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THE POINTS OF LIGHT FOUNDATION

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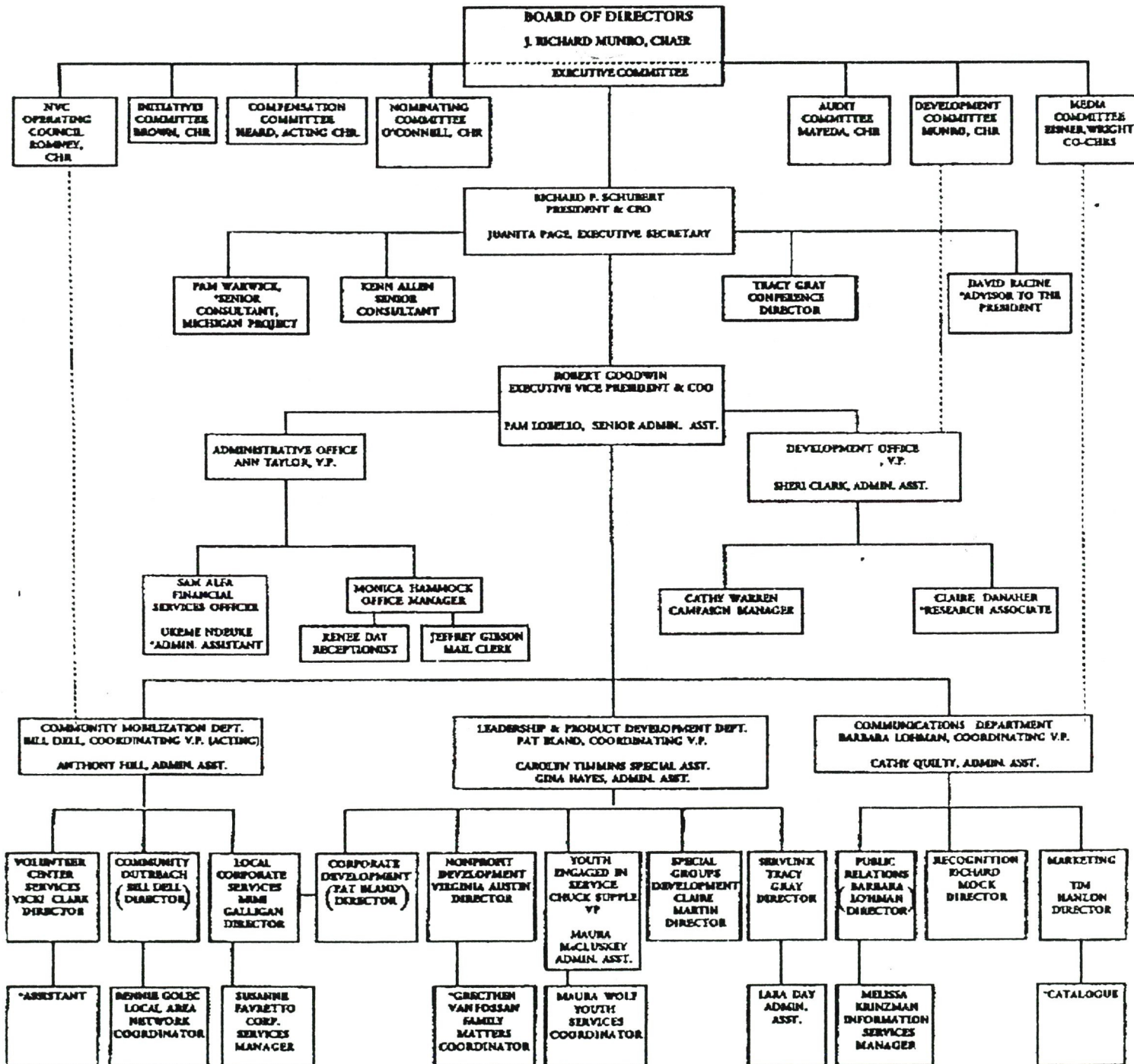
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THE POINTS OF LIGHT FOUNDATION

ORGANIZATIONAL CHART



POINTS OF LIGHT

THE POINTS OF LIGHT FOUNDATION

Mission Statement:

Open Letter from the Board of Directors

While many Americans prosper, another part of our country dwells on the other side of hope. Illiteracy, drug abuse, teen pregnancy, delinquency, homelessness, neglect, alienation, and other social problems constitute the symptoms of a significant breakdown in many communities.

