Every segment of the news and entertainment media (e.g., television, newspapers, magazines, radio, cable, motion pictures) will highlight community service continuously, spotlight successful service initiatives, profile outstanding community leaders and inform the public of how to engage in community service.
- b. In addition, in partnership with The Advertising Council, the Foundation will develop a nationwide advertising campaign to develop a new perspective on our social problems, to increase public awareness of the importance of community service and to catalyze community action.
- c. The Foundation will also create a mechanism to provide regular satellite feeds to local television stations containing stories about highly successful and newsworthy community service leaders and developments and a wire print service to disseminate such information to local print media.

ENTREPRENEURSHIP/FINANCE/RESOURCE ACQUISITION

To promote entrepreneurship among the disadvantaged and to obtain the necessary resources from the private and public sectors to support the activities of the Foundation.

The Foundation will encourage the creation of entrepreneurial opportunities for the economically disadvantaged as an alternative to despair and illegal activity, and obtain funds and donated resources to support the Foundation and its activities.

INTERNATIONAL

To promote community-based problem solving throughout the world.

The Foundation will encourage individuals, families, businesses, professions, unions, schools, places of worship, clubs, groups, associations and other organizations of every conceivable type, both American and indigenous, to engage in community-based problem solving throughout the world.

THE WHITE HOUSE

WASHINGTON

October 1, 1990

MEMORANDUM TO CLARK KENT ERVIN

FROM : Schelly Reid *SR*

SUBJECT : Points of Light Foundation Questions & Answers

Upon review of your prepared responses to questions regarding the Foundation, I have compiled a roster of frequent queries from the press.

- o What is the distinction between the Office of National Service (ONS) and the Foundation?
- o Are these roles overlapping and duplicative?
- o What, if any, restrictions exist for pursuing cooperative endeavors between the two entities?
- o Essentially, doesn't ONS serve the Foundation as its political arm by facilitating and expediting outside requests?
- o The Foundation has assumed some of the prescribed functions of ONS; will this White House Office be abolished as the Foundation becomes fully operational?
- o Is the Points of Light Recognition Program the cornerstone of ONS? Is this activity enough to justify its existence in view of the institution of the Foundation?
- o Ostensibly, ONS advises the President on policy matters; please enumerate specific positions espoused and your success record?
- o How can \$25 million be justified if the Foundation currently is operating without the benefit of federal funds? Will this figure reappear in the FY '92 budget request? If these monies are appropriated, how will they be used?
- o How can the Foundation legally solicit private contributions while relying primarily on a federal appropriation for its existence?
- o What ever happened to Whitney Houston in her role as a traveling ambassador/contributing leader? Will other leaders be selected? Why was she designated? What has she done

(Houston cont.)

to further the "points of light" agenda?

- o The "points of light" booklet and reference guides are most handy, but how does one secure information on replicating these programs? Will ONS eventually operate as a clearinghouse?
- o What is the status of SERVLINK, SERVNET, and the Points of Light Action Groups? How, or will, they interface with ONS?
- o Legally, can ONS share and distribute information about the Foundation?
- o Does ONS maintain an inventory of community service programs and opportunities?

cc: Petersmeyer
Pagel
Geraghty

TO: POLF Staff, Gregg Petersmeyer, Terry Williams
FROM: Penni
RE: Media Q&A's
DATE: August 17, 1990

I'd appreciate your comments on the following question and answer document. The purpose of this is to anticipate questions which may be asked of Foundation directors and staff and craft answers which reflect POLF's mission. Please feel free to include your questions and to suggest answers.

- What is the Points of Light Foundation?
- Who's your chairman?
- Who's funding this?
- What is your definition of a volunteer? What doesn't it include?
- What percentage of people don't volunteer at all? don't volunteer to help serious social problems?
- What serious social problems will you address in the first year? How did you prioritize these?
- Do you count as community service the political - campaign envelope-stuffer?
- What do you consider "serious social problems? So you've excluded... Prioritize for me...
- Are donations the same as "community service"
- So people don't have to be in the trenches to help?
- This is a nice idea, but isn't it too large an undertaking and futile?
- Aren't you just building up for the next presidential election...using and exploiting community service for political advancement? What's your connection to the Whitehouse?
- Give me an example of one outstanding program you've found.
- How many people has it helped? How bad was the situation before?
- Who's involved? How many, what type of people power and dollars does it take to sustain itself?