Twenty five million Americans -- about 20 percent of our nation's adults -- are unable to read and write. Four out of ten teenagers get pregnant by the time they are twenty. Every day, 135,000 kids bring their guns to school. Almost a third of our elderly live alone, often in debilitating isolation from others.

While government's role is crucial, it alone cannot fill the void left by disintegrating families, neighborhoods and lives. America faces a serious challenge, and only people working in their own communities can stem this tide of social distress and usher in a new era of hope.

That is why the Points of Light Foundation was created: to galvanize public attention and raise the notion of community service to the status of a national movement, to make direct and consequential service aimed at serious social problems central to the life of every American.

Many Americans already give of their time, and these "points of light" shine brightly across the land. They have taken the initiative themselves. But we believe millions more will answer the call to be of service to others. They will see they can make a difference, and by serving others they will make their own lives more fulfilling.

The Foundation -- hoping to serve as a motivator and catalyst in this effort -- has initiated the following programs and projects:

- **Promote Community Service Through the Media**

The Foundation will work with publishers, broadcasters, filmmakers, entertainers and others to make the theme of service part of the popular culture. We are conducting a national advertising campaign -- created pro-bono by Saatchi & Saatchi Advertising and the Advertising Council -- to urge Americans to engage in helping others. A toll-free telephone number will be utilized to link volunteers directly with service opportunities in their communities and provide them with ideas for initiating their own projects.

- **Mobilize Existing Institutions and Leaders**

Since people are more likely to serve if they can do so with others they know, the Foundation is working with the leaders of businesses, unions, schools, civic groups and religious organizations to stimulate service programs for their members, officers and employees. Points of Light Representatives will be named at these institutions, and the Foundation will also help create Points of Light Partnerships -- wide and diverse networks of leaders-- in communities to support their members' interest in service.

- **Identify and Publicize Ideas that Work**

Information about the most compelling and successful service initiatives will be gathered and disseminated through Points of Light Representatives and Partnerships in an effort to stimulate replication of similar initiatives in other communities and generally increase awareness of how voluntary service can make a difference.

- **Encourage Disparate Age Groups to Serve**

We will help develop specific activities with youth organizations, businesses and schools to engage young volunteers and to recruit mentors for youngsters and teenagers in difficult circumstances. Other initiatives will be taken to engage senior citizens in community service.

- **Spotlight Outstanding Service Achievements**

The Foundation is developing a variety of events, ceremonies and awards to honor individuals and organizations who have made extraordinary contributions through public service.

In pursuing these programs, we wish to be an inclusive organization that will prompt new efforts and enhance the work of existing institutions. We recognize that many people and groups are already engaged in community service, and we look forward to being their partner in this essential cause.

CONTACT:
Tim Hanlon
Advertising Director
or
Barbara Lohman
(202) 408-5162

POINTS OF LIGHT NATIONAL MEDIA CAMPAIGN

"DO SOMETHING GOOD. FEEL SOMETHING REAL."

That message will be repeated thousands of times nationwide, beginning in mid-April, as the national media campaign of the Points of Light Foundation is launched. The goal of the campaign is to stimulate more people to engage in community service aimed at serious social problems. The campaign will focus both on the contribution that can be made and the benefits to those who serve.

The campaign consists of 1 60-second and 4 30-second television public service announcements, both pre-recorded and scripted radio spots and print advertisements. Spanish-language television versions will also be available.

The Media campaign is a collaborative effort of the Points of Light Foundation and the Advertising Council. Pro bono creative direction has been provided by Saatchi and Saatchi, one of the world's largest advertising agencies. United Way of America and The National VOLUNTEER Center and their local affiliates are cooperating in development and management of the system through which Americans can directly respond to the campaign. Time Warner created the "how to get involved" booklet. Telephone and mail fulfillment services are provided by Florida Fulfillment.

Each ad will offer an opportunity for immediate response by those who seek to serve:

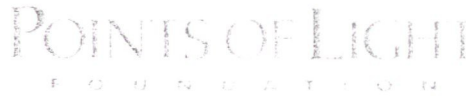
- o In 10 markets - Chicago, Cincinnati, Ft. Lauderdale, Houston, Kalamazoo, Kansas City, Memphis, New Orleans, Pittsburgh, San Antonio - ads will carry the phone number of the local Volunteer Center. Callers can then be directly referred to opportunities for service within their communities. In these cities, called Flagship Cities, the Foundation is working closely with community leaders to launch other programs which will encourage individuals and organizations to get involved.
- o In other markets, ads will carry a toll-free 800-number. Callers will receive a booklet with ideas to guide their involvement and the name and phone number of the Volunteer Center or United Way providing volunteer referral services for their community.