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- How would you replicate it? And if there's no apparent leader in the community, what happens to the program and those in need?
- What kind of follow-up or do you just add a notch to your list of "finds" and forget about them?
- How many community service programs are there now? Is this more than in the last ten years?
- And you've assumed that they're not working?
- Aren't you stealing their thunder?
- What makes you the expert on these problems or on solving them?
- Who's on your board
- Is community service a fad for the 1990's or will it become a way of life in America?
- Aren't most of these problems solved with money?
- Why not let government live up to its social program obligations?
- People already are over committed. The working couple with children - the style young professional climbing corporate ladder. How do we make time? Business bottom lines - work 12 hour days - for see not someone else. Students study for exams, train sports.

THE POINTS OF LIGHT FOUNDATION: QUESTIONS AND ANSWERS

1. The Points of Light Foundation is a private non-profit institution whose mission is to make community service directed at serious social problems central to the life and work of every individual and institution in America.
2. The Honorary Chairman of the Foundation is the President of the United States. The Chairman of the Foundation is Raymond G. Chambers.
3. At present, the Foundation is funded entirely by private contributions. The Foundation will, however, accept, and is seeking, additional funding, at least for its first few years of operation from the Federal government. Ultimately, however, the Foundation expects its funding to come entirely from private sources.
4. While reliable figures suggest that nearly half of the population engages in some form of volunteer activity, there are no hard data on the percentage of Americans who engage on a voluntary basis in attempting to solve our most serious social problems through service, though there is reason to believe that this percentage is significantly lower. It is not volunteer activity per se that the Foundation is designed to foster, but volunteer activity directed at solving serious social problems through community service.
5. Strictly speaking, the Foundation itself will not address social problems. Its role is catalytic, animating and supportive, rather than operational. Activity must be undertaken not by the Foundation, but by individuals and institutions not presently engaged in service. As to which problems are to be addressed, we believe that such problems should include, by way of illustration and not limitation, drug abuse, illiteracy and inadequate education, hunger, homelessness, AIDS, unwed teen pregnancy, loneliness. As to which of such problems should be addressed by whom and when should be left to the individuals and institutions at issue.
6. Given the above answer, it should be clear that the "political campaign envelope-stuffer" is not, in our view, addressing a serious social problem.
7. See answers to 5 and 6 supra.

8. Monetary donations, while obviously vitally important and welcome, are not what the Foundation aims to encourage. The Foundation aims to activate direct hands-on engagement in social problem solving on the part of individuals and institutions who in the past have played no role or have merely contributed money.

9. See answer to 8 supra.

10. The Foundation believes in the innate desire and ability of every individual, business, union, place of worship, school, club, group and organization to be a "Point of Light".

11. The Points of Light Foundation is a nonpartisan, apolitical enterprise. As a matter of law and policy, it is independent of the White House. It is very much hoped that those who succeed President Bush will agree to serve as Honorary Chairpersons of the Foundation during their respective terms in office.

12. See two booklets containing the first 200 "Daily Points of Light", a diverse collection of individuals and institutions recognized by the President for their exemplary community service endeavors.

13. Each Point of Light may be contacted to obtain such information directly from him, her or it.

14. See above.

15. There is an index to the Daily Points of Light booklets which explains how each initiative may be replicated by those with the requisite gifts, talents and/or resources. As to the question of leaders, there are leaders and those with leadership potential capable of replicating any successful initiative in any community.

16. Each Point of Light will be communicated throughout the nation to encourage the replication of successful initiatives.

17. There is no way of telling whether there has been an increase in the number of initiatives and, if so, what the increase has been, but indications from community service leaders and the media are that there has been a dramatic increase in the last ten years. The Foundation will, among other things, devise a way of measuring progress over time in increasing not just the number of initiatives, but the number of successful ones.

18. Certainly many initiatives are working. But obviously there are too few successful initiatives; otherwise, we would no longer have social problems.

19. On the contrary, one of the aims of the Foundation is to identify what's working, not only to encourage their replication, but also to honor them and motivate others to provide support.

20. See answer to 5 supra.

21. See attachment hereto.

22. The goal of the Foundation is to make serving others central to the life and work of every American, not just in this decade, but for all time to come.

23. In fact, no serious social problem can be solved by money alone. While money is important, only direct engagement in the lives of those in need can provide the caring, nurturing relationships that the less fortunate among us desperately need.

24. See answer to 23 supra.

25. Every one of us, no matter how busy, make time for activities that we regard as personally fulfilling and satisfying, whether it be recreational, artistic, educational, etc. The message of The Points of Light Foundation is not that community service is your moral and social obligation, though we believe that to be true, but that only through serving others can we find the fulfillment and satisfaction that all of us are seeking in life. When we reaches out to make a difference for someone in need, we help ourselves every bit as much as those we serve. Indeed, in the Foundation's view, there really are no servers and served; everyone benefits.