(more)

Beginning in July, those local referral agents will have the option of having their phone numbers given out immediately by operators handling the incoming calls. As a demonstration of that operator-referral system, callers from Southern California will be given the local contact information from the outset of the campaign.

- o The "how to get involved" booklet will be distributed to all callers throughout the campaign and also will be made available for distribution through participating Volunteer Centers, United Ways, corporations and civic groups.

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News Release

FOR IMMEDIATE RELEASE

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MILLIONS GET MESSAGE OF COMMUNITY SERVICE
AS TWELVE DAY CELEBRATION OF SERVICE CONCLUDES

Washington, April 26 -- Millions of people across the nation heard and felt the message of community service, in what has been dubbed the largest single effort ever to expose the American public to the need for voluntary service. The Points of Light Celebration of Service -- a unique 12-day journey which criss-crossed the country spotlighting Americans who are meeting the nation's social challenges through community service, ended today with a ceremony on the South Lawn of the White House, where sixteen Celebration Ambassadors were recognized by the Points of Light Foundation for their extraordinary contributions in serving others. The eighteen recipients of the 1991 President's Volunteer Action Award were also honored at the event.

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CELEBRATION CONCLUDES -- ADD ONE

Helping to organize the Celebration was the Points of Light Foundation, a private, nonprofit, nonpartisan organization whose mission is to make direct and consequential service aimed at serious social problems central to the life of every American. Also supporting the Celebration was United Way of America, National VOLUNTEER Center, IBM, ARCO, The Coca-Cola Company, and hundreds of local individuals, nonprofit organizations, religious groups and businesses.

The Points of Light Foundation announced its first Lifetime Achievement Award at the conclusion of the White House ceremony, recognizing George Romney, former Governor of Michigan and chairman of the board of directors of the National VOLUNTEER Center, for his abiding commitment to community service.

Among those present to recognize the Points of Light Ambassadors were world-renowned artist Peter Max, who unveiled "Points of Light Flag with Heart", a painting he created specially for the Celebration and donated to the Points of Light Foundation; and the well-known Country and Western singer Randy Travis, who is contributing the proceeds of his new hit single "Point of Light" to the Points of Light Foundation. Tony Danza, star of the popular TV show "Who's the Boss?", served as master of ceremonies.

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CELEBRATION CONCLUDES -- ADD TWO

Other featured performers included five-time Grammy award winning Gospel singer Larnelle Harris, who donated his time to sing the musical background "Mighty Spirit" on two of the Foundation's just released public service announcements; TV and Broadway actress Patti Lupone; and six-time Grammy Award and three-time Dove Award winner, Andrae Crouch, and his twin sister, Sandra, who joined in recognizing family involvement in community service during the Celebration's stop in Kalamazoo, Michigan. Joining the Crouch's and Harris in a rendition of "Mighty Spirit", was the Duke Ellington Choir from the Duke Ellington School for the Performing Arts in Washington DC.

"Our purpose is to recognize outstanding Americans engaged in service to others, to spotlight successful, creative programs, and to inspire similar programs in other communities -- to encourage every American to care for another in need," said Dr. Johnnetta Cole, president of Spelman College and a member of the Points of Light Foundation Board of Directors, referring to the Celebration Ambassadors.

In addition to direct participation in Celebration activities, an estimated 55 million Americans were exposed to the Points of Light theme, "Do Something Good. Feel Something Real.", via TV Public service announcements which began airing April 15 -- the beginning of the Celebration. The PSAs illustrate what can happen when a individual, organization, and community engages in direct and consequential service.

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CELEBRATION CLOSING -- ADD THREE

Also appearing April 15 in a full page ad donated by the New York Times was the Foundation's Declaration of Commitment to Community Service, signed by more than 300 prominent business, education, and civic leaders.

A joint outdoor advertising campaign by the Coca-Cola Company, the Points of Light Foundation and Transportation Displays Inc, was also unveiled during the 12-day Celebration in 25 cities across the nation. One out of five Americans will be exposed to the campaign, which uses the theme "Teaching the World to Read Makes It Means Something".

"The Celebration of Service is a first step by the Foundation to bring community service to the forefront of the American public. The Foundation will continue its effort by serving as a catalyst in the creation of new and expanded community service initiatives throughout the nation," said J. Richard Munro, chairman of the Executive Committee of Time Warner, Inc., Celebration chairman and co-chairman of the Foundation.

An example of these efforts, the W.K. Kellogg Foundation announced during the Celebration the "Family Matters" partnership with the Points of Light Foundation. The Foundations will recognize efforts to actively promote family involvement in community service.

